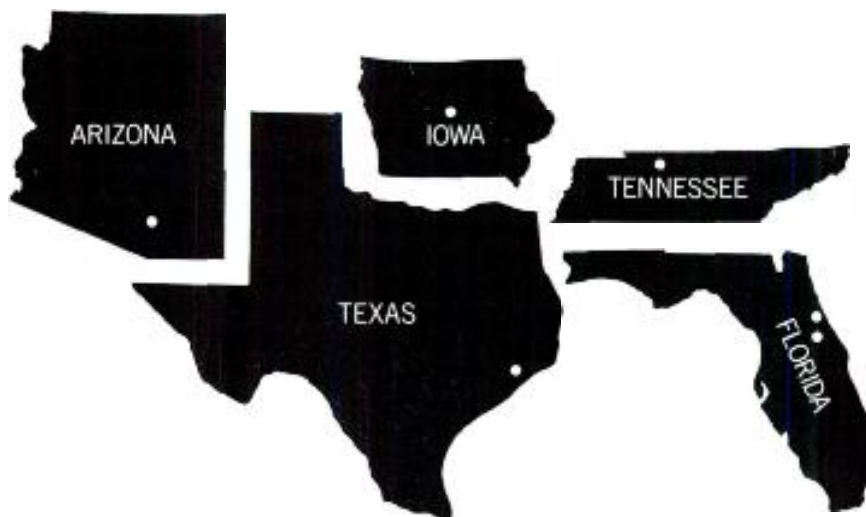


Broadcasting Apr 8

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Broadcasting Apr 8

Storer battle ignites Hill concern Rumors create turbulent week for CBS Sneak peek at the technology of NAB 85

STORER STORY □ Battle for Storer continues in financial filings; congressmen show concern over FCC's role in proxy fight. **PAGE 39.**

ON GUARD □ CBS makes defensive moves in a week where takeover rumors drive up stock price. **PAGE 43.**

NAB 85 □ This year's equipment exhibition is marked both by its size and diversity. In this special report, **BROADCASTING** highlights the wares on display, broken down by product category. **PAGE 49.** A list of the who's and what's in the exhibit hall is on **PAGES 57-114.** A rundown of the agenda and the convention's highlights appears on **PAGES 114-124.**

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COURT TURN □ Panelists at bar association session predict fairness doctrine relief more likely to come from courts than FCC or Congress. **PAGE 142.**

FINE TUNING □ Petition by Media General at FCC seeks clarification of cable act: what constitutes franchise fees. **PAGE 143.**

WHEEL WINNER □ *Wheel of Fortune* widens lead as top syndicated show in Nielsen's Cassandra report for February. **PAGE 148.**

CLEAR SAILING □ Justice Department raises no objections to switch of Arizona cable systems by Times Mirror and Storer. **PAGE 151.**

LOOKING UP □ After year at helm of NBC News, Larry Grossman has brought the network back, in both prestige and ratings. **PAGE 159.**

CLIPPERS CLIPPED □ Supreme Court refuses to overturn court decision which ruled videotaping news programs and selling excerpts violated copyright laws. **PAGE 161.**

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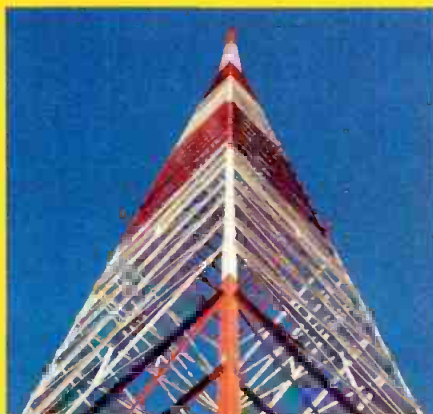
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Tit for tat

U.S. Court of Appeals' opinion upholding FCC order asserting broadcasters have broad discretion in meeting programing needs of children, including considering children's programing provided by public broadcasting (BROADCASTING, March 25), was good news for Corporation for Public Broadcasting President Edward Pfister. He told BROADCASTING that "should opportunity arise," he may ask commercial networks and National Association of Broadcasters to "match our children's commitment dollar for dollar." Pfister's reasoning: "Since we are now able to help them in terms of the measurement of our children's product, why shouldn't they help us do that which is most helpful to them?"

How much would it cost commercial broadcasters to go along with Pfister if he asks? CPB budget for children's programing is \$7.5 million in 1985, \$10 million in 1986.

See above

National Association of Broadcasters reaction to peace offering from House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) (BROADCASTING, April 1) is "positive." NAB President Eddie Fritts is sending letter to Wirth asking for meeting to discuss, among other things, children's television and funding for public broadcasting. Fritts says NAB wants to discuss some potential initiatives in both. One idea that continues to generate interest is possibility of commercial broadcasters providing annual national telethon to raise funds for public broadcasting.

Meanwhile at Multimedia

In buyout fury these days media seem to have forgotten about Multimedia. Yet within past two weeks, that company's stock has risen from 48 3/4 to 53 3/4, \$4.50 more than management group wants to pay other shareholders in leveraged buyout proposed at beginning of February (BROADCASTING, Feb. 11). Only conclusion to draw is that investor money is betting that higher bid has surfaced, or that outside/disinterested directors of company were dissatisfied with initial LBO offer. Knowledgeable source has said negotiations are going on between those directors, represented by Brown Brothers Harriman and Skadden, Arps et. al., and leveraged buyout group. In

previous LBO's, Metromedia, Harte-Hanks and SFN, lawsuits have been filed by shareholders challenging buyout offers, but readjustments have usually added only 25 cents or so to share price.

Name of William Simon, who appears elsewhere in this magazine as perhaps helping to bid on CBS (see "Top of the Week," also has turned up in Greenville, S.C., where Multimedia is based. Simon's Wesray Corp., it has been rumored by more than one source, has put up informal offer of \$60 cash per share for Multimedia. One investment banker hypothesized that Wesray may have sizable holding in Multimedia, and will profit either way.

Candidates

Among names to surface in connection with search for new president of Association of Independent Television Stations is that of David Markey, head of National Telecommunications and Information Agency, and Martin Rubenstein, communications consultant and former president of Mutual Broadcasting. INTV is reportedly still several weeks from decision. Still in running for post, according to INTV source, are INTV's Jim Hedlund, vice president of government relations, and Howard Kamen, vice president, marketing.

Yearly fees out

FCC last week had under internal review amended cost-of-regulation fee schedule bereft of annual fees for broadcasters that were in original schedule (BROADCASTING, March 11). Source said proposal would raise "close to" what could have been raised with annual fees by assessing charges for variety of applications filed with Mass Media Bureau. FCC is planning to forward amended schedule to Congress this week.

Leaner RKO

RKO Radio Networks, acquired by The United Stations (BROADCASTING, March 4), will drop its live, five-hour, overnight *Night Time America* broadcast in 90 days. RKO Radio Networks President Bill Hogan said show did not generate enough revenue to keep it on air. Also slated to be cut is *People Magazine Minute*, introduced last October. Both programs are part of Radioshows—RKO's program distribution arm. Asked about other programing cuts, Hogan said: "Everything

is being looked at closely." United Stations is expected to close on RKO acquisition early this week.

Escalator out of order

Another contest may be brewing for top spots on National Association of Broadcasters boards. Richard Oppenheimer, president and general manager, KIXL(AM)-KHFI-FM Austin Tex., is considering running for radio board vice chairmanship against Bev Brown, KGAS(AM) Carthage, Tex., who has announced his candidacy. If Oppenheimer runs, that leaves Bill Turner, KCAU-TV Sioux City, Iowa, who is seeking TV board chairmanship, as only candidate not facing challenge. Radio Board Chairman Ted Snider, KARN(AM)-KYYK(FM) Little Rock, Ark., Radio Board Vice Chairman Edward Giller, Gilcom Corp., Altoona, Pa., and Walter May, East Kentucky Broadcasting, Pikeville, Ky., are seeking joint board chairmanship. Clyde Price, WACT-AM-FM Tuscaloosa, Ala., and John Dille, WTRC(AM)-WYEZ(FM) Elkhart, Ind., are running for radio chairman. Race for TV vice chairman is between Peter Kizer, Evening News Association, Detroit, and Wallace Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C.

Payoff

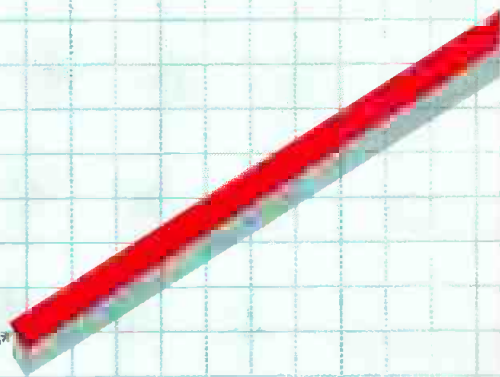
National Association of Broadcasters turned profit of \$10,000 on advertising sold in program for annual convention in Las Vegas next week (April 14-17). For first time association sold space in program, which cost \$50,000 to print. It grossed \$60,000 from ads.

Appointment in Lisbon

Frank Shakespeare, vice chairman of RKO and chairman of Board for International Broadcasting, is expected to leave those posts in summer to become ambassador to Portugal. White House announcement of his appointment is due in next couple of weeks. White House reportedly has not focused on Shakespeare's successor at BIB, which oversees operations of Radio Free Europe and Radio Liberty, but person believed to be leading contender is former Senator James Buckley (R-N.Y.), who is now president of radios. He has already announced plans to leave that post later this year; his experience at radios, some feel, gives him kind of experience that would enable him to hit ground running as BIB chairman.

Transtar's Format 41 Has Gone . . .

3.1
(April-May-June)*



...Gone through the roof in ratings:

The ratings are in for Joy 107 FM scoring #2 in Adults 25 to 54 in the Miami-Ft. Lauderdale Fall 1984 book... its first book on Transtar's **FORMAT 41***. The growth since it started has been chronicled in the monthly Arbitrends. Starting with a Spring 1984 share of 3.1 (12+), Joy 107 now earns a 5.6 (12+) share... and it's all concentrated in the money demo's.

*A service mark of Transtar Radio Network.

4.9

(June-Oct-Nov)*

4.1

(May-June-Oct)*

5.6

(Fall 1984)**

...Gone through the roof in sales:

Joe Amatore, Owner and President of Joy 107 FM, says it best: "This is a lucrative format because it focuses on the 'Earnings Boom.'

Both the listeners and the buyers love it. This station made an immediate impact in South Florida in audience and sales gains... significant gains. This is a marvelous format, but it's tricky. Until Transtar came along we found doing the format was not as easy as it seemed. It's damned hard to get the right songs, the exact right sequence, and just the right talent approach. Transtar knows how to make this tricky format win big."



Joe Amatore
Owner/President Joy 107 FM

...Gone to exclusive affiliates in these major markets:

Miami-Ft. Lauderdale (FM), Washington D.C. (FM), Sacramento (AM), New York (FM), Chicago (FM), Minneapolis-St. Paul (FM), Portland, Oregon (FM), New Orleans (FM), and in many medium and small markets. Call us now before it's gone in your market.

*Arbitrend Shares 12+ AQH M-S 6A-12M

**Fall 1984 Arbitron 12+ AQH M-S 6A-12M

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Plea for unity

Cable operators and broadcasters must resolve the must-carry issue together to avoid intervention by Washington lawmakers and regulators, said Ralph M. Baruch, chairman of Viacom International, last week.

"When an issue like this is permitted to fester," he told a meeting of the Ohio State Cable Television Association in Columbus on Tuesday, "it never fails to draw the attention of legislators and regulators. We cannot allow this to happen."

Reminding his audience that Viacom is deeply involved in both broadcasting and cable, Baruch urged the two industries to reach a consensus on must-carry and then approach Congress or the FCC with recommendations for changes in the must-carry rules.

He said cable systems now are being forced to carry stations "which can by no means be called 'local'; which have very little, if any, interest to the local cable television subscriber, and which are pushed onto cable systems by broadcasters who have nothing to lose by this additional reach into adjacent and sometimes outlying markets."

Despite enlarged channel capacity, Baruch said, cable systems are "forced by the sheer weight of the so-called local must-carry signal to eliminate services which the viewer wants and should be entitled to receive."

Baruch said broadcasters who advocate substantial expansion of the must-carry rules "are playing with fire" because their extreme position will cause many cable operators to go to the other extreme and advocate elimination of all must-carry rules. "While the cable position of eliminating must-carry has had some favorable reaction at the FCC, it is—in the present regulatory and legislative environment—just as unrealistic a position as the one taken by some of these broadcasters," he said.

Baruch said one possible solution to the dispute would be to limit must-carry signals to some percentage of the cable system's total activated channel capacity. Another

possibility, he said, would be to limit the number of duplicated network affiliates or PBS stations that a cable system would be required to carry. Or, he said, a limit on the geographical area in which a cable system must carry broadcast signals would be another possibility.

Differences over cable rules

The National Cable Television Association has generally endorsed FCC proposals to eliminate certain rules governing the technical quality of cable service and to raise signal-leakage limits for cable systems. Broadcasters, however, have urged the commission to rethink the signal-leakage proposal.

In comments at the FCC, the NCTA said it supported the deletion of cable service quality standards, but it also urged the commission to adopt a rule pre-empting state and local regulation. "Experience demonstrates that state and local authorities will attempt to fill the regulatory vacuum left by commission deregulation," NCTA said.

NCTA noted that the FCC has proposed to publish as guidelines the technical specifications proposed for deletion in an Office of Science and Technology bulletin. NCTA, therefore, suggested that the commission adopt a rule specifying that: "Local franchise agreements may not include, directly or indirectly, requirements regarding the technical performance of a cable system that are different from or additional to the guidelines published in the Office of Science and Technology bulletin."

NCTA also asked the FCC to raise the signal leakage limits higher than proposed. The current leakage limit for cable operations between 54 mhz and 216 mhz (the systems affected by the proposal) is 20 microvolts per meter at three meters. The notice proposes to increase that to 50 microvolts per meter at three meters. NCTA recommended that the level be increased to 100 microvolts.

The Association of Maximum Service Telecasters, however, said the FCC's own proposed signal leakage limit increase was "far too lenient and would result in serious interference problems for off-the-air broadcast viewers who live in areas passed by cable."

The National Association of Broadcasters said the signal-leakage limits should not be increased "unless and until it has been determined, through further study, that harmful interference to over-the-air services will not result."

In addition, NAB said the commission, in proposing to delete certain cable quality performance standards, had "properly proposed to retain the requirement that must-carry signals be retransmitted without material degradation. As the commission states in the notice, cable systems should provide must-carry signals at a quality level equivalent to that available over the air, and in NAB's view, that is the very least that common sense and equity require."

Ratings happy

MTV Networks Inc.'s Nickelodeon program service for children said last week that in the first quarter of 1985 it averaged a 1.0 Nielsen rating for its entire programming day (7 a.m.-8 p.m., Monday-Sunday), setting a new record for itself and leading all other cable-originated basic network services for the quarter.

Nickelodeon said the 1.0 rating represented a 25% gain from its 0.8 rating in the fourth quarter of 1984 and credited "the performance of many new additions to the network's program lineup as well as a completely new on-air look." As of February, Nickelodeon was said to be available in 24.9 million households.

MTV Networks' Music Television said its first-quarter average was a 0.9 rating for its full 24-hour programming day, the same as in the fourth quarter of 1984, and reflected "the stability of MTV in reaching its target audience of viewers, aged 12-34." MTV was reported to be available in 25.8 million households as of February.

MTV listed other first-quarter Nielsen averages, calculated on a total-program-day basis, for cable-originated basic networks as follows (except for Nickelodeon's, all are also 24-hour ratings): Nickelodeon 1.0, MTV 0.9, USA 0.9, CBN 0.8, ESPN 0.7, CNN 0.6, CNN Headline News 0.4 and Lifetime 0.3.

You are there

There seems to be a trend toward more live event coverage at Cable News Network.

The network plans to provide extensive live coverage of the retrial of Claus Von Bulow from Providence, R.I., scheduled to begin today (April 8). Providing summaries and updates to complement the live feeds will be CNN correspondent Charles Feldman. (Von Bulow was convicted in 1982 of attempting to murder his wife with insulin injections, but the conviction was overturned on appeal.)

Later this week (April 12-13), CNN intends to provide 11 hours of live coverage of an arms control conference at Emory University in Atlanta. Among those expected to speak: Robert McFarlane, assistant to the President for national security affairs; former Republican senator and prospective 1988 presidential candidate Howard Baker; Harold Brown, former secretary of defense; Zbigniew Brzezinski, former national security adviser; Henry Kissinger, former secretary of state and national security adviser; Cyrus Vance, former secretary of state; James Schlesinger, former secretary of defense, and K. F. Mikhailov, representative of the USSR.

Expanding world

Yesterday (April 7), the Nickelodeon cable network premiered National Geographic's *Explorer*, a three-hour, magazine-formatted series of scientific, natural history, travel, adventure and historical documentaries that will air Sundays at 5-8 p.m. Each pro-



Baruch

gram will feature five to 10 films ranging from 10 minutes to an hour, and each will contain a regular segment, "On Assignment," that will bring "updates on many exciting projects and expeditions the society is involved in around the world," according to National Geographic Society President Gilbert Grosvenor. *Explorer* will feature the films of independent filmmakers, the British Broadcasting Corp., the Australian Film Commission, museums, zoos and universities, as well as documentaries produced by National Geographic. It will travel to such locations as Iceland, Mexico, Japan, Siberia and Italy's ancient Herculaneum, a city entombed by the same Mount Vesuvius eruption that buried Pompeii.

Library card

Showtime/The Movie Channel Inc. said it has signed a 10-year licensing agreement giving its Showtime and Movie Channel services access to the approximately 4,700 titles in MGM/UA's film library.

The deal with MGM/UA was said to include all MGM and United Artists films that have completed their syndication runs and all Warner Bros. titles prior to 1950. Among the features are "The Maltese Falcon" with Humphrey Bogart and Mary Astor, "Singing in the Rain" with Gene Kelly and Debbie Reynolds, and Alfred Hitchcock's "North by Northwest" with Cary Grant and Eva Marie Saint.

Officials said all films will have an 18-month pay TV window, and will begin appearing on Showtime and The Movie Channel this year.

"This is the richest film library in the world, containing more entertainment, legend and lore than any other single body of motion pictures," said Fred Schneier, Showtime/TMC senior vice president, program acquisition and program enterprises. "With its incredibly diverse selection of comedy, drama, adventure and glamour, it serves as an excellent complement to the breadth of film titles currently offered on The Movie Channel. The MGM/UA library is a unique treasure trove from which Showtime/The Movie Channel programmers will be able to draw for the next decade."

'Wanted' is wanted

The western series, *Wanted: Dead or Alive*, was slated to join *The Virginian* and *Lancer* last night (April 7) at 9:30 p.m. NYT as part of the USA Network's *Sunday Showdown* series. *Wanted*, a network feature from 1958 to 1961, stars Steve McQueen and Wright King as bounty hunters trying to track down criminals for reward money. Among its guest stars: Mary Tyler Moore, Michael Landon, Cloris Leachman and Claude Akins.

Theater buys

Rainbow Programing's Bravo service said it has acquired the *Hollywood Television Theater* series, a collection of 11 productions featuring such stars as Walter Matthau, Stacy Keach, William Shatner, Julie Harris and Robbie Benson, from the Entertainment Network Inc. The plays, produced by non-commercial KCET(TV) Los Angeles, include works by George Bernard Shaw, Clifford



Baseball symbiosis. Buckeye Cablevision, a system serving 101,000 subscribers in Toledo, Ohio, believes it is the first cable affiliate of a broadcast network affiliate. According to Buckeye President John Karl (l), the system has struck a deal to carry Detroit Tiger baseball games originated by NBC affiliate wdiv(tv) Detroit. According to Karl, the system will carry wdiv's 44 (mostly away) games on the same channel as Pro-Am Sports System (PASS), a regional cable sports network whose general manager is William Wischman (r). PASS, which the system added as a basic service in place of the ill-fated Sports Time service, features 88 (mostly home) Tiger games. "It's a damn good deal," said Karl. Each game includes eight minutes of commercial time that the system may sell, he said. What's more, he added, the system will now be able to drop carriage of wdiv as a distant signal, saving \$60,000 a year in copyright fees and making room on the system for the VH-1 music video service. The system carried wdiv primarily because of its Tiger telecasts, he said. "We're pretty happy too," said Joe Martelle, manager of the Tiger network for wdiv. "We have an affiliate in Toledo now and that's something we haven't had in a while." Martelle doesn't expect to earn any additional advertising revenue from the Tiger network's sixth affiliate during the upcoming season. But, he said, "we plan to do some coincidentals in the Toledo market to see who's watching and factor that into our sales next year."

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"COURT" IS MAK

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When broadcasters scheduled "Court" before their local news, the "one-two punch" of "Court" into news produced sizable

increases in the station's news share — increases that continue to grow from year to year.

The reason is clear. "Court's" audience comp is compatible with the early news audience, and "Court" consistently deliver

NEWS GROWTH WITH "COURT"

STATION/MARKET	FEBRUARY 1984		FEBRUARY 1985		FEB '85 NEWS INCREASE OVER FEB '84
	LEAD-IN PROGRAM	LOCAL NEWS SHARE	LEAD-IN PROGRAM	LOCAL NEWS SHARE	
KIRO Seattle	NEWS	13	COURT	18	+38%
WESH Orlando	LOVE BOAT	21	COURT	23	+10%
WDSU New Orleans	LOVE BOAT	15	COURT	20	+33%
WCHS Chas-Hunt.	HAWAII 5-0	16	COURT	19	+19%
WTVR Richmond	ALICE	22	COURT	29	+32%
WCAX Burlington	TAXI	46	COURT	49	+7%
KAPP Yakima	WKRP	14	COURT	16	+14%
WCSC Charleston	MASH	55	COURT	60	+9%
KOLR Springfield, MO	JEFFERSONS	28	COURT	30	+7%
WGEM Quincy	HOUR MAGAZINE	32	COURT	34	+6%

ING NEWS!

THE
PEOPLE'S
COURT

FORM "GO" FALL '85!
ALREADY RENEWED IN OVER 85 MARKETS!



high percentage of its own viewers
to the newscast that follows.
So if you're looking for a lead-in
it will make your news, look to
the People's Court."

CONTINUED NEWS GROWTH WITH "COURT"

STATION/MARKET	FEBRUARY 1984		FEBRUARY 1985		FEB '85 NEWS INCREASE OVER FEB '84
	LEAD-IN PROGRAM	LOCAL NEWS SHARE	LEAD-IN PROGRAM	LOCAL NEWS SHARE	
NBC New York	COURT	16	COURT	18	+13%
MAQ Chicago	COURT	17	COURT	19	+12%
TMJ Milwaukee	COURT	35	COURT	39	+11%
GRZ Buffalo	COURT	14	COURT	25	+79%
UTV Salt-Lake City	COURT	15	COURT	22	+47%
IXT Syracuse	COURT	23	COURT	31	+35%
PSD Paducah	COURT	31	COURT	33	+6%
TVC Chattanooga	COURT	37	COURT	43	+16%
BNG Binghamton	COURT	48	COURT	55	+15%
WTX Waco	COURT	33	COURT	43	+30%

Source: *Arbitron; **NSI/Cassandra

Telepictures
CORPORATION

New York • Los Angeles • Chicago • Dallas • Paris • Rome • Tokyo • Toronto

Odets, Dorothy Parker and David Hare, and range from one to two-and-a-half hours in length. Among the titles: *The Andersonville Trial*, directed by George C. Scott and featuring Shatner and Richard Basehart, which will have its premiere May 18; *Conflict: Man of Destiny*, starring Stacy Keach and Samantha Eggar; *Awake and Sing*, starring Matthau, and *For Use of the Hall*, starring Susan Anspach.

New digs

MTV Networks Inc. said it will consolidate its New York operations in a new headquarters building at 1775 Broadway this summer. "The company's success since its formation in 1979 resulted in its growing to its present four New York City locations," said David H. Horowitz, president and chief ex-

ecutive. "Housing the company under one roof strengthens communications and operating efficiency, to which we all very much look forward." The new headquarters will house all MTV Networks Inc. operations: MTV: Music Television, VH-1 and Nickelodeon, and will be convenient to MTV's studios. The company said it currently has 536 employees, of whom 360 will work in the new offices.

Monday Memo

A broadcast regulation commentary from Henry Geller, Duke University's Center for Public Policy Research

Broadcast deregulation: the emperor's new clothes

My text is simply stated: Broadcast deregulation has a flawed and fraudulent core. It was foisted upon the industry by an incompetent agency, the Federal Communications Commission, and a complaisant trade association, the National Association of Broadcasters.

It is important to delineate the issue. I'm not complaining that the FCC didn't deliver *real* deregulation. I recognize that only Congress can eliminate renewals, ordinary or comparative, with the competing application or petition to deny directed to overall performance. I believe that real deregulation is achievable if the NAB were willing to agree to a reasonable spectrum usage fee (1% or lower of revenues fixed in a 40-year contract, with the proceeds going to non-commercial broadcasting and a minority MESBIC).

This seems to me reasonable: The broadcaster that volunteered to be a public trustee is now relieved of this obligation but is still being maintained on its frequency by the government against all others who might wish to use that channel. But reasonable people can differ over this alternative, and such differences surely do not call for bad-mouthing or name-calling.

Nor is the FCC's elimination of the ascertainment minutiae or commercial guidelines at issue here. As head of the National Telecommunications and Information Administration [during the Carter administration], I urged these changes. As to the end of programming processing guidelines, these were just internal mechanisms, and in any event, the above real deregulation is what is called for in radio.

My quarrel, begun in 1981 and continuing today, is with the change from nonentertainment to issue-oriented programming, from public logs of nonentertainment to quarterly lists of illustrative issue-oriented fare. In the name of deregulation, the agency has imposed additional worthless regulation.

Nonentertainment is the broadest possible category for public service programming. Since it includes anything that is not entertainment, it affords the broadcaster maximum discretion. When the agency cuts back to issue-oriented—granted that "issue" is



Henry Geller is regarded in Washington as one of the leading experts in telecommunications law and policy. As director of Duke University's Washington Center for Public Policy Research, he testifies frequently before congressional committees, files comments in FCC proceedings and represents public interest groups in court. He began making his mark in the 1960's as deputy general counsel and then general counsel of the FCC. During the Carter administration, he served as assistant secretary of Commerce for communications and information and head of the National Telecommunications and Information Administration.

broadly defined and can appear in any type of programming—it is nevertheless a cutback. The change must mean something, or why do it? It raises obvious questions whether an aural *Sesame Street* or a straight religious service or newscast is included as public service in a renewal proceeding. This change serves no one—certainly not the public or the broadcaster.

There is a further and equally important matter. If issue-oriented programming is now the standard, there must be some requirement for reporting it: Hence the new quarterly illustrative lists of issue-oriented fare. (And if a pending case in which I'm counsel goes against the commission, the broadcaster will have to report *all* such programming.)

This mess again serves no one. The public has no interest in these quarterly lists which are just illustrative—more figleaves. But they do constitute an added burden for the broadcaster, and as the commission acknowl-

edges, involve managerial time. And this added burden has no compensating relief feature. It's undisputed that broadcasters still have to keep logs of all programming in order to meet any challenge and to satisfy advertisers.

Clearly the best and simplest approach is to keep the nonentertainment category and the logs the broadcaster is maintaining today that show that category. That is what the public interest groups want—and it affords the broadcaster maximum discretion with the least burden. So how did we get into this mess?

I blame it on the FCC's incompetence. The winds of deregulation were blowing; Alfred Kahn had effectively deregulated airlines. The commission wanted to take BIG deregulatory steps in radio deregulation. But if you kept the nonentertainment category and nonentertainment logs, there would be no change at all. It therefore made a change, and brayed, "Deregulation." And the Fowler commission is still singing the same song, claiming another victory for deregulation by taking the same route in television.

I believe that the NAB knows this is nonsense. If Nick Johnson were chairman of the commission and took such an action, the NAB would be up on the Hill the next day, voicing its outrage. But if this commission insists on calling its action deregulation, the NAB has no stomach to say that the emperor has no clothes. To its credit, the National Radio Broadcasters Association protested the FCC's action requiring quarterly lists, pointing out that it was a burden with no relief, since broadcasters in any event maintain logs.

I have two simple questions for broadcasters: Are you better off or worse off, going from nonentertainment to issue oriented—from the maximum discretion to something less (whatever the hell it is)? Are you better off or worse off, going from simply making public the logs you now maintain, to putting out, in addition, quarterly lists of issue-oriented programs?

The answers, I submit, are obvious. I suggest that the next time your friendly FCC or NAB official comes to your convention, ask him why it's better for the broadcaster to have less discretion and to issue useless lists instead of the logs now kept in any event.

Alfred Kahn, where were you when we needed you?

TRANSTAR #1 AM In Las Vegas

KENO-AM, Las Vegas, at 1460kc is up again... its 4th straight book up using Transtar's Adult Contemporary satellite-delivered format. It's now the number one AM station in Las Vegas among adults 25-49 and—among all stations AM and FM—it's the leading adult contemporary.

Las Vegas, Nevada Arbitron AQH Share Fall 1984, M-S, 6A-Mid.
--

Adults 25-49	6.7
--------------	-----

"I didn't know AMs could keep going up in share, but Transtar is doing it. Not only do we have super ratings all week, but we're the #2 station with adults—among all AMs and FM—during Transtar's weekly Saturday Night Supergold (13.4 share of adults 25-49 Saturday 7PM-Mid). That's what I call very salable results!"

Nancy Reynolds
Vice President and General Manager

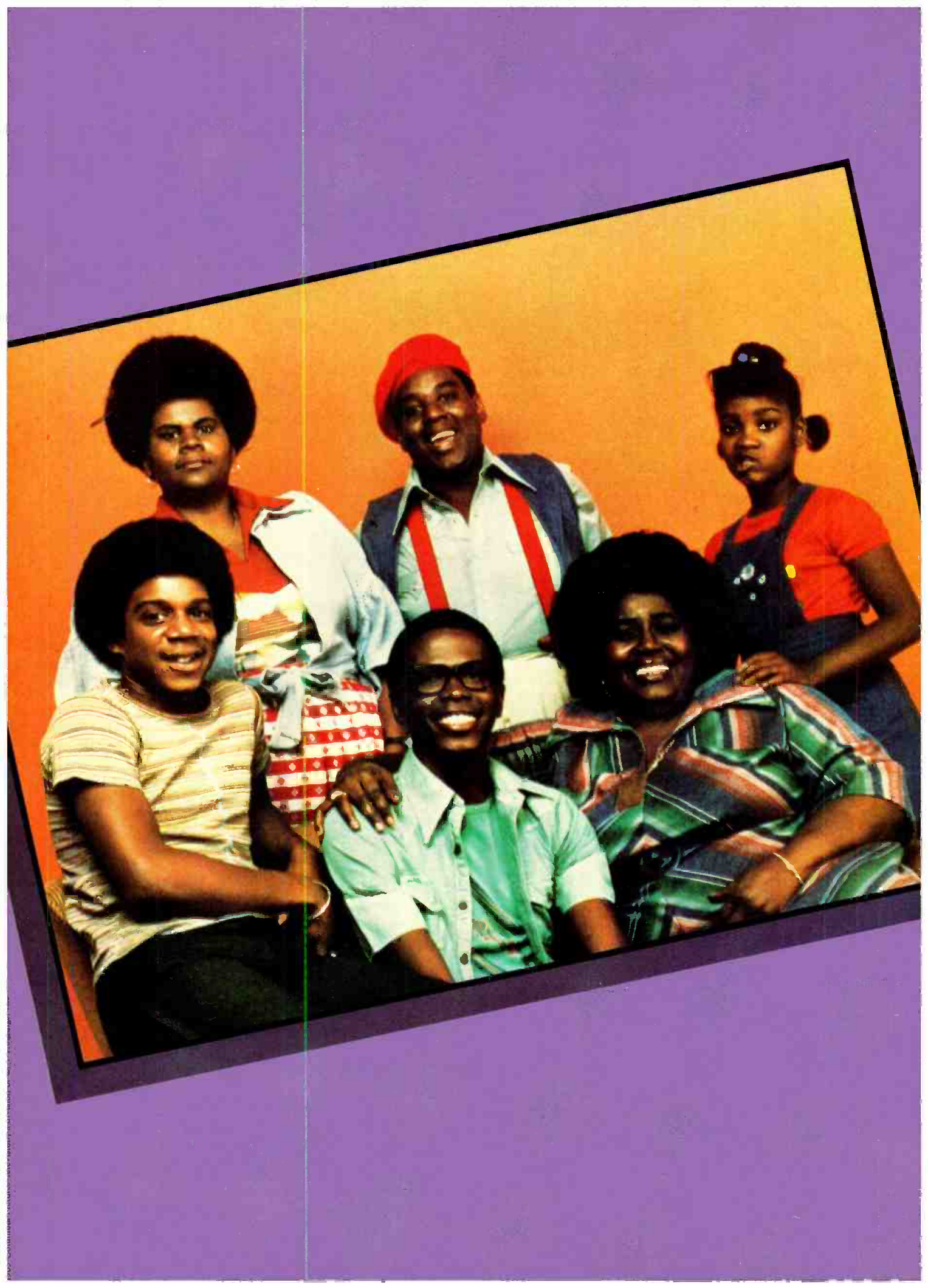
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The Quality Satellite Network

Come see us at the NAB - TRANSTAR Suite, Las Vegas Hilton.

*Transtar's adult contemporary format is available on a market-exclusive basis.



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HOUSTON
PITTSBURGH
MIAMI
MINNEAPOLIS
ATLANTA
SEATTLE

WNEW-TV
KTLA
WFLD-TV
WTAF-TV
KBHK
WLVI-TV
WKBD-TV
WDCA-TV
KTVT
WCLQ-TV
KHTV
WPGH-TV
WTVJ
KMSP-TV
WGNX
KCPQ

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CINCINNATI
KANSAS CITY
NEW ORLEANS
GREENVILLE, S.C.
OKLAHOMA CITY
BIRMINGHAM
MEMPHIS
HARRISBURG

WFTS
KDNL-TV
KWGN-TV
KTXL
WBAL-TV
WRTV
WTIC
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BINGHAMTON
WILMINGTON
MACON
FAYETTEVILLE
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WGXA
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What's Happening Now!!

22 all new, first-run episodes



in association with LBS Communications, Inc.

Business Briefly

TV ONLY

John E. Cain Co. □ Mayonnaise will be spotlighted in six-week flight starting in mid-April in seven Northeast markets. Commercials will be scheduled in all dayparts. Target: women, 25-54. Agency: Harold Cabot & Co., Boston.

Holly Farms Chicken □ Four-week flight is planned to start in mid-April in about 50 markets. Commercials will be scheduled in all dayparts. Target: women, 25-54. Agency: Grey Advertising, New York.

Colombo Yogurt □ Second-quarter flight is set to start this week in about 17 markets in Northeast. Markets include Hartford, Conn.; Providence, R.I.; Boston, and Albany, N.Y. Spots will be placed in daytime and fringe periods. Target: women, 18-49. Agency: HBM/Creamer, Boston.

Admiral Corp. □ Refrigerators will be highlighted in eight-week flight to begin in early June in about 25 markets. Commercials will be presented in

daytime, fringe and news periods. Target: adults, 25-54. Agency: BBDM Inc./Cunningham & Walsh, Chicago.

Coast to Coast Hardware Stores □ Spring campaign has been developed to start May 1 and continue through May 17 in about 50 markets, including Milwaukee, Seattle, Portland, Ore., and Kansas City, Mo. Commercials will be placed in all dayparts. Target: adults, 21-54. Agency: Carmichael-Lynch Advertising, Minneapolis.

RADIO ONLY

Domino's Pizza □ Restaurant chain is scheduled to start flight this week for four weeks in approximately 30 Southern markets. Commercials will be placed in all dayparts. Target: adults, 18-34. Agency: Point Communications, Dallas.

Cort Furniture Rental □ Four-week campaign is in development to start in early July in from 15 to 20 markets. Commercials will be carried in all dayparts. Target: adults, 25-49; 25-54. Agency: Richardson, Myers & Donofrio.

Truckin' with radio. A study examining media and marketing characteristics of long-distance truck drivers show that 60% reported they spend four or more hours daily with radio. The products and services popular with truckers, according to the study, are razor blades, skin creams, insurance, tobacco and home entertainment and recreational items. Participating in the study was Eastman Radio. Marquest Media Services, Beaufort, N.C., conducted in-person interviews with 1,028 truckers in March 1984. The study is available to agencies and stations from Marquest, located at 400 Front Street, Beaufort, N.C. 28516.

Just Pants □ Retail chain will schedule one-week flights throughout April in 40 to 50 markets. Commercials will be presented in dayparts from 6 a.m. to 10 p.m. Target: adults, 12-24. Agency: Cohen & Greenbaum, Chicago.

Alpo Pet Foods □ Two-week flight will start in five markets this week. Commercials will be carried on weekdays in daytime periods. Target: women, 25-54. Agency: Weightman Inc., Philadelphia.

RADIO AND TV

Ohio Office of Travel and Tourism □ Campaign will begin in early June with five-week flight on TV in Indianapolis, Detroit and Pittsburgh and three-week radio flight in Louisville and Lexington, both Kentucky. Target: adults, 25-49. Agency: Hameroff/Milen, Columbus, Ohio.

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

AFTER THE FALL—WEEK OF APRIL 22—AP analyzes the impact of one of America's most bitter conflicts, The Vietnam War. Ten 90-second scripts describe the effect it's had here at home as well as in Southeast Asia. Scripts run in advance April 13.

TODAY IN HISTORY—This regular AP feature jogs the memory and puts current events into perspective. Synopses run just before the first Newswatch. Also, get a week's worth of scripts two weeks in advance every Sunday.

MUSICWATCH—This regular AP feature gives listeners the inside track on country, black, adult contemporary and popular singles. It runs Friday morning.

AIRCHECK: AP RADIO NETWORK

VIETNAM, 10 YEARS LATER—APRIL 22—David Melendy reports on the U.S. and Vietnam ten years after the fall of Saigon. Based on interviews with soldiers and civilians, he explores the feelings of those whose lives were most drastically changed by the war in this 10-part series.

CASH AS CASH CAN—APRIL 26—Mary Belton explains how small investors can make the most of declining interest rates in her 10-part series of 90-second reports entitled, New Money Strategies.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

WCLS(FM) Detroit: To Republic Radio from Selcom.

□

WkSG(FM) Detroit: To Masla Radio (no previous rep).

□

WLRO-AM-FM Nashville: To Republic Radio from Weiss & Powell.

□

KFXM(AM)-KDUQ(FM) San Bernardino, Calif.: To Katz Radio from Torbet Radio.

□

WDOD-AM-FM Chattanooga, Tenn.; KXEL(AM)-KCNB(FM) Cedar Falls, Iowa; WKIN(AM)-WZXY(FM) Kingsport, Tenn.; WABG(FM) Greenwood, Miss., and WLBJ-AM-FM Bowling Green, Ky.: To Torbet Radio from Christal.

MICROLINK: BECAUSE GREAT NEWS STORIES AREN'T ALWAYS JUST AROUND THE CORNER.

Introducing the MicroLink SNG Series vehicle. Unlike microwave dependent mobile units, the self contained SNG Series uses the interference-free Ku satellite band. So you're guaranteed reliable broadcast-quality transmissions virtually anywhere in the continental United States.

The rugged SNG Series is so mobile you can drive it right up to the news source and be ready to transmit in less than 20 minutes. There are even optional equipment packages for on-location editing and production.



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Only the SNG Series gives you complete satellite remote broadcasting capabilities at a price comparable to ENG vehicles. Isn't it time your news operation got the satellite news gathering edge?

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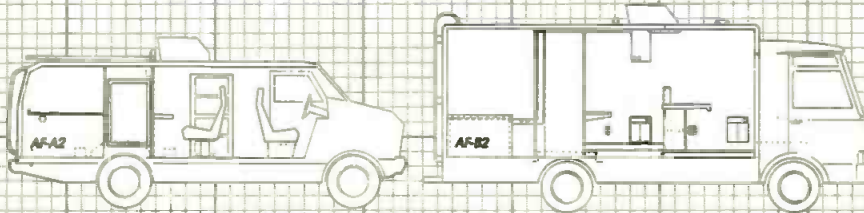
Potpourri. Cunningham & Walsh, New York, and BBDM Inc., Chicago, have merged to form BBDM/Cunningham & Walsh with capitalized billings of about \$32 million. . . Dallas-based Tracy-Locke Inc., with billings of \$240 million, plans to open office in Los Angeles on Aug. 1. Agency also has office in Denver. . . Nabisco Brands has reshuffled advertising agency assignments, dropping Benton & Bowles, McCann-Erickson and J. Walter Thompson USA and adding Doyle Dane Bernbach and Bozell & Jacobs. Shifts involve about \$40 million in billings.



Hall of famers. Three new members were elected to the Advertising Hall of Fame of the American Advertising Federation at induction ceremonies in New York (l-r): James S. Fish, dean of graduate programs, business communications, College of St. Thomas, and former senior vice president of General Mills; Thomas B. Adams, immediate past chairman of board of Marschalk Campbell-Ewald Worldwide; and Charles H. Sandage, professor emeritus of the University of Illinois and president of the Farm Research Institute. The three, who join 93 other members in the Hall of Fame, were selected for their outstanding career contributions to advertising.

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Another dramatic breakthrough in computer technology has made CBSI radio station operation software compatible with the popular **IBM PC/XT!**

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Booth 317.**

Datebook

This week

April 8—Deadline for entries in Banff Television Festival, recognizing "excellence in television films and programs." Information: (403) 762-3060.

April 8—*Women in Cable, Dallas-Fort Worth chapter*, meeting. Steak and Ale, Dallas.

April 8-9—32d annual Unity Awards in Media (UAIM), recognizing excellence in media reflecting "accurate exposure of minorities and disabled persons," sponsored by *Lincoln University*. Lincoln campus, Jefferson City, Mo. Information: (314) 636-6041.

April 9—*Television Bureau of Advertising* regional sales training conference. Marriott (Bloomington), Minneapolis.

April 9—*National Academy of Television Arts and Sciences, International Council*, salute to RAI (Radio-televisione Italiana). Directors Guild of America Theater. Los Angeles.

April 9—*Washington Executives Broadcast Engineers (WEBE)* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

April 10—Presentation of *Women in Communications*'s Matrix Awards. Waldorf-Astoria, New York.

April 10—*Women in Communications, New York chapter*, annual Matrix Awards luncheon. Speaker: Mario Cuomo, governor of New York. Waldorf-Astoria, New York.

■ **April 10**—*International Association of Business Communicators* meeting, "Working with the Media: How to Establish Good Relationships and Keep Them." National Press Club, Washington. Information: (202) 684-7079.

April 11—*Television Bureau of Advertising* regional sales training conference. Hyatt Regency (Dearborn), Detroit.

April 11—*Women in Cable, Bay area chapter*, meeting. Speaker: Kathleen Schuler, executive director, Foundation for Community Service Cable Television, on "public access funding." Michael's restaurant, Sunnyvale, Calif. Information: Michal Dittich, (415) 463-0870.

April 11—*General Instrument, Jerrold Division*, meeting of addressable users group of Denver area. Hilton Inn South, Englewood, Colo. Information: (215) 674-4800.

April 11-12—*Broadcast Promotion and Marketing Executives* board meeting. Loew's Anatole, Dallas.

April 12-14—"Economics II," journalism conference sponsored by *Foundation for American Communications*. Asilomar conference center, Pacific Grove, Calif. Information: (213) 851-7372.

April 12-18—11th annual Documentary Festival, sponsored by *Global Village*. New York City's Public Theater, New York. Information: (212) 966-7526.

April 13—*American Bar Association Forum Committee on Communications Law and National Association of Broadcasters* fourth annual workshop for lawyers, "Representing Your Local Broadcaster," held in conjunction with NAB convention (see below). Dunes hotel, Las Vegas.

April 13-14—*Society of Broadcast Engineers* annual meeting, during National Association of Broadcasters' convention. Las Vegas Convention Center, Las Vegas. Information: (313) 842-0836.

April 14—*Association of Maximum Service Telecasters* membership meeting. Las Vegas Convention Center, Las Vegas.

Also in April

April 14-17—*National Association of Broadcasters* 63d annual convention. Las Vegas Convention Center, Las Vegas.

April 14-18—Computer Graphics '85, conference and exposition sponsored by *National Computer Graphics Association*. Dallas Convention Center, Dallas. Information: 1-800-543-8000.

April 14-20—INPUT '85, international public television screening conference, hosted by *Institut National de la Communication Audiovisuelle*. New International Trade Center, Marseille, France. Information: (33) 1-347-63-85; INA, 193, rue de Bercy, 75582 Paris Cedex 12, France.

April 15—Deadline for entries in 29th annual National Psychology Awards for Excellence in the Media, sponsored by *American Psychological Association and American Psychological Foundation*. Information: APA, 1200 17th Street, N.W., Washington, 20036; (202) 955-7710.

April 15—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton.

April 15-16—*National Association of Broadcasters* second minority television programming exhibition, during NAB annual convention. Las Vegas Convention Center, Las Vegas.

April 15-16—*Recording Industry Association of America* workshop on transportation, distribution and warehousing. Harley hotel, Atlanta. Information: (212) 765-4330.

April 16—*Academy of Television Arts and Sciences* forum luncheon with Elton Rule, partner, Rule/Starger Co. Century Plaza, Los Angeles. Information: (818) 506-7880.

April 16—*Television Bureau of Advertising* regional sales training conference. Americana Inn (Airport), Albany, N.Y.

April 17-18—*University of Notre Dame's* Red Smith Lecture, to be delivered by James J. Kilpatrick, columnist and author. Memorial Library auditorium, Notre

Dame campus, Notre Dame, Ind.

April 18—*Television Bureau of Advertising* regional sales training conference. Hilton (Downtown), Philadelphia.

April 18—*Women in Communications* 15th annual Matrix Awards luncheon. Keynote speaker: New York Governor Mario Cuomo. Waldorf-Astoria, New York.

■ **April 18**—*Federal Communications Bar Association* Central states region spring conference, "Promoting the Use of Cable." Holiday Inn, Farmington Hills, Mich. Information: Lark Samouelian, (313) 474-1017.

April 18-20—*National Federation of Local Cable Programmers* Central states region spring conference, "Promoting the Use of Cable." Holiday Inn, Farmington Hills, Mich. Information: Lark Samouelian, (313) 474-1017.

■ **April 19-20**—*Radio-Television News Directors Association* region six conference, with *Society of Professional Journalists, Sigma Delta Chi*. Best Western Regency Inn, Omaha.

■ **April 19-20**—*Radio-Television News Directors Association* region 12 conference. Buffalo Hyatt Regency, Buffalo, N.Y.

April 19-21—*California AP Television-Radio Association* 38th annual convention. Banquet speaker: Sander Vanocur, ABC News. Monterey Sheraton, Monterey, Calif. Information: Rachel Ambrose, (213) 746-1200.

April 20—*New York Women in Film* "Young Professionals Seminar on Opportunities for Staff Positions in the New York Film and Television Industries." YWCA, New York.

April 20-25—20th annual *MIP-TV*, international TV program marketplace. Palais des Festivals, Cannes, France.

April 21-23—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

April 21-24—13th annual *Telecommunications Policy Research Conference*, "Equity: Social and Economic Issues." Airline House, Airline, Va. Information: James Miller, Hampshire College, Amherst, Mass.: (413) 549-4600.

April 24—*International Radio and Television Society* newsmaker luncheon. Speakers: Mel Harris, Paramount Pictures Corp.; Richard Block, Metromedia Television; David Henderson, Outlet Communications; Jerome Dominus, CBS Television Network, and Michael Moore, Benton & Bowles. Topic: "The Fourth Network Market—How Real? Who's in Charge?" Waldorf-Astoria, New York.

April 24—Presentation of 49th annual *Ohio State Awards*, for "excellence in educational, informational and public affairs programming." Awards administered by *Ohio State University's WOSU-AM-FM-TV Columbus, Ohio*. National Press Club, Washington.

April 24—*American Women in Radio and Television, Washington chapter*, newsmaker luncheon. Speaker: Sheila Tate, former press secretary to First Lady National Press Club, Washington.

April 24-26—*Ohio Association of Broadcasters* spring convention. Kings Island Resort near Cincinnati.

April 24-28—Third annual National Hispanic Media Conference, sponsored by *National Association of Hispanic Journalists*. Doubletree hotel, Tucson, Ariz. Information: (213) 739-1721.

April 25—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Frank Biondi Jr., executive vice president, entertainment business sector, Coca-Cola Co.

April 25—Journalism conference on business/media, sponsored by *Foundation for American Communications*. Plaza of the Americas, Dallas. Information: (213) 851-7372.

April 26—*Marist College* presentation of Lowell Thomas Award to outstanding broadcaster. Helmsley Palace, New York.

April 26-28—*Texas AP Broadcasters* annual conven-



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Bohy's story didn't please people in the city administration who were responsible for handling the food — but then the city's negligence didn't please the people who needed the food either. The story did, however, expose the problem and steps were taken to correct it.

Ric Bohy's story delivered that news to some 2 million readers. It's the type of quality work that our readers, viewers and listeners have come to expect.



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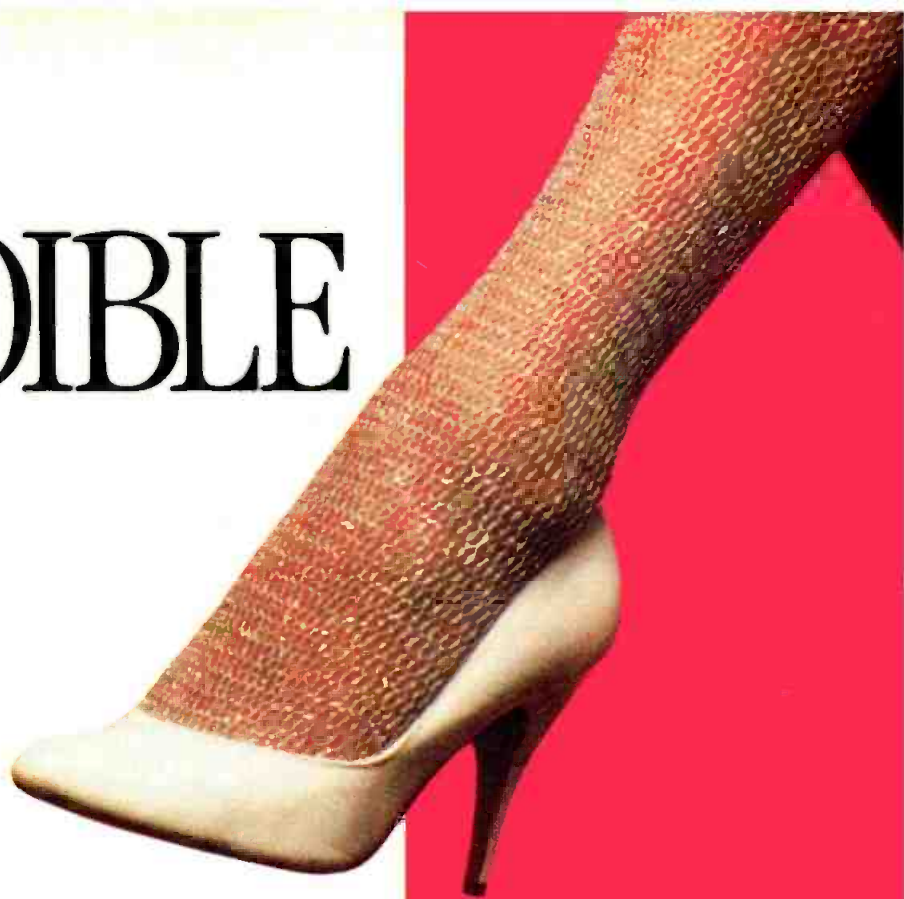
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Ric Bohy

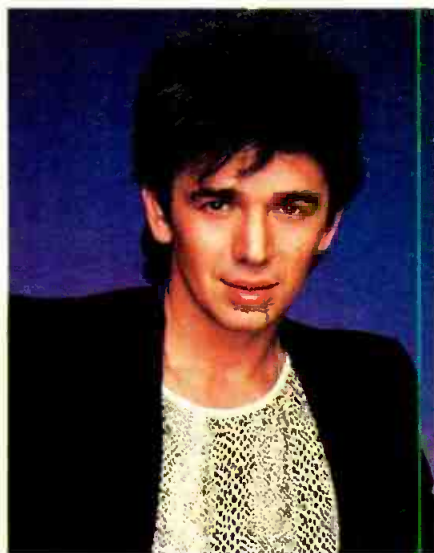
"Food Spoilage"
The Detroit News

Broadcast Division: WDM-TV, Washington, D.C.; KTVY, Oklahoma City, Oklahoma; WALA-TV, Mobile, Alabama; KVUE-TV, Austin, Texas; KOLD-TV, Tucson, Arizona; WWJ-WJOL, Detroit, Michigan. Newspaper Division: The Detroit News, Detroit, Michigan; Times Graphics, Inc., Vineland, New Jersey; The Desert Sun, Palm Springs, California; Daily News, Indio, California.

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NEW HOST
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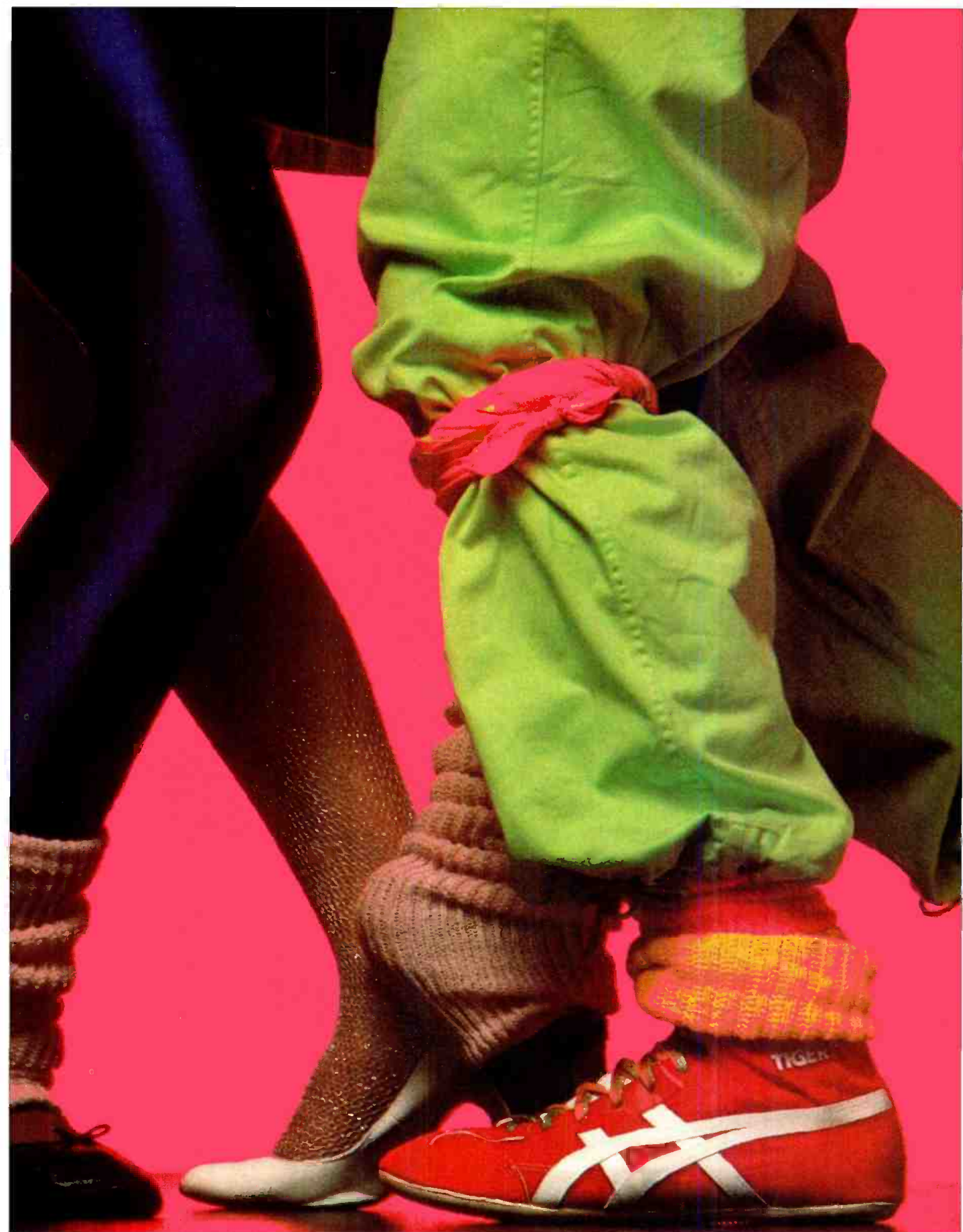
Dance Fever continues to sweep the ratings as the #1 musical variety show in syndication.

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Year 8 activity is already at a Fever pitch. Sign up now!





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April 14-17—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

April 20-25—20th annual *MIP-TV*, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

May 5-8—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

May 7-11—*American Women in Radio and Television* annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 11-15—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago. Future conferences: April 27-30, 1986, Century Plaza, Los Angeles, and April 26-29, 1987, Marriott Copley Place, Boston.

May 12-15—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 15-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 15-18—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

May 19-22—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

May 19-23—*National Public Radio* annual convention. Marriott City Center, Denver.

June 2-5—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 6-9—*Broadcast Promotion and Marketing*

Major Meetings

Executives/Broadcast Designers Association annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

June 6-12—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

June 8-12—*American Advertising Federation* national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

Aug. 4-7—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

Aug. 8-Sept. 14—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

Aug. 25-27—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

■ **Sept. 11-15**—"Radio '85: Management and Programming Convention," second annual conference jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Sept. 11-14—*Radio-Television News Directors Association* international conference. Opryland, Nashville. Future convention: Aug. 26-29, 1986, Salt Palace Convention Center, Salt Lake City, and Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

Sept. 18-20—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 27-Nov. 1—*Society of Motion Picture and Television Engineers* 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

Nov. 10-13—*Association of National Advertisers* annual meeting. Boca Raton hotel, Boca Raton, Fla.

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 4-6—*Western Cable Show*, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 5-9, 1986—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 17-21, 1986—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

Feb. 1-4, 1986—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5, 1986—*National Religious Broadcasters* 43d annual convention. Sheraton Washington, Washington.

Feb. 7-8, 1986—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

Feb. 27-March 1, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

May 20-23, 1986—26th annual Texas Cable Show, sponsored by *Texas Cable Television Association*. San Antonio Convention Center, San Antonio.

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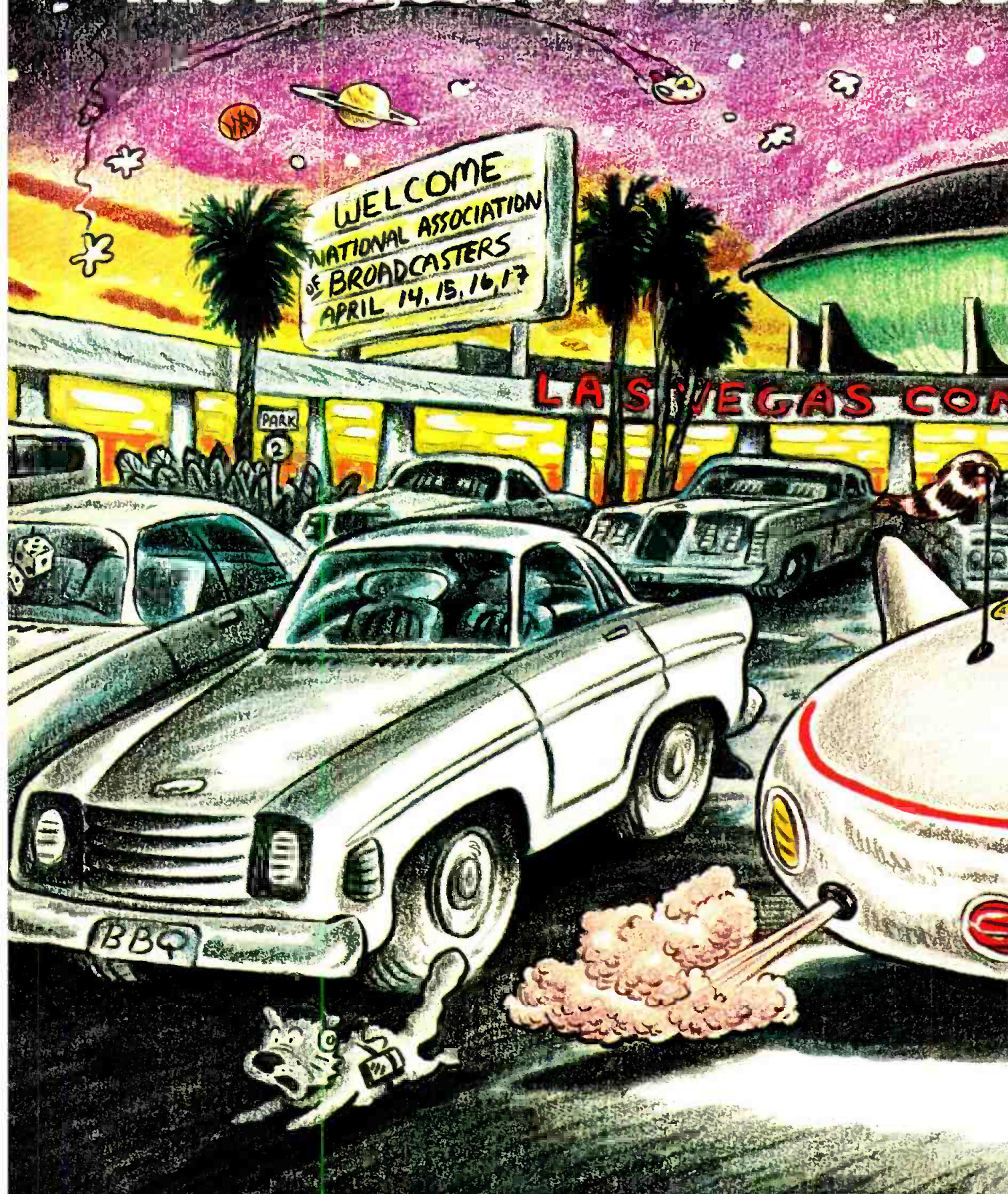
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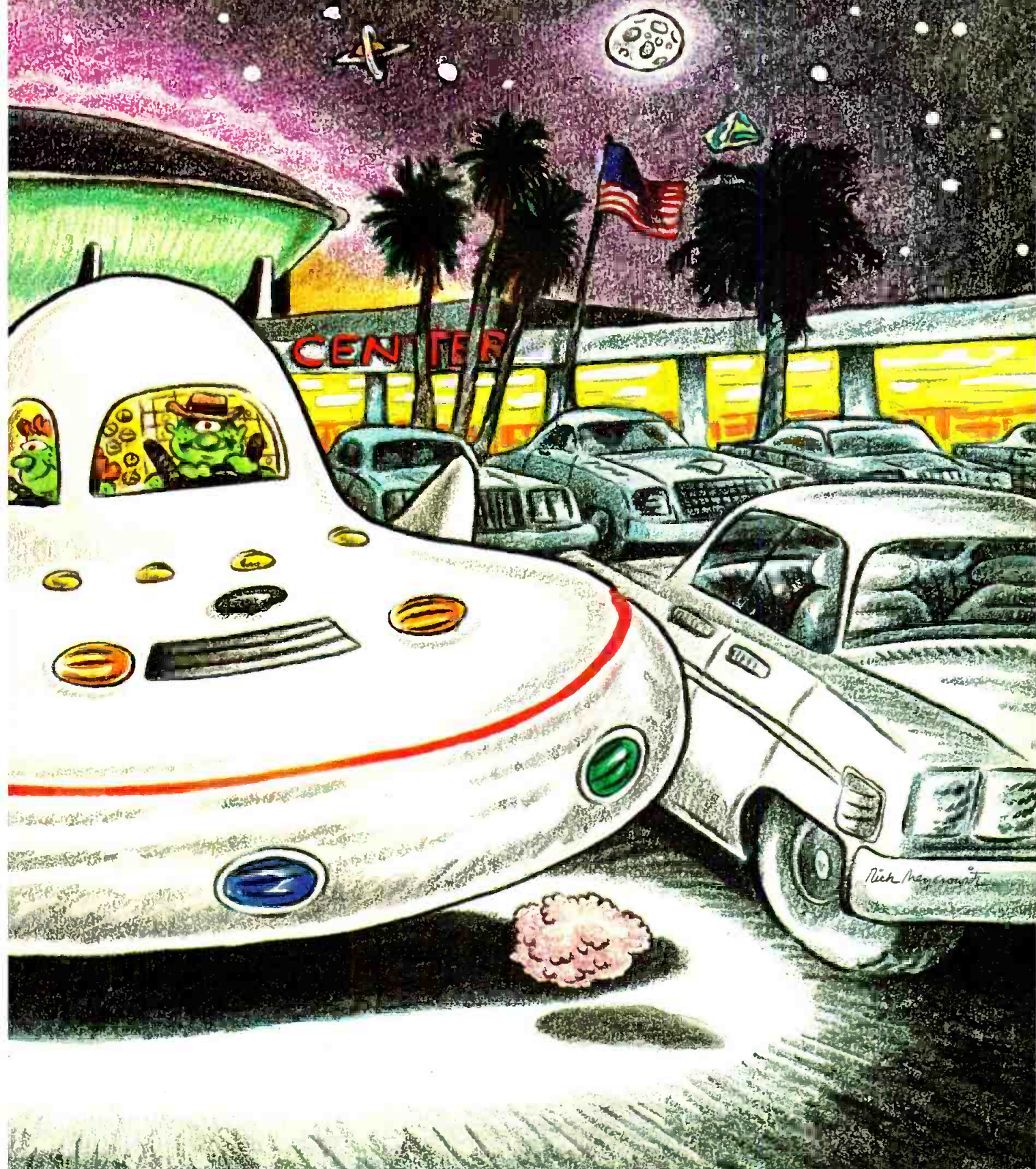
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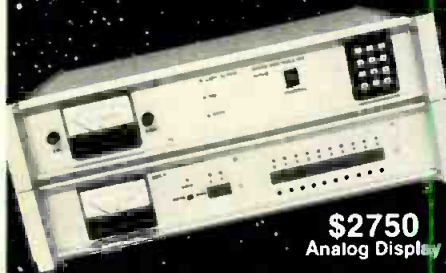
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tion and awards banquet. La Mansion, Austin, Tex.

April 26-28—*Carolinas UPI Broadcasters Association* annual convention and awards banquet. St. John's Inn, Myrtle Beach, S.C.

April 26-28—*UPI Broadcasters of Florida* annual meeting and awards ceremony, in conjunction with Radio-Television News Directors Association region 14 meeting (see item below) and National Association of Black Journalists meeting (see below). Wyndham hotel/Sea World, Orlando, Fla. Information: (305) 422-8051.

April 26-28—*Radio-Television News Directors Association* region 14 meeting. Wyndham hotel/Sea World, Orlando, Fla. Information: Lee Hall, (305) 843-5800.

April 26-28—*National Association of Black Journalists* Southeastern region meeting. Ramada Court of Flags, Orlando, Fla. Information: (305) 420-5360.

April 26-28—*Society of Motion Picture and Television Engineers, Ottawa section*, special meeting, "Innovations '85." Westin hotel, Ottawa. Information: Ivan Barclay, SMPTE, P.O. Box 2427, station D, Ottawa, Ontario, K1P 5W5.

April 27—Great Lakes Radio Conference, sponsored by *Central Michigan University* and *Specs Howard School of Broadcasting*. Bovee-University Center, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

April 27-May 2—*Pennsylvania Association of Broadcasters* executive conference. Belmont Golf and Beach Club, Bermuda.

April 28-30—Third annual "Improving On-Air Promotion for Public Television," sponsored by *University of Wisconsin-Extension*. Wisconsin Center, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

April 29—*Women in Cable, Dallas-Fort Worth chapter*, luncheon. Marriott Quorum, Dallas.

April 30—Deadline for entries in *National Broadcast Association for Community Affairs* Community Service Awards. Information: Marsha Kaminsky, WOR-TV New York, 1481 Broadway, New York, N.Y., 10036; (212) 764-6755.

April 30-May 2—*Maryland/Delaware Cable Television Association* annual spring meeting. Annapolis Hilton, Annapolis, Md.

May

May 1—*Society of Satellite Professionals, southern California chapter*, monthly meeting. Sheraton Miramar hotel, Santa Monica, Calif.

May 1-4—*Concert Music Broadcasters Association* annual meeting. Westin St. Francis hotel, San Francisco.

May 2—*Broadcast Pioneers, Philadelphia chapter*, "Person of the Year" award to performer David Brenner. Adam's Mark hotel, Philadelphia.

May 3—Public Radio meeting, sponsored by *Pennsylvania Council on the Arts*, exploring "ways to increase production and broadcast of creative radio programs." Information: Pennsylvania Public Radio Associates, P.O. Box 41002, Philadelphia, 19127; (215) 483-7888.

May 3—Deadline for entries in Ceba Awards, honoring "communications excellence to black audiences," sponsored by *World Institute of Black Communications*. Information: Ceba Awards, 10 Columbus Circle, 10th floor, New York, N.Y., 10019; (212) 586-1771.

May 3-5—*Illinois News Broadcasters Association* spring meeting. Hilton, Springfield, Ill.

May 4—*University of Detroit* reunion of journalism, communications, public relations, English, marketing and advertising graduates. Student Union Fountain Lounge, UD, Detroit. Information: (313) 927-1008.

May 5—"Ethnic Images in Mass Marketing... The Creative Challenge," conference sponsored by *Balch Institute for Ethnic Studies of Philadelphia* and *Anti-Defamation League of B'nai B'rith*. Bellevue Stratford, Philadelphia.

May 5-7—*Virginia Cable Television Association* 19th annual convention. Wintergreen, Va.

May 5-8—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

May 6-7—*Videotex Information Systems Exposition*

Stay Tuned

A professional's guide to the intermedia week (April 8-14)

Network television ☐ **ABC**: "Young Doctors in Love" (comedy), Monday 9-11 p.m.; *All-Star Blitz** (weekday game show), Monday 11-11:30 a.m.; *Hail to the Chief** (comedy series), Tuesday 9:30-10 p.m.; "Poltergeist" (horror), Sunday 8-10:30 p.m. **CBS**: *Double Dare** (action-adventure series), Wednesday 8-9 p.m.; *Stark* (drama), Wednesday 9-11 p.m.; *Space* (13-hour mini-series), Sunday 8-11 p.m., continuing Monday through Thursday. **NBC**: *Wallenberg: A Hero's Story* (two-part drama), Monday and Tuesday, 9-11 p.m. **PBS** (check local times): *New World Visions* (two-part documentary), concluding Friday 10-11 p.m.

Network radio ☐ **PBS** (check local times): *Seventh Annual Henny Penny Playwriting Contest* (live performance of five plays written by children), Saturday 10-11 a.m.

Syndication ☐ **Television Program Enterprises**: *The Start of Something Big** (magazine series), airing on over 120 stations Saturday 9-10 p.m. (check local times).

Cable ☐ **Arts & Entertainment**: *Tony Bennett with Love* (performance), Sunday 9-10:30 p.m. **Cinemax**: "Up the Creek" (comedy), Friday 10-11:30 p.m.; *The Max Headroom Story** (futuristic series), Sunday 9:30-10:30 p.m. **HBO**: *The Second City 25th Anniversary Special* (comedy), Saturday 10-11 p.m. **Showtime**: *Charlie Daniels' Volunteer Jam* (concert), Tuesday 8-9:30 p.m. **The Nashville Network**: *Play It Again, Nashville** (nostalgic talk-variety series), weekdays beginning Monday 6:30-7 p.m.; *Video Country** (music video series), weekdays beginning Monday 7:30-8 p.m.; *The Grand Ole Opry Live** (music series), Saturday 8-9 p.m.

Play It Again ☐ **CBS**: "Coal Miner's Daughter" (drama), Tuesday 8:30-11 p.m.

Museum of Broadcasting (1 East 53d Street, New York) ☐ *Produced By... Herb Brodtkin: A Signature of Conviction and Integrity*, 50 dramatic teleplays, now through May 4. *Hallmark Hall of Fame: A Tradition of Excellence*, examination of key role sponsor has played in development of programing, focusing on 14 dramatic themes, now through April 18.

*indicates premiere episode

Pat O'Brien

JOINS CBS RADIORADIO'S **SPORTSBREAK**

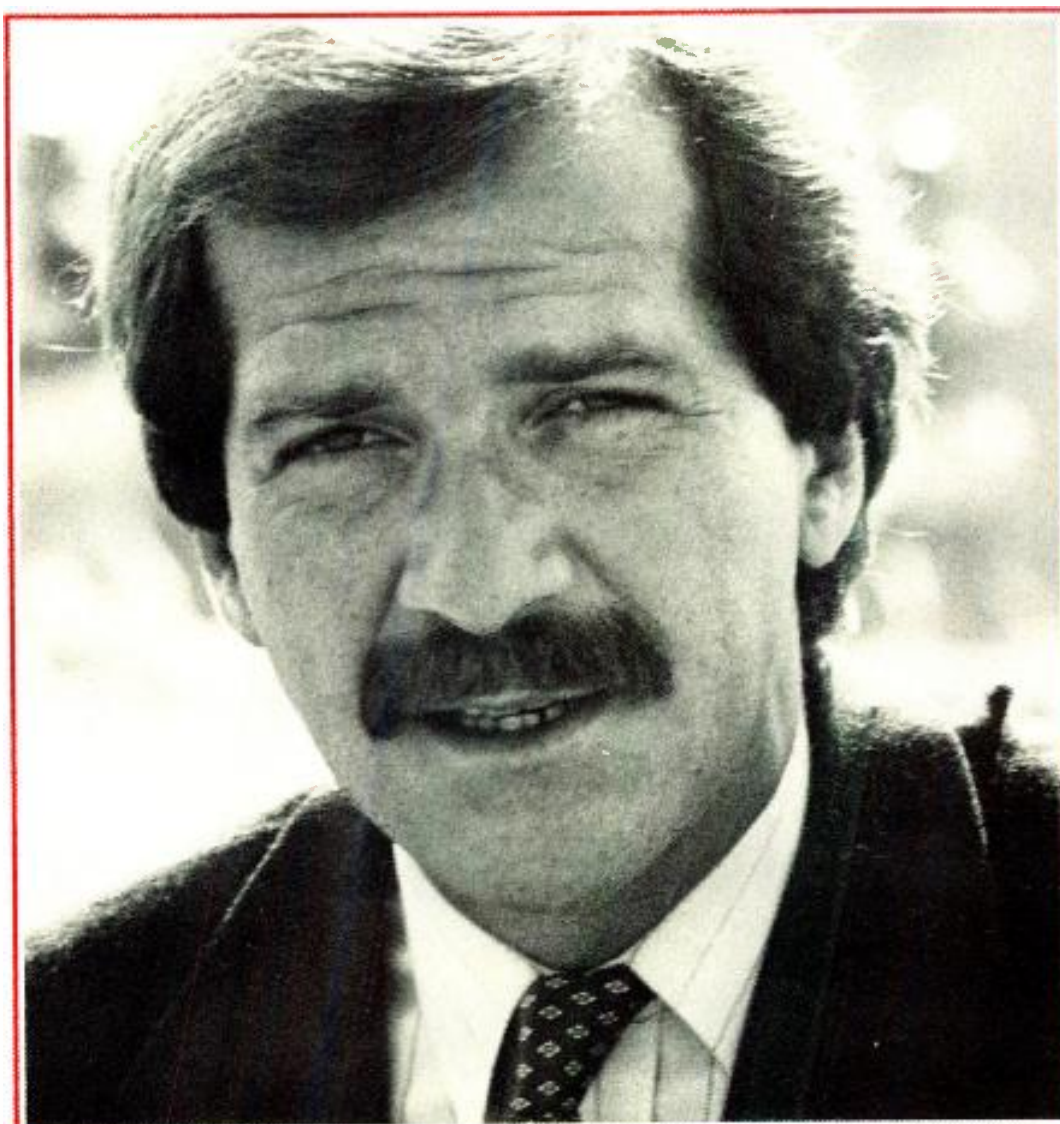
Each weekday afternoon Pat O'Brien talks about the hottest issues in sports—while they're still hot. Known for his in-depth profiles and anchoring for "CBS Sports Saturday/Sunday" on the CBS Television Network, Pat now goes behind-the-scenes and beyond the hype, hoopla and headlines for RADIORADIO. Targeted squarely at the young adult audience, his hard-hitting commentary makes the sports fan sit up and listen!

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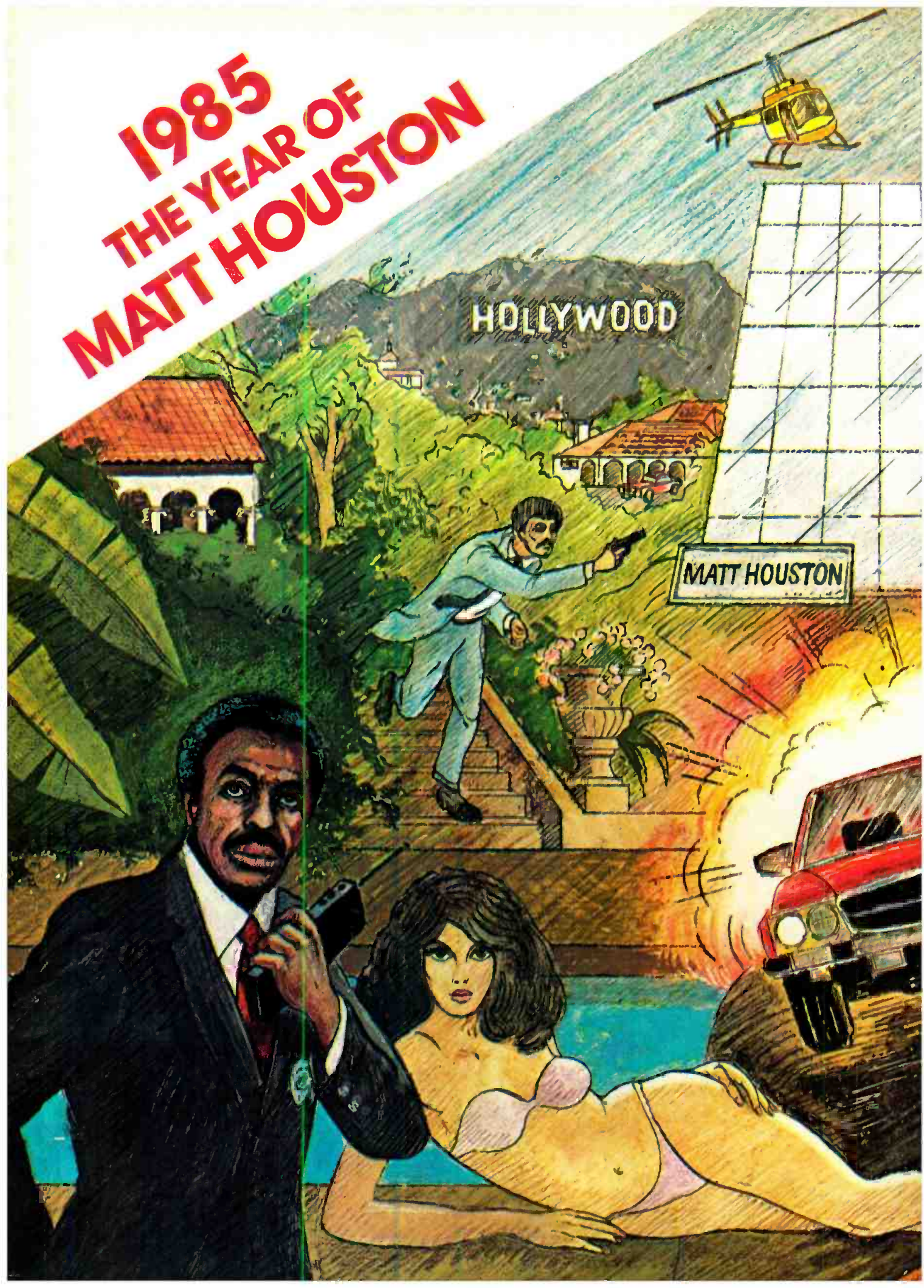


Join us at the NAB and meet Pat O'Brien, April 14-16, in the Las Vegas Hilton North Tower Suite 29-102.

Get all the details from David West
in New York (212) 975-2097
or Steve Epstein
in Los Angeles (213) 460-3547.



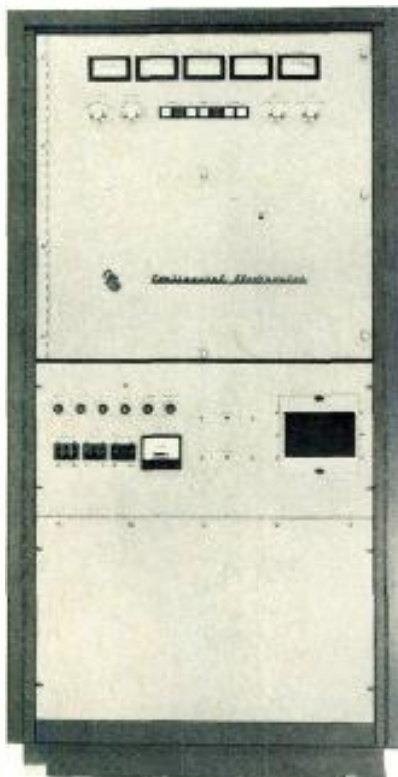
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Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

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and Conference, sponsored by *Videotex Industry Association and Cahners Exposition Group*. Sheraton Center hotel, New York.

May 6—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. San Francisco. Information: (202) 626-3140.

May 7-11—*American Women in Radio and Television* 34th annual convention. New York Hilton, New York.

May 8—*Connecticut Broadcasters Association* spring sales and management seminar. Hartford Marriott hotel, Farmington, Conn.

May 8—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. Chicago. Information: (202) 626-3140.

May 8-15—25th Golden Rose of Montreux Television Festival, organized by *Swiss Broadcasting Corp.* and *city of Montreux*, for light entertainment programs (music, comedy, variety), which can be submitted by independent producers and national broadcasting organizations. Montreux, Switzerland. Information: John Nathan, (212) 223-0044.

May 10—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. Atlanta. Information: (202) 626-3140.

May 11—"Stereo for Television, A Whole Different Ballgame," seminar sponsored by *University of Southern California, School of Cinema-Television*, and *Society of Motion Picture and Television Engineers (Hollywood chapter)*. USC campus, Cinema-Television Center, Los Angeles.

May 11-15—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago.

May 12-15—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 13-15—Third annual '85 Sat Expo, sponsored by *Sat Expo Inc.* Sheraton Denver Tech Center, Denver. Information: (303) 779-7930.

May 13-16—High Definition Television Colloquium, "Progress in HDTV, EDTV and Other Improved Television Systems," sponsored by *Government of Canada, Canadian Broadcasting Corp.* and *National Film Board of Canada*. Ottawa Congress Center, Ottawa, Ontario. Information: Secretariat HDTV, 1138 Sherman Drive, Ottawa, Ontario, K2C 2M4; (613) 224-1741.

May 14—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: associations. National Association of Broadcasters, Washington.

■ **May 14**—*Washington Executives Broadcast Engineers (WEBE)* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

May 14-15—LPTV West, West Coast conference and exposition for low power television, sponsored by *National Institute for Low Power Television* and *Community Broadcasters Association*. Westin Bonaventure, Los Angeles.

May 14-17—"Electromagnetic Energy Policy Alliance," association formed to promote establishment of responsible, uniform standards on use of nonionizing electromagnetic energy," annual meeting and seminar. Hotel Intercontinental, San Diego. Information: (202) 429-5430.

May 15—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ted Turner, Turner Broadcasting System Inc.

May 15—*American Film Institute*, in association with *Publishers Weekly*, seminar, "Words into Pictures: Taking Part in the Video Revolution." Doral Inn, New York. Information: 1-800-221-6248.

May 15-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 15-18—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

May 16—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

May 17-19—*American Public Radio* annual meeting. Westin hotel, Vail, Colo. Information: (612) 293-5417.

May 17-19—*Foundation for American Communications* journalism conference, "Economics II." Dallas/Fort Worth Airport Hilton, Dallas. Information: (213) 851-7372.

May 18-22—Fourth international conference on television drama, including presentation of Samuel G. Engel Awards, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich.

May 19-22—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

May 19-22—Fourth International Conference on Television Drama, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich.

May 19-23—*National Public Radio* annual convention. Marriott City Center, Denver.

May 20-22—*Television Bureau of Advertising/Sterling Institute* "performance management program for account executives." Westin, Denver.

May 20-23—*Pacific Mountain Network* annual affiliates meeting, "Changes in and on the Air." Westin hotel, Denver. Information: (303) 455-7161.

May 21—*Independent Media Producers Association* seminar, "How to Do Business... Advocacy Groups." Gangplank, Washington. Information: (202) 466-2175.

May 24—*Academy of Television Arts and Sciences* forum luncheon with Robert Bennett, senior VP, television broadcasting and production, Metromedia Inc. Century Plaza, Los Angeles. Information: (818) 506-7880.

May 27-June 1—27th American Film Festival, documentary, short film and video festival sponsored by *Educational Film Library Association*, Roosevelt hotel, New York. Information: (212) 227-5599.

May 28-30—10th annual "Hyannis Conference" for investors and investment analysts interested in telecommunications and information industries, sponsored by *Electronic Industries Association*. Dunley's hotel, Cape Cod, Mass. Information: (202) 457-4937.

May 28-31—*Public Telecommunications Financial Management Association* annual conference. Hyatt Regency, New Orleans. Information: (803) 799-5517.

■ **May 29**—*Golden Jubilee Commission on Telecommunications* conference, "At the Crossroads—Technology vs. Regulation in Mobile Radio and Enhanced Computer Services." Keynote speaker: Lionel Olmer, undersecretary of commerce for international trade. Mayflower hotel, Washington. Information: (202) 955-4687.

May 30-June 1—International Visual Communication Conference, sponsored by *University of Pennsylvania's Annenberg School of Communications*. Hilton hotel, Philadelphia. Information: (215) 898-7037.

May 30-June 1—*Television Bureau of Advertising* sales staff meeting. Rye Town Hilton, Rye, N.Y.

June

June 1—Second annual Broadcasting-Taishoff seminar, "designed to identify and inspire future leaders of television news," sponsored by *Sigma Delta Chi Foundation*, with grant from *Broadcasting-Taishoff Foundation*, honoring memory of Sol Taishoff, late founder-editor of Broadcasting. WBBM-TV, Chicago. Information: (312) 649-0224.

June 2-4—*CBS-TV* promotion executives conference. Vista International, New York.

June 2-5—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas.

June 2-5—*JCPenney-University of Missouri* television workshop. School of journalism, UM, Columbia, Mo. Information: (314) 882-7771.

June 2-5—*ABC-TV* promotion executives conference. Hamilton, Itasca, Ill.

June 2-8—Sixth Banff Television Festival, annual international event recognizing "excellence in TV films and programs." Banff, Alberta. Information: (403) 762-3060.

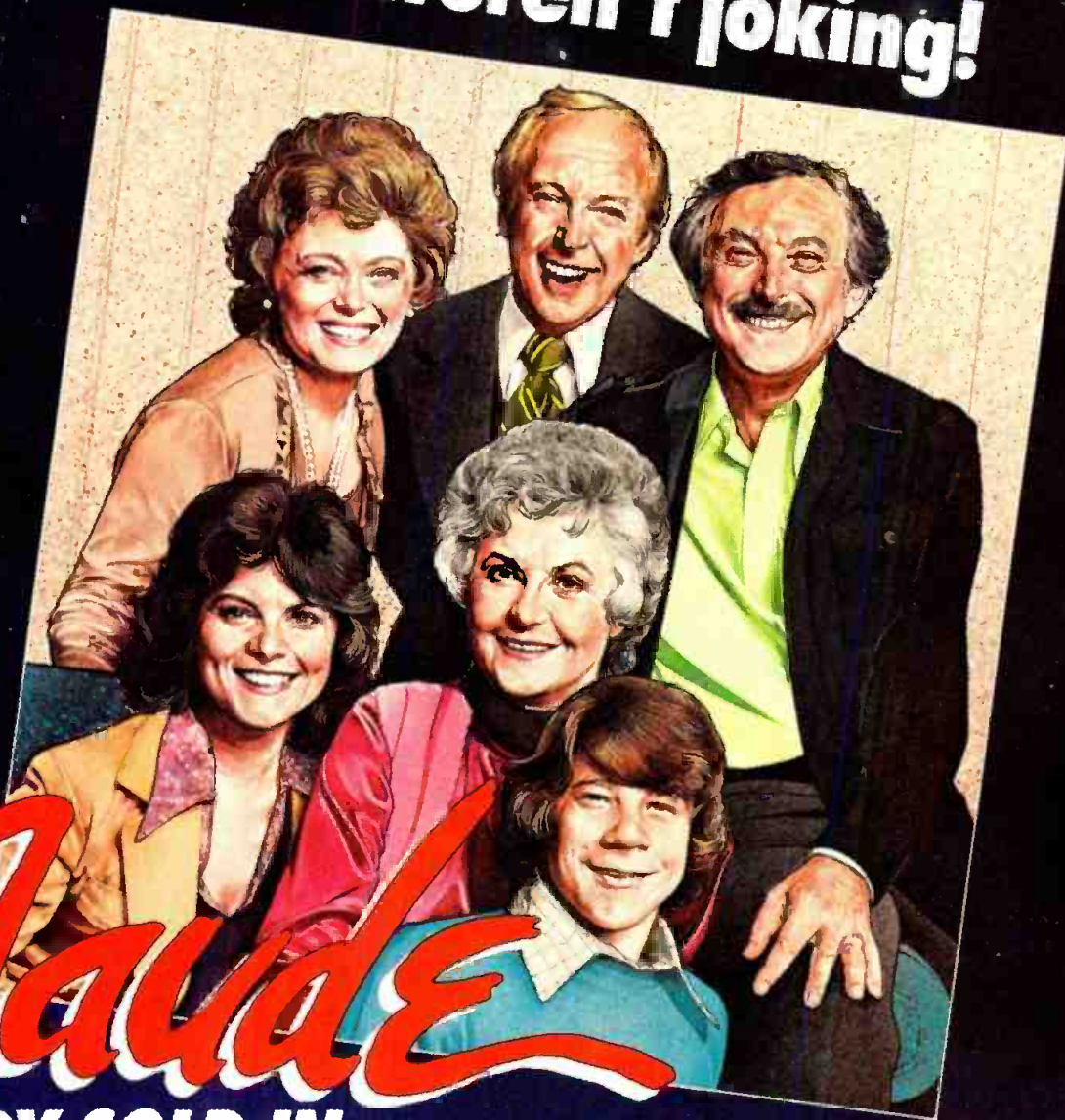
June 4-6—*NBC-TV* promotion executives conference. Hyatt Regency, Chicago.

June 4-7—Satellite communications, course offered by *Continuing Education Institute*, nonprofit organization providing professional development in engineering and applied science. Amfac hotel, Los Angeles.

June 6-8—*Iowa Broadcasters Association* annual convention. Cedar Rapids, Iowa.

June 6-9—*Broadcast Promotion and Marketing Ex-*

**When we said Maude
would fill late-nights with laughter
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ecutives/Broadcast Designers Association annual seminar. Hyatt Regency, Chicago.

June 6-12—Montreux 1985, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

June 8-11—American Advertising Federation nation-

al convention. J.W. Marriott, Washington.

June 9-11—Microwave Communications Association annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

June 9-12—Missouri Broadcasters Association spring meeting. Rock Lane Lodge on Table Rock Lake, Branson, Mo.

June 10—Presentation of Monitor Awards of Videotape Production Association. Lincoln Center, New York State Theater, New York.

June 10-12—Fourth annual International Radio Festival of New York, radio program competition. Sheraton Center hotel, New York. Information: (914) 238-4481.

Open Mike

AM ideas

EDITOR: I should like to tender my private opinions about the use of new AM frequencies extended to 1705 khz.

New grants should be limited to nondirectional operations, with power not to exceed 5 kw. This will restrict the number of new frequencies available for handout and will conform more closely with the probably indisputable fact that we really don't need more AM stations in the continental U.S.A. Furthermore it will keep costs down: minimum real estate for a single stick and its radials.

First choice should go to operators of FM-only facilities. They are likely to continue to prosper into the perceptible future and will be in a better position than most to channel support to these new AM properties with listenership for a time approaching zero.

Give the educators first crack at those AM

openings, as has been suggested.

Grant no license except for a committed all-stereo operation. The commission has done enough already to foul up the whole future of AM stereo. The least it can do is assure that this one part of the spectrum be totally stereophonic.

Institute doubly rigorous standards for financial ability but on a *long-term basis*. No one should fail to realize that this is going to be one of the most traumatic loss situations since the promotion of UHF television. (Not in absolute terms of course, but illusions are not in order.)—*Arnold Hartley, Key Broadcast Management Inc., Garden City Park, N.Y.*

Voice from the past

EDITOR: The scathing reference to me in your "Local Option" editorial of March 4 may have been prompted by your assump-

tion I canceled my subscription. Not so. It is now coming to me as part of a bulk order in the Department of Communications Studies, University of Iowa.

Although I am currently hip-deep in what you call "the conventional society" from which you credit me with having successfully escaped, I do plead guilty to retaining the currently discredited notion that the "public interest" standard has not yet been repealed by the Supreme Court, Congress or FCC.

Is it possible you, once again, protest too much?—*Nicholas Johnson, University of Iowa, Iowa City.*

Fee talk

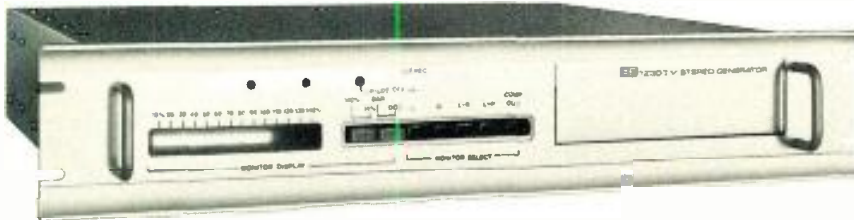
EDITOR: I would like to comment on your March 11 editorial ("Apples and oranges"), concerning the use of fees to cover the cost of regulation. I applaud your stance concerning the use of fees by the FCC. Summary rejection of fees is a poor response to a proposal that may have benefits.

I would, however, urge you to alter your rationale for your decision to oppose spectrum fees. You state that "there is no reason to pay anything for the use of spectrum that is neither depleted nor defaced by use and indeed contains nothing of value until a signal is put into it." This is an extremely poor argument to justify your position since the spectrum is not a free good. There is a positive cost when a licensee uses spectrum space and that cost is that someone else is excluded from using the space. This notion of cost is what economists term opportunity cost and it is a very useful way to see why spectrum space has value.

Something has value if there is a demand for that good. Licensees desire to use the spectrum, and whether or not a particular licensee is allowed to transmit, the spectrum still has value either because another licensee is using the space or because this licensee is precluding another from the use of the spectrum.

If you decide that you are against license fees for spectrum use you must decide upon another rationale, such as only the very wealthy would have access to the spectrum if the market were to determine the value of the spectrum. Therefore, it would be in the public interest to allocate spectrum space through some other mechanism. This way, you will at least have a chance to argue against a free market-oriented economist.—*Martin F. Grace, research associate, University of Florida College of Business Administration, Gainesville, Fla.*

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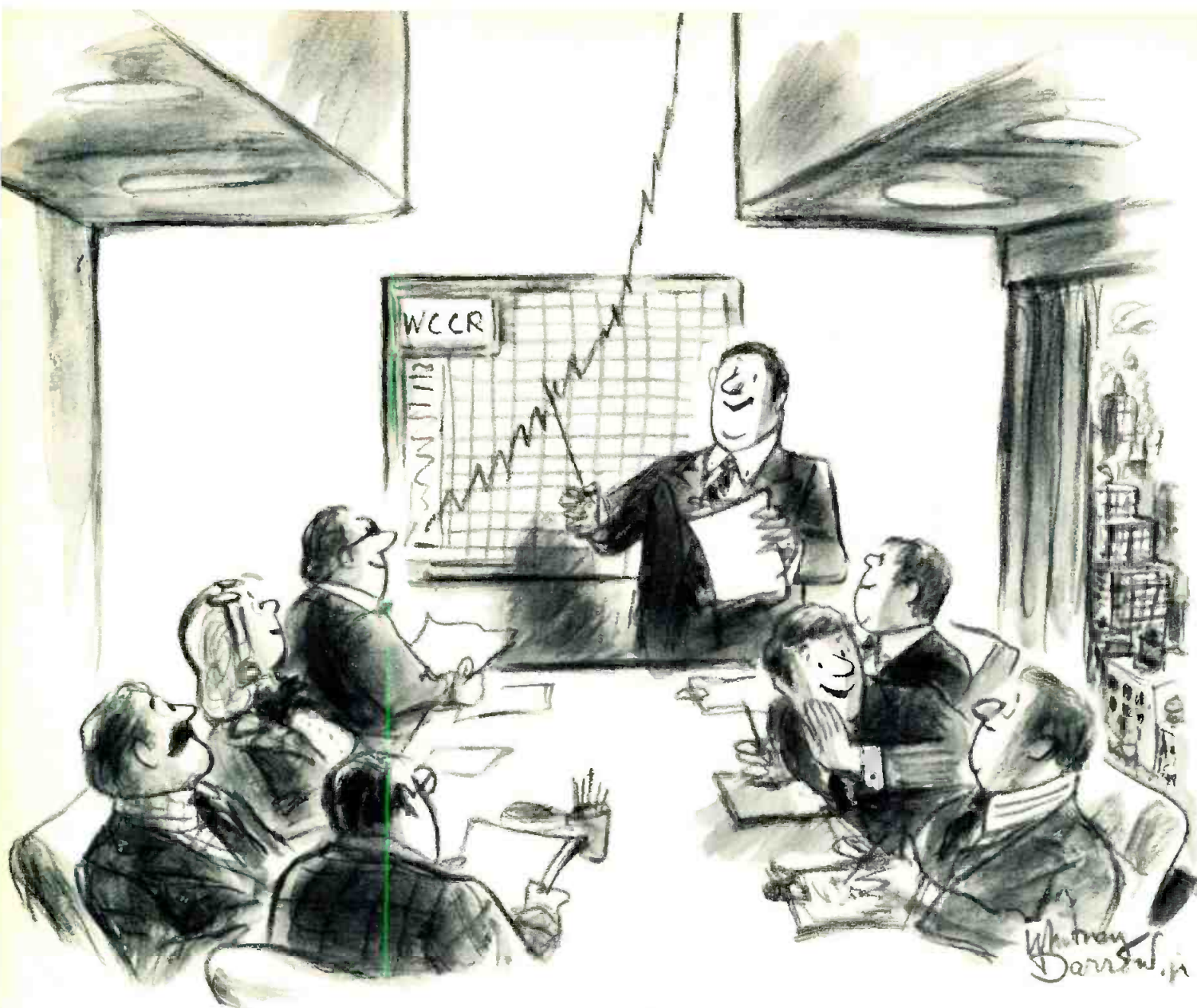
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Vol. 108 No. 14

TOP OF THE WEEK

In Washington and Wall Street: Waging the high-stakes battle for Storer

FCC, Capitol Hill at odds on whether unfriendly transfer can bypass rigorous review; staff's action up for approval or modification this week; insurgents consolidate position

At a meeting last August between the management of Storer Communications Inc. and securities analysts, in the audience were partners of the investment banking firm of Gollust & Tierney. At the time, Peter Storer, chairman of the Miami-based MSO and station group owner, did not know the names of Keith R. Gollust, Paul E. Tierney and Augustus K. Oliver II, but he does now. They are threatening to remove him from leadership of the company started by his father and place the seven television stations and cable systems serving 1.5 million subscribers on the auction block for a price roughly estimated at \$2 billion.

As events gathered speed last week, it seemed that the proposed liquidation of Storer will be the first full test of whether broadcasting is different from other industries by virtue of its public service and regulated status, or whether it is, like oil and other industries, just another asset play. As a result, the shareholders of Storer may not have the final say in the matter. The courts were brought in last week to review allegations of insider trading and takeover regulation violations, and such congressional heavyweights as Representatives John Dingell (D-Mich.), Tim Wirth (D-Colo.) and Senator Barry Goldwater (R-Ariz.) saw fit to issue their own warnings to the FCC, where the case is now getting priority attention.

As things stand now, the Committee for Full Value of Storer Communications—as the Gollust & Tierney group calls itself—may yet be able to pursue its plans to take over Storer, but it will have to tiptoe through a regulatory minefield on the way.

Indeed, the ink on the FCC staff's ruling clearing the way for the committee to seek the votes of other shareholders to elect its slate of directors at the company's May 7 annual meeting was hardly dry (BROADCASTING, April 1) when Storer asked for a stay of the staff action and review by the full commission, requests that drew the support of citizen groups (see page 132). Late last

Thursday (April 4), the FCC rejected Storer's request for a stay. But it also said it anticipated acting on Storer's application for review by this Friday (April 12).

The commission has been known to take a dive when Congress steps into the ring. But word had it last week that a solid majority of the commissioners—Chairman Mark Fowler, Commissioner Mimi Dawson and Commissioner Dennis Patrick—had given its support to the staff's action. "That's why Fowler directed the staff to write the item the

grant of the relief Storer has requested also would appear to preclude the committee from seeking to wage its proxy battle at the May 7 annual meeting.

In his letter to FCC Chairman Mark Fowler last week, Dingell said he was "disturbed" by the commission staff's action and asked that Fowler stay the effectiveness of that decision pending full commission review. "The staff decision in the Storer case that a change of directors following a proxy fight is *not* a transfer of control is merely an



Chairman Storer



Coniston partners (l-r) Keith Gollust, Paul Tierney and Augustus Oliver II

way it did," one FCC source said.

A lot could be at stake in the commission's ruling, and not only for Storer and the group of Storer stockholders that wants to take over that company's board of directors. If the commission grants Storer's requested relief and requires the filing and grant of long-form transfer applications (FCC Form 315), which are subject to a 30-day holding period and petitions to deny, "prior to assumption of control of Storer's present board by new directors nominated by the committee," it would, for practical purposes, "make proxy fights inapplicable to broadcast corporations," one FCC source said. (Another FCC source who believed that the committee should be required to file a Form 315 disputed that characterization. But that source conceded that requiring the filing of Form 315's would erect a "barrier" to proxy battles.) A

individualized and subjective interpretation of the commission's responsibilities under [Section] 310(d) [of the Communications Act]," Dingell said.

"This stay is especially important in light of the staff's further decision to grant the application for transfer of control of Storer," Dingell added. "It is one thing to attempt to remain neutral in the contest for control of Storer by not reaching the question of whether new Storer board members committed to a substantially different operational philosophy would be new broadcast licensees. It is quite another to determine, as the staff did, that any transfer of control potentially involved in the Storer proxy fight would serve the public interest, convenience and necessity. This further step in the staff decision amounts to prior approval of a transfer of control over major broadcast in-

terests without any examination of the qualification of the transferee and without any of the procedural protections such as petition to deny mandated by Congress. This is not a neutral posture; rather, it involves the commission directly in the proxy fight on the side of those challenging the existing board of directors."

In another letter to the commissioners, Goldwater; Senator Ernest Hollings (D-S.C.), ranking minority member on the Senate Commerce Committee; Senator Robert Kasten (R-Wis.), and Senator Wendell Ford (D-Ky.) said they believed the commission staff's ruling "could set a dangerous precedent." They said they particularly questioned the staff's position concerning where control of a corporation lies and who in the corporation is responsible for meeting the public trustee requirements of the law. "You have stated that you believe the commission should act as an impartial umpire and should neither encourage nor discourage parties in corporate maneuverings," the senators said. "We agree. However, we believe the commission staff's decision falls short of that goal."

Another letter to the commissioners—this one signed by Representatives Edward Markey (D-Mass.), Mickey Leland (D-Tex.), Mike Synar (D-Okla.), Henry Waxman (D-Calif.), Cardiss Collins (D-Ill.), John Bryant (D-Tex.), Billy Tauzin (D-La.), Jim Slatery (D-Kan.) and Jim Bates (D-Calif.), all members of the House Telecommunications Subcommittee—said the commission should have in place a "comprehensive policy" on transfers of corporate control in mergers, tender offers and proxy solicitations for licensees. "The commission staff's decision, made without the benefit of any opportunity for public comment, could set a precedent governing commission policy on these critical issues for years to come," the congressmen said. "We believe you and your colleagues should address and resolve these matters in a more deliberate fashion, and not on an *ad hoc* basis."

Senator William Proxmire (D-Wis.) concurred. In another letter, Proxmire said he also believed that the full commission, not the staff, "should address and resolve these matters in a sober and deliberate fashion, not on an *ad hoc* basis."

In his own letter, House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) said he agreed with the "basic thrust" of the commission staff's ruling "insofar as it is aimed at assuring that the commission's role does not interfere with the ability of the shareholders of a company to express their will in a proxy contest as to how the company could best be managed." But Wirth asked that the commission set aside the staff ruling, decline to act on the committee application for the time being, "and develop general policy guidelines setting forth the degree of scrutiny and the time frame for review to be followed in this and future proceedings which may arise involving battles for corporate control of mass media companies."

(Wirth, according to an aide, also believes it important that the commission not use a

notice of inquiry or other "long drawn out proceeding" to set those policies, since that might have the effect of blocking proxy contests and tender offers for years.)

Wirth added that he took "exception" to the timing of the staff action. "By granting the application of the dissident group when it did, the commission may have allowed itself to be used by one side in a proxy fight," Wirth said. "The staff decision essentially grants a stamp of commission approval to a particular shareholder faction going into a proxy fight—a government sanction that a dissident shareholder group pursuing a proxy contest would not have if this were a fight for management control of a company in some other industry. Thus, by accepting and approving the application of the dissi-

involved "extraordinarily important public policy issues" that should be decided by the commissioners themselves, not the commission staff. "Unfortunately, the staff's action has been viewed by some as benefiting the bidding party. We view this as unfortunate and believe that complete impartiality must exist in all phases of this proceeding. Because such important public policy questions are raised by this case, we hope the commission will examine carefully all of the issues that are raised and adopt a written order explaining in detail their reasons for any action that it takes. Without taking sides, we are familiar with the present management of Storer Communications Inc., and we can attest to the fact that the company is well run and that it provides excellent service to the public."

In his letter of reply to Dingell, Fowler did little to tip his hand on how the commission will act on review. He said that the commission "principally" has developed its implementation of Section 310 of the Communications Act (governing ownership transfers) on a case-by-case basis. "We have found this process to be the most appropriate, given the particular facts in each of these circumstances," Fowler said.

"I appreciate your interest in the general issue of the commission's role under Section 310 of the Communications Act in these types of corporate changes," Fowler said. "As I have indicated before, the commission will endeavor to remain scrupulously neutral in these shareholder contests. Please do not hesitate to contact me if I can be of further assistance."

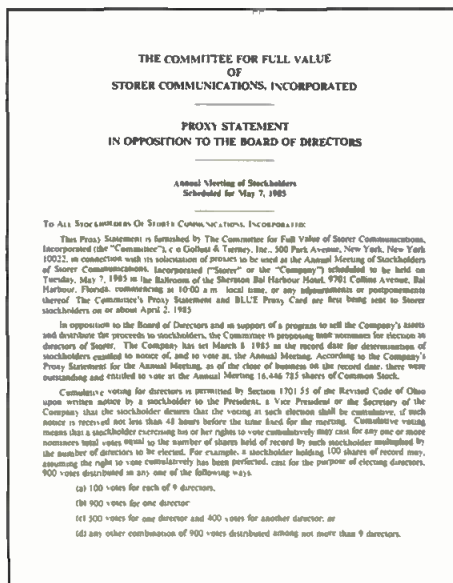
As of the end of last week, it was believed that the Fowler-Dawson-Patrick majority was standing fast. "There's very much a feeling that the commission should stand back and let the shareholders slug it out," one FCC source said.

Indeed, Commissioner James Quello appeared to be the only sure vote for Storer. Quello is said to believe the commission should make some sort of prior public interest finding in these sorts of cases.

In a separate statement that was reportedly attached to Fowler's response to Dingell, Quello said he thought the commission staff had exceeded its delegated authority and that the full commission should have addressed the matter in the first instance. "Even tentative answers to these crucial procedural questions may have significant impact both on the progress of this controversy and on the corporate strategy of other incumbent licensees and their shareholders," Quello said. "Therefore, in an effort to avoid sending any signal in advance of commission consideration of this application and the related pleadings, I would have supported a commission stay of the staff's action."

Patrick, according to an aide, had not made up his mind on the issue, which the aide defined as whether a transfer of control would occur under the circumstances, and, if so, what the commission should do about it. The aide also said Patrick's office was doing "independent research" on the question.

It was said that Commissioner Mimi Daw-



son's general "philosophical predilection" was "to let shareholders decide how to run their own corporation without FCC intervention."

Commissioner Henry Rivera said he didn't believe that a transfer of ownership was involved. The question, he said, was whether there was a transfer of control, an issue that hinges on whether control resides in the Storer board or in its shareholders. Rivera said he hadn't made any decision on the case at hand, but that if he concludes that there would be a transfer of control, "then the [Communications] Act has to be complied with." Rivera said.

Last week's series of events, the busiest so far since Coniston Partners—a limited partnership engaged in investment ventures—and Gollust et al formed the full value committee and announced its intentions to the Securities and Exchange Commission on March 19, began with Storer shareholders receiving proxy material from the company's management. That proxy statement urged them, in just a few sentences, not to support the Coniston group. That was followed by the release, last Tuesday, of Coniston's own proxy materials explaining the liquidation proposal.

Storer management was clearly not shying away from battle. Its proxy statement said that the board had dropped plans to elect 11 directors at the meeting (it is authorized to elect up to 12). Storer, an Ohio-chartered corporation, has cumulative voting, which means that shareholders may vote all their shares on a designated board seat, as opposed to having each shareholder vote on all seats. By reducing the number of directors, Storer hopes to make it more difficult for the committee to elect at least a few directors this time around.

Storer's management also filed suit late Thursday afternoon in U.S. District Court for Southern Manhattan, charging Coniston and other defendants with violations of Ohio state law and of SEC regulations. Specifically, the suit alleges that "At some time not later than Feb. 1, 1985," Coniston and the investment banking firm of Donaldson, Lufkin & Jenrette (DLJ), a subsidiary of Equitable Life Insurance, began "conspiring" to take control of Storer. Because the combined holdings of the parties came to more than 5% of Storer's outstanding shares, the suit argues that Coniston should have filed with the SEC in early February, rather than waiting a month and a half. The suit also stated that beginning Jan. 31, 1985, DLJ, along with other divisions of Equitable, doubled its holdings from "less than 5% to 10.5% in a matter of weeks," based on inside knowledge of Coniston's plans.

The suit requested an injunction against any further activity by Coniston, asking the court to request the defendants to divest their shares and to pay for Storer's legal fees.

In its April 2 proxy material, the committee said that DLJ had concluded the liquidation of the company would bring shareholders between \$90 and \$100 a share, a number in line with recent estimates by securities analysts ("Top of the Week," March 11). It



Celebrants. Ambassador Jean Kirkpatrick (l) left her own celebration—marking her new status as a card-carrying member of the Republican party—to help ABC's Ted Koppel (r) celebrate the fifth anniversary of his *Nightline* series at a reception in Washington's Watergate hotel. Several hundred journalistic and political luminaries attended the event, including (c) Roone Arledge, president of ABC News and Sports. All guests who have appeared on the Koppel show were invited to the anniversary salute.

also indicates that the "sale of the company's assets and related distribution of net proceeds can be substantially completed by early 1986." The statement discloses that among the Coniston nominees to Storer's board of directors is David H. Strassler, former chairman and chief executive officer of UA-Columbia Cablevision.

Under the subheading of "Appropriate Timing," the Coniston statement marshalled its arguments for the liquidation. The 24-page document, dated April 2, noted that "for the three years ended Dec. 31, 1984, Storer reported pre-tax losses of \$13,354,000, \$36,483,000 and \$10,261,000." It also noted that the company increased its debt during the same period while "at the same time cutting the dividend from 72 cents to 40 cents per share." The paragraph concluded: "In the view of this past performance, the committee does not believe that full value will be reflected in the company's stock price in the years ahead."

Other arguments Coniston made for liquidation are that the stock market has traditionally traded, and will likely continue to trade, broadcast and cable company stocks at "substantial discounts from their estimated private market values." It also noted recent legislation affecting both broadcasting and cable which has, it said, "both enhanced values and increased the number of potential purchasers."

The counterargument of Storer management, while not elaborated in its proxy materials, will likely center on the suggestion that in the long term, and even in the next few years, the stock price will respond to the company's growth prospects and that the increase will more than match whatever might be raised through liquidation.

One securities analyst noted that Storer's long-term debt—undertaken primarily to finance expansion of its cable operations—currently amounts to \$45 per share, and if the company were successful in significantly reducing that debt, that alone would raise the stock price. "If they call in the convertible debentures, that would reduce the \$750 million by \$100 million. They can expect at least \$90 million from system sales this year. By 1986, with capital expenditures declining, cash flow could begin retiring the rest of the debt."

It is the institutional investor—perhaps 125 out of roughly 12,000 shareholders as of Dec. 31, 1984—who Coniston estimates holds three-quarters of Storer's 16.4 million outstanding shares, who will decide which side will prevail in the increasingly intense dispute. One particular question is how many of those investors are arbitrageurs—professional investors who seek to gain a quick profit from their shares. The arbitrageurs would not have invested in the company unless they either hoped to see a liquidation or expected speculation about a liquidation to raise the stock price considerably. In either scenario they would have to be counted among the supporters of Coniston.

The off-the-cuff speculation of at least two investment bankers is that the "arbs," as they are referred to, are "into Storer," but the question remains as to how many shares they hold and how many might have already sold their holdings.

There is little indication yet from the more conservative institutional investors, such as pension funds, mutual funds and insurance companies, as to which side they will favor with their proxies. Tierney told BROADCASTING that "the initial reaction we have received from arbitrageurs and institutions has

been positive. But I don't expect a large conservative institutional investor to stand up and be counted at this early date. Most of them have a fiduciary duty to maintain their options up to the end."

Each side in this corporate shoot-out will likely spend over \$1 million to persuade shareholders of its point of view. That money will go primarily to the investment bankers and proxy solicitation firms. Those sums do not include legal fees.

Storer shareholders have been winners with the company no matter what the outcome. Just two-and-a-half years ago the

stock was trading at \$20, and throughout most of 1983 was trading at around \$30 despite recommendations by at least one firm, Shearson Lehman Brothers, that placed it on a 10-best-stocks-to-buy list. Finally, in mid-1984, it rode the cable stock boom (BROADCASTING, Jan. 7) from \$35 up to \$45 at the beginning of this year—just a little above its high in 1981. In January and early February the stock slowly edged up to the upper 50's, where it stayed until March 18, when Coniston announced its plans. On that day and the following day, the stock rose \$11 to 70½. It closed last Thursday at 75½. □

19% block of Gulf stock. That works out to a pre-tax gain of 55% on an annualized basis, assuming the deal closes soon after the shareholders meeting, compared to the 44% he would have gained before the sweetener provided by last Thursday's agreement.

By terms of the agreement Gulf and ACC will both drop three pending lawsuits. ACC had filed a request for injunction in U.S. District Court in Cincinnati against part of the original Gulf/Taft sale agreement. ACC also said in a suit filed March 6 in Nevada state court the company was unhappy with the prices obtained by Gulf from Taft and Gibraltar Savings and Loan.

Gulf, in a filing the day before, hit ACC with its own allegations. Reportedly among those claims was that Keating had inside information when he bought his shares, and knew that the company was planning to liquidate its holding. Also claimed was that Keating had offered Gulf Chairman Fitts special compensation if Fitts would resign and turn over control of the company to Keating and that Keating had threatened the management in advance, saying he would try to block the sale to Taft, and had tried to "greenmail" them—demanding that the management buy back his shares at a higher price than would be given to other shareholders.

BROADCASTING asked Massey if the agreement could be interpreted as the success of "greenmail," to which he responded: "I don't know how it will be interpreted. We think it is the best agreement for all shareholders." Massey declined to comment on whether ACC had convincing evidence that Gulf could have obtained more money for its broadcasting properties.

Keating will not get to take over the management of Gulf, if that were his intention as asserted by the Gulf lawsuit. Nor will he be able to purchase one of Gulf's stations, KTSP-TV Phoenix, which it is reliably said he had tried to obtain. □

Gulf sale to Taft clears obstacles

After series of lawsuits by various parties involved in deal, compromise is reached that will give ACC another \$10.9 million, putting price tag on 12-station sale at \$760 million

Last Thursday evening (April 4), the month-old dispute that threatened the second biggest sale in Fifth Estate history—that of Gulf Broadcasting's two AM's, five FM's and five TV's to Taft Broadcasting for \$755 million—was settled. The resolution came after long meetings in New York involving, among others, Taft Chairman Charles Mechem, Gulf President John Massey and Robert J. Kielty, senior vice president of American Continental Corp., which owns 25% of Gulf's outstanding stock and had opposed the Gulf/Taft transaction.

The new agreement gives the Phoenix-based ACC, which is controlled by Charles Keating Jr. and his family, an additional \$10.9 million, or roughly \$1 per share extra before lawyers' costs. In return, Keating agreed to support the Gulf management's plan for liquidating the company, which he had previously threatened to oppose, with a proxy fight and an attempt to put new directors on Gulf's board.

While the agreement does not call for other Gulf shareholders to receive extra money, they will not receive less than the \$16 already promised them. The sweetener for ACC will come from an extra \$5 million to be paid by Taft: \$1 million to be added to the price (\$130 million and assumption of certain debt) paid by Gibraltar Savings and Loan for Gulf's north Dallas real estate, and changes in payments when 22 million shares of specially issued Gulf preferred stock are returned by Taft.

The agreement means that if the liquidation is approved by Gulf shareholders at their annual May 31 meeting, Taft can proceed with the financing and spin-offs necessary to meet FCC approval and other requirements. Taft announced the next day that it would sell radio properties in Dallas, Houston, Washington and Tampa, Fla., seeming to end speculation that it might help finance the now \$760-million purchase by selling TV stations in those markets. The sales are necessitated by FCC multiple ownership rules.

Among those known to be interested in

purchasing the radio stations is Alan Henry, president of Gulf's broadcasting operations, who has recently been trying to obtain financing for a leveraged buyout of the properties.

For Gulf, the liquidation would mean the end of the company's year-and-a-half life, after being spun off from parent, Gulf United. The stock began trading at 6½, had risen to 8½ last fall when rumors of the company's sale were increasing (BROADCASTING, Sept. 24, 1984) and then steadily rose to 15 where it has stayed since the official announcement of the company's liquidation plan on Dec. 21, 1984.

Chairman of the Board E. Grant Fitts stands to receive about \$20 million after the completion of the transaction. President John Massey told BROADCASTING that after the liquidation he and Fitts "anticipate formation of a private investment company," but declined to say whether they would continue in the broadcasting business.

The conclusion of the liquidation would mean that Charles Keating Jr. and ACC would receive a \$54-million pre-tax gain on an initial investment of \$132 million that began Oct. 8, 1984, when they purchased a

The beat went on

The beat went on. It may go down in the annals of radio broadcasting as "the song heard around the world." At 10:50 a.m. NYT Friday (April 5) radio stations and networks worldwide simultaneously aired the six-minute, 22-second version of the USA (United Support of Artists) For Africa single, "We Are The World," recorded by 46 artists on Jan. 28 to benefit famine victims. The Good Friday broadcast was organized by disk jockeys Bob Wolfe of WROM(AM) and Don Briscar of WKCX(FM), both Rome, Ga., and by Jim Mickelson, program director of KZAN(FM) Ogden, Utah. Briscar estimated that about 75% of all U.S. commercial stations participated in the event.

Among the networks offering the song to stations via satellite were: Westwood One, Satellite Music Network, Mutual, NBC's Source and ABC Radio, which fed it to affiliates at 9 a.m. NYT. Group W Radio said it aired the record on its music stations while the company's all news-formatted WINS(AM) New York, KYW(AM) Philadelphia and KPWB(AM) Los Angeles, and talk-formatted WIND(AM) Chicago reported the broadcast as a news item in addition to playing an excerpt of the song. The record was also aired over Group W's Muzak service.

Reported to have aired "We Are The World" on an international basis in 25 countries are: Armed Forces Radio, the BBC, French Youth Media Union, ARD (West Germany State Radio) and the Voice of America, which transmitted the song to parts of Eastern and Southern Asia.

And according to UPI reports, President Reagan listened to the song in Air Force One as he flew to California.

Controversy continues swirling around CBS

Last week saw rumors of ownership by Boesky confirmed; Turner talks to Shearson about takeover; CBS board moves to prevent calls for shareholder meetings by owners of less than 10% of company's stock

"Captain Ted" did not start a fire in New York last week, as General Sherman did in Atlanta, but the Atlanta-based chairman of Turner Broadcasting System did heat up trading activity in CBS stock during his two-day visit. The outcome of his visit to New York seems to be that he has engaged Shearson Lehman Brothers to represent him in making a bid for CBS.

The company, meanwhile, was dismissing rumors that there was a recognizable takeover threat, that it had arranged for a "white knight" to step in if there was a threat or that it had any intentions of merging with another company. CBS spokesmen confirmed that it had extended its line of credit by \$1.5 billion but added that the arrangement was simply to have extra cash ready should acquisition opportunities present themselves. At the CBS security analysts meeting several weeks ago, Thomas Wyman, CBS chairman, expressed doubt that the company would make any station acquisitions in the near future (BROADCASTING, March 18).

News of the Turner visit started when a reporter for *The New York Times* was called at home late Tuesday night by a source who said that the TBS chairman was in New York seeking partners for a takeover of CBS. The potential partners reportedly included MCI and Wesray Corp., headed by former secretary of the Treasury, William Simon. Wesray, at the end of December, bought Wausau, Wis.-based station group owner, Forward Communications, for \$87 million. An MCI official confirmed that he met with Turner but said that there was no agreement. Wesray officials declined to comment.

Turner was reported to have been working with the help of an American Express subsidiary, Shearson Lehman Brothers, which encouraged the rumors when it placed both CBS and Turner Broadcasting on the restricted stock list, meaning that Shearson brokers can't solicit orders to trade either stock and that the firm can't trade those two stocks for its own account. In addition, Shearson also represented Wesray in its purchase of Forward Communications.

Officials at Shearson did not return calls, but one investment banking source treated the rumor that Turner and Shearson were taking aim at CBS as fact: "Shearson did a lot of soul searching two to three weeks ago. They are rarely involved in unfriendly takeovers and I am kind of surprised that they agreed to do it."

There were more questions than answers last week beginning with who was leaking news that drove the price of CBS stock up \$5 dollars in a few days to \$111. Certainly investor Ivan Boesky benefitted. A filing with the Securities & Exchange Commission on



Boesky



Simon

Monday confirmed that companies controlled by him had acquired, as previously rumored, 8.7% of CBS stock at an average per-share price of \$95.50.

There was also the possibility that the talkative Turner leaked the news. Several years ago the Atlanta-based investment banking firm of Robinson Humphrey, now also a division of American Express, was working with TBS on a public offering of the company's stock. A Robinson Humphrey official confirmed that public remarks Turner made at the time forced the deal to be canceled: "He just doesn't know when to keep his mouth closed." But corporate raiders usually get in trouble for attempting takeovers in secrecy, not for publicizing them.

Many of the questions that came up last week repeated those asked last month when word leaked that counsel for Turner was making the rounds at the FCC inquiring about the commission's view of an unfriendly takeover of CBS (BROADCASTING, March 4). Some observers were wondering how Turner, who has always captained his own operation, would work with partners. Others, while acknowledging the TBS chairman's flair, were asking whether he possessed a solid enough image to attract the minimum \$1.7 billion necessary to purchase a majority of the company's stock—50.1%

minus the 8.7% already owned by Ivan Boesky, multiplied by a hypothetical offering price of \$140 per share. Karl Eller, chairman of the Phoenix-based Red River Corp. and a former TBS director and long-time Turner acquaintance, told BROADCASTING: "I probably wouldn't do it myself."

By midweek, the Turner visit had upstaged Boesky's Monday SEC filing. CBS said that an attorney representing Boesky (who owns KLTN-TV Minneapolis and KGMC-TV Oklahoma City) tried to sell his 2.6 million shares back to the company for about \$105, but that the offer was refused.

Boesky is probably the most well-publicized of the wheelers and dealers on Wall Street and several lengthy articles have appeared on him within the past year. The fact that the 47-year-old Boesky might not himself be attempting to take over CBS should give the company little comfort. He is described as one of a group of "risk arbitrageurs," who have invested tens of millions of dollars and, in some cases, hundreds of millions, trying to make substantial profits based on anticipating tender offers and other changes in corporate control.

Boesky told BROADCASTING that CBS was an "undervalued" company but did not go beyond that to explain why he began purchasing shares on Feb. 8. He added, "We have had an interest in the communications area in general terms for some time and in addition to the television stations had previously also bid for *U.S. News & World Report*."

At a specially arranged telephone conference of the board of directors last Wednesday, the CBS by-laws were changed to disallow the calling of special shareholder meetings if requested by those holding 10% or more of CBS stock. The change, announced last Thursday, provided that in the future, special shareholder meetings can only be called by "the chairman of the board

Talks break off

Talks between ASCAP and the All-Industry Radio Music License Committee on the final rate structure for the new music license contracts have broken off. The committee had reached a tentative agreement with ASCAP on major provisions for the new contract. Under a consent decree of the Justice Department, the committee will now petition the federal rate court in the Southern District of New York to determine license fee payments. The industry has been operating with an interim ASCAP agreement since the last contract expired on Dec. 31, 1982. According to Carl Munson, an associate with the New York law firm of Weil, Gotshal & Manges, legal counsel for the committee, ASCAP is seeking a new contract over a five-year period, in addition to it being retroactive to January 1983. The committee, said Munson, estimates that ASCAP's proposed contract would impose an 18% annual rate hike for blanket license fees. Munson added that under the consent decree, ASCAP bears the burden to prove "the reasonableness" of any fee request. In addition, NAB is planning to join the all-industry committee in a fight against any proposed rate increase by ASCAP. A representative from the committee is slated to address NAB's board of directors on the subject at its annual convention in Las Vegas next week (April 14-17). Last summer, the all-industry committee reached a new two-year agreement with Broadcast Music Inc. (BMI) on revisions in music license contracts, which raised rates, beginning Jan. 1, 1985, by approximately 8.8%. The BMI agreement is said to have sparked ASCAP's request for higher rates.



Sobering subject. The broadcasting industry took its campaign against drunk driving to Capitol Hill last week. The ABC Broadcast Group screened for members of Congress and their staffs *One Too Many*, a one-hour drama about teen-age drinking and driving. Present for the event were (l-r): Senator Mack Mattingly (R-Ga.); Candy Lightner, founder, Mothers Against Drunk Driving; Anthony Thomopoulos, president, ABC Broadcast Group; Representative Bud Hillis (R-

Ind.); Squire Rushnell, ABC vice president, long-range planning and children's television.

The program, which was originally developed as an *Afterschool Special*, is slated to air May 21 at 8 p.m. Cassettes of the program have been sent to ABC affiliates so that local officials can screen the program. And tapes of the program are available to members of Congress to show to their constituents.

jointly with the chairman of the board's executive committee, by a vote of a majority of the board, or by a request of any two board members."

J. Garrett Blowers, vice president of investor relations, said: "In answer to the question of why we made the change, in light of the current speculation in regard to CBS the board felt it was inappropriate for a small group of shareholders to disrupt the operations of the company by calling a special meeting. The change brings CBS into line with other large corporations but it in no way prevents takeover offers or other tender offers." □

USCI: plug pulled

DBS service shut off after failing to pay creditors; future of venture unclear

After nearly 17 months of operation, United Satellite Communications Inc.'s five-channel satellite broadcasting service went dark last Monday (April 1), stranding several thousand subscribers in the middle Atlantic and Midwestern states with small Ku-band earth stations, but no programming.

Although USCI told its subscribers via an on-air graphic on Monday that the service may be back following a restructuring of the company, the prospects of the service reappearing seemed unlikely at week's end.

Tele-Communications Inc., the latest in a

series of USCI's prospective white knights, has just about lost all interest in acquiring the company. TCI had been helping keep the company afloat for the past few months by pouring money into the enterprise while it tried to restructure USCI's business relationships—which it set as a condition of its purchasing USCI (BROADCASTING, April 1).

John Sie, senior vice president, Tele-Communications Inc., said last Friday it was "very unlikely" TCI would now acquire USCI. TCI has been unable to negotiate or renegotiate the "multitude" of contracts necessary for it to acquire USCI and turn it into a profitable business, he said. Neither Sie nor TCI President John Malone was willing to say how much so-called "bridge financing" TCI provided USCI, but, according to USCI sources, it was substantial—hundreds of thousands, if not millions of dollars.

(TCI may still enter the medium-power satellite broadcasting business, Sie said. TCI had been exploring the business before it became involved with USCI late last year, he said. "We certainly remain interested in Ku-band DBS as a profitmaking venture," he said. "We will probably pursue it.")

Although there didn't seem to be any life in USCI at week's end, nobody seemed willing to pronounce it dead. USCI President Nathaniel Kwit was refusing phone calls from reporters. And Jim Longo, a spokesman for Prudential Insurance, USCI's principal investor by virtue of its \$70-million stake in the company, said talks with a company other than TCI interested in saving the

company were ongoing.

According to sources close to USCI, Atlantic Satellite Communications, which had been originating and uplinking USCI's programming, was the immediate cause of USCI's going off the air. Atlantic pulled the plug on USCI early Monday morning, having received no payment from USCI for April service, they said. Atlantic executives would not return phone calls.

If Atlantic hadn't cut off the signal, Telesat Canada, the Canadian satellite carrier that had been providing USCI's satellite service on its Anik C-II satellite, would have. Telesat Canada spokesman Mike Bryan said USCI had failed to make its payment of nearly \$800,000 (Canadian) for April service. Telesat Canada was providing service on a month-to-month basis, he said, because USCI had fallen \$4.6 million behind in its satellite payments.

For another major investor, however, USCI is now no more than a bad memory. General Instrument's fourth-quarter (ending Feb. 28) report, released last week, reflected its write-off of its investment in USCI—an \$18 million after-tax loss. General Instrument held an 11% interest in USCI.

USCI, which made its debut on Nov. 15, 1983, began running into trouble in early 1984 after it failed to raise \$40 million in a private stock offering and began to run out of operating capital. Without the cash, USCI had to call a halt to marketing at the end of March 1983. Since then, USCI has been in a holding pattern, providing service to be-

tween 7,000 and 11,000 subscribers while trying to find new capital. According to one investor, at least \$85 million has been spent on the enterprise.

According to former USCI employees, USCI had many problems, some of its own making. It was profligate, they said. According to one, the operation was run from the beginning as if "it were a movie studio, as if were definitely going to be another HBO." The expensively appointed New York offices included a marble table in the conference room, he said.

Having little leverage in the programming community, said Jon Leland, USCI's former director of creative services. USCI had to pay top dollar for the movies that fill its two channels as well as for ESPN, the cable sports channel on a third. The ESPN deal, he

said, was especially onerous.

Because one of USCI's heavy investors was General Instrument, the company locked itself into an exclusive contract with GI for its home earth stations. Had USCI put the contract out for bids, many believe, it would have been able to acquire much less expensive equipment.

TCI was not the first company to consider bailing out USCI's investor. General Electric gave it serious consideration and, for a period last fall, it seemed certain that USCI would be merged with Satellite Television Corp., Comsat's satellite broadcasting venture. (STC still exists, but is no longer actively pursuing the business.) At one point, ABC had talks with USCI, but they never got serious.

DBSC Down To The Wire

Direct Broadcast Satellite Corp., a prospective common carrier DBS operator, was scrambling last week to file a statement with the FCC ahead of the Friday (April 5) deadline, claiming to have met the FCC's "due diligence" requirement for retaining a DBS construction permit and receiving an assignment of orbital slots and channels.

DBSC President Wilbur Pritchard said late last Friday afternoon as he prepared the filing that DBSC had secured a "memo of understanding" with an "upstate New York investment group" which had agreed to provide enough money for DBSC to firm up a satellite construction contract with Ford Aerospace and Communications. □

The human touch at Capcities

Nobody has bad word to say about collegial informality that trickles down from top management, but nobody forgets that the bottom line of policy is—the bottom line

One of the key elements contributing to the successful track record Capital Cities has compiled over the years has been the ability of its chairman, Thomas S. Murphy, to fill management positions throughout the company with talented executives who tend to stay for long stints. Murphy recently told his long-time adviser and legal counsel, Gerald Dickler, Capcities secretary and a partner in the New York law firm of Hall, Dickler, Lawler, Kent & Friedman, perhaps only half in jest, that he sometimes "regarded himself less as a business manager and more as casting director."

Murphy's ability to place and retain talented executives is evident within his top corporate management team, which includes

the company president, Daniel B. Burke; Joseph P. Dougherty, president, broadcasting division; John B. Sias, president, publishing division; William R. James, president, cable television division, and Ronald J. Doertler, senior vice president and chief financial officer. (In addition to their division titles, Dougherty, James and Sias each hold the corporate title of executive vice president.)

The top management team has put in a combined 126 years of service with the 30-year-old company. Murphy has been there 30 years and Burke arrived 24 years ago. Dougherty joined Capcities station WPRO-TV Providence, R.I., in 1959. Doertler joined the corporate staff as assistant controller in 1969. James assumed the helm of WJR(AM) Detroit after James Quello departed to join the FCC in 1969, and Sias signed on as president of Fairchild Publications in 1971, three years after that company was acquired by Capcities, which represented its first acquisition outside the broadcasting field.

The working relationship among the top corporate team is said to be more casual than formal—no daily meeting at 8 a.m. sharp to plot upcoming strategy for the long or short term. As J. Floyd Fletcher, co-founder and former general manager of WTVD(TV) Raleigh-Durham, N.C., and a former Capcities director, put it last week, "there's none of this: 'Let's get together for a cup of coffee every morning.' Each man does his own job and checks in when it's appropriate to do so." Others confirm that version of how the top corporate executives work with one another. "It's less formal than formal," offered Richard Rakovan, who served a total of 17 years with the company at various radio stations, most recently as general manager of WPRO-AM-FM Providence, R.I. Rakovan, now general manager of WFYR(FM) Chicago, suggested that as opposed to formal meetings, "it's more a situation where Dan [Burke] will wander down to Tom's [Murphy] office and vice versa."

As to who does what at the top corporate



Murphy



Burke



Dougherty



Doerfler

level, most of those offering an opinion last week said that Murphy is the deal maker and the long-term strategic planner—with considerable advice and input from Burke, Doerfler, Dickler, and, in the case of the ABC deal, Warren Buffett (BROADCASTING, March 25)—while Burke runs the day to day operations. Murphy, said Frank Stanton, president emeritus, CBS Inc., "conceives the wheeling and dealing." And as a rule, said Fletcher, the board of directors almost, if not always, goes along with the corporate strategy as mapped by Murphy. The board members "get involved as to what is thought and proposed" by the management team, he said, but "by and large," with minor modifications, give the go-ahead on proposed company moves.

A number of former Capcities executives and board members interviewed last week suggested that the company's management style was unusual because while it is intensely bottom-line oriented, at the same time it is able to demonstrate what is seen by many as a sincere interest in the individual needs and problems of its employees. "I just love 'em," confided Robert Longwell, general manager, WWKA(FM) Orlando, Fla., who used to run Capcities' WJR-FM in Detroit. "They are warm, tremendous humanists who really take care of their people. It's like a family."

Another former executive said that corporate management prefers to set "absolute rather than relative" standards and goals for its station managers to meet. That means that each property is evaluated, based on individual market conditions, as to what it should produce in actual dollars. "They've developed realistic standards for people to try to hit," he added. Relative standards, such as rises or drops in the ratings or sales gains and losses on a percentage basis, don't mean much to the corporate leaders if the stations are being run profitably. Added Longwell, "They could accept the fact that they weren't number one in a market as long as their station was well-run and profitable."

Longwell and others spoke of the "implicit trust" conveyed by corporate managers to station people. "At managers' meetings," said Longwell, Murphy and Burke would "pull up arm chairs and sit and just talk about



James

what the company was investing in and what they were thinking about doing—all very confidential. You kind of felt a part of it."

It is also said that management has a soft spot for those managers that work exceptionally hard but that for whatever reason are unable to make their properties generate the profits management thinks they should. Every effort is made, sources say, to relocate such managers to other slots within the corporation more suited to their skills and abilities. More than one source indicated that a couple of managers who, as one put it, "couldn't handle the rigors of radio" were shifted into the cable division. But the consensus gathered last week was that it should not be inferred that cable division president William James is one of those managers. His tenure at WJR(AM) was solid, say some who followed it at the time, and that Murphy and Burke saw him as the most capable executive within the company in 1980 to establish a cable division. A year later the company bought RKO's Cablecom-General, with 43 systems in 12 states.

Indeed, it seems almost impossible to find anyone who is familiar with the company who doesn't have a good word to say about it. Even the security analyst community, whose members' careers depend upon their being very tough critics of the way public companies are run with an eye toward finding the cream for their investors, has been wowed by Capcities' 30 consecutive years of record financial performance. One analyst related how meetings with Capcities management usually take on the aura of a "love in." With revenues and profits constantly on the rise, coupled with management's constant eye on costs, he explained, there is an atypical lack of tough questioning that often dominates such meetings at other companies.

A brief biographical sketch of the Capcities corporate management team follows:

■ Thomas Sawyer Murphy, 59, chairman and chief executive officer, assumed the top post almost 20 years ago, after the death of Capcities' co-founder Frank Smith. He graduated from Harvard Graduate School of Business Administration in 1949 and went to work as an account executive for Kenyon &



Sias

Eckhardt. From 1951 to 1954 he was a brand manager with Lever Brothers, which he left to run Capcities' first broadcast properties, WROW-AM-TV Albany, N.Y. He became corporate executive vice president in 1961, president in 1964 and chairman in 1966.

■ Daniel Barnett Burke, president and chief operating officer, received his MBA from Harvard in 1955 and went to General Foods. In 1961 he joined Capcities as vice president and general manager of WTEN(TV) Albany (formerly WROW-TV) and in 1964 became vice president and general manager of WJR-AM-FM Detroit. Burke became corporate vice president in 1968 and was named president of the publishing division in 1969. He was elevated to his present position in 1972.

■ Joseph Peter Dougherty, president, broadcasting division, joined Capcities in 1959 as general manager of WPRO-TV. Before that, Dougherty, 60, held sales positions at television stations in Philadelphia, Cleveland and Baltimore. In 1966 he was named executive vice president, television and radio and assumed his current post in 1969.

■ Ronald J. Doerfler, senior vice president and chief financial officer, was a senior financial analyst with ITT Corp. before joining Capcities in 1969. Before ITT, he was with the accounting firm of Swenson & Shubert. He was elected treasurer of Capcities in 1977 and senior vice president in 1983.

■ William R. James, 51, president, cable division, joined Capcities as general manager of WJR-AM in 1969, without any prior experience in the broadcasting field. From 1962 to 1969 he was a partner in the management consulting firm of Touche Ross & Co. James is also a Harvard MBA, which he received in 1960.

■ John B. Sias, 57, president, publishing division, was with the representative firm of Peters, Griffin, Woodward in 1955-61. He then joined Westinghouse Broadcasting as national television sales manager. A year later he joined Metromedia Inc. as president of Metro Television Sales and became group vice president in 1968. In 1970 Sias joined Capcities subsidiary Fairchild Publications as president and assumed his current post in 1975. □

How interesting is your radio station on the weekend?

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HELOISE
RALPH NADER
JERRY LEWIS
SID CAESAR
ANGELA DAVIS
MILTON FRIEDMAN

HOWARD RUFF
LEO BUSCAGLIA
SIMON WEISENTHAL
CANDY LIGHTNER
SAM DONALDSON
CARLTON FREDRICKS
CLEVELAND AMORY
DR. KENNETH COOPER
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Los Angeles Times

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ABCNEWS NIGHTLINE

Bringing people together who are worlds apart.

ABC Television Network

Getting Equipped For The NAB



The National Association of Broadcasters annual equipment exhibition, the industry's technology marketplace, keeps on expanding. Spread over the Las Vegas Convention Center and, for the first time, the adjoining Hilton Center, the show's 700 exhibitors will fill 300,000 square feet. But even more impressive than the size of the show will be the variety of new and enhanced products on display.

Electronic news gathering equipment is expected to generate a good part of the anticipated excitement. The ongoing small-format videotape battle will be fueled by new recorders and cameras as well as developments in multicassette players.

The explosion in satellite news gathering, mobile systems and newsroom/weather system computers is further evidence of the ever-growing importance of technology to broadcast news.

Interest in multichannel (stereo) television sound will spawn new generations of audio production, transmission, test and monitoring equipment.

What stereo is to the ear, computer graphics are to the eye. The exhibition will be filled with character generators, digital video effects generators and computer art ma-

chines—all more capable than ever. New and improved switching and editing systems will be available to aid production.

In radio, manufacturers are hoping the new FM channel allocations open up new sources of revenue. And AM stereo, as always, remains high on the agenda of many AM broadcasters.

Some of the show's expected highlights follow, broken down by product category.

Video Recorders

The small-format wars will continue to flare at this year's show. Two incompatible half-inch video systems, from Sony and Panasonic, continue to vie for leadership in new half-inch recorders. In quarter-inch video, recent months have seen delays and difficulties in the effort to standardize between the two incompatible formats of Bosch and Hitachi Denshi, possibly leading to confusion at this NAB. In the video cart machine market, interest and manufacturer efforts grow, while one-inch and three-quarter-inch see some new decks and accessories.

The biggest news may well come from Panasonic. While

earlier this spring, some company representatives admitted that they had lost the first battle to Sony, which continues to make inroads with its Betacam system, Panasonic is making ready for the second round with dramatic moves from its Japanese parent, Matsushita. The company will introduce a new half-inch tape format, tentatively called M2, in a one-hour cassette, along with an M2 video cassette recorder/player/editor, according to a source at Panasonic. The M2, incompatible but interfaceable with the current M-format, was developed by Matsushita with underwriting from Japan's national TV network, NHK. Ninety-one of the units are in use at NHK, according to Panasonic, with 150-plus more on back-order.

The M2 format is a two-track component analog system using a metal particle tape (M-format uses oxide tape) and different tape speed and modulation techniques than M-format. Because it allows greater depth in recording and has 48 db luminance/50 db chrominance signal-to-noise, the format has a greatly improved multigeneration capability, the company representative said.

Sony, with its largest booth ever (17,000 feet), will have its own new Betacam format recorders to display. Stressing interformat capability and intermixing with U-matic three-quarter-inch tape, the company will introduce the new BVW-25 field recorder/player. Modeled after its BVU-110 U-matic deck, the unit can record in component from both component or composite inputs, as well as provide component or composite outputs. Sony will also display its new BVW-15 front-loading, stand-alone studio player, designed after the the Betacam systems BVW-11 player, along with its dynamic tracking capability.

The Betacart, a half-inch tape spot player introduced at last year's NAB, appears to be helping Sony's push to make the Beta format a de facto standard. According to Sony Broadcast President William Connolly, 50 of the systems have already been sold, and 18 are expected to be installed and operating by convention time. The company will have a free seminar on station automation using Betacarts on April 18 following the show.

Videotape cart machine pioneer Ampex, whose ACR-25 has been a long-time industry standard along with the RCA TCR-100, could be the talk of the spot player market, however, with curiosity rising about the digital video spot player/recorder it has in development (BROADCASTING, March 18). The system is rumored to use a 19 mm tape format that equals or surpasses the quality found in one-inch Type C tape. (Sony expects to show in its technology suit, a 19 mm format digital VTR, similar to one shown last year.)

RCA also plans to introduce a new automatic M-format cassette machine, called Silverlake, "a la Betacart" according to RCA Broadcast President Dennis Woywood, but with a different configuration.

Other companies showing new automated spot systems include RCA, BSI, Solutec and Alamar, while upgrades for older systems are available from Bowen Broadcast Service and Pinzone Communications Products.

Quarter-inch standardization has proved a frustrating process for a number of the participants, and although the two-year effort by the Society of Motion Picture and Television Engineers to arrive at a consensus on parameters is far from being abandoned, no standard has yet been reached. The two incompatible systems of Hitachi and Bosch, will, however, be at the exhibit, although how intensive sales efforts will be, and how great customer interest in any nonstandardized format will be, remain to be seen.

Among one-inch VTR products is the new Ampex VPR-6, along with its companion time base corrector, both previously shown at the SMPTE convention last fall. The Ampex unit is also available from RCA under an licensing agreement. Brand new from Ampex is a video recorder controller that can control any Ampex VTR using the SMPTE RS-422 serial remote control protocol. The company is also showing a new time base corrector, the TBC-40, for its VPR-80 one-inch Type C VTR.

Television Audio

Multichannel television sound is expected to inject some excitement into the television audio equipment marketplace. Broadcasters will be looking for equipment they will need to convert their studios to stereo as well as for equipment to upgrade the quality of the audio they deliver to their transmitters.

What they'll find is a wide array of on-air and production consoles

from companies ranging from Solid State Logic to Howe Audio. And virtually all the boards will have some stereo capability. Even broadcasters with no immediate stereo plans will want to appraise the options in case competition forces them to make the move.

Ward-Beck Systems is promising to show a new line of stereo production consoles, which will have to compete with products from SSL, Neve and Harrison. ADM Technology, Wheatstone Broadcast Group and Logitek say they will introduce new on-air consoles.

Broadcasters don't have to wait for true stereo programming from the networks or syndicators to get into the stereo act. Using stereo synthesizers, they can produce stereo-like sound from conventional mono material. Orban Associates has so far captured the lion's share of the budding market, but Studio Technologies, under new management, believes it can give Orban a good battle with its new AN2 synthesizer as the market matures. (Studio Tech and its synthesizer will be in the booth of one of its dealers, Audio Engineering Associates.)

For high-quality television productions, Sony will feature a line of analog audio recorders, including the APR-2003 portable open-reel recorder with center-track time code capability.

Sony also claims it will have the "world's smallest microphone" at the show. How small is it? It's the size of a man's fingernail, Sony says, virtually invisible on camera.

Graphics Systems, Switchers

Graphics and switcher technology will continue to attract a lot of attention at this year's show, with a variety of system enhancements, the influx of component video products, repackaging of systems for a wider broadcast station customer base, and corporate moves that may spark future developments.

Thomson-CSF, whose Vidifont Graphics V has evolved over several years to become a high-end character generator-effects package, will introduce a new Vidifont, at less than half the price of the old one to appeal to smaller markets. The system has many of the basic features of the higher priced system, with optional features like animated time sequence overlays and a playback sequence controller.

Ampex will continue its enhancement of the ADO (Ampex Digital Optics) family, with the addition of a new ADO 2000 designed for broadcaster's production needs, available as a single-channel system or expandable up to four channels, with rapid access to 30 on-line effects. The company will also make available a new interface between the 2000 and its AVC switcher, allowing effects to be run entirely through the switcher's control console.

A new three-dimension effects accessory will also be shown by Ampex. Dubbed Infinity, the unit uses two or more ADO channels and a concentrator to build the 3-D effect. Another 3-D computer graphics software package, introduced last fall, will be shown by Bosch on its FGS-4000 using an eight-foot by six-foot video projection screen provided by General Electric, and Cubicomp Corp. will introduce its own 3-D solid modeling computer graphics system.

Chyron Corp., maker of the VP series of character generators, will be showing a new paint system, and with the company's recent buy-out of Digital Services Corp., new things are expected on that front as well. DSC expects to show a still store option for its Illusion digital effects system, as well as several new effects and the multi-channel configurations already sold overseas.

A new software package will be shown by MCI/Quantel for its Mirage graphics system. Morph, as the program is called, simplifies the creation of geometric and abstract shapes by nontechnical operators. The company also plans to show a modified version of its Henry random access digital video recorder. The new Harry is a stand-alone digital recorder/animator/editor, which, using a hard disk storage system, can accept and store any video input for up to 90 seconds.

A similar unit, introduced in a private suite by Abekas at last fall's SMPTE show, will be presented publicly this year. Abekas, which merged in late 1984 with Carlton Communications, a British equipment firm, will have on hand its A62 system, a digital videodisk recorder with a storage capacity of either 50 or 100 seconds. Applications include single-frame editing work, such as animation.

Shintron will show its Andromeda 3000, a component frame

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THE "DEAL" SWEETER!

MARKET	STATION	TIME PERIOD	HH SHARE		INCREASE
			NOV 84	FEB 85	
BOSTON	WNEV	4:00 PM	16	18	+ 13%
WASHINGTON, DC	WJLA	10:00 AM	17	19	+ 12%
MINNEAPOLIS	WTCN	11:00 AM	15	24	+ 60%
SEATTLE	KIRO	3:30 PM	14	17	+ 21%
DENVER	KCNC	11:30 AM	16	22	+ 38%
BALTIMORE	WBAL	10:30 AM	30	31	+ 3%
PHOENIX	KTSP	4:00 PM	17	19	+ 12%
INDIANAPOLIS	WRTV	9:00 AM	22	27	+ 23%
ORLANDO	WFTV	5:00 PM	20	28	+ 40%
OKLAHOMA CITY	KWTV	4:00 PM	16	21	+ 31%
DAYTON	WDTN	10:30 AM	13	15	+ 15%
CHARLESTON-HUNT.	WSAZ	9:30 AM	20	29	+ 45%
TULSA	KOTV	4:30 PM	16	23	+ 44%
RICHMOND	WTVR	9:30 AM	19	24	+ 26%
LITTLE ROCK	KARK	11:30 AM	25	31	+ 24%
CHATTANOOGA	WRCB	9:00 AM	21	28	+ 33%
SOUTH BEND	WSJV	5:00 PM	17	20	+ 18%

THE ALL NEW **LET'S MAKE A DEAL**

GETS

FIRM "GO" FALL '85!
ALREADY RENEWED IN OVER 75 MARKETS!

This fall, "Deal" returned to syndication to regain its title as the ratings king and demo champ of audience participation programs.

Debuting on over 110 stations, "Deal" made a fast start out of the blocks, taking time periods across the country and turning in major increases over previous programming.

Now, "Deal" has even bettered its own performance, growing from sweep to sweep in market after market.

And the trend is just beginning!

MARKET	STATION	TIME PERIOD	HH SHARE		INCREASE
			NOV 84	FEB 85	
MUNTSVILLE	WAFF	8:00 AM	15	24	+ 60%
YOUNGSTOWN	WFMJ	9:30 AM	12	19	+ 58%
T. WAYNE	WANE	10:30 AM	24	38	+ 58%
AS VEGAS	KTNV	4:00 PM	19	23	+ 21%
COLORADO SPRINGS	KOAA	6:00 PM	36	38	+ 6%
MADISON	WISC	8:30 AM	22	26	+ 18%
WHEELING	WTRF	5:30 PM	18	23	+ 28%
COLUMBUS, GA.	WRBL	9:00 AM	22	31	+ 41%
LA CROSSE	WKBT	4:00 PM	20	24	+ 20%
CHICAGO	KIVI	3:00 PM	13	17	+ 31%
COLUMBUS-TUPELO	WCBI	5:00 PM	14	22	+ 57%
ROCHESTER, MN.	KTTC	4:00 PM	13	20	+ 54%
BANGOR	WVII	10:00 AM	6	16	+167%
MEDFORD	KTVL	3:00 PM	16	19	+ 19%
CLARKSBURG	WBOY	7:30 PM	18	23	+ 28%
ADA-ARDMORE	KTEN	3:00 PM	14	23	+ 64%
HARRISONBURG	WHSV	10:30 AM	23	42	+ 83%

Source: *Arbitron; **NSI/Cassandra

The All New Let's Make A Deal" is a Hatos/Hall Production in association with Telepictures.

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synchronizer-DVE. When used with a 12-input component switcher, such as the company's Model 390, the unit captures and stores a full frame of video in component form. Computer Graphics Labs will also show for the first time its single frame record package for the Images II graphics system, as well as a "real-time grab," which takes a single frame of video from a VTR with proper NTSC mapping components.

In the switcher field, some expect Grass Valley Group to repeat the success of last year's Model 100 switcher with a new product, but lips are sealed at the company until show time. Component video switchers, however, will certainly be widespread next week. Shintron, which had one of the original units with its Model 390, will have a new four-input switcher, the Model 392 DubYC. For-A will show their recently introduced CVM-500 component video mixer, featuring eight inputs and a mix/effects system with 22 programable wipes, key inputs, matte generator and auto transition. Also, Philips will launch its CVE (component video effects) system in the U.S. market. The dual channel system was first introduced to the European market last fall.

Ross Video will show its new RVS 210 10-input production switcher, Intergroup Video Systems (renamed and revitalized from Industrial Sciences) will have production switcher enhancements for its 903 and 904 video switcher models, and Ampex will have a new audio system and pattern system for its AVC switcher.

A new character generator will be made available by Laird Telemedia, while Quanta Corp. will show several new options for its Quantafont Q8 and Microgen series models. Also shown for the first time will be a video filing and character graphics system from NTI America.

Video Cameras

Activity in cameras this year could still center on CCD (charge coupled device) developments, although the level of acceptance at this point is far from high. RCA plans a show of force with a large number of its CCD-1 and CCD-1S cameras on the floor. NEC will show its SP-3A camera, introduced at last fall's SMPTE show.

The RCA CCD-1, shown last year, will appear essentially unchanged, except for several operational alterations, but the CCD-1S, especially appropriate in sports applications with its one-five-hundredth-of-a-second shutter speed (the CCD-1 has a one-ninety-fifth-of-a-second speed) will be on the floor for the first time. The company's work on variable shutter speed technology, expected to increase the camera's flexibility, will not be demonstrated this year.

A new Betacam camera, the BVP-3A, will be introduced by Sony as a replacement for its BVP-3 unit. The three-tube Saticon camera features a new high resolution viewfinder and audio controls repositioned for accessibility, according to the company. Sony will also have production models of the BVP-360 it introduced last year. Enhancements to the studio/field camera include a new seven-inch color viewfinder and refinements of the camera control unit and remote video operator panels.

Camera introductions can be expected, as well, from Sharp Electronics and Ikegami, which will show a new member of its studio/field camera family, the HK-323. The unit uses two-third-inch Plumbicon camera tubes and has fiber optic capabilities. Ikegami is also upgrading the software on its HK-322 model, making it possible to connect its HL-79E portable ENG unit to the HK-322's control system.

For low-end broadcast applications, Panasonic will show a series of three-tube products introduced earlier this year, including the Nitehawk ENG camera, the WV-888 with two-third-inch Saticons, and the WV-890 with two-third-inch Plumbicons.

News Gathering

Ku-band satellite news gathering, initiated last year by Hubbard Broadcasting with the introduction of its Conus Communications SNG mobile van and satellite news service, has triggered an influx into the interference-free 12/14 ghz satellite spectrum. A pair of companies have opened shop on similar services, while a number of others are preparing to provide the mobile equipment themselves.

GTE Spacenet and Dalsat, which combined efforts last year to

create the Florida News Network, a satellite consortium of four Florida TV stations, will now inaugurate News Express. The SNG news service employs Dalsat-built trucks with 4.5-meter antennas, and time on Spacenet's hybrid Ku-band and C-band satellites.

A Ku-band service will also be introduced at the show by Wold Communications, with full operation scheduled to begin in March 1986. Offered on a turnkey basis with Microdyne Corp.'s Quicklink trailer-mounted mobile earth stations and studio/transmitter receive terminals, the service will transmit via the RCA K-2 satellite to be used by NBC Television for its interconnect network, and scheduled for launch in December 1985 (see story, page 156).

Hubbard Communications, equipment supplier to the Conus group, will move to enhance its hardware lineup with the introduction of an ENG mobile news bureau van, which provides a reporter's work station with typewriter or computer terminal, as well as two 59-inch rack consoles for monitors, editing and other broadcast equipment.

New mobile SNG units are also forthcoming from GEC McMichael, with its NewsHawk, a two-operator, portable system, which is configured to break down into three packages for loading into other mobile vehicles, and from Wolf Coach, which will exhibit for the first time its own SNG mobile design.

MicroLink Systems, a young company formed by a group of former Videostar and Scientific-Atlanta engineers, is also providing an SNG mobile vehicle with a 2.3-meter transmit/receive Ku-band satellite antenna using an unusual fold-down configuration and a 600 w amplifier.

SNG is not the only news in the mobile-remote area. Centro Corp. will be displaying the new ENP (electronic news production) unit developed for NBC News, and Shook Electronic Enterprises has designed a new Omega ENG Van, which, according to the company, will cut rising van costs by saving over 80% for chassis replacement.

Additional ENG products include new microwave transmitters and receive antennas from Nurad, and from QSI Systems, a new four-in-by-two-out mini-production switcher for EFP vans, and a 16 numeral identification system for satellite uplink sources.

Electronic Newsrooms

Suppliers of electronic newsrooms hope their long-simmering market will come to a boil in 1985.

Since the beginning of the year, CBS and NBC have announced plans to purchase and install electronic newsrooms for their network news operations as well as for their owned and operated stations. The various electronic newsroom firms expect other broadcasters to follow their lead.

Currently at the forefront of the electronic newsroom business are Colorgraphics Systems Inc., which is supplying its NewStar system to CBS, and Basys Inc., which has the NBC contract. They will both be working hard at the convention to maintain their pre-eminent market positions.

Among the marketplace challengers are Data Communications Corp., which will show its PC-based BIAS news systems, and ANT Telecommunications/Solway Inc., which will introduce its NewsWire 2000 system.

Several companies will provide services for the newsroom's meteorologist. Colorgraphics will offer Weather Central, which, according to Colorgraphics, can be used to help produce virtually every aspect of the entire weather show—from graphics to script. AccuWeather Inc. will feature an array of services, including a weather information database, satellite and radar images and NAFAX, weather maps and charts available by facsimile machine.

WeatherBank Inc. will offer WeatherCheck, a continually updated weather information service distributed via satellite to station-subscribers equipped with two-foot earth stations. WSI Corp. says it will demonstrate how its satellite weather images and weather graphics and information can be accessed by all sorts of computers, including personal computers.

Alden Electronics will show its C2000R/S weathergraphics system, while Environmental Satellite Data Inc. shows its Color Connection I and Color Connection II weather graphics systems. Advanced Designs Corp. will introduce Doprad II, a weathergraphics



Putt, Punt or Pitch

CCD Camera Slows Down the Action Like You've Never Seen Before

It's the new CCD-1S Sports Camera from RCA. You can get your hands on it in the RCA exhibit at this year's NAB. It can slow down a putt so you can see the dimples on the golf ball. See the explosion of foot against football. Watch a 90 mile per hour fast ball turn into a pitch so slow you can see the stitches.

If you saw the World Series on NBC, you saw the CCD-1S do

its "super-duper slo-mo" tricks. It's all possible because a high speed shutter combines with RCA CCD technology to bring you crisp, sharp pictures with no smear, no lag, no comet-tailing.

But there's a whole lot more to see in the RCA exhibit. New VTRs, new transmitters, a wide range of CCD and other cameras, and a non-stop array of antennas.

And Silverlake. A totally new

system that gives a new "look" to RCA...and can give a new "look" to your operation. You have to see it to believe it.

RCA puts it all together for you at NAB. Be sure to stop in and catch our pitch.

RCA Broadcast Systems,
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**RCA****ONE
OF A KIND**

display system that interfaces with a doppler radar system that's capable of detecting damaging winds.

Editing Systems

Editing product introductions this year continue to stress simplicity and flexibility of operation, with computer software packages playing a key role.

The hottest development of the year may not be a product at all, but the recent announcement of the merger between editing system manufacturer Interactive Systems Corp., headed by former CMX Engineering Manager David Borgen, with Grass Valley Group (BROADCASTING, March 4). At this NAB the company will show its new System 51, first introduced at last fall's SMPTE, as well as several new enhancements to its Super-Edit software package, and new interfaces for the Ampex VPR-6 VTR and Sony Betacam recorders.

CMX will show several new large-scale editing controllers, including a new 330XL, a new version of the 3400 product line and another new product with super slow-motion and motion memory features. The motion memory will be shown with the 340XL product line as well, and the company also expects to have several new interfaces on hand.

An A/B role edit system with internal memory, the ECS-195, will be shown by Convergence Corp. Also shown will be the ECS-205, an upgraded version of the 204 series editors. Another A/B role computerized editor, called the Mini-Commander, will be introduced by United Media.

Ampex will have a new member of its ACE systems on hand. The ACE Micro, for small post-production facilities or off-line editing in larger facilities, has as a standard feature four machine control capability. Also with a new videotape system is Paltex, introducing its new Espirit.

TV Transmitters

Drawing most of the interest on the transmission side of the television marketplace should be UHF transmitters and multichannel television sound transmission gear.

The UHF transmitter market is thriving as more and more UHF stations join the independent television boom and as some of the original UHF broadcasters begin the search for replacement units. Harris, RCA, Comark, Philips and NEC will be knocking heads in the market.

All the UHF manufacturers (as well as their customers) will talk about power efficiency—how much of the power that comes off the utility line is being converted to RF power. Comark, for instance, will claim to have reached new heights in efficiency with its S series 60 kw transmitter operating in tandem with a high-energy pulser and a Marconi Systems B7500 modulator. (Comark recently concluded a marketing agreement with Marconi, which is based in Chelmsford, England.)

Television broadcasters have been taking their time about gearing up for MTS, which permits stereo and/or a separate audio program (SAP) service such as a foreign-language soundtrack. It's been a year since the FCC authorized MTS broadcasting, but only around 30 stations, by BROADCASTING's count, are on the air with some kind of MTS service.

One of the reasons for the slow start of MTS has been the dearth of MTS equipment. But that condition appears to be changing rapidly. Modulation Sciences and Orban Associates have been supplying the market with a steady flow of stereo generators, by far the most sought after piece of gear, for the past few months. And Broadcast Electronics, MARCOM/Inovonics, Panasonic and Omicron Video are promising to introduce competitive units at the convention. Expected to join Modulation Sciences in the smaller SAP generator market at the convention will be TFT, Broadcast Electronics and Orban.

In the high-power VHF market, Larcen Communications Equipment will continue its campaign against RCA's and Harris's dominance with its new 30 kw high-band transmitter. Harris plans to counter with a high-band 30 kw transmitter of its own. In the low- and medium-power VHF and UHF markets, Acrodyne Industries

and EMCEE Broadcast Products will compete for attention and contracts.

Radio

In radio, the big news has been the FCC's docket 80-90, which opened hundreds of new channels for FM broadcasting. Although the thought of hundreds of new stations is not pleasing to most established broadcasters, who see their market becoming more competitive, it is appealing to most broadcast equipment manufacturers, who see their market expanding.

The first thing the new FM broadcasters will need is a transmitter. And because most of the new allocations are for Class A stations which are restricted to 3 kw of effective radiated power, the FM transmitter manufacturers are likely to be highlighting transmitters with power ranging from 1 kw to 3.5 kw. Harris plans to introduce a 3.5 kw transmitter. Broadcast Electronics will feature its 1.5 kw and 3.5 kw units. Continental and QEI Corp. will show 2.5 kw transmitters. CSI Electronics says it has three transmitters—a 1 kw, a 3 kw and a 5 kw—suitable for the Class A stations.

When the Las Vegas Convention Center opens its doors, only two companies—Kahn Communications and Motorola—will still be battling to win marketplace acceptance of their AM stereo system. Harris, which was the third contender at last year's show, decided last December to drop its own system and adopt Motorola's. If the FCC grants type acceptance in time, Harris will show its new C-Quam exciter and monitor. Also expected to show C-Quam broadcast gear: Broadcast Electronics, Delta Electronics, TFT and, of course, Motorola.

Motorola has strong support among receiver manufacturers. To show that support, it plans to have in its booth C-Quam-only radios from at least 16 manufacturers ranging from General Motors's Delco Electronics, which was the first to adopt Motorola, to Potomac Instruments.

More than twice as many AM stations are broadcasting stereo with the C-Quam system as are broadcasting with the Kahn system. Kahn has been able to hang on by virtue of its having the support of major stations in several major markets. At the convention, Kahn will show its new stereo exciter, promising improved mono reception loudness and quality and lower distortion.

Radio stations that do a lot of production may want to check out the CompuSonic DSP-2002, which is being marketed to broadcasters by Allied Broadcast Equipment. It's a sophisticated digital recorder-editor-playback machine which uses a stack of computer hard-disk drives as the recording media. The DSP-2002 can handle up to 16 disk drives, each of which can store 30 minutes of stereo programming. It comes with a computerized audio console featuring track-ball controls.

Best Of The Rest

High-definition television production, boosted by recent advances toward a world studio standard, will be a focal point in Sony's exhibit, with its NHK-based 1,125-line HDTV systems and its Super Motion Video products, and also in Hitachi's booth, where the company will demonstrate its high-definition digital videotape recorder, developed in conjunction with NHK and exhibited for the first time in late 1984. Although it won't be on hand at the show, MCI/Quantel has confirmed its development of an HDTV Paintbox using the NHK system 1,125-line method, with initial applications mainly in the nonbroadcast graphics industry.

Those looking for new test and monitoring equipment will have plenty to see, with new products from Tektronix, Sony and Leader, among others. Tektronix will introduce new waveform monitors, digital sync and test signal generators and will also show a prototype of an analog component test signal generator for Beta, RGB and YUV formats. Sony will also have a prototype of an ENG/EFP picture monitor which, according to the company, calibrates white balance, black level, saturation and hue in less than 90 seconds. New video picture monitors can also be expected from Conrac, Sharp and JVC, while Leader Corp. will exhibit for the first time a sync/text pattern generator, an audio generator and a stereoscope. ■

A booth-by-booth look at the exhibit floor

The exhibit floor in the Las Vegas convention center will be open 9 a.m. to 6 p.m. on Sunday, Monday and Tuesday, April 14-16, and 9 a.m. to 2 p.m. Wednesday, April 17. An asterisk indicates a product new to the market. Public service exhibits are located in the Hilton center and the East concourse.

Abbott & Co. 2179
1611 Cascade Dr., Marion, Ohio 43302

Abekas Video Systems 1228A
319 Lincoln Center Dr., Foster City, Calif. 94404

A62 digital disk recorder*, A42 digital still store system, A52 digital special effects and digital effects combiner. **Staff:** Junaid Sheikh, Yeshwant Kamath, Phil Bennett, Lance Kelson, Martha Lash, Ian Craven, Ted Marsh, Mitch Yawitz, Doug Johnson, Art Shifrin.

About Time 2141
Box 805, Encinitas, Calif. 92024

Accu-Weather 1010A
619 W. College Ave., State College, Pa. 16801

Database*, satellite images*, national radar*, news sports and financial graphics*, NAFAX* (weather maps and charts) and morning graphics*. **Staff:** Dr. Joel Myers.

Acrian Inc. 2230
490 Race St., San Jose, Calif. 95126

Acrodyne Industries 1228
516 Township Line Rd., Blue Bell, Pa. 19422

5 kw UHF television transmitter, 1 kw UHF LPTV transmitter, 100 w UHF translator, 10 kw VHF transmitter, 30 w VHF dual translators and 10 w VHF translator. **Staff:** Tom Creighton, Joe Wozniak, Ron Briggs, Marshall Smith, Tim Hulick, Dan Traynor, Steve Wozniak, Bill Barrow.

Ad Audit 2110
901 Prince St., Alexandria, Va. 22314

Adams-Smith 1508
34 Tower St., Hudson, Mass. 01749

Bi-phase interface*, video reference generator*, LTC and VITC time code generators, readers, character inserters, code restorers and code translators, tape synchronizers, communications interfaces, event/edit controllers and displays for audio-for-video editing. **Staff:** Harry Adams, George Jaramillo, Jeffrey Junker, Gerry Lester, Sam Porter, Andrew Simon, Steve Strassberg, Harold Williams.

ADC Magnetics 1320
4900 W. 78th St., Minneapolis 55435

Prewired jackfields, pro-audio connectors, plugs, audio components and accessories, coaxial jacks, plugs and panels. **Staff:** Sue Saltarelli, Dan Gettens, Linda Sweet, Doug Smidl, Jack Brandmueller, Pat Gallagher, V.J. Brennan, John Mow, Bruce Bailey, Lonnie Pastor, Tom

Jensen.

ADDA Corp. 1100
130 Knowles Dr., Los Gatos, Calif. 95030

ESP II digital still store system, electronic still processors, library control system, dual channel video signal processor, video image processor, frame synchronizer/time base corrector. **Staff:** William Hendershot, William Chavez, Walter Werdmuller, Frank Alioto, Butch Fadley, Pat Hines.

ADM Technology 1223
1626 E. Big Beaver Rd., Troy, Mich. 48064

Stereo for television and radio on-air, production and post-production, S/TV stereo TV console*, post-pro editor controlled audio console*, BCS stereo console and ST stereo and small market TV console. **Staff:** Robert Bloom, Richard Hajdu, Murray Shields, John Juhasz, Richard Fisher, Gordon Peters, Dan Kageff, Dennis Bennett, Tom Harmon.

Advanced Designs Corp. 146
924 W. 17th St., Suite 3, Bloomington, Ind. 47401

Doprad II super high resolution display unit*, RCD-1000 remote radar display unit*, Doprad II high resolution multifunction display unit. **Staff:** Martin Riess, Brian Frederick.

Advanced Imaging Devices 1782
875 Maude Ave., Mountain View, Calif. 94043

Manufacturing videograph printer. **Staff:** Ed Wine, Paul Goldberg, David Mei, Bill Thompson.

Advanced Music Systems 1330
Wallstreams Ln., Worthington, Burnley Lancs, UK

Digital audio processing systems.

Agfa-Gevaert 1608
275 North St., Teterboro, N.J. 07608

Broadcast Plus one-inch type C video tape*, Broadcast Plus U-Matic and Professional Beta/VHS videocassettes, tapes packaged and in bulk, and duplicators. **Staff:** Maria Curry, Ken Wiedeman, Mark Nevejans, Andrew DaPuzzo, John Matarazzo, Bob Zamosciany, Peter Jensen, John Riggs, Bob McNabb, Joe Tibensky, Chris Emery, Brian Kelly, Mike Caputo, Dean Sauer, Elissa Regina, Jerry Mahler, Barry Rosen, Teri Sosa.

A.F. Associates 1611
100 Stonehurst Ct., Northvale, N.J. 07647

Commercial compilation system*, A/S 6500 digital standards converter*, Audlx assignable audio console and digital intercom*, TV mobile units for ENG/EFP*, turnkey video systems and mobile units, Applied Video Systems digital standards converter, ADM audio consoles and DAs, Sharp color cameras and monitors, Marconi CCD telecine. **Staff:** Arnold Ferolito, Lou Siracusano, Marty Irwin, Irv Pannaman, Dick Sirinsky, Tom Canavan, Bud

Pearson, Rich Lunniss, Rick Gross, Jim McGrath, John Dale, Marc Bressack, Meryl Altman.

AKG Acoustics 2274
77 Selleck Sr., Stamford, Conn. 06902

Alamar Electronics 1507B
36 Railway Ave., Campbell, Calif. 95008

MC-1000 cart machine replacement system, MC-2000 SMPTE sequencer/automation system*, SC-2000 SMPTE machine controller/time code reader-generator. **Staff:** Douglas Hurrell, Dewitt Smith, Michael Short.

Alden Electronics 1785
40 Washington St., Westboro, Mass. 01581

C2000M color weather radar display system*, weather graphic system. **Staff:** Michael Porreca, Richard Boire.

Alexander Mfg. 1714
1511 S. Garfield Pl., Mason City, Iowa 50401

Allen Avionics 1627
224 E. Second St., Mineola, N.Y. 11501

Video and pulse delay lines (VAR 256*), video filters, rack mountable variable delay lines, HEC 1000 hum eliminators, NW 400 and 500 pre-emphasis and de-emphasis networks. **Staff:** Lester Jacobson, Richard Mintz, John Sessoms.

Allied Broadcast Equipment 645
625 Southeast St., Richmond, Ind. 47374

Compusonics DSP-2002 computer audio console*. **Staff:** Tom Lewis, Cal Vandegrift, Mark Drummond, Tom Harle, Dave Gill, Joe Ziemer, Jon Young, Dave Burns, Jeff Nordstrom, Roy Ridge.

Allied Tower 409
12450 Old Galveston Rd., Webster, Tex. 77598

Microwave broadcast and two-way guded and self-supporting towers. **Staff:** Jerry Bennett, Bud Duvall, Arthur Joseph, David Little.

Allsup 1177
Box 23, Bellingham, Wash. 98227

Video recorder cleaners, microcassette cleaners.

Alpha Audio 210
2049 W. Broad St., Richmond, Va. 23220

Acoustical materials, The Boss automated editing system, sound-tex acoustical wall fabrics*. **Staff:** Eric Johnson, Nick Collieran, Dave Jones, Bobby Tulloh, Russell Leighton, David Walker.

Alpha Video & Electronics 1790
28 E. Mall Plaza, Carnegie, Pa. 15106

Zero offset time code and time code restripe for alphasized 5850's and high band U-matics. **Staff:** Henry Lassige, Terance Lassige, Vincent Ferry, Daniel Reynolds, Thomas Stoffel, John Tomini, Gary Craig.

Amber Electro Design 422
4810 Jean Talon West, Montreal H4P 2N5

Audio test and measuring equipment.

Amco Engineering 1218
3801 N. Rose St., Schiller Park, Ill. 60176
Communications consoles, styling options, computer desks and desk-top cabinets, EMI cabinet aluminum structural system, blowers and fans. **Staff:** Floyd Johnson.

Amek Co. 1620
10815 Burbank Blvd., N. Hollywood, Calif. 91601

Broadcast production consoles. **Staff:** Tim Mungovan.

American Image Productions 653
Box 366, Memphis, Tenn. 38151

Radio and TV station image campaigns, station ID's, sales production libraries for CHR*, AC*, country* and urban* formats. **Staff:** Tom Lannan, George Lale, Ron Mote, Tim Riley.

Ameritext 808
108 Westlake Dr., Valhalla, N.Y. 10595

World system teletext system, origination and receiving equipment.

AMP Special Industries 634
Box 1776, Southeastern, Pa. 19399

Audio and video connectors, hex crimp plug, taper technique. **Staff:** Jim Chase, Charlie Connor, Jack Havck, Pat McKinley, Bill Long.

Amperex 1412
Providence Pike, Slatersville, R.I. 02876

XQ4087 half inch stability diode gun plumbicon camera tube*, XQ4187 two-thirds inch high stability diode gun plumbicon*, XQ3457 two-thirds inch mixed field diode gun plumbicon*, XQ3467 two-thirds inch electrostatic focus plumbicon camera tube*, high efficiency klystrons*, tetrode and cavity camera tubes and accessories for color studio and portable cameras, transmitting tubes, high efficiency klystron transmitting tubes, diode gun low output capacitance plumbicon camera tubes. **Staff:** Ron Barnes, Sandy Camicia, Bob Carlin, Ed Feinberg, Pete Fochi, Greg Gambill, Greg Murphy, Lee Nowell, Kipp Rabbitt, Vasanth Rao, Jim Robinson, Jeff Stewart, Greg Smith, Gordon Turner, Stan Lovitz, Raleigh Utterback, Cor Weyer, Herb Joly.

Ampex 1400
401 Broadway, Redwood City, Calif. 94063

ADO Dimension*, ADO II* and ACE Micro*, VPR-3, 5, 6, 80 Type C videotape recorders with companion time base correctors, ACE editing systems, AVC and 4100 series production switchers, ADO special effects systems, AA-3 graphics system, ESS-3 still store, post-production systems, after-sale services. **Staff:** M. Sanders, R. Wilson, R. Natwick, M. D'Amore, M. Gray, G. Merrick, P. Krueger, J. Diermann, R. Hagerty, R. Miller, T. Nielson, R. Coomes, F. Nault, F. Rush, R. Stanford, P. Hansil, D. Kleffman, W. Scullion, D. Chapman, J. Williamson, A. Bergman.

Magnetic Tape div. 1400

Two-inch quadraplex videotape, two-inch cart videotape*, one-inch helical video tape, three-quarter-inch U-matic videocassette, audio mastering tape. **Staff:** Don Bogue, Dick Antonio, Ed Pessara, Phil Ritti, Ed Engberg, Bruce Pharr, Mike Wilke, Morgan Rees, Chuck Pope, Jack Becker, Arnold Schlinke, Bob Pellino, Dennis Atkins, Greg Martin.

Amtel Systems 1745
400 W. Cummings Park, Woburn, Mass. 01801

VITC/LTC reader, portable VITC/LTC generator, SMPTE generator/reader, distribution amplifiers. **Staff:** Mark Wronski, Peter McDonnell, Alan Lamshead, Shawn Carnahan, Allan Leon, Don Herring, Gary McKoen, Mike Martin, Ed Labanowicz.

Analysis Technologies 2232
Box 821603, Dallas 75382

Anchor Audio 1618C
913 W. 223rd St., Torrance, Calif. 90502

AN-1000 broadcast and edit monitor*, porta-com battery-operated intercom and sound systems. **Staff:** Evan Landrum, Jim Van Waay.

Andrew Corp. 1201A
10500 W. 153d St., Orland Park, Ill. 60462

Microprocessor-controlled, dual band receive-only earth station*, Ku-band earth station system for ENG*, VHF-TV transmitting antennas*, circular waveguide rigid coaxial transmission lines, Trasar single, dual and circularly polarized UHF-TV transmitting antennas, microwave antennas and transmission lines. **Staff:** Gary Dorsay, Eric Munro, Vern Kilion, Jack Herbert, Tom Hewlett, Dave Rodola, John Hanley, Bill Corondan, Loring Fisher, Chris Brown, Dave Kitching, Laddie Basa, Joe Moscola, Dave Neubauer, John Thiesing.

Angenieux 1201
7700 N. Kendall Dr., Suite 303, Miami 33156

Zoom lenses* and optical accessories for TV, CCD and ENG cameras. **Staff:** Bernard Angenieux, Tony Martinez, Gerard Corbasson, Jean Dumas, Andre Masson, Fernando Guillot, Charles Stampfli, Joe Abbattucci, Dick Scally, Phil Hawkes, Donna Leon, Don Kane, Greg Reilman.

ANT Telecommunications/Solway Inc. 2345H
Box 7647, Hollywood, Fla. 33081

Newswire 2000 computerized newsroom system*, telcos-MC switching and audio-routing automations system, professional noise reduction system. **Staff:** Martin Munzer, Gerhard Dempf, Wolfgang Schneider, Detlev Henke, Erwin Hieble.

Anton/Bauer 1337
One Controls Dr., Shelton, Conn. 06484

Portable battery and lighting equipment for cameras, VTR's, monitors.

Anvil Cases 1112
4128 Temple City Blvd., Rosemead, Calif.

91770

Heavy duty and rackmount cases.

Apert-Herzog 1703
7007 Realm Dr., B3, San Jose, Calif. 95119

Telecine digital video enhancement device, digital frame synchronizer, time base corrector/synchronizer, video distribution amplifier, hybrid video line driver, traveling digital to analog converter. **Staff:** William Herzog, William Nichols.

Aphex Systems 513
13340 Satcoy St., N. Hollywood, Calif. 91605

Intelligent multiband audio processor for broadcast, mono version—program controlled compressor/leveler/peak limiter. **Staff:** Marvin Caesar, Jon Sanserino, Paula Lintz, Johnny Garcia, Jim Martindale, Barry Victor, Jeff Levinson.

Applied Digital Technology 1730
39 W. 14th St., New York 10011

Arbitron 802
1350 Avenue of the Americas, New York 10019

Staff: Theodore Shaker, A.J. Aurichio, Kathy Baske, Rhody Bosley, Dave Burrill, Susan Dingethal, Dave Dorin, Jay Guyther, Scott Herman, Jeff Hodge, Marjorie Johnson, Marvin Korach, Barbara McFarland, Pete Megroz, Jim Mocarski, Jon Nottingham, Debbie Priore, Rip Ridgeway, Jim Ridings, Bill Rose, Eric Schindler, Maddy Schreiber, Bill Shafer, Dick Sheppard, Kit Smith, Dennis Spragg, Virginia Tierney, Mark Young, Janet Zahler, Sherm Brodey, Maejean Fong, Mark Greenspan, Jackie Lutter, Thom Mocarsky, Mel Sherman, Katy Stock.

Toby Arnold & Associates 2177
3234 Commander Dr., Carrollton, Tex. 75006

Automated and live-assist radio formats.

Arrakis Systems 211
309 Commerce Dr., Unit 2, Fort Collins, Colo. 80524

Audio consoles, audio routing switchers.

Arriflex Corp. 1421
500 Route 303, Blaauvelt, N.Y. 10913

Lightflex contrast control system for video cameras*, ARRI 35mm film camera*, Arrilite 600 portable tungsten lighting line*, ARRI 16mm and 35mm film cameras, video assist film editing*, video and film camera crane, lighting and lights. **Staff:** Volker Bahnmann, Richard Schreiber, Juergen Schwinzer, Charles Davidson, Stephen Chamberlain, Horst Bergmann, Robert Arnold, Rolf Mueller.

Asaca/Shibasoku 1017
12509 Beatrice St., Los Angeles 90066

Video and audio test equipment.

Associated Press Broadcast Service 419
1825 K St., NW, Washington 20006

AP NewsPower, AP TV, AP Radio Wire, AP Network News, Music Country Radio Net-

work, Ed Busch Talk Show, AP Laser-photo, AP NewsPlus graphic-enhanced videotext service for cable". **Staff:** Roy Steinfert, John Reid, Glenn Serafin, Pat Hazan, Jim Hood, Jim Williams, Mary Clunis, Bill Cook, Sue Cunneff, George Mayo, John Kenney, Pat Adsit, John Seidel, Kate Ennis, Daryl Staehle, Kim Price, Ed Busch.

Associated Production Music 150
888 7th Ave., New York 10106

AT&T Communications 1409C
Route 202-206, Bedminster, N.J. 07921

AT&T Information Systems 1429
1 Speedwell Ave., Rm. 613E, Morristown, N.J. 07960

AT&T personal computer*, 32-bit super microcomputer*, digital information processor*, office voice system*, data entry voice response audience polling system, teleseer call accounting system, video-conferencing unit, portable data entry terminal, Horizon call management system. **Staff:** Donald Ross, Glenn Voparil, Jeffrey Syphus.

Auburn Instruments 1711
107 Church St., Watertown, Mass. 02172
Two-wire machine remote control system.

Audico 1343
219 Crossen Ave., Elk Grove, Ill. 60007

U-matic, VHS and beta videocassette tape loaders, reloaders, rewinders, labels*. **Staff:** Bill Hinkle, Norm Deletzke.

Audi-Cord 123
1845 W. Hovey Ave., Normal, Ill. 61761
Models A, S and TDS cartridge tape machines.

Audio Broadcast Group 637A
2342 South Division, Grand Rapids, Mich. 49507

On-air studio system including Auditrionics 200 console with studio cabinetry, Auditrionics 300 TV/production console. **Staff:** Dave Veldsma, Phyllis Freeman, Dave Spoelhof, Ted Feuerstein, Dave Howland, Scott Homolka.

Audio Developments 1743
414 N. Sparks St., Burbank, Calif. 91506

Multimixer, pico mixers, ENG mixer, battery powered boxes, distribution amplifier*. **Staff:** Antony Levesley, Roger Tromans, Ron Fuller, Rolf Burckhardt.

Audio Engineering 221
1029 N. Allen Ave., Pasadena, Calif. 91104

MS 38 active MS matrix, BBC studio and radio remote ribbon microphones, condenser microphones, AN2 stereo simulator*. **Staff:** Wes Dooley, Gordon Kapes, Carolyn Cashel, Zenobia Millet, Craig Bell.

Audio Kinetics
4721 Laurel Canyon Blvd., Suite 209, N. Hollywood, Calif. 91607

Master mix independent console automation systems, time code synchronizer, time link. **Staff:** Richard Newman, Ian

Southern, David Neal, John Frazer, Deborah Boren.

Audio Precision 325
Box 2209, Beaverton, Ore. 97075

Audio Services 2361
4210 Lankershim Blvd., N. Hollywood, Calif. 91602

ATI-Audio Technologies 420
328 W. Maple Ave., Horsham, Pa. 19044

Bi-directional 1HF-pro level and impedance converter*, Uni-Directional 1HF-pro interface for digital compact disk players*, mike, line, turntable amplifiers, audio distribution amplifiers, audio processors. **Staff:** Edward Mullin, Samuel Wenzel.

Audio Video Consultants 1766
11538 Prager Ave., Lake View Terrace, Calif. 91342

Slave machine interface system for VHS, beat and U-matic transports. **Staff:** John Ballinger, Clifford Conforti.

Audio + Design 2115H
Box 768, Bremerton, Wash. 98310

Audio signal processing equipment, compressors, limiters, equalizers, noise reducers, filters, de-essers, DAs, time code equipment. **Staff:** Nigel Branwell, Tom Candy, Kathleen Mallory, Howard Smith, Michael Beville, Ken Farrar.

Audio-Technica 1141
1221 Commerce Dr., Stow, Ohio 44224

Staff: Ken Reichel, Charlie Winkler, Bob Herrold, Mark Taylor, Don Kirkendall, Bob Carr, Jim Kelly, Jeff White, Steve Hebrock.

Auditronics 505
3750 Old Getwell Rd., Memphis, Tenn. 38118

Audio consoles, peak program meters. **Staff:** Welton Jetton, Steve Sage, Larry Lamoray, Mike Uhl.

Aurora Systems 1312
185 Berry St., Suite 143, San Francisco 94107

Digital videographics and animation system.

Autocue/Q-Tv 1318A
33 W. 60th St., New York 10023

Autocue 1000 computer prompter, word-box II, 15-inch on-camera video-prompter, 2000 newsroom computer. **Staff:** Jamie Rugge-Price, Jeff Scott Turner, Jim Greenfield.

Autogram Corp. 120
Box 456, 631 J Pl., Plano, Tex. 75074

Microgram microprocessor-based audio console (six-, eight- and 10-channel). **Staff:** Ernest Ankele Jr., Jimmy Laird, Neva White, Don Klusmann, DeLores Ankele.

Avantek 1742
481 Cottonwood Dr., Milpitas, Calif. 95035

N W Ayer 2037
1345 Avenue of Americas, New York 10105

2B Systems 2157

30105 Stephenson Hwy., Madison Heights, Mich. 48071

B&B Systems 1336
28111 Avenue Stanford, Valencia, Calif. 91355

AM-3 stereoscope stereo television audio phase verification system*, AM-2 stereo audio phase verification system, AM-1 stereo audio and SMPTE time code phase verification system for TV post-production houses. **Staff:** William Burnsed, John Bradford.

William Bal Corp. 1614
947 Newark Ave., Elizabeth, N.J. 07207

Barco Industries 2251
Sevenslaan 106, B-8500, Kortrijk, Belgium

Barcus-Berry Elect. 2215
5381 Production Dr., Huntington, Calif. 92649

Barrett Associates 1606
3205 Production Ave., Oceanside, Calif. 92054

Used and reconditioned broadcast equipment, transmitters to turntables. **Staff:** W. Barrett Mayer, Derri Stanley, Margaret Salwach, John Mayou, Roy Shantz, Carlos Peinado.

Basys 1129
2685 Marine Way, Mountain View, Calif. 94043

Newsroom computer equipment and software. **Staff:** David Lyon, Ed Grudzien, David Simmons, Paul McKee, Adrian Scott, John Chapman, Pat Stevens, Tina Harrison, Roy Terry, Janet LaRoss.

Beaveronics 1313
8 Haven Ave., Port Washington, N.Y. 11050
Video production switching systems.

Belar Electronics 203
Box 76, 119 Lancaster Ave., Devon, Pa. 19333

TV stereo aural modulation and frequency monitors* including SAP and Pro Channel monitors, FM, FM stereo and SCA modulation and frequency monitors, AM modulation and frequency monitors, TV modulation and frequency monitors. **Staff:** Arno Meyer, Harry Larkin, Manuel Krangel, Walter Voelker, Mohammad Olama.

Belden 166
2200 U.S. Hwy., 27 South, Richmond, Ind. 47374

Broadcast cables, TV camera cables. **Staff:** John Lund, Rick Webber, Stu Cudworth, John Duffin, Jerry Dorna, Dave Bilish, Mark Warren, Bill Caughlin, Dick Stoner, Jim Krabec, Mike Wakeland.

Belden Communications 1640
534 W. 25th St., New York, N.Y. 10001

Staff: Michael Sheppard, Rita Jaye Miller, Patrice Sutton, Damian Vaudo, John Lee, Benny Lee, Steve Israel, Ralph Young, David Holmes, Eddie Ruffell.

Benchner 2282
333 W. Lake St., Chicago 60606

SYNDICATION'S DEMO CHAMP GOT BIGGER!

The February ratings are in, and "Love Connection" continues its upward trend!

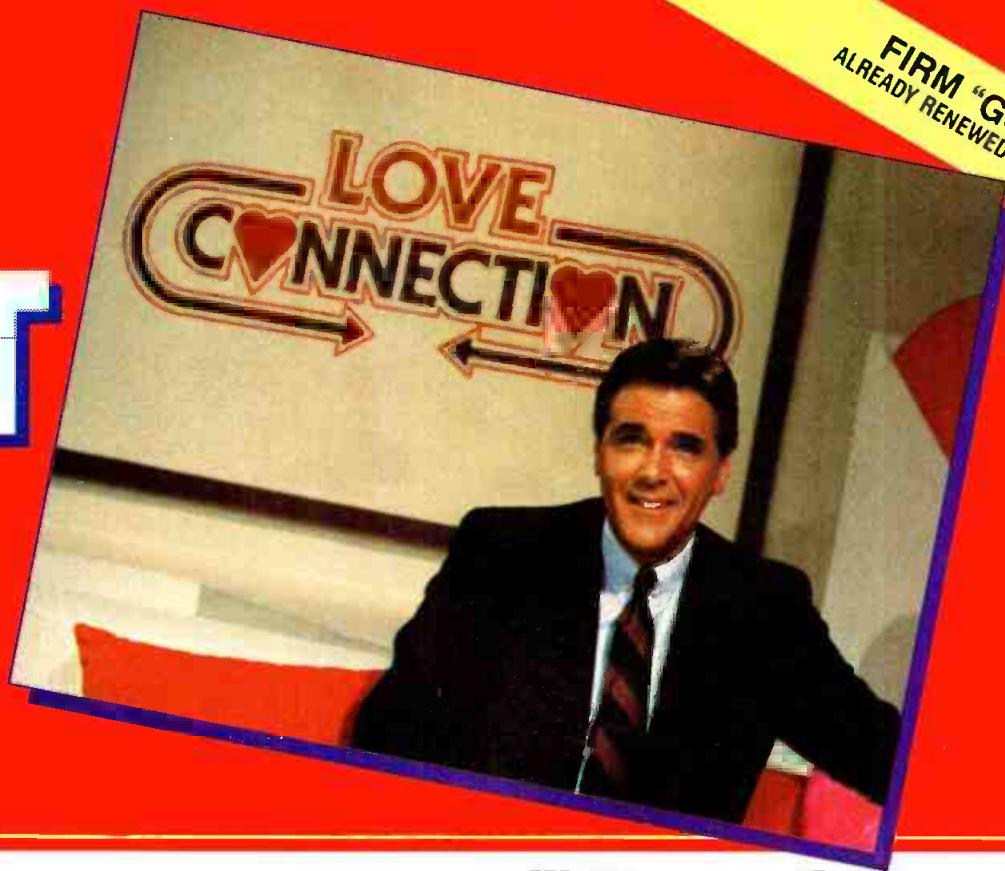
In large, medium and small markets, the message is plain — "Love" is still growing, boosting its time period share and demos over previous programming and even over its own past numbers.

"Love Connection" — Let "Love" grow for you in '85- '86!

		FEB 1984		FEB 1985		INCREASE
NEW YORK WNBC 4:00PM	H.H. SHARE	LOVE CONNECTION	19	LOVE CONNECTION	20	+ 5%
	ADULTS 18-49 (000's)	LOVE CONNECTION	204	LOVE CONNECTION	231	+ 13%
CHICAGO WMAQ 3:00PM	H.H. SHARE	EIGHT IS ENOUGH	11	LOVE CONNECTION	13	+ 18%
	ADULTS 18-49 (000's)	EIGHT IS ENOUGH	67	LOVE CONNECTION	85	+ 27%
DALLAS-FT. WORTH KXAS 11:30PM	H.H. SHARE	MORE REAL PEOPLE	13	LOVE CONNECTION	24	+ 85%
	ADULTS 18-49 (000's)	MORE REAL PEOPLE	25	LOVE CONNECTION	90	+ 260%
MINNEAPOLIS-ST. PAUL KMSP 1:00PM	H.H. SHARE	LOVE CONNECTION	15	LOVE CONNECTION	20	+ 33%
	ADULTS 18-49 (000's)	LOVE CONNECTION	23	LOVE CONNECTION	30	+ 30%
SACRAMENTO KXTV 6:30PM	H.H. SHARE	NEWS	11	LOVE CONNECTION	19	+ 73%
	ADULTS 18-49 (000's)	NEWS	25	LOVE CONNECTION	51	+ 104%
PROVIDENCE WLNE 7:30PM	H.H. SHARE	MUPPETS	9	LOVE CONNECTION	13	+ 44%
	ADULTS 18-49 (000's)	MUPPETS	26	LOVE CONNECTION	81	+ 212%
RICHMOND WTVR 4:30PM	H.H. SHARE	WALTONS	16	LOVE CONNECTION	25	+ 56%
	ADULTS 18-49 (000's)	WALTONS	12	LOVE CONNECTION	24	+ 100%
FRESNO KJEO 4:00PM	H.H. SHARE	HOOR MAGAZINE	10	LOVE CONNECTION	22	+ 120%
	ADULTS 18-49 (000's)	HOOR MAGAZINE	6	LOVE CONNECTION	15	+ 150%
AUSTIN KTVV 4:30PM	H.H. SHARE	LOVE BOAT	12	LOVE CONNECTION	14	+ 17%
	ADULTS 18-49 (000's)	LOVE BOAT	11	LOVE CONNECTION	18	+ 64%

"Love Connection" is an Eric Lieber Production in association with Telepictures.

JUST



FIRM "GO" FALL '85!
ALREADY RENEWED IN OVER 80 MARKETS!

			FEB 1984		FEB 1985	INCREASE
LOS ANGELES CHJ 3:00PM	H.H. SHARE	KOJAK/ NEWLYWED	7	LOVE CONNECTION	13	+ 86%
	ADULTS 18-49 (000's)	KOJAK/ NEWLYWED	40	LOVE CONNECTION	156	+ 290%
PHILADELPHIA NCAU 7:30PM	H.H. SHARE	FAMILY FEUD	11	LOVE CONNECTION	12	+ 9%
	ADULTS 18-49 (000's)	FAMILY FEUD	95	LOVE CONNECTION	167	+ 76%
HOUSTON KPRC 3:00PM	H.H. SHARE	WALTONS	12	LOVE CONNECTION	18	+ 50%
	ADULTS 18-49 (000's)	WALTONS	21	LOVE CONNECTION	36	+ 71%
ATLANTA WAGA 10:00AM	H.H. SHARE	ONE DAY AT A TIME	15	LOVE CONNECTION	22	+ 47%
	ADULTS 18-49 (000's)	ONE DAY AT A TIME	22	LOVE CONNECTION	39	+ 77%
ORLANDO WESH 9:30AM	H.H. SHARE	MORK & MINDY	12	LOVE CONNECTION	19	+ 58%
	ADULTS 18-49 (000's)	MORK & MINDY	10	LOVE CONNECTION	19	+ 90%
MEMPHIS WMC 11:30PM	H.H. SHARE	LETTERMAN	18	LOVE CONNECTION	28	+ 56%
	ADULTS 18-49 (000's)	LETTERMAN	15	LOVE CONNECTION	29	+ 93%
MOBILE WEAR 4:30PM	H.H. SHARE	EIGHT IS ENOUGH	16	LOVE CONNECTION	17	+ 6%
	ADULTS 18-49 (000's)	EIGHT IS ENOUGH	21	LOVE CONNECTION	24	+ 14%
DECATUR WAND 9:00AM	H.H. SHARE	LOVE CONNECTION	11	LOVE CONNECTION	19	+ 73%
	ADULTS 18-49 (000's)	LOVE CONNECTION	4	LOVE CONNECTION	13	+ 225%
SPRINGFIELD, MO. KOLR 3:30PM	H.H. SHARE	LOVE CONNECTION	26	LOVE CONNECTION	32	+ 23%
	ADULTS 18-49 (000's)	LOVE CONNECTION	11	LOVE CONNECTION	13	+ 18%

Source: *Arbitron, **Nielsen/Cassandra

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Telepictures
CORPORATION

Benchmark Media Systems 2264

3813 Bachman Blvd., Garland, Tex. 75043

Beyer Dynamic 426

5-05 Burns Ave., Hicksville, N.Y. 11801

Paul Murphy, Robert Lowig, Tony Hawkins, Derek Allen, Mordy Foodym, Tom Parnell, Mike Reed, Peter Blair, Stan Somers, Dick Lewis.

BGW Systems 421

13130 S. Yukon Ave., Hawthorne, Calif. 90250

Audio power amplifiers, model 85*. **Staff:** Brian Wachner, Barbara Wachner, Karen Lee, Carlos Moreno, Dan Lasley, Martha Vazzana.

Bird Electronic 1625

30303 Aurora Rd., Cleveland 44139

15 kw and 25 kw load resistors*, plug-ins for Thruline wattmeters, RF measurement components, RF wattmeters*, heat exchanger loads, line terminations, digital calorimeters, RF power analyst, calorimetric self-cooled load system. **Staff:** Bruce Bird, W.L. Yochum, Leon Kuklinski, Greg Johns, Leo Lesyk, Herb Heller, George Churpek.

BIW Cable Systems 1405

65 Bay St., Boston 02125

Cable, connectors, assemblies and repair services for broadcast cameras, VTR cable assemblies.

Black's Communications Consultants 2179

130 W. Picacho, Las Cruces, N.M. 88005

Bogen Photo 1705

17-20 Willow St., Fairlawn, N.J. 07410

Bogen tripods, fluid heads, dollies, caddies, light stands, video lights, lighting rail system, gaffing equipment and TSE camera cases. **Staff:** Bruce Landau, Richard Bogen.

Bogner Broadcast Equipment 1319

401 Railroad Ave., Westbury, N.Y. 11590

High power UHF TV transmitting antenna (220 kw), low- and medium-power VHF and UHF slot and dipole transmitting antennas, circularly polarized FM transmitting antennas, MDS and ITFS transmitting and receive antennas, LPTV transmitters and communication antennas for cellular radio. **Staff:** Leonard King, Richard Bogner, Robert Piano, Kathy Piano, Steve Weinstein, Pat Riley, Joe Nigro.

Robert Bosch Corp. 1603

2300 South 2300 W., Salt Lake City 84119

FGS 4000 software—animation editor and smooth shading editor, field recorder and playback unit for KBF-1 quatercam system. **Staff:** Dietmar Zieger, Al Jensen, Alan Schoenberg, Bob Walters, Ron Ferguson, Tony Pignoni, Tony Magliocco, Stephanie Caltabiano, Dave Spinole, Clay Selthun, John Camarda, Carl Gardner, Larry Riddle.

Bowen Broadcast Service 1770

8343 Lynn Haven Ave., El Paso 79907

Optical isolator kit for TCR-100 remote

control lines*, TCR-100 message length counter with installation. **Staff:** Bill Bowen, Santiago Bowen, George Nowak, Pauline Bowen, Leroy Bowen.

David Brace Displays 2229

11600 Genesee St., Alden, N.Y. 14004

Bradley Broadcast Sales 186

15555-L Frederick Rd., Rockville, Md. 20855

Telos 10 digital telephone hybrid*, existing selections from full product line. **Staff:** Art Reed, Neil Glassman, Steve Church.

Bretford/Knox 1712

9715 Soreng Ave., Schiller Park, Ill. 60176

Video equipment support furniture, security centers, TV/VTR cabinets and stands, mobile equipment tables, TV wall/ceiling mounts, projection screens. **Staff:** Dave Petrick, Bob Redding, Mitch Brzezinski, Ken Wodek.

Bridal Fair 2036

8901 Indian Hills Dr., Omaha, Neb. 68114

British Aerospace 2122

Argyle Way, Stevemage, England SG-2AS

Broadcast Audio 319

11306 Sunco Dr., Rancho Cordova, Calif. 95670

Audio consoles, amplifiers, studio furniture. **Staff:** David Evans, John Fernandez, Gary Maggiore, Doug Laue.

Broadcast Electronics 303

4100 N. 24th St., Box 3606, Quincy, Ill. 62301

Single-, three- and five-deck tape cartridge machines, audio consoles, vertical attenuators, microprocessor control program automation system, FM transmitters, exciters, stereo and SCA generators, AM stereo exciter studio equipment, turntables, tonearms and preamps, TZ-30 TV stereo generator*. **Staff:** Lawrence Cervon, Curtis Kring, Tim Bealor, David Evers, John Burtie, Geoff Mendenhall, Rick Carpenter, E.L. Corujo.

Broadcast Microwave Services 1749

7322 Convoy Ct., San Diego 92111

Portable microwave equipment—transmitters, receivers and antennas—for helicopters and vans, transmitters, receivers and antennas. **Staff:** Everett Shilts, Bill Brewer, Les Lear, Tom Stewart, Chris Frair, Jeff Harding, Greg Rowley, Nick Taylor.

Broadcast Music Inc. 619

320 W. 57th St., New York 10019

Staff: Joan Thayer, Larry Sweeney, Edward Molinelli, Oliver Henry, Thomas Curry, John Alves, Paul Bernard, Ted Chapin, Edward Cramer, Robert Warner Jr., Alan Smith, Len Hensel.

Broadcast Supply West 112A

7012 27th St. W., Tacoma, Wash. 98466

Proraz compact disk racks*, recording cartridge racks*, turntable bases. **Staff:** Tim Schwieger, Bernice McCullough, Irv Law, Jack Ewer, Pat Medved.

Broadcast Systems 1500

8222 Jamestown Dr., Austin, Tex. 78758

Multitransport VTR system, DC-10 automatic video cartridge machine. **Staff:** Chuck Balding, Len Barrerca, John Duggin, Byron Fincher, John Harms, Les Hunt, Art Smith, Donald A. Forbes.

Broadcast Video Systems 1326

1050 McNicoll Ave., Unit 15, Agincourt, Ont. M1W 2L8

Decoder*, translator*, encoder with component video inputs*, rack-mounted video delays with on-board active amplifier*, encoded color corrector with time code control and event memory, vertical interval transmission of ID, date, time and control system*, portable safe area generator*, combination waveform/vector-scope, component color corrector, component waveform monitoring, 5-channel safe area generator. **Staff:** Bert Verwey, Randy Conrod, Brian Elliot, Tony Frere, Hugh Reynolds.

Bruel & Kjaer Instruments 511A

185 Forest St., Marlboro, Mass. 01752

Studio microphones, recording and sound reinforcement and line amplifier/power supply.

Bryston Ltd. 517

57 Westmore Dr., Rexdale, Ont. M9V 3Y6

Broadcast preamplifier*, other amplifiers. **Staff:** John Russell, Christopher Russell, Doug Simon.

BSM Systems 637

S. 9604 Cedar Rim Ln., Spokane, Wash. 99204

Audio routing switchers, video routing switchers, audio distribution amplifiers.

BW Lighting Systems

Box 470162, Tulsa, Okla. 74147

Electrical distribution and grid systems*, curtain and track systems*, 70.DTRS double track rotary switch*, dimming and control systems, lighting fixtures, miscellaneous studio equipment. **Staff:** Wally Whaling, W. Blair Powell, Chuck Parker, Jim Freeman.

Cablewave Systems 108

60 Dodge Ave., North Haven, Conn. 06473

Coaxial cables and elliptical waveguide, RF connectors, microwave antennas for all STL requirements and pressurization equipment. **Staff:** William Meola, Margie Barneschi, Ken Robinson, Doug Proctor, George Gigas, Wally Brooks, John Peterson, John Gailey.

Calvert Electronics 125

One Branca Rd., East Rutherford, N.J. 07073

Transmission, power and camera tubes, TRW replacement semiconductors for gates TE3 exciters. **Staff:** Larry Broome, Chris Cane, Ian Stewart, Mauricio Rodriguez.

Calzone Case 1179

225 Black Rock Ave., Bridgeport, Conn. 06605

Travel and shipping cases including vid-

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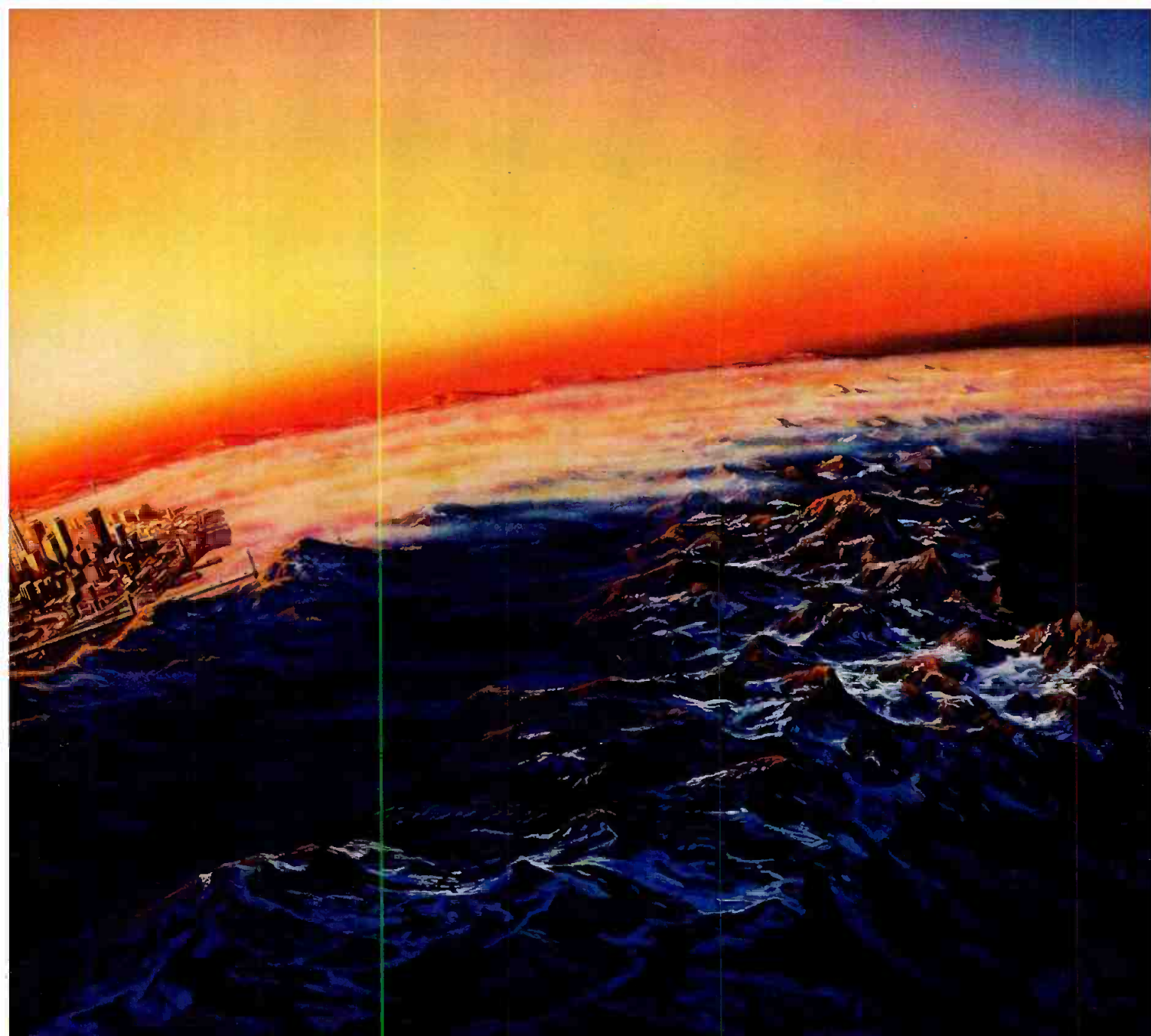
In the field or in the edit room, no matter what hardware you're using, you should be using our new Sony V1-K K Series 1" Because it's even more of a good thing.

SONY

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San Francisco

4 **KOB**
Albuquerque

2 **WBRZ**
Baton
Rouge

5 **KSTP**
Minneapolis/
St. Paul

3 **WBTV**
Charlotte

5 **WRAL**
Raleigh

When you cover
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We are the Conus SNG network of stations. Covering the news—whenever, wherever it happens—with advanced Ku-band technology. Sharing our news stories with each other via the Conus SNG™ System.

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Conus Ku-band vans are built by Hubcom, the world's most experienced builder of SNG vans.

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With this shared SNG capability, anything is possible. Pooled coverage for national events. Coordination for special regional events. Shared documentaries. One-on-one interviews. Your anchor can talk, live, from your studio to any Conus van **anywhere** on the continent.

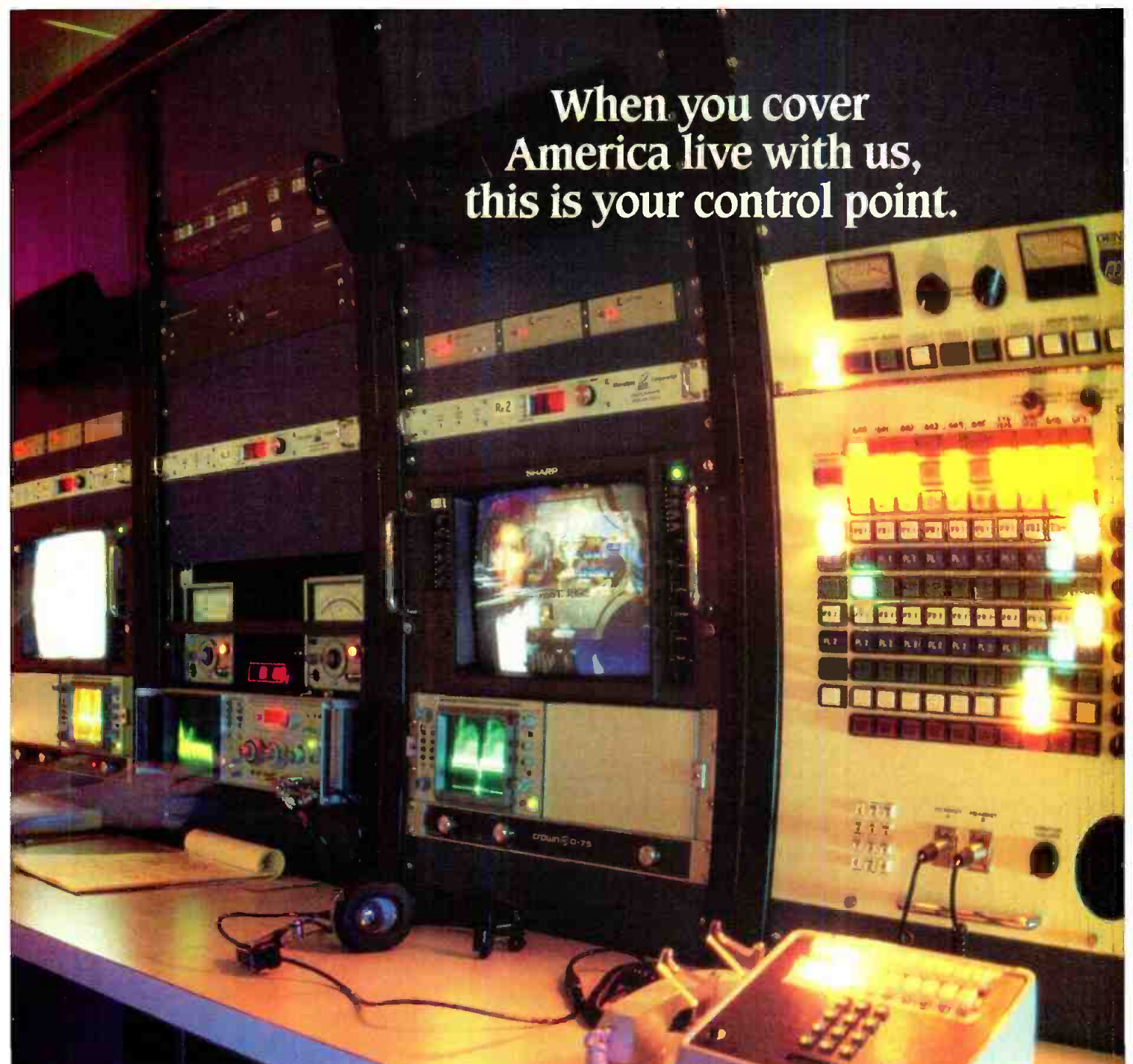
But most important, we—not the networks—are in control of our own programming. We can access our transponders anytime there is a breaking story that affects our markets. And we can do it more efficiently.

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See us at the NAB Booth 2130 and the Outdoor Exhibit Area, April 14-17. Conus Communications, 3415 University Avenue, Minneapolis, MN 55414.







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You're looking at Conus Control. Providing 24-hour access to the Conus transponders. Coordinating the most powerful, most flexible news service available today.

It's the "heart" of the Conus SNG™ System, responding to all Conus Ku-band uplink vans and the Conus network of stations.

You, of course, provide the input. For Conus is a user-directed news service and SNG System.

Every Conus station has two sophisticated Conus computers—one for the van, the other for home base.

Conus Control provides these computers with a continuous schedule of satellite traffic, breaking news alerts and the Conus Story Service script and information rundown.

So you can know—in real-time—exactly where every Conus van is located in the country. And what it's covering.

You can also send messages via electronic mail between your station, your van and Conus Control, and to any other Conus station or van.

A 2-way radio system (via satellite) lets you talk between your station and van at any time—even when the satellite is being used by other stations.

But when you're hooked up to the satellite, a full duplex PL (Private Line) is set up—from your station to Conus Control via phone, then from Conus Control to your van via satellite. So you have director-to-field communication during your live coverage.

IFB (Interruptible Feedback) audio is coordinated the same way for reporter cueing.

The Conus Computer System monitors and controls the entire uplink—acting as a fail-safe system. So you can be sure you've got the right satellite, the right transponder and the right

power levels at all times.

This independent communications system gives you newsbreaking capabilities coast-to-coast.

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eo, camera, rack mount, camera, monitor, lighting and editing systems, recording, audio and broadcasting. **Staff:** Joseph Calzone, Vincent Calzone, Tom Mackno, Perry Lengyel, Jim Edelmann, Theresa Bates, Wayne June, Jim Monroe, Rod Rodriguez, Alan Sarfaty, Heidi Rosenthal, Al Stompfly, Randy Tenicki, Rusty Duke.

Cambridge Products Corp. 1328
244 Woodland Ave., Bloomfield, Conn. 06002

Flush-mounted wall plates. **Staff:** Alan Horowitz, Joyce Johnson.

Camera Mart 1018
456 W. 55th St., New York 10019

Video production and post-production equipment. **Staff:** Samuel Hyman, Paul Meistrich, Shelly Brown, Jeffrey Wohl, Herb Browning, Leo Rosenberg, Shimon Ben-Dor, Dean Leeson, Peter Lussier, Jesse Diaz, Nick Liatsis, Steve Gordon, George Winslow, Jean Yacobellis, Cathy Smith, Ana Marie Sagastegui, Laszlo Denes, Jose Rosado, Quent Nelson.

Canare Cable 1732
10834 Burbank Blvd., N. Hollywood, Calif. 91601

Canon U.S.A. 1012
One Canon Pl., Lake Success, N.Y. 11042
Lenses.

Capital Magnetic Products 206
6920 Sunset Blvd., Hollywood, Calif. 90028

Capitol Production Music 165
1750 N. Vine St., Hollywood, Calif. 90028

CAT Systems 1014B
401 E. 74th St., New York 10021

Computerized remote control system with color graphic displays for radio, TV and earth station facilities, facility monitoring system*, security system*, monitoring and control facilities, computer systems and consultation, station planning and construction. **Staff:** J. M. Soll, T. J. Vaughan, S. Pumble, M. Des Noyers, C. Jadusingh.

Catel Telecommunications 2154
4800 Patrick Henry Dr., Santa Clara, Calif.

Dwight Cavendish 442
2117 Chestnut Ave., Wilmette, Ill. 60091

Staff: Marshall Ruehrdanz, Dave Jones, Joe Hollenkamp, Jim Dow, Joe Bottali.

CBS Radio Stations News Service 606
2020 M St., Washington 20036

Byline magazine with news/information features (14). **Staff:** Allen Balch, Anna Mae Sokusky, Nancy Johns.

CBX Inc. 160
147 E. Olive Ave., Monrovia, Calif. 91016

Ceco Communications 208A
2115 Avenue X, Brooklyn 11235

High power transmitting tubes, camera tubes, semiconductors, video equipment and accessories, industrial and receiving tubes. **Staff:** Anthony Ianna, Hugh Mullins, Lew Levenson.

CEL Electronics 1762, 64
5460 Buena Vista, Shawnee Mission, Kan. 66205

P148 processor-driven effect controller, P169V digitally controlled 8 by 4 matrix routing switcher, P154 dual camera multiplexer, P147-12 standards translator. **Staff:** Jim Grunder, Nick Nichols, Jim Bendure, Robin Palmer.

Celwave R.F. 202
Route 79, Marlboro, N.J. 07746

Antennas, coaxial cable, connectors, couplers, filters. **Staff:** Saul Esocoff, Jack Nevin, Ed Boehm, John Peterson, Henry Edwards, Bill Bryson, Don Ayes.

Central Dynamics 1409
401 Wynn Dr., Huntsville, Ala. 35805

Video production switchers, FlexiKey digital video effects system, distribution amplifiers, master control switchers, signal distribution system, routing switchers, downstream keyer. **Staff:**

Centro Corp. 1101
9516 Chesapeake Dr., San Diego 92123

Electronic news production mobile production unit, project coordination and responsibility for turnkey broadcast or production facilities, including facilities use analysis, site prep, architectural design, construction and systems design and installation. **Staff:** Darrell Wenhardt, Fred Powers.

Century Precision Optics 1781
10713 Burbank Blvd., N. Hollywood, Calif. 91601

Periscope V16 lens* for two-thirds video cameras and 16mm film cameras, wide angle adapter set. **Staff:** Steve Manios, William Turner, Jeff Giordano, Bern Levy.

Century 21 Programming 204
4340 Beltwood Pkwy., Dallas 75234

SuperSchedules* computer music researcher and scheduler, SuperCarts, 19 automation formats. **Staff:** Dave Scott, Richie Allen, Dave Nelson, Eddie Davis, Stuart McRae, John Miller, Sam Taylor, Mickey Briggs, Kinnon Thomas, Carl Bar-ringer.

Cercone-Vincent Assoc. 2241
2741 Nobles Town Rd., Pittsburgh 15205

Cesco 2228
Box 669, Westerville, Ohio 43081

Cetec Antennas 509
6939 Power Inn Rd., Sacramento, Calif. 95828

Circularly-polarized FM and TV antennas, Broadband Community FM panel antenna plus TV and FM pattern measurements, combiners, filters and complete turnkey antenna systems, UHF horizontal TV slot antenna*. **Staff:** Jim Olver, William Cunningham, Edward Fitzgerald, Ali Mahnad.

Cetec Vega 1401C
9900 Baldwin Pl., El Monte, Calif. 91731

Wireless microphones and accessories. **Staff:** Gary Stanfill, Ken Bourne, Stan Fowler, Paul Baughman.

Channelmatic 328
821 Tavern Rd., Alpine, Calif. 92001

Audio/video/pulse distribution amplifiers, audio/video switcher, cable commercial insertion equipment, automated VCR control, automatic videocassette changer, custom control systems for satellite receivers, audio/video switching. **Staff:** Bill Killion, Vern Bertrand, Dwain Keller, Bill Amos, Dick White, Tim Lange, Al Taylor.

Chester Cable 1320A
Drawer D, Chester, N.Y. 10918

Studio wire and cable.

Chisan Photron Trading 2039
Jinguame 6-12-15, Shibuyaku, Tokyo, 150

Christie Electric Corp. 1607B
20665 Manhattan Pl., Torrance, Calif. 90501

Universal charger, analyzer, sequencer and programable power supply*, reflex chargers with super ni-cad battery, bulk tape/cassette degaussers. **Staff:** Fred Benjamin, Betty Trenberth, Diane Church.

Chroma Digital Systems 2260
2065 Martin St., Suite 104, Santa Clara, Calif. 95050

Engineer, manufacturer and marketer of digital television equipment.

Chyron Corp. 1610
265 Spagnoli, Melville, N.Y. 11747

Chyron IV, RGN-2, VP-1, VP-2, paint system*. **Staff:** Joseph Scheuer, David Buckler, Janice Haigney, Ron Witko, Bill Reinhart, Bill Hendler, Larry Mincer, Roi Agneta, Bill Buynak.

Cine 60 1423
630 Ninth Ave., New York 10036

Modular on-board camera battery*, Beta-cam battery*, switchable battery belts and paks, in-line battery voltage reducer, fast charger, power supplies, lighting equipment. **Staff:** Robert Kabo, Paul Wildum, Paul Wildum Jr., Don Civitillo, Evan Green.

Cinema Products 1018, 1153
2037 Granville Ave., Los Angeles 90025

Video cameras, remote control systems, power supplies, portable camera prompting systems, fresnel light systems, microphone boom on display in Cameramart and Film Video Equipment Service Co. booths.

Cin-Tech 2074
23620 Monument Cyn, Diamond Bar, Calif. 91745

Cipher Digital 1606
150 Huntington Ave., Boston 02115

Vertical interval time code products, high resolution character displays.

Circuit Research Labs 300
(see CRL Audio)

Clear-Com 1502
1111 17th St., San Francisco 94107

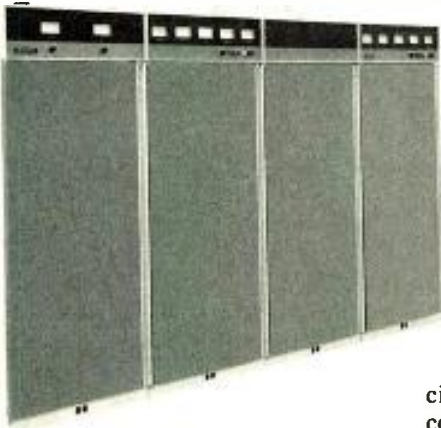
Staff: Robert Cohen, Peter Giddings, Bill

UHF-TV broadcasters: Grab a pencil... you're about to see just how much money our transmitter can save you.

	Your Transmitter	Harris TVE-60S
Power consumption	_____ kW	_____ 130 _____ kW
Times hours on air per year	_____ hrs.	_____ hrs.
Times cost per kilowatt hour	_____ \$/Kwh	_____ \$/Kwh
Equals yearly electricity cost	\$ _____	\$ _____

Replacing your transmitter with a Harris TVE-60S

saves you \$ _____ per year.



Harris builds the world's most efficient UHF-TV transmitters. Do a few quick calculations above and prove it to yourself. If you're running a 55 kW or 60 kW transmitter, compare it with our TVE-60S, 60 kW model. Replace your transmitter with a Harris TVE-60S, and save up to \$25,000 a year in utility bills!

Success with the Varian "S"

Harris engineered every efficiency improvement technique available into its entire UHF transmitter line. An example is the most effective use of the new Varian "S" series super high effi-

ciency klystron with variable visual coupler. Harris operates these klystrons with a new design high voltage pulser for up to 68% peak visual beam efficiency. In addition, klystrons are steam cooled—not liquid cooled—for high efficiency and long life.

How we dispatch distortion

Pushing klystrons to peak operating efficiencies causes picture-distorting, non-linear operation. Harris UHF transmitters are equipped with the MCP-2 visual exciter. Its uniquely simple Quad Corrector effectively cancels distortions, so you get the lowest total power consumption and performance specifications unsurpassed by any competitive model.

FM quality stereo and SAP

Extremely low incidental phase modulation (less than 2°) and a highly linear wideband aural exciter give you FM quality stereo and Second Audio Program performance as well. And every Harris transmitter is shipped stereo-ready. No awkward retrofits. No costly modifications.

Get on line with a Harris UHF-TV transmitter. Contact Harris Corporation, Broadcast Transmission Division, P.O. Box 4290, Quincy, Illinois 62305. 217/222-8200.



For your information, our name is Harris.

Fluster, Bob Tourkow.

CMC Technology 1425
2650 Lafayette St., Santa Clara, Calif. 95050

Replacement video head for C-format VPR series machines*, Videomax TD-800 bulk tape demagnetizer, quad video and audio head and VTR accessories. **Staff:** Tony Mlinaric, Bill Fitts, Jim Whitely, Helen Thomas, Rich Winger, Jim Goehring, Fred Koehler, Tommy Thompson, Ted Emm, Bill Zimborski.

CMI 441
612 Hampton Dr., Venice Calif. 90291

Creates, develops and markets TV promotional campaigns. **Staff:** Robert Ben-derson, Sean Phillips, Patrick Aumont, Kate Lewis.

CMX/Orox 1639
3303 Scott Blvd., Santa Clara, Calif. 95030
Medium and large scale editing systems (CMX 330XL product line*), editing systems accessories*, interfaces*. **Staff:** Sam Goodman, Larry Weiland, Stan Becker, George Cotroneo.

Coaxial Dynamics 2161
15210 Industrial Pkwy., Cleveland

Coherent Communications 2148
13756 Glenoaks Blvd., Sylmar, Calif. 91342

Colorado Video 1222
Box 928, Boulder, Colo. 80306

Transmitters and receivers for slow-scan television transmission, video to computer interfaces, digitizers, special effects generators, sync generators.

ColorGraphics Systems 1116
5725 Tokay Blvd., Madison, Wis. 53719

Artstar I and II paint systems, weather central and graphics system, Newstar computer system. **Staff:** Terry Kelly, Doug Hinahara, Jim Waterman, Bob Weaver, Ken Simmons, Valerie Jones, Linda Post, Sande Smith, Patricia Sprewell, Marshall Tanner.

Colortran 1205
1015 Chestnut St., Burbank, Calif. 91506
Fresnels.

Columbine Systems 118, 1323
1620 Jackson St., Golden, Colo. 80104

Broadcast information system with traffic, sales, billing, accounts receivable, payroll, general ledger, accounts payable, cash management, music, media inventory and film investing and amortization.

Comark Communications 1217
Box 229, Rt. 57, Feeding Hills Rd., Southwick, Mass. 01077

Transmitter systems.

Comex 1724
1645 NW 79th Ave., Miami 33126

Communication Graphics 214
313 N. Redbud, Broken Arrow, Okla. 74012

Comprehensive Video Supply 1145
148 Veterans Dr., Northvale, N.J. 07647

Comprehensive dealer display racks,

video supplies, computer cables, lighting systems and accessories. **Staff:** Jules Leni, Harvey Bass, Art Kramer, Stephen Godfrey, Michael Schimmel, Lori Marrie, Elizabeth Coppinger, David Mandala, Patrick Birch, Peter Anderson, Michael Levin.

Comprompter ENR 2163
401 Main St., Suite 415, La Crosse, Wis. 55947

Compucon 1405D
Box 809006, Dallas 75380

Satellite and terrestrial microwave interference analysis and coordination, engineering services for FM broadcast/translators, ITFS, multichannel MDS, TV broadcast, DTS/DEMS, complete system design capabilities, site selection and acquisition services, on-site field services, FCC license application preparation and marketing research services. **Staff:** Philip Lindsley III, Becky Shipman, Vince Dainotto, Mike Carr, Phil Camel.

Compulink 2328
Computer Concepts 404
8375 Melrose Dr., Lenexa, Kan. 66214

PC-based traffic, music management and sales management systems*, other broadcast computer and co-op management systems, microbridge 80, rate card optimizer program. **Staff:** Greg Dean, John Clark, Wayne Blackmon, Klover Schafer, Frank Crane, Bob Manley, Grant Cowan, Donna Bush.

Computer Graphics Lab 1143
405 Lexington Ave., New York 10174

Computer-based work station (Images II*), real time grab*, single frame record package*, text and business graphics package. **Staff:** Mark Miller, Bill Taylor, George Vales.

Compu-Prompt (Dreamdata) 1728
940 N. Orange Dr., Los Angeles 90038

Computer Prompting Corp. 2208
234 Fifth Ave., Suite 301, New York 10001

Comrex 400
60 Union Ave., Sudbury, Mass. 01776

Frequency extenders, telephone couplers*, sports remote consoles. **Staff:** John Cheney, Lynn Distler, Peter Burk.

Comsat World Systems 2174
950 L'Enfant Pl., SW, Washington 20024

Comsearch 1136
11503 Sunrise Valley Dr., Reston, Va. 22091

Systems design and engineering of satellite earth stations, point-to-point microwave systems, common carrier private, auxiliary broadcast (STL), CARS band and LPTV systems including site acquisition, frequency engineering, coordination and protection, FCC application and FAA notification form preparation, radio and facilities engineering, project management.

Comtek Inc. 1122B
357 W. 2700 South, Salt Lake City 84115

Wireless microphones and specialty communication systems, lavalier and

handheld transmitters, miniature personal receivers, base station transmitters. **Staff:** Raphael Belgique, Robert Kendell.

Comvid 2202
4085 E. Lapalma, Unit B, Anaheim, Calif. 92807

Comwave 2277
Box 69, Mountaintop, Pa. 18707

Concept Productions 423
1224 Coloma Way, Roseville, Calif. 95678

Adult Contemporary, Contemporary Hit Radio, Album Rock, Country and Contemporary MOR formats. **Staff:** Dick Wagner, Mary Wagner, Rich Lee, Jim Attebery, Elvin Ichiyama.

Connectronics Corp. 608
652 Glenbrook Rd., Stamford, Conn. 06906

Portable mixing consoles*, audio signal processors, wire and cable, connectors, spring reverberation unit. **Staff:** Richard Chilvers, Stephen Ash.

Otis Conner Cos. 414
2829 West NW, Hwy. 940, Dallas 75056

Conrac 1401
600 N. Rimsdale Ave., Covina, Calif. 91722

Model 6200 color video monitor*, model 2600 monochrome monitor*, master color video monitor, RGB monitor. **Staff:** Gene Ornstead, Warren O'Buch, Bill Ems, John McClimont, Robert Carlson, Pete Portoulas, Paul Thomsen, Russ Westman, Dave DeHoog.

Continental Electronics 101
Box 270879, Dallas 75227

AM transmitters (from 1 kw to 50 kw), FM transmitters (from 2.5 kw to 60 kw), AM and FM stereo exciters, stereo audio consoles, FM antennas, processors, monitors, cart machines, remote control equipment and other related equipment. **Staff:** J. Weldon, Gene Harrison, B. Watson, W. Mitchell, A. V. Collins, J.D. Rogers, E.L. King, R. L. Floyd, Steve Claterbaugh, Bob Dunkin, Paul Kittenbacher, Cliff Rogers, John Hutson, Dave Hulstman, John Abdour, Jim Littlejohn, Barry Ariaz, Steve Schott, Tom Cauthers, Marvin Steelman, Ken Perkins, Gene Randolph.

Control Concepts Corp. 1751A
328 Water St., Box 1380, Binghamton, N.Y. 13902

Islatron/Isafil power conditioners. **Staff:** Oral Evans, Robert Gallagher, Robert McLoughlin, Herbert Montague, Ron Shapiro.

Conus Communications 2130
3415 University Ave., Minneapolis 55414

Satellite-delivered, national and regional news service via Ku band transponders, mobile uplink vans, master control station, IFB, PL, two-way interactive and computer information system. **Staff:** Charles Dutcher III, Stanley Hubbard II, Anita Klever, Woody Hubbell, Ray Conover, Rob Hubbard.

Convergence Corp. 1430
1641 McGaw, Irvine, Calif. 92714

TELEVISION SELLS



Television's unique qualities...impact, effectiveness, cost efficiency...have made it the dominant advertising medium. Spot TV is even more powerful because it adds the ability to zero in on specific target markets and further reap the benefits of local station identity. Whatever you're selling...automobiles, food, toiletries, soft drinks, electronics...even magazines, Spot Television sells it best. As specialists in Spot TV, Petry proves it every day...for our stations and our advertisers.

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ECS-195 A/B roll system with internal memory*, ECS-205 (upgrade of 204), cuts-only systems with built-in time code readers and generator, 200 series edit controllers, video editing systems and accessories, dual disk drive, production switcher interfaces, command generator, time code reader system, character inserter and switcher/effects generator. **Staff:** George Bates, Leslie Bills, Carla Denney, Monique De Vusser, Stephen Di Franco, Julian Hansen, Rush Hickman, Doug Hutten, Frank Jackson, Richard Moscarello, Frank Rator.

Cool Light 1329
5723 Auckland Ave., N. Hollywood, Calif. 91601

Lighting and video accessories.

Corporate Communications Consultants 1161
4250 Veterans Memorial Hwy., Holbrook, N.Y. 11741

System BM color correction system*. **Staff:** Armand Belmares-Sarabia, Stanley Chayka, Kenneth Hultgren, Donald Dutton, Jerry Keller, Mike Ellis.

Countryman Associates 1720
417 Stanford Ave., Redwood City, Calif. 94063

Staff: Carl Countryman, Kevin Dolby, Alan Marzoline, Carolyn Countryman, Greta Lunde, Joan Lewin.

Creative Trade 217A
456 W. 55th St., New York 10019

CRL Audio 300
2522 W. Geneva Dr., Tempe, Ariz. 85282
AM, FM and TV audio processors including AM stereo and SCA subchannel control systems, FM stereo generator. **Staff:** Bob Richards, Tony Mezey Jr., Ben Van-Benthem, Ron Jones, Stan Salek, Chuck Adams, Dee McVicker.

Crosspoint Latch 1321
95 Progress St., Union, N.Y. 07083

Staff: Michael Molinaro, James McKay, Tony Grosboll.

Crown International 428
1718 W. Mishawaka Rd., Elkhart, Ind. 46517

Pressure zone microphones (PCC-160*), broadcast amplification systems (MT-1000*), AM/FM tuner*, audio spectrum analyzer/computer. **Staff:** Jim Bumgardner, Chuck Gushwa, Jim Beattie, Tony Satariano, Larry Shank, Don Eger, Tom Szerencse, Bill Raventos, Preskel Gayheart.

CSI Electronics 507
5204 Hwy. 985, Highland City, Fla. 33846

AM and FM transmitters. **Staff:** Bernard Gelman, Blanch Gelman, Saul Gelman, Mike Krowitz, Bill Hoffman, Jorge Bicocchi.

Cubicomp Corp. 1629
3165 Adeline St., Berkeley, Calif. 94703

Computer graphics system* with 3D solid modeling. **Staff:** Harry Taxin, Edwin Berlin Jr., Stephen Crane, James Dixon.

Custom Business Systems 317
Box 67, Reedsport, Ore. 97467

Business complete computer system with Wang PC computer system addition. **Staff:** Steve Kenagy, Jerome Kenagy, Wes Lockard, Barb Simon, Bob Lundstrom, Ira Apple, Kathy Sias, Steph McKenna, Regina Werth, Cindy Wasson, Sue Brower.

Bill Daniels 1706
9101 Bond, Overland Park, Kan. 66214

Dalsat 1136
Box 1960, Plano, Tex. 75074

SNG-25 transportable*. **Staff:** C.M. Wilingham, P.C. Zilliox, M.J. Drach, W.B. Flynn, DeWayne Gray.

Data Communications (broadcast division) 1014, 609
3000 Directors Row, Memphis 38131

BIAS newsroom computer system. **Staff:** Norfleet Turner, Scott Pierce, Skip Swayner, Doug Rother, Doug Domergue, Sarah Turnipseed, Greg Calhoun, Michael Hunter, Cindi Marshall, Dick Dortch, Susan Whalen, Frances Ryan, Bob Livingston, Randy Culpepper, Steve Weaver.

(broadcast micro division)
BIAS PC radio computer system. **Staff:** Ned Briner, Brad Melis, Mike Seawright, RaeDean McEwen, Kass Wood.

Datatek 1428
1121 Bristol Rd., Mountainside, N.J. 07092

Staff: Robert Rainey, Robert Rainey Jr., Richard Rainey, Mervyn Davies, Michael Davies, Daniel Antonellis, Eugene Malley, Allen Witheridge.

Datatronix 1504
(see Southlake Technologies)

Dataworld 315
1302 18th St., NW, Suite 502, Washington 20036

Broadcast database including AM, FM, TV, LPTV, translators, allocation studies, FCC data. **Staff:** Jack Neff, Shirley Ostmann, Bob Kircher, Hank Brandenburg, Mabel Nelson.

Datum 1708
1363 S. State College Blvd., Anaheim, Calif. 92806

SMPT/EBU longitudinal and vertical interval time code generators and readers, video data encoders and decoders, character generators/inserters. **Staff:** Mike Coffin, Randy Smith, Marty Ficken, Gary Geil.

dbx 107A
71 Chapel St., Newton, Mass. 02195

Tape noise reducers, compressor/limiters. **Staff:** Greg Green, Scott Berdell, Karen Leeds, Bill Allen, Gary Soprano, Greg Tiernan, Joe Lemanski, Les Tyler, Ilisa Aronow.

Delcom Corp. 1636
6019 S. 66th E. Ave., Tulsa, Okla. 74145

Standardized production console*, system tracing and connection documenta-

tion*. **Staff:** Sam Pate, Chris Miller, Tom Roberts, Gerald Whitworth, Martin Brown, Jerry Koerner, Cherridah Pate, Bobbi Matthews.

Del Compu-Cable Systems 2061
31-1736 Quebec Ave., Saskatoon S7K 1V9

Deloitte, Haskins & Sell 2081
28 State St., Boston 02109
Broadcast financial consulting services.

Delta-Benco-Cascade 2167
124 Belfield Rd., Rexdale, Ont. M9W 1G1
10kw VHF, 20w UHF and 100w UHF transmitters. **Staff:** C.J. Evans, James Evans, Heinz Peters.

DeSisti Lighting/Desmar Corp. 1131
328 Adams St., Hoboken, N.J. 07030

1k, 2k, 5k DeSisti "Leonardo" fresnels*, 4k quartz halogen softlight*, 1200w HMI or CID PAR64*, venture lighting lamps*, location lighting kit case*, 2500w CID open face focusable spotlight 250w CID sungun*. **Staff:** Mario DeSisti, Frank Marsico, Fred Costantini, Jorge Montero, Wal-ly Mills.

De Wolfe Music Library 1734
25 W. 45th St., New York 10036

Production music library, sound effects library. **Staff:** Mitchel Greenspath, Rick Lake.

Dielectric Communications 455
Tower Hill Rd., Raymond, Mass. 04071

FM antennas, coaxial switches, coaxial transmission line, dehydrators, RF loads, waveguides and accessories, waveguide switches, multiplexers, combiners and diplexers.

Digital Entertainment Corp. 1600
555 W. 57th St., Suite 1530, New York 10019

Mitsubishi digital audio recording system: digital master recorder, 32-channel digital audio recorder. **Staff:** Tore Nordahl, Lou Dollenger, Cary Fisher, Tom Behrens, Kiyoshi Kondo.

Digital Services 1302
3622 N.E. 4th St., Gainesville, Fla. 32609

Illusion digital video effects device with Still Store*. **Staff:** John Davis, Jim Seipp, Ann Merideth, Hugh Gillogly, Morrell Beavers, John Barker, Chuck Wacker.

Digital Techniques 2172
209 Middlesex Trnkp., Burlington, Mass. 01803

Digivision 1620A
4980 Carrol Canyon Rd., San Diego 92121

Ebcoder/decoders, video engineering services, enhancers, video noise reduction, security systems.

Display Sciences 2015
146 E. 56th St., New York 1002

Di-Tech 1221
48 Jefryn Blvd., Deer Park, N.Y. 11729

Audio follow video routing switchers, audio/video/pulse distribution amplifiers, video equalizers, audio only routing switchers, audio monitor amplifier. **Staff:** George Petrilak, Bob Johnson, Joe Per-



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The ADO 2000 special effects system from Ampex can enhance your bottom line like no other equipment in your station. You'll attract and hold more viewers and advertisers with the arresting visual content of your news, sports and other live programming. The technical director will find it fast, easy and highly efficient for on-air work. And the low initial cost—competitive with imitators of the ADO™ system—gives broadcasters more top-quality effects for

the money. Since the ADO 2000 system is a full member of the ADO family, it performs equally well in a post-production role.

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With special features designed for the demands of live broadcasting, the new ADO 2000 system is fast and easy to operate. You have instant, single-stroke access to 30 effects stored online, with all the standard ADO effects available. You can add options such as rotation, true three-dimensional perspective and the Digi-matte™ key

processing channel. All the capabilities that have made ADO systems the benchmark for all other special effects systems.

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There are important econ-

omies built into the system. You can use it stand-alone or with your switcher. If your switcher is an Ampex AVC, there are even more operational possibilities with a new ADO-AVC interface that gives you greater creative control.

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New Jersey 201/825-9600 • San Francisco 415/367-2296 • Washington, D.C. 301/530-8800

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ullo, Anthony Bolletino.

Dolby Laboratories 1311
731 Sansome St., San Francisco 94111

Noise reduction equipment for audio and videotape recording, SP series for multi-track recording, outboard applications. **Staff:** Stacey Rehm, Kevin Dauphinee, Ioan Allen, Ed Schummer, Scott Schuman, Bill Jasper.

Dorrrough Electronics 312
5221 Collier Pl., Woodland Hills, Calif. 91364

AM, AM stereo, FM and TV audio processors, stereo generator, loudness meter model. **Staff:** Mike Dorrough, Kay Dorrough, Scott Stevens.

Drake-Chenault 2875
8399 Topanga Canyon Blvd., Box 1629, Canoga Park, Calif. 91304

Playlist Plus in six formats, Hitparade, Contempo 300, Lite Hits, XT-40, Great American Country, Lite Country*, Super-soul, Great Gold. **Staff:** Denny Adkins, Steve Sandman, Bob Laurence, Mike Kinoshian, Frank Proctor, Joe Patrick, Len Boardman, Paul McQuillan, Franke Jolle.

Dubnar Computer Systems 1630
158 Linwood Pl., Fort Lee, N.J. 07024

Video graphics generators, color corrector computers, character generators.

Dynair Electronics 1404
5275 Market St., San Diego 92114

Routing switchers, controls, machine control system, distribution equipment. **Staff:** Garry Gramman, Bob Vendeland, Bob Jacobs, Al Cervenka, Al Wilson, Ed Manzo, Tom Meyer, Jim Meek, Ellie Jett, Phyllis Lynch.

Dynatech Corp. 1114
3 New England Executive, Burlington, Mass. 01803

Eagle Syndications 2263
3412 Terry Ridge, Fort Collins, Colo. 80524

Eastman Kodak 1214
343 State St., Rochester, N.Y. 14650

EB-930 and EP-930 ¾ inch video tapes*, imaging products, negative family of films for origination, print film for duplication and syndication. **Staff:** William Koch, Leonard Coleman, John Spence, James MacKay, Robert Woolman, George Winter, D. Brian Spruill, Richard Schafer.

ECD Industries 230
2034 Armacost Ave., Los Angeles 90025

Camera/transiting tubes, semiconductors, Aval Prom programmer*. **Staff:** Anita de Villeneuve, Tim Stone, Kevin Wake, Sabi Kent, Daniel Kent.

Echolab 1510
175 Bedford Rd., Burlington, Mass. 01803

Color special effects generators, audio follow video programmable audio switcher. **Staff:** Ted Whittaker, Russell Whittaker, Larry Baxter, Rodger Smith, Bob Carsley, Bob Bouehler.

Econco Broadcast Service 1759

1318 Commerce Ave., Woodland, Calif. 95695

Rebuilt power tubes for AM, FM and TV. **Staff:** Bill Barkley, Jean Baker, Ray Shurtz, John Sullivan, Dave Elliott, Debbie Storz, Debbie Baker.

EECO Inc. 1775
1601 E. Chestnut Ave., Santa Ana, Calif. 92702

Computer-controlled video editing system including IVES II desktop editing system with A/B option and EMME computerized editing system with two different control devices—video editing workstation and cinemagraphic editing workstation for film-style editing, SMPTE/EBU time code peripherals, still frame encoders and decoders for interactive laser videodisk systems. **Staff:** John Ludutsky, George Swetland, Eloy Chairez, Gerald Miller, George Treneer.

EEG Enterprises 1155
1 Rome St., Farmingdale, N.Y. 11735

Vertical interval digital transmission equipment, closed captioning and line 21 text service data recovery decoders, computers for data transmission.

EEV 1316
7 Westchester Pl., Elmsford, N.Y. 10523

Leddicon and vidicon camera tubes, amplifier klystrons for UHF transmitters, CCD's and CCD cameras, power tubes for AM and FM transmitters, 55 kw klystron. **Staff:** Paul Plurien, Tom Soldano, Mike Kirk, Vijay Patel, Jim Fisher, Dave Farrar, Mike Mandl, Tim Sheppard, Geoff Clayworth, Dave Wilcox, David Clissold, Chuck Bocan, Harry Kozicki, Don Rose, Kees Van Der Keyl.

EG&G Electro-Optics 1327
35 Congress St., Salem, Mass. 01970

High intensity lighting equipment.

El Mar Plastics 2358
821 E. Atesia Blvd., Carson, Calif. 90746

Elcom Bauer 412
6199 Warehouse Way, Sacramento, Calif. 95286

AM and FM (250w*, 1kw*, 5kw* and 10kw*) transmitters. **Staff:** Paul Gregg, Richard Noteman, Rene Trujillo, Gina Wagner, Jim Fox.

Elector USA 1707
Box 699, Pine Brook, N.J. 07058

Staff: Donald Power, Steven Barlow, C.E. Barlow.

Electro Controls 2245
2975 S. 300 West, Salt Lake City 84115

Studio lighting and control equipment.

Electro Impulse Laboratory 117
116 Chestnut St., Box 870, Red Bank, N.J. 07701

High power RF loads, attenuators, baluns and wattmeters. **Staff:** Mark Rubin.

Electro-Voice 1159
600 Cecil St., Buchanan, Mich. 49107

Sentry 100EL powered studio monitor*, ELX line of broadcast electronics, ELX-1

broadcast audio mixer, other monitor systems, broadcast electronics, microphones. **Staff:** Greg Silsby, Doug MacCallum, Rob Boatman, Dave Goldschmidt.

Electrohome Ltd. 1744
809 Wellington St., North Kitchener, Ont. N2G 4J6

Video and data monitors.

Electronic Research 105A
108 Market St., Newburgh, Ind. 47630

FM panel antennas, side mount FM antennas, diplexers, field service. **Staff:** Ray Ryan, Tom Silliman, Robert Rose, Bill Elmer.

Electronic Systems Lab 406A
2624 Tortugas Ln., Fort Lauderdale, Fla. 33312

Elicon 143
245 Viking Ave., Brea, Calif. 92621

Model 825 overhead gantry system—animatics system with graphics capability. **Staff:** Peter Regla, Elizabeth Regla, Larry Farnham, Tom Francis.

EMCEE Broadcast Products 1621
Box 68, White Haven, Pa. 18661

MMDS, LPTV transmitters, ITFS transmitter and repeaters, UHF/VHF medium power transmitters. **Staff:** Bob Nash, John Saul, Ron Merritt, Bob Luka, Perry Spooner, Jim DeStefano.

Emcor 429
1600 4th Ave., Rochester, Minn. 55901

Modular electronic cabinetry, EM/RFO enclosure line*. **Staff:** John Horton, Mark Fritsch.

ENG Corp. 1022
2930 Cloverdale Ave., Concord, Calif. 94502

Mobile news vans and cars.

Environmental Satellite Data 1509A
5200 Auth Rd., Suitland, Md. 20746

Color Connection I and II weather graphics and production systems, weather graphics, mini-weather software. **Staff:** Terry Hambrick, Walter Gilbride, Dale Brian, Larry Hambrick.

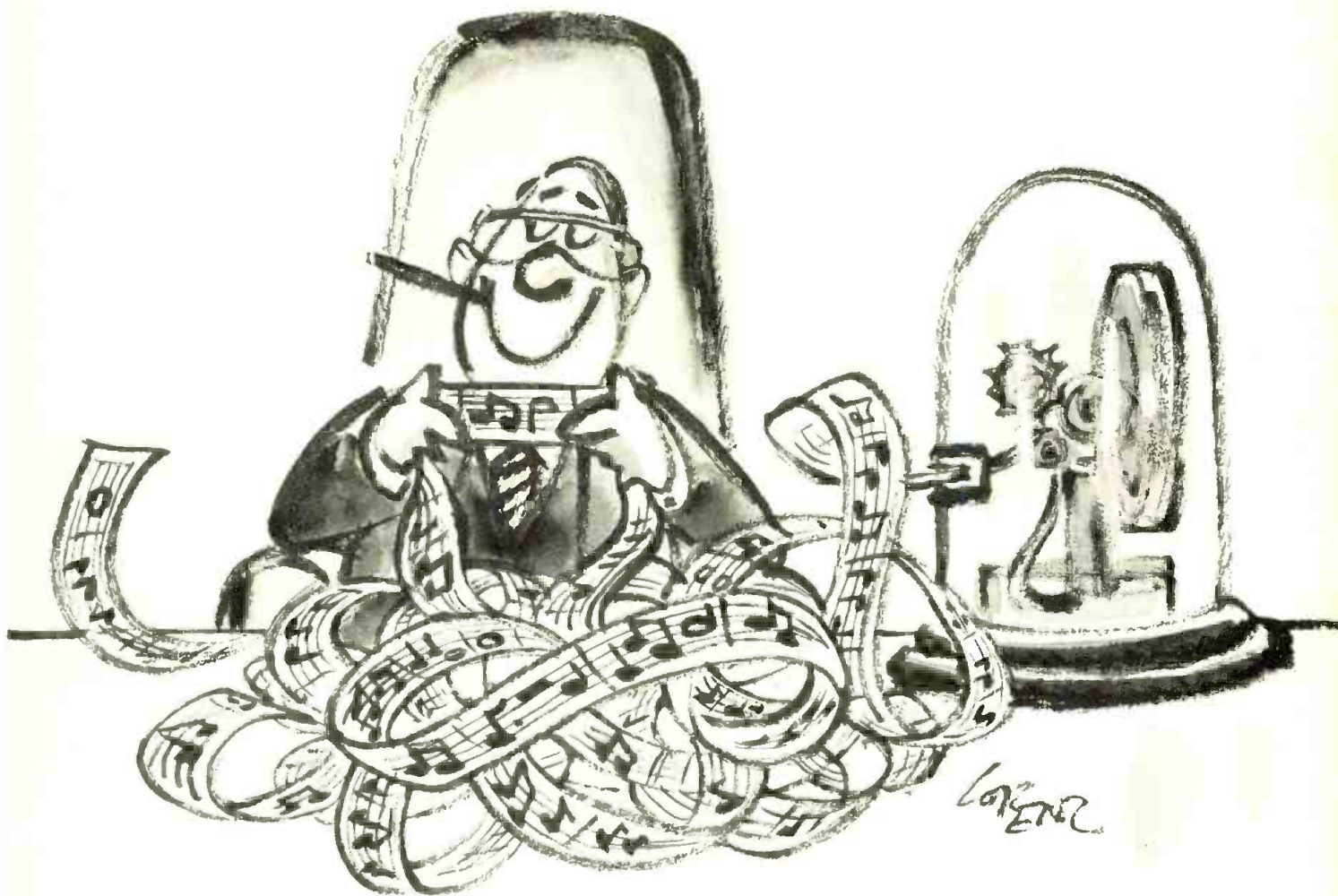
ESE 1757, 116
142 Sierra St., El Segundo, Calif. 90245

Digital clocks, timers, time code generators and readers, master clock systems, programmable timers. **Staff:** Bob Mayers, Jerry Johnson, Bill Kaiser, Brian Way, Terry Williams, Diane Johnson, Jan Mayers, Lois Stroud, Corey Campbell.

Eventide 323
One Alsan Way, Little Ferry, N.J. 07643

H969 ProPitch harmonizer*, Generation II effects software for SP2016 effects processor/reverb*, H949 harmonizer pitch change, special effects and audio unit, broadcast delay device, time compression systems. **Staff:** Suzanne Langle, Joseph Shapiro, James Goodman.

Excalibur Industries 1108
12427 Foothill Blvd., Lake View Terrace, Calif. 91342



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Farrtronics 1505
151 Bentley St., Markham, Ont. L3R 3X9

Intercom systems, pre-wired audio patchfields, audio distribution amplifiers, audio consoles.

Feldmar Watch 1777
9000 W. Pico Blvd., Los Angeles 90035

Analog and digital stopwatches and clocks, timers and watches. **Staff:** Sol Meller, James Andrus, Ellie Schlomowitz, Barney Feldmar, Harriet Feldmar, Nancy Meller, Richard Keane.

Fenwal Inc. 196
400 Main St., Ashland, Mass. 01721

Halon 1301 fire suppression system*. **Staff:** J.C. Lowrey, H.W. Liu, M. Charney, G. Pobanz, F. Foss, C.A. Sabah, R. Yellin.

Ficon 202A
Box 40726, Nashville 37203

Fidelipac 411
Box 808, Moorestown, N.J. 08057

Dynamax CTR100 series NAB cartridge tape recorders and players, NAB tape cartridges, test and calibration tapes and gauges, cartridge tracks, studio warning lights, bulk audio and video tape erasers and Dynamax 1/4 inch back-lubricated recording tape. **Staff:** Roger Thanhauser, Dan McCloskey, Rosemary Jukes, Michael Sirkis, Joe Meyers, Ray Teabo.

Film House Inc. 231
700 18th Ave., South, Nashville 37203

Television commercials for various formatted radio stations. **Staff:** Curt Hahn, Mike Watson, Peter Natalie, Eric Hahn.

Film/Video Equipment Service 1153
1875 S. Pearl St., Denver 80210

Battery packs and belts wide angle attachments for ENG lenses.

First Citycom Corp. 2325
301 E. 2d, Box 607, Kimball, Neb. 69145

Flash Technology 1619
55 Lake St., Nashua, N.H. 03060

High intensity lighting for marking tall structures. **Staff:** Lew Wetzel, Fred Gronberg, Stan Kingham, Denis Buckland, Rick Sullivan.

John Fluke Mfg. 2234
6920 Seaway Blvd., Everett, Wash. 98206

Focal Press 2083
80 Montvale Ave., Stoneham, Mass. 02180

For-A Corp. 1306
49 Lexington St., West Newton, Mass. 02165
CVM-500 component video switcher*, FA-45-full frame component TBC*, TBC with image processing, FA-800 autocor frame synchronizer with auto level control*, ENC-110 NTSC encoder*, NTSC decoder. **Staff:** D.E. Acker, R. Morioka, T. Jacoby, M. Komiya, R. Blake, T. Yamashita, T. Kawasumi, C. Fries.

Fort Worth Tower 1010
1901 E. Loop 820S, Box 8597, Fort Worth 76124

Towers and equipment buildings. **Staff:** Tommy Moore, Betty Moore, Fred Moore, Cheryl Moore, Carl Moore, Valinda Moore.

Fortel 1409B
2985 Gateway Dr., Suite 600, Norcross, Ga. 30071

Time base correctors, synchronizers, image correction systems.

Foster-Reichart 279
3131 N. MacArthur, Oklahoma City 73123

Fostex 1765
15431 Blackburn Ave., Norwalk, Calif. 90650

B-16DM direct drive three-head multi-track*, TT-15 tone generator*, MN-50 line mixer with built-in compressor*, 5030 + 4 from 10 line amp*, AL-16 nine-position autolocator, coaxial*, three-way* and dual six* monitors, recorders, line mixers, monitors, patch bay, graphic equalizer, noise reduction system, digital delay, gated limiter/compressor, two-channel reverb, stereo microphones and headphones. **Staff:** Mark Cohen, Fred Huang, Y. Abe, Ted Telesky, Nick Nuetra, Maggie Hughes, Allen Wald, Lee Marshall, Kim Roberts, Lisa Johnson, Sandy Golightly, Tom Lubin, Shoji Sato, Gary Watson, Shinji Sugiura.

Frezzolini Electronics 1107
7 Valley St., Hawthorne, N.J. 07506

Dual mini-fill lightheads*, single- and dual-channel AC line eliminators*, compact series of Ni-cad battery fast chargers*, dual channel battery conditioner/charger*, battery/lighthead mounting brackets for Sony Beta Cam*, VB series 12 volt Ni-cad battery pack*, ENG/EFP power packs, multiple-battery charger stations, chargers, on-board AC power supplies, portable lighting systems. **Staff:** James Crawford, Jack Frezzolini, Jack Zink.

Fuji Photo Film 1413
350 Fifth Ave., New York 10118

Videotapes, VHS and Beta videocassettes. **Staff:** S. Bauer, B. Friedrich, T. Daly, B. Kuczik, J. Lester, D. Corrigan, D. Jackson, K. Kajikawa, J. Hegadorn, T. Shay, G. Kern.

Fujinon 1411
672 White Plains Rd., Scarsdale, N.Y. 10583

Wide angle studio lense* for 1 1/4-inch camera, compact 44x zoom for 3/8-inch camera*, 16x 9.5 ENG lense with f1.8 max. aperture*, hand controls*, lenses and controllers for teleconferencing. **Staff:** Jack Dawson, Dave Waddell, Jess Kodaira, Y. Ito, John Newton, John Geiger, N. Suzuki, Rob Russin, Bill Kelemen, Scott Dunlap, N. Watanabe.

G & H Broadcasting 2072
416 E. 85th St., New York 10028

G-M Power Products 1618
943 N. Orange Dr., Los Angeles, Calif. 90038

Staff: Gideon Ben-Akiva, Gerald Meisel, Avi Yaron, Ronny Yom Tov.

Garner Industries 1233
4200 N. 48th St., Lincoln, Neb. 68504

Audio, video and computer tape erasers. **Staff:** Phil Mullin, Bruce Alderman, Terry Morrison, Juan Alonso.

GEC McMichael 1514, 1509B
8260 East Raintree, Scottsdale, Ariz. 85260

Portable satellite news gathering unit, Ku band earth stations, ACE standards converter, Marconi telecine machines, PAL and NTSC VTR's and monitors, comb filter decoders, clock and generator. **Staff:** Granville Cooper, Steve McGuinness, Dave Garrood, Eric Schechter, Tony Nowak, Roger Robinson, Mike Tribe, Mick Uprichard, Alistar Hamilton, Roger Crawshaw, Tim Duffy, Richard Cochman, Phil Taylor, B. Goulden, S. Watson.

General Electric 1007
Nela Park-4033, Cleveland 44112

Lighting equipment.

Generic Computer Systems 308
357 N. Main St., Butler, Pa. 16001

Software for traffic and billing on the Apple and IBM personal computers. **Staff:** Joel Rosenblum, Dai Rosenblum.

Gentner Engineering 636
540 W. 3560 South, Salt Lake City 84115

Telephone interface systems and coupler*, prewired patch panels, audio routing systems, mono program switchers*, radio station intercom system*. **Staff:** Russell Gentner, Bill Gillman, Elaine Jones, Lewis Heaps, Rick Pawlowski, Wayne Johnson, Karen Bump, Chris Gentner, Patti Heaps.

Gerstenslager Co. 1347
1425 E. Bowman St., Box 390, Wooster, Ohio 44691

Mobile TV vans and trailers.

Giese Electronic 327
Klaus-Groth-Strasse 84-86, Hamburg 26, West Germany 0

Time code synchronizers, automatic dialog replacement. **Staff:** Wolfgang Giese, Bernd Petri, Greg Lamping.

Global Systems Corp. 1123A
15 Hale St., Haverhill, Mass. 01830

GML Inc. 2311
2323 Corinth Ave., Los Angeles 90064

Gold Nugget 628
Box 13 EE, San Antonio, Tex. 78201

Manufacture and sell wholesale custom company trademarks and logos in 14 and 18 kt gold. **Staff:** Bobby Watson, Martina Watson, Tina Watson, Rita Northcraft.

Alan Gordon Enterprises 1134
1430 Cahuenga Blvd., Hollywood, Calif. 90028

Power supplies and batteries, video dollies and accessories, fluid heads, jib arm, windscreens and sound accessories, video test charts.

Gorman-Redlich 506
6 Curtis St., Athens, Ohio 45701

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radio station employees and the working press only, except employees of CBS
and their families. Prize cannot be exchanged for cash.

EBS encoders-decoders, NOAA weather receivers, digital AM antenna monitors. **Staff:** James Gorman, Judy Gorman, John Gorman, Elizabeth Gorman, Catherine Gorman, Tom Gorman.

Gotham Audio 509A
741 Washington St., New York 10014

EMT 448 digital audio spot recorder, Neumann microphones and accessories, edit turntables and broadcast products, NTP audio peak level meters and analysis system, loud speakers, audio cable. **Staff:** Russell Hamm.

Graham-Patten Systems 1227A
Box 1960, Grass Valley, Calif. 95945

Downstream keyer for post production, post production audio mixer, distributions amplifiers.

Grass Valley Group 1207, 1409C
Box 1114, Grass Valley, Calif. 95945

Model 100, 1680 and 300/DVE video production switchers, horizon and Ten-X routing switcher, 4S/M200 master control automation, Wavelink fiber optics transmission, 3250 series sync generators, 3200 series video processing equipment, signal distribution equipment. **Staff:** Doug Buterbaugh, Robert Cobler, Larry Ehnstrom, Roger Hale, Randy Hood, Jay Kuca, Rick Le Forge, Pete Mountainos, Tom O'Conner, Tom Parrish, Bill Powers, Don Schlichting, Louis Swift, Bob Webb, Dan Wright.

Gray Communications 1618A
404 Sands Dr., Albany, Ga. 31705

Supplier of video equipment to broadcast, cable and professional users, mobile production vehicles.

Gray Engineering Labs 1755
504 W. Chapman Ave., Orange, Calif. 92668

Design and manufacturer of SMPTE longitudinal and vertical interval time-code products, video assisted film editing products and safe title generator equipment. **Staff:** John Gray, Scott Gray, Lewis Reitz Jr., Gary Thompson, John Canton.

Great American Market 1147
826 N. Cole Ave., Hollywood, Calif. 90038

ShowPlot computer-aided drafting and scheduling for lighting designer, special effects machine, random flash curtain strobe, three-fire flicker generator, LZR lighting control console, light curtain, computerized rolling color charger, four-channel 16 program electronic chase, low voltage battery-powered sequencer, Camralite, Stik-Up and Blackwrap. **Staff:** Joseph Tawil, Andrea Tawil, Debra Tawil, Jon Harshaw, Mofid Bissada, Len Shulman, Nuella Armbruster.

David Green Consultants 417
7483 Candlewood Rd., Harmons, Md. 21077

Equipment sales and rental, consulting services.

Grosh Scenic Studios 1163A
4114 Sunset Blvd., Hollywood, Calif. 91206

Design, manufactures and installs tru-roll cyc. tracks, counterweight systems, tru-

climber and tru-controls. **Staff:** Vince Silveri, Richard Nicholson, Zachary Schwartz, Ralph Cichetti, Renee Hoss.

Grumman Aerospace 1631B
Mail Station C1405, Bethpage, N.Y. 11714

Sync generator and video processing amplifier machine control system.

James Grunder & Associates 1762-4
5460 Buena Vista, Shawnee Mission, Kan. 66205

GTE Spacenet Corp. 1339
1700 Old Meadow Rd., McLean, Va. 22102

Multisatellite system providing transponder time, C and ku-band. **Staff:** Michael Jeye, Gene Tamplin, Ivan Riley, Jim Grady, Susan Kalla, Vince Wallisko, Susan Conway, Marianne Voight, Dave Schweppe, A. Murray.

GTE Sylvania 1401B
100 Endicott St., Danvers, Mass. 01923

Metal halide, tungsten halogen and fluorescent lamps. **Staff:** Paul Berry, Roger Brown, Steve Collins, Ray Fleming, Dr. Tim Fohl, Steve McClenaghan, Ward Powers, Don Richardson, Dave Scioli, Bob Shay, Mike Skerry, Arnie Westlund.

Hallikainen & Friends 208
141 Suburban Rd., San Luis Obispo, Calif. 93401

DRC190 automated multisite transmitter remote control system, audio mixing system, digital metering update kits. **Staff:** Harold Hallikainen, Frank Calabrese, Gerry Franke, Rick Smith, Eric Dausman, Len Filomeo, Donna Franke, Norma Smith, Cathy Dausman, Betsy Ehrler, Rita Kinnear, Mike Nowlen, Chris Ehrler, Ron Kinnear.

Harris Corp. 401, 709
Box 4290, Quincy, Ill. 62305

Phase fixer audio time base corrector*, Gold medalist 12-channel audio console*, Ulti-mate 91 tri-band AGC*, SXA 1kw, 2.5kw and 5kw medium wave transmitters*, STX-1B AM stereo exciter*, STM-1B AM stereo modulation monitor*, FM-3.5k and 3.5kw FM transmitters*, SignalStar FM antenna*, TV-30H 30kw high band VHF transmitter*, TVE-60S 60 kw UHF transmitter*, Challenger microwave receiver*, compact still-store system, digital video effects system, video frame synchronizers and time base correctors, studio and ENG/EFP broadcast cameras, audio consoles, audio preamp, radio program automation system, satellite control systems, teletext data bridges for both NABTS and World System Standards, AM, FM and TV transmitters and antennas including MW-50C 50 kw AM transmitter and Wavestar UHF slotted waveguide transmitting antenna, TV stereo demonstration, microwave transmitters and receivers. **Staff:** G. Whicker, J. Smith, K. Schwenk, J. Delissio, K. Regnier, G. Thursby, J. Parke, J. DeAngelo, G. Evans, W. Kabrick, T. Ranson, R. Frillman, E. Gagnon, R. Weirather, C. Fields, T. Corbell.

Harrison Systems 1324, 214
Box 22964, Nashville 37202

TV-4 television stereo/mono audio production system, HM-4 front-of-house live sound mixing, MR-4 multitrack original music recording, audio routing switcher, VSI video switcher/editor interface, other mixing consoles and production equipment, RM-8 rack mount mixer series, SM-4 live sound stage monitor mixing. **Staff:** David Harrison, Brad Harrison, Claude Hill, Eric Johnson, David Purple, Ellen Elliott, Jennifer Rugg, Tom Leis, William Owen.

HEDCO 1225
Box 1985, Grass Valley, Calif. 95945

Audio and video switchers, self-powered DAs, distribution amplifiers, routing switchers, monitoring and IRS routing switchers. **Staff:** Peter Hughes, Ross Shelton, Steve Miller, Bob Grant, Sherri Douglas, Maggie Flecksteiner.

Heie Engineering 508
2480 S. 52d St., Acala, Fla. 32671

Karl Heitz 1737
34-11 62d St., Woodside, N.Y. 11377

Compact five-section microphone fishpole, mono-tripods with incorporated four-section monopod in one tripod leg, portable mini-collimator for field testing. **Staff:** Karl Heitz, Sylvia Dellamula, Laval Fuller, Debbie Thomason.

Hipotronics 1779
Rt. 22, Brewster, N.Y. 10509

Automatic voltage regulators.

Hitachi Denshi America 1402
175 Crossways Park West, Woodbury, N.Y. 11797

SK 97/970, Z-31, HR-230, high definition TV, digital HDTV VTR. **Staff:** Bernard Munzelle, R. Muto, S. Hotta, J. Breitenbucher, Fred Scott, Dr. Onishi, Tony Delp, Karen Kellerher.

HM Electronics 1130
9675 Business Park Ave., San Diego 92131

Wireless microphones system, cabled intercom system (power supplies, belt pacs, wallmount stations, wireless belt pace interface), intercom system (base station and wireless belt pace). **Staff:** H. Y. Miyahira, Don Kutz, John Kenyon, Irene Machaj, Dan Taylor, Kodo Kawamura, Jack Anthony, Bernard Darmstedter, Bob Partridge, Dean Nordquist, Eunice Davis, Phil Walter, Ron Ridderhoff, Bob Edsall, Don Otomo.

Holaday Industries 206A
14825 Marin Dr., Eden Prairie, Minn. 55344

Isotropic broadband field strength meters for magnetic and electric RF fields. **Staff:** Reed Holaday, Burton Gran.

Horizon Tower 2231
Box 1516, Kolgore, Tex. 75662

Hotronic 1331B
1210 S. Bascom Ave., Suite 128, San Jose, Calif. 95128

TBC/frame synchronizer.

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Howe Audio/BCP 321

2300 Central Ave., Suite E, Boulder, Colo. 80301

Series 9000 console* for radio and TV, phase chaser, console accessories. **Staff:** David Howe, Jeffrey Michael, Lee Edwards, Terry Sweeney, Joe Davis.

Hubbard Communications 2029, 2088

10383 Oak St., NE, St. Petersburg, Fla. 33702

Mobile news bureau*, SNG vehicle, HCF-1 telecine camera, HCC-55 cart machine.

Staff: Alan Jester, Bud Henley, George Orgera.

Hungerford & Co. 310

678 Front St., NW, Grand Rapids, Mich. 49504

Composite monthly radio and television revenue reports. **Staff:** Clifford Aldrin, Richard Hungerford.

ICM Video 1766

Box 26330, Oklahoma City 73126

Video processors, video enhancers, video/audio distribution amplifiers, satellite receivers and accessories. **Staff:** Mike Janko, David Broberg, Mike Schueder, Ace Ranslem, Dan Batista.

IGM Communications 403

4041 Home Rd., Bellingham, Wash. 98226

Instacart, Go-cart, Marc broadcast automation control systems, IGM-SC computer controlled live assist full automation system*. **Staff:** Jim Wells, Nick Solberg, Fred Harkness, Carl Peterson, Rick Sawyer.

Ikegami Electronics 1011, 1013

37 Brook Ave., Maywood, N.J. 07607

Broadcast video cameras, monitors, telecine systems and ENG microwave systems. **Staff:** Nick Nishi, Herman Schkolnick, Sam La Conte, Yukimitsu Sato, Harvey Caplan, John Webb, John Lynch, Craig Sloss, Tom Calibro, Frank Heyer, Wayne Weichel, Bud Mills, John Chow, Jim Starks, Jerry Kraus, Glenn Smith, Bruce Wallace, Bill Warnke, Barry Rubin, Kevin Goetz, Michael Aiello, Tom Laury, Jeff Cohen, S. Yana, M. Narumi, T. Kazuma, Gordon Tubbs, Ron Abbey, E. Tanoue, Robert Schindler, T. Arai.

Image Video 1341

705 Progress Ave., Unit 46, Scarborough, Ont. M1H 2X1

Routing switchers, master control switchers, passive routing switcher, under monitor display, voltage monitor, border generator downstream keyer. **Staff:** Andy Vanags, Brian Mitchell, Alek Makarewicz, Gary Youngs, Bob Crowder, J. Balmer, M. Dziawa, W. McMullen.

Industrial Acoustics 322

1160 Commerce Ave., Bronx, N.Y. 10462

Acoustic structures including wall, roof and ceiling modular all-steel components, acoustic doors and windows, silenced ventilation systems. **Staff:** Zachary Jaquett, Robert Buelow, John Duda, Gus Sauter.

Industrial Sciences 1232

2101 NE 31st Ave., Gainesville, Fla. 32608

Audio and video distribution amplifiers, terminal/processing equipment, desk top controller.

Information Transmissions Systems 1734A

16 E. Water St., Canonsburg, Pa. 15317

UHF and VHF exciters, stereo compatible UHF transmitters, MMDS transmitters.

Innovative Television Equipment 1215

6445 DeSoto Ave., Woodland Hills, Calif. 91367

System 30 and 40 fluid head and tripod, pneumatic pedestal, fluid drag cam head. **Staff:** Bert Rosenberg, Mike Rosenberg, Rick Low, Stant Hollingsworth, Bob Gallagher, Mark Rosenberg.

Inovion Corp. 2363

195 E. Gentile, Suite 7C, Layton, Utah 84041

Inovonics 304

1305 Fair Ave., Santa Cruz, Calif. 95060

Audio recording, signal processing, and instrumentation equipment for broadcast and recording, audio processing for stereo AM and TV, acoustic analysis and audio level measuring gear. **Staff:** Jim Wood, Ann Pelz, Steve Chrisco.

Integrated Media Systems 2160

1552 Laurel St., San Carlos, Calif. 94070

Intergrated Technologies 1740

1834 Pembroke Rd., Suite 17, Greensboro, N.C. 27408

Interactive Systems 1167, 71

Box 1114, Grass Valley, Calif. 95945

System 51 editing system*, RS-422 direct control interfaces*. **Staff:** David Borgen, Rome Chelsi, Vic Borgogno, Bob Webb, Dennis Shelton, Randy Hood, Kirt Andrews, Mike Bober, Larry Mast, Chuck Clark.

Interand 1016

3200 W. Peterson Ave., Chicago 60659

Discon 725 compact videographic teleconferencing system*, ImageFile II video image storage system*, Telestrator 100, Discon 1000. **Staff:** Linda Phillips, Carol Buysse, Geoffrey Dunbar, M. Edwin Marlin, Tom Niehaus, Scott Baker.

Interface Electronics 1405A

One Studio Center, 8535 Fairhaven, San Antonio, Tex. 78229

Audio production mixer module for radio and television, remote recording mixer for film, portable VTR and ENG.

Information Transmission Systems 375

Valley Brook Rd., McMurray, Pa. 15317

Combination exciter and 1kw transmitter for standby service, VHF aural exciter for broadcast multichannel sound service, 1kw UHF transmitter. **Staff:** Jeffrey Lynn, Ronald Zborowski, Robert Unetich, Kenneth Foutz.

Intergroup Video Systems 1234

Box 1495, Gainesville, Fla. 32602

903 and 904 video production switchers,

899 and 831 master control switcher, 1100 series routing with new micro-processor controller, terminal equipment and production switcher enhancements.

Staff: Craig Birkmaier, Roy English, Dave Shuman, Doug Akers, Gregg Smith, Cody Claxton, Gary Peek, Bill Coomes, Bill Lange, Charles Kunz.

International Tapetronics/3M 311

2425 S. Main St., Bloomington, Ill. 61702

Audio tape cartridge equipment, 99B, Delta and Omega* cart machines, Scotchcart broadcast cartridge, ESL-IV splice locator, FB-1 telephone interface.

Staff: Charlie Bates, Bob Bomar, Mike Bove, Jack Hanks, Cecil Henocq, Mark Hill, Chuck Kelly, Bill Kidd, Dick Lund, Dave Montgomery, Bill Parfitt, Gregg Paul, John Schaab, Janet Schroeder.

Itelco USA 1338

1620 W. 32d Pl., Hialeah, Fla. 33012

J-Lab 2070

Box 6530, Malibu, Calif. 90264

JBL/UREI 615

8500 Balboa Blvd., Northridge, Calif. 91329

UREI broadcast consoles, call count, signal processing equipment, JBL power amplifiers, broadcast control monitors. **Staff:** Ronald Means, Ken Lopez, Steve Armstrong, Mark Gander, Drew Daniels, Bill Hamilton.

Jefferson Pilot Data Systems 1629

501 Archdale Dr., Charlotte, N.C. 28210

Complete sales, traffic and sales management systems, radio music rotation and radio sales and demographics, electronic news processing equipment, program management system. **Staff:** Mike Jones, Lou Pfeiffer, John McDonald, John Pearce, Richard Harper, Bill Bryant, Holly Holmes.

Jensen Tools 1747B

7815 S. 46th St., Phoenix 85040

Electronic service/maintenance tool kits*. **Staff:** Tom Fenzel, Bill Hewitt, Andy Smiley.

Johnson Electronics 229

4300 Merric Dr., Box 4728, Winter Park, Fla. 32793

SCA equipment and related accessories.

Jones Communications Group 2267

4340 N. Central Expwy., Dallas 75206

Radio and TV jingles.

JVC Corp. of America 1234

41 Slater Dr., Elmwood Park, N.J. 07407

KY and ProCam video cameras, tape-Handler three-quarter inch and VHS videocassette recorders, VE series edit controllers, special effects generators, monitors/receivers and accessories.

Staff: Daniel Roberts, Michael Messeria, Gary Horstkorta, David Walton, John Brown, Steve Martin, Douglas DiGiacomo, Charles Roberts, Logan Enright.

K&H Products 1746

Box 246, N. Bennington, Vt. 05257

(See Porta-Brace).

Ron Nessen thinks the best way to get affiliates is to offer aggressive reporting, flexible schedules, targeted news products and a satellite connection.

It looks like he may be on to something.

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News is news, you say? Ask your listeners. Ask them where they tuned to hear reports from the *first* radio correspondent to reach Grenada after the U.S. invasion.

Mutual.

Or where they heard reports on the condition of President Reagan from the *only* reporter at the operating room after the assassination attempt.

Mutual.

The Mutual Radio Network regularly

beats the TV networks and wire services on big stories. Like the plans to send Marines to Lebanon; the evacuation of dependents from Beirut; the resignation of James Watt.

Sure you can take your radio news from the TV networks, but what are you and your listeners really getting? Often just warmed-over television news.

OR FLEXIBILITY.

Your station can have our news any way your listeners want it: up to five minutes on the hour or up to five minutes on the half hour. And, unlike the TV networks, it's not all wrapped in a rigid package that allows you no scheduling options.

We also offer "Lifestyle" news and features — targeted to younger listeners — for up to 3½ minutes at the :55 mark, plus the news magazine "America

in the Morning," business reports, and closed circuit updates and special reports that you can broadcast directly or incorporate into your own presentation. You choose the combination that best fits your format.

HOW ABOUT A FREE SATELLITE DISH?

We'll help you deliver the news with a free satellite dish. It'll provide you with our regularly scheduled programming and, simultaneously, continuous live coverage of fast-breaking news events and special short-form updates.

Nobody else offers anything else like it.

When you want radio news, come to the radio network. To learn more call Mutual Station Relations at (703) 685-2050.



Mutual's on a Roll.

Kahn Communications 625

425 Merrick Ave., Westbury, N.Y. 11590

AM stereo exciter, high and low frequency extenders for remote broadcasts. **Staff:** Leonard Kahn.**Kaman Sciences 1607**

1500 Garden of the Gods Rd., Colorado Springs 80933

Television and radio traffic and billing systems designed and implemented on the IBM in-house system 38 minicomputer.

Kangaroo Video Productions 1151

10845 Wheatlands Ave., Suite C, Santee, Calif. 92071

KVP-1's*, KVP-20*, raincoat*, super-tough*, video pack, semi-tough, Nagra pack, gripper strap. **Staff:** Steve Leiser, Steve Sickman, Jenny Cuff, Joni Maussang, Julie Elkins, Martha Zeiher, Gary Webb, Pam Satterfield, Lynne Domash.**Kavouras 1635**

6301 34th Ave., South, Minneapolis 55450

Triton satellite communication system*, weather data access terminal*, NWS Difax and alphanumeric data from domestic and international services, high-resolution weather graphics and animation systems, doppler weather radar, color weather radar meteorological data service.

Kay Industries 122

604 N. Hill St., South Bend, Ind. 46617

Rotary phase converters. **Staff:** Aaron Katz.**Kem Elektronik 2046**

30 Berry St., San Francisco 94107

Keylite Productions 1220

333 S. Front St., Burbank, Calif. 91502

1000w and 2000w folding softlight—"Handlight." **Staff:** Gary Wolf, Brian Hartley, Edward Carlin, Carole Carlin, Sharon Fitzgerald, Ray Wolfe, Charlie Hurth, Robert Young, Bud McKinney, Norm Bleicher.**Kintek 2278**

224 Calvary St., Waltham, Mass. 02154

Kinematics/Tru Time 1134C

3243 Santa Rosa Ave., Santa Rosa, Calif. 95407

Staff: Rick Dielman, John Van Groos.**Kings Electronics 1623**

40 Marbledale Rd., Tuckahoe, N.Y. 10707

Video patch panels, patch cords, coaxial, triaxial and camera connectors.

Kintronic 2201

801 English St., Bristol, Tenn. 37620

George Kleinknecht Inc. 1769

940 8th Ave., New York 10019

Broadcast consulting, engineering, design and installations. **Staff:** William Ochs, Alex MacDonald, G. Edward Hamilton, Michael Kelly, Dave Huff, Leo Jorgenson.**Kliegl Bros. 1604**

32-32 48th Ave., Long Island City, N.Y. 11101

Fresnels*, memory lighting control systems, digital and portable dimmer banks, ellipsoidal pattern projectors, scoop floodlights. **Staff:** Dr. Joel Rubin, Michael Connell, Josephine Marquez, Ira Minkoff, Peter Baselici, Tom Hays, Michael Dalzell, Laura Askew, Alan Kibbe, Harold Emmert, Horst Emmert.**Knox Video Products 1511**

8547 Grovemont Cr., Gaithersburg, Md. 20877

K7000 video corrector, K100 and K50 chromafont character generators, color generator, K701 color corrector. **Staff:** Philip Edwards, Roland Blood, Suzanne Edwards.**Kobold of America 1725**

1905 Amerstone Ct., Silver Spring, Md. 20904

Laird Telemedia 1721

2424 S. 2570 West, Salt Lake City 84119

1500 character generator*, 7200 and 3302 character generators, 3300 time/date generator, 1040 Q-board, 1060 video printer, 5300 and 5400 multiplexer, 5050 automatic light wheel, 5320 dual drum dissolve slide projector. **Staff:** William Laird, Ronald Jones, Gary Erickson, Tom Lang, Ken Wooton, Dave Golding, Dave Tubbs, Diana Laird.**Lake Systems 1165**

55 Chapel St., Newton, Mass. 02160

La-Kart TV station automation system.

Landy Associates 1747A

1890 E. Marlton Pk., Cherry Hill, N.J. 08003

Ikegami HL-79EAL and HL-95* cameras, color monitors, audio consoles, lights and batteries, countdown/safe area generator and switchers, Interphase M-40 machine control system*. **Staff:** James Landy, David Newborg, Bradley Reed, Michael Keller, Michael Landy, Frederick Majewski.**Lang Video Systems 1780**

700 Warrington Ave., Redwood City, Calif. 94063

Digital video test generators and source identifiers.

Larcan Communications 1626A

6520 Northam Dr., Mississauga, Ont.

30kw high channel TV transmitter, 250w solid state lo/hi TV transmitter*, demonstration of multichannel sound with Modulation Sciences stereo equipment and Larcan TEC-1Vexciter, 25kw FM transmitter*. **Staff:** Peter Balodis, Rosalyn Beaudoin, Douglas Gallant, Lew Page, Ernie Paskaruk, Lou Spence, Clyde Turner.**Laumic 1771**

306 E. 39th St., New York 10016

Portable computer assisted videotape editing system, film-to-tape transfer system.

LB Telesystems 2214

3008 Marshall St., Falls Church, Va. 22042

LEA Dynatech 302

12516 Lakeland Rd., Santa Fe Springs, Ca-

lif. 90670

High-power series-hybrid three-phase surge eliminators* (1000, 1500, 2000 and 4000 amps). **Staff:** E. Alvin Rich, Peter Carpenter, Ed Bellamy, Robert Rozanski.**Leader Instruments 1349**

380 Oser Ave., Hauppauge, N.Y. 11788

LCG-420 NTSC sync/test pattern generator*, LAG-126S low distortion audio generator with balanced outputs*, LBO-552BH1 10 mhz stereoscope*, waveform monitors, other NTSC sync/test pattern generator, digital storage oscilloscope. **Staff:** W. Brydia, S. Hirota, B. Storch, R. Storm, R. Sileo, M. Reiner, G. McGinty, J. Fisher, A. Ambrosio.**LeBlanc & Dick Communications 1149**

14440 Cherry Lane Ct., Suite 201, Laurel, Md. 20707

Broadband FM and TV antennas and combiners, tower systems. **Staff:** J. Wilson, R. Tattershall, G. Patton, M. Anders, R. Baldwin, P. Dickie, A. Dick, K. DeBelser, D. Cuthbertson.**Leitch Video of America 1021**

835K Greenbrier Cr., Chesapeake, Va. 23320

Series audio distribution amplifier, digital frame processor, master clock driver, digital analog clocks, test signal generator, digital test signal generator, video processing amplifier. **Staff:** Jim Leitch, Robert Lehtonen, John Walter, Gary Becknell, Bernie Poulin, Garry Newhook, Don Jackson, Ray Smart, Stan Moote, Richard Kupnickl.**Lemo U.S.A. 1334**

Box 11006, Santa Rosa, Calif. 95406

Three and seven pin keyed connectors*, connector with microswitch, other electronic cylindrical connectors. **Staff:** Samuel Sokolik, David Battaglia, John Connolly, Carol Taylor, M. Marcello Pesci, Jose Pesci.**Lenco 1419**

300 N. Maryland St., Jackson, Mo. 63755

Video distribution, processing and test equipment, monitors, noise meters.

Lexicon 1139

60 Turner St., Waltham, Mass. 02154

1200S/MS stereo digital audio time compressor/expander system*, 1300m/s digital audio delay synchronizers*. **Staff:** Ronald Noonan, Lance Korthals, Joel Silverman, Larry Rich, Charles Bagnaschi, Jack Letscher.**Lighting Methods 182**

691 St. Paul St., Rochester, N.Y. 14605

RD digital dimmer system*, portable dimmer packs, computer control consoles with color graphics, manual control consoles. **Staff:** J. Nettleton, W. Florac, A. Pfeiffer, S. Nettleton.**Listec Television 1406**

39 Cain Dr., Plainview, N.Y. 11803

Vinten camera mounting equipment including microprocessor controlled pan and tilt heads and pedestals, on-camera

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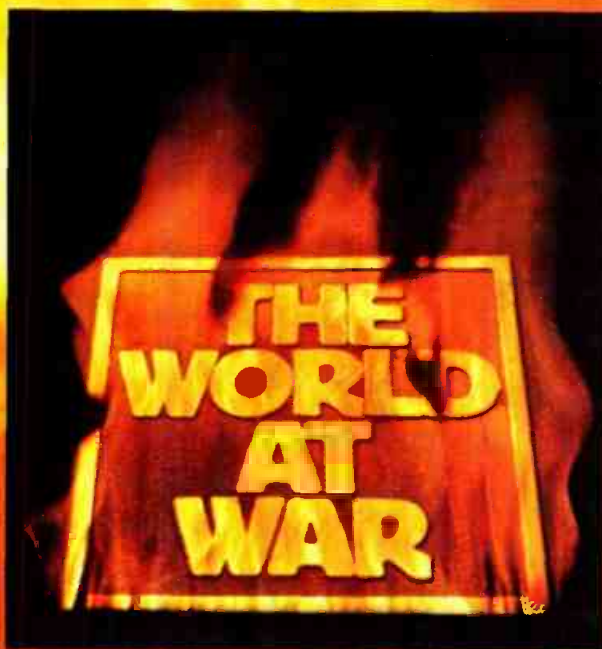
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monitor prompter*, portable field prompter*, do-it-yourself monitor prompter*, electronic prompter in new rack design*. **Staff:** Jack Littler, Joanne Camarda, Ray Blumenthal, Rudy Zadworny, Paulette DiBona, Jon Bart, Cliff Guice, Paul Gomes, Bill Vinten, Mike Martin, Peter Wayne, Adrian Matthews, Keith Takenaka, Mike Solomons.

Logica 1405E
955 N. Plum Grove Rd., Schaumburg, Ill. 60195

Teletext origination equipment.

Logitek 613
3320 Bering Dr., Houston 77057

Perfectionist 12-channel audio console*, BPA-200S balanced input phono-preamp, 10 input monitor/meter panel*, other audio consoles, custom audio series consoles, audiorack consoles, audio distribution amps, audio power amps, Pyramid speakers, audio level displays, presettable program timers, audio preselector. **Staff:** Scott Hochberg, Tag Borland.

Pam Lontos Inc. 120A
12160 Abrams Rd., Suite 417, Dallas 75243
Sales motivational seminars. **Staff:** Pam Lontos.

Lowel-Light Manufacturing 1309
475 10th Ave., New York 10018

Location and studio lighting equipment. **Staff:** Marvin Seligman, Amy Carter, Roy Low, Dave Tearle.

LPB 405
28 Bacton Hill Rd., Frazer, Pa. 19355

Signature and Citation series audio consoles, PSRA/PSSA transmitters.

Staff: Richard Crompton, Frederick Avila, Charles Sheridan, James Malone, Richard Burden, William Johnson, Alex King.

LTM 1518
1160 N. Las Palmas Ave., Hollywood, Calif. 90038

Motion picture and TV lighting equipment, production services. **Staff:** Gilles Galerne, Herb Breiting, Jean Galerne, Claude Crevet, Rob Halle, John Banner, Bill Frein, Chip Harley.

Lucasfilm 1772
Box 2009, San Rafael, Calif. 94912

L-W International 1602
50 E. Easy St., Simi, Calif. 93065

Athena telecine projectors, 4500 and 6000 plus Athena telecine systems. **Staff:** Dave Greve, Al Malang, Bob Lawrence.

Lyon Lamb Video Animation 1632A
4531 Empire Ave., Burbank, Calif. 91505

Animation system, videodisk mastering, computer graphics.

3M 1002
Magnetic Audio/Video products

3M Center Bldg., 225-3s-05, St Paul 55144

BetaCart cassette for new Sony BetaCart system, SHG Beta and VHS cassettes for

half-inch in-camera systems, premium grade three-quarter-inch U-matic. **Staff:** J. Leon, E. Lehmann, T. Kenny, F. Russomanno, E. Heisser, J. Farrell.

Stormscope 200
3M Center Bldg., 225-3s-05, St Paul 55144

M/A-Com MAC 1004
63 Third Ave., Burlington, Mass. 01803

G-line remodulating microwave systems, J-line heterodyne radio systems, ENG portables and MRC central receiver, sky-pod, super scan and mini scan antennas. **Staff:** Yong Lee, Bob Morrill, Ed Dahn, Duke Brown, Carl Guastafiero, Dan McCarthy, George Hardy, Bill Ramsey, Gary Schmidt, Don Sicard, Luis Barzana, Ed Misrahi, Maureen McCaffrey, Bob Morrisette, Erik Stromsted.

Magnasync/Moviola 1331A
5539 Riverton Ave., North Hollywood, Calif. 91601

Magnum Towers 119
Box 26628, Sacramento, Calif. 95826

AM, FM*, VHF and UHF towers. **Staff:** Larry Smith, Pete Smith, Ron Smith, Alexander Perchevitch, Wayne Davidson.

The Management 612
Box T, Aledo, Tex. 76008

Co-Operator computer system*, Super Log and Super Log TV computer system, Electric Log, Pro Log, Sky Log, Simple Log. **Staff:** Pete Charlton, Donald Stafford, Debra Patrick.

Manhattan Production Music 2111
300 W. 53d St., Suite 2A, New York 10019

Marcom 306
Box 66507, Scotts Valley, Calif. 95066

Model 710 television stereo generator*, model 720 FM stereo generator*, C.N. Rood BAX 1 bandwidth expander, Inovonics model 260 audio processor. **Staff:** Martin Jackson, Ted Tripp, Doug Howland, Andy Thompson, Jim Wood, Ann Pelz, Steve Chrisco, Steve Keating.

Marconi Electronics 1226
100 Stonehurst Ct., Northvale, N.J. 07647

Marconi Instruments 1615
3 Pearl Ct., Allendale, N.J. 07401

Model 2955 radio communications test set*, model 2923 television signal generator/insert*, signal generators, modulation meter, RF power meter and microwave counter. **Staff:** Ken Harrison, John Robinson, Jim Olliff, Gary Gentry.

Mark Electronics 1227
4324 SW 35th Terrace, Gainesville, Fla. 32608

Modular rack equipment and mobile VTR consoles, straight racks, audio monitoring system jackfields.

Marshall Electronics 1331
Box 2027, Culver City, Calif. 90230

Audio and video cables, triaxial, BNC RF coaxial, sub miniature coaxial, miniature circular and water-proof circular connectors. **Staff:** Leonard Marshall, Eileen Rothman.

Marti Electronics 501
Box 661, Cleburne, Tex. 76031

Automatic transmitter switchers, aural STL, base station, watt telemetry return links, aircraft power supply, automatic repeater, battery powered remote transmitter, aircraft RPU transmitter. **Staff:** George Marti, M.E. McClanahan, Rick Neace, Charles Wells, Steve Jones, Claudia Von Lange.

Matthews Studio Equipment 1209
2405 Empire Ave., Burbank, Calif. 91504

Cranes, dollies, track, stands, lighting control and diffusion, mounting and grip equipment, remote camera head and controls, 24 new products. **Staff:** Ed Phillips, Carlos DeMattos, Bob Nettmann, Loet Farkas, Fred Farish, Rick Hansen.

Maxell Corp. 1624
60 Oxford Dr., Moonachie, N.J. 07074

Blank audio and videotape, cassette and open reel. **Staff:** Jim Ringwood, Joe Birkovich, John Selvaggio, Joe Santangelo, Dan Maida, Phil Konecki, Herb Matsumoto, Mort Cogen, Linda Healy, Pat Byrne, Maureen Ebers.

MBI/AHB 148
5 Connair Rd., Orange, Conn. 06477

McCurdy Radio 207
108 Carnforth Rd., Toronto M4A 2L4

Audio consoles, switchers, DAs, intercoms.

McGraw-Edison
20620 S. Leapwood Ave., Carson, Calif. 90746

Commercial applications for AM SCA. **Staff:** Rex Trobridge, Charles Patton, Jerry Sillman.

McGraw-Edison Power Systems 124A
420 Rouser Rd., Carapopolis, Pa. 15108

McMartin Industries 701
4500 S. 76th St., Omaha 68127

TV stereo broadcast line*, FM translator* and Super S five-channel SCA system*, AM and FM transmitters, monitors, EBS, RPU consoles, generators, FM SCA products. **Staff:** Ray McMartin, Jay McMartin, Charlie Goodrich, Rudy Nabel, Richard Dennis.

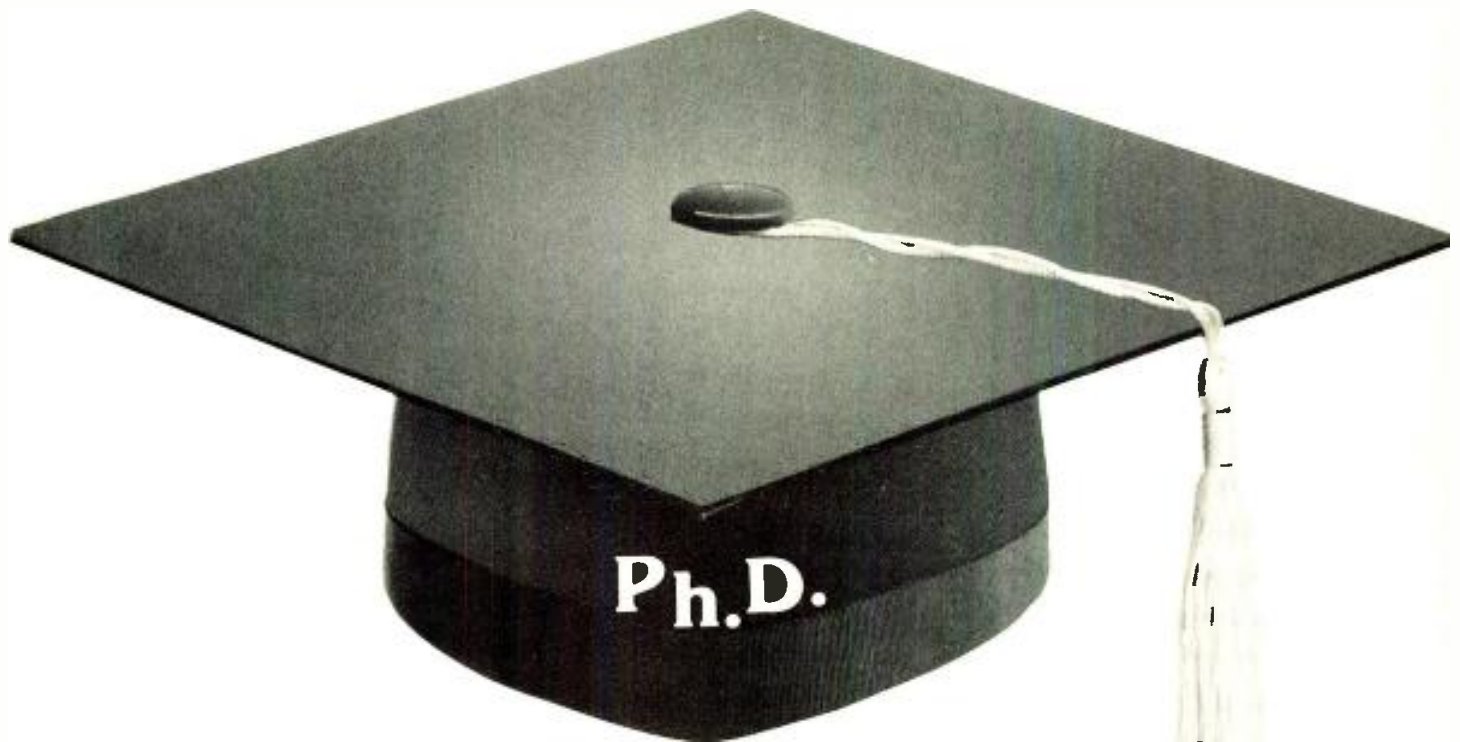
MCG Electronics 167
12 Burt Dr., Deer Park, N.Y. 11729

Heavy duty AC power line protectors, transient/surge suppressors, mini surge master, transient suppressors with filtering. **Staff:** Robert Ivey, Ed Jelley, Christine Coyle, Michael Coyle.

MCI/Quantel 1631
3290 W. Bayshore Rd., Palo Alto, Calif. 94303

DFS 1750 framestore synchronizer, DSC 4000 series standards converters, DLS 6000 series library systems, DPB 7000 Paintbox art/graphics/animation system, encore effects system with floating viewpoint control, Mirage digital effects systems, Cypher* character generator, ran-

**Your engineer already wears many hats.
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Harris VHF transmitters are the simplest to operate and maintain—and they give you the best performance. So you don't need to hire an engineering professor to camp out at your transmitter site. In fact, Harris transmitters are so easy to look after, your engineering staff will have more time to keep up with other duties around the station. *Without additional help.*

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For the best TV signals, linearity is critical. Solid-state amplifiers at high power levels are non-linear and distort picture and sound. These distortions can be cancelled only with

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Even in the unlikely event of a correction circuit failure, Harris transmitters allow performance nearly as good as fully corrected competitive models. We'll keep you on the air with a near-perfect picture—with less expensive engineering overtime for emergency maintenance.

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Let's face it. There are times when you need some engineering help. With Harris' 24-hour customer service department, expert advice is a phone call away...any time of the day or night. And in less than 24 hours, we can have that replacement part on your doorstep.

For unparalleled simplicity and uncompromising performance, insist on a Harris VHF-TV transmitter. Contact Harris Corporation, Broadcast Transmission Division, P.O. Box 4290, Quincy, Illinois 62305. 217/222-8200.



 **HARRIS**

For your information, our name is Harris.

dom access digital video recorder. **Staff:** George Grasso, Richard Taylor, Hugh Boyd, Howard Shephard, Dave Dever, Dave Diels, Dave Brack, Bob Knowles, Larry Beihl, Paul Fletcher, Tom McGowan.

Media Computing 2204
4401 E. Kings Ave., Phoenix 85032

Media General Broadcast Services 410
2714 Union Extd., Memphis, Tenn. 38112

Production libraries, production and sales libraries, contest/promotion packages, syndicated music formats, station IDs, musical commercials, syndicated campaigns, custom video. **Staff:** L. Donald Robinson, Zack Hernandez, Dick Denham, Carl Reynolds, Bill Koenigsberg, Kurt Alexander, Bob Blow, Bob Dumais, Jack Inman, John Hagerman, Ken Theiss, Suzanne Cheshire.

Merlin Engineering 1023
1880 Embarcadero Rd., Palo Alto, Calif. 94303

VTR's and accessories, engineering services for VTR's.

Micro Communications 1014A
Box 4365, Manchester, N.H. 03108

MTS multichannel stereo sound duplexers*, ITFS antennas*, MDS/ITFS multichannel combiners and duplexers, RF components, circular/rectangular waveguide transmission line, FM antennas. **Staff:** Tom Vaughan, Howard Bouldry, Jerome Pozgay, Cindi Daniel, Dean Dixon, Dennis Heymans, Jonathan Winsor.

Micro Controls 104
Box 728, Burleson, Tex. 76028

STL and TSL microwave equipment, remote control equipment, subcarrier paging equipment*. **Staff:** Jeff Freeman Jr., J.E. Freeman III, Tom Butler, Jim Adams.

Microdyne 1612
Box 7213, Ocala, Fla. 32672

1100 HDR LNC type satellite video receiver for C or Ku band reception, 1100 DS(RT) single channel per carrier FM analog modem, five- and seven-meter receive/transmit antennas, transportable Ku-band satellite newsgathering vehicles. **Staff:** Louis Wolcott, David Alvarez, Earl Currier, Steve Benoit, Tom Kidd, Tom MacAllister.

Microlink Communications 2048
160 Speen St., Suite 300, Framingham, Mass. 01701

Micron Audio Products 1122C
210 Westlake Dr., Valhalla, N.Y. 10595

CNS-500 wireless microphone systems* with noise suppression, portable systems. **Staff:** Paul Tepper, John Wykes, Linda Tepper, Harry Glass, John StTeard, David Comstock.

Microprobe Electronics (MEI) 331
910 Sherwood Dr., Suite 19, Lake Bluff, Ill. 60044

Radio program automation equipment, Satmaster, digital mastering controller* and tone generator. **Staff:** Dave Collins, Dave Alvin.

Microsonics 2069
60 Winter St., Weymouth, Mass. 02188

Microtime 1230
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Digital effects programable controller*, A/B roll effects systems, time base correctors, synchronizers. **Staff:** Dan Sofie, Gary Armour, Ray Bouchard, David Everett, Steve Krant, Jerry Rankin, Robert Wickland, Robert McAll, John Kissell, David Brown, Langdon Cook, Chris Hadjimi-chael, Peter Hamar, Daniel Barton, Mark Podlesla, Uri Thier, Norman Pinette.

Midwest 1710, 10A
One Sperti Dr., Edgewood, Ky. 41017

Mobile television production vehicles. **Staff:** David Barnes, Jay Adrick, Chris Summey, Chris Siddell, Skip McWilliams, Lloyd Hicks, Fred Wood, Brad Nogar, John Loughmiller, Roy Williams, Pete Rightmire, Jerry Willingham, Kevin Thompson, John Handley, Ron Bradley.

Minolta 1113
101 Williams Dr., Ramsey, N.J. 07446

Audio distribution and switching equipment, amplifiers, switcher crosspoint cards, VCA modules, oscillators, equalizers, compressor/limiters, pre-wired jackfields and patch cords, newsroom dubbing and switching units.

Miralite 2281
4050 Chandler, Santa Ana, Calif. 92704

Mitomo Co. 1509
1-8-11 Jinnan, Shibuy-ku, Tokyo 150

Computerized laser disk random access changers, VHS Videocassette winder/eraser.

Modulation Associates
897 Independence Ave., Mountain View, Calif. 94043

SR 13 subcarrier receiver*, T sat tunable SCPC satellite receiver*, DR 23 demodulator*, Su 10 solid state satellite uplink, MC SAT multichannel satellite receiver, R SAT receiver for regional networks, DR 56 data demodulator. **Staff:** Donald Haight, J. Walter Johnson, Tim Scholz, Linda Hayes.

Modulation Sciences 204B
115 Myrtle Ave., Brooklyn, N.Y. 11201

TSG TV stereo generator, TV sidekick SAP generator and pro sidekick professional channel generator, FM sidekick SCA processor/generator, data sidekick for high data rate/low error rate transmission on FM SCA*, CLD-2500 composite wired STL system for FM and TV aural baseband transmission. **Staff:** Dr. Eric Stoll, Eric Small, Alan Perkins.

Modulight Systems 2339
Box 1009, Cumming, Ga. 30130

Mole-Richardson 1006
937 N. Sycamore Ave., Hollywood, Calif. 90038

Lighting equipment including Solar-spots, risers, fixtures, kits, grip equipment, hangers and adapters. **Staff:** How-

ard Bell, Larry Mole Parker, Michael Parker, William Krokaugger, Michael Hodgins.

Montage Computer Corp. 2330
52 Domino Dr., West Concord, Mass. 01742
Video and film editing equipment. **Staff:** Ron Barker, Martin Soloway, Gail Carberry, Charles Smith, Chester Shuler, Robert Alzapiedi, Patricia Fennessey, Steven Cox, Gregory Dyer, Chuck Urian.

Moseley Associates 301
111 Castilian Dr., Goleta, Calif. 93117

Aural STL and multiplexed data links, remote and supervisory control systems, subcarrier generators and demodulators, stereo generators and demodulators, remote pickup links, audio limiters, microwave and remote control accessories. **Staff:** K. Zimmermann, C. Rockhill, W. Squyres, D. Chancey, A. Constantine, P. McGoldrick.

Motorola Communications 309
1216 Remington Rd., Schaumburg, Ill. 60195

AM stereo system.

MPCS Video Industries 1121
514 W. 57th St., New York 10019

Portable A/B roll system, broadcast cameras.

MPO Videotronics 1767A
2580 Turquoise Cr., Newbury Park, Calif. 91320

Multi-Track Magnetics 1712
3 Industrial Ave., Upper Saddle River, N.J. 07458

Ultra high speed recorders and reproducers.

Musad 2035
9777 Harwin 203, Houston 77036

Musco Lighting 2060
100 First Ave. West, Box 258, Oskaloosa, Iowa 52577

Music Director
Programming Service 511

Box 103, Indian Orchard, Mass. 01151
Safest Oldies library, Top 1000 Biggest Hits 1955-1984, playlist and music supply service, Christmas programming package, country gold oldies library. **Staff:** Budd Clain, Carl Drake, Bill Schoenborn, Brenda Clain.

Musicworks 209
Box 111390, Nashville 37211

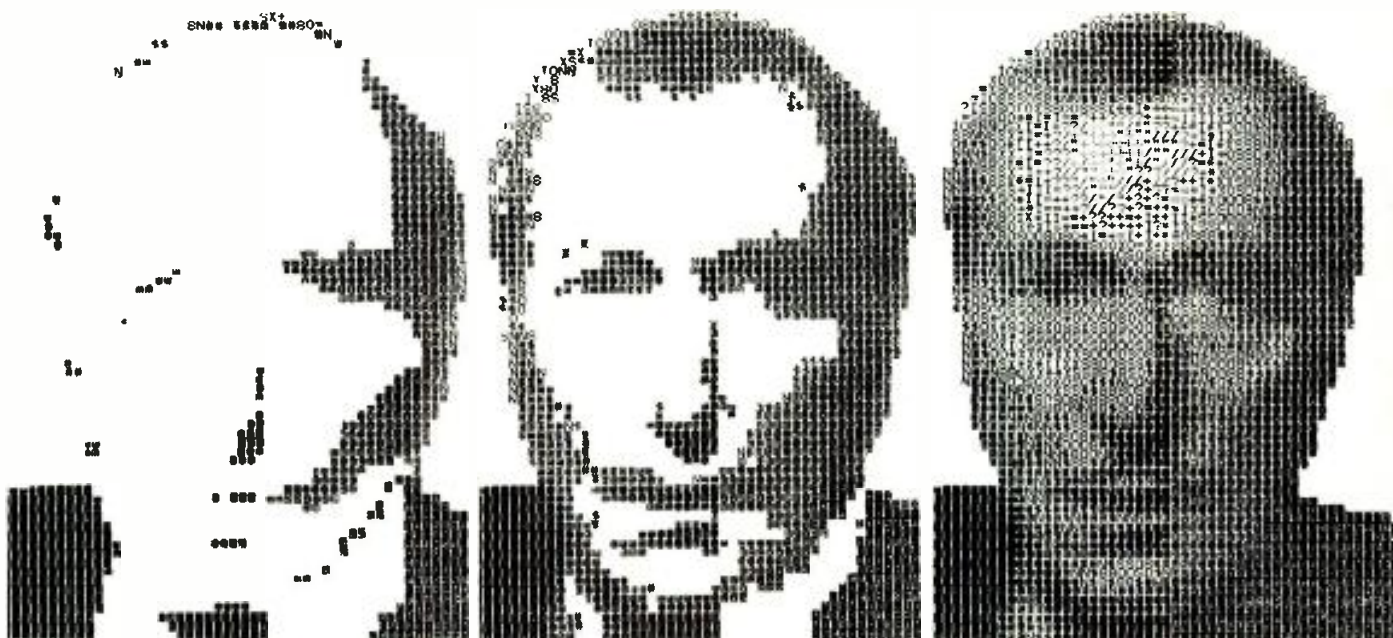
Alive Country, Casual Country, Country 80, Pop Adult Lifestyle, Christmas Music Service, Jim Reeves Radio Special, weekend and evenings and all-night programming*. **Staff:** Bill Robinson, Skeeter Dodd, Jeff Miller, Gary Havens, Tom Perryman.

Mycro-Tek 1752
303 N. West St., Wichita, Kan. 67203

Character generators.

MZB & Associates 1507A
4203 Beltway, Dallas 75234

Four by four Jimmy mobile vehicle*, Iveco 12-foot mobile production vehicle



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ARBITRON RATINGS



on Iveco chassis. **Staff:** Richard Bock, John Zienkosky, Herb Hoff, Danny Dyess, Ralph Miller, George Hawk, Don Ingalsbe, Joe McNay, Tim Stockhaus, Tommy Hooper.

Nady Systems 1133
1145 65th St., Oakland, Calif. 94608

501 and 601/701 VHF and UHF wireless microphone system, IRT-200/IRM-210 cordless studio monitor system. **Staff:** Peter Kalman, Jim Maloney, Rick Gentry, Eric Schultheis.

Nagra Magnetic Recorders 1213
19 W. 44th St., New York 11036

Portable and miniature recorders, T-audio recorder, synchronizers.

Nakamichi USA Corp. 2364
19701 S. Vermont Ave., Torrance, Calif. 90502

Nalpak Video Sales 1124
1937-C Friendship Dr., El Cajon, Calif. 92020

Tripak tubular carrying case, travelpak*, pocket version of Accu-chart test chart set, cable reels, ATA type shipping cases. **Staff:** Bob Kaplan, Debbie Kaplan, Stanley Singer, Jack Eddy, Les Weinstock, Tracy Eddy, Jim Murphy, Wayne Callaway, Al Rocklin, Dennis Vance.

Narda Microwave 2322
435 Moreland Rd., Hauppauge, N.Y. 11788

National Video Service 2219
2150 Rheem Dr., Pleasanton, Calif. 94566

Nautei 216
201 Target Industrial Cr., Bangor, Me. 04401

Solid state 50kw MF broadcast transmitter*, 2.5kw AM transmitter with AM stereo, 10w-400w solid state rack mount MF broadcast transmitter. **Staff:** Dave Grace, Jorgen Jensen, Wendell Loneragan.

NEC America 1415
130 Martin Ln., Elk Grove Village, Ill. 60007

Digital video effects, CCD cameras, VHF, UHF and FM transmitters, eight- and 10-bit frame synchronizers, audio synchronizers, digital video multipliers, 7 ghz microwave. **Staff:** K. Kano, R. Curwin, M. Mitsui, J. White, J. Engle, R. Dienhart, L. Litchfield, F. Stolten, T. Fujiyasu, M. Burleson.

L.E. Nelson Sales Corp. 1331D
1209 Park Cr., Las Vegas 89102

Neopak Corp. 408
1154 W. Belmont Ave., Chicago 60657

Mixers, floor coverings for sound studios. **Staff:** Jerome Mills, Greg Braithwaite, Gregory Davis, Craig Connelly, Ken Jensen.

Netcom International 1507
1702 Union St., San Francisco 94123

Satellite transmission services. **Staff:** William Tillson, Lillian Chin, Paula Nunes, Bob Patterson, Gene Deck, Walt Munro, Gene Bormann.

Network Production Music 1138

4429 Morena Blvd., San Diego 92117

Music production and sound effects library. **Staff:** Robert Skomer, Thomas Di Noto, Michael Anderson, Larry Kessler, Laurie Anderson, Sherry Harrison.

A.C. Nielsen Co. 2343
Nielsen Pl., Northbrook, Ill. 60062

Staff: Dave Traylor, Roy Anderson, Paul Baard, Dave Woolfson, Hal Fleig, Lerry Frerk, Mike Chico, Stan Peterson, Bill Miller, Tom Hargreaves, Dave McCubbin.

Nisus Video 2205
6329 Lomas Blvd., NE, Albuquerque, N.M. 87110

Nordic Software 622
4910 Dudley St., Lincoln, Neb. 68504

Log and billing microcomputer system for radio stations.

Normex 2215
55 Montpelier, St. Laurent, Quebec H4N 2G3

Norpak Corp. 2236
10 Hearst Way, Kanata, Ont. K2L 2P4

Nortronics 2310
8101 10th Ave., Minneapolis 55427

Magnetic tape heads for reel-to-reel and cartridge tape recorders for replacement and original equipment. **Staff:** Ed Bedell, Jim Campeau, Carole Carlson, Joe Dundovic, Sam Nicholson, Karen Nickolau-son, Steve Stiller, John Yngve, Tony Price.

Nova Systems 1345
20 Tower Ln., Avon, Conn. 06001

Time base correctors, Nova 490* and 510*. **Staff:** Stephen Kreinik, William Deegan, Priscilla McGuire.

NTI America 1014-D
1680 N. Vine St., Los Angeles 90028

DSS-11 digital still store, VFCG-2 video filing and character graphics. **Staff:** T. Mikado, S. Nakayama, I. Aoyama, S. Okamoto, C. Michel, S. Michel.

Nurad 1426
2165 Dnuid Park Dr., Baltimore 21211

SQ-6 series receive antenna system*, 130CT1 compact transmitter and antenna*, 20CT1 compact transmitter and 20PA15 mast-mounted power amplifier*, Logic Track*, 20CA1 compact antenna*, automatic tracking system, AT-series rack mounted frequency agile transmitters, 130AR2 13 ghz frequency agile rack mounted receivers*, AR2-series central ENG/EJ receivers*. Superquad II, Silhouette, Quad receive antenna systems, Silhouette remote transmit systems, PT series and RX series portable transmitters and receivers, Super Pod airborne system, STL/ICR with antennas, FT2 series transmitters, FR2 receivers and HS hot-standby unit. **Staff:** J. Gordon Neuberth, Vincent Rocco, Stephen Neuberth, Fred Hock, Eric McCulley, Lisa Czirkak, Andrew Downing, Cheryl Jacobs, David Fairley, Doug Marcus.

Nytone Electronics 1135
2424 South 900 West, Salt Lake City 84119

O'Connor Engineering Labs 1103

100 Kalmus Dr., Costa Mesa, Calif. 92626
Camera support system 105-HD*, other camera support systems. **Staff:** Chadwell O'Connor, J. Bruce Frenzing, Gary Nelson, Mike Thompson, Jerry Opsahl.

Olesen 1307
1535 Ivar Ave., Hollywood, Calif. 90028

Studio packages with pipe grids, lighting, distribution, dimming, curtains and tracks, cycloramas, sales and installation. **Staff:** Terry Collopy, Rae Medvitz, John Canton, Ted Conroy, Marge Romans, Bob Downs.

Omicron Video 1748
22251 Roscoe Blvd., Canoga Park, Calif. 91311

Model 516 production switcher, Elepac-90, 465 stereo TV modulator. **Staff:** K. Akiyama, M. Akiyama, C. Voyemant, L. Nacaya, E. Yuki.

Omnimount Systems 2220
10850 Van Owen St., N. Hollywood, Calif. 91605

Omnimusic 185
52 Main St., Port Washington, N.Y. 11050

Production music library. **Staff:** Rita Percora.

Orban Associates 607
645 Bryant St., San Francisco 94107

TV stereo generator*, stereo synthesizer*, Optimod AM, FM and TV equalizers, limiters and reverb for production. **Staff:** Robert Orban, John Delantoni, Sid Goldstein, Dave Shantz, David Dunetz.

Otari Corp. 601
2 David Dr., Belmont, Calif. 94002

Multichannel open-reel professional audio recorder/reproducers, MTR-12-II*, line cassette duplicating equipment. **Staff:** John Carey, David Roudebush, Jeff Phillips, Steve Krampf, Steve Hill, Jack Soma, Joe Hanf, Wende West, Phil Sun, Barry Ross, Mark Yamashita, Tim Shima, Mike Babbitt, Larry Good, Scott Heineman.

Pacific Bell 2134
444 Market St., San Francisco 94111

Pacific Radio 2137
1351 Cahuenga Blvd., Los Angeles, Calif. 90028

Pacific Recorders & Engineering 113
2070 Las Palmas Dr., Carlsbad, Calif. 92008

Audio production consoles, cartridge recorders, studio systems, distribution amplifiers, turnkey systems, studio furniture.

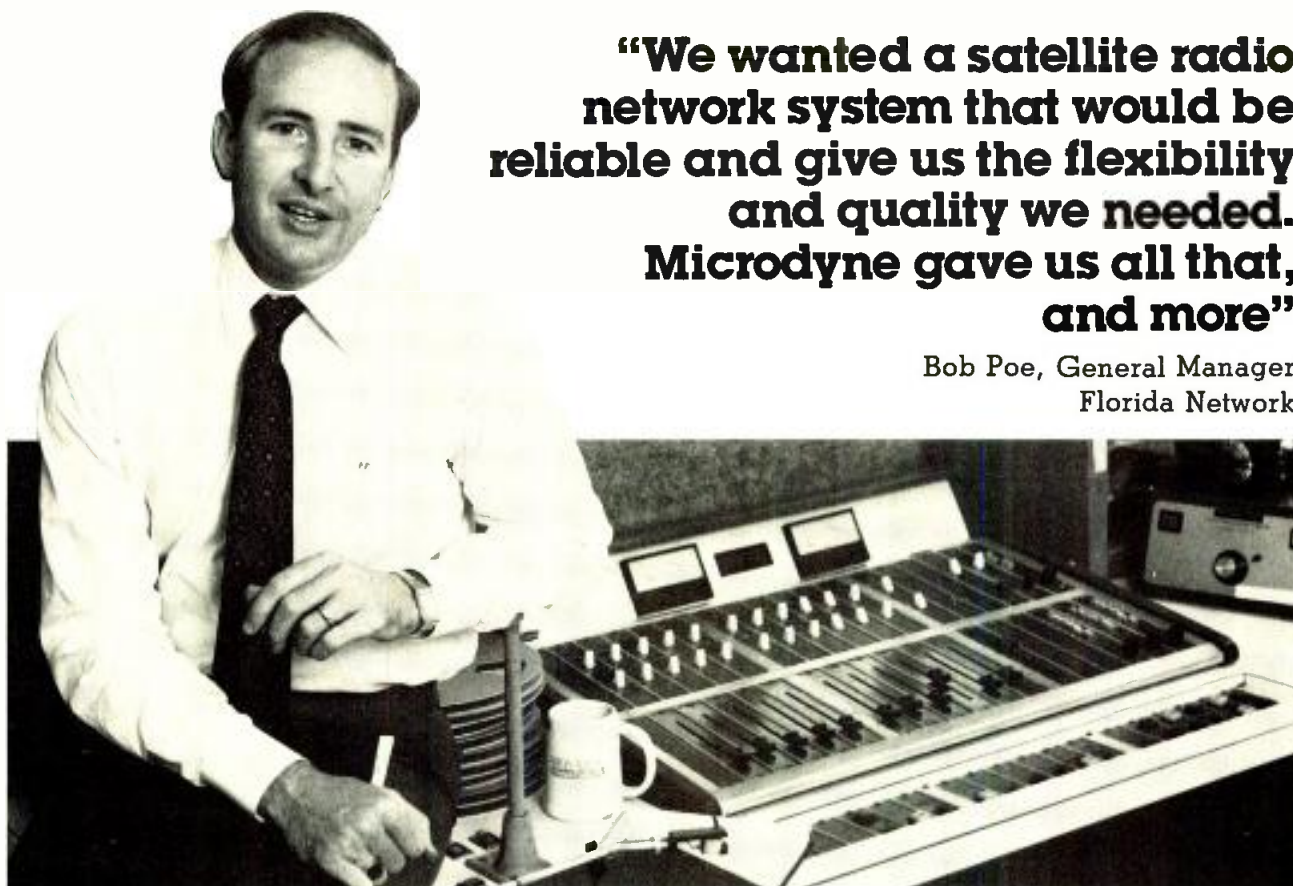
Paco Electronics 2313
714 W. Olympic Blvd., Suite 706, Los Angeles 90015

Pag America 1747
Box 15194, Asheville, N.C. 28813

Microprocessor-controlled battery charging systems for NiCads, batteries, camera battery clips, belts, portable lights and lighting kits.

"We wanted a satellite radio network system that would be reliable and give us the flexibility and quality we needed. Microdyne gave us all that, and more"

Bob Poe, General Manager
Florida Network



"We're a regional radio network distributing news, sports and information to nearly sixty affiliates throughout Florida.

"We switched to satellite distribution for the same reasons so many others have: It costs less, is more reliable, and provides higher quality than land lines.

The Microdyne equipment sold itself

"When it came time to buy the hardware, we chose Microdyne over all the others because they understood our problems and offered the best solutions. Their equipment sold itself, really. It's the most flexible system available. The downlink demodulator can accommodate any transmission format currently in use.



The Florida Network's permanent uplink in Orlando distributes programming via two SCPC carriers on Westar III.

"That's a big plus to us, and to our affiliates, because it means greater programming flexibility.

Turn-key system put us on the air in less than three months

"Another point in Microdyne's favor was their ability to provide a complete turn-key system in a minimum amount of time. They had us on the air in less than three months. Some of the other companies were giving us lead times of 180 days and more.

Engineers praise the system

"Of course our engineers were heavily involved in the decision to buy. They're aware of Microdyne's reputation and they highly recommended the system. And I guess the true test is that after nearly a year of hard use, they still praise the equipment.

Expands our broadcasting opportunities

"As I said, we went to satellite distribution for the cost, reliability and quality. But we've found that it has really expanded our opportunities as well. The transportable uplink was intended to serve just as a backup, but it has been kept in constant use uplinking special events over our

second transponder channel. We get inquiries from broadcasters all over the country who want to lease it from us. That's providing extra income.

"And that's just one example. We can serve as a carrier for almost any kind of information. So there are many more possibilities open to us beyond the traditional role of broadcasters. And Microdyne has the ability to help us explore these new areas, too."



The Network's transportable uplink, also from Microdyne, is in constant use carrying sports and special events over a second channel.

To find out more about Microdyne satellite radio systems and downlink components, call our sales department at (904) 687-4633.

Microdyne Corp. P.O. Box 7213,
Ocala, FL. 32672 • (904) 687-4633
TWX: 810-858-0307

See us at the NAB - Booth 1612

Microdyne  Corporation

Paltex 1005

2752 Walnut Ave., Tustin, Calif. 92680

ESPR II videotape editing system*, Gemini digital video processor*, other videotape editing systems. **Staff:** R. Bailey, A. Paz, G. Carter, J. Cirincione, T. Belford, D. Curtin, F. Blaha, T. Wagner.

Panasonic 437/1019,20

1 Panasonic Way, Secaucus, N.J. 07094

In-camera recorders, camera kits, low capacitance diode gun plumbicon tubes, saticon tubes, editing systems, editing controllers, high resolution monitors.

Parsons Manufacturing 2155

1055 O'Brien Dr., Menlo Park, Calif. 94025

Patch Bay Designation 1773

4742 San Fernando Rd., Glendale, Calif. 91204

Labelling for rear-lighted switches. **Staff:** Scott Lookholder, Charles Schuler, Dale Lookholder, Ted Lookholder.

Peavey Electronics 2314

711 A St., Meridian, Miss. 39301

Peerless Sales 1618B

1950 Hawthorne Ave., Melrose Park, Ill. 60160

TV/A/V/CR/cable accessory products including security hardware, stands, mounts, carts and brackets for desk, wall and ceiling. **Staff:** Walter Griffing, Marilyn Griffing, Randy Snodell, Ron Snodell, Tom Miller, Frank Shaw, Chuck Lange.

Penny & Giles 436

2716 Ocean Park Blvd., Suite 1005, Santa Monica, Calif. 90405

Professional studio faders*, joysticks. **Staff:** David McClain, Bob Rose, CJ Raymes.

PEP 1408

25 W. 54th St., New York 10019

ENG power and battery equipment.

Perrott Engineering Labs 1729

7201 Lee Hwy., Falls Church, Va. 22046

Nickel cadmium, silver zinc and lead acid power systems in clip-on or belt styles, single or multiple fast medium fast or overnight minicharger for ni-cads and silver zinc packs, lighting systems, cam/light maxi power belt, silver zinc BP-90 pack for VTR camera, Nicad universal clip-ons with built-in chargers, combo packs, microprocessor universal sequential multiple minicharger for nicads, accessories. **Staff:** V. Tygesen, W. Mallon, R. Clutter, W. Aylor, John Stead, Harry Glass, Doug Sheer, Elton Bowers.

Peters Productions 204C

9590 Chesapeake Dr., San Diego 92123

Philips Television Systems 1500A, 707

900 Corporate Dr., Mahwah, N.J. 07430

LDK 6 family of automated production cameras, LDK 54 portables*, 20-inch color monitor*, other 14 and 20-inch color monitors, component video effects system, digital comb filter decoder, 60kw UHF transmitter*, LDM 1791 UHF trans-

mitter*, other UHF transmitters, FM transmitters, television cameras, monitoring, signal processing and transmission products and services. **Staff:** Jim Wilson, W. Anderson, N. LaBate, A. Keil, B. Blair, B. Sturcke, R. Mahoney, J. Clarine, M. Mackin, M. Hartt.

Philips Television Systems 236

Box 41, Coldhams Ln., Cambridge, Cambridgeshire, England CV1 3JU

Philips Test &**Measuring Instruments 1408A**

85 McKee Dr., Mahwah, N.J. 07430

Color generators, sync test generator, TV test modulator, color generator multipattern, teletext test generator, studio V ITS generator, TV modulator.

Phoebus Manufacturing 1331C

2800 Third St., San Francisco 94107

Ultra family followspot lighting*, Mighty Arc*. **Staff:** John Tedesco, Laura Krum, Dikran Kotchounian.

Piher Electronica 1409A

Albala, 12, Madrid 17

Box 947, N. Miami Beach, Fla. 33160

Color character generators, professional color and B/W monitors, transposers, transmitters, color sync generators, video, audio and pulse distribution amplifiers, video switcher, mobile units.

Pinzone Communications**Products 1617**

10142 Fairmont Rd., Newbury, Ohio 44065

Computer diagnostics and refurbishment service for RCATCR-100 videotape cart machines, vertical interval multi-channel audio system stereo mod* for two-inch quad machines and STL links. **Staff:** Basil Pinzone Jr., James Toohig, Frank Murzynski, Diane Evans, Bob Sourek, Dave Soll, Ray Walsh, Mark Leslie, Herb Schoenbohm, Bob Cox, Dale Ogilvie.

Pioneer Video 2120

5150 E. Pacific Coast Hwy., Suite 300, Long Beach, Calif. 90804

Laser optical videodisk players, videodisk replication, digital programming products, video display and monitor systems.

Plastic Reel 170

240 W. 60th St., New York 10023

Porta-Brace 1746

Box 246, North Bennington, Vt. 05257

Cases for Sony Betacam system*, case for Sony 6800 recorder*, nylon and foam padded cases and covers for video cameras, recorders and other field production equipment and accessories. **Staff:** Bob Howe, Ken Berry, Marjorie Robertson.

Porta-Pattern 1427

Box 38945, 750 N. Highland Ave., Los Angeles 90038

BBC zone plate charts and transparencies*, 11-step log chip chart and grey scale transparency*, depth of modulation chart and transparency*, Bantam

test chart system*, other test charts and systems, telecine test slides and films, spherical transparency illuminator and test transparencies, medical television test patterns and specialized optical test media. **Staff:** Ed Ries, E. Taylor Jr., Anne Summers, Tom Pressley, Corney Webster, Chandu Luhar, Henry Cheong, Debbie Carter, Lucy LeBlanc.

Potomac Instruments 100

932 Philadelphia Ave., Silver Spring, Md. 20910

Real time program audio analyzer*, C-Quam stereo demodulator*, audio test system, AM and FM-TV field strength meters, synthesizer detector, antenna monitors, AM monitor receiver, data acquisition and logging system, automatic remote control system, automatic modulation and power controller, UHF field strength meter. **Staff:** Guy Berry, Bob Ellenberger, Cliff Hall, Dave Harry.

PPS Electronics 2307

101-10 Foster Ave., Brooklyn, N.Y. 11236

Prismagraphics 204

2422 W. Clybourn St., Box 703, Milwaukee 53201

Staff: R. Schmaelzle, Cleo Ware, Marsha Harvey.

Procart 112

7012 27th St., W., Tacoma, Wash. 98466

AA recording cartridges for AM and FM broadcasting. **Staff:** Don Kalmokoff, Irv Law, Tim Schwieger, Bernice McCullough.

Procommotion 434

350 W. Green Tree Rd., Milwaukee 53217

Promotional items.

Pro-med 2324

7969 Engineer Rd., Suite 203, San Diego, Calif. 92111

Protolite Corp. 2140

985 Timothy Dr., San Jose, Calif. 95133

QEI Corp. 307

Box D, Williamstown, N.J. 08094

Solid-state FM transmitters (2.5 kw*), model 691 FM stereo modulation monitor and low-power FM emergency transmitters. **Staff:** Charles Haubrich, John Pilman, William Hoelzel, John Tiedeck, Edwin Etschman.

QSC Audio Products 626

1926 Placentia Ave., Costa Mesa, Calif. 92627

Audio power amplifiers, 1080* and 1700*, input octal accessories. **Staff:** Gregory Hockman, Patrick Quilter, Andrew Murray, Brian Oppgaard.

QSI Systems 1325

12 Linscott Rd., Box 2176, Woburn, Mass. 01801

SW 402 production switcher for EFP vans*, PSF-777 battery operated NTSC split-field color bar generator with eight-character generation*, CB-1680 SMPTE color bar generator with 16-character ID*, VSID-1664 NTSC/PAL 16-numeral

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Which radio program automation system addresses the four major concerns of general managers?

Whether you're live or automated, the basics still apply. You want creativity in your operation. Professional sound. Efficient management. And happy customers. Harris 9003 program automation delivers on all counts.

Staff Creativity

This is an elusive goal in too many live operations. Announcers must juggle carts, albums and log entries—often at the expense of a crisp air presentation. The Harris 9003 program automation system handles these distracting, repetitive mechanical chores to let the announcer *announce*. Fades, network joins, music and commercial rotations click with flawless accuracy...without intervention. All pertinent information is displayed on a CRT screen for quick, easy reference. An exclusive preview capability lets air talent look ahead to events and music titles in the next half-hour. No unpleasant surprises... just smooth transitions, quality sound.

In addition, weather, traffic reports and promotions are brought to the CRT automatically, as required by your format. Any air personality who has contended with loose pieces of paper and illegibly scribbled notes will appreciate that!

Quality Air Sound

Harris 9003 program automation delivers the right cart to the right source—at the right time. All day, all night long, with precision no human operator can match. Why commit a skilled engineer to booth duty, where you'll need his hands-on help only about ten minutes each hour? If you like, the system will run without an engineer

or an announcer, for overnight operation or in selected dayparts.

Efficient Business Practices

Few announcers log *every* commercial. And the inevitable discrepancies are hard to find. The Harris 9003 broadcast log ends programming/traffic conflicts. Each event is clearly logged, fully identified.

A standard interface to traffic computers, including the Harris Autotron Star, Marketron, and Columbine, will please your traffic manager. The commercial log can be entered into the 9003 electronically from the traffic computer—in minutes, automatically.

Customer Satisfaction

It's no secret that lost spots mean lost income—sometimes lost clients. The Harris 9003 won't let this happen. Eliminating the search for misplaced cartridges, it assures correct execution of the schedule. Period.

With the Harris 9003, you have the master key that unlocks the door to professionalism and profit. When can we deliver *your* 9003? Contact Harris Corporation, Broadcast Group, P.O. Box 4290, Quincy, Illinois 62305. 217-222-8200.



**For your information,
our name is
Harris.**



ID*, NTSC/PAL eight-character ID in vertical interval, auto-phasing blackburst generator, 10-second video lead-in countdown generator. **Staff:** Alfred Smilgis, Dick Smilgis, Ed Ricciardi, Richard Sanford.

Q-TV 2101-D
33 W. 60th St., New York 10023

VPS-500 and VPS-1000 computer-prompter systems. **Staff:** George Andros, Al Eisenberg, John Maffe, Hy Sheft.

Quad-Eight Electronics 1636
11929 Vose St., N. Hollywood, Calif. 91605
Digital reverberation system, audio console.

Quanta Corp. 1432
2440 S. Progress Dr., Salt Lake City 84119
Dual- and single-channel Quantafont eight-character generators, Select 7 mid-range character generator, Q8 graphics options*, Microgen character generator models*. **Staff:** Ray Unrath, Len Zaller, Arnold Taylor, Ron Ward, Vicki Pearson, Gary Montgomery, Chuck Martin, Mel Williams, Peter Glassberg, Brent Bullock, David Hughes, Laura Luncford, Ginny Faison, Blake Jones, Rex Davis.

Quantum Audio Labs 2323
1909 Riverside Dr., Glendale, Calif. 91201
On-air production consoles*. **Staff:** Stephen Temmer, Russell Hamm, John Hall.

Quickscan Systems 1405B
9465 Wilshire Blvd., Beverly Hills, Calif. 90212

Electronic publishing via video stillframe on off-the-shelf home VCR's. **Staff:** George Van Valkenburg, Bill Carlquist, Hans Marki.

Quickset 1105
3650 Woodhead Dr., Northbrook, Ill. 60062
Support equipment including tripods, pedestals, friction heads, cam and fluid heads, dollies, cable equipment.

Radio Advertising Bureau 511
485 Lexington Ave., New York 10017
RAB sales/marketing information. **Staff:** William Stakelin, Wayne Cornils, Bob Galen.

Radio Arts 418
210 N. Pass, Suite 104, Burbank, Calif. 91505

American Rock, Sound 10, Soft Contemporary, The Entertainers, Country's Best, Encore, Too Marvelous for Words, plus The Dream Concert, History of the Big Bands, Your Hit Parade, Unforgettable, Billboard Honor Roll of Hits, Holiday Spirit (240), Light of My Life, Bing*. **Staff:** Larry Vanderveen, John Benedict, Dave Price, Clair Marlo, Mary Perkins.

Radio Systems 213
Box 356, Edgemont, Pa. 19028
Phono preamp, distribution amplifiers, studio timer, ESA-10 broadcast console, turnkey installation. **Staff:** Daniel Braverman, Andy Lovell, Peter Koenig, Lori Heller.

Ram Broadcast Systems 2184
346 W. Colfax St., Palatine, Ill. 60067

Ramko Research 415
11355A Folsom Blvd., Rancho Cordova, Calif. 95670

Intercoms, distribution amps, audio routers, broadcast consoles, phasemaster cart machines, audio mixers, mic/line amps, line equalizers, solid state meters, compressor noisegates, power amps.

Rank Cintel 1219
Watton Rd., Ware, Heerts, England

Spot change detector on MK IIIC + Amigo*. Steadyguide—picture anti-weave feature, ADS 1 telecine for broadcasting from film, MK IIIC telecine for film-to-tape transfers, Digiscan III. **Staff:** C. Waldron, J. Campbell, A. McIlwaine, D. Fenton, N. Kempt, J. Brittain, F. Bundesmann, I. Glenn, L. Pinner.

RCA Broadcast Systems 1000
Box 900, Gibbsboro, N.J. 08026

CCD-1 and CCD sports camera, TK-48 automatic studio camera, TH-400, 700 and 900 one-inch VTR, TK-29 telecine camera/system, HR-2A half-inch chromatrak VTR's with editing systems, TTG-600 G-line UHF transmitter, TTG-30 VHF G-line transmitter, Magictee output switcher for UHF transmitters, Opto-sx output switcher for VHF transmitters, antennas. **Staff:** J. Volpe, D. Woywood, R. Alleger, C. Musson, D. Mager, A. Gargano, S. Griffin, J. Gimbel, T. Newman, W. Culbertson, R. Abbenante, R. West, C. Smith, W. Trippel, J. Adison, V. Mattison, D. Wright, R. Winn, J. Shipley, A. Galinus, K. Johnson, G. Passanante, G. Allison, C. Thompson.

RCA New Products Division/Tube Operations 1000
New Holland Ave., Lancaster, Pa. 17604

Lead oxide Vistacons, Saticons and Vidicon camera tubes, VHF power tubes, FM tubes, tape of charged coupled device technology.

R-Columbia Products 1111
2008 St. Johns Ave., Highland Park, Ill. 60035

Headphones/microphones, sports and studio broadcasting headphones, remote intercom headphones, telephone headphones, 6058 IFB/ENG hands-free telephone*, CC-700 replacement headphone for intercomsystems. **Staff:** I. Rozak, E. Hill.

Real World Tech. 1520
3176 Pullman St., Suite 106, Costa Mesa, Calif. 92626

Analog VU bargraph keyed over monitor video, stereo coherency evaluators.

Recortec 1416
275 Santa Ana Ct., Sunnyvale, Calif. 94086
Videotape evaluators, cleaners and winders.

Rees Associates 1727
4200 Perimeter, Oklahoma City 73112
Architectural planning, consulting, de-

sign and engineering services. **Staff:** Frank Rees Jr., C. Leroy James, James Little Jr., Walter Gregg.

Register Data Systems 128
Box 1246, Perry, Ga. 31069

Broadcast computer systems, Music master*, software systems to run under Turbodoe, MSDOS and CPM based computers. **Staff:** Lowell Register, Janice Register, Richard Spruill, Donald McDougald, Debbie Hart, Cliff Coull, James Register, Betty McDougald.

Regis-BLT 152
2 Bluejay Way, Woodside, Calif. 94062

Research Technology 1626
4700 Chase Ave., Lincolnwood, Ill. 60646

One-inch videotape evaluator*, other videotape evaluators, film editors for TV film, cleaners and accessories. **Staff:** Steve Little, Tom Boyle, Howard Bowen, Ray Short Jr., Thomas Tisch.

RF Technology 171
145 Woodward Ave., S. Norwalk, Conn. 06854

950 mhz wireless microphone transmitter*, high gain weatherproof RF power amplifiers*, design rack mount fixed link system* with programable RF frequency in built diagnostics*, 2.7ghz 10/2w switchable RF output remote controllable transmitter*, 7 ghz portable microwave for ENG*. **Staff:** Patrick Bradbury, Charles Bobbins, Ian Aizlewood, John Clifford, Drew Lance.

Riviera Broadcast Leasing 1784
6922 Hollywood Blvd., Suite 421, Hollywood, Calif. 90028

Broadcast financial services. **Staff:** Robert Bernfeld, Greg Lewis.

Rockwell Int. 1767
1200 N. Alma Rd., Richardson, Tex. 75081
Video transmission systems.

Roh Corp. 1634
3603 Clearview Pl., NE, Atlanta 30340

Line monitors, mainframe systems, audio DA, portable self-powered speaker station, production ICM/PL system, belt-packs, console mount, wall and rack-mount speaker stations. **Staff:** Jerry Levy, David Brennan, Jerry Huber, Dan Garrigan.

Rohde & Schwarz 1203
13 Nevada Dr., Lake Success, N.Y. 11042

Video and RF test equipment, video noise meter, VIT test equipment, group delay measuring system, FM transmitter, signal generators, modulators/demodulators, video test assemblies, test transmitters.

Rohn 103
Box 2000, Peoria, Ill. 61656

Towers and accessories, antenna supports, equipment shelters*, tower obstruction lighting systems. **Staff:** Gene Francis, Vic Piper, Drew Koontz, Jim Chandley, Ruth Piper.

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Everyone wants to win. But Blair *trains* to win. With a program that's unique in the industry. Only 1 out of 20 candidates makes it into our program. It takes three months. It's demanding. And it works. Because it teaches Blair sales people to negotiate the ratings, not the rates. To know the competition. And know how to beat it. To sell the value of the audience *and* the value of the station. Blair people train to sell more aggressively. More

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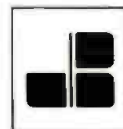


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intelligently. That's why they sell more than anyone else. Three months is a long time to spend on training. But our clients have a lot invested in us. So we invest a lot in ourselves. Training hard helps our people grow. Which helps our clients grow. Growth. It's a tradition we share with our clients.

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Television



Roland Corp. 2254
7200 Dominion Cr., Los Angeles

Rosco Laboratories 1235
36 Bush Ave., Port Chester, N.Y. 10573

Cinegel color correction and light control system*, Roscolux heat-resistant color effects filters and diffusion materials, projector effects, Ultimatte and Chroma key paint, textiles, Nivoflex platforms, fog and smoke systems. **Staff:** Stan Miller, Stan Schwartz, Jim Meyer, Mike Niehenkie, Ned Bowman, Richard Dunham.

Roscor Corp. 1181
6160 W. Oakton St., Morton Grove, Ill. 60053

TV-45 elite fleet series II TV remote truck, MTS-1 character generated monitor tally system, custom hot-gas-reheat remote truck air-conditioning system, rental facilities. **Staff:** Paul Roston, Phillip Roston, Steven Detch, Lee Ruber, Jim Pianowski, Howard Ellman, Craig Kohler, Bennett Grossman, Yves Souvenir, Jerry Garber, Andy Turner.

Ross American Logic Systems 1332
20540 Unit D, Superior St., Chatsworth, Calif. 91311

Electronics lighting displays and control systems. **Staff:** Vincent Peccitto, Miles Rossteuscher.

Ross Video 1110
Box 220, 500 John St., Iroquois, Ontario K0E 1K0

RVS 210 production switcher*, RVS 508 production switcher with multilevel effects systems and Ross' ultra key enhanced RGB chroma keyer. **Staff:** John Ross, Ole Skrydstrup, Jim Millard, Jack McQuigge, Merle Quinn, Fernando Pauline, Mike Sloboda.

RPG Diffuser Systems 2257
12003 Wembleton St., Largo, Md. 20772

R/Scan Corp. 1740
511 11th Ave. South, Minneapolis 55415

Lighting position and tracking system.

RTNDA 1501
1735 DeSales St., NW, Washington 20036

Staff: Lou Adler, John Spain, Lou Prato, Ed Godfrey, Ernie Schultz, Eddie Barker, Joe Tiernan.

RTS Systems 1142
1100 W. Chestnut St., Burbank, Calif. 91506

Intercommunication systems for broadcast and professional use. **Staff:** Vicki Bertrand, Douglas Leighton, Shelley Brown, Dave Richardson, Sue Seidenglanz, Cliff Michael, Stan Hubler, Linda Rico.

Rupert Neve 1410
Berkshire Industrial Park, Bethel, Conn. 06801

NECAM 96 fader automation system for production and post production, stereo production, post production and mobile consoles, DAs, limiter/compressors. **Staff:** Jeffrey Evans, Rob Frayling-Cork, James Kurowski, Geoffrey Langdon, Anthony Langley, B. Morgan Martin, Ron

Skelton, Barry Roche, Cheryl Rapacki.

Russco Electronics 413
5690 E. Shields Ave., Fresno, Calif. 93727

Dial-up remote equipment*, battery operated telephone interface equipment for ENG*, interface equipment between high impedance equipment and low impedance inputs on mixing console*, turntables, tone arms, consoles, phono preamps, distribution amplifiers, audio power amplifiers. **Staff:** Russell Friend, Barbara Gaudin, Michael Vink, Ralph Guzman.

Sachtler Corp. 1648
400 Oser Ave., Hauppauge, N.Y. 11788

Camera support equipment, fluid-heads—Panorama, Video 20, 25 and 30, Video 20 studio and O.B. pedestal*, Hot Pod tripod*, semi-dolly rolling triangle. **Staff:** Eric Falkenberg, Kurt Gunkel, J. Gehrt, Fiete Deckmann, Juergen Nussbaum, Heinz Feierlein, Hardy Jaumann, Walter Hopfinger, Werner Friedl, Kim Sachtler.

Saki Magnetics 208
8650 Hayden Pl., Culver City, Calif. 90230

Ferrite heads and long-life metal heads for cartridge machines.

Samson Music Products 324
124 Fulton Ave., Hempstead, N.Y. 11550

TH-1 body pack transmitter for instruments/avaliers, VHF digitally synthesized receiving systems in hand-held or body pack transmitter type systems, concert series VHF crystal controlled single-channel receiver systems, microphone stands. **Staff:** Scott Goodman, Doug Bryant, Bob Rufkahr, Amy Geer, John Amstadter, Joe Martin, Ron Tunks, Chuck DiModica, Greg McMannus, Mark Tarshis, Barry Wolfson.

Satellite Music Network 2181
12655 N. Central Expwy., Suite 600, Dallas 75243

Radio formats—country, adult contemporary, nostalgia and top 40 rock. **Staff:** John Tyler, David Hubschman, Bob Bruton, Carlos Hurd, George Williams, Tim Spencer, Dave Gerety, Jim Stansell, Greg Daugherty, Cris Sites, Ralph Sherman, Ronnie Bava.

Schmid Telecommunication 2136
Rieterstrasse 6, CH-8002, Zurich, Switzerland

Schneider Corp. of America 1403
400 Crossways Park Dr., Woodbury, N.Y. 11797

TV lenses, zoom lenses for ENG/EFP, studio and field applications, 14x ENG/EFP lens, 30x EFP lenses, 14.5x studio lens*.

Schwem Technology 2258
3305 Vincent Rd., Pleasant Hill, Calif. 94523

Scientific-Atlanta 1017
3845 Pleasantdale Rd., Atlanta 30340

Satellite earth stations, video receivers, protection switches, video exciters, control systems, RF matrix systems, digital audio terminals.

Seitz Technical Products 1517B
Box 76, School Rd., New London, Pa. 19360

Selco/Sifam/Selsales 438
7580 Stage Rd., Buena Park, Calif. 90621

Sennheiser 1137
48 W. 38th St., New York 10018

UHF and VHF wireless microphones*, headphones and microphones. **Staff:** Horst Ankermann, Tony Cafiero, Tony Tundo, Allan Pearlman.

Sescom 1616
1111 Las Vegas Blvd., Las Vegas 89101

Portables*—small audio accessories, custom design service. **Staff:** Franklin Miller.

SG Communications 2210
3444 N. Dodge, Suite A, Tucson, Ariz. 85716

Sharp Electronics 1102
10 Sharp Pl., Paramus, N.J. 07652

Color camera systems* and high resolution monitors*. **Staff:** Robert Garbutt, Ron Colgan, Bob McNeill, Paul Insko, Ron Parker, Peter Gloeggler, Bruce Pollack, Neil Kobu, Hank Miura, Mike Yamaguchi, Liz Sauter, Geoff Krauss.

Douglas Sheer & Assoc. 2034
274 Madison Ave., Suite 1406, New York 10016

Shintron Co. 1417
144 Rogers St., Cambridge, Mass. 02142

Component/composite switchers, distribution amplifiers, routing switchers, component frame synchronizer, audio mixers, intermatrix converter, data network.

Shively Labs 623
71 Harrison Rd., Bridgeton, Me. 04009

Filter combiner system, FM broadcast antenna, Sira TV antennas, coaxial transmission line, RF patch panels, VSWR protection systems, filters, antenna pattern systems. **Staff:** Paul Wescott, Charles Peabody, Robert Surette, Edward Shively, Peter Hayes, Paul Ricci, Aldo Laus, Gildo Ventura, Dr. Vittorio Raviola, Corey Meyers, Carroll Cunningham, Larry Hall, Bob Cauthen.

Shook Electronic Enterprises 1310
6630 Topper Pkwy., San Antonio, Tex. 78233

Omega ENG van*, mobile TV production system. **Staff:** Ed Shook, J. Hollenbeck Shook, Stuart Shook, Bill Waldroff.

Shure Brothers 1401-A
222 Hartley Ave., Evanston, Ill. 60204

Mixers and microphones. **Staff:** John Phelan, Michael Pettersen, Al Hershnel, Dan Marchetto, Dick Murphy, Tim Vear, John Santos.

Sigma Electronics 1333
1184 Enterprise Rd., East Petersburg, Pa. 17520

Generators, video processing amplifiers, distribution amplifiers. **Staff:** Sue Huber, Joe Donches, Bob Hivner, Kent Porter, Jeff Spittle, Jerry Wingle, Cheryl Stauffer.

Singer Broadcast Productions 2244
875 Merrick Ave., Westbury, N.Y. 11590

We helped KHBS-TV eliminate antenna maintenance with this WavestarTM UHF antenna

KHBS-TV, Fort Smith, Arkansas can expect its new WavestarTM slotted waveguide antenna to keep on transmitting—trouble-free—well into the 21st Century. The secret is simplicity. With waveguide there's no center conductor. No bullets. No insulators. Fewer parts for fewer problems.

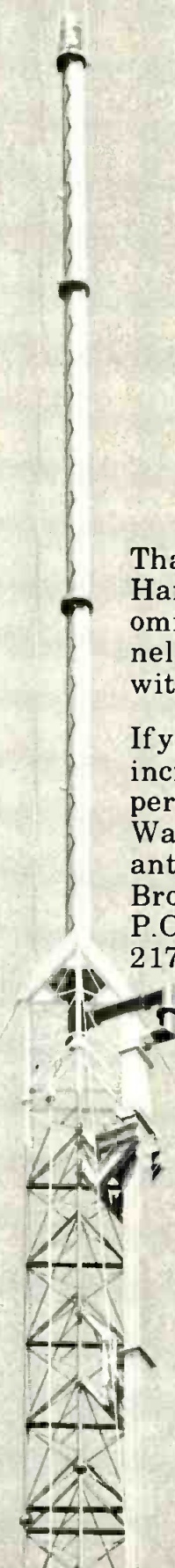
But the secret is not so well kept. Other broadcasters have discovered they can have all these benefits and *still* get elevation and directional patterns to meet their needs. WHRO, Norfolk, Virginia; KPBS, San Diego, California; WSRE, Pensacola, Florida; and WSMH, Flint, Michigan are others on the growing list of stations transmitting with a Harris Wavestar. Because it's made of waveguide, the Wavestar's power handling capability can be as much as 300% higher than conventional coaxial antennas.

That's why another station, WTIC-TV, Hartford, Connecticut is using its new omni-directional Wavestar with a channel 61 240 kilowatt Harris transmitter, without fear of antenna burn-out.

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FM exciters, stereo generator, AM and FM transmitters.

Si-tex Marine Electronics 2308
14000 Roosevelt Blvd., Clearwater, Fla. 33520

Skotel Corp. 1126
1445 Provencher, Brossard, Quebec J4W 1Z3
TCG-80N/006 VITC jam sync time code generator, TCR-80V time code reader.

Warren R. Smith 1106
Drawer C, Ocean Gate, N.J. 08740

SMPTE 1632A
862 Scarsdale Ave., Scarsdale, N.Y. 10583
Components of the Future book. **Staff:** Alex Alden, Peg Caggiano, Barry Detwiler, Lynnette Robinson.

Softpedal 2124
2690 Cumberland Pkwy., Atlanta 30339

Softube Co. 2249
344 W. 72d St., New York 10023

Solid State 1723
228 E. Main St., Milan, Mich. 48160
Audio mixing systems and studio computers.

H.A. Solutech 1517
4360 Iberville St., Montreal, Que. H2H 2L8
SOL-6800, mini and micro* automated broadcasting systems, AD.ID/Q generator, co-channel filter, component switcher. **Staff:** Ernest Grondin, Gilles Fortin, Michel Beland, Gerald Garon.

Solway (see ANT) 2345H

Sono-Mag 139
1833 W. Hovey Ave., Normal, Ill. 61761
ESP-2 programer system. **Staff:** William Moulic Jr., Stephen Sampson, Jerry Bassett, Bob Popke, Tom Butler, Beverly Butler, Bob Beatty.

Sony Broadcast Products Co. 1200
1600 Queen Anne Rd., Teaneck, N.J. 07666
BVP-3A Betacam camera*, BVP-360 camera*, BVW-15 freestanding dynamic tracking player to complement BVW-10*, improvements in HDTV system*, demonstrations of stereo audio production/post-production interfaced with broadcast one-inch Type C machines, BVH-2500 Delta time lapse VTR for still frame animation and videodisk applications, BVH-2700 and BVP-3000 super motion video system, HDTV and compact disk playback, plug-in time base corrector, BVM-8021 high-resolution color monitor*, Betacam BVW-25 field recorder/player, BVW-15 studio player, BVT-810 digital time base corrector, Type C BVH-series VTR's, DXC-M3A three-tube color camera*, VO-6800 portable ¾-inch U-matic videocassette recorder. **Staff:** Bill Connelly, Anthony O'Connell, Ron Petty, Irwin Ungerleider, Peter Dare, Larry Thorpe, Attila Vitto, Jerry Cohen, Al Dodge, Chris Golson, Mike Greene, Yumi Suzuki, Bill Powers, Steve Sarasian, Nobu Sato, Larry See, Carlo Severo, Ray Balbok.

Sony Tape Sales Co. 1200
Sony Dr., Park Ridge, N.J. 07656

One-inch videotape V1-K series*, five* and 30-minute* play length added to Betacam HG tape series, K series Matic cassettes. **Staff:** John Hollands, John Birmingham, Dave Rubenstein, Kunio Kobayashi, Bob Basso, Shun Fujishima, Shuichi Homma, Marc Feingold, Mark Saito, Sumi Tanaka, George Oppenheimer, Bob Grassi, Don Roppatte, Jody Blanchard.

Sony/MCI 605
Sony Dr., Park Ridge, N.J. 07656

APR-5000 series recorders*, portable time code recorder*, ECM lavalier microphone series*, PCM 3102 digital recorder. **Staff:** George Currie, Phil Desantis, Graeme Goodall, Mike Faulkner, Ernie Delosantos, Jim Lucas, Andy Munitz, Holmes Ives, Garreth Nelson.

Soper Sound Music Library 1620B
Box 498, Palo Alto, Calif. 94302
Production music library. **Staff:** Harn Soper.

Sound Ideas 1620C
86 McGill St., Toronto M5B 1H2
Sound effects, music library. **Staff:** Brian Nimens, Garry Trafford, Terry Anthony.

Sound Workshop Professional Audio Products 461
1324 Motor Pwy., Hauppauge, N.Y. 11788
TVedit consoles, serial console interface, post production consoles.

Soundcraft Electronics 219
1517 20th St., Santa Monica, Calif. 90404
Staff: Betty Bennett, Wayne Freeman, Phil Dudderidge, Graham Blythe, Greg McVeigh, Gary Lynn, Erika Lopez, David Fisher.

Soundolier 1704
9380 Watson Industrial Park, St. Louis 63126

Soundtrack Music 2305
77 N. Washington St., Boston 02114

SouthLake Technologies 1504
2100 Reston Ave., Reston, Va. 22091
Intelligent intercom system*, model 8318 distribution amplifier system, API audio amplifier and equalizer modules. **Staff:** Saul Walker, Larry Hallman, Lisa Brady, Doug Simon.

Spectratek/ESS 2269
1567 Spinnaker Dr., Ventura, Calif. 93001

Spectrum Planning 510
1850 N. Greenville, Suite 122, Richardson, Tex. 75081

Communications systems engineering services. **Staff:** John Monroe, Reggie Hayes.

Spencer Broadcast 406
316 E. El Camino Dr., NE, Phoenix 85020
Stereo phono preamp*, stereo separation corrector*, EFI filters for power lines*, multitap stereo processor*, cartridge digital disk player, turntable alignment tool, digital processing equipment, engi-

neering services. **Staff:** Charles Spencer, Mike Sedlar, Ron Nott, Carol Spencer.

Sphere Electronics 2073
20211B Prairie, Chatsworth, Calif. 91311

Sprague Magnetics 705
15759 Strathern St., Suite 12, Van Nuys, Calif. 91406

Replacement magnetic tape heads for reel-to-reel, cart, film, duplicator and audio/video recorders, refurbishment services and recorder care products.

Stage Lighting Distributors 1128
346 44th St., New York 10036

Lighting dimmers and control, studio lighting, fog and smoke machines. **Staff:** Robert Riccardelli.

Stainless 1315
Third & Montgomery Ave., North Wales, Pa. 19454

AM, FM and TV towers. **Staff:** Robert Farrington, Jess Rodriguez, Ronald Pagnotto, Owen Ulmer, Peter Starke, Harold Balshukat, John Windle, Henry Guzewicz, H. William Guzewicz.

Stanton Magnetics 102
200 Terminal Dr., Plainview, N.Y. 11803
L500AL disco P-mount models turntables*, uni-directional dynamic microphone, PBR announcer's earphone. **Staff:** Pete Bidwell, George Alexandrovich.

Stantron 1132
6900 Beck Ave., N. Hollywood, Calif. 91605

Computer peripheral furniture, electronic cabinets. **Staff:** Guy Tessier, Bill Adams, Cathy Benner, George Constantine, Len Pinkowski, John Crockett, Dave Smith, Dave Comstock, Churchill Miller, Dick Turchen, Dick Graham, Dick Meis.

Steenbeck 1424
9554 Vassar Ave., Chatsworth, Calif. 91311
ST201V video reporter, ST1B-35 35 mm film to tape transfer unit. **Staff:** W. Bass, W. Otto, T. Diamond.

Storeel 1008
2050 Carroll Ave., Atlanta 30341

Mobile and stationary storage systems for videotape, film and videocassettes.

Straight Wire Audio 408
2611 Wilson Blvd., Arlington, Va. 22201

Automatic stereo synthesizer, DA's, preamps, playback boards for ITC cart machines. **Staff:** William Sacks, Ricki Sacks, Lauri Fowler.

Strand Century 1418
Box 9004, Rancho Dominguez, Calif. 90224
Lighting and dimming control equipment.

Strata Marketing 614
2 S. 306 Ivy Ln., Lombard, Ill. 60148

RadioCalc system for radio reach and frequency ratings analyses. **Staff:** Bruce Johnson, Roger Skolnik, Chuck Cady.

Studor Revox America 201
1425 Elm Hill Pk., Nashville 37210



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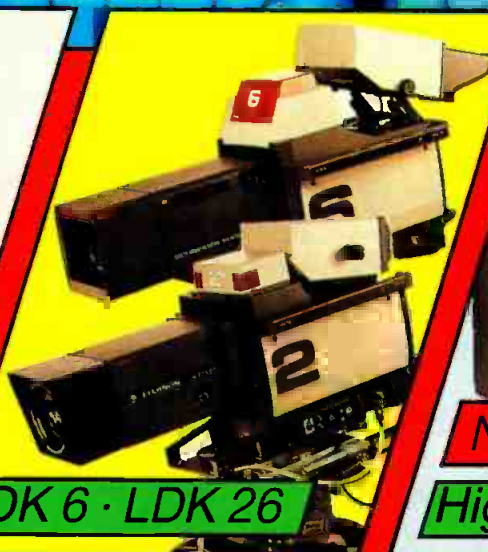


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Staff: Thomas Mintner, Doug Beard, Lawrence Jaffe, Renaud Delapraz, Nancy Byers, Nick Balsamo, Brian Tucker, Joe Bean, Chris Ware, Thomas Jenny, Vencil Wells, Fred Layn, Bruce Borger-son, Bruno Hochstrasser.

Sunspot 110
2440 San Mateo Pl., Albuquerque, N.M. 47110

Superior Satellite Engineers 2288
8300 A Sierra College Blvd., Roseville, Calif. 95678

Swintek Enterprises 1503
1180 Aster Ave., Unit T, Sunnyvale, Calif. 94086

Radio headset systems and micro-phones. **Staff:** William Swintek, Les Underwood, Dava Hill.

Switchcraft Inc. 427
5555 N. Elston Ave., Chicago 60630

Jacks and plugs, connectorized jack-fields, molded cable assemblies, audio connectors and receptacles audio accessories. **Staff:** Ed Larrabee, Terry Leen, Randy Opela.

SWR Inc. 1644
Box 215, Goffstown, N.H. 03045

Manual and motorized switch* for exist-ing patch panels, motorized three-port switch*. **Staff:** Andy Bouchard, Jack Kruger, Bob Kruger, Joe Donovan.

Sylvania US Lighting 1401-B
Sylvania Lighting Center, Danvers, Mass. 01923

Lighting equipment.

Symbolics 2284
1401 Westwood Blvd., Los Angeles 90024

Symetrix 616
109 Bell St., Seattle 98121

Audio signal processing devices includ-ing telephone interface unit and remote control system.

Symtec 1522
15933 W. 8 Mile Rd., Detroit 48235
Graphics and text generator.

System Associates 1331-E
5801 Uplander Way, Culver City, Calif. 90230

Brokers of used TV equipment. **Staff:** Walt Shubin, Bill Seidel.

Systemation 2170
337 N. Water, Decatur, Ill. 62523

Taber Manufacturing 711
2468 Embarcadero Way, Palo Alto, Calif. 94303

Model 1500 automatic tape degausser, model 409 tape degausser, audio heads and head reconditioning service. **Staff:** Veldon Leverich, Diane Leverich, Florin Arsene, Bob Souza.

Taft TV and Radio Co. 1605B
85 Merrinac St., Suite 502, Boston 02114

Occasional use satellite time, microwave and production facilities, Kansas City tele-port*. **Staff:** Jack Morse.

Tamron 1316
17-11, 7 Chome, Takinigawa, Kita-Ku, Tokyo
ENG/EFP lenses, zoom servo and manual control units, focus servo and manual control units accessories. **Staff:** Hildeaki Shimizu, Hank Nagashima, Takamune Hirano.

Tandberg of America 2354
Box 58, Armonk, N.Y. 10504

Tapscan 106
2100 Data Park, Suite 202, Riverchase, Ala. 35244

Staff: Jim Christian, Dave Carisle, Cindy Kimbrough, Paul Heine, Karen Travis, Patty Strong, Fred Schumacher.

Tascom/TEAC 1304
7733 Telegraph Rd., Montebello, Calif. 90640

Audio consoles and recorders, micro-phones, tape and accessories.

Teatronics 1709
3100 McMillan Rd., San Luis Obispo, Calif. 93401

Lighting control systems, dimmer packs, control consoles.

Tecpro 2218
310 W. Colfax St., Palatine, Ill. 60078

Tekskil Industries 2184
Suite 310, 218 Blue Mountain St., Coquit-lam, B.C. V3K 4H2

Tektronix 1601
Box 500, Beaverton, Ore. 97077

1710B and 1711B waveform monitor*, TSG-170A digital sync and test signal generator*, 1450-1 television demodula-tor*, 1450F20 wideband audio upgrade kit*, 118-F02 video interface*, TSG-300 analog component test signal gener-ator*, automatic video measurement set, series waveform/vector monitors, 110-S NTSC video synchronizer, 118-AS audio synchronizer. **Staff:** Larry Kaplan, Steve Kerman, Jim Zook, Dan Castles, Larry Harrington, Dave Friedley, Wayne Om-stead, Rex Stevens, Bruce Penney, Paul Conton, Dan Baker, Jeanine Navarra, Ron Marquez, Carol Hilden, Cindy Naucier.

Telegen (TDF) 806
1742 Willow Rd., Suite 206, Palo Alto, Calif. 94304

Telemet 1202
185 Dixon Ave., Amityville, N.Y. 11701

Stereo/audio demodulator*, routing switcher*, card file fiber optics system*, broadcast demodulators, sideband ana-lyzers, spectrum/sideband analyzers, modulators, isolation amplifiers, thermal equalizers, clamping amplifiers, repeat-ers, video cable terminals, test signal generators, chroma keyers and decod-ers, group delay measuring systems, RF test equipment, video and pulse distribu-tion amplifiers, video DAs with clamp and equalization, pulse DAs with variable de-lay. **Staff:** Slim Hamer, Bob Griffiths, Alex Kwartiroff, Leo Lazarus, Vincent Delmato, Tony Silva, Ivan Slovak, Eugene Murphy.

Telemetrics 2325
300 Rte. 17 N., Upper Saddle River, N.J. 07458

Telepak San Diego 192
8340 Clairemont Mesa Blvd., Suite 201, San Diego 92111

Carrying cases for portable recorders, 1740/50 waveform/vector pak*, grip/gaf-fen pak*, mini grip/gaffen pak*, Sony BVU 50 with time code generator pocket. **Staff:** David Stepp, Linda Stepp, Steve Crouch, Bill Montgomery.

Telescript 1407
445 Livingston St., Norwood, N.J. 07748

Monitor prompting system, computer prompting program for the C-64*, smart prompter*. **Staff:** Bob Swanson, Rich Mergner, Susan Moran, Jim Stringer, Phil Miller.

Television Engineering 1700
580 Goddard Ave., Chesterfield, Mo. 63017

TEC-19 ENG mobile unit. **Staff:** Jack Vines, Steve Savis, Shaun Vowell, Ray Vines.

Television Equipment Associates 1216
Box 393, S. Salem, N.Y. 10590

Video and pulse delays, video filters, headsets, tape cleaners, tape evalua-tors, intercom systems, distribution am-plifiers, teletext products and systems.

Television Information Office 812
745 Fifth Ave., New York 10151

Staff: Roy Danish, Hank Levinson, Lynne Grasz.

Television Systems & Services 2158
2419 Rutland, Austin, Tex. 78758

Television Technology Corp. 305
Box 1385, Broomfield, Colo. 80020

Staff: Dr. Byron St. Clair, Kin Jones, Bo Pearce, Mark Hutchins, Jack Fick, Bill Harland, Robin Ellis, Nick Panos, Ted Sul-livan, John Binsfeld, Alex De Lay, Jon Sawyer, Jim Billig, Carol Andersen, Nan-cy Bland.

Telex Communications 600, 1605A
9600 Aldrich Ave., South, Minneapolis 55420

Telex FMR-50 wireless microphone sys-tem*, other microphone systems, micro-phones, closed circuit intercom system, headsets, open reel and NAB cartridge audio tape recorders and loggers, high speed tape duplicating systems and high speed cassette copiers, insta-load 16 mm motion picture projectors, silent and sound filmstrip projectors and 35 mm slide projectors. **Staff:** Jim Arrington, Chris D'Amico, Dean Flygstad, Pat Gil-lette, John Howe, Gene Johnson, Tom Johnson, Ansel Kleiman, Claude Klei-man, Steve Lichtenauer, Don Mereen, Don O'Brien, Michael Olinger, Rick Peter-son, Jerry Wade.

Tennaplex Systems 1127
21 Concourse Gate, Nepean, Ont. K2E 7S4

TV and FM antennas, design and supply combining filters, installation supervi-

sion, tuning and testing of antennas and filters. **Staff:** Marvin Crouch, Manfred Muenzel, Ed Ritz.

Tentel 1613

1506 Dell Ave., Campbell, Calif. 95008
Universal head protusion and eccentricity gauge for SMPTE one-inch Type C VCRs*, Tentelometer tape tension gauge*. **Staff:** Wayne Graham, John Chavers, John Bonn.

Texar 2020

7175 Saltsburg Rd., Pittsburgh 15235

Texscan MSI/Compuvid 204

3855 S. 500 W., Suite S, Salt Lake City 84115

TFT 109

3090 Oakmead Village Dr., Santa Clara, Calif. 95051

Composite subcarrier generator for TV microwave, SCA decoder for TV microwave, FM stereo modulation monitor, AM stereo exciter and monitor, TV stereo monitor, SAP and professional channel monitor, SAP generator, professional generator. **Staff:** Joe Wu, Henry Wu, Jesse Maxenchs, Lois Kiri, Gerald Wakayama, Joe Borgonia, Charlie Hu, Terry Peterson.

Theater Service & Supply 1513

1792 Union Ave., Baltimore 21211

Staff: Richard Antisdel.

Theater Vision 1318

5426 Fair Ave., N. Hollywood, Calif. 91601

Lighting, dimming systems, girds, lamps, track, curtains, chromakey, diffusion, filters and patterns. **Staff:** Richard Medvitz, John Chuck, Chris Marten, Robin Ryan, George Gray, Cheuk Su, Robin Gray, Paul Mitchelle, Deni Pressley.

Thermodyne 1637

20850 S. Alameda St., Long Beach, Calif. 90810

Shipping cases, rack-mounted instrument cases.

James Thomas Engineering 1125

5025 S. Eastern Ave., Suite 16-B120, Las Vegas 89119

Pre-rigged truss sections with articulating and two-, four- and six-way corner blocks, colored par cans, pinspots, fresnels, Avolites consoles. **Staff:** Don Dillingham, Roxanne Kadishov, Karen Edmundson, Michael Martin, Mike Garl, Graham Thomas, Clive Standley, Richard Ollett.

Thomson-CSF Broadcast 1001

37 Brownhouse Rd., Stamford, Conn. 06902

Scaled-down version of Vidfont for broadcast use*, TTV-1525C color studio camera*, TTV-1623 Betacam/recorder*, TTV-1624 automatic Betacam*, 5700 NTSC color processor*, TTV-8400 C.A.T. computer aided test system, TTV-4400 automatic contrast corrector*, TTV-5305 image processor for special effects*, TTV-7650/7660 DA/AD converters, 1 kw

and 2.5 kw FM transmitters*, Vidfont character graphic systems with paint box and GraphicStore, monaural FM volumax peak controller, stereo FM volumax peak controller, AM volumax peak controller, audimax level controller, dual audio distribution amplifier, NTSC color correction systems, image enhancer, vidiplex encoder and decoder, color slide scanner, UHF, VHF and FM transmitters. **Staff:** Stan Baron, Stan Basara, Rene Bourdon, Gerry Brill, Mike Clayton, Nancy Dailey, Robert Estony, Mark Fanesi, Charles Gaydos, George Guiette, Tom Hindle, Matt Howrylet, Lynn Kranzler, Dagmar Lanigan, Tom Lorenzen, Marty McGreevy, Gerry Miller, Vince Navikas, Tom Oliviero, Bill Park, Altaf Rahman, Mike Redden, Luis Ruiz, Johann Safar, Ed Skvorc, Jim Sprague, Mike Stephanak, Mike Richardson, Michael Boxberger, Guy Chatellanz, Warren Singer.

Thomson-CSF Electron Tube 1003, 2379

301 Rt. 17 North, Rutherford, N.J. 07070

160 w and 85 w Ku band TWT for portable satellite uplink stations*, 50 kw tetroid for TV*, 500 kw shortwave tetroid*, VHF, UHF and FM tetroids. **Staff:** Robert Kolts, Stephen Barthelmes, Anthony Laconti, P. Menes, J. Boulange, D. Kleim, M. Hemmes, F. Rich.

Thorn-EMI.E. Nelson Corp. 1331D

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Townsend Associates 1420

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1524

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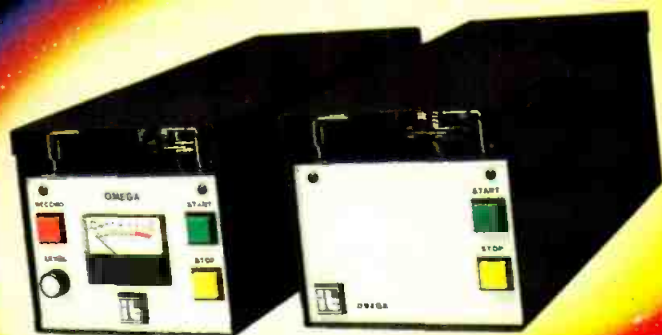
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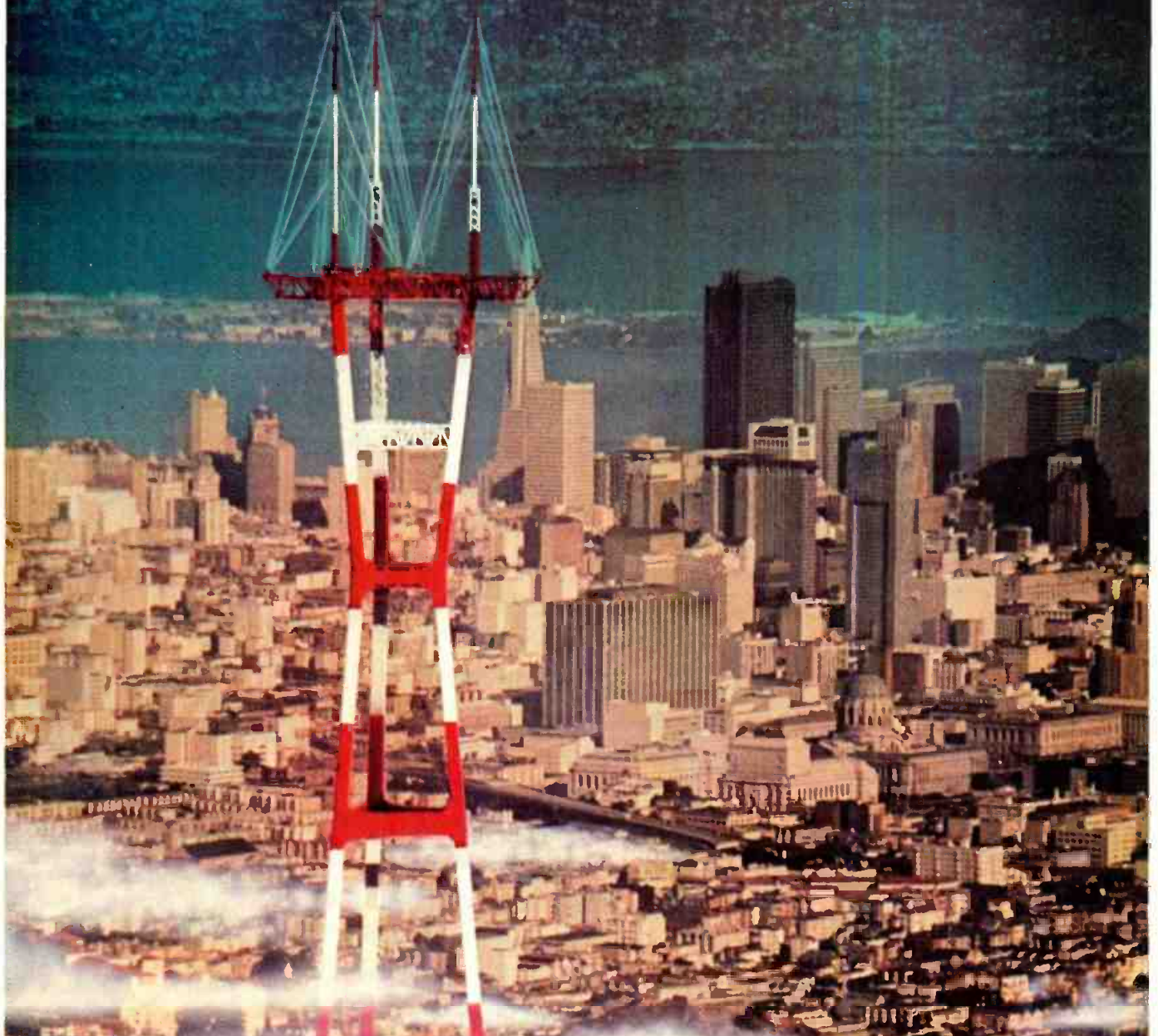
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1819 Peachtree Rd., Suite 606, Atlanta 30309

Staff: Stan Raymond, Nancy Raymond, Jim O'Grady.

Cecil L. Richards Inc. Hilton 1950
7700 Leesburg Pike, Suite 408, Falls Church, Va. 22043

Staff: Cecil Richards, Loyola Richards, Bruce Houston, Lee Hague.

Robert Rounsaville Hilton & MGM
Grand

Box 11898, Atlanta 30355

Hilton staff: Robert Rounsaville, Arnold Kaufman. **MGM Grand staff:** Mary Bush.

Barry Sherman & Assoc. MGM Grand
1828 L St., Washington 20036

Staff: Barry Sherman, Jan Michael Sherman, William Schultz Jr.

Howard E. Stark
575 Madison Ave., New York 10022

Edwin Tornberg & Co. MGM Grand
Box 8698, Washington 20011

Staff: Edwin Tornberg.

Reps

Avery-Knodel MGM Grand
437 Madison Ave., New York 10022

Staff: Robert Kizer, Robert Dudley, Robert Kalthoff, Dave Brangan.

Blair Radio, TV, RAR 11-121
1290 Avenue of the Americas, New York 10104

Staff: TV: Harry Smart, Walter Schwartz,

Pat Devlin, Jack Poor, Bill Breda Jim Kelly, Floyd Gelini, Kenn Donnellon. **Radio:** John Boden, Charlie Colombo, Barbara Crooks, Rick Ferraro, Bill Coury, Kenn Miller. **Blair/RAR:** Michele Jennings.

Christal Co. Hilton
919 Third Ave., New York 10022

Staff: Paddy Ramsey, David Winston, John Fouts, John Comenos, Mark Braundstein.

Eastman Radio Caesars Palace
1 Rockefeller Pl., New York 10020

Staff: Frank Boyle, Bill Burton, Dave Recher, Jerry Schubert, Carl Butrum, Jerry Donovan, Lee Lahy, Dan Prodanovich.

Harrington, Righter & Parsons
805 Third Ave., New York 10022

Staff: John Walters, Peter Ryan.

Hillier, Newmark, Wechsler & Howard 2878-81
277 Park Ave., New York 10072

Staff: Bernard Howard, Phil Newmark, Elaine Pappas, Patti Fahn, Bill Froelich, Jacqui Rossinsky, Marc Gross, Jane Engel, Chuck Hillier, Pat Byrne, Tom O'Brien, Bob Steadman, Paddy O'Brien, Nick Imbornone, Georgann Lavelle, Rocky Crawford, Darlene Johnson, Ira Wechsler, Esther Felsenfeld.

Independent TV Sales
437 Madison Ave., New York 10022

Staff: Bill Bee.

Katz Communications Hilton 10-121
One Dag Hammarskjold Pl., New York 10017

Staff: **Corporate:** James Greenwald, Frank McCann, Barry Lewis, Lucille Luongo. **Katz Television:** Peter Goulazian, Richard Goldstein, Paul Arnen, James Beloyianis, Michael Hugger, Tom Olson, Jack Higgins, Marty Ozer, Elissa Lebeck. **Katz Radio:** Ken Swetz, Jerry Cregan, Tom Masone, Dick Romanick, Stu Olds, Bill Fortenbaugh, Carol Mayberry, Glenn Kummerow, Jerry Kelly, Tom Turner, Bill McHale.

Major Market Radio Hilton
415 Madison Ave., New York 10017

Staff: Warner Rush, Tom McKinley, Austin Walsh, Jim Hagar, Barry Gorfine.

Masla Radio Hilton 14-121
41 E. 42d St., New York 10017

Staff: Jack Masla, Stan Feinblatt, Charles McCready, Mel Trauner, David Adams, Doug Masla, Johnnie Pegues, Arlene Taylor, Julie Judge, Kathy Murphy, Bud Pearse, Phil Roberts.

McGavren Guild Hilton/Imperial
154 E. 46th St., New York 10017

Staff: Ralph Guild, Les Goldberg, Dick Sharpe, Tony Durpetti, Anthony Maisano, Pat Healy, Erica Farber, Ellen Hulleberg, George Pine, Tom Poulos, Bob Lion, Gary Ahrens, David Wisentaner, Marc Guild, Peter Doyle, Jeff Dashev, Valerie Tuttle, Denton Holmes, Dennis Dalton, Shane Fox, Jane Sperrazzo, Donna La Vitola,

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WCAX
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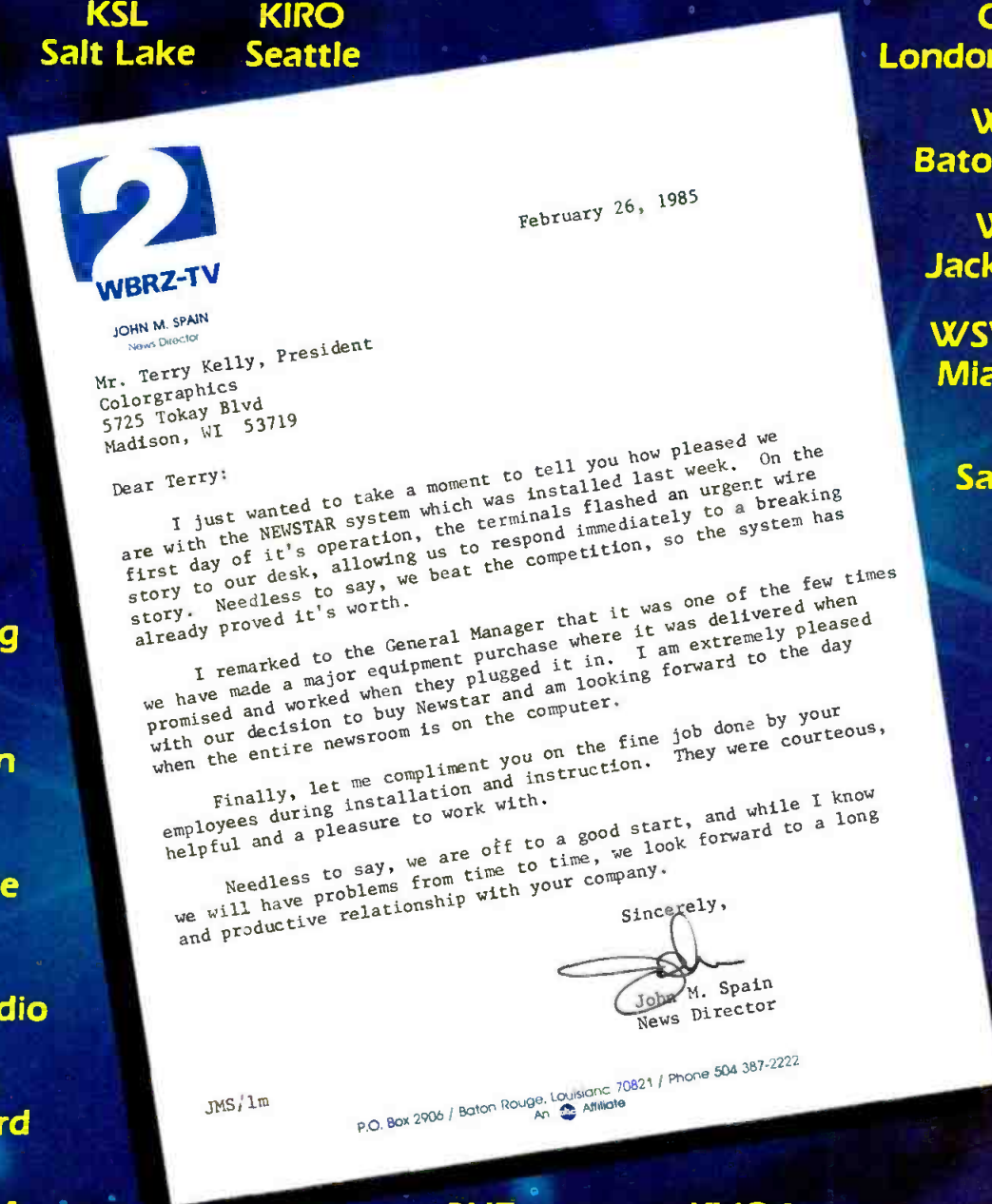
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Seltel
750 Third Ave., New York 10017

Staff: Ray Johns.

TeleRep **MGM Grand**
875 Third Ave., New York 10022

Staff: Sandra Murray, Jay Isabella, Dick Singer, Rich Sheingold.

Torbet Radio **Hilton**
1 Dag Hammarskjold Pl., New York 10017

Staff: Peter Moore, Mike Bellantoni, Tony Fasolino, Marianne DeLuca, John Graziano, Bill Kehlbeck.

Weiss & Powell **Hilton**
277 Park Ave., New York 10172

Staff: Bob Weiss, Ralph Connor, Carol Salter, Christie Taylor, Jay Berman.

Adam Young **MGM**
3 E. 54th St., New York 10022

Staff: Vincent Young, Keith Thompson, Keith Bainbridge, Joan Barron, Lois Hamlin.

Other

ASCAP
1 Lincoln Plaza, New York 10023

Staff: David Hochman, Dwight Young.

Donald Jasko.

Birch Report **Sheffield Inn**
120 Van Nostrand Ave., Englewood Cliffs, N.J. 07632

BirchScan monthly ratings report. **Staff:** Dick Weinstein, Bill Livek, Craig Harper, Howard Gherman, Larry Gorick.

Firstmark Financial Corp. **Hilton**
110 Washington St., Indianapolis 46204

Staff: Phillip M. Thoben, William Van Huss, Michael Lewis, William Kennedy.

Jhan Hiber & Associates **Hilton**
Box 1220, Pebble Beach, Calif. 93953

Staff: Jhan Hiber.

Ward L. Quaal Co. **Hilton**
401 N. Michigan Ave., Suite 3140, Chicago 60611

Staff: Ward L. Quaal.

SESAC **Hilton**
10 Columbus Cr., New York 10019

Staff: W.F. Myers, Al Altman.

T.A. Associates **MGM Grand**
45 Milk St., Boston 02190

Staff: David Croll, Richard Churchill, William Collatos, James Wade, Stephen Gormley.

TelCom Associates **Hilton**
8033 Sunset Blvd., Suite 559, Los Angeles 90046

TV program consulting firm. **Staff:** Ronald Krueger, Grace Jacobs, Jim Cusick.

FCC

The FCC will be represented at NAB by all of its commissioners. Present will be

FCC Chairman Mark Fowler and Commissioners James Quello, Mimi Dawson, Henry Rivera and Dennis Patrick. Accompanying them will be Jerald Fritz, chief of staff to Fowler; Ken Howard, legal assistant to Quello; Bob Pettit, senior legal adviser to Dawson, and Jack Richards, legal assistant to Dawson, and Renee Licht, senior legal adviser to Rivera. Representing the Mass Media Bureau will be James McKinney, bureau chief; Bill Hassinger, engineering assistant to the chief; John Kamp, legal assistant to the chief; Charles Schott, chief, policy and rules division; Roy Stewart, chief, video services division; Ralph Haller, chief, technical and international branch, and Glenn Wolfe, chief, equal employment opportunity branch. Also attending will be Edward Minkel, FCC managing director; Robert Powers, chief scientist; Albert Halprin, chief, Common Carrier Bureau, and Sheldon Guttman, associate general counsel.

Public service

American Lung Association—2067; AT&T Communications—2066; American Radio Relay League—175; Department of the Army—2007; I.E.E.E.—184; National Committee for Employers Support of the Guard & Reserve—2052; National Safety Council—2107; National Weather Service—2051; Up with People—2108; USAFRS/RSARE USAF—2008; Voice of America—2105.

NAB sets stage in Las Vegas

Public service is convention's theme; beer-wine advertising ban among attendees' major concerns

The broadcasting industry's sensitivity to the public interest, and specifically its concern about a drive by citizen groups to ban beer and wine advertising, will take center stage next week as 30,000 Fifth Estaters gather at the Las Vegas Convention Center for the National Association of Broadcasters annual meeting (April 13-17). The convention will focus on what NAB characterizes as the industry's tradition of "informing, educating and entertaining," which ties in with NAB's national public service campaign against drunk driving.

The convention's stated theme, to "Take Part... Take Pride," will be sounded on Monday, April 15, during a joint radio and television session. Featured speakers include Candy Lightner, founder of Mothers Against Drunk Driving; Joyce Nalepka, president, National Federation of Parents for a Drug-Free Youth, and Andrew Ockershausen, chairman of the NAB Task Force on Alcohol & Drug Abuse. TM Communications has produced a 30-minute video presentation on the subject that will accompany the presenta-

tion. As follow up, key House members will discuss the legislative outlook on proposals to ban beer and wine. Representatives Vic Fazio (D-Calif.), Howard Nielsen (R-Utah), Matthew Rinaldo (R-N.J.), Richard Shelby (D-Ala.), Al Swift (D-Wash.), and Mike Synar (D-Okla.) will participate.

Many key sessions will focus on alcohol abuse and related issues. In addition, a drug and alcohol abuse information booth will be set up in the east meeting hall, where broadcasters can obtain copies of the many audio and video PSA's NAB has collected on the topic. The association's newest series of radio PSA's, produced by Chuck Blore & Associates, will be unveiled during the convention.

NAB will kick off its meeting with a series of radio management sessions on Saturday, April 13. Such subjects as "Finding the Right On-Air Talent" and a panel on "AM Technical Improvement," among others, are planned in the morning. A daytimers forum and "Radio WARS II: How to Push Listeners' Hot Buttons" will follow in the afternoon. Much of the TV and radio convention agenda explores such topics as sharpening management skills, audience promotion, the new technologies and developing new sales

techniques. The Radio Advertising Bureau and the Television Bureau of Advertising are hosting several workshops.

The convention activities formally get under way Sunday, April 14, with a "State of the Industry" address by NAB President Eddie Fritts at 2 p.m., Sunday, and proceed with the presentation of the Distinguished Service Award (NAB's Highest Honor) to Wilson Wear, chairman of the board, Multimedia Inc., Greenville, S.C. A Beach Boys performance follows.

Several congressional panels are scheduled for Monday, April 15, but there appears to be less emphasis on politics this year. Last year, more than 20 members attended the show, this year 15 are slated to appear. A Monday panel, called "Taxes-The Insiders' Opinions," features Senators Spark Matsunaga (D-Hawaii), J. James Exon (D-Neb.) and Congressmen Robert Matsui (D-Calif.), and is offered to both radio and TV broadcasters. Members of the House and Senate who will debate the future of must-carry and cable: Senators Slade Gorton (R-Wash.) and Charles McC. Mathias (R-Md.), chairman, Senate Copyright Subcommittee; Representatives Hamilton Fish (R-N.Y.); Romano Mazzoli (D-Ky.); Carlos Moorhead (R-Ca-

To: All Television Broadcasters

You are cordially and **urgently invited** to attend our NAB Convention Workshop on late-breaking developments with respect to your ASCAP, BMI and SESAC licenses.

Time: Monday, April 15, 1985 — 8 am to 9:15 am

Place: East meeting room complex, Room D-1,
Las Vegas Convention Center

Panelists: Les Arries — Chairman of the All-Industry Committee
M. N. (Buddy) Bostick — President, KWTX-TV, Waco, Texas
Abiah A. Church — V.P. and General Counsel,
Storer Communications
R. Bruce Rich, Esq. — Weil, Gotshal & Manges,
Counsel to the Committee
Jack Zwaska — Administrative Director, All-Industry Committee

- Learn what ASCAP, BMI and SESAC have in mind for your stations.
- Receive up-to-the-minute details on committee actions on your behalf.
- Find out what you should be doing right now to ensure your license fees are as low as possible.
- **Hear how two #1-rated stations have already successfully eliminated all ASCAP and BMI music from all locally produced programming for only a few dollars per day.**
- Hear and see first hand a demonstration of the highest production-quality alternative music resources now available to you.

The panelists and other members of the Committee will be available for your questions.

**ALL-INDUSTRY
TELEVISION STATION
MUSIC LICENSE COMMITTEE**

lif.); Larry Smith (D-Fla.), and Henry Waxman (D-Calif.) appear on that panel.

New York Governor Mario Cuomo will speak at the Monday television luncheon. On Tuesday, John Gambling, WOR(AM) New York, will address the radio luncheon. NAB's Grover Cobb Award (for improving broadcaster relations with the federal government) will be presented to Richard Dudley, chairman of the board, Forward Communications, during the TV lunch. And on

Tuesday, the NAB's "Spirit of Broadcasting" award for outstanding contributions to the industry will be given to William Quarton, veteran broadcaster and chairman of the board, KWMT(AM) Fort Dodge, Iowa. The convention closes Wednesday with a champagne brunch with FCC Chairman Mark Fowler and entertainment by the Pointer Sisters.

Already a newsmaker this year is the middleweight championship fight between

Marvin Hagler and Thomas Hearns, scheduled for April 15. Broadcasters can see the fight on closed circuit television in the convention center rotunda for \$15. NAB has worked out agreements with some of the major casinos to reimburse any conventioners inconvenienced by the fight, which has made hotel rooms scarce. The city's convention bureau has arranged for a Holiday Inn, previously closed down, to open its 400 rooms for the convention.

A daily guide to NAB 85

The registration desk, located in the convention center rotunda, will be open 8 a.m.-5 p.m., Saturday through Monday, April 13 to April 15; 9 a.m. to 5 p.m., Tuesday, April 16, and 9 a.m. to noon, Wednesday, April 17. All events are at the convention center unless otherwise noted.

Saturday, April 13

RADIO SESSIONS

Management session. 9:30 a.m.-1:15 p.m. *AM Technical Improvement.* Room 21. Moderator: Charles Morgan, Susquehanna Broadcasting. Panelists: Michael Rau, NAB; Ken Brown, ABC; Robert Weirather, Harris Corp.; Harrison Klein, Hammett & Edison; Jon Grosjean, consultant; Al Resnick, WLS(AM) Chicago; Robert Culver, Lohnes & Culver. Legal advisor: Edward Henneberry, Howrey & Simon.

Six concurrent one-on-one sessions. 11 a.m.-1 p.m. *Instant Book Analysis.* Room L. Participants: Craig Harper, Birch Radio; Rip Ridgeway, Arbitron Ratings; Richard Ducey, NAB; Ron Werth, Mutual Broadcasting; Carol Mayberry, Katz Communications.

Finding the Right On-Air Talent. Room L.

Programing Consultants. Room L.

The Lawyer Is In; the Meter Is Off. Room L. Participants: John Kamp, FCC; Barry Umansky and Miguel Martin, NAB.

Job Opportunities for Minorities and Women. Room L. Participants: William Shearer, KGJF(AM) Los Angeles; Claryce Handy, NAB.

Radio Computer Showcase. Room S. Session coordinator: Catherine Seigerman, NAB.

Radio Wars II. 1-2 p.m. *How to Push Listeners' 'Hot Buttons'.* Room M. Panelists: John Abel, NAB; Harvey Gersin and Mark Kassof, Reymer & Gersin.

Two concurrent sessions. 2:15-3:30 p.m. *Doing Your Own Research.* Room R1. Presenters: Richard Ducey, NAB; Dr. James Fletcher, University of Georgia.

Winning and Surviving in Personality Radio. Room R2. Participants: Rick Sklar, Sklar Communications; Gary Owens, KIS(AM) Los Angeles; C.J. Bronson, KNBR(AM) San Francisco; Donald Hawkins and Steven Williams, KPKE(FM) Denver.

Two concurrent sessions. 3:45-5 p.m. *Negotiations for Talent and Management.* Room R2. Presenters: Ron Irion, NAB; Dave Martin, Doubleday Broadcasting.

Community Promotions From A to Z. Room R1. Moderator: Howard Carter, RKO Radio. Panelists: Jack Mayer, WDXN(AM) Clarksville, Tenn.; Charles Morriss, KOMP(FM) Las Vegas; Michael Oatman, Great Empire Broadcasting.

Welcoming reception. 5-6 p.m. Room L.

RADIO ENGINEERING

AM TECHNICAL IMPROVEMENT. 9:30 a.m.-1:15 p.m. Room 21. Session chairman: Charles Morgan, Susquehanna Broadcasting. *NAB AM Improvement Implementation Committee Report.* Michael Rau, NAB. *Methods for Determining the Need for Antenna Broadbanding.* Ken Brown, ABC. *The Case for Audio Bandwidth Limits.* Harrison Klein, Hammett & Edison. *Fundamentals of AM Receiver Design.* Jon Grosjean,

consultant. *Synchronous Detectors Improve AM Receiver Performance.* Al Resnick, WLS(AM) Chicago. *An Investigation of the Harmful Effects of Real and Potential Interference of AM Broadcasting.* Robert Culver, Lohnes & Culver. *AM Transmitter Transient Distortion—Causes and Cures.* Robert Weirather, Harris Corp. *AM Pre-emphasis and De-emphasis: A Systematic Approach.* Robert Orban, Orban Associates. Legal advisor: Edward P. Henneberry, Howrey & Simon.

RADIO BROADCAST ENGINEERING. 2-4:45 p.m. Room 21. Session chairman: Dennis Snyder, WJOY(AM)-WQCR(FM) Burlington, Vt. *New Design Improves Cavity Backed, Cross-Dipole FM Broadcast Antenna Performance.* Ali Mahnad, Cetec. *The Effects of a Quarter-Wave Stub on AM Broadcast Antennas.* Jerry Westberg, Harris Corp. *Process Cooling System for High-Rise Building Transmitter Installations.* Warren Shulz, WFYR(FM) Chicago. *Transmitter Cooling Design and Principles.* Jeffrey Steinkamp, Broadcast Electronics. *Stand-by Power Systems for Broadcast Radio Facilities.* Jerry Whitaker, *Broadcast Engineering Magazine.* *Lightning Protection for Broadcasters.* Roy Carpenter Jr., Lightning Elimination and Consultants.

RF MAINTENANCE WORKSHOP. 5-6:30 p.m. Room 21. Session chairman: Dennis Snyder, WJOY(AM)-WQCR(FM) Burlington, Vt. *Model Station Maintenance Program.* Jim Loupas, James Loupas Associates. Panel discussion. Participants: James Pickard, Harris Corp.; Jeffrey Steinkamp, Broadcast Electronics; John Furr, WOA(AM) San Antonio, Tex.; David Chenoweth, Continental Electronics.

TV ENGINEERING

ELECTRONIC GRAPHICS CENTERS. 9:30 a.m.-12:15 p.m. Room 18. Session chairman: David Rabinowitz, NBC Television. *Selecting and Optimizing Components for a Broadcast Graphics Creation Center.* Joseph Kresnicka, WLS-TV Chicago. *Election Graphics at NBC—Results by Design.* Thomas Alfieri, NBC. *Assembling a Component Video Graphics Creation Center.* Karl Renwanz, WNEV-TV Boston. *A Microprocessor-based System Solution to Increase Access to TV Graphics Generators.* Maurice Baker, WJET(TV) Jacksonville, Fla. *Videopticals: The Evolution of a Post-Production Facility.* Jason Danielson, Positive Video. *Integrating Graphics and Effects Systems.* Ray Doyle, Ampex Corp.

MULTICHANNEL SOUND—TRANSMITTER CONVERSION. 2-6 p.m. Room 18. Session chairman: Albin Hillstrom, KTSP-TV Phoenix. *Practical RF Systems Considerations for TV Multichannel Sound Transmission.* Verne Mattison, RCA Broadcast Systems. *Field Conversion of TV Transmitting Facilities for Stereo Sound Operation.* Ronald Zborowski, Information Transmission Systems. *System Design for Stereo TV Operation.* James Swick, WTTW(TV) Chicago. *Preparing a VHF TV Transmitter for Multichannel Sound.* Randy Hoffner, NBC. *FCC Type Acceptance for TV-MTS.* Ralph Haller, FCC. *Translator Requirements for TV Multichannel Sound.* Byron St. Clair, TTC Inc. *Diplexers and Filterplexers Revisited for Multichannel Sound Operation.* Alan Parnau, ABC. *A Wideband Aural Notch Diplexer Designed for TV Stereo Operation.* Mark Aitken, Comark. *RF Performance of MTS Constant Impedance Notch Diplexers.* Jerome Pozgay, Micro Communications. *Testing Television Transmis-*

Las Vegas bound. BROADCASTING's editorial, advertising and circulation departments will be headquartered in suite 5-103 at the Las Vegas Hilton. On hand will be: John Andre, Dave Berlyn, Vince Ditingo, Geoff Foisie, A. Adam Glenn, Harry Jessell, Kwentin Keenan, Kim McAvoy, Richard Mahler, Mark Miller, Larry Taishoff, Robert (Skip) Tash, Tim Thometz, Don West, David Whitcombe, Len Zeidenberg.

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son Systems for Multichannel Sound Compatibility. Geoffrey Mendenhall, Broadcast Electronics.

Sunday, April 14

RADIO SESSIONS

Radio engineering session. 10 a.m.-12:30 p.m. *Studio Maintenance Workshop.* Room 21. Session chairman: Al Resnick, WLS(AM) Chicago. Opening presentation: Steve Messer, WHFB-AM-FM Benton Harbor, Mich. Participants: Messer; Dave Montgomery, ITC/3M; Steve Church, WNDE(AM)-WFBQ(FM) Indianapolis; Richard Adler, consultant; Jim Loupas, James Loupas Associates.

Daytimers forum. Noon-2 p.m. Room L. Presenters: Gary Capps, Capps Broadcasting; James Wychor, KWOA(AM) Worthington, Minn.; Barry Umansky, NAB. Moderator: Michael Rau, NAB. Panelists: A.L. Anderson, KBMR(AM) Bismarck, N.D.; Robert Vickery, WLPO(AM) La Salle, Ill.; Joe Allen Sr., KLIQ(AM) Portland, Ore.; Charles Schott, FCC.

Session. 12:30-1:30 p.m. *Recruitment and Retention of Minorities in Radio.* Room R1. Moderator: Eugene Jackson, National Black Network. Panelists: Abe Thompson, WGCI(AM) Chicago; Joshua Jackson, KJCB(AM) Lafayette, La.; Athena Sofias, WOJO(FM), Evanston, Ill.

TELEVISION SESSIONS

Television engineering maintenance workshop. 10 a.m.-1 p.m. Room 18. Session chairman: Jerry Plemmons, Outlet Communications. *Common Pitfalls in Designing Transmitter Cooling and Ventilation Systems.* Michael Chiarulli, ABC. *Guidelines for Transmitter Plant Installation and Maintenance.* James Pickard, Harris Corp. *Microcomputer Control Enhances NiCad Battery Fast Charging.* D.C. Hamill, PAG Ltd. Panel discussion participants: Chiarulli; Pickard; Talmadge Ball, KSL-TV Salt Lake City; Gary Anderson, Tektronics.

Four concurrent sessions. 11 a.m.-12:15 p.m. *The 1995 Television Audience: Changing the Rules of the Game.* Moderator: Charles Sherman, WRAP-TV Peoria, Ill. Panelists: John Abel, NAB; Marvin Mord, ABC; David Poltrack, CBS Inc.; William Rubens, NBC.

Audience Promotion & Marketing—A Total Look at Your Station. Room D2. Moderator: Lance Webster, BPME. Panelists: Carl SjoDahl, SjoCom/Telesound; Bob Kobarg, KVUE-TV Austin, Tex.; Larry Rickel, ABC News Advisory Services.

Multichannel Sound: Problems & Opportunities. Room D1. Moderator: Robert Yadon, NAB. Panelists: Nick Freeman, KIRO-TV Seattle; Paul Sehenuk, University City Studios; Mike Sherlock, NBC; Vic Olesen, Vic Olesen & Partners.

Weather Graphics...A Sunny Outlook. Rooms G2. Moderator: Dave Murray, *Good Morning, America*; Dale Bryan, Environmental Satellite Data; Valerie Jones, Colorgraphics Systems; Maclovio Perez, KCBS-TV Los Angeles.

Joint opening general session. 2 p.m. Hilton Pavilion. Welcome: Gert Schmidt, NAB joint board chairman. State of the Industry Address: NAB President Edward Fritts. Presentation of Distinguished Service Award to Wilson Wearn, chairman of Multimedia. Entertainment: Beach Boys.

Monday, April 15

RADIO SESSIONS

Five concurrent sessions. 7:30-8:45 p.m. *Broadcasters and the EEO and Labor Laws.* Rooms S1 and 3. Moderator: Julian Shepard, NAB. Panelists: Gordon Coffman, Wilkinson, Barker, Knauer & Quinn; Glenn Wolfe, FCC; Richard Zaragoza, Fisher, Wayland, Cooper & Leader; Edward Hummers, Fletcher, Heald & Hildreth.

Creative Equipment Financing for the Radio Industry. Rooms S2 and 4. Moderator: Harry Grant, Sussex Leasing Corp. Panelists: Stewart Cohn, Chemical Bank; Steven Pruett, Media Management Corp.

Planning for Profit. Rooms R2 and 4. Presenters: Scott Seaholm and Joe

Christy, Meaden & Moore.

Cash Management. Rooms L1 and 3. Presenters: Gary Pease, WLNA(AM)-WHUD(FM) Peekskill, N.Y.

Joint radio and TV session. 9:15-10:30 a.m. *Take Part, Take Pride, Take Action—The Fight Against Alcohol & Drug Abuse.* Hilton Pavilion. Moderator: Andrew Ockershausen, chairman of NAB task force on alcohol and drug abuse. Panelists: Candy Lightner, Mothers Against Drunk Driving; Joyce Nalepka, National Federation of Parents for Drug-Free Youth.

Five concurrent sessions. 10:45 a.m.-noon. *AM Stereo: A Medium Whose Time is NOW.* Rooms S2 and 4. Moderator: Ron Frizzell, WLAM(AM)-WKZS(FM) Lewiston, Me. Panelists: John Gehron, WLS(AM) Chicago; Tom Glade, KSL(AM) Salt Lake City; Dick Walsh, WABK(AM) Augusta, Me.

Staying Out of the Libel Stew. Room D2. Moderator: Steven Bookshester, NAB. Panelists: Paul Davis, WGN-TV Chicago; Bruce Sanford, Baker & Hostetter, Washington; N. Frank Wiggins, Cohn & Marks; Larry Worrall, Media/Professional Insurance.

Top Line Management. Rooms L2 and 4. Moderator: Gary Kaplan, Garofolo, Curtiss & Kaplan. Panelists: Perry Ury, WTRC(AM) Hartford, Conn.; Wally Clark, KIS(FM) Los Angeles; Dave Spence, KVIL(AM) Dallas.

Taking that Big Step: Buying and Financing Your First Station. Rooms L1 and 3. Moderator: John Oxendine, BROADCASTAP. Panelists: Tim Menowsky, KNZS(AM)-KQWK(FM) Pittsburg, Kan.; Dave Rogers, Rogers Group; Cecil Richards, Cecil Richards Inc.

Executive Burnout—Preventing It. Rooms R2 and 4. Presenters: William Stevens, Timberlake Stevens Associates.

Two concurrent joint sessions. 10:45 a.m.-noon. *Beer and Wine Advertising: What's Going to Happen in Congress.* Rooms R1 and 3. Moderator: John Summers, NAB. Panelists: Representatives Vic Fazio (D-Calif.), Howard Nielsen (R-Utah), Matthew Rinaldo (R-N.J.), Richard Shelby (D-Ala.), Al Swift (D-Wash.) and Mike Synar (D-Okla.).

Taxes—The Insiders' Opinions. Rooms E2 and 3. Moderator: to be announced. Panelists: Senators Spark Matsunaga (D-Hawaii) and J. James Exon (D-Neb.) and Representative Robert Matsui (D-Calif.).

Radio luncheon. 12:30-2 p.m. Hilton Pavilion. *In Search of Excellence: Lessons from America's Best-Run Radio Stations.* Welcome: David Parnigoni, NAB. Introduction: Ted Snider, KARN(AM)-KKYK(FM) Little Rock. Presenters: Sharon Patrick and Robert Waterman Jr., McKinsey & Co.

TELEVISION SESSIONS

Four concurrent sessions. 8-9:15 a.m. *Age, Sex, Salary & the Camera: EEO Update.* Room G2. Moderator: Michael Berg, NAB. Panelists: Stuart Bompey, Baer, Marks & Upham; Sheila Clark, CBS; David Honig, NBMC; L. Michael Zinser, King, Ballou & Little.

Community Outreach Programs—Powerful, Promotable & Profitable. Room G1. Moderator: Waltie Rasulala, WRAL-TV Raleigh, N.C. Panelists: Steve Cohen, WCAU-TV Philadelphia; Reghe Dennis, KOMO-TV Seattle; Phyllis Gemma, KTNV(TV) Las Vegas.

In-House Research for Television Stations. Room D2. Moderator: Richard Ducey, NAB. Panelists: Gary Chapman, Freedom Newspapers; Thomas McClendon, Cox Communications.

Music Licensing on TV—What the World Looks Like in 1985. Room D1. Moderator: Leslie Arries Jr., WVB-TV Buffalo, N.Y. Panelists: R. Bruce Rich and Jack Zwaska, All-Industry Television Station Music License Committee.

Three concurrent sessions. 10:45 a.m.-noon. *Must Carry/Copyright.* Room G2. Moderator: Michael Berg, NAB. Panelists: Senators Slade Gorton (R-Wash.) and Charles (Mac) Mathias (R-Md.), and Representatives Hamilton Fish (R-N.Y.), Romano Mazzoli (D-Ky.), Carlos Moorehead (R-Calif.), Larry Smith (D-Fla.) and Henry Waxman (D-Calif.).

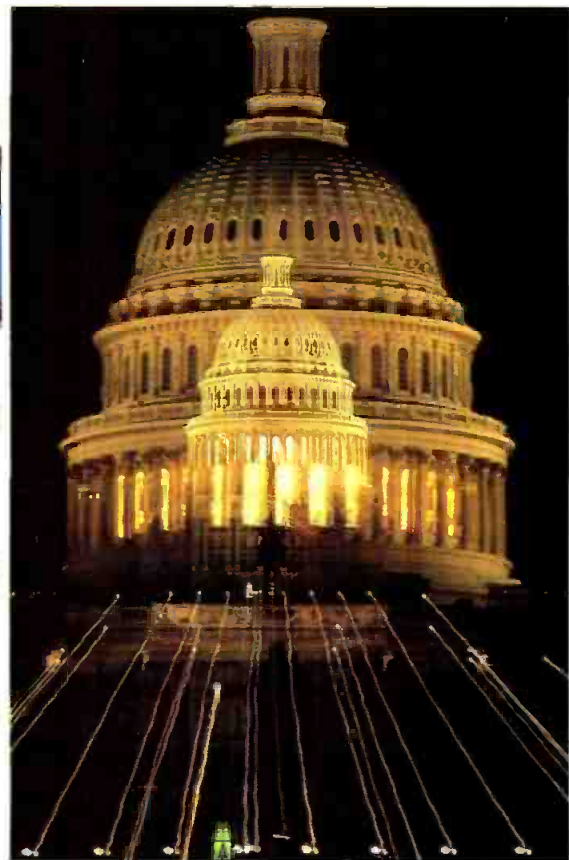
Budgeting for the General Manager. Room D1. Presenter: Willard Hoyt, Nationwide Communications.

Staying Out of the Libel Stew. Room D2. Moderator: Steven Bookshester, NAB. Panelists: Paul Davis, WGN-TV Chicago; Bruce Sanford, Baker & Hostetter; N. Frank Wiggins, Cohn & Marks; Larry Worrall, Media/Professional Insurance Inc.

Beer and Wine Advertising: What's Going to Happen in Congress. Rooms R1 and 3. *Taxes—The Insiders' Opinions.* Rooms E2 and 3.

Television luncheon. Noon-2:15 p.m. Hilton ballroom, rooms A, B and C. Call to order: Jerry Holley, Stauffer Communications. Presentation of Gro-

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SX Series transmitters (available in 1, 2.5 and 5 kW) also offer diagnostic capability through a microprocessor-based, pushbutton information center. You get instant readings on vital parameters.

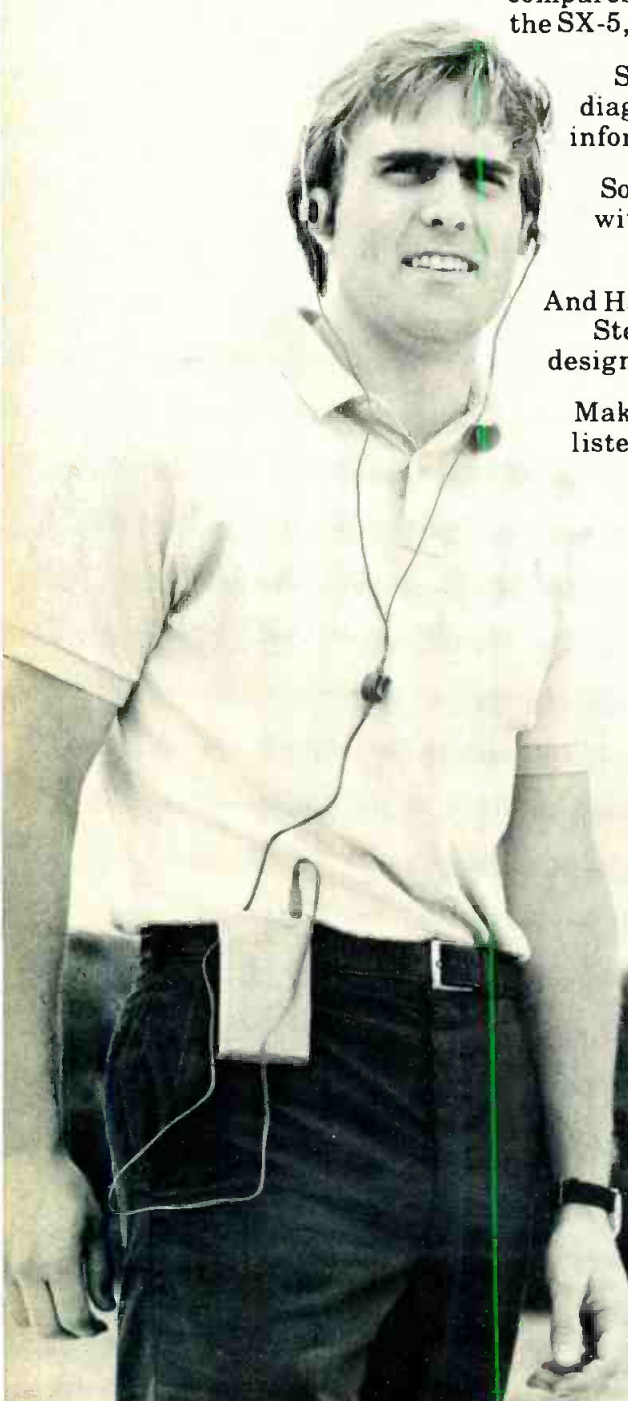
Solid-state design means you'll save up to 46% more power than with other transmitters currently in use. That's a plus you'll see immediately in lower power bills.

And Harris has designed the SX Series transmitters for optimum AM Stereo performance. Strict AM Stereo compatibility was a major design goal right from the start—not an add-on or an after-thought.

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ver C. Cobb award to Richard Dudley, Forward Communications chairman. Speaker: New York Governor Mario Cuomo.

Five concurrent sessions. 2:30-3:45 p.m. *What's a TV Station Worth Today?* Room D1. Moderator: Martin Pompadur, Rule Starger Co. Panelists: D.D. Croll, T.A. Associates; Michael Finkelstein, Odyssey Partners; Dudley Taft, Taft Broadcasting. Legal advisor: Mike McCarthy, Dow, Lohnes & Albertson.

Have the Bucks Stopped Here? The Crisis in Funding for Public Broadcasting. Room D2. Moderator: Donald West, BROADCASTING Magazine. Panelists: Thomas Bolger, Forward Communications; Peter Fannon, National Association of Public Television Stations; Sonia Landau, Corporation for Public Broadcasting; Representative Mike Oxley (R-Ohio); FCC Commissioner James Quello.

Program Distribution Via Satellite—Plus and Minus Factors. Room E1. Moderator: Emory Johnson, California State University. Panelists: Stanley DeCovnick, 20th Century Fox Television; Michael Kievman, Cox Communications; Donald Kivell, NBC; Nancy Salvati, Western Union; Robert Wold Sr., Wold Communications.

Forecasting for the General Manager. Room G2. Moderator: Michael Wirth, University of Denver. Panelists: Paul Bortz, Browne, Bortz & Codrington; Tom Buono, Broadcast Investment Analysts; Dan Ehrman, Gannett Broadcasting Group; Charles Sherman, WRAU-TV Peoria, Ill.

What's Ahead for LPTV. Room G1. Moderator: Ron Merrell, LPTV Magazine. Panelists: Roy Stewart, FCC; Ron Davis, Sweete Inc.; Richard Hutcheson III and Lee Shoblom, Community Broadcasters Association.

Four concurrent sessions. 4-5:15 p.m. *Microcomputers in TV Station Operations.* Moderator: Richard Ducey, NAB. Panelists: Patricia Foley, Katz Broadcasting; Howard Kelly, WRUV-TV Jacksonville, Fla.; Jeff Sales, computer consultant.

The Free Press Issue: A Matter of Principle & Profit. Rooms E2 and 3. Moderator: Roy Danish, TIO. Panelists: Elie Abel, Stanford University; Walter Cronkite, CBS; Timothy Dyk, Wilmer, Cutler & Pickering; Robert Morse, WHAS Inc.

Communicating with the FCC. Room G1. Moderator: Jeff Baumann, NAB. Panelists: John Lane, Wilkes, Artis, Hedrick & Lane; Richard Wiley, Wiley & Rein; FCC Commissioners Dennis Patrick and Henry Rivera.

Advertising on Television in the Year 2000. Room D1. Moderator: William Moll, Harte-Hanks Communications. Panelists: Neil Derrough, CBS; David Henderson, Outlet Co.; Robert Kizer, Avery-Knodel; Marcella Rosen, N.W. Ayer; Stephen Seymour, F&F Communications.

RADIO ENGINEERING SESSIONS

AM-FM ALLOCATIONS. 8-10 a.m. Room 21. Session chairman: Jack Hyde, KDHL-AM-FM Faribault, Minn. *How International Agreements Affect U.S. Broadcasting.* Wallace Johnson, Moffett, Larson & Johnson. *Extended Hours and Increased Power—Optimizing the AM Band.* Ralph Heller, FCC. Panel discussion participants: Johnson; Haller; William Hasinger, FCC; Michael Rau, NAB. Legal advisor: William Silva, Bilger & Blair.

RADIO SUBCARRIERS. 10 a.m.-12:20 p.m. Room 21. Session chairman: Jack Hyde, KDHL-AM-FM Faribault, Minn. *Radio Teletext—The Grail System.* Howard Ginsberg, Communications Engineering. *The Care and Feeding of FM Subcarriers—They Needn't Affect the Main Channel.* John Kean, NPR. *Utility Load Management Via AM Broadcast.* Frank Hyde, utility consultant. *Using AM Subcarriers for Reliable Data Transmission.* Charles Patton, McGraw-Edison. *Computer Simulation of FSK Data Impairments on FM and AM Subcarriers.* Harry Anderson, telecommunications consultant. Legal advisor: Ramsey Woodworth, Wilkes, Artis, Hedrick & Lane.

Engineering luncheon. 12:30-2:15 p.m. Hilton ballroom. Introductions: Russell Pope, Golden Empire Broadcasting. Award presenter: Thomas Keller, NAB. Engineering achievement award recipient: Carl Smith, consultant and president of Smith Electronics. Keynote speaker: E. William Henry, Advanced Television Systems Committee.

TELEVISION ENGINEERING

TELEVISION BROADCAST ENGINEERING. 8:30 a.m.-12:40 p.m. Room 18. Session chairman: R. LaVerne Pointer, ABC. *Should You Develop Your Own Computerized Newsroom?* Timothy Black, Scripps-Howard Broadcasting. *S-MAC: Proposed SMPTE Studio Component Video Dis-*

tribution System. S. Merrill Weiss, Image X. *High Speed Video Recording for "Super Slo-Mo" and HDTV.* Michael Fisher, ABC. *The CCD Camera—A New Way to Look at Television Resolution.* Thomas Gurley, RCA Broadcast Systems. *Novel Procamp Corrects Video Level & Contrast.* Robert Murch, WPXI-TV New York. *Multiplex Operation of Aural and Visual Transmitters at Full Power.* Antoon Uyttendaele, ABC; William Dryer, KABC-TV Los Angeles. *A Case for Broadband Broadcast TV Antenna Systems.* James Wilson, LeBlanc and Dick Communications. *Towards a Digital Television Tape Recorder Standard.* Frederick Remley, chairman of SMPTE digital recording working group.

MULTICHANNEL TV SOUND TECHNIQUE. 2-6 p.m. Room 18. Session chairman: Charlie Spicer, NBC. *Console Requirements for TV Stereo Sound.* Douglas Dickey, Solid State Logic. *Our Experiences in Converting to Multichannel Sound.* Charles Morris, KIRO-TV Seattle. *Production and Post Production for TV Multichannel Sound.* Robert Liftin, Regent Sound Studios. *Stereo Sound Conversion for the TCR-100 Video Cartridge Recorder.* C. Robert Thompson, RCA Broadcast Systems. *How the Television Networks Will Handle the Distribution of TV Multichannel Sound.* Cary Wight, PBS. *Network Distribution of Digital Audio for TV Multichannel Sound.* Chieu Nguyen, M/A-Com DCC. *Stereo Sound Synthesizers Enhance Monophonic Sound for TV-MTS.* John Bubbers, Kintek Inc. *Composite Multichannel Sound Over TV-STL.* Joseph Wu, TFT Inc.

ENGINEERING SPECIALS

BROADCAST AUXILIARY. 1:45-3:45 p.m. Room 21. Session chairman: John Owen, Taft Broadcasting. *Efficient Digital Audio Coding and Transmission System.* Craig Todd, Dolby Laboratories. *High Dynamic Range Microwave Receiver.* Ernest Hicken, M/A-Com. *Using LORAN-C for Automatic ENG Antenna Pointing.* Vincent Rocco, Nurad. *Operational Experience in the 38 ghz Band.* Ralph Green and Akira Yamasaki, CBS.

SPECTRUM MANAGEMENT. 4-5:30 p.m. Room 21. Session chairman: George Capalbo, RKO Radio. *Future Trends in Spectrum Management.* Panel participants: FCC Commissioner Mimi Dawson; David Markey, NTIA; Robert Powers and Ralph Haller, FCC; Thomas Keller and Ralph Justus, NAB.

Tuesday, April 16

RADIO SESSIONS

Joint breakfast session. 7:45-9 a.m. *FCC/Congressional Staff* continental breakfast. Ballrooms D and E. Moderator: Belva Brissett, NAB.

Three concurrent sessions. 7:30-8:45 a.m. *Successful Collection Techniques.* Rooms R1 and 3. Presenters: Donald Willoth and Sue Cissel, WMAL(AM)-WRQX(FM) Washington, and Dotti Pricer, WCLT(AM) Newark, Ohio.

Selling Big Bucks for the Barn. Rooms S1 and 3. Presenters: Tom Thompson, WHO(AM) Des Moines, Iowa; Gordon Bennett, Eric Brown and Richard Hawkins, KRVN(AM) Lexington, Neb.

Strategic Planning: A Marketing Approach that Works. Rooms R2 and 4. Presenter: Jim Hooker, Jim Hooker & Co.

Sales session. 9-10:15 a.m. *Radio Sales: The State of the Art.* Hilton pavilion. Introduction: William Stakelin, RAB. Presenter: Don Beveridge, D.W. Beveridge & Associates.

Five concurrent sessions. 10:30-11:45 a.m. *How Newspapers Sell Against Radio.* Rooms S1 and 3. Presenter: Bill Lyke, Lyke International.

Radio Allocations Through the '80's and '90's. Rooms S2 and 4. Moderator: Barry Umansky, NAB. Panelists: John Kamp and Sheldon Guttman, FCC; William Potts Jr., Haley, Bader & Potts; Jules Cohen, Jules Cohen & Associates.

The Rapidly Changing World of Radio Reps. Rooms R1 and 3. Presenter: Jerry Feniger, Station Representatives Association.

Building a High Performance Powerhouse Sales Staff. Rooms L1 and 3. Presenter: Ken Greenwood, Greenwood Development Programs.

What's Happening at the FCC? Rooms R2 and 4. Moderator: Valerie Schulte, NAB. Panelists: Commissioners Mimi Dawson and James Quello; Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn; Bernard Koteen,

Koteen & Naftalin.

Radio luncheon. Noon-2:15 p.m. Luncheon and hall of fame ceremony. Hilton pavilion. Inductees: Fred Palmer and Casey Kasem. Spirit of Broadcasting Award presented to William Querton, chairman of KWMY Inc., Fort Dodge, Iowa. Keynote speaker: John Gambling, WOR(AM) New York.

Five concurrent sessions. 2:30-3:45 p.m. *The Pieces, Promotions & Parts that Build Success in Small Markets.* Rooms R2 and 4. Presenter: Jay Mitchell, Mitchell Communications.

Sales Marketing: A Strategy for Success... and Survival. Rooms S2 and 4. Presenter: Bill Weaver, KFRU(AM) Columbia, Mo.

One-on-One with Jim McKinney. Rooms E1, 2 and 3. Moderator: NAB President Edward Fritts with FCC Mass Media Bureau Chief Jim McKinney.

Category Selling: Beating Newspapers at Their Own Game. Rooms R1 and 3. Presenter: Jack Sweeney, Electronic Media Consultants.

Doubling and Tripling Your Station's Billing. Rooms L1 and 3. Presenter: Pam Lontos, Pam Lontos Inc.

Seven concurrent sessions. 4-5:15 p.m. *An EBS Briefing with Commissioner Mimi Dawson.* Convention Center, room 1.

The Secrets of Busting Big Retail Budgets. Rooms L1 and 3. Presenter: Tony Durpetti, McGavren-Guild.

Using Research to Slay Newspapers and Other Dragons. Rooms R1 and 3. Presenters: Bob Galen, RAB; Bob Lobdell, Republic Radio Sales.

Selling Without Saying A Word: Dressing for Success. Rooms R2 and 4. Presenter: Luciano Franzoni, Hartmax Corp.

Making Money with Co-op. Rooms S2 and 4. Presenters: Joyce Reed, RAB; Stephen Strauss, Howe, Strauss & Associates.

Subcarriers: Dollars and Business Sense. Rooms L2 and 4. Moderator: Marcia De Sonne, NAB. Panelists: Gene Swanz, Mutual Broadcasting; Hi Mayo, Sinder Corp.; James Wychor, KWOA-AM-FM Worthington, Minn.; Michael Elliott, Warner Stations.

Selling Minority Radio. Rooms S1 and 3. Moderator: Glenn Mahone, Sheridan Broadcasting. Panelists: Eduardo Caballero, Caballero Spanish Media; Earl Jordan Jr., KYOK(AM) Houston; Pat Stevenson, J.P. Martin Associates.

Rap session. 7-8 p.m. *AM Stereo Receivers—Is the Marketplace Responding?* Hilton conference rooms 8, 9 and 10. Presenter: P. Dale Ware, KUTY(AM) Palmdale, Calif.

TELEVISION SESSIONS

Session. 9-10:15 a.m. *Programming for the 1990's.* Rooms A2, 3, 5 and 6. Moderator: Joel Chaseman, Post-Newsweek. Panelists: Michael Garin, Telepictures Corp.; Lee Rich, Lorimar; B. Donald Grant, CBS Entertainment; Mel Harris, Paramount.

Session. 10:30-11:45 a.m. *Selling TV in the Year 1985.* Presenters: William Moll, Harte-Hanks Communications; Roger Rice, TVB.

Four concurrent sessions. Noon-1:15 p.m. *A New Station in an Established Market.* Room G2. Moderator: Donna Zapata, WHAS-TV Louisville, Ky. Panelists: Michael Fisher, KTXL(TV) Sacramento, Calif.; Harry Pappas, KMPH(TV) Visalia, Calif.; Steve Pruett, Media Management Corp.; Harold Protter, WNOI-TV New Orleans. Legal advisor: William Green, Pierson, Ball & Dowd.

Music Video... A Different Tune. Room G1. Moderator: Gary Smithwick, Keith Smithwick Co. Panelists: Dain Eric, Discovery Music Network; Mort Nasatir, Association of Music Video Broadcasters; Rick Sklar, Sklar Communications.

The People Meter Experiments. Room D2. Moderator: John Abel, NAB. Panelists: Norm Hecht, AGB Television Research; Pierre Megroz, Arbitron; David Traylor, A.C. Nielsen Co.

The College Sports Tangle. Room D1. Moderator: Rex Lardner, Turner Broadcasting. Panelists: James Babb, Jefferson-Pilot Broadcasting; Fred Botwinik, Katz Communications; Eugene Corrigan, University of Notre Dame; Phil Hochberg, Baraff, Koerner, Olender & Hochberg; Neal Pilson, CBS.

Session. 2:30-3:45 p.m. *One-on-One with Jim McKinney.* Rooms E1, 2 and 3. Moderator: NAB President Edward Fritts with FCC Mass Media Bureau Chief Jim McKinney.

Session. 4-5:15 p.m. *An EBS Briefing with Commissioner Mimi Dawson.* Convention Center, room 1.

RADIO ENGINEERING SESSIONS

RADIO NEW TECHNOLOGY. 8-9:55 a.m. Room 21. Session chairman: James Hoke, Edens Broadcasting. *An Evaluation of FM Signal Penetration Using a Small Computer.* Michael Callaghan, KHS(AM) Los Angeles. *Newsroom Computers for Radio Broadcasting.* Kenneth MacBride, NBC News. *Compact Digital Disk—Broadcast Applications.* Takeshi Yazawa, Sony Communications Products. *Combining News Transmission and Companding Systems for Improved Reception.* Emil Torick, CBS.

RADIO PRODUCTION TECHNIQUE. 10 a.m.-noon. Room 21. Session chairman: James Hoke, Edens Broadcasting. *High Performance Telephone Interfacing Uses Digital Signal Processing Technology.* Steve Church, WNDE(AM)-WFBQ(FM) Indianapolis. *Stereo Microphone Technique for Radio Broadcasting.* Skip Pizzi, NPR. *Panel discussion.* Participants: Pizzi; Church; Mark Durenberger, Hubbard Broadcasting; John Shadle, KTAR(AM)-KKLT(FM) Phoenix; Peter D'Antonio, RPG Diffuser.

AUDIO MEASUREMENTS AND PROCESSING. 2:30-4 p.m. Room 21. Session chairman: Russell Pope, Golden Empire Broadcasting. *A Proposed Peak Program Meter Standard.* Kevin Dauphinee, Dolby Laboratories. *Automatic Phase Error Correction Using an Audio Cross-Correlation Technique.* David Howe, Howe Audio. *Audio Program Analysis—A New Approach to Evaluating Your Air Sound.* David Harry, Potomac Instruments.

AM STEREO. 4:15-6 p.m. Room 21. Session chairman: Michael Rau, NAB. *Audio Processing for AM Stereophonic Transmission.* Ronald Jones, Circuit Research Labs. *Converting AM Studio Facilities to Stereo.* David Obergönnner, KUSA(AM)-KSD-FM St. Louis. *Second Generation AM Stereo Exciter.* Edward Anthony, Broadcast Electronics. *A Modern Independent Side-Band AM Stereo Exciter.* Leonard Kahn, Kahn Communications. Legal advisor: Edward Henneberry, Howrey & Simon.

TELEVISION ENGINEERING SESSIONS

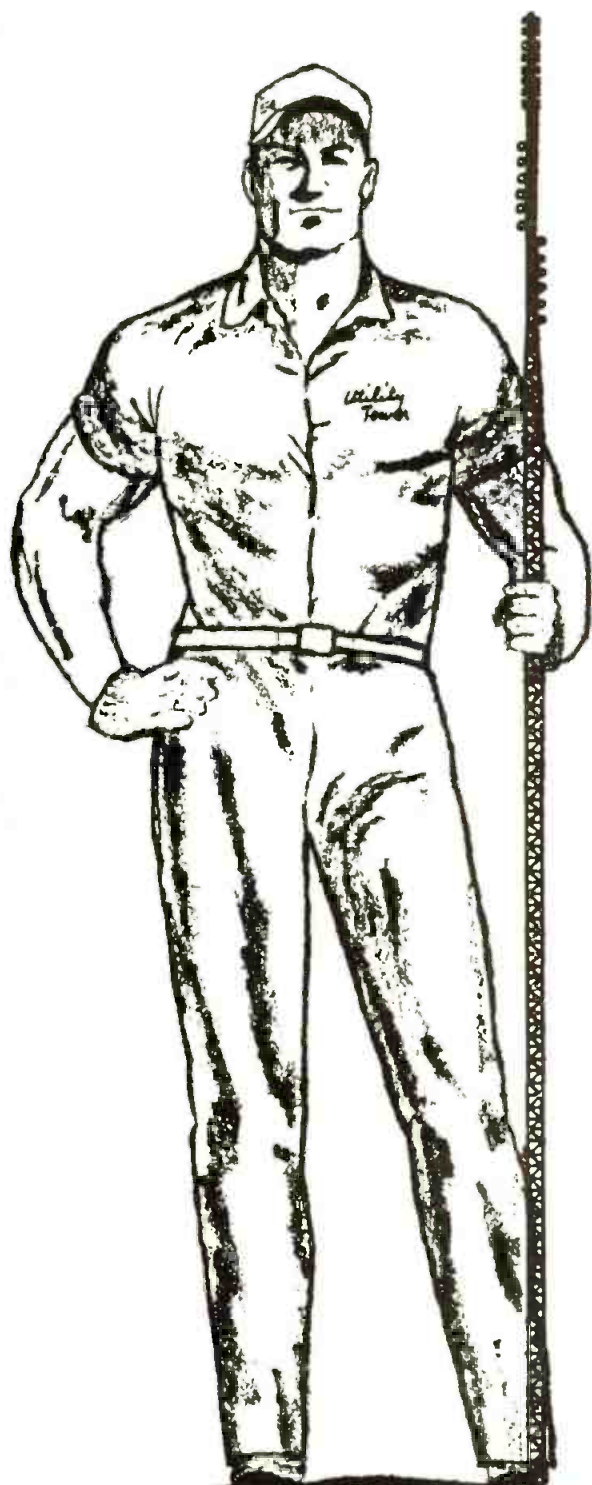
TV SATELLITE SYSTEMS. 8:30-11 a.m. Room 20. Session chairman: Robert Flanders, McGraw-Hill. *Satellite News Gathering System Uses Ku Band.* Raymond Conover, Conus Communications. *News Express: The Florida News Network's Mobile Ku Band Satellite Service.* Bramwell Flynn, Dalsat; Susan Kalla, GTE Spacenet. *Fly Away SNG Systems Users Portable Ku Band Antenna and Digital Compression Techniques.* Eric Schechter, GEC-McMichael. *An Update of the ABC TV Network Distribution Plan.* Brent Stranathan, ABC. *The CBS Network Satellite System.* Charles Dages, CBS/Broadcast Group. *The NBC Television Ku Band Network.* Robert Butler, NBC.

ADVANCED TELEVISION SYSTEMS. 9 a.m.-noon. Room 18. Session chairman: Richard Streeter, CBS. *Advanced Television Systems Committee Report.* E. William Henry and Dr. Robert Hopkins, ATSC. *ATSC Technology Group Reports.* Dr. Kerns Powers, RCA; Daniel Wells, STC; Renville McMann, CBS. *Experimental Camera and Recording Systems for Reduced Bandwidth HDTV Studio Production Facilities.* Dr. William Glenn, Institute of Technology. *Resolution Requirements for HDTV Based Upon Performance of 35mm Film.* Arthur Kaiser, CBS. *Newly Developed Standards Converter for HDTV to PAL.* Dr. Takashi Fujio, NHK. *Political Aspects of International Television Standardization.* Howard Miller, Westinghouse Broadcasting & Cable.

UHF TRANSMISSION SYSTEMS. 1:45-3:40 p.m. Room 20. *The Development of a High Power, High Efficiency Integral Cavity, UHF-TV Klystron.* Howard Foster, Varian Associates. *An Integrated Exciter/Pulser System for Ultra High-Frequency UHF-TV Operation.* Nat Ostroff, Comark. *The Klystron: a New Medium Power High-Efficiency UHF Amplifier.* George Badger, Eimac Division. *High Efficiency UHF-TV Klystron Transmitter Technology.* Glenn Wild, RCA.

UHF TRANSMISSION SYSTEMS. 2:30-6 p.m. Room 20. Session chairman: Jack Kean, Connecticut PTV. *Status of Multistage Depressed Collector Klystron Development Project.* E.W. McCune, Varian Associates. Panel discussion participants: FCC Commissioner Henry Rivera; Ralph Haller and William Hassinger, FCC; Thomas Keller, NAB; George DeVault, WKPT(TV) Kingsport, Tenn.

NON-IONIZING RADIATION. 3-6 p.m. Room 18. Session chairman: Jules Cohen, Jules Cohen & Associates. *Non-Ionizing Radiation—Measurement Methods & Artifacts.* Edward Aslan, Narda Microwave. *In-Service Measurement Techniques of Broadcast Electromagnetic Energy.* Neil Smith, Smith & Powstenko. *Report of the Activities of the Electromag-*



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netic Energy Policy Alliance. Jules Cohen, Jules Cohen & Associates. Panel discussion participants: Edward Minkel, Robert Powers, Ralph Haller and William Hassinger, FCC; Richard Tell, EPA; Barry Umansky, NAB. Legal advisor: Robert Harvey, Nixon, Hargrave, Devans & Doyle.

Four concurrent engineering sessions. 7-8:30 p.m. *TV Transmitter Measurements.* Room 18. Dane Erickson, Hammett & Edison; William Zears, FCC; John Lewis, Tektronix.

Satellite Uplink Users Workshop. Room 20. Paul Tyler, WFYI-TV Indianapolis; Ed Gordon, Wold Communications; Kurt Oliver, Comsearch.

Radio Contract Maintenance & Chief Operations. Room 21. Jim Loupas, Loupas Associates; Howard Ginsberg, Communications Engineering; Richard Adler, Adler Associates.

Studio Acoustics. Room 23. Al D'Alessio, Northeastern Communications Concepts; Jeff Schmitt, Tracoustics; Joe McGuire, RKO Radio; Peter D'Antonio, RPG Diffusor.

NIGHT COURT SESSIONS

Seven concurrent sessions. 8-9 p.m. *EEO and Hiring and Firing: The Rules and Solutions.* Room 1. Moderator: Barry Umansky, NAB. Panelists: Katherine Schmeltzer, Fisher, Wayland, Cooper & Leader; Mark Prak, Tharrington, Smith & Hargrove; Richard Swift, Tierney & Swift; Glenn Wolfe, FCC.

How to Make Money with Your Satellite Dish. Room 3. Moderator: Valerie Schulte, NAB. Panelists: Dennis Corbett, McKenna, Wilkinson & Kittner; Henry Goldberg, Goldberg & Spector; Raul Rodriguez, Leventhal & Senter; Marvin Rosenberg, Fletcher, Heald & Hildreth.

"Dangerous Talk"—How to Stay Out of Trouble on Talk and Call-in Shows. Room 4. Moderator: Steven Bookshester, NAB. Panelists: Harry Cole, Bechtel & Cole; David Olive, Donrey Media Group; Molly Pauker, NBC; James Weitzman, Shrinsky, Weitzman & Eisen.

Dealing with the FCC: Tips from the Commissioners' Legal Assistants. Room 2. Moderator: Michael Berg, NAB. Panelists: Vincent Wasilewski, Dow, Lohnes & Albertson, and FCC legal assistants: Kenneth Howard (Quello), Renee Licht (Rivera), Robert Pettit and Jack Richards (Dawson) and Diane Silberstein (Patrick).

New Telephone Rates & Services: How to Cope with the Post-Divestiture Environment. Room 5. Moderator: Julian Shepard, NAB. Panelists: Mary Jo Manning, Wilkes, Artis, Hedrick & Lane; Randolph May, McKenna, Wilkinson & Kittner; Albert Halprin and Jerald Fritz, FCC.

Advertising Issues from A to Z. Room 6. Moderator: Miguel Martin, NAB. Panelists: George Borsari, Daly, Joyce & Borsari; Tom Davidson, Sidley & Austin; Edward Hayes, Baker & Hostetter; John Hoover, Hogan & Hartson.

Stump the Experts. Room 7. Moderator: Jeff Baumann, FCC. Panelists: Commissioner Mimi Dawson; Sheldon Guttman and Charles Schott, FCC; M. Scott Johnson, Gardner, Carton & Douglas.

Six concurrent sessions. 9:15-10:15 p.m. *Radio Allocations: More Stations, More Power, More Hours.* Room 1. Moderator: Barry Umansky, NAB. Panelists: John Logan, Dow, Lohnes & Albertson; Frederick Polner, Rothman, Gordon, Foreman & Groudine; Gregg Skall, Baker & Hostetter; Richard Bodorff, Fisher, Wayland, Cooper & Leader.

Copyright: Unlocking the Mysteries. Room 2. Moderator: Michael Berg, NAB. Panelists: Edwina Dowell, Spanish International Communications; David Leibowitz, Wiley & Rein; James Popham, Fawer, Brian, Hardy & Zatzkis.

Cable and Broadcasters: Adversaries or Partners? Room 3. Moderator: Valerie Schulte, NAB. Panelists: Craig Blakely, Schnader, Harrison, Segal & Lewis; Charles Ferris, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; Thomas Keller, Verner, Liipfert, Bernhard, McPherson & Hand; Robert Roper, LeBoeuf, Lamb, Leiby & McRae.

There Are Still FCC Limits on What You Say and Do. Room 4. Moderator: Steven Bookshester, NAB. Panelists: Howard Braun, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun; Arthur Goodkind, Koteen & Naftalin; John Kamp, FCC; Vincent Pepper, Pepper & Corazzini.

Buying and Selling Stations. Room 5. Moderator: Julian Shepard, NAB. Panelists: Roy Stewart, FCC; Erwin Krasnow, Verner, Liipfert, Bernhard, McPherson & Hand; J. Geoffrey Bentley, Arter & Hadden; Zave Unger.

You Mean My Innocent & Ingenious Promotion is a . . . Lottery. Room 6. Moderator: Miguel Martin, NAB. Panelists: Irving Gastfreund, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun; Janice Hill, Arter & Hadden; Robert Jacobi, Cohn & Marks; Howard Weiss, Mullin, Rhyne, Emmons & Topel.

Wednesday, April 17

Two concurrent radio sessions. 7:45-9 a.m. *NAB Radio Swap Shop.* Rooms R1 and 3. Moderator: David Parnigoni, NAB.

Station Acquisitions: The Really Big Deals. Rooms S1 and 3. Moderator: Jason Shrinsky, Shrinsky, Weitzman & Eisen; Susan Harrison, Frazier, Gross & Kadlec; Gary Edens, Edens Broadcasting; Ted Hepburn, media broker; Gary Corr, CitiBank.

Engineering session. 8-9:15 a.m. Room 18. *FCC Engineers Panel.* Session chairman: Warren Happel, Scripps-Howard Broadcasting. Panel discussion participants: James McKinney, Robert Powers, Ralph Haller, William Hassinger and William Zears, FCC. Legal advisor: Barry Friedman, Wilner & Scheiner.

Closing joint session. 9:30 a.m. Gala champagne brunch. Speaker: FCC Chairman Mark Fowler. Entertainment: The Pointer Sisters.

Friday, April 12

BEA meeting. 9:30 a.m.-5 p.m. Convention Center rooms E1, E2, E3.

BEA luncheon. Noon. Ballroom C.

BEA reception. 6 p.m. Hilton Crown room.

Saturday, April 13

BEA meeting. 8:30 a.m. Convention center rooms E1, E2, E3.

NAB/ABA communications law forum. 8:30 a.m.-6 p.m. Dunes hotel, Pyramid 3.

BEA luncheon. Noon. Ballroom C.

NAB/ABA communications law forum luncheon. Noon. Dunes hotel, Pyramid 2.

BEA meeting. 2:45 p.m. Convention center rooms E1, E2, E3.

Sunday, April 14

TARPAC board of trustees meeting. 11:30 a.m. Conference room 7.

AMST membership meeting. 12:30 p.m. Con-

Related Events

vention Center room 20.

ABES membership meeting. 12:30 p.m. Convention Center room 1.

Engineering handbook reception. 5:30 p.m. Ballroom D.

Monday, April 15

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Royal Salon.

Syndicators/program producers breakfast. 7 a.m. Ballroom C.

MST engineering breakfast. 7:30 a.m. Ballroom F.

Minority television programing exhibition. 9 a.m.-5 p.m. Convention Center rooms B1, B2, B3.

J.C. Penney/University of Missouri television awards reception and children's awards with

FCC Commissioner Henry Rivera. 5 p.m. Room 1.

MTPE reception. 5-6 p.m. Convention Center meeting rooms B.

Ham radio operators reception. 6-7:30 p.m. Ballroom A.

Tuesday, April 16

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Royal Salon.

Broadcast Pioneers breakfast. 7:30 a.m. Ballroom C.

Minority television programing exhibition. 9 a.m.-5 p.m. Convention Center rooms B1, B2, B3.

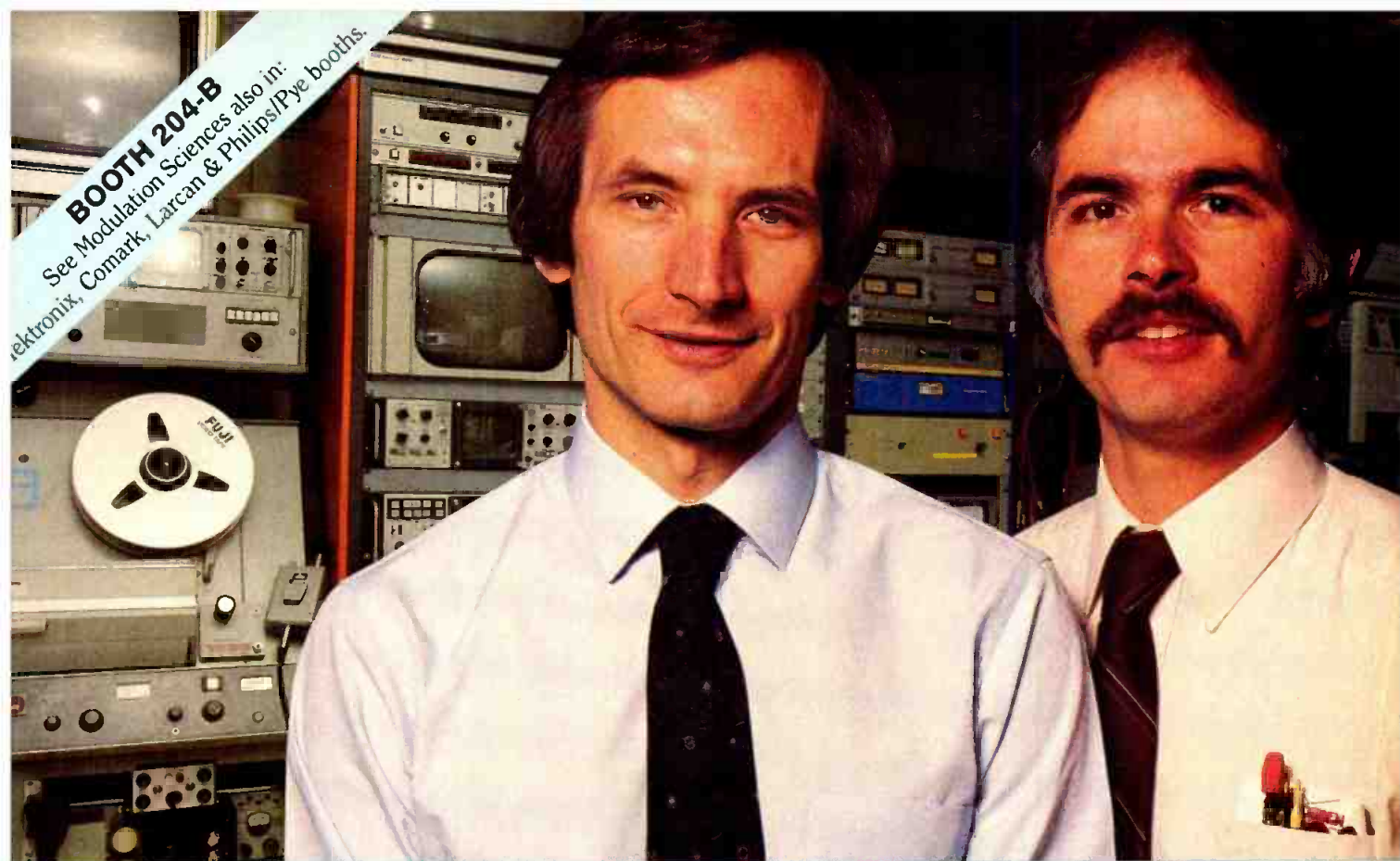
TARPAC reception. 4 p.m. Crown Room.

EBS briefing with FCC Commissioner Mimi Dawson. 4 p.m. Convention Center room 1.

Wednesday, April 17

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Royal Salon.

BOOTH 204-B
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"Modulation Sciences made KPLR and KRBK's move to stereo a piece of cake."

Jim Wright, Vice-President, Operations/Engineering, Koplal Communications.

"When Ted Koplal asked me: 'What're the problems when we go Stereo?', I said: 'None. The Modulation Sciences TSG™ stereo generator will work with both our J and V RCA transmitters with a minimum of hassle.'"

Bob Venditti adds: "We all heard how hard and expensive MTS was going to be. For us, neither proved to be the case. I'm glad we jumped-in early. . . the decision to go with Modulation Sciences was the right move. After some preliminary transmitter checks, we quickly and easily installed their generator. The system's architecture is definitely superior to anything else we've seen. The bottom line—performance—is absolutely impeccable. It meets all the FCC's specs. More important, it meets our criteria for signal quality."

Jim Wright continues: "Now that we're up, both sister stations are airing as much true stereo material as possible and synthesizing everything else. In fact, we're creating our own stereo programming: Koplal's subsidiary production company (based in Hollywood) is syndicating the new Sci-Fi cartoon series,

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Bob Venditti, Chief Engineer, KRBK-Sacramento.

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NAB hospitality suites

David S. Abbey Associates/ Media Incentive Marketing	MGM Grand 2010A	Fostex Corp. of America	Maxim
Acrodyne Industries	MGM Grand 2109A	Frazier, Gross & Kadlec	MGM Grand 1976A
ADDA Corp.	MGM Grand 6609A	Gammon & Ninowski Media Investments	Hilton 650
Advanced Broadcast Management	MGM Grand	Grace Broadcasting	MGM Grand 1998A
AGB Television & Research	MGM Grand 2034A	Grandy & Berkson	Caesars Palace
Agfa-Gevaert	MGM Grand 7310A	Grumman Aerospace Corp.	MGM Grand 7109A
All-Industry Radio Music License Committee	Hilton 1510	Gulf Broadcast Group	MGM Grand 6910A
American Diversified	Hilton 1669	Bob Harper's Co.	Hilton
American Image	Hilton 1410	Hillier, Newmark, Wechsler & Howard	Hilton 2879
American Broadcasting Cos.	Hilton 29-118	Holt Corp.	Hilton 2150
Radio Network	Sands—Seattle Siew/161	Horizon International	MGM Grand 2009A
TV Network	Hilton 319	Intergrated Media Systems	MGM Grand 2110A
American Radio Brokers	Hilton 2350	ITS Corp.	MGM Grand 2209A
Americom Media Brokers	Hilton 373/364	Jamar-Rice Co.	Hilton
Ampex Corp.	Hilton 1150	Kadison, Praelzer, Woodard, Quinn & Rossi	MGM Grand 2297A
Arbitron Ratings Co.	MGM Grand	KalaMusic	Hilton 1850
Arent, Fox, Kintner, Plotkin & Kahn	Hilton 2921	Kalil & Co.	Hilton
The Associated Press	MGM Grand 5509A/5510A	Kaman Sciences/KBS	MGM Grand 2210A
AT&T Communications	MGM Grand 2061A	Katz Television Group	Hilton 10-121
Avery-Knodel	MGM Grand 1633A	Kline Iron & Steel Co.	MGM Grand
Baraff, Koerner, Olender & Hochberg, P.C.	MGM Grand 6510A	The Mahlman Co.	Hilton 2550
Basys Inc.	Hilton 2976	Major Market Radio	Hilton
Blackburn & Co.	Hilton 11-121	R.A. Marshall & Co	Hilton 6-121
Blair Radio	Hilton 1310	Reggie Martin & Assoc.	Hilton 25-121
Bonneville Broadcasting System	MGM Grand 2175A	Masla Radio	Hilton 14-121
Bowen Broadcast Service Co.	Hilton 2169	McGavren Guild Radio	Hilton 3000
Bridal Fair	Hilton 1369	MCI/Quantel	Hilton 769
BROADCASTAP	Hilton 327	Ralph E. Meador, Media Broker	Hilton 307
Broadcast Investment Analysis	MGM Grand 2133A	Meadowland Communications	MGM Grand 2376A
Broadcast Management Plus	MGM Grand	Media Central	MGM Grand
Broadcast Microwave	Hilton 5-103	Media General Broadcast Services	Hilton 360
BROADCASTING Magazine	Hilton	Montage Computer Corp.	MGM Grand 1761A
Burkhart/Abrams/Michaels/Douglas	Hilton 26-121	Multi-Track Magnetics	Caesars Palace
Capitol Magnetic Prod.	Hilton 29-102	Al Ham's "Music of Your Life"	Hilton 1430
CBS Inc.	MGM Grand 1661A	Musicworks	Hilton 334
RadioRadio, Radio Network and Representatives	Hilton 9-121	Mutual Broadcasting System	Hilton 2964
Television Network	Hilton 1610	MZB & Associates	Hilton 1210
Century 21 Productions	Hilton 669	National Black Network	Hilton 2980
Cetec Antennas	MGM Grand	National Broadcasting Co.	Hilton 2925
Chapman Assoc.	MGM Grand 2275A	Radio Network	MGM Grand 1862A
Chemical Bank	Hilton 1710	Television Network	MGM Grand 1609A
Christie Electric Corp.	MGM Grand 2033A	Nisus Video	Hilton 21-121
Churchill Productions	MGM Grand 1962A	Nightingale-Conant Co.	MGM Grand 1997A
Chyron Corp.	MGM Grand	Norpak Corp.	MGM Grand 2062A
Cinemills Corp.	Hilton 930	One Pass Video	MGM Grand 1933A
Citibank	MGM Grand	Paltex	MGM Grand
Donald K. Clark Inc.	Hilton 477	C.R. Pasquier Associates	Hilton
CMC Technology	Hilton 2369	Pepper & Corazzini	MGM Grand 1898A
CNN Radio/Turner Program Service	Dunes	PESA America	Hilton 4-110
Cohn & Marks	MGM Grand 2075A	Philips Television	Desert Inn
Communications Brokers	Hilton 2861	Pierson, Ball & Dowd	Hilton 313
Computer Graphics Laboratories	Hilton 560	Jeff Pollack Communications	MGM Grand
Otis Conner Productions	MGM Grand 1961A	PrimeTime Radio	Hilton 1730
Continental Electronics Manufacturing Co.	Hilton 1650	Ward L. Quaal Co.	Hilton
Convergence Int.	Hilton 1750	Radio Arts	Hilton 1930
Corporate Excellence Inc./KLIN	Hilton 1130	Raymond-O'Grady Associates	Hilton 1950
R.C. Crisler & Co.	Hilton	Cecil L. Richards	MGM Grand 1833A
CSi Electronics	MGM Grand 6709A	R&R Syndications	MGM Grand
Custom Audience Consultants	MGM Grand 5610A	Thomas L. Root, P.C.	Hilton 2962
Daniels & Associates	MGM Grand 1962A	RKO Radio Networks	MGM Grand 1834A, Hilton 2469
Data Communications	Hilton 2915	Robert W. Rounsaville & Assoc.	Hilton 2865
Desisti Lighting/Desmar Corp.	Hilton 2875	Satellite Music Network	MGM Grand 1897A
Dow, Lohnes & Albertson	MGM Grand 5909A	Schwem Technology	MGM Grand
Drake-Chenault	Hilton 550	Selcom Radio	MGM Grand 1798A
The Droid Works	Flamingo Hilton	Shane Media Service	MGM Grand
Eagle Syndication Inc.	MGM Grand 2361A	Barry Sherman & Associates	MGM Grand 1875A
EEV	Hilton 25-121	Shrinsky, Weitzman & Eisen, P.C.	Hilton 343
Elector USA	MGM Grand 6610A	Barry Skidelsky/attorney-consultant	MGM Grand
William A. Exline Inc.	Hilton 1550	Society National Bank	MGM Grand
Fairlight Instruments	Hilton	SoftPedal Inc.	MGM Grand
FairWest	Hilton 969	TA Associates	MGM Grand
Firstmark Financial Corp.	MGM Grand	TeleRep	MGM Grand 2534A
Norman Fisher & Associates	Sands		
Fisher, Wayland, Cooper & Leader	Hilton 1330		
Fletcher, Heald & Hildreth			
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THE FUTURE OF VIDEOTELETEXT. Worldwide investment in videotext technology has passed the \$100 million mark and shows no sign of slackening, as broadcasters, telephone companies, publishers and computer companies rush to adopt this new way of using the TV set for information display. Videotext, involving text, graphics, and even still photos on an adapted video screen, is in full swing in the U.S., Britain, France, Germany, Japan and a score of other countries. Yet despite the investment, research and attention, no videotext service is a commercial success, and some skeptics doubt it can ever succeed. Analytical and well documented, *The Future of Videotext* explores the problems and explains: the evolution and present status of videotext, in major countries around the world; the technology of videotext including broadcast systems (teletext), telephone line systems (viewdata), and hybrid systems using phone lines and cable or broadcast; the advantages and disadvantages of videotext compared to print on the one hand and TV on the other; just what kinds of services are viable—and which are not—using this medium; how consumer and business applications differ; where the industry is going and more. 197 pages.

O-86729-025-0 \$34.95

THE EXECUTIVES GUIDE TO TV AND RADIO APPEARANCES. This book will tell you exactly how to prepare for being on TV or radio, how to anticipate questions, how to tell a good anecdote, how to smile and gesture, even what to wear. What's more, *The Executives Guide to TV and Radio Appearances* shows you how to turn a hostile accusation to your advantage—how to use your new-found communications skills and your time on camera to create a favorable impression of yourself and your organization. Written by an experienced public relations manager for Ford Motor Co., *The Executives Guide to TV and Radio Appearances* is a must tool for every executive who makes policy or who must articulate it. It's also invaluable for TV producers, TV talk and news show staff and anyone else involved in this type of communications. 138 pages, illus., appendix.

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CREATING ORIGINAL PROGRAMMING FOR CABLE TV. Cable television now reaches over 30% of Americas' households—and the ever growing number of stations available on new cable TV systems has created a huge need as well as a viable market for original programming. This basic, "how-to" manual edited for the NFLCP, will take you step-by-step through the fascinating world of cable TV programming. Representatives of cable companies, programming services, producers and a communications attorney explain the ins and outs of how to create programming for cable TV. They discuss who the participants are in this new enterprise; the role of advertising on cable TV programming; suggest program sources; provide an overview of copyright and royalty issues; and show the way from producing to distributing original programming. The role of access and independent producers is examined and a glossary of terms has been provided. 175 pages, index, glossary.

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VIDEO USER'S HANDBOOK, 2nd Edition. A thorough hands-on manual for all levels of TV production to help you get more effective use out of your video equipment. Peter Utz outlines many new and creative ideas for getting truly professional results with even the most basic video set-up. It not only teaches you how to solve the simple problems that can arise, but also enables you to avoid the large ones. You get complete descriptions, and instruction in the use of all kinds of studio machinery, not to mention information on audio, lighting, editing and graphics. This book is packed with diagrams, photographs, TV screen reproductions, even cartoons, all designed to sort out and simplify the huge variety of situations that can arise in a television studio. 500 pages, index, illus., appendices, bibliography.

O-86729-036 **\$24.95**

BROADCASTING AROUND THE WORLD, by William E. McCavitt. A unique guide to broadcasting techniques, regulations and practices the world over! In one volume, this exhaustively-researched sourcebook gives you full info on the broadcasting done in Britain, the USSR, Poland, India, Italy, Canada, Brazil, Germany, Guyana, Japan and lots more... including the U.S. Broadcast codes and FCC rules and regulations. And, our regs are compared to the methods used in almost every foreign country that has extensive broadcasting activity. FM transmitting towers, network management, government control... they're all completely described from information provided by people who work with the broadcasting industry of the country involved. This book is a great opportunity to learn about world-wide radio and television broadcasting and to find out the effects of different political systems and many different philosophies of communication. 336 pps. 104 illus.

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VIDEO EDITING AND POST-PRODUCTION: A PROFESSIONAL GUIDE, by Gary H. Anderson. A complete "real world" guide to both the technical and nontechnical factors of video tape post-production by well-known, four-time Emmy Award winner. Gary H. Anderson.

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WRS Motion Picture & Video Laboratory

Adam Young Inc.

Zonal Ltd.

MGM Grand 1962A

Hilton 5-121

Hilton 2918

MGM Grand 1697A

Dunes

MGM Grand

MGM Grand

MGM Grand 1598A



On both sides now

CBS has a big stake in the regional cable sports business as part owner of regional services in New York, New England, Philadelphia and Chicago, operated under the SportsChannel Network umbrella. Yet Neal H. Pilson, executive vice president, CBS/Broadcast Group, feels that neither the regional services nor the sports-laden national cable services such as ESPN, the USA Network and superstation WTBS(TV) Atlanta will ever usurp the broadcast networks' role as a purveyor of quality sports programming.

The regional services "will provide additional coverage of local teams for fans living in what is being called 'the shadow of the stadium,'" Pilson told a group of businessmen in Lexington, Ky. "Those viewers are willing to pay extra dollars every month to see more of their home teams in action."

The regional services may deprive viewers of some of the sports they have been accustomed to see on independent television, Pilson conceded. But that's good news for the broadcast networks, he said. "As more local games are taken off independent stations to be seen on regional pay systems, there will be less weekend competition for network sports."

The national services will not be able to outbid networks for sports programming the networks desire, he said. The reason is a simple matter of economics—the "reach" or total potential audience of the national services will never equal that of the broadcast networks, Pilson said. Early in the 1990's, there will be 100 million television homes, he said, but only 70 million of them will be wired for cable. "If we assume a 90% penetration of the basic cable sports networks, the result is 63 million cable homes of the 100 million total," he said. "Thus, basic cable, drawing upon the same advertisers as the networks, cannot muster the financial resources to compete for sports properties coveted by the networks."

Pilson also doesn't believe purveyors of sports on cable on a pay-per-view basis are an immediate threat to the broadcast networks. "For one thing, there aren't enough pay-per-view converters being manufactured and sold," he said. "For another, the

Congress may not allow fans to become disenfranchised from such highly watched events as the Super Bowl, the World Series and... the [NCAA] Final Four. Nor should they be."

Sold-out

Advertising sales are at "a total sell-out" for *Empire Inc.*, the first in the Metroprime package of three mini-series, which is scheduled to be telecast later this month in 109 markets. National advertisers signed for *Empire Inc.*, a six-hour saga of intrigue in industry, include Procter & Gamble, Clorox, Frito-Lay, Coca-Cola, Bristol-Myers and Nabisco. Other programs in the Metroprime package are *Jamaica Inn*, a four-hour story of suspense and horror, and *Far Pavilions*, a six-hour special, both of which will be telecast later this year. Metroprime is a package developed by Metromedia Producers Corp., with station clearances and advertising sales handled by Orbis Communications, New York.

Going Saturday

The Monday-through-Friday, first-run project, *America*, scheduled to begin on the air next Sept. 9, is going to have a Saturday edition. That's the word from Paramount Domestic Television and Video Programming, its distributor and co-producer with Post-Newsweek Stations Inc. Paramount officials said the weekend edition is designed to appeal to a different segment from the weekday show in the expectation of attracting generally younger viewers available on weekends. The Saturday show will be distributed in an hour or double-run half-hour formats. The weekday series has been cleared by more than 85 stations (the weekend show is included in the purchase of the weekday series).

Nuclear night

ABC-TV plans to devote its entire prime time schedule on Thursday, June 6, to what it calls "network television's first assess-

ment of the world nuclear specter." The broadcast, *The Fire Unleashed*, will be produced by the ABC News *Closeup* documentary unit.

Officials said that over the past 18 months ABC News has been assigning producers to France, England, the Soviet Union, Brazil, Argentina, India, Pakistan, West Germany and Italy to interview nuclear experts, world leaders and heads of state and to film at nuclear locations. The broadcast, they said, will "attempt to provide a perspective for Americans on issues for which we share a profound concern, but which often seem incomprehensible and overwhelming."

The three-hour broadcast (8-11 p.m. NYT) is said to look at the safety and economics of nuclear power, the growing dilemma of nuclear waste disposal, the proliferation of nuclear weapons, and underlying factors that may have fueled nuclear competition. Said ABC News President Rooney Arledge: "No focus could be more crucial than to evaluate and convey the complexities and sensitivities of this planet's nuclear energy and weapons capabilities to the world. This will be an important program for all of us."

ABC News's Marshall Frady is the correspondent and principal writer for the program. ABC News's Peter Jennings is the host.

A world of interest

The latest developments in gamma ray astronomy, the music of mechanical instruments and the discovery of faked aerial photographs in the National Air and Space Museum are all subjects of *Here at the Smithsonian*... a series of two-minute features shown within local television news. Produced by the Smithsonian museum's Office of Telecommunications, the series now airs in 75 markets—six of them top 20—including New York, Los Angeles and Washington. Ninety percent of the subscribers are commercial stations, and the series has tripled its subscribership since it began in 1982. Twenty installments of *Here at the Smithsonian* are produced each year. *Here at the Smithsonian* is available on either one-inch or three-quarter-inch tape.



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Stock Index

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio Capitali-
Apr 3 Mar 27 (000,000)

BROADCASTING

N ABC	105 5/8	105 3/8		1/4	0.24	16	3,054
N Capital Cities	205 1/2	206 1/8	-	5/8	0.30	20	2,639
N CBS	109 5/8	104 3/8	5	1/4	5.03	13	3,257
O Clear Channel	17	17 3/4	-	3/4	4.23	20	50
N Cox	61 1/4	60 3/4		1/2	0.82	21	1,729
A Gross Telecast	29 1/2	30	-	1/2	1.67	7	24
O Gulf Broadcasting	15	15				63	657
O Jacor Commun.	3 7/8	3 5/8		1/4	6.90	22	
O LIN	26 5/8	26 3/8		1/4	0.95	23	560
O Mairite Commun.	16 1/4	16 3/4	-	1/2	2.99	20	136
O Orion Broadcast	1/32	1/32					2
O Price Commun.	11 3/4	12 1/8	-	3/8	3.09		59
O Scripps-Howard	36 1/4	37 1/2	-	1 1/4	3.33	22	374
N Storer	74 3/8	70 1/8	4	1/4	6.06	44	1,219
O Sengroup Inc.	4	7 7/8	-	3 7/8	49.21		3
N Taft	68 1/2	66	2	1/2	3.79	15	620
O United Television	21 3/4	19 5/8	2	1/8	10.83	36	239

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	28 3/8	27 5/8		3/4	2.71	22	173
A Affiliated Pubs	40 1/2	44 1/4	-	3 3/4	8.47	13	329
N American Family	27 1/4	26 1/2		3/4	2.83	14	537
O Assoc. Commun.	22	21 3/4		1/4	1.15		105
N A.H. Belo	49 3/4	53 1/4	-	3 1/2	6.57	18	575
N John Blair	22 3/4	21 3/4	1		4.60	13	182
N Chris-Craft	47 1/2	45 1/2	2		4.40		304
N Gannett Co.	58 3/8	58 3/4	-	3/8	0.64	23	4,678
N GenCorp	41 3/4	41 5/8		1/8	0.30	11	896
O General Commun.	85	83	2		2.41	19	42
N Jefferson-Pilot	39 1/4	40 1/4	-	1	2.48	11	1,256
O Josephson Intl.	9 3/8	9 1/8		1/4	2.74	72	46
N Knight-Ridder	35 5/8	36 1/8	-	1/2	1.38	18	2,306
N Lee Enterprises	37 1/8	36 3/8		3/4	2.06	21	494
N Liberty	31 1/2	32	-	1/2	1.56	15	316
N McGraw-Hill	44 7/8	44 1/4		5/8	1.41	17	2,252
A Media General	80 1/2	81 3/4	-	1 1/4	1.53	15	562
N Meredith	61 7/8	62 7/8	-	1	1.59	15	583
O Multimedia	52 3/4	51 1/8	1	5/8	3.18	23	880
A New York Times	42 1/4	42 3/4	-	1/2	1.17	19	1,669
O Park Commun.	33	33				24	304
N Rollins	22 1/4	22		1/4	1.14	33	325
T Selkirk	22 3/4	23 1/8	-	3/8	1.62	49	185
A Tech Operations	59 3/4	57	2	3/4	4.82	20	55
N Times Mirror	47 3/4	48 1/4	-	1/2	1.04	14	3,280
N Tribune	40 3/4	42	-	1 1/4	2.98	18	1,646
O Turner Bcstg.	23 1/2	22 1/4	1	1/4	5.62	470	479
A Washington Post	111	111				20	1,553

PROGRAMING

O American Nat. Ent	1 1/4	1 5/16	-	1/16	4.80	6	3
O Barris Indus	14 5/8	14 1/8		1/2	3.54	244	84
N Coca-Cola	68 3/4	69	-	1/4	0.36	15	9,104
N Disney	76 3/8	79 1/8	-	2 3/4	3.48	125	2,576
N Dow Jones & Co.	42 1/2	44 3/4	-	2 1/4	5.03	21	2,732
O Four Star	4 1/4	4 1/4				4	3
A Fries Entertain.	8	8 1/2	-	1/2	5.88	15	27
N Gulf + Western	36 7/8	34 1/2	2	3/8	6.88	11	2,580
O King World	22 1/2	25 3/4	-	3 1/4	12.62	31	112
O Robert Halmi	2 11/16	3 1/16	-	3/8	12.24	54	46
A Lorimar	38 1/4	38		1/4	0.66	19	271
N MCA	51 7/8	51 1/4		5/8	1.22	22	2,514
N MGM/UA	12 1/4	12		1/4	2.08	14	608
N Mizlou	1 5/8	1 3/8		1/4	18.18		7
N Orion	11 5/8	11 3/8		1/4	2.20	26	109
O Reeves Commun.	9 1/4	9 3/4	-	1/2	5.13	34	115
O Sat. Music Net.	6 1/2	6 1/2					44
O Telepictures	23	22 3/4		1/4	1.10	21	177
N Warner	26 3/8	25 5/8		3/4	2.93		1,599
A Wratheer	20 5/8	20 1/2		1/8	0.61		141

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio Capitali-
Apr 3 Mar 27 (000,000)

SERVICE

O BBDO Inc.	48	47 1/4		3/4	1.59	14	303
O Compact Video	4 1/8	4		1/8	3.13		18
N Comsat	30 3/4	31 1/4	-	1/2	1.60	12	556
O Doyle Dane B.	20 3/4	20 3/4				17	110
N Foote Cone & B.	54 3/8	54		3/8	0.69	10	186
O Grey Advertising	156	158	-	2	1.27	10	93
N Interpublic Group	38 1/4	38		1/4	0.66	13	413
N JWT Group	28 5/8	28 5/8				8	171
A MovieLab	8 1/2	8 1/8		3/8	4.62		14
O Ogilvy & Mather	40	39 3/4		1/4	0.63	17	366
O Sat. Syn. Syst.	7 3/4	7		3/4	10.71	11	44
O Telemation	5	5				5	6
O TPC Commun.	3/8	3/8					1
A Unitel Video	6 1/2	6 7/8	-	3/8	5.45	12	14
N Western Union	8 7/8	8 7/8					214

CABLE

A Acton Corp.	4 1/2	4 5/8	-	1/8	2.70		26
O AM Cable TV	2 7/8	2 3/4		1/8	4.55		10
N American Express	40 7/8	42 3/8	-	1 1/2	3.54	21	8,804
N Anixter Brothers	15 1/8	15 5/8	-	1/2	3.20	18	275
O Burnup & Sims	8 1/4	8 3/8	-	1/8	1.49	118	74
O Cardiff Commun.	9/16	9/16					56
O Comcast	25 1/4	26 1/8	-	7/8	3.35	29	311
N Gen. Instrument	16 5/8	18 1/8	-	1 1/2	8.28	17	538
N Heritage Commun.	23	24 1/4	-	1 1/4	5.15	43	174
O Jones Intercable	6 3/8	6 3/8				20	57
T Maclean Hunter X	25 1/8	25 3/8	-	1/4	0.99	35	926
A Pico Products	4	3 7/8		1/8	3.23	18	14
O Rogers Cable	7 1/4	7 1/2	-	1/4	3.33		162
O TCA Cable TV	20 1/2	21 3/8	-	7/8	4.09	39	137
O Tele-Commun.	26 3/8	25 7/8		1/2	1.93	85	1,103
N Time Inc.	53 3/4	51 3/8	2	3/8	4.62	18	3,262
N United Cable TV	38 1/4	38 3/8	-	1/8	0.33	64	420
N Viacom	42 1/4	41 1/8	1	1/8	2.74	17	571

ELECTRONICS/MANUFACTURING

N Arvin Industries	20 3/4	20 1/8		5/8	3.11	6	156
O C-Cor Electronics	8	8				114	24
O Cable TV Indus.	3 7/8	3 7/8				23	12
A Cetec	6 7/8	6 3/4		1/8	1.85	8	15
O Chyron	8 1/4	10 1/8	-	1 7/8	18.52	15	76
A CMX Corp.	2 1/8	2 1/2	-	3/8	15.00		5
A Cohu	9	8 7/8		1/8	1.41	9	16
N Conrac	13 1/4	13 1/8		1/8	0.95	13	81
N Eastman Kodak	69 1/8	68 1/8	1		1.47	14	11,395
O Elec Mfg & Comm.	6 1/4	6 3/8	-	1/8	1.96		18
N General Electric	60 3/8	60		3/8	0.63	13	27,331
O Geotel-Telemet	1 5/8	1 5/8				18	5
N Harris Corp.	27 1/4	28	-	3/4	2.68	13	1,088
N M/A Com. Inc.	18 7/8	19	-	1/8	0.66	23	817
O Microdyne	5 1/4	5 1/4				15	24
N 3M	81 3/8	81 3/8				13	9,526
N Motorola	33 1/4	33 1/2	-	1/4	0.75	12	3,936
N N.A. Philips	39 1/8	38 7/8		1/4	0.64	10	1,123
N Oak Industries	2 1/8	2 1/8				35	
N RCA	41 1/4	40 5/8		5/8	1.54	13	3,379
N Rockwell Intl.	34 3/4	36 1/8	-	1 3/8	3.81	11	5,168
N Sci-Atlanta	10 3/4	10 3/4				21	250
N Signal Co.s	33 3/8	32 3/8	1		3.09	14	3,639
N Sony Corp.	17 1/4	18	-	3/4	4.17	17	3,983
N Tektronix	58 1/2	58		1/2	0.86	10	1,126
A Texscan	3 3/8	3 1/4		1/8	3.85	5	23
N Varian Assoc.	31 1/2	32	-	1/2	1.56	12	679
N Westinghouse	29 1/4	29 3/4	-	1/2	1.68	10	5,120
N Zenith	21 1/2	21 1/2				8	475

Standard & Poor's 400 199.70 200.42 - 0.72 - 0.36

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING'S OWN RESEARCH. Notes: * 2-1 split, March 29.



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Storer asks FCC to overrule staff

It seeks expedited action on request to reverse earlier decision to let Committee for Full Value continue attempt to elect new board

Storer Communications Inc. last week asked the FCC to reverse a commission staff ruling that would permit the Committee for Full Value of Storer Communications Inc., the group that wants to take control of Storer's board of directors and sell off its TV stations and cable systems (BROADCASTING, April 1), to pursue its plans.

In an application for review filed at the FCC, Storer alleged that the commission staff's determination had been in error. In yet another filing, Storer requested "expedited action" on its requested review. If the FCC doesn't grant the relief requested in that application, Storer asked that, pending judicial review, the commission stay its actions or grant "such other interim relief as may be required to prohibit the committee from replacing a majority of Storer's board of directors with its own nominees." Storer also said that if the FCC fails to act by April 8, the company will read that as a denial of its request and ask the Court of Appeals in Washington to review the commission's determination "and/or" seek "interim relief" from the court.

At issue is the ruling of the FCC's video services division that the committee, which consists of a group of Storer stockholders who control more than 5% of the company, did not need prior FCC approval to seek the votes of other shareholders to elect its slate of directors at the company's May 7 annual meeting (BROADCASTING, April 1).

The committee had been of the opinion that no prior commission approval was required, but it filed a short-form transfer application (FCC Form 316), for which petitions to deny need not be considered. In a letter accompanying that filing, the committee explained why it believed no regulatory approval was required. "The solicitation of votes from existing shareholders does not involve a change in ownership and, therefore, no transfer of control, since, regardless of the outcome of the election contest, the existing stockholders of Storer will retain complete voting power and full economic benefits inherent in their stock ownership," the committee said.

In an opposition filing, Storer had asked that the committee's short-form application be dismissed. It argued that the committee's proposal would constitute a voluntary de facto transfer of control and that no such transfer could be accomplished without the prior filing and grant of one of the FCC's long-form transfer applications (FCC Form 315), which are subject to a 30-day holding period and petitions to deny.

Storer support. Media Access Project, Telecommunications Research and Action Center and Action for Children's Television last week filed comments in support of Storer Communications' application for review of FCC staff action clearing the way for the Committee for Full Value of Storer Communications to pursue its plans (see story, this page). The public interest groups urged the commission to reverse the commission staff holding that no transfer of control would occur if a challenging group of shareholders displaces the existing board majority with a new majority drawn from the ranks of the challengers. "We submit that this clearly constitutes a de facto transfer of control," the groups said. The groups said they weren't taking a position "at this time" on whether the public interest would be served by the transfer of control at issue. "Rather, the commentators are concerned that proper process be followed so that there can be participation, if necessary, on the merits. And in this connection, we point out that, for example, Action for Children's Television has membership in the areas of Storer stations and could be adversely affected by the transfer (since, again for one example, a disaggregated Storer might not be in a position to produce and syndicate children's TV programming).

The video services division, in its ruling, agreed with the committee's basic assertion: that the ultimate control of Storer lies with its shareholders.

The division also said it agreed with the committee that no transfer of control would occur under the committee's plans and that no application was required. Yet the division granted the committee's application, "so as to remove any uncertainty as to your [the committee's] authority to proceed."

In its application for review, Storer urged that the full FCC reverse the division's action granting the committee's Form 316 application; dismiss the committee's application as "inappropriate for seeking approval of the de facto transfer of control of Storer the committee proposes," and rule that the filing and grant of an FCC Form 315 is required "prior to assumption of control of Storer's present board by new directors nominated by the committee."

Among other things, Storer alleged that the division was wrong in holding that the "locus" of control of Storer is in its stockholders. "Storer's stockholders are a diverse and constantly changing group whose members are not in privacy [a privacy group is one that has agreed to act in concert to achieve specified corporate goals, according to Storer] with each other," Storer said. "They have not collectively sought to advance specific corporate policies."

Storer also said the majority of its stock is held by institutional investors who disclaim any intent to control the company's management or policies. "As with most large publicly held corporations, the true locus of control is in existing management, which in Storer's case includes its board and officers," Storer said. "It is this management group which determines the operational policies for all of Storer's broadcast stations and which each year votes a vast majority of all Storer shares under proxies it has solicited, and in the manner recommended by it in its proxy solicitation material. Any displacement of the existing Storer management

group by a new privacy group with radically different operational objectives would clearly constitute a transfer of de facto control," Storer said.

Storer also alleged that the division had held that the FCC should not scrutinize the qualifications of those seeking "actual working control" of a publicly held broadcast corporation, a ruling that Storer said was "impermissible" under the Communications Act. Under that holding, Storer alleged that "any person or group, no matter how unqualified, would be able to assume working control of any broadcast company without any requirement of a prior FCC public interest finding." □

Hill hears defense of Intelsat competition

In testimony before House Telcomsubcom, Reagan witnesses explain President's policy statement on need for satellite services; some congressmen unconvinced

Three government witnesses went up to Capitol Hill last week to make another defense—and offer an explanation—of President Reagan's conditional policy determination that international communications satellite systems other than Intelsat are in the national interest. They encountered some congressmen who remain skeptical, who fear for the future of the global system that all agree has served the U.S. and the world well for the past 21 years. But last week, the government witnesses answered by taking a more aggressive approach in their arguments.

One of the arguments that Richard Colino,



KEY DECISIONS

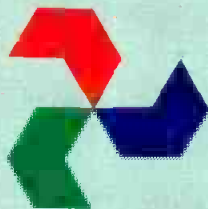


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director general of the International Telecommunications Satellite Organization, has made in the ongoing debate is that Intelsat, under the agreement establishing it, lacks the pricing flexibility to compete with separate systems. William Schneider Jr., under secretary of state for security assistance, science and technology, said Intelsat's pricing flexibility is "infinite"—and quoted from an Intelsat document to make his point.

Another argument made by Intelsat and its backers is that competing systems would drain off so much traffic from Intelsat that it would have to raise its rates to compensate for lost revenue. David J. Markey, assistant secretary of commerce for communications and information and head of the National Telecommunications and Information Administration, made available an economic analysis rebutting that argument. The analysis concludes that, even in a worst-case scenario, Intelsat by 1987 would be obliged to increase revenue from its monopoly service (public-switched circuits) by little more than 5% to make up for revenue lost to all sources of competition, including the American satellite systems now awaiting FCC authorization (BROADCASTING, April 1).

Indeed, Schneider and Markey, along with FCC Chairman Mark Fowler, questioned whether Intelsat would lose even the competitive service it is now providing. They said that the proposed systems would

provide service not offered by Intelsat. However, Markey made it clear they were not claiming that Intelsat is not providing the same types of service at issue—data, video and teleconferencing, among them. Rather, he said the differences would be in the types of technology—smaller earth stations, for instance, and customer premises equipment said to be more efficient than that available from Intelsat, and in what the would-be competitors say would be lower prices.

The three witnesses were appearing before the House Telecommunications Subcommittee. Last July, the subcommittee heard three days of testimony from a variety of witnesses on the separate satellite system issue. Last week's hearing was designed to enable subcommittee members to question the two administration officials on the President's determination, announced in November, and to quiz Fowler on the FCC's role. The commission is now in the midst of developing the policy guidelines on which it will act on the five pending applications for separate systems (see page 136).

Subcommittee Chairman Timothy Wirth has few doubts about the president's policy statement, which would permit competition for customized telecommunications services, such as the provision of private intra-corporate communications networks and the distribution of video programming and some services, while protecting Intelsat's

switched network service, which provides 80% of its revenue. "I believe that is a sound approach," Wirth said. "It will maintain the good things Intelsat has brought—cooperation, interconnectivity, and access to every corner of the world. It will also permit the development of new applications of satellite technology, without imposing the costs of the new applications on those who do not use them."

But some subcommittee members were not so sure. Representative Al Swift (D-Wash.) was only the most persistent of several members in asking how the government could be sure the ban on providing switched network (international telephone) service could be enforced. Representative Matthew J. Rinaldo (R-N.J.) expressed concern about "cream skimming." And Representative W. J. (Billy) Tauzin (D-La.), among others, asked what steps could be taken to reverse policy if the government eventually determines that, contrary to its expectations, Intelsat is suffering significant economic harm. Or, as Swift put it, "How do you get the toothpaste back in the tube?"

As for the ban on separate satellite systems providing services that interconnect with public switched networks, Markey said the assumption is that people will obey the law. But for those who might not, he said a process called "software partitioning" has been developed to block access from private circuits to public-switched networks. He also said Intelsat would recover revenue lost through the diversion of traffic to new systems by its normal rate of growth. Indeed, he said, Intelsat should be considered a strong competitor that would respond to the appearance of new systems by offering new services. Fowler said the "cream skimming argument fails" because some services to be provided by the proposed satellite systems "have never been offered by Intelsat." Schneider, in response to Tauzin's questions, said the terms of the licenses given owners of the proposed systems—as well as the landing rights given owners of the undersea cables—"could be modified to deal with the situation described, so conditions could be reversed." But he did not think Tauzin's fears would be realized, he said. "Intelsat will prosper."

Schneider and Markey both raised the issue of Intelsat's pricing flexibility—or lack of it—in their prepared statements. The Intelsat Agreement requires Intelsat to average prices for services worldwide to ease the burden on developing countries located on thin routes. As a result, Director General Colino maintains that, unless the agreement is amended, Intelsat would not be able to price services to meet competition. The State Department has always disputed that conclusion, maintaining that, while Intelsat must charge the same rate for the same service, worldwide, it can charge different rates according to differences in technology and even according to definitions of service. And in his testimony, he cited "Intelsat's legal adviser" as a source for that belief.

Schneider quoted the official as stating in a memorandum that, "in establishing utilization charges, the board of governors has significant flexibility in determining the extent of cost recovery for each type of utilization

Washington Watch

Fairness for all. Representative Robert Livingston (R-La.) introduced H.R. 1570 which would prohibit radio and television stations from selling time for commercials by companies that express opinions on issues instead of promoting a product. Measure is identical to bill Livingston offered in last Congress.

□

Monitor move. Congressman Larry Smith (D-Fla.), in testimony before House Appropriations Subcommittee, recommended that FCC monitoring station be moved from Fort Lauderdale to Vero Beach, both Florida. Smith suggested subcommittee appropriate \$4 million needed to move station, but said government could get \$6.8 million back by selling Fort Lauderdale land. He said move would eliminate interference between FCC's and commercial stations and permit some commercial outlets to improve nighttime signals. FCC has agreed to relocation, Smith said.

□

Minority affairs office wanted. Bill has been offered by Representative Mario Biaggi (D-N.Y.) to establish "Ethnic and Minority Affairs Clearinghouse" at FCC to handle complaints against radio and television "programming which unfairly depicts ethnic and minority groups." Biaggi offered similar bill in last Congress. Clearinghouse would also provide educational program to encourage positive portrayal of minority groups and conduct annual conference that would "focus public attention upon the images of ethnic and minority groups depicted by radio and television programming."

□

Florida FM. In initial decision, FCC Administrative Law Judge John Frysiak has granted application of Betty F. Martin for new FM in Callaway, Fla., denying mutually exclusive applications of Warmac Communications, Bible Broadcasting Systems and Martin Intermart Inc. for Springfield, Fla. Martin won on integration grounds. Martin is nurse anesthetist at Bay Medical Center in Panama City, Fla.

□

Dear negotiators. In letter to FCC commissioners and Department of State, National Association of Broadcasters has urged prompt conclusion of bilateral AM agreement with Mexico. NAB said it has been receiving complaints from broadcasters over delay in concluding U.S.-Mexico agreement. NAB requested, at minimum, that meeting be scheduled with Mexico "as soon as possible." NAB also recommended that FCC and Department of State use "exchanges of letters and other mechanisms in efforts either to resolve or help resolve these remaining problem areas."

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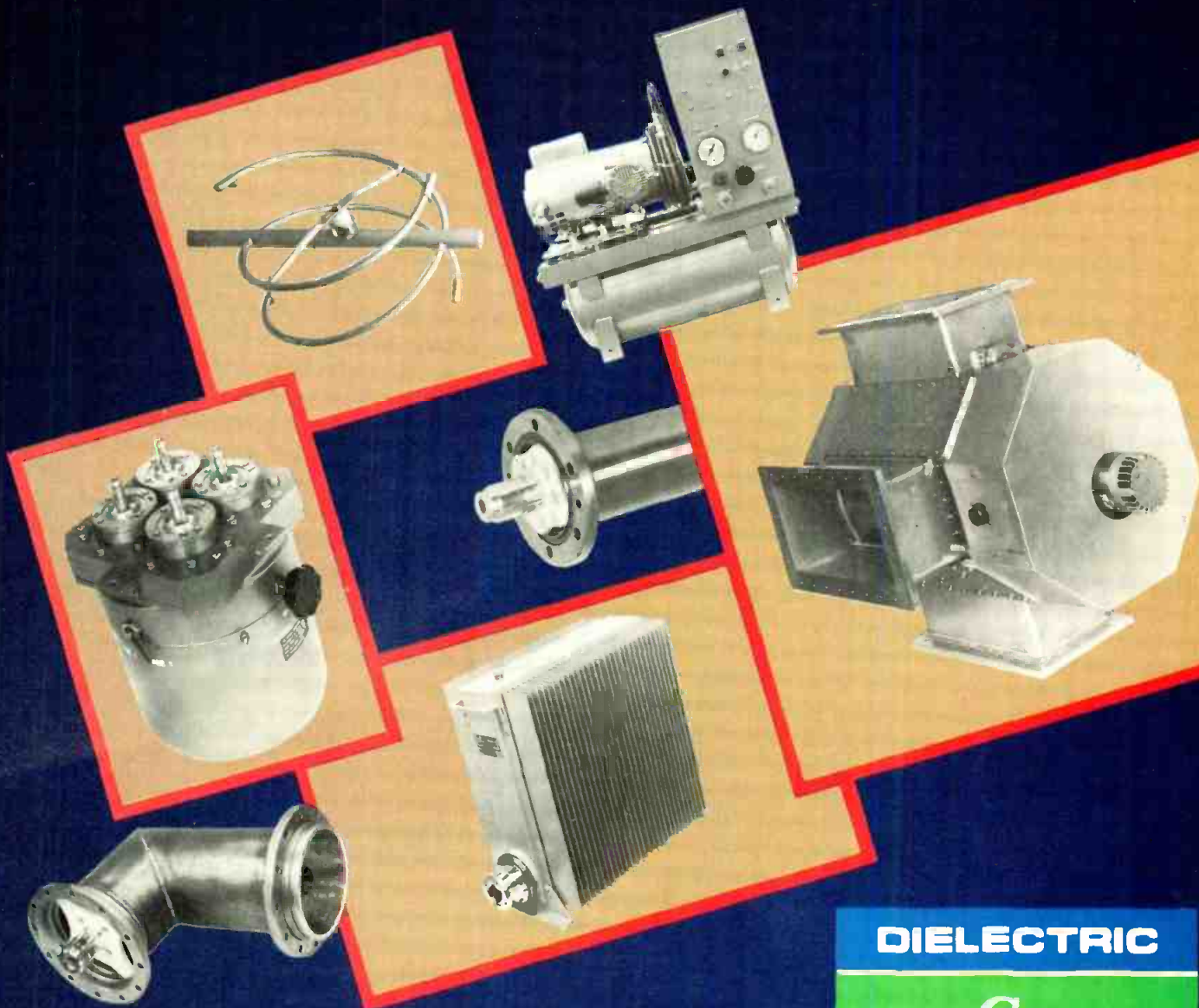
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and in defining types of utilization for which different charges may be set. A type of utilization may be defined on the basis of a wide range of operational parameters (including technical elements, role of the satellite to be used, the degree of protection given, etc.), but not on the basis of who the users are, i.e., on an individual link basis or on a geographic basis." Said Schneider: "We concur with this conclusion."

Schneider offered his description of Intelsat's pricing flexibility in responding to questions from the bench. "So, Intelsat makes its pricing based on technology?" Wirth asked. "Right," said Schneider. "It's infinite."

Officials say the Intelsat legal adviser's memorandum is not the only Intelsat document reflecting the view that the global system has pricing flexibility. Markey mentioned the existence of others—reportedly papers prepared for the Intelsat board of governors by the executive staff that were routinely made available to the government by the Communications Satellite Corp., the U.S. signatory to Intelsat. Wirth asked that the material be made available to the subcommittee.

The NTIA economic analysis provides a sharp contrast to studies done for Intelsat by Walter Hinchman Associates Inc.; those indicate that the competition that would be offered by the proposed separate systems would have substantial impact on Intelsat rates. The NTIA paper says "it is not reasonable to assume Intelsat will lose revenues as a result of competition." It notes that, domestically, competition has resulted in an increase, not a decrease, of revenues for established firms, and adds that, "under the least unreasonable assumptions," Intelsat by 1987 would, "at worst," have to increase revenue from public-switched network service by 5% as a result of increasing competition from all sources, including the proposed U.S. satellite systems.

And that 5% would not translate into substantial amounts of dollars, according to the analysis. It says that if Intelsat increased charges for voice-grade telephone channels 5% to eliminate the shortfall, the Intelsat charge of \$780 per month per full-time voice-grade channel on North Atlantic routes would be increased by about \$1.34 per circuit per day, or 67 cents for each of the signatories involved. The analysis also notes

that the increases need not be passed along to the end user; they could be absorbed by signatories, whose markups over Intelsat charges are typically substantial, particularly in developing countries.

Besides arguing the case for the President's policy on its merits, Markey and Schneider suggested that Intelsat members, in expressing opposition to that policy, are subjecting the U.S. to a double standard. Both cited the emergence of regional satellite systems around the world—Eutelsat, in Europe, Arabsat, serving the Arab countries, Palapa, serving Indonesia and its neighbors. What's more, said Markey, they were successfully coordinated with Intelsat despite the fact that they are not burdened with the restrictions on service the U.S. would impose on American systems. The

countries serviced by those systems "found benefits in them, but they complain about the U.S.," Markey said.

Colino dealt with that issue in remarks to a conference on international telecommunications in New York, on March 29. He said the international satellite systems which have been coordinated were found to be compatible either because it was found that the traffic diversion from Intelsat would be negligible or that the system would be an alternative to an existing terrestrial network or an addition to an existing domestic system. He also said: "The systems now desired by various U.S. companies are the first international, intercontinental transoceanic systems to be proposed, and they would the first to duplicate a portion of Intelsat's facilities and service offerings." □

Alternatives to Intelsat favored in FCC comments

Majority supports creation of other international satellite systems, but agree with President that Intelsat should be protected

The public interest would be served by the creation of international satellite systems that would provide alternatives to Intelsat. That's what the overwhelming majority of commenters responding to the FCC's notice of inquiry and rulemaking on the subject said last week.

Some of the commenters cautioned the FCC to pay heed to the restrictions included in President Reagan's determination that such systems were required in the public interest. Reagan wants the new systems to be restricted to providing services through the sale or long-term lease of transponder or space segment capacity for communications not interconnected with public-switched message networks, to obtain the authorization of at least one foreign authority for use of each system and consult with the U.S. party under Article XIV(d) of the Intelsat Agreement insure technical compatibility and to avoid significant economic harm to Intelsat. Other comments, however, suggested that the commission loosen those limitations.

The Communications Satellite Corp., the U.S. signatory to Intelsat, suggested that the FCC adopt restrictions on what kinds of parties would be permitted to use separate systems to "achieve the administration's critical objective of preserving the nation's commitment to Intelsat." The National Black Media Coalition opposed the authorization of the alternative systems.

In its comments, the Department of Justice supported the proposal "in accordance with the presidential determination." Justice said it thought the FCC had authority to grant licenses with the restrictions specified by the executive branch and recommended that the commission grant preliminary approval to the pending applications for the service [there are five]. "In order to fulfill the United States' international obligations, the licenses should be restricted to the sale or long-term lease of transponders or space segment capacity for communications not interconnected with public-switched message networks," Justice said. "They also should be conditioned on the authorization by one or more foreign authorities for the use of each such system and on the completion of consultation procedures under Article XIV(d) of the Intelsat Agreement. When the required foreign authorizations and consultations have been completed, final approvals should be granted."

The bureaus of competition, economics and consumer protection of the Federal Trade Commission recommended that the additional systems be authorized. And the bureaus recommended that the authorizations be made without "substantially restricting" the type of traffic that can be carried. "Such restrictions would limit the benefits of competition," the FTC bureaus said.

ABC, CBS and NBC said they supported the authorization of separate systems. They said the increased competition would result in significant benefits by reducing rates, promoting efficiency and stimulating service and technological innovation. "At the same time, steps should be taken, such as those proposed by the executive branch, to prevent

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any significant economic harm to Intelsat," the networks said.

The networks also said they believed that the authorization of such systems was permitted under the Communications Satellite Act of 1962 and the Intelsat Agreement. "However, the networks also believe that the commission must be sensitive to the concerns and viewpoints of other governments whose support and cooperation will be essential to achieve a more competitive international communications environment," the networks said.

Turner Broadcasting System said it supported FCC authorization of separate systems and the authorization of direct access to Intelsat facilities, "in the manner recommended by the executive branch."

"Studies commissioned by TBS show that the present rates for international video service are unreasonably high, particularly when compared to domestic rates for comparable services," TBS said. "Users, therefore, will be well served if competition is introduced. Competitive entry of separate satellite systems and authorization of direct access to Intelsat on the basis recommended by the executive branch will serve to lower costs and increase demand for existing services and stimulate the introduction of new services, benefiting Intelsat as well as consumers."

ESPN said alternative systems would "yield tangible benefits for users in the form of reduced, more predictable costs and service offerings more closely suited to users' needs."

Gannett Co. Inc. said the alternative systems would bring to users of international satellite services "a full range of options comparable to that now afforded to customers of the competing domestic satellite service suppliers."

HBO said there were a number of means in addition to those suggested by the executive branch to keep to a minimum any detriment additional systems might bring to Intelsat. "It is important to emphasize that Intelsat's ability to provide global service at reasonable rates must not be compromised," HBO said.

RCA Communications Inc.—whose subsidiary, RCA Americom, has filed an application to provide international satellite service—said that Intelsat was no longer an "infant enterprise" that must be shielded from all competition. "To the contrary, it [Intelsat] is now a mature organization and would not be harmed significantly by the new entry proposed by the applicants, especially under service restrictions such as those recommended by the executive branch," RCA said.

But RCA also said those kinds of restrictions are not required by treaty obligations. And it recommended that any service restrictions be "provisional in duration, since their principal role is to assist in a transition in the international facilities market that is already under way and which will intensify with the introduction of fiber-optic submarine cables and the launching of other regional satellites."

Orion Satellite Corp., an international satellite applicant, had no objection to the administration's recommended restriction

against interconnection with public-switched networks. Orion said it would be "appropriate" for the commission to incorporate such restrictions in the authorizations that are issued to alternative system applicants. "Finally, because such a procedure would make the restrictions legally binding not only on the applicants but also on those who would use their systems, we do not believe it necessary for the commission to adopt rules regarding the operating restrictions," Orion said.

Pan American Satellite Corp., another international satellite applicant, said the Communications Satellite Act of 1962 authorizes only the President to determine whether alternative international satellite systems are required in the national interest. "Having determined that such alternative systems are

required in the national interest, so long as they provide capacity only by sale or long-term lease and are not interconnected with the public-switched network, the FCC is not empowered to modify or ignore the President's determination," PanAmSat said.

Cygnus Satellite Corp., yet another applicant, said it disagreed with the Department of State's legal interpretation that satellite systems providing only private services are subject to the economic coordination requirements of the Intelsat Agreement. But it said it was prepared to demonstrate, "on the basis of factors traditionally applied in the coordination process, that its proposal will not cause significant economic harm to Intelsat."

International Satellite Inc., also an applicant, said it believed the restriction on

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switched service to be "severely anticompetitive" and recommended that the FCC provide for the termination of that restriction five years after grant of initial authority. "In this way, the necessity for continuation of the policy can be reviewed in light of actual conditions, including Intelsat's financial well being, at the time," ISI said. "If it then appears that continued restrictions are appropriate, the commission or the executive branch will be able to extend them."

AT&T said the FCC should adopt an "open-entry policy," if alternative satellite systems are to be permitted. "It [the FCC] should not attempt to select among applicants on economic grounds, or to minimize potential diversion from Intelsat," AT&T said.

"The proposed restriction on interconnection with public-switched message networks is an attempt to protect Intelsat by reserving to it the major portion of the market," AT&T added. "The commission must recognize that the restriction is at best a short-term measure, not a final solution. It has serious market structure drawbacks and cannot be effectively monitored or enforced. Domestic experience teaches that market forces will inexorably cause this attempt at market segmentation to erode over time."

AT&T also said a primary FCC objective should be to enable Intelsat to compete ef-

fectively in a dynamic market. "Rate averaging is a reasonable and perhaps necessary option that Intelsat could use to respond to competition," AT&T said. "Direct access is also a possible option; Intelsat should be permitted to voluntarily provide its facilities directly to end users, but should not be compelled to do so. In addition, Intelsat should provide general purpose capacity on a full or partial transponder basis rather than as single channels only. This will help it to compete and will allow public switched services to remain price-competitive with private-line services."

Satellite Business Systems said it believed qualified U.S. carriers should be permitted direct access to Intelsat space segment services. "In addition, careful consideration should be given to whether limitations on the scope of services permitted over alternative international satellite systems are necessary or desirable," SBS said.

MCI International Inc. said there was sufficient statutory authority to grant U.S. carriers direct, cost-based access to the Intelsat space segment, "whether or not such grant is limited to customized services."

ITT World Communications Inc. said U.S. carriers should be afforded direct access to Intelsat for nonswitched services (obtaining Intelsat space segment capacity on the same economic terms Comsat gets).

Equatorial Communication Services also believed that U.S. carriers should be granted direct access to Intelsat space segment. "If Intelsat recognizes the distinction between switched and specialized services, demand for the latter will be stimulated, leading to more efficient use of Intelsat capacity," Equatorial said. "A necessary condition for stimulating this demand effectively, however, is to eliminate Comsat's 'middleman' role, thereby giving better pricing signals to U.S. users and permitting more flexible responses by Intelsat to marketplace realities."

Comsat warned that a bar against interconnections with public-switched networks would not be sufficient since Comsat alleged that separate systems will have the economic incentives and technical means to "blur" the public/private distinction. It suggested that a common carrier's use of separate systems would be inconsistent with the separate system's "asserted" private nature. To prevent the emergence of private carriers that would "drain from Intelsat traffic that the administration meant to protect, service for hire, resale and shared use should each be expressly prohibited," Comsat said. "In addition, a minimum unit size and duration are needed to give form and content to the administration's intent to limit separate systems to sales and long-term leases."

Comsat also said the "significant economic harm" that's supposed to be avoided need not be substantial. "It is clear that economic harm could well be significant even without threatening the viability of Intelsat or calling into question Intelsat's ability to provide certain services."

"To date, proponents of separate systems have not documented the level of traffic that they would divert; rather, they have asserted that any diversion would be offset by market growth, eliminating—in their view—all potential for economic harm. Yet market growth is not a unitary concept: One must distinguish between growth that would occur whether or not separate systems are authorized and growth that might be stimulated by the entry of separate systems. The former cannot justify authorization of separate systems, because Intelsat has relied on projected growth in planning its capacity; growth of the latter sort is likely to occur only if the separate systems provide services different from those provided by Intelsat—an assertion that has never been supported in fact."

Comsat also said the "case has not been made and cannot be made" for direct access.

Former FCC Commissioner Abbott Washburn said he didn't believe the authorization of separate systems would be in the public interest, even with the protections envisioned by the administration. Nonetheless, if the FCC does authorize new systems, Washburn said, it must take every precaution to insure that any new entrant not be allowed to jeopardize Intelsat's financial viability or political integrity; insure that Intelsat has the ability to respond competitively to threatened diversions of its traffic; insure that services it permits new entrants to offer are "tightly and clearly defined" to limit any harm to Intelsat; make sure that neither interconnection between private systems nor resale of private system offerings will be permitted, and require new entrants to engage

Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change*	Earnings (000)	% change*	EPS **
Barris Indust	Thrd	\$1,413	179	\$2,678	922	\$0.45
Chris-Craft	Second	\$38,321	9	(\$11,193)	NM	(\$1.66)
Comcast	Year	\$103,007	22	\$12,173	35	\$0.96
Compact Video	Third	\$10,626	4	(\$4,031)	NM	(\$0.94)
Fries Ent.	Third	\$5,700	41	\$854	45	\$0.24
GenCorp	First	\$626,428	7	\$1,008	-22	\$0.04
Pico Products	Second	\$5,777	6	(\$614)	NM	(\$0.18)
Satellite Music Net.	Year	\$6,213	122	(\$2,292)	NM	(\$0.34)
Sony Corp.	First	\$1,324,827	9	\$77,753	15	\$0.34
TCA Cable TV	First	\$8,278	30	\$1,347	39	\$0.20
TCI	Year	\$449,416	30	\$16,982	-15	\$0.39
Westwood One	First	\$3,410	43	\$357	222	\$0.14

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

Barris income from operations was \$330,000, compared to loss last year of \$146,000. ■

Chris-Craft reported net income of \$276,000 in year-ago second period. Company said 99% of recent loss came from equity holdings in Warner Communications, which reported \$225-million loss from discontinued operations in fourth quarter. Herbert Siegel, chairman, said in statement: "While KCOP-TV... Los Angeles achieved record second-quarter earnings, operating income of its sister station, KPTV-TV Portland, Ore., and total operating income of the four television stations owned by United Television Inc., BHC's 50.3%-owned subsidiary, dropped sharply." ■ **Compact Video** had net income in previous third quarter of \$496,000. Company noted that \$3.7 million of recent loss came "primarily from the cost of consolidating certain of its Vidtronics Inc. operations into a single facility at the company's Burbank, Calif., location, the closing of Compact Video's production department and a related reserve for loss on disposal of excess fixed assets."

■ **Pico** lost \$67,360 in second quarter of previous year. ■ **Satellite Music Network** chairman, John Tyler, attributed company's losses to planned expenditures, but company said it expects profitability in 1985. In 1983 it registered net loss of \$2,175,433. ■ **Sony Corp.** noted: "Japanese electronics industry generally made a steady growth, led by a high level of export mainly to the United States." Sony video equipment sales decreased 4.7% in first quarter. ■ **TCA** provided breakdown of revenue increase: 34% came from upgrading and expansion; 41% from systems acquisitions; 15% from increase in basic rates; 9% from increase in pay subs, and 1% from management fees. ■ **Tele-Communications Inc.** said operating income was \$107.7 million, \$23.1 million more than in 1983. First-ranked MSO said basic subscribers at year's end were 3,556,000, while pay TV subs were 2,765,000.

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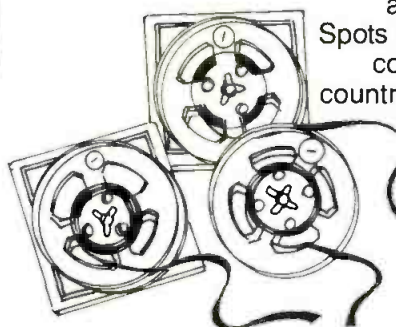
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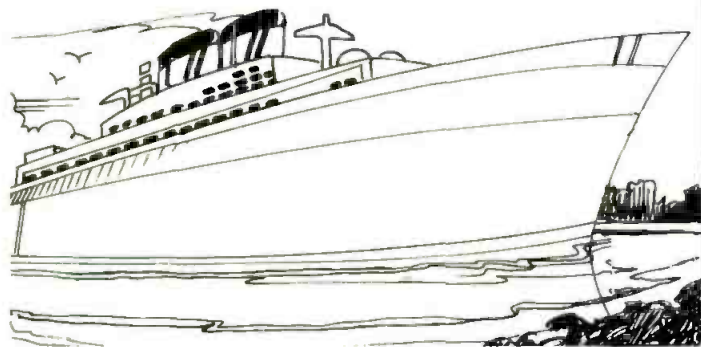
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in open-bidding procurement practices similar to those employed by Intelsat.

The National Black Media Coalition, TransAfrica and the American Committee on Africa opposed the authorization of the separate systems which would "generate significant economic harm to the African members of Intelsat," they said.

"Weakening of the Intelsat system will impair communications between U.S. citizens and their African counterparts, result in a loss of African telecommunications and other business markets for U.S. companies, increase the risk of adoption of an a priori

assignment plan for orbital slots and spectrum at the 1985 Space WARC and leave African states with no meaningful alternative to Intelsat other than inferior terrestrial service or Intersputnik," they said.

"These consequences of separate systems on the North Atlantic routes do not serve the interests of the United States. Therefore, the commission should dismiss or deny all applications by domestic companies seeking to provide service on these routes. The commission should also adopt rules precluding grant of such applications or acceptance of such applications for filing in the future." □

TCI victorious in First Amendment fight in Florida

Appeals court overturns ruling that denied TCI continued access to Homestead Air Force base

The First Amendment has again provided a cable television system with the grounds on which to stake a claim for a right to serve a community, the wishes of that community to the contrary notwithstanding. What's more, the community involved in the case that was decided by the U.S. Court of Appeals in Washington last week is a military reservation, Homestead Air Force Base, in Florida.

Earlier this month, a three-judge panel of the U.S. Court of Appeals for the Ninth Circuit held that the First Amendment prohibits a city from using the franchising process to deny a cable system access to public utility facilities capable of accommodating it (BROADCASTING, March 4). Preferred Communications Inc. was protesting the refusal by the city of Los Angeles to grant it access to the city's facilities to provide cable service to a section of Los Angeles.

Preferred was seeking to establish a new service; Tele-Communications of Key West was seeking to continue providing the cable service to Homestead that it and a predecessor company had been providing for 10 years. But although both companies were successful in invoking the First Amendment as an argument for remanding cases to the district courts, they still have considerable litigation ahead. At a minimum, the systems will have to convince the district courts involved that the facts support their First Amendment arguments. Even before getting to that forum, Preferred must deal with the effort of the city of Los Angeles to persuade the full U.S. Court of Appeals for the Ninth Circuit to rehear that case.

The TCI case grew out of the decision of the Air Force in 1983—after requesting bids for cable television service—to award an exclusive franchise to Americable Associates, and to order TCI to remove its cables and other equipment from the base's cable television right-of-way by the end of the year. TCI asked the district court for an order prohibiting the Air Force from proceeding with those actions. TCI also asked for a declaratory judgment that any effort by the Air Force to prevent TCI from continuing its service would violate its First and Fifth Amendment rights and the Sherman Antitrust Act. The court dismissed the complaint and the request for relief—and TCI ceased service and left the base.

The appeals court panel, in overturning the district court's decision, found that the lower court had committed procedural errors in improperly considering materials outside TCI's complaint. But the panel decided to deal with the appeal on the merits—and wrote an opinion that appears to lend weight to the argument that cable systems have First Amendment rights similar to those of the press. But first, the panel found it necessary to discard the "facts" on which the lower

TV ad tally. Total television advertising in 1984 amounted to \$19 billion, exceeding 1983 by 18%, according to the Television Bureau of Advertising.

TVB's estimates place network television advertising last year at \$8.5 billion, up 21% from 1983; national and regional spot television at \$5.5 billion, up 13.3%, and local television advertising at \$5.0 billion, up 17%.

Procter & Gamble led the lists of both network and national-regional spot TV advertising, with \$412.7 million in network and \$239.3 million in spot TV. Other top network spenders in 1984 were AT&T, General Motors, General Foods, American Home Products and Sears, Roebuck & Co. Leading investors last year in national-regional spot TV were General Foods, General Mills, Pepsico, Coca-Cola and Lever Brothers.

Figures were compiled from Broadcast Advertiser Reports data, with spot information based on monitoring in the top 75 markets.

Network Television, 1984

Company	1984	1983	% change
1. Procter & Gamble	\$412,747,100	\$366,663,100	+13
2. AT&T	253,117,200	146,603,800	+73
3. General Motors	231,442,800	201,350,400	+15
4. General Foods	190,223,300	165,491,000	+15
5. American Home Products	179,089,000	161,442,200	+11
6. Sears, Roebuck	172,445,800	145,006,800	+19
7. Johnson & Johnson	168,639,100	131,265,900	+28
8. Anheuser-Busch	166,415,800	116,661,300	+43
9. Ford	164,253,400	172,308,100	-5
10. McDonald's	162,462,300	80,930,900	+101
11. Philip Morris	161,715,700	128,266,100	+26
12. Lever Bros.	142,982,100	112,477,200	+27
13. Coca-Cola	140,104,400	95,888,700	+46
14. Kellogg	128,080,100	72,970,300	+76
15. Dart & Kraft	123,288,700	87,414,800	+41
16. Bristol Myers	122,552,400	120,974,300	+1
17. General Mills	116,706,600	100,250,300	+16
18. Beatrice	111,591,200	97,605,000	+14
19. Pillsbury	106,983,400	74,336,900	+44
20. R.J. Reynolds	97,600,200	74,580,400	+31
21. Ralston Purina	94,085,600	94,438,500	-
22. Chrysler	93,637,400	84,193,700	+11
23. Pepsico	91,906,700	73,955,200	+24
24. Warner-Lambert	86,976,200	74,655,100	+17
25. Sterling Drug	83,565,000	82,682,300	+1

National and regional spot television

Company	1984	1983	% change
1. Procter & Gamble	\$239,328,600	\$229,251,800	+4
2. General Foods	96,673,200	71,394,000	+35
3. General Mills	91,024,900	88,792,700	+3
4. Pepsico	84,983,800	72,778,200	+17
5. Coca-Cola	60,633,100	68,408,800	-11
6. Lever Bros.	59,121,900	55,918,700	+6
7. Toyota	58,337,100	42,505,600	+37
8. Beatrice	56,146,100	46,636,100	+20
9. Anheuser-Busch	53,646,600	51,002,000	+5
10. Dart & Kraft	52,832,400	43,075,800	+23
11. Philip Morris	44,809,000	48,909,000	-8
12. Hasbro Bradley	42,951,700	35,856,500	+20
13. Mars	42,779,600	44,332,300	-4
14. Nissan	41,022,400	43,116,900	-5
15. Warner-Lambert	40,920,200	38,292,200	+7
16. Kellogg	40,641,200	34,130,800	+19
17. Ford	40,597,600	38,130,300	+6
18. Nestle	38,893,100	34,011,800	+14
19. General Motors	38,357,500	25,672,200	+49
20. Ralston Purina	35,450,700	20,063,000	+77
21. Nissan Auto Dealers	33,515,100	18,417,200	+82
22. MCI	32,829,300	29,259,800	+12
23. Nabisco Brands	30,443,700	22,028,300	+38
24. Time Inc.	30,132,900	28,624,400	+5
25. Chrysler	30,097,800	20,205,700	+49

court had relied; the panel said they are nowhere to be found in TCI's complaint. "In fact, they are exactly the opposite factual assumptions from those a court would make if it, as required, took the assertions in the complaint as given and then resolved all factual doubts and inferences in favor of the pleader." The panel's opinion is based on grounds different from those used by the ninth circuit court in the *Preferred* case.

That court said the question to be addressed was whether the city can, "consistent with the First Amendment," limit access, "by means of an auction process," to any part of the city to a single cable system when the facilities available can accommodate additional systems. The court answered in the negative. The appeals court panel in the TCI case based its conclusion on "the public forum doctrine," which defines situations in which the government cannot close government-owned property to parties who want to use it to exercise First Amendment rights.

As defined in the opinion written by Judge J. Skelly Wright, property historically open to the public for the expression of opinion is an unconditional public forum. Property that has been opened by the government as a forum for speech, such as a theater, also constitutes a public forum. Property that falls into neither of those categories—military bases, for instance—falls into the "non-forum" category. Government restrictions on speech in either of the public forums cited are subject to strict requirements—the restrictions are permitted only if needed to serve "significant" or "compelling" state interests. Even in the case of nonforums, Wright said, quoting an earlier case, government may impose regulation on speech only if it is "reasonable and not an effort to suppress expression merely because public officials oppose the speaker's view."

TCI had claimed that there were no practical or legal reasons why two cable companies could not use the cable rights-of-way on the base to compete. If true, Wright said, that would mean TCI's First Amendment rights had been infringed under all three categories of government-owned property.

The significance of that portion of the opinion, in the view of one of the attorneys who represented TCI in the appeals court, is that a military base is involved. "*Preferred* says cable systems have First Amendment rights in cities," said Jay Cohen. "This one says cable has those rights even on a military base." The panel also held that the district court erred in dismissing TCI's Fifth Amendment claim of equal protection. Wright said that the allegation that there are no legal or practical reasons why two cable television companies cannot compete directly to serve Homestead states a cause of action that is sufficient to withstand a motion to dismiss. And that is true, Wright said, regardless of whether TCI's First Amendment rights have been "burdened." For, Wright said, the restriction on TCI "may violate the equal protection requirement if it is not rationally related to a legitimate government interest." And TCI maintains that the government has no legitimate or compelling reasons to exclude one cable television system



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and not another.

The one issue on which the appeals court panel affirmed the district court was the latter's holding that the Air Force had not violated the antitrust law. TCI had argued that the Air Force, in acting as an agent for the service people at Homestead, had performed in such a way as to establish a monopoly in cable television service on the base. But Wright noted that TCI itself acknowledged that the Air Force was also acting to insure service to common areas. Therefore, Wright said, the court was correct in dismissing the antitrust claim.

While affirming cable television's First Amendment right of access to a community, even a military base, the panel indicated it was not entirely satisfied that its public forum rationale is the proper one. Wright noted that in two other cases involving the question of cable television's right of access to government-owned property for the purpose of communicating with viewers, the courts balanced the competing interests involved. In the *Preferred* case, the court used the doctrine only as "additional support for a conclusion already reached on other grounds." Wright also pointed out that the Supreme Court has stated that each medium of expression "must be assessed for First Amendment purposes by standards suited to it, for each may present its own problems."

Accordingly, Wright said, the holding that TCI "has stated a First Amendment claim under public forum jurisprudence is not a holding that a different and perhaps more appropriate First Amendment analysis may

not properly be developed during the proceedings on remand." He added, in a footnote, that a different analysis "might be indicated, for example, because of inconsistencies between the factual assumptions underlying the public forum analysis and the facts" in the TCI case. □

Fairness relief, if any, to come from courts

That's consensus of panelists at American Bar Association panel, who predict no action at either Congress or FCC

Some time in the future the courts may tone down or eliminate the fairness doctrine, but in the meantime Congress will protect it and the FCC will remain powerless to act. That appears to be the judgment of most panelists at a conference of the forum committee on communications law of the American Bar Association in Washington.

In a luncheon speech, Bill Monroe, NBC News correspondent, predicted that it would be the courts, not Congress, that will give broadcasters First Amendment parity with the print media. Congress, he noted, isn't likely to relinquish its handle on the electronic media. But broadcasters may well

have to wait for judicial relief until a new panel of younger lawyers—who grew up with the electronic media—are sitting on the Supreme Court, Monroe said.

Craig Smith, president of the Freedom of Expression Foundation, appeared to agree with Monroe's assessment. It was his group's hope, Smith said, that if it could not "enlighten" the House Telecommunications Subcommittee or its chairman on why the doctrine should be repealed, it might be able to "enlighten" the Supreme Court "at some time down the road."

Tom Rogers, senior counsel for the House Telecommunications Subcommittee, said Congress wouldn't tolerate the FCC's elimination of the doctrine—as the commission asked whether it could do in its notice of inquiry on the doctrine. And FCC Commissioner Dennis Patrick said he won't be a vote for FCC elimination of the doctrine. Patrick said he had "tentatively concluded" that Congress had codified the doctrine when it amended Section 315 of the Communications Act in 1959. "So I do not believe the FCC should repeal the doctrine," Patrick said (BROADCASTING, April 1).

Rogers also said the fairness doctrine was one of the few public interest obligations remaining for broadcasters. He added that broadcasters would have "to give something back"—perhaps in the form of a spectrum fee—for the doctrine to be eliminated. But he didn't see that happening. "Broadcasters are not even willing to talk about it [spectrum fees]," he said.

Daniel Brenner, senior adviser to FCC Chairman Mark Fowler, said he also believed that a spectrum fee should be assessed. "That's the quid pro quo," he said. In addition, Brenner said there should be a "well-funded" public broadcasting system to "meet the needs that we feel should be met" but may not be in a deregulated commercial broadcasting environment.

Howard Monderer, NBC vice president, law, said the essential question was what the country's philosophy should be regarding freedom of the press. "I believe in the philosophy laid down by the First Amendment, that the government should have no role in the regulation of media content, and that that philosophy should be applied to all media, including broadcasting," Monderer said.

Andrew Schwartzman, executive director of the Media Access Project, said the FCC had no business reassessing the doctrine to begin with. "Congress did not create the FCC to spend countless person hours ignoring its statutory mandate for the purpose of advancing the legislative program of the industry it is supposed to regulate," Schwartzman said. "We have here an area of the greatest constitutional delicacy in which Congress has carefully, if not perfectly, legislated, taking special care to insure that the FCC would not undo that which Congress had approved of its having done."

On a separate topic, Jack Smith, FCC general counsel, said that the Court of Appeals' ruling that a Miami ordinance prohibiting cable transmission of "indecent material" (BROADCASTING, April 1), may mean it is "impossible to keep indecent material off cable regardless of the intentions of the [Cable Communications Policy Act of 1984]." □

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Media General petition seeks clarification of cable act

At issue is definition of franchise fee, which company interprets as allowing them to save \$7.1 million but NLC and local government disagree

As every cable operator and city official familiar with the Cable Telecommunications Policy Act of 1984 knows, the law is filled with ambiguities that will be clarified only after years of regulatory and court decisions. One such ambiguity centers on the act's provision limiting the amount of the annual franchise fee cable operators may pay to city officials. The act puts the cap at 5% of gross revenues. That's clear enough, but what cable operators can include as part of their franchise fee payment is not.

The question of what's part of the franchise fee and what's not is raised in a petition that's been filed at the FCC by Media General, the cable franchisee for the Washington suburb of Fairfax county, Va.

In the petition, which seeks a clarifying declaratory ruling from the FCC and which has attracted a stack of supporting and opposing comments, Media General argues that the act requires it to include cash and in-kind payments for certain services, facilities and programs unrelated to access programming in the calculation of its franchise fees beginning on Dec. 29, 1984, the day the act went into effect. Such payments, it said, will amount to \$7.1 million over the remaining life of the franchise.

Media General also contends that it was obliged under the FCC rules in effect prior to Dec. 29 to include cash and in-kind payments for a broader range of services, facilities and programming in its franchise fees. Between the time Media General signed its franchise agreement with the county in 1982 and Dec. 29, it said, such payments amounted to \$2.3 million.

If the FCC agrees with Media General's interpretation of the act and the pre-existing FCC rules and carry-forward the payments for the items in question, Media General would be able to save \$9.4 million.

Although Media General says it's interested only in obeying the law, some believe it is simply trying to wiggle out of costly franchise commitments. "The Media General petition is designed to avoid millions of dollars worth of franchise commitments that the company made through some kind of creative argument that they are really franchise fees," said Cynthia Pols, legislative counsel for the National League of Cities, which helped write the cable act.

As NLC's involvement alone testifies, the Media General petition could have repercussions for the entire cable industry. The petition asks for "a generic decision on how that Act should be interpreted for both the pre- and post-Act payments," said Pols. It's like the FCC's *Nevada* decision, which gave cable operators permission to reconstitute their tiers of service, she said. "It does become the precedent." She added, however, that whatever ruling the FCC makes, it will be

subject to court review.

But Ian Volner, the Washington attorney representing Media General in the case, takes exception to such characterizations of the petition. "The law says you pay 'x' and we simply want to comply with the law."

And Volner does see the proceeding as potentially having a sweeping effect on the cable industry. "It might have implications, but only for systems with problems like those that are confronting Media General," he said.

Stephen Ross, chief of the cable branch of the FCC's mass media bureau, is aware of the Media General petition, but said the branch will not go to work on it until the FCC acts on a comprehensive cable rulemaking intended to bring the most of the FCC's cable rules in conformity with the cable act. An FCC vote on the new and modified rules is tentatively scheduled for Thursday (April 11).

"The rulemaking, hopefully, will deal with some of these [franchise fee] issues in a broad sense," Ross said, "and provide some guidance for how we are going to deal with some of the specific issues."

In arguing its post-Dec. 29 case, the Media General petition said Section 622 of the act defines "franchise fee" as "any tax, fee, or assessment of any kind" imposed upon a cable operator by a franchising authority "solely because of [its] status as such." The section, it said, also implies what may be included in the fee by stating what is to be excluded, namely "payments which are required by the franchise to be made... for, or in support of the use of, public, educational or governmental access facilities." And the legislative history, it said, states that "lump sum grants not related to PEG access"—such as those made to libraries, recreation departments, etc.—"would be subject to the five percent limitation."

Given the act's and the legislative history's explicit and implicit definition of franchise fee, Media General came up with a list of \$7.1-million worth of future commitments unrelated to access programming that it

feels should be included as part of its franchise fee payments. The list includes \$637,000 for "intern training," \$127,500 for scholarships, \$975,000 for the "balance of school wiring grant."

In making its pre-Dec. 29 case, Media General argues that the much broader, more inclusive definition of franchise fee contained in the FCC's rules should apply, not the act's, in calculating fees prior to Dec. 29. "It is axiomatic that statutes are not to be applied retroactively unless the terms of the statute are so clear, strong and imperative that no other meaning can be assigned to them," the petition said. "Although the cable act operates... to supplant much of the commission's regulation of cable television systems and franchising authorities, it does so only prospectively."

Under the FCC's definition of franchise fee, the petition said, all "extra service packages" would be counted against the franchise fee ceiling unless the services benefited all cable users and were not excessive," the petition said. "Consistent with the purpose and objective of the ceiling, the commission has also held that free cable drops in classrooms and in all public buildings are payment-in-kind and part of the franchise fee. These principles were reaffirmed recently in... [the FCC's *Miami* decision] where it was determined, among other things, that payments to a corporation established to operate public access channels benefitted only access users and, therefore, must be included in the computation of the franchise fee paid."

Using the FCC definition, Media General said, it found it had failed to include \$2.3 million in its franchise fees payments and had, as a result, paid a franchise fee of 50.22% prior to Dec. 29, far in excess of the 5% permissible under the FCC rules.

The NLC, in comments opposing Media General, said the FCC has no place in interpreting the intent of the act or whether it should be applied retroactively. That's up to the courts, it said.

But even if the FCC did have jurisdiction, it said, it would have to find that the law does apply retroactively and that the act's definition of franchise fee excludes the all those cash and in-kind payments that Media General would like to include as part of its franchise fee payments. □

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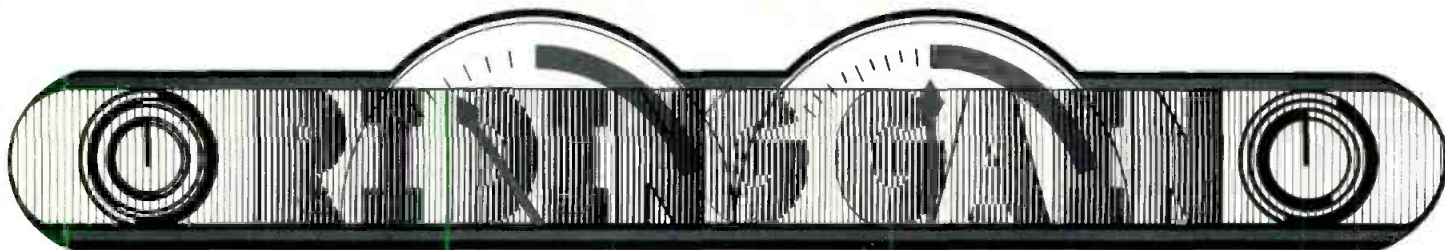
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February fortunes

Network radio revenues for February rose 6.8% over February 1984 for a total of \$20,126,280. That's the word from the Radio Network Association, which relies on financial information of the 10 RNA member networks supplied to it confidentially by the accounting firm of Ernst & Whinney. For the year-to-date, network radio revenues are up 9.5% to \$37,754,205.

All ears

A new radio programming and music research consultancy firm, Electronic Attitude Research System (EARS) Strategies and Implementation, has been formed by Bruce Fohr, president of FMR (Fohr Media Research) Associates, Inc., Tucson, Ariz., and Bill McMahon, president of Seattle-based AM Strategies. "This research service is the new frontier of radio research," proclaimed McMahon. "The EARS methodology involves evaluating listener responses to programming examples... by using wire-

less, hand-held response units that look like a hand calculator." According to Fohr, more than 25 stations, including Gannett, Bonneville and ABC-owned outlets, have used the EARS method to test programming.

Iglesias special

Caballero Spanish Media, New York, a national sales representation firm for Spanish-language radio stations, is offering stations in the top 25 Spanish markets a new, weekly one-hour Sunday afternoon program featuring internationally known singer Julio Iglesias in interview and song. The program, *Momentos with Julio Iglesias*, is produced by Ralph Sanabria, music director for Capcities' easy listening-formatted WPAT-AM-FM New York (licensed to Paterson, N.J.), and written by Mary Rodriguez-Ichaso, journalist with the Armas Publications. According to Caballero, the weekly show will present Iglesias's music not only in Spanish, but in other languages such as German, French, Italian, Japanese and English. *Momentos with Julio Iglesias* is scheduled to debut on Sunday, May 5, and run for 36 weeks.

Sound-alikes

Viacom Broadcasting said it will change the call letters and format of its newly acquired contemporary, black WKDJ(AM) Memphis, Tenn. Viacom has applied to the FCC for the same call letters as its co-owned FM outlet there, WRVR, and will soon program the same format—adult contemporary.

Playback

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Selling research. Coleman Research Inc., a Dallas-based radio and television market research firm, has been acquired by Capitol Broadcasting Co., Raleigh, N.C., for an undisclosed sum. Coleman Research, which was formed in 1978, currently serves about 60 radio and 10 television stations while Capitol owns one television outlet and seven radio stations (in addition, it is awaiting FCC approval of its purchase of three more radio stations—WCKS(FM) Cocoa Beach, Fla., and WOHs(AM)-WXIK(FM) Shelby, N.C.). The company also owns Seeburg Music, a background music service; the North Carolina and Virginia radio news networks; three college sports and various agricultural networks, and Capitol Satellite & Communications Systems, a satellite distribution service.

The acquisition took effect last Monday (April 1). Pictured signing the deal at Coleman Research headquarters in Dallas are (l-r): Jon Coleman, president of Coleman Research, and Jim Goodmon, president and chief executive officer of Capitol Broadcasting.

"With the exception of a few organizational changes, we anticipate no major change in our philosophy or research approach," said Coleman. "We will be adding some new research services later this year, but for now, we just need to get our clients successfully through the spring [Arbitron Ratings] book," he added.

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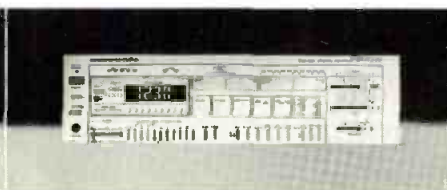
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Talkradio talks. Representatives from some 30 ABC Talkradio stations met with network executives at New York's Ritz-Carlton hotel for the annual ABC Talkradio Exchange—a forum for affiliate and network personnel to discuss sales, promotion and programing opportunities. On hand for a session on selling were (l-r): Bob Chambers, vice president, market development, ABC Radio Networks; Kirk Stirland, account executive, ABC Radio Networks; Diane Sutter, general manager, WTKN(AM) Pittsburgh; Rick Devlin, vice president and director, ABC Talkradio, and Scott Meier, general manager and general sales manager, KSTP(AM) Minneapolis-St. Paul.

Music Survey on the network. Clark's company and Mutual signed a new five-year agreement in November 1983, giving both parties an option for renewal by May 1985. The show, carried by 484 stations, will enter its fifth year on the network. Clark is also one of the founding partners of The United Stations, which recently purchased the RKO Radio Networks (BROADCASTING, March 4).

□

ABC Rock Radio Network will present an Eric Clapton concert over Memorial Day weekend. The concert is being taped on Clapton's current tour and will be part of ABC's *Supergroups* series.

□

CBS Radio sports will provide exclusive coverage of the Masters golf tournament this week in Augusta, Ga., with 20, three-minute reports over four days (April 11-14) as well as two extended, 40-minute broadcasts, each slated to begin at 5:20 p.m. NYT on the final two days of the event. Anchoring the reports will be CBS Radio sportscaster Jim Kelly, who will be joined by Nick Seitz, editor of *Golf Digest*, and CBS Radio sportscaster Ed Ingles. The broadcast will mark the network's 30th consecutive year of Masters' coverage.

□

The week of April 1 will mark the first anniversary of *AT&T Presents Carnegie Hall Tonight*, the nationally broadcast radio series distributed by public radio outlet WCRB(FM) Boston. Over the next four weeks, the program will feature a mini-series of concerts spotlighting the 241-year-old Gewandhaus Orchestra of Leipzig, East Germany, playing Beethoven Symphonies Nos. 4, 5, 6 and 7, recorded last November at Carnegie Hall in New York. Actor John Rubenstein will continue as the series host. The show is now aired on nearly 180 commercial and non-commercial stations nationwide.

Aiming for AM

Thirty executives from stations represented by Blair Radio gathered at the studios of KIMN(AM) Denver on March 28 for a special AM radio roundtable workshop conducted by the rep firm. "Blair has held these 'closed-door' seminars for over 16 years," said Chester Tart, vice president, programing and marketing, Blair Radio, who served as moderator for the event. "However, this was the first one planned to address the special concerns of AM broadcasters," he said. There were four separate panel discussions on promotion, marketing strategy, motivating talent and news options. Speakers on the promotion panel were: Tart; Roy Cooper, vice president and general manager, WIBC(AM)-WNAF(FM) Indianapolis; Craig Magee, president and general manager, WIL-AM-FM, and Steve Keeney, vice president and managing director, KIMN.



Stern, Sales and Imus at press conference at WNBC(AM) New York

Among Blair Radio personnel on hand were Charlie Colombo, newly-appointed president of Blair Radio, and Barbara Crooks, newly-appointed executive vice president of Blair Radio's representation division, and John Boden, vice chairman for the representation division.

Soupy's back

Calling it one of the strongest programing blocks in New York radio in the last 10 to 15 years, John P. Hayes, vice president and general manager of adult contemporary WNBC(AM), announced the hiring of entertainer/comedian Soupy Sales to host the station's midday shift (10 a.m. to 3 p.m., Monday through Friday), at a press conference on April Fool's Day (April 1). Beginning April 22, Sales will take the shift between popular, but unconventional, station personalities Don Imus (5:30 a.m. to 10 a.m.) and Howard Stern (3 p.m. to 7 p.m.). "Radio today is like the old days of television. The excitement is back," said Sales.

Sales is replacing the *Frank Reed All Request Show*, now airing in the midday time slot. Reed will move to 7 p.m. to midnight until August, when his contract expires, said Hayes. Allen Beebe, who currently has the evening shift, is leaving the station.

Sales, who has an exclusive, three-year contract with WNBC, noted that in addition to playing records, he will reintroduce some of the characters from his old television series, such as the mad-dog "White Fang." The show may occasionally be performed before a small studio audience or on the road, added Hayes, who said he first approached Sales about joining the station two months ago.

Sales got his start in the entertainment business 35 years ago as a script writer, then announcer, in Huntington, W. Va. Although he hosted local television shows in Cleveland and Detroit, Sales rose to prominence with his "pie-in-the-face" antics on his own ABC Television show in 1961 and later on a local children's TV program in New York. In the 1970's, he was seen regularly on the syndicated *What's My Line?* television broadcast as well as other game shows. More recently, he has appeared in nightclubs.

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Programming 4

'Wheel of Fortune' widens lead in Cassandra report

It is followed by 'M*A*S*H' and 'Three's Company' in February sweep period of Nielsen survey

For the fifth consecutive sweep period, King World's *Wheel of Fortune* was the number-one ranked syndicated program, according to A.C. Nielsen Co.'s Cassandra Report for the February 1985 local sweep period. The top-rated game show racked up a 19.7 national rating on 180 stations during the February sweeps—smashing all previous ratings records for syndicated programming.

Wheel of Fortune's rating rose from a 16.4 last November when it was carried by 179 stations.

Coming up behind *Wheel of Fortune* was 20th Century Fox's *M*A*S*H*, which scored a 10.9 rating on 168 stations, up from a 10.0 rating on 164 stations last November but down from an 11.6 rating on 167 stations during February 1984.



Wheel of Fortune



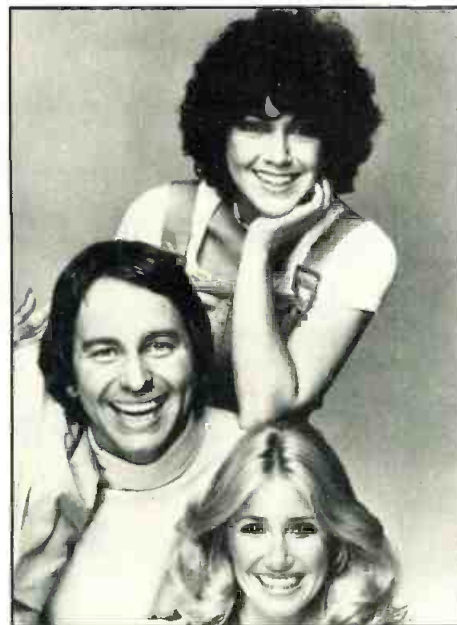
M*A*S*H

D. L. Taffner's *Three's Company* held its number-three position and rose to a 10.7 rating on 171 stations, compared to a 9.6 on 167 stations last November, but down from an 11.0 rating on 145 stations a year ago.

Another King World game show, *Jeopardy*, came in fourth and with a 9.5 rating on 127 stations, moving up from 11th place last November when it pulled a 7.2 rating on 116 stations.

Despite a higher rating, Paramount's *Entertainment Tonight* slipped from fourth place last November to fifth place in February with a 9.3 rating on 146 stations. Its rating is flat compared to February 1984 when it was carried on 135 stations.

Tied for sixth were Embassy's *Diff'rent Strokes* and Group W's *PM Magazine*, both of which earned an average 9.1 rating. They were followed by, in descending order, Gay-



Three's Company

lord's *Hee Haw* (8.6) and Telepictures' *People's Court* (8.5). There was a three-way tie for 10th place between Viacom's *Family Feud*, Embassy's *The Jeffersons* and Telepictures' *Newscape*, all which averaged an 8.2 national rating. However, *Newscape* was seen in only five markets, representing 2.3% coverage.

Among the top-20 syndicated series that were on the air in February 1984, 14 experienced ratings declines, four increased and two were flat. The biggest ratings declines February-to-February were recorded by *Family Feud* (down 43%), *Solid Gold* (down 18%), *People's Court* (down 13%), and *The Jeffersons* (down 11%).

Those achieving the greatest ratings increase over a year ago were *Wheel of Fortune* (up 27%) and *Fight Back* (up 17%). *Entertainment Tonight* and *Dance Fever* were flat.

Donahue held its number-three position



Jeopardy



Entertainment Tonight

among interview shows, after *Entertainment Tonight* and *PM Magazine*. *Donahue* had a 6.9 rating in 171 markets to join a three-way tie for 18th among all shows. A year ago *Donahue* pulled a 6.4 in 165 markets.

Wheel of Fortune was also number one in all key demographic categories, except teenagers and children. Among women, 18-49, *The Jeffersons* tied for fifth with *Diff'rent Strokes*, although *The Jeffersons* ranked 10th overall. Tied for seventh among women, 18-49, were *Benson*, *Star Search* and *Fame*, although those shows were ranked, respectively, 15th, 24th and 27th in overall ratings.

Among men, 18-49, *\$100,000 Name That Tune* ranked sixth, although it ranked 18th in overall ratings. *Taxi*, which ranked 24th

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in overall ratings, came in eighth among men, 18-49. The highest-ranked show among both teen-agers and children was *Diff'rent Strokes*, despite a sixth place showing

in overall ratings. And the second highest rating among children went to Group W's *He-Man and Masters of the Universe*, despite a 51 ranking overall. □

Charting the top syndicated shows

Program	Feb. '85			Nov. '84			Feb. '84		
	Mkts.	Rtg.	% chg. Feb. '85 Nov. '84	Mkts.	Rtg.	% chg. Nov. '84 Feb. '84	Mkts.	Rtg.	% chg. Feb. '84 Feb. '85
<i>Wheel of Fortune</i>	180	19.7	16.75	179	16.4	12.80	91	14.3	27.41
<i>M*A*S*H</i>	168	10.9	8.26	164	10.0	-16.00	167	11.6	-6.42
<i>Three's Company</i>	171	10.7	10.28	167	9.6	-14.58	145	11.0	-2.80
<i>Jeopardy</i>	127	9.5	24.21	116	7.2	0.00	—	—	—
<i>Enter. Tonight</i>	146	9.3	6.45	141	8.7	-6.90	135	9.3	0.00
<i>Diff'rent Strokes</i>	95	9.1	16.48	85	7.6	0.00	—	—	—
<i>PM Magazine</i>	66	9.1	9.89	67	8.2	-21.95	83	10.0	-9.89
<i>Hee Haw</i>	171	8.6	8.14	169	7.9	-6.33	170	8.4	2.33
<i>People's Court</i>	170	8.5	8.24	169	7.8	-23.08	167	9.6	-12.94
<i>Family Feud</i>	108	8.3	-1.20	111	8.4	-40.48	142	11.8	-42.17
<i>The Jeffersons</i>	128	8.3	7.23	125	7.7	-19.48	126	9.2	-10.84
<i>Benson</i>	53	7.6	7.89	42	7.0	0.00	—	—	—
<i>Fight Back</i>	31	7.2	-5.56	26	7.6	21.05	18	6.0	16.67
<i>Donahue</i>	171	6.9	14.49	171	5.9	-8.47	165	6.4	7.25
<i>Name That Tune</i>	100	6.9	5.80	96	6.5	0.00	—	—	—
<i>WKRP in Cincinnati</i>	114	6.9	14.49	113	5.9	-30.51	109	7.7	-11.59
<i>Barney Miller</i>	108	6.8	13.24	101	5.9	-18.64	124	7.0	-2.94
<i>Dance Fever</i>	98	6.7	1.49	93	6.6	-1.52	111	6.7	0.00
<i>Dukes of Hazzard</i>	116	6.5	9.23	123	5.9	0.00	—	—	—
<i>Star Search</i>	162	6.4	15.63	159	5.4	-22.22	166	6.6	-3.13
<i>Taxi</i>	80	6.4	6.25	77	6.0	-10.00	50	6.6	-3.13
<i>2 Close for Comfort</i>	93	6.4	6.25	91	6.0	0.00	—	—	—
<i>Fame</i>	129	6.2	4.84	128	5.9	-10.17	116	6.5	-4.84
<i>Sale of the Century</i>	32	6.2	0.00	—	—	0.00	—	—	—
<i>Solid Gold</i>	186	6.2	0.00	182	6.2	-17.74	182	7.3	-17.74
<i>Hart to Hart</i>	29	6.0	11.67	28	5.3	0.00	—	—	—
<i>Alice</i>	89	5.9	13.56	83	5.1	-23.53	86	6.3	-6.78
<i>One Day at a Time</i>	50	5.9	11.86	60	5.2	-17.31	57	6.1	-3.39

Note: Listing excludes shows with clearances of fewer than 25 markets and which are not regular daily or weekly series.

CPB allocates monies for 23 projects

The Corporation for Public Broadcasting has funded 23 new projects in its second round of the 1985 Open Solicitation initiative, which is administered by CPB's program fund. Six projects are by or about minorities; three are targeted to children; 15 are independent productions, four are public television station productions, and four are independent-station co-productions, CPB said.

Of the 275 proposals received by the Dec. 14 deadline, 66 were selected for evaluation on an advisory panel that met in February. Series ideas and program concepts were considered in three program categories: children's and cultural; news and public affairs, and drama and the arts, CPB said.

In the meantime, the program fund's selection process has received attention from Capitol Hill. Representative Henry A. Waxman, (D-Calif.) expressed his concern to CPB's program fund director, Ronald Hull, about "the relationship" between CPB and independent producers. In a letter to Hull, dated March 19, Waxman said he was concerned that "Congress's intent in this area is being ignored. As you know, CPB has now committed close to half its national production funds to major series produced by a consortia of public television stations. . . . While the recent increase in uncommitted production funds is encouraging, I hope that the actual distribution will reflect the impor-

tant contributions that smaller independent producers can give to public broadcasting."

Waxman said that "the apparent discontinuation of the original peer panel review process" is "of particular concern" to him. "As I understand it," he said, "this process allowed peer readers to shortlist proposals in making selections. Today, CPB staff, in consultation with PBS, eliminate over 80% of all proposals. Panels then cut this number by as much as half, and final awards are determined by the program fund's director and staff. . . . Unfortunately, it now appears the panel process has been weakened even further by your recent announcement that at least four of the nine positions on panels would be guaranteed to public television personnel" (BROADCASTING, Dec. 10, 1984). "I am concerned," he said, "that salaried personnel not have a disproportionate influence in awarding the national production funds. Moreover, the seating of so many station employees may conflict with the statutory requirement that proposals be evaluated on the basis of comparative merit by 'panels of outside experts.'" Hull said the letter was referred to CPB's legislative department.

Another opinion of the panel system surfaced at the CPB board meeting last Thursday (April 4). Board member Howard Gutin, who is president and general manager of KLRU-TV Austin and KLRN(TV) San Antonio,

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both Texas, said that the program fund ought to look at program series, rather than programs which are offered as a "one-time shot. There has to be some continuity," he said. (Currently, more than half of the program fund's money is put into major series each year, Hall said.)

Among the projects which will receive production funding are: *3-2-1-Contact*, children's Television Workshop, New York; *The Real Adventures of Sherlock Jones and Proctor Watson*, Bryan Hickox, Hickox Daniel Productions, Burbank, Calif., and Leo Eaton, Southwest Texas Public Broadcasting Council, Austin, Tex., in association with Filmgraphik, Los Angeles; *W.C. Fields: A Life of Comedy*, Robert Weide, Whyaduck Productions Inc., Los Angeles; *Deaf and Blind*, Frederick Wiseman, Zipporah Films, Cambridge, Mass., and WNET-TV New York; *Live from the Met*, Michael Bronson and Samuel J. Paul, Metropolitan Opera Association, New York; *Hepburn on Tracy*, David Heeley and Joan Kramer, WNET-TV New York; *Live from Lincoln Center*, John Gorman, Lincoln Center for the Performing Arts, New York; *Gershwin: The Man and His Music*, John Williams, The Program Development Co., New York, in association with Richard Blackford, Blackford Carrington Ltd., and the BBC, London, England; *Watch Me Move! An Historical Appreciation of Black Popular Dance in 20th Century America*, Arthur Cromwell Jr., Falls Church, Va., and David Crippens, KCET(TV) Los Angeles.

Deadline for proposal submission of the next Open Solicitation round is April 5. □

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CBS squeaks into first

Despite having no shows among the top five programs of the week, CBS managed to pull off another prime time victory and won the 27th week of the 1984-85 season by three-tenths of a rating point over second place NBC. It was also a week when the Academy Awards ceremony—an annual ratings grabber—did not work its usual magic.

Although the awards ceremony delivered ABC nearly double the ratings and share of its next closest competitor on Monday night, it wasn't enough to pull ABC out of another third-place finish for the week and, both ABC and NBC researchers said, was the lowest-rated Academy Awards ceremony in the 22 years of its broadcast history.

CBS recorded its 20th win this season with a 16.5 rating and 26 share in Nielsen's National Television Index and won Tuesday, Friday, Saturday and Sunday. NBC had a 16.2/26 winning Thursday, and ABC had a 15.6/25 and won Monday and Wednesday.

As has happened only on a few occasions this season, NBC fell out of first place on Tuesday night. CBS, on the strength of a special three-hour, made-for-TV movie, *Anna Karenina*, won that night with a 16.6/26—three-tenths of a rating point ahead of NBC's repeat lineup of *A-Team*, *Riptide* and *Remington Steele*.

The 27th week of the season included 17 repeats, 22 new episodes of series and nine specials. The combined network rating/share for the week was 48.3/77, compared to 47.8/77 for the same week last year. HUT levels for the week averaged 62.7, up 1% from the comparable week a year ago.

Highlights of the week included a 15% drop in the ratings of *A-Team* below its season-to-date 22 average. *The Cosby Show* again captured the top spot on the schedule of 66 programs with its 30.1/46, which NBC researchers claimed was the highest rating for any regular network series since the premiere of CBS's *AfterMASH* on Sept. 26, 1983. It was also the highest rating for a regular weekly series on NBC since Jan. 16, 1983.

In their second week, *Wildside* and *Eye to Eye* on ABC were down from their premiere numbers of 10/15 and an 8.7/13, respectively. In its second week on NBC, *Under One Roof* was up from its premiere at 11.2/19.

In their third week on ABC, *Mr. Belvedere* and *Off the Rack* were both down from their premieres (14.9/24 and 11.4/18, respectively) while *Detective in the House's* second week on CBS was also down at 11/18. In its fifth week on ABC, *Moonlighting* outperformed its average with a 13.9/24.

The Barbara Walters Special on Monday on ABC scored a 25.3/38 to rank number three. The first episode of the mini-series, *A.D.*, on NBC debuted on Sunday at number eight with a 21.8/32.

The week had only one premiere. NBC's *Half-Nelson* aired on Friday between a *Knight Rider* special (15.5/26) and *Miami Vice* (17.4/29) and registered a 13.7/22.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	30.1/46	35.	Three's a Crowd	ABC	14.3/22
2.	Academy Awards	ABC	27.7/45	36.	St. Elsewhere	NBC	14.1/25
3.	Barbara Walters Special	ABC	25.2/38	37.	Gimme a Break	NBC	14.0/24
4.	Family Ties	NBC	24.7/37	38.	Newhart	CBS	14.0/21
5.	Dynasty	ABC	23.1/35	39.	Diff'rent Strokes	NBC	13.9/24
6.	Dallas	CBS	23.0/37	40.	Moonlighting	ABC	13.9/24
7.	60 Minutes	CBS	22.4/36	41.	Cagney & Lacey	CBS	13.8/24
8.	A.D., part 1	NBC	21.8/32	42.	Remington Steele	NBC	13.8/24
9.	Simon & Simon	CBS	21.6/33	43.	A Summer to Remember	CBS	13.8/21
10.	Murder, She Wrote	CBS	21.2/30	44.	Half-Nelson*	NBC	13.7/22
11.	Crazy Like a Fox	CBS	20.2/29	45.	Double Trouble	NBC	13.6/23
12.	Hotel	ABC	20.1/36	46.	Love Boat	ABC	13.6/23
13.	Trapper John, M.D.	CBS	20.0/33	47.	Airwolf	CBS	12.7/22
14.	Knots Landing	CBS	19.4/33	48.	Finder of Lost Loves	ABC	12.4/23
15.	Falcon Crest	CBS	19.2/32	49.	Benson	ABC	12.3/20
16.	A-Team	NBC	18.7/29	50.	Sara	NBC	12.3/19
17.	Night Court	NBC	18.6/29	51.	The Fourth Wise Man	ABC	12.1/21
18.	Highway to Heaven	NBC	18.4/29	52.	Hunter	NBC	11.9/22
19.	Hill Street Blues	NBC	18.0/31	53.	Every Which Way But Loose	NBC	11.7/17
20.	Miami Vice	NBC	17.4/29	54.	Cover-Up	CBS	11.6/22
21.	Magnum P.I.	CBS	16.8/25	55.	Off the Rack	ABC	11.4/18
22.	Anna Karenina	CBS	16.6/26	56.	Ripley's Believe It or Not	ABC	11.3/18
23.	Webster	ABC	16.4/28	57.	Under One Roof	NBC	11.2/19
24.	Riptide	NBC	16.4/25	58.	Detective in the House	CBS	11.0/18
25.	Facts of Life	NBC	15.6/23	59.	Matt Houston	ABC	10.9/18
26.	Knight Rider	NBC	15.5/26	60.	Punky Brewster	NBC	10.7/17
27.	Who's The Boss?	ABC	15.2/23	61.	20/20	ABC	10.6/18
28.	Scarecrow & Mrs. King	CBS	15.2/22	62.	Wildside	ABC	10.0/15
29.	You Only Live Twice	ABC	15.0/22	63.	People Do Craziest Things	ABC	9.1/16
30.	Bugs Bunny Special	CBS	14.9/25	64.	The Gift of Life	CBS	8.8/16
31.	Mr. Belvedere	ABC	14.9/24	65.	Eye to Eye	ABC	8.7/13
32.	MacGruder & Loud	ABC	14.9/23	66.	All Together Now	NBC	6.1/11
33.	Fall Guy	ABC	14.7/23				
34.	Kate & Allie	CBS	14.5/21				

*Indicates premiere episode

Justice clears way for \$200-million Arizona cable swap

It says if local authorities OK trade between Times Mirror and Storer it will raise no objection

Cable television systems that are competing in a community and feel consolidation of their "overbuilt" systems is the best way out need have no fear of Justice Department opposition, provided they can win the approval of the local franchising authority. The Department of Justice's antitrust division made that clear last week in announcing it would not attempt to block an exchange of cable assets between the Times Mirror Co. and Storer Communications.

The swap, believed to be the largest ever in the cable television business, involves eight systems with approximately 180,000 subscribers and is estimated to be worth \$200 million. That part of the exchange that raised the antitrust question involved overbuilt systems—competitors whose lines pass the same homes in tough competition for the same customers—in Phoenix and Paradise Valley, Ariz. If the exchange is completed, Times Mirror will own both of the franchises in the two communities.

All told, the exchange of the Times Mirror and Storer cable properties involves a total of more than 500,000 households, about evenly divided between the two companies.

Besides the systems in Phoenix and Paradise Valley, Times Mirror will acquire Storer properties in Mesa, Ariz., and Laguna Beach, San Juan Capistrano and San Clemente, all California. Storer will acquire Times Mirror systems in Louisville, Ky.; Little Rock-Jacksonville, Ark., and Point Pleasant Beach, N.J., as well as an amount of cash not publicly disclosed but estimated by industry sources at between \$10 million and \$15 million.

The decision was one of the last cleared by the department's antitrust chief, J. Paul McGrath, before his resignation became effective on April 1. He noted that the exchange is still subject to approval by local franchising authorities, and said that the department's policy in "typical" cases involving proposed consolidation of overbuilt systems is to rely "on the municipality's decision" and not seek to block consolidation "unless unusual facts indicate that an exception should be made." To the National Cable Television Association, the statement is "significant."

It "eliminates duplicate regulation," said Bert Carp, NCTA executive vice president; approval is needed only from the local authority. What's more, it means Justice is not likely to interfere in efforts of cable systems to "cluster" properties, either through swaps

or purchases, in particular areas, a strategy that is proving attractive to the cable industry because of the economic efficiencies involved.

The department, in examining the proposed exchange, concluded that the amount of the overbuild in Phoenix was relatively insignificant, and did not constitute a basis for challenge. In Paradise Valley, on the other hand, the systems are completely overbuilt. But McGrath noted that the community contains only 3,800 homes, and added: "Although the extent of the overbuild indicates that the swap will eliminate substantial competition, because of the relatively small amount of commerce involved and the ability of the local community to use its franchise power to block the acquisition, the department decided not to challenge this aspect of the merger."

McGrath's statement indicated that the department does not regard competition as a desirable goal in itself. He said that "cable delivery has some natural monopoly characteristics" and that, as a result, "a single firm may be able to provide cable service at lower cost than two or more competing

Ongoing debate. Should beer and wine commercials be removed from radio and television? That was the question posed to panelists during a Washington seminar on "Current Issues in Content Regulation." The panel was divided: Representatives of the broadcasting and brewing industries argued that a ban was unconstitutional and unnecessary, while others maintained the commercials promote alcohol abuse.

Project SMART (Stop Marketing Alcohol on Radio and Television), a coalition of citizen groups including the PTA, is lobbying Congress for a legislative ban or equal time for counteradvertising. "It is appropriate to ask whether and how the \$900 million a year worth of radio and television commercials for beer and wine contribute to the 100,000 lives lost each year and the economic toll of \$120 billion," said George Hacker of the Center for Science in the Public Interest, which is spearheading SMART. The overall effect of the commercials, Hacker charged, is to "glamorize drinking and foster the notion that drinking is the key to achieving personal goals." He also criticized the broadcasting industry for not airing enough public service announcements that provide "honest, complete and persuasive information about alcohol."

Hacker was joined by Manya Ungar, vice president for legislative activity, National PTA. "We are not prohibitionists," Ungar said. "We are not so naive to believe that legislation that might ban alcohol advertising from radio or TV is the only way to address a serious and complex societal problem," she added. And she warned that unless there is a greater responsiveness from the advertising and broadcasting communities to this concern, the "question may not be how much time for counteradvertising, it may well be how soon a ban and how extensive."

On the other side of the issue, John Summers, National Association of Broadcasters executive vice president for government relations, and John Sturm, CBS director of government affairs, held another view. They presented examples of some of the public service campaigns broadcasters have initiated against drunk driving. Summers called the ban a "misguided approach." He said the broadcasters were educating the public about the problems of alcohol abuse through their PSA campaigns. "We think it's paying off," he said. Sturm presented a videotape produced by CBS outlining some of the network's activities.

"Any prohibition would raise serious constitutional issues," commented Donald Shea, president of the U.S. Brewers Association. Beer sales, he noted, have been declining since 1981. "In our judgment, censorship is the antithesis of education and substituting ignorance for information will not prevent alcohol problems in this society."



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firms." He said that a consolidation of over-built franchises may, therefore, result in "significant economic efficiencies" which may lead to lower prices and enhanced service for consumers. On the other hand, he said, competitive pressures may not necessarily force operators to return to consumers the benefit of efficiencies that result from consolidation and, "can, at least in the short run, result in higher prices."

As a result, McGrath believes the decision on whether to permit consolidation is best left to the local government responsible for franchising. That authority, he said, "usually is in the best position to evaluate the preferences of their citizens in the face of these potentially conflicting economic effects."

He even sees the department's policy of deferring to local authorities as enhancing the likelihood that those authorities will authorize competition among systems. McGrath noted that most communities have issued exclusive franchises and that the department has not challenged the grant of any franchise: "If, in an ordinary case, the department were to take action that would have the effect of preventing a municipality that chose to grant more than one franchise from thereafter permitting consolidation of the franchises, this could tend to discourage municipalities from experimenting with competing franchises in the first place."

The exchange thus far has been approved by local franchise authorities in three of the communities—Point Pleasant Beach, Louisville and Little Rock-Jacksonville. Approval of the swaps in Phoenix and Paradise Valley is still awaited. □

Changing Hands

PROPOSED

WKFT(TV) Fayetteville, N.C. □ Sold by Fayetteville Television Inc. to Central Carolina Television Inc. for \$5,175,000, comprising \$3,675,000 cash and \$1.5 million note. **Seller** is owned by Derwood H. Godwin (35.57%), Assad Meymandi (19.47%), Norman J. Suttles (11.74) and Howard Bullard, Oscar L. Norris and Gerald Edmunds (10.4% each). It owns WPLJ(AM) Raleigh, N.C. **Buyer** is owned by George D. Lilly, who owns four TV's in Montana. Lilly is former vice president, television operations, Park Broadcasting, Ithaca, N.Y. He purchased Montana group from Garryowen Corp. ("For the Record," Nov. 28, 1983). WKFT is independent on channel 40 with 1,542 kw visual, 154.2 kw aural and antenna 709 feet above average terrain.

WLIP(AM)-WJZQ(FM) Kenosha, Wis. □ Sold by Kenosha Broadcasting Inc. to Wisconsin Cablevision and Radio Inc. for \$4.6 million cash, including \$300,000 non-compete agreement. **Seller** is owned by Anna L. Lipman and family, who have no other broadcast interests. **Buyer** is owned by Donald G. Jones, who also owns KFIZ (AM) Fond du Lac, Wis. He also has interest in several cable systems in Wisconsin. WLIP is daytimer on 1050 khz with

250 w. WJZQ is on 95.1 mhz with 28.4 kw and antenna 385 feet above average terrain. **Broker:** Dex Card Associates.

KXOK(AM) St. Louis □ Sold by Storz Broadcasting Co. to Chester Broadcasting Co. for \$2 million cash. **Seller** is owned by Robert Storz, who also owns WQAM(FM) Miami. It was former owner of WHB(AM) Kansas City, Mo., recently sold to Shamrock Broadcasting. **Buyer** is owned by Emmett A. Capstick, chairman (55%), and John E. Connelly, John C. Hottle, Jerome V. LaBarbera and Louis Werner (11.25% each). It has no other broadcast interests. Capstick is president of St. Louis Federal Savings & Loan. Connelly owns J. Edward Connelly Investments Inc., Pittsburgh-based investment firm. Hottle is partner in Hottle & Wisniewski, St. Louis real estate development firm. LaBarbera is executive with Engineered Airsystems Inc., St. Louis-based manufacturing firm. Werner is St. Louis insurance executive. KXOK is on 630 khz full time with 5 kw.

KPGA(FM) Pismo Beach, Calif. □ Sold by KPGA Inc. to Five Cities Broadcasting Corp. for \$500,000 cash. **Seller** is owned by Charles A. Kent, and his wife, Patricia. It has no other broadcast interests. **Buyer** is principally owned by Michael Nigris, president (11%); James Sweida and Dan Armstrong (15% each), Phillip Zimmerman (12.33%); Steven Baum (11%), and Kenneth Eisenberg (3.67%). Nigris, Zimmerman, Eisenberg and Baum are New York certified public accountants with firm of Paneth, Haber & Zimmerman. Sweida is former sales manager of KWAO(FM) [now KMZK(FM)] Sun City, Ariz. Armstrong is operations manager of KLFF(AM)-KMZK(FM) Phoenix. They have also purchased KVEC(AM) San Luis Obispo, Calif. ("Changing Hands," April 1), subject to FCC approval. KPGA is on 95.3 mhz with 1.75 kw and antenna 390 feet above average terrain. **Broker:** Chapman Associates.

WAOC(AM) St. Augustine, Fla. □ Sold by Gatorland Broadcasting Inc. to Ariel Broad-

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Affiliate gains. NBC Research has compiled information pointing to gains made by its affiliates in the February 1985 Arbitron and Nielsen local market reports for prime time, including first-place rankings in both women and men, 18-49, and children, 2-11, and second place in prime time households as a whole. In placing second in prime time households, NBC affiliates trailed CBS affiliates in Arbitron by 14,580,000 to 14,112,000 and in Nielsen by 15,038,000 to 14,533,000. NBC said its affiliates' totals were the only ones to show year-to-year gains in categories including prime households, men and women, 18-49, as well as teen-agers and children 2-11.

casting Inc. for \$400,000, comprising \$75,000 cash and remainder note. **Seller** is principally owned by W.A. Grant and his sons, Walter and Alec Grant. It also owns five AM's and one FM. **Buyer** is owned by Kenneth Stein and Eileen Rowe. Stein is college professor in Baltimore, where Rowe is freelance writer. They have no other broadcast interests. WAOC is daytimer on 1420 khz with 1 kw. **Broker: Beckerman Associates Inc.**

For other proposed and approved sales see "For the Record," page 162.

CABLE

System serving Hartsville and portions of Darlington, S.C. Sold by Cable TV of Hartsville to Century Communications for approximately \$6 million. **Seller** is principally owned by estate and family of J.G. Campbell; Fitzler H. Coker and family; J.L. Wiggins and family, and Penelope C. Hall. It has no other cable interests. **Buyer** is New Canaan, Conn.-based cable MSO of 26 systems, principally owned by Leonard Tow. System passes 7,500 homes with 6,100 basic subscribers and 175 miles of plant. **Broker: Daniels & Associates.**

Hard times for Citizens Communications Center

Public interest law firm is running into funding difficulties as Georgetown University and various foundations decide to cut support

The Citizens Communications Center, which was the first public interest law firm established to deal with telecommunications issues, is in danger of passing into history, in part, at least, a victim of changing times. It has been a part of Georgetown University Law School's Institute for Public Representation since late 1980, when the Ford Foundation decided it had carried the funding load long enough. Now the question is whether Georgetown is prepared to continue its support beyond June. Chances that it will are not regarded as good.

The problem is the old one of competing demands for available funds. Robert Pitofsky, dean of the law school, last week said the decision on whether funding will continue will be made at a law school faculty meeting later in the spring. Pitofsky said Citizens operates on a budget of about \$100,000 a year, and put the funds available at "\$2 million to \$3 million." But he said most of the funds are used to help law students in need of financial assistance. The student aid program, he said, "makes everything else quite tight."

The Ford Foundation's last grant to Citizens, in 1981, amounted to \$250,000. Citizens had another \$275,000 in the bank.

Those funds carried the program through last fall. Georgetown has provided the funds to assure its operation only through June. And efforts by Citizens to raise its own funds have not been successful. The Ford, Markle and MCA foundations are among those said to have turned down requests for assistance.

The likelihood that Citizens will disappear from the telecommunications scene in Washington is a matter of considerable concern to Sam Simon, president of Telecommunications Research and Action Center, an activist citizen group in telecommunications matters which has been Citizens' principal client. In a letter to Abram Chayes of the Harvard Law School, who is chairman of the

IPR board, Simon said TRAC—and its predecessor organization, the National Citizens Committee for Broadcasting—"has been and continues to be the primary client group for much of Citizens' work" and is currently the client on a wide variety of matters being handled by Citizens."

Citizens now consists principally of one full-time attorney, Wilhelmina Cooke, who is provided support facilities and the assistance of Georgetown law school students. Simon said in his letter that "any reorganization plan that does not call for one full-time experienced attorney with broadcasting or other telecommunications experience assigned primarily to Citizens would appear to

TRAC record. Earle K. (Dick) Moore, senior partner of Moore Berson Lifflander & Mewhinney, which represents minority, women and church groups in communications matters, charged that FCC Chairman Mark Fowler has created chaos in the broadcasting business by his refusal to set performance or technical standards for the industry, and by "generalized hostility to rules." Moore made the remarks in accepting the Everett C. Parker Public Interest Telecommunications Award from the Telecommunications Research and Action Center, which describes itself as the nation's "oldest and largest media reform organization."

TRAC also presented an award named in honor of Donald H. McGannon, the late president of Westinghouse Broadcasting Co., to Joel Chaseman, president of Post-Newsweek Stations. Chaseman announced that Post-Newsweek will donate \$5,000 annually for the next five years to a station or station group "which creates a worthwhile, locally produced children's program which is watched by a substantial number of children in the age group for which it is designed." The award winners will be selected by Post-Newsweek, Action for Children's Television, NATPE International, the National Council of Families and Television and the National Association of Broadcasters and the jury "will determine its own award criteria for worthwhile values and for sufficient viewing." If no winner is selected in a given year, the cash award will be carried over to the next year.

The awards were presented in New York at TRAC's second annual Public Interest Telecommunications Celebration.

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Aspirin issue. National Association of Broadcasters last week stated opposition to legislation that would require all aspirin advertising to carry a health warning. NAB's view was presented in a statement filed with the House Health and Environment Subcommittee. Legislation (H.R. 1381 and S. 538) has been introduced in the House and Senate calling for a warning to be included in all advertising for aspirin. NAB "believes that such a government mandate would be unnecessary, unworkable, ineffective and possibly counterproductive to other important public goals," the association said. It said that the need to alert the public to the potential risk of giving children aspirin for chicken pox or flu "can be met and will be met through a stepped-up voluntary warning program." The broadcasters argued that broadcast advertising is "not suited" to educating the public on the detailed "contraindications of over-the-counter medicines." NAB explained that the typical radio and television commercial lasts 30 seconds, "hardly sufficient time to deliver usable and nonalarming information" and to provide time to sell the product. "And the warning suggested by H.R. 1381 would consume 20 seconds—two thirds the typical ad." NAB fears the warnings may be "unduly alarming or confusing to the consumer."

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violate the terms and spirit of the agreement" under which the law school acquired Citizens. Chayes disagrees. He said "it is hard to say the law school is committed to any particular level of funding."

But Chayes, too, is expressing concern. "We're very upset about it [the possible loss of Citizens]. We're concerned for the client and the future of the student participation in the enterprise." He said an effort is being made "to work something out." At a minimum, he said resources would be available to continue representing TRAC on pending matters. "But as for the future, that's up in the air."

Citizens has been retained by TRAC to fight mergers of broadcast groups, to participate in proceedings involving children's television and the commission's network financial interest and syndication rules, in cable television proceedings involving cross-ownership and, increasingly in recent years, to deal with common carrier issues. It has been active in proceedings related to the breakup of AT&T and in seeking stricter telephone labeling requirements. Citizens also played a major role along with the FCC in securing a Supreme Court victory in a landmark case that established the importance of diversity of ownership of mass media as a criterion in commission consideration of applications for broadcast licenses.

The demise of Citizens would leave Media Access Project as the only public interest law firm in Washington dealing with communications matters. But MAP focuses largely on broadcasting, while TRAC is concerned increasingly with common carrier matters. Simon, who is a lawyer, said the loss of Citizens would mean that TRAC's legal work would have to be done "in house"—by which he meant himself.

Citizens was established in 1969, a product of the counterculture of those days, when minorities around the country were feeling excluded from the power structure that fashioned the broadcasting service and the programming it offered. Albert H. Kramer who had been with Covington & Burling was the founder of the law firm, backed initially, by funds provided by Gordon Sherman, then president of Midas International. In short order, Citizens became a major force in the citizen movement, representing groups filing scores of petitions to deny renewal of licenses of stations they felt had no served their interests or had discriminated against minorities and women in their hiring.

In time, the movement Citizens helped lead had its effect on commission policy and broadcaster attitudes. And while the funding it received from various foundations was never lavish, it was sufficient. But as Citizens is finding out, the foundations are now finding other demands for their help.

Kramer has changed roles several times since the late '60s and early '70s. He is currently practicing law—his major client is the North American Telecommunications Association—and he now rubs shoulders with former adversaries as a member of the Federal Communications Bar Association. But he has not cut his ties to the citizen movement. Simon says Kramer has advised TRAC on matters and provided other assistance.

Wick says Radio Marti will go on air in May

The turn-on date for Radio Marti may be coming into focus. A year and a half after Congress adopted legislation authorizing construction of a radio station to broadcast news of Cuba to that country, Charles Z. Wick, director of the U.S. Information Agency, last week told Congress that Radio Marti would go on the air "some time in May."

Wick had been testifying at a Senate Foreign Relations Committee hearing on the administration's budget request of \$974 million for the USIA for 1986, and was asked about a subject that for the past several months has been a source of frustration for members of the Senate and House who had backed establishment of Radio Marti. When, asked Senator Jesse Helms (R-N.C.), is Radio Marti going on the air?

The station would be on the air "some time in May," Wick said. And, as USIA officials have noted previously, plans call for the station to operate 14½ hours daily.

Previous estimates of start-up times for the station have proved less than firm. But in the past few weeks, other USIA officials have placed the sign-on time as late spring or early summer. And Wick, as USIA director, has ultimate authority over Radio Marti, which is being created as an arm of the Voice of America.

Wick also dismissed as without foundation rumors that the U.S. was holding inauguration of Radio Marti hostage to efforts to improve relations with Cuba. "There is nothing to that," Wick said.

USIA and VOA officials have said a principal reason for the delay in putting Radio Marti on the air is the difficulty in recruiting staff and employees with the proper qualifications—as broadcast journalists and with Spanish-speaking skills—and obtaining the necessary security clearances, a time-consuming process in itself. But Wick said that 118 of the 188 staffers and employees who officials say will be necessary to operate the station full time have been hired.

VOA director designate, Gene Pell, disclosed the names of two new hires. Jay Malin, formerly with *Time* magazine and more recently with the *Washington Times*, is the news director, and Helga Silva, formerly with the *Miami Herald*, is the deputy news director.

The hearing also indicated the conflicting congressional pressures under which Radio Marti will probably operate. Helms, who a week earlier, during a hearing on a budget request for the Board for International Broadcasting, had been disturbed to hear about the guidelines it imposed on the broadcasters at Radio Free Europe and Radio Liberty, which operate under its control. He noted that those stations are not allowed to refer to "Communist satellite" countries. On the other hand, Senator Edward Zorinsky (D-Neb.) said Cuban-Americans with whom he had talked in Florida want the station to be "objective."

Wick said credibility is essential. "Without it," he said, "we have no listeners." □



Congressional PSA's. New York broadcasters went to Washington for their annual call on Congress. They met with members of the New York congressional delegation to discuss, among other things, the efforts by citizen groups to achieve a legislative ban on beer and wine commercials on radio and television. The broadcasters also enlisted congressional help in their public service campaign against drunk driving. Seated before the mike is Representative Benjamin Gilman (D-N.Y.), who was featured in a 30-second public service announcement produced by the New York broadcasters on the problems of drunk driving. Other members of the New York delegation also participated in the production of spots. Standing (l-r): Maury Webster, New York Market Radio Broadcasters Association; Richard Novik, president, New York State Broadcasters Association, and Jerome Gillman, president and general manager, WDST-FM Woodstock, N.Y.

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NBC cutting the cord with AT&T

Network is dropping its terrestrial TV feed for Ku satellite next week

The link that has joined NBC Television with AT&T since the mid-1940's is scheduled to be turned off early Wednesday morning, April 10, when the network plans to end nearly all of its terrestrial feeds and begin sending programming only on the Ku-band satellite distribution system it has been developing for two years.

One-hundred-sixty-two network affiliates will begin receiving the NBC satellite feeds and are to be joined by 10 others by late 1985. The vast majority (159) already receive the satellite feeds, although all but 35 have been using AT&T landlines as a backup. The remainder of the 214 total affiliates lack satellite reception capability and will receive network feeds by microwave from stations that are properly equipped.

Because of complexities in implementing the full system at each station, terrestrial landlines will not be cut altogether at first, but will remain accessible to picture feeds if specifically requested by affiliates.

Comsat satellites SBS II and SBS III will

be used by the network through 1985, with feeds switching to RCA Americom's Satcom K-2 following its launch next December. Two master earth stations will serve as uplinks, one in Burbank, Calif., and the second, a New York facility that came on-line March 14. NBC will retain services on a few terrestrial lines, such as one between New York and Washington, for internal and feeding purposes.

The system, including master earth stations and affiliates' earth stations, was built with Comsat General under a 10-year leasing agreement valued at several hundred million dollars. Harris Corp. supplied and installed the gear and will maintain it.

"We've been letting someone else deliver our programming since we started," explained Michael Sherlock, executive vice president, NBC-TV's operations and engineering. "We've now in effect purchased our own distribution company, and we're happy to do it."

Sherlock expressed confidence that the network was taking no chances with its on-air product by switching distribution methods. "Station managers may be concerned,

but they don't need to be," he said. "Every single piece of equipment in the path between NBC and the affiliate is duplicated, with automatic turn-on in the case of any equipment failure."

Environmental conditions, such as rain, have long been thought to be a potential source of signal degradation with Ku-band transmissions, but two years of use have proved otherwise, according to Sherlock, who noted that the network "is confident conditions won't significantly inhibit the system from working."

Overall reliability has been estimated at 99.99%, translating to 53 minutes a year of allowed outages, commented Jack Weir, NBC TV's vice president of broadcast operations.

The changeover will make NBC the first of the three commercial television networks to use a satellite as the single mode of distribution, although all three have frequently used C-band, an older transmission method, for a variety of feeds. The Public Broadcasting Service has had a less complex satellite distribution system in service since 1978. Sherlock said NBC believes it may be as much as two years ahead of CBS and ABC with its satellite distribution program.

NBC didn't turn to satellites earlier, explained Don Kivell, director of network interconnections, because it needed to be convinced of both the economic and technical advantages.

"The point is to be cost-effective," Kivell said, "and AT&T was. But the combination of lowering costs of satellite distribution and the future of AT&T with the divestiture changed that."

NBC also cited the technical flexibility of the Ku-band system, which, because it is newer and less used, presents fewer problems with interference than the widely used C-band, and so is more easily sited.

"This is a jump, a big one, in terms of distribution technology," Sherlock argued. "This is going to be a massive distribution system, unique and independent and controlled by NBC, with new Ku-band technology, with new receivers specifically developed over the last year, with management control systems. This doesn't exist anywhere else; we are really on the cutting edge."

NBC affiliates may be pleased to find that NBC programming is not all that may be available to them on their Ku-band dishes. RCA Americom has announced it will provide TV program syndicators a Ku-band satellite distribution system to reach commercial broadcasters starting in 1986. The company is offering time on two, 45-watt transponders on the Satcom K-2 satellite to be launched next December.

Ku-band antenna/receiver packages capable of receiving signals from both transponders will be made available to stations by RCA starting next summer. □



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High fiber diet

Fiber optics is the topic of several newly published guides offered by manufacturers of the optical cable to those in cable, broadcasting and telecommunications who may have applications for the technology. Belden Electronic Wire and Cable of Richmond, Ind., in March put out an eight-page tutorial brochure that explains the advantages of fiber optics over metallic cable transmission and reviews basic elements of optical fiber, construction and types, and system and cabling design.

Another 18-page booklet, which defines 150 commonly used fiber optic and data communications terms, is being offered by Pirelli Cable Corp. of Wallingford, Conn. And Corning Glass Works of Corning, N.Y., has published the first issue of *Guidelines*, a quarterly newsletter designed for optical waveguide end-users. All publications are available free.

Also in the making for the new technology is a new company, FiberLAN, formed and owned equally by fiber cable maker Siecor Corp. of Hickory, N.C., and Atlanta-based BellSouth Corp. FiberLAN will be primarily a system integration/engineering organization, rather than a manufacturer, according to the company, and it will focus on the design of local area networks, or LAN's, which are used for voice, data or video communications in a confined geographic location. Multiple system operators are among the clientele the new firm expects to serve.

Siecor had earlier this year announced its own move into the component market for fiber optics, with the product line including optical data links, couplers, wavelength division multiplexers, optical switches and connectors. The components will be manufactured initially by Siemens AG of West Germany, which is planning to complete a \$75-million plant in 1987 to make the parts.

Already having success in the U.S. fiber market is Grass Valley Group, which recently received a \$456,000 government contract for 60 fiber optic communications systems from its Wavelink product line. The Grass Valley, Calif.-based Tektronix subsidiary will provide its Model 3290-10P laser transmitter, to the Kennedy Space Center, Cape Canaveral, Fla. The system can transmit a 10 mhz signal with broadcast-quality video.

Boston U goes M

A second TV station in the Boston market has gone M-format. Independent WVVJ(TV), a new all-stereo music UHF in Marlboro, Mass., is using nearly two dozen of Panasonic's half-inch videocassette recorders, the M-format AU-300B, and five B-100S M-format camera/recorder units from the Seacucus, N.J., manufacturer. CBS-affiliate WNEV-TV became Boston's first major M-format user in August 1982.

WVVJ has incorporated the equipment into an automated master control system

designed for the station by Lake Systems. Lake also built a computerized M-format La Kart video cart system, used to air music videos, stations breaks, ID's and promos.

Multicomm meets maker

Mutual Satellite Services, a newly formed division of Mutual Broadcasting, has selected Electronic Publishing Systems, Mountain View, Calif., to coordinate production of addressable receivers for its Multicomm FM subcarrier telecommunications service. Scheduled to begin this summer, the national service will use Mutual uplink facilities, the Westar IV satellite and a network of top-100-market FM stations subchannels to provide a pipeline for data, audio or software sent by clients to multiple reception sites.

The microprocessor-based Multicomm receiver, to be sold in combination with off-the-shelf printers in a \$500 package, is designed by Mutual, and will be assembled by Unitronic of Sunnyvale, Calif., according to Gene Swanzy, Mutual senior vice president of broadcast and communications services. EPS will acquire the receiver components and oversee production. Five thousand

units are to be delivered by July, with potential for 5,000 per month thereafter as needed.

Filming television

Hollywood cinematographer Harry Mathias and *American Cinematography* editor Richard Patterson teamed up to write "Electronic Cinematography: Achieving Photographic Control over the Video Image," which examines in depth the blending of video technology and film techniques.

Patterson and Mathias, the latter with 18 years of film and video experience, aim the volume at cinematographers, directors, producers and video engineers, in an attempt to provide an analysis of the "electronic cinema" and the creative techniques to achieve it.

"Electronic Cinematography" is intended to demystify video and lay the groundwork for truly creative use of the medium," Mathias notes in the book's preface. "Without ignoring the current limitations of video, it sets forth a new working method designed to get the most out of today's equipment and to enable cinematographers to take full

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Appraisals



Academy Award to 3M. The development of a 35-mm magnetic tape for film sound recording has earned 3M Co. a scientific and engineering award from the Academy of Motion Picture Arts and Sciences. Accepting the award (above, l-r): Don Anderson, 3M; Steve Brimmer, Lions Gate Studios, which used the new device in "Under Fire," and Diana Reiners, 3M. Since it was introduced in 1982, 3M's Cinetrak tape film has been used in productions such as "2010" and "Indiana Jones and the Temple of Doom." The award was given to representatives of the company's Magnetic Audio/Video Products Laboratory.

advantage of advances that are just around the corner."

"This is not just a technical book that explains video," he adds. "It is a technology-in-the-service-of-art book."

In the 252-page, profusely illustrated text, the authors review the electronics and operation of the video camera, aspects of the video signal such as tone reproduction and color, and lighting, video recording, signal processing, post-production and high-definition television. Also included is a seven-page glossary of technical terms for those with a production orientation.

The book is available from Wadsworth Publishing Co. of Belmont, Calif., for a suggested list price of \$22.95.

Gearing up

Reach Electronics has unveiled a new FM subcarrier tone and voice pager for radio stations that use their subchannel for paging services. The Lexington, Neb., firm's 2VR82 unit uses a patented circuit that allows continuous operation for four months without a battery change, or provides an optional on/off switch to extend battery life to a year. Other options include tone alert memory, which allows the unit to be put on standby, and group call.

□

A new block CATV/SMATV satellite receiver and commercial grade block converter for 950-1450 mhz frequencies have been introduced by ICM Video of Oklahoma City. The model SR-4650P receiver is compatible with all descrambling systems, including M/A-Com's videocipher decoder, and costs \$590. The block converter, model DC-65, has a frequency stability of plus-or-minus 1/2 mhz, and is priced at \$180.

□

Two heterodyne modulators for CATV or closed-circuit application are being added to Anixter Communications' Catel product line. The TM-1400 converts baseband video and audio to standard or special TV channels, while the TM-2400 can be used for intermediate frequency modulation with cameras, VTR's or film chains.

Search is on

A Jacksonville, Fla., firm is providing a free computer search service for seekers of new or used video and audio-visual equipment not available from manufacturers or local sources. Telocator, a division of Micronet Television Systems, also locates production facilities, equipment rental houses, consultants and other services. The company's service is accessible by phone, electronic mail services, and for computer users, by electronic bulletin board.

Made in U.K.

Voice of America's new Greenville, N.C., transmitter will be supplied by Marconi Communication Systems of Chelmsford, U.K. The 500 kw shortwave broadcasting transmitter, in a deal worth \$2 million, will be built by Marconi in Chelmsford. Engineers from both Marconi and Aydin Systems Division of San Jose, Calif., will install the equipment.

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Year of the comeback for NBC News

After a year as president, Larry Grossman is presiding over a division making steady gains

The good news at NBC News is that the bad news is over. Over the past year NBC News has moved from a lonely third place in nearly all its regularly scheduled news programs to a solid number-two position. And after a crippling period when the morale in the news department was said to have sunk almost as low as its ratings, the past year has seen a resurgence of one along with the other.

It is two weeks shy of a year since Lawrence Grossman, the former PBS president and one-time advertising executive, became president of NBC News. Although a lot of the changes at NBC News were already under way when Grossman took over from Reuven Frank, he is credited with steering many of them to fruition and restoring some of the pride to the bruised peacock.

Indeed, the past year has been one of turnaround for NBC News—in contrast to recent years, conceded even by NBC News executives, when it was painfully obvious there were major stories it missed and others it had to scramble to nail down. "It's becoming apparent that NBC News is the network of first choice" as a base for ambitious journalists, boasts one NBC executive, who went on to compare it to the image ABC News projected only a few years ago as the network on the cutting edge of the electronic news business.

Observations from interested parties notwithstanding, NBC News under Grossman has made tremendous strides. It hustled and produced a week-long series of special reports on the Soviet Union and originated the *Today* show live from Moscow, clinching in the process some exclusive interviews with high-ranking Soviet officials. Another week-long live origination of *Today* was just completed last week from Rome, and at the end of this month all NBC News programs will coordinate to present a week-long series on Vietnam, where NBC News executives are hopeful of originating live reports.

NBC News's half-hour early-morning *Sunrise* just finished the quarter in first place at its highest ratings ever. *Sunrise* was the only early-morning news program to show gains over the same period a year ago—up 50% to an average 2.1 rating compared to a 2.0 for ABC's *This Morning* and a 1.5 for CBS's *Early Morning News*.

Similarly, according to NBC researchers, *Today* was the only morning news program to post gains over the same quarter a year ago. During the first quarter of this year, *Today* increased 17% to an average 4.2 rating, compared to a 5.3 rating for *Good Morning, America* on ABC (down 5%) and a 3.6

rating for *CBS Morning News* (down 3%). It was *Today's* best quarterly performance as well as its best first-quarter performance since 1982, NBC researchers said.

In addition, *Today* knocked *GMA* out of first place for the week ending March 22, winning with an average 5.3 rating and coming in two-tenths of a rating point ahead of *GMA*—breaking the latter's 164-week winning streak. And it continued its winning ways the following week, beating *GMA* with a 5.1/22 to *GMA's* 5.0/21.

The *NBC Nightly News with Tom Brokaw* is also the only evening network news program to advance above year-ago levels. During the recently concluded first quarter, *Nightly News* increased nearly 5% above year-ago levels to an average 12.0 rating/20 share, while first-place *CBS Evening News with Dan Rather* fell three-tenths of a rating point to an average 14.3/24 and ABC was flat with an 11.5/20. *Nightly News* came in third during 1984 and second—by one-tenth of a rating point ahead of ABC—in 1983.

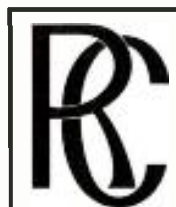
Even the staid *Meet The Press* has received a shot in the arm since it was revamped last September. Its average 3.3 rat-



Grossman

ing during the first quarter of 1985 was the highest it had achieved in more than six previous quarters.

ABC News Vice President Richard Wald (and former NBC president and Columbia classmate of Grossman) acknowledges: "He's been able to give [NBC News] a sense of purpose and direction. And it is of particular value to them because they have had a



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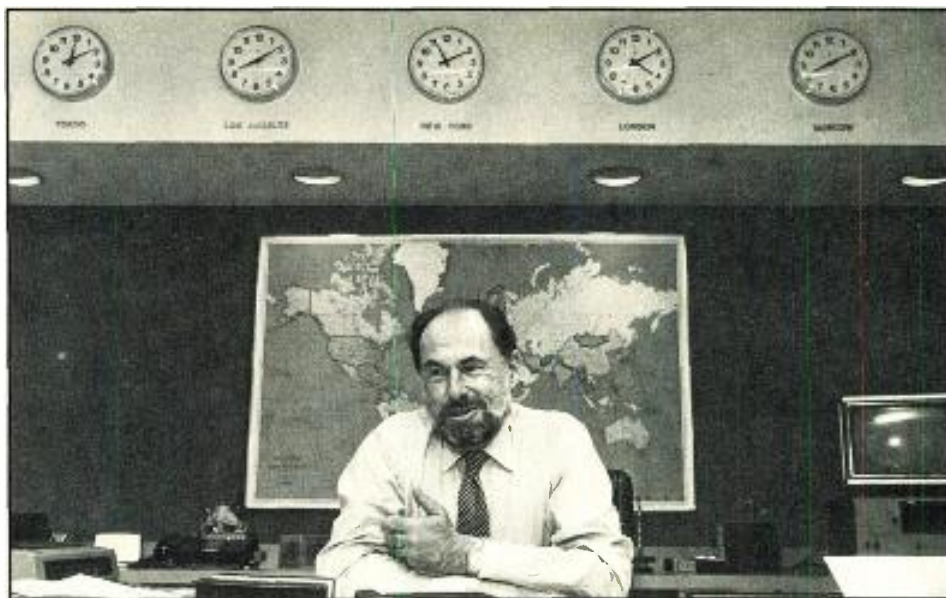
long period of turmoil and change."

Change indeed. NBC News, before Grossman's arrival, went through six presidents in 10 years. Remembers one executive at another network: "They were just not competitive and sharp in terms of getting stories on the air, and of the stories they got on the air, they weren't terribly sharp about having all the details or all the freshness in them. It was a problem."

In an interview with **BROADCASTING**, Grossman reflected on events of the past year and the comeback of NBC News. And while a year ago executives at all three networks might have rolled their eyes at the brazen suggestion, Grossman said *Nightly News with Tom Brokaw* is now "gunning" to overtake the long-entrenched ratings leader, *CBS Evening News with Dan Rather*.

Grossman acknowledges that not having a journalism background—although he worked in the areas of news promotion during the early days of CBS's television news operation—"was a big handicap" the first year, but in the same breath he notes it "gives you the opportunity to look at things with something of a fresh eye and ask questions about assumptions that people have been operating under and which they don't know the answers to."

Among some of those assumptions Grossman says he challenged is where news comes from—too much network news "originates from New York and concentrates on Washington." To move away from that, he explains, NBC News has been moving out in the field more and is giving "outsiders



the opportunity to express themselves and respond... when they think there is unfairness [in reporting the news]." That has been practiced, Grossman says, in programs including *Summer Sunday*, which had a limited run last year and "was a wonderful experience for us because we originated our news programs for the first time from all around the country."

That experience was also valuable, explains Grossman, because it taught NBC News to use its portable satellite uplink. "Had we not been through that we couldn't

have originated live from the USSR or Rome."

Grossman also speaks of "opening television [news] up, getting it out of the studio, making it unpredictable, [and] creating a sense of an event. That has been a very major effort for us: to open things up and regenerate some of that original excitement and curiosity."

Among the other projects in the works at NBC News are a news program for children and a weekly prime time hard-news show that is being produced by Ed Fouhy, former ABC News Washington bureau chief, and will be hosted by Roger Mudd. Grossman said the budget for three pilots for the prime time news series has been approved. He hopes to introduce the program on the schedule by August (candidates for the staff of 50 are now being interviewed).

Already Grossman says he has reviewed a pilot for the children's news series which Frank Magid Associates is also helping to develop. "The pilots have been made, and we're testing... It's the most difficult thing in the world to reach kids 9-12 years old with programing they want to watch." Grossman says that the pilot is currently undergoing focus group testing. The length and frequency are still undecided, but if it is a half-hour, it will probably run once a week in the afternoon, and if it is an hour, it will probably run on a monthly basis.

Efforts have also been made this past year, explains Grossman, to trim the volume of stories covered in an average edition of the *Nightly News*—as much out of necessity, he adds, as out of an evolving sense of what network news should be. "We have seen the growth in sophistication and intelligence of what our colleagues are doing at the local stations, and the way they present news so that people come to *Nightly News* [already] knowing the headlines. The *Nightly News* used to be a headline service, and now we have the opportunity, and indeed the need, to go beyond that, to give more perspective, more content, more history because people are coming to our program knowing the major stories." Therefore, says Grossman: "We need to be more selective and at the same time—for the major stories—give more in-

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Tough talk on exit polling. If the television networks had not agreed to refrain from using exit poll data to call the winners before the polls close in a given state (BROADCASTING, Jan. 21), Representative Al Swift (D-Wash.) was prepared to take his case against polling to the public. Swift told an American Bar Association seminar (see story, page 142) he considered "a public education campaign" that would—"in a major way"—get Americans to refuse to participate in exit polls. One could make "a very strong pitch," Swift said, "based on patriotism and the privacy of the vote." Swift said that if "the networks back out" of their current agreement, "that's where we'll go."

Swift conceded there was "no hard evidence" that the networks' early projections in 1980 "hurt one [political] party more than another," but there was "plenty of anecdotal evidence" of "other psychological effects." Some voters on the West Coast, he said, felt "violated and outraged," not unlike the feeling "when one finds his house has been burglarized."

Another panelist at the session, William C. Adams, a professor in the department of public administration at George Washington University, referred to his survey in northwest Oregon on election night last fall (BROADCASTING, Nov. 12, 1984) and its principal finding that a "tiny handful" of registered voters who did not vote said that they had heard the networks' projections. There were other reasons for not voting, he said, including "company from out of town." Adams said: "The interesting thing about this is that most people who don't vote never hear the TV projections. Most of us are media junkies and we tend to assume everyone is glued to their television set watching it." Those who objected most to early projections, said Adams, "were the voters, rather than the nonvoters." The "strongest argument" of the critics of early projections is that they "make people unhappy and devalue the votes in the perception of the voter." There is "no persuasive evidence [based on actual data] that early projections depress voter turnout," Adams said.

formation about them."

One contribution that many in the news division particularly credit Grossman with is the stepped-up advertising and promotion campaigns which include everything from adding Brokaw's name to the *Nightly News* title to running a series of air spots and print advertisements with Brokaw as the centerpiece and principal spokesman for NBC News.

"I don't worry about positioning ourselves vis-a-vis Peter Jennings or Dan Rather," he insists. "What we want to do is call attention to what we're doing. There's no point in doing all kinds of wonderful things if nobody knows about them. I think marketing, promotion and awareness become key to success." The aim, he says, is to get "high visibility so that people will tune in and be interested in finding out what's going on."

Although NBC has had bad luck developing a successful magazine show, Grossman points out that only one in four entertainment series survives more than a season, and it is not surprising that the same success/failure ratio applies to news programming. "When you look at entertainment and you realize that one out of ever four programs that are put on the air work, the failure rate is enormous," Grossman says. But the number of news shows experimented with is much smaller. "You try one program, and it may work and it may not." So the news failures are more conspicuous. "My suspicion is if you're out in Hollywood and you had the chance to do only one [entertainment] program, and everything rode on that program and you failed, the question would be: 'How come you can't put on a successful [entertainment] program?'"

One way he hopes to solve the problem, is to do a series of news pilots (and he thinks that maybe some of the pilot material may end up in the final version to premiere in August) and position it on the prime time schedule in a slot "that gives you the opportunity not to require too much of it. You want to put it someplace where it's not going to make the difference between finishing first or second, and where it doesn't hurt the

whole rest of the schedule as it takes time to build." And allowing the new series to build, Grossman points out, is a commitment by senior NBC management.

And, in the first flush of success, Grossman has not forgotten how the other parts of NBC programming have been working. "The timing has been wonderful. The news division has benefitted enormously from Brandon Tartikoff's success. People are watching us, interested in us and there's a sense of optimism about the place. It's a big factor, let me tell you." □

TV clipping services must cut it out

Supreme Court refuses to overturn decision that videotaping news programs and selling excerpts is violation of copyright laws

The budding electronic news clipping service business has been nipped. The U.S. Supreme Court last week let stand a lower court ruling that persons who videotape news stories and sell clips to the persons and

institutions involved violate the federal copyright law.

Carolyn Duncan, of TV News Clips, Atlanta, had attempted to carry her fight for the right to conduct a video news clipping business to the Supreme Court after the U.S. Court of Appeals for the 11th Circuit had affirmed a district court decision prohibiting her from continuing her clipping service (BROADCASTING, March 25).

The high court's refusal to review the case apparently marks the end of one of the offshoots of the electronic age. Duncan had argued that her business provided essentially the same service as that offered by conventional print news clipping services.

But WXIA-TV Atlanta did not see it that way when Duncan sold a videotape of a clip from one of its newscasts dealing with a local junior college. Duncan was paid \$65 for the piece. WXIA-TV sued, claiming violation of copyright and seeking \$50,000 damages and a permanent injunction. The district court awarded only \$35 in damages and refused to impose a permanent injunction. The station appealed only that portion of the order denying the permanent injunction, and prevailed in the appeals court.


The station's attorneys had argued that Duncan had taken a product that was the product of the station, added nothing to it, and used it for personal gain. What's more, they noted that the station, for \$100, made available the same kind of taped material to whoever wanted it.

Duncan had argued that her customers included those who appeared frequently on television and who wanted to study their appearance to improve their performance and that, as a result, her activities fell within the "fair use" exception of the copyright law. She also said her work is protected by the First Amendment's guarantee of free speech.

But the appeals court sided with the station, concluding that her use of material was not creative or productive but, rather, only for a commercial purpose.

Duncan has not been alone in the occupation the courts say involves a violation of television stations' copyrights. When the case went to trial two years ago, a trade association for so-called video monitors—the International Association of Broadcast Monitors—was in business with, reportedly, 22 members, 15 of them in the U.S. (BROADCASTING, March 7, 1983). □


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For the Record

As compiled by BROADCASTING, March 27 through April 3, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

- **KXOK(AM)** St. Louis (630 khz; 5 kw-U)—Seeks assignment of license from Storz Broadcasting Co. to Chester Broadcasting Co. for \$2 million cash. Seller is owned by Robert Storz who also owns WQAM(FM) Miami. Buyer is owned by Emmett A. Capstick, chairman (55%), and John E. Connelly, John C. Hottle, Jerome V. LaBarbera and Louis Werner (11.25% each). It has no other broadcast interests. Capstick is president of St. Louis Federal Savings & Loan. Connelly owns J. Edward Connelly Investments Inc., Pittsburgh-based investment firm. Hottle is partner in Hottle & Wisniewski, St. Louis real estate development firm. LaBarbera is executive with Engineered Airsystems Inc., St. Louis-based manufacturing firm. Werner is St. Louis insurance executive. Filed March 22.
- **WKFT(TV)** Fayetteville, N.C. (ch. 40, independent; ERP vis. 1,542 kw; aur. 154.2 kw; HAAT: 709 ft.; ant. height above ground: 734 ft.)—Seeks assignment of license from Fayetteville Television Inc. to Central Carolina Television Inc. for \$5,175,000, comprising \$3,675,000 cash and \$1.5 million note. Seller is owned by Derwood H. Godwin (35.57%), Assad Meymandi (19.47%), Howard Bullard, Norman J. Suttles, James C. Davis, Oscar L. Norris and Gerald Edmonds (10.4%). It owns WPLJ(AM) Raleigh, N.C. Buyer is owned by George D. Lilly who owns four TV's in Montana. Filed March 22.
- **WUHX-TV** Norfolk, Va.—Seeks assignment of construction permit from Focus-Tidewater Inc. to Tidewater Christian Communications Corp. for \$117,975.36 cash. Seller is subsidiary of Focus Communications, Chicago-based station group principally owned by William Geisler and Douglas F. Ruhe. Filed March 22.
- **WAQE-AM-FM** Rice Lake, Wis. (AM: 1090 khz; 5 kw-D; FM: 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Red Cedar Broadcasters Inc. to WAQE Broadcasting Associates for \$1.2 million cash. Seller is owned by Thomas F. Betscha and Willard Weegman, who have no other broadcast interests. Buyer is owned by Mark E. Pecan, who owns American Broadcast Securities Inc., Chicago-based advertising time sales firm. He has no other broadcasting interests. Filed March 22.

Actions

- **KWVE(FM)** San Clemente, Calif. (107.9 mhz; 50 kw; HAAT: 500 ft.)—Granted assignment of license from El Camino Broadcasting Corp. to Calvary Chapel of Costa Mesa Inc. for \$2 million cash. Seller is principally owned by Cliff Gill, chairman, who also has interest in KATY(AM) San Luis Obispo, Calif., and CP for new AM in Commerce City, Colo. It purchased station in 1981 (station was then at 28.5 kw with 490-foot antenna) for \$542,327. Gill was two-time NAB board member from Arizona and California. Buyer is nonprofit subsidiary of Calvary Chapel of Costa Mesa. It is headed by Charles W. (Pastor Chuck) Smith, nationally syndicated religious broadcaster. It has no other broadcast interests. Action March 20.
- **WBSR(AM)** Pensacola, Fla. (1450 khz; 1 k-D; 250 w-N)—Granted assignment of license from Seaway Broadcasting Inc. to Easy Media Inc. for \$330,000, comprising \$250,000 cash and remainder note at 2% above prime over one year. Seller is owned by William Ledford and R.D. Hanna. Ledford has interest in KRMH-AM-FM Leadville, Colo. Hanna owns KROX(AM) Crookston, Minn.; KCID(AM)-KEZH(FM) Hastings, Neb. and KCLW(AM) Hamilton, Tex. Buyer is owned by Frederick T.C. Brewer, who also owns WMEZ(FM) Pensacola, Fla. Action March 21.
- **WFJT(AM)** Inez, Ky. (1590 khz; 1 kw-D)—Granted transfer of control of WFJT Broadcasting Inc. to Appalachian Christian Ministries Inc. for no consideration other than assumption of debts. Seller is owned by Harrison Jude (56.5%); John R. Triplett (17.4%); his son, J.B. Triplett (17.4%), and Carolyn S. Pearce (8.7%). Jude is also board member of assignee. Buyer is nonprofit corporation headed by Charles Zimmer, president, Harrison Jude and Hansel Maynard (all holding equal membership shares). They have no other broadcast interests. Action March 20.
- **WBBX(AM)** Portsmouth, N.H. (1380 khz; 1 kw-U)—Granted assignment of license from Seacoast Broadcasting Co. to Portsmouth Communications Corp. for \$250,000, comprising \$196,000 cash, and assumption of note in principal amount of \$54,000. Seller is owned by Earl Goldstein and his wife, Lois. It is also app. for new FM in York Center, Me. Buyer is equally owned by David H. Strassler and his brother, Robert. It also owns WARE(AM) Ware, Mass. Action March 20.
- **WLLY(AM)** Wilson, N.C. (1350 khz; 1 kw-D; CP for 5 kw)—Granted assignment of license from Wilson Broadcasters Inc. to Champion Productions Inc. for \$150,000, comprising \$27,000 cash, and \$123,000 note payable in 30 semiannual payments at 10%. Seller is owned by Harry Epperson. It also owns WQAA-FM[CP] Luray, Va. Buyer is owned by Michael R. Bland (51%), Thomas E. Marshburn,

and his wife, Judy Mae (49%). Bland is station's general manager. Marshburn is CPA, owner of Wilson and Marshburn, based in Washington, N.C. Action March 20.

- **WDBD(TV)** Jackson, Miss. (ch. 40; ERP vis. 1,492 kw; aur. 149 kw; HAAT: 1,475 ft.; ant. height above ground: 1,025 ft.)—Dismissed transfer of control of Jackson Family Television Inc. from Brenda Harrison (90% before; none after) to H. Bernard Dixon (10% before; 100% after) for \$100,000 cash. Seller has no other broadcast interests. Buyer has interest in Central Inc., station group of five TV's. He also has interest in WKCH-TV Knoxville, Tenn. Action March 21.
- **WKSX(FM)** Johnston, S.C. (92.7 mhz; 2.47 kw; HAAT: 328 ft.)—Granted assignment of license of CP from M.C. Communications Ltd. Partnership to Edgefield Saluda Radio Co. for \$3,585.75 cash. Seller is principally owned by Michael Casey, who is also president of buyer. Buyer is owned by Casey (16.66%); his mother, Jesse (33.3%), and John Edwards, his first cousin's wife Mary, and James Satcher (16.66% each). It also owns WJES(AM) Johnston, S.C. Action March 20.
- **WJYR(FM)** Myrtle Beach, S.C. (92.1 mhz; 3 kw; HAAT: 326 ft.)—Granted assignment of license from Rawley Communications Corp. to Myrtle Beach Broadcasting Ltd. for \$1.7 million. Seller is owned by David Rawley Jr., who also owns WINH(AM)-WGMB(FM) Georgetown, S.C., and WJYW(FM) Southport, N.C. Buyer is owned by Don McCoy, president, and Doug Grim, general manager. McCoy owns WDLP(AM)-WGNE-FM Panama City, Fla. Grim was formerly Southeast regional manager for Arbitron. Action March 20.
- **WDSI(TV)** Chattanooga (ch. 61; ERP vis. 2,400 kw; aur. 240 kw; HAAT: 1,320 ft.; ant. height above ground: 320 ft. [CP for ERP vis. 4,613 kw; aur. 461 kw])—Granted assignment of license from Group V Television Inc. to WDSI Limited Partnership for no consideration. Seller is owned by Michael F. Starr, chairman of Southern Starr Broadcasting Group Inc., which owns WKLY(FM) Leesburg, Fla., and WPLR(FM) New Haven, Conn., and his brother, Peter. Buyer is owned by general partners Starr (47.5%), Louis T. Donatelli (47.5%) and two others. Donatelli has no other broadcast interests. Action March 19.
- **WMUF(AM)** Paris, Tenn. (1000 khz; 500 w-D)—Granted assignment of license from J-Star Broadcasting Co. to Benton-Weatherford Broadcasting of Tennessee Inc. for assumption of \$267,000 liabilities. Seller is owned by Howard Johnson, who has no other broadcast interests. Buyer is equally owned by Gary Benton, Larry Weatherford and Leonard Watson, who also own WSQR(AM) Sycamore, Ill. Action March 25.
- **WBOB(AM)** Galax, Va. (1360 khz; 5 kw-D)—Granted assignment of license from Carrol-Grayson Broadcasting Corp. to Twin County Broadcasting Corp. for \$200,000, comprising \$50,000 cash and remainder note. Seller is owned by Deborah E. Sizer. Buyer owns 10% of WPMH and is app. for new FM in Hanahan, S.C. Her father, Ralph Epperson, is purchasing WBOB-FM, pending FCC approval. He also owns WPAQ(AM) Mount Airy, and WPNC(AM)-WKLY(FM) Plymouth, both North Carolina. It is also principal owner of WPMH(AM) Portsmouth, Va. Ralph Epperson's brother, Harry, is owner of WLLY(AM) Wilson, N.C., and is app. for new FM in Luray, Va. Action March 21.

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New Stations

New FM's

- ***Sault Ste. Marie, Mich.**—Central Michigan University seeks 90.1 mhz; 4.5 kw; HAAT: 166 ft. Address: 3965 E. Broomfield Rd., Mt. Pleasant, Mich. 48859. Principal is educational institution headed by William C. Odykirk, acting chairman. It owns four TV's and three FM's. Filed March 27.
- ***Petersburg, Va.**—Virginia State University seeks 91.3 mhz; 100 w; HAAT: 120 ft. Address: Hayden St., 23803. Principal is educational institution headed by Hugo A. Owens. It has no other broadcast interests. Filed March 20.

New TV's

- Rock Hill, S.C.—Neisler Ltd. Partnership seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,556 ft.; ant. height above ground: 1,571 ft. Address: 405 Neisler Dr., Kings Mountain, N.C. 28086. Principal is owned by Janice C. Neisler, and her husband, George. It has no other broadcast interests. Filed March 20.
- Blanco, Tex.—Dorothy O. Schulze and Deborah Brigham seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,635 ft. ant. height above ground: 1,274 ft. Address: 8504 Spiral Creek Rd., San Antonio, Tex., 78283. Principal is also app. for five new TV's. Filed March 20.
- Blanco, Tex.—Blanco Communications Ltd. seeks ch. 12; ERP vis. 3,500 kw; aur. 335 kw; HAAT: 883 ft. ant. height above ground: 775 ft. Address: P.O. Box 413, 78606. Principal is owned by Maria Romero (15% general partner), Sidney P. DuBose (42%) and Benjamin Franklin Pitman (43%). It has no other broadcast interests. Filed March 20.
- Blanco, Tex.—Marie Luckow seeks ch. 52; ERP vis. 1,000 kw; aur. 500 kw; HAAT: 799 ft. ant. height above ground: 474 ft. Address: 902 1st St., S.W., Dyersville, Iowa. Principal has no other broadcast interests. Filed March 20.

Allocations

FM's

The FCC allocated the following amendments to the table of allotments:

- Pine Top, Ariz.—Ordered amendment to allocate channel 249. Petition first filed by D&M Inc. (MM 84-22, RM-4653). Concurrence has been received by Mexican government. Adopted March 13.
- Ellwood, Calif.—Ordered amendment to allocate channel 233. Petition first filed by Thomas M. Eells. MM 84-520, RM-4693). Adopted March 13.
- Atlantic City—Ordered amendment to allocate channels 236, 245, 279 and 297B1. Petition first filed by Franklin Broadcasting Co. (MM 84-792, RM-4634). Adopted March 13.
- Vimville, Miss.—Denied amendment to allocate channel 296A. Petition first filed by Michael D. Wiggins. (MM 83-38, RM-4237). Adopted March 22.
- Stevens Point, Wis.—Ordered amendment to allocate channels 244A, 250 and 285A. Petition first filed by Stevens Point Broadcasters. (MM 84-646, RM-719). Adopted March 13.

TV's

- Anchorage—Ordered amendment to allocate channels 2-, 4-, 5-, *7-, 11, 13- and 33. Petition first filed by Brown Resources Inc. (MM84-789, RM-4810). Adopted March 11.
- Eureka, Calif.—Ordered amendment to allocate channels 3-, 6-, *13- and 29. Petition first filed by Jainte Broadcasting Corp. (MM 84-652, RM-4745). Adopted March 13.
- Fort Bragg, Calif.—Ordered amendment to allocate channel 8-. Petition first filed by California Communications Group Inc. (MM 84-891, RM-4794). Adopted March 13.
- Steamboat Springs, Colo.—Ordered amendment to allocate channel 24+. Petition first filed by Colorado Communications. (MM 84-803, RM-4822). Adopted March 11.
- Crystal River, Fla.—Dismissed petition for amendment to allocate channel 39. Petition first filed by William F. Parrish. (MM84-758, RM-4733). Adopted March 11.
- Key West, Fla.—Ordered amendment to allocate channels 3+, 16+ and 22+. Petition first filed by Contemporary Communications. (MM 84-802, RM-4800). Adopted March 11.
- Jackson, Miss.—Ordered amendment to allocate channels 3, 12+, 16, *29+, 40+, 51. Petition first filed by Larry G. Fuss. (MM 84-651, RM-4750). Adopted March 11.
- Wiggins, Miss.—Ordered amendment to allocate channel 43-. Petition first filed by Community Broadcasting Co. (MM 84-715, RM-4787). Adopted March 3.
- Manteo, N.C.—Ordered amendment to allocate channel 4. Petition first filed by Virginia B. Whichard. MM 84-722, RM-4769, RM-4842). Adopted March 11.

- Las Vegas and Paradise, both Nevada—Ordered amendment to allocate channels 3, 8-, *10+, 13-, 15+, 21+ and 33+ to Las Vegas and 39+ to Paradise. Petition first filed by William A. DiMeolo and Silver State Communications. (MM 84-893, RM-4739, RM-4873). Adopted March 11.
- Eugene, Ore.—Ordered amendment to allocate channels 9+, 13, 16+, *28- and 34. Petition first filed by Sainte Broadcasting Corp. (MM 84-716, RM-4761). Adopted March 13.
- Medford, Ore.—Ordered amendment to allocate channels 5, *8+, 10+, 12+ and 27. Petition first filed by Sainte Broadcasting Corp. (MM 84-714, RM-4670). Adopted March 13.
- Sumter, S.C.—Ordered amendment to allocate channels *27- and 63-. Petition first filed by Rodney M. Sprott. (MM 84-712, RM-4768). Adopted March 11.
- Grundy, Va.—Ordered amendment to allocate channel 68. Petition first filed by Buford Smith. (MM 84-650, RM-4785). Adopted March 11.

Facilities Changes

Applications

AM's

Tendered

- KLAZ (1250 khz) Little Rock, Ark.—Seeks CP to increase day power to 2.5 kw; increase night power to 5 kw; change TL, and make changes in ant. sys. App. March 26.
- WKCK (1470 khz) Orocovis, P.R.—Seeks CP to increase night power to 2.5 kw and change to non-DA. App. March 29.

Accepted

- WBSR (1450 khz) Pensacola, Fla.—Seeks mod. of lic. to change SL to Town & Country Plaza, Escambia County, Fla. App. April 1.
- WPLO (590 khz) Atlanta—Seeks CP to change TL and make changes in ant. sys. App. April 1.
- WCNN (680 khz) North Atlanta, Ga.—Seeks MP to change TL and make changes in ant. sys. App. April 1.
- KTFR (840 khz) Lyons, Kan.—Seeks MP to change TL. App. March 27.
- KAIN (1040 khz) Vidalia, La.—Seeks MP to change TL. App. March 27.
- KNPE (1180 khz) Bellevue, Neb.—Seeks CP to change TL and make changes in ant. sys. App. March 29.
- WGDJ (1200 khz) Lares, P.R.—Seeks MP to change TL. App. April 1.

FM's

Accepted

- *KRBD (105.9 mhz) Ketchikan, Alaska—Seeks CP to change TL; change ERP to 15 kw; change HAAT to minus 105.8 ft.; make changes in transmission line, and make

- changes in ant. sys. App. March 26.
- KRFM (96.5 mhz) Show Low, Ariz.—Seeks mod. of lic. to install new transmission sys. App. April 1.
- KEZN (103.1 mhz) Palm Desert, Calif.—Seeks CP to install aux. transmitter. By separate app., seeks CP to install aux. sys. and change SL to 72-915 Parkview Drive, Palm Desert. App. April 1.
- WYRS (96.7 mhz) Stamford, Conn.—Seeks CP to change TL. App. March 29.
- *WFRC (90.5 mhz) Columbus, Ga.—Seeks mod. of CP to change SL to Phenix City, Ala. App. April 1.
- *WOUI (88.9 mhz) Chicago—Seeks CP to change TL and make changes in ant. sys. App. March 26.
- WEAJ (100.5 mhz) Jacksonville, Miss.—Seeks mod. of CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. App. April 1.
- New (105.3 mhz) Haysville, Kan.—Seeks CP to change SL to approx. 8.5 miles from center of Haysville on Highway 81. App. April 1.
- WITK (104.7 mhz) Belfast, Me.—Seeks mod. of CP to change ERP to 10 kw. App. March 26.
- WLSL-FM (101.7 mhz) Lansing, Mich.—Seeks CP to change TL; change ERP to 2.09 kw, and change HAAT to 378.184 ft. App. April 1.
- WQST (92.5 mhz) Forest, Miss.—Seeks CP to change TL; change ERP to 96.67 kw; change HAAT to 984 ft., and make changes in ant. sys. App. March 26.
- WWWW (101.7 mhz) Owego, N.Y.—Seeks CP to change TL; change ERP to .67 kw; change HAAT to 570 kw, and make changes in ant. sys. App. March 26.
- WNUS (107.1 mhz) Belpre, Ohio—Seeks CP to change ERP to 2.31 kw. App. April 1.
- WHMQ (100.5 mhz) Findlay, Ohio—Seeks CP to change TL and change HAAT to 440 ft. App. March 26.
- WWLT (92.1 mhz) Bamberg, S.C.—Seeks CP to change freq. to 92.1 mhz and change HAAT to 310 ft. App. March 29.
- WKWQ-FM (95.3 mhz) Batesburg, S.C.—Seeks CP to change freq. to 95.3 mhz. App. March 29.
- WTWE (92.5 mhz) Manning, S.C.—Seeks CP to install aux. sys. By separate app., seeks CP to change freq. to 92.5 mhz; change ERP to 98.2378 kw; change HAAT to 1,170 ft., and change TL. Apps. March 29.
- WZXY (104.9 mhz) Kingsport, Tenn.—Seeks CP to change ERP to 1.38 kw and change HAAT to 1,574.4 ft. App. March 29.
- KGKL-FM (97.5 mhz) San Angelo, Tex.—Seeks mod. of CP to construct new tower. App. April 1.
- *KSTX (89.1 mhz) San Antonio, Tex.—Seeks CP to change TL and change HAAT to 424.76 ft. App. March 29.
- KLRZ (94.9 mhz) Provo, Utah—Seeks CP to change TL. App. March 29.
- WVVV (104.9 mhz) Blacksburg, Va.—Seeks CP to change ERP to 3 kw. App. March 29.
- WQKS (96.5 mhz) Williamsburg, Va.—Seeks mod. of lic. to install new transmission sys. App. April 1.
- KEYF (98.5 mhz) Grand Coulee, Wash.—Seeks CP to change ERP to 25 kw and change HAAT to 462 ft. App. March 29.
- WSCW-FM (100.9 mhz) South Charleston, W. Va.—Seeks mod. of CP to change TL and make changes in ant.

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Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

sys. App. March 26.

TV's

Accepted

■ **KMSP-TV** (ch. 9) Minneapolis—Seeks CP to change HAAT to 1,427 ft. and install circular polarized ant. on existing structure. App. March 29.

■ **WTAT-TV** (ch. 24) Charleston, S.C.—Seeks MP to change HAAT to 1,630 ft. and change TL. App. March 29.

Actions

AM's

■ **WABF** (1220 khz) Fairhope, Ala.—Dismissed app. to make changes in ant. sys. Action March 5.

■ **KFPW** (1230 khz) Fort Smith, Ark.—Granted app. to change TL. Action March 22.

■ **KPRZ** (1210 khz) San Marcos, Calif.—Granted app. to change TL and make changes in ant. sys. Action March 20.

■ **WINZ** (940 khz) Miami—Returned app. to increase night power to 25 kw and make changes in ant. sys. Action March 19.

■ **New** (890 khz) College Park, Ga.—Granted app. to change TL. Action March 22.

■ **WSYL** (1490 khz) Sylvania, Ga.—Granted app. to erect new tower and change TL. Action March 21.

■ **WEEF** (1430 khz) Highland Park, Ill.—Dismissed app. to change TL. Action March 27.

■ **WFJT** (1590 khz) Inez, Ky.—Granted app. to change SL and remote control point to Highway 3, 2.5 miles north of Inez. Action March 22.

■ **WXKS** (1430 khz) Medford, Mass.—Granted app. to make changes in ant. sys. Action March 20.

■ **WDGY** (1130 khz) Minneapolis—Returned app. to increase night power to 50 kw and change change night TL. Action March 21.

■ **WCHP** (760 khz) Champlain, N.Y.—Granted app. to make changes in ant. sys. Action March 25.

■ **WJTN** (1240 khz) Jamestown, N.Y.—Granted app. to increase nighttime power to 1 kw. Action March 25.

■ **WLIM** (1580 khz) Patchogue, N.Y.—Granted app. to change critical hours of operation from 5 kw DA to 1 kw non-DA. Action March 21.

■ **KELI** (1430 khz) Tulsa, Okla.—Dismissed app. to increase signal patterns nulls. Action March 21.

■ **WRIE** (1330 khz) Waterford, Pa.—Granted app. to operate transmitter by remote control. Action March 18.

■ **KBBX** (1600 khz) Centerville, Utah—Granted app. to make changes in ant. sys. Action March 22.

FM's

■ **WQGN-FM** (105.5 mhz) Groton, Conn.—Granted app. to install new transmission sys. Action March 26.

■ **WJST** (94.5 mhz) Port St. Joe, Fla.—Granted app. to change TL. Action March 26.

■ **WRNG** (96.7 mhz) Newnan, Ga.—Granted app. to change ERP to 1 kw; change HAAT to 543 ft., and change TL. Action March 21.

■ **WQXI-FM** (94.1 mhz) Smyrna, Ga.—Granted app. to change SL intersection of Roswell Road and Long Island Drive in Fulton county. Action March 22.

■ **WJMK** (104.3 mhz) Chicago—Granted app. to change TL; change ERP to 4.1 kw; and change HAAT to 1,574.4 ft. Action March 21.

■ **WKXQ** (96.7 mhz) Rushville, Ill.—Granted app. to change HAAT to 328 ft. Action March 21.

■ **WZOU** (94.5 mhz) Boston—Granted app. to change ERP to 11.6 kw for main transmitter and ant. and change ERP to 8.61 kw for aux. transmitter and ant. Action March 21.

■ **KDOG** (96.7 mhz) North Mankato, Minn.—Granted app. to change ERP to .7 kw and change HAAT to 638.94 ft. Action March 22.

■ **WZFM** (107.1 mhz) Briarcliff Manor, N.Y.—Granted app. to change ERP to 3 kw. Action March 22.

■ ***WCPE** (89.7 mhz) Raleigh, N.C.—Returned app. to change SL to State Road 2054, near township of Rolesville, N.C. Action March 19.

■ **WCSM-FM** (96.7 mhz) Celina, Ohio—Granted app. to change TL and change HAAT to 328 ft. Action March 22.

■ **WSNY** (94.7 mhz) Columbus, Ohio—Granted app. to install new transmission sys. Action March 25.

■ **WXXW** (104.1 mhz) Allentown, Pa.—Granted app. to

install new transmission sys. Action March 25.

■ WSEG (102.3 mhz) Erie, Pa.—Granted app. to change city of lic. from McKean, Pa. to Erie. Action March 25.

■ *KCFS (90.9 mhz) Sioux Falls, S.D.—Granted app. to change freq. to 90.9 mhz; change ERP to 2.35 kw. and change HAAT to 190 ft. Action March 22.

■ *KADO (89.9 mhz) Laredo, Tex.—Granted app. to change TL; change HAAT to 574.98 ft. Action March 21.

■ KNFO-FM (95.5 mhz) Waco, Tex.—Granted app. to change to DA. Action March 21.

■ KYCN-FM (101.7 mhz) Wheatland, Wyo.—Granted app. to change ERP to 3 kw and change HAAT to 126 ft. Action March 20.

TV

■ KGNQ (ch. 51) Lincoln, Neb.—Dismissed app. to change ERP to vis. 2,000 kw, aur. 200 kw; change HAAT to 440 ft., and change TL. Action March 21.

In Contest

Review board made following decision:

Chatham, Mass. (Cannon Communications Corp., et al), FM proceeding. Scheduled oral argument for April 19 on exceptions to initial decision of ALJ Joseph Stimmer granting app. of Heather H. Stengel for new FM station at Chatham and denying competing apps. of Cannon Communications Corp., Cape Radio Inc., Spinnaker Communications Inc., HBZ Communications Inc., Dark Communications Inc., Joseph A. Ryan and Chatham Broadcasting Co., and dismissing Quinn Communications Inc. Each party has 20 minutes for argument. Cannon, Spinnaker, HBZ, Dark and Ryan may reserve part of their time for rebuttal. By letter, March 12.

ALJ Joseph Chachkin made following decisions:

Corning, Calif. (Robert R. Bignami, et al), FM proceeding. By separate orders, granted motion for summary decision by Villco Communications Inc. and resolved air hazard issue in its favor; granted joint request for agreement; dismissed apps. of Rober R. Bignami and Central California Broadcasting Inc. with prejudice; granted Villco's app. for new FM station at Corning, and terminated proceeding. By order and MO&O, March 14.

East Point, Ga. (Radio Station WTJH, et al), FM proceeding. Mass Media Bureau granted motion for relief by distress sale of WTJH East Point, from licensee Radio Station WTJH; WJIZ-FM Albany, from licensee James S. Rivers Inc., and WMJM(AM)-WFAV(FM), Cordele, Ga., from Southeastern Broadcasting System Inc. to Silver Star Communications Albany Inc., and terminated proceeding. By order, March 14.

Reno (Arthur Winburn Saunders Jr., et al), FM proceeding. Granted motion for summary decision by Carrillo Broadcasting Co. and resolved air hazard issue in its favor. By MO&O, March 21.

ALJ John H. Conklin made following decisions:

Los Angeles (RKO General Inc., et al), AM and FM proceeding. By separate orders, granted motion by RKO and dismissed app. of Douglas Reed Mathis; by judge's own motion, dismissed app. of Stephen E. Powell. By orders, March 14.

Wrightsville, Ga. (Wrightsville Broadcasting Co. and Dimar Broadcasting Co.), FM proceeding. Granted joint settlement agreement; dismissed Dimar's app.; granted Wrightsville's app. for new FM station at Wrightsville, and terminated proceeding. By order, March 20.

Canyon, Tex. (Alfred Broadcast Inc., et al), FM proceeding. Granted joint request for settlement agreement contingent upon approval of assignment of lic. of KHBQ(FM), Canyon from Auldrige Broadcasting Inc. to Alfred. By order, March 20.

ALJ John M. Frysiak made following decisions:

Key Largo, Fla. (Anita S. Magliola and Martha Sue Sellers, et al), FM proceeding. Granted motion by Key Largo Broadcasting Co. and dismissed Monroe County Radio Ltd.'s app. with prejudice. By MO&O, March 15.

Vero Beach, Fla. (De Beau Broadcasting Inc., et al), FM proceeding. Granted motion by Indian River Broadcast Group and dismissed its app. with prejudice. By order, March 21.

Bethesda, Md., and Washington (RKO General Inc., et al), AM and FM proceeding. Granted Donnie Simpson Enterprises Inc.'s motion and dismissed its app. with prejudice. By order, March 21.

Willow Springs, Mo. (Woodridge Enterprises Inc. and Patsy

E. Price), FM proceeding. Granted motion by Price and dismissed her app. with prejudice. By order, March 19.

Ashland, Va. (Christian Communications Inc. and John R. Powley), TV proceeding. Granted joint request for settlement agreement and dismissed Powley's app. with prejudice. By MO&O, March 22.

ALJ Byron E. Harrison made following decision:

New Orleans (Horizon Broadcasting Inc., et al) TV proceeding. Granted motion for summary decision by NOLATV and resolved air hazard issue in its favor. By order, March 15.

ALJ Edward Luton made following decision:

Hyannis, Mass. (Puopolo Communications Inc., et al), FM proceeding. Granted motion for summary decision by L&D Broadcasting Inc. and resolved air hazard issue in its favor. By order, March 21.

ALJ Walter C. Miller made following decision:

Baytown, Tex. (Baytown Community Broadcasting Ltd., et al), TV proceeding. Granted notice of withdrawal by Leonora Reyes and dismissed her app. with prejudice. By order, March 13.

ALJ Joseph Stimmer made following decision:

Natchitoches, La. (Barron Broadcasting Inc. and William W. Brown), FM proceeding. Granted joint request for settlement agreement; dismissed Brown's app. with prejudice; granted Barron's app. for new FM station at Natchitoches, and terminated proceeding. By MO&O, March 18.

Call Letters

Applications

Call	Sought by
New FM's	
KBLK	Alaska Black Broadcasting, Anchorage
KMQX	Springtown Educational Broadcasting Foundation, Springtown, Tex.
New TV	
WFTX	Family TV Associates, Cape Coral, Fla.

Summary of broadcasting as of January 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,772	170	4,942
Commercial FM	3,743	416	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,336	53	12,391
Aural STL & intercity relay	2,636	166	3,002

* Includes off-air licenses.

Existing AM's

WQSN	WKLZ Fairfield Broadcasting Co., Kalamazoo, Mich.
WIDG	WLVM Mighty-Mac Broadcasting Co., St. Ignace, Mich.

Existing TV

WSJT	WRBV Press Broadcasting Co., Vineland, N.J.
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Grants

Call Assigned to

New AM

WYRV	Cedar Bluff Broadcasting Inc., Cedar Bluff, Va.
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New FM

KENR	Santa Rosa Broadcasting, Flagstaff, Ariz.
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New TV's

*KGGB	Bay North Educational Television Inc., Santa Rosa, Calif.
WMRW-TV	Sheboygan County Broadcasting Co., Sheboygan, Wis.

Existing AM's

WEAT	WCGY Curt Gowdy Broadcasting Corp., West Palm Beach, Fla.
WEZR	WAFX Fairfield Broadcasting Co. of Indiana, Fort Wayne, Ind.
WKHQ	WVOY New Broadcasting Corp., Charlevoix, Mich.
WSFL	WWMG P & C Broadcasting Co., New Bern, N.J.
KJIA	KRSS SoDAK Broadcasting Inc., Sioux Falls, S.D.
WCCS	WRID Raymark Broadcasting Co., Homer City, Pa.
WWCR	WTBN American Media Productions Inc., Brentwood, Tenn.
WKNF	WORI FM 94 Ltd., Oak Ridge, Tenn.
KVOJ	KQTI Vic-Jax Broadcasting Corp., Edna, Tex.
WKSH	WGNW Dri-Four Inc., Pewaukee, Wis.

Existing FM's

WIXI-FM	WKQT U.S. Three Broadcasting Corp., Jupiter, Fla.
WAJS	WSOJ Adtech Communications Associates Inc., Jessup, Ga.
WDBX	WTVL-FM Kennebec Broadcasting Co., Waterville, Me.
WKHQ-FM	WKHQ New Broadcasting Corp., Charlevoix, Mich.
KQDI-FM	KOOZ Sun River Broadcasting Inc., Great Falls, Mont.
KKBB	KIAE Mile Hi Broadcasting, Aurora, Neb.
WKSE	WRXT Porter Broadcasting Inc., Niagara Falls, N.Y.
WSFL-FM	WSFL Great Southwest Broadcasters Inc., Bridgeton, N.C.
WKNF-FM	WETO FM 94 Ltd., Oak Ridge, Tenn.
KSTV-FM	KWWM Cen-Tex Media Inc., Stephenville, Tex.
KMGR	KUUT TransCOM Ltd., Orem, Utah

Existing TV

KMSG-TV	KMSG Sanger Telecasters Inc., Sanger, Calif.
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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Corporate manager for growing, quality Christian broadcast group of 4 Midwest stations. We're ready to grow—now! Right person must be ready to grow with us, and manage that growth. Must have strong experience managing, marketing, and getting things done. Must understand quality Christian programming concepts. Must be genuine leader of people. Everything in background must point to success in this position. Complete information to Dick Bott or Rich Bott, Bott Broadcasting Co., 10841 E. 28th St., Independence, MO 64052, 816—252-5050.

Inspirational station, Sunbelt, seeks qualified general manager. Solid spot sales background a must. Resume/full written particulars to Box H-103.

Midwest - medium market comprised of small cities in 4 counties of selling area with major university. 1 KW fulltime AM with excellent news and sports profile. Prefer small-market local sales manager with outstanding local sales record. A selling manager's position; desk-types need not apply. Ability to train & motivate in local sales essential. Proof of sales ability, honesty, sobriety required. EOE/MF. Write Radio Manager, 1650 Oakland Blvd., Suite 105, Walnut Creek, CA 94596.

Small broadcast group looking for sales/station manager for suburban top 50, #1 station. \$22,500. + large bonus potential. Great first or second management position. Resume to Box K-5.

Great potential. General manager. Small Southern market changing to religious format. Management & sales experience. Salary, commission, stock ownership opportunity. Resume to Box K-8.

Strong sales-oriented general manager. Florida market. 5000 watt daytime with fulltime CP granted. Real challenge; great opportunity. Aggressive, success-oriented individuals reply Box K-20.

Young, aggressive broadcasting company expanding into Bridgeport, CT metro, meaning an unusual opportunity for experienced general manager to engineer a fresh start for failed fulltimer in growing 4-station market of 430,000+. Excellent salary, good benefits, chance to grow in highly visible position. Contact J. Hoffman, Box 580, Long Branch, NJ 07740. EOE.

GM. Long-established medium market informational AM. College community. Financially sound. Competitive Great Plains area. Full details to Box K-39.

Present and planned expansion creates immediate need for two experienced general managers for AM-FM combos in Midwest. Interested applicants must have strong sales backgrounds, good people skills, be interested in becoming important leaders in the communities. Salary plus performance bonus. Resume to Personnel Manager, Withers Broadcasting Companies, PO Box 1238, Mt. Vernon, IL 62864.

General manager. WMLA/WTWN, Bloomington-Normal, IL. Must have strong background in sales. Opportunities available for further growth & advancement. Resume & references to Personnel Manager, Withers Broadcasting Companies, PO Box 1238, Mt. Vernon, IL 62864.

General manager for successful AM/FM combination in growing medium size California market owned by group broadcaster. Excellent compensation. Must have general manager experience with successful track record. Resume, salary history, references to Box K-46. EOE.

Southeastern Montana 100 KW FM seeks GM with proven sales station profitability record. Must carry large list. 60 W 4th St., St. Paul, MN 55102.

Top broadcasting executive wanted for media group owning several radio stations. Right person would head broadcast group. Must be knowledgeable and qualified in all phases of radio sales and management. Only those with successful management experience of two or more radio stations need apply. If you're in a #2 position with a radio group and are ready for top leadership responsibilities, send resume to Box K-60.

HELP WANTED SALES

Central coastal California. AM/FM combo. Opportunity with one of the largest radio groups. Enjoy our beautiful community if you're motivated to make great money and enjoy selling direct retail. Resume/letter: KSLY/KLTW, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

Regional sales representative. Growing division of Jefferson-Pilot Communications Co. looking for several individuals with proven track record in local direct sales, including detailed knowledge and experience in co-op/new business development. Position involves calling on management or owners of broadcast stations/CATV systems to expand our highly regarded co-op advertising sales support business. Positions offer excellent earning potential with base salary, incentive program, and comprehensive benefit program. Requires motivated, organized, self-starter, minimum 2-4 years' experience, require little supervision, able to make group presentations, a closer willing to travel. If you meet the requirements, rush confidential resume/references with first letter (no phone calls): General Sales Manager, Co-op/communications Division, Jefferson-Pilot Retail Services, Charlotte, NC 28208. EOE.

Missouri regional farm AM/FM seeks experienced salesperson; experience a must. Ag sales experience helpful. We have the ratings and product. Need aggressive self starter to sell it. We'll pay you what you're worth. Resume, references, salary requirements, track record: Manager, KMZU, Box 279, Carrollton, MO 64633. EOE.

Top rated Southeastern market seeks strong, aggressive sales manager. Manage and motivate present staff. Excellent advancement opportunities in this rapidly growing group. Resume/financial requirements to Box K-1.

Colo. ski resort AM/FM combo taking applications for aggressive, creative, top-notch sales reps now! A career opportunity. Resume to Box K-15.

General sales manager. Aggressive, self-starter with proven track record & straight forward, no-nonsense approach to radio sales. Top FM facility, beautiful Pacific Northwest metro market. Excellent compensation package & earned equity possible for strong candidate. All replies held in strict confidence. EOE/MF. Resumes to Box K-27.

Sales manager. \$50,000 minimum first year. Excellent benefits. No income ceiling. Large SE market AM/FM combo. Applications from top producing account executives considered. Resume to Box K-29. EOE.

Florida Gulf Coast top 100 market. Seeking person who enjoys street sales. Growing company, great working conditions, excellent potential. Resume/track record to Lamont Mihalovic, Corporate Sales Director, Highlands Broadcasting, 9360 US Hwy 16, Onalaska, WI 54650.

Big bucks! We've developed a new concept that combines radio with a direct mail promotion that produces (1) results for the client and (2) bigger dollars (and commissions) for you! Live in San Francisco's East Bay Area, sell our program to this single station market of 165,000! One of the fastest growing areas in California, and opportunity's unlimited. Call Avi Strugo, KKIQ, Livermore-Pleasanton, CA, 415—455-4500.

WMLA/WTWN have immediate openings for sales professionals who want to grow in their career. Potential for future management as group grows. Bloomington, IL market is strong radio, quality living environment with University & good mix of business and agriculture. If interested, send resume to Personnel Manager, Withers Broadcasting Companies, PO Box 1238, Mt. Vernon, IL 62864.

Sales manager for challenging small but growing broadcast group. Need aggressive, promotion-minded, experienced person to the hit the ground running in competitive market. Possibility of also moving up to VP/GM position. Excellent salary/benefits. Write Box K-56.

Experienced account executive with proven track record. "Music of your life" station, Buffalo market. Resume, billing history, references to Frank Duquette, WECK Radio, 2900 Genesee St., Buffalo, NY 14225. EOE.

#1 station, Charleston, WV, has opening for only the best! Top list-top dollars. Rush your cover letter/resume to Gary Steel, Sales Manager, WKLC FM 105, 100 Kanawha Terrace, St. Albans, WV 25177.

New Orleans. WBYU, class C FM, highly visible growth mkt., seeks salesperson with 3-5 yrs. experience positioning an easy listening format. Excellent sales opportunity & upward mobility with Swanson Broadcasting. Richard Lamb, VP/GM, 504-525-9600.

HELP WANTED ANNOUNCERS

Immediate opening for humorous, articulate morning host at America's A/C ratings leader. Best pay/benefits. T/R to George Neher, PD, WTNV, 134 Mullin St., Watertown, NY 13601. EOE. No beginners.

Top production person. Work with creative freedom with all new equipment! Top pay for right person. Tape/resume to WAXX/WAYY Radio, P.O. Box 6000, Eau Claire, WI 54701. EOE.

Small market country station, Texas panhandle, has immediate opening for experienced Jock with good news delivery/production. Also, experienced news director. 806—669-7461.

Tapes/resumes needed to fill afternoon position on A/C FM outlet. WUFM, Box 1270, Lebanon, PA 17402.

Radio personality: WHP Radio offers career opportunity to person having at least 5 years' experience as on-air personality. Must have good voice and knowledge of studio equipment. Contact Maurice Gannaway, Operations Manager, WHP Radio, P.O. Box 1507, Harrisburg, PA 17105. EOE.

WKHX Atlanta has immediate opening for experienced announcer. Tapes/resumes to Neil McGinley, WKHX-FM, 360 Interstate North, Ste. 101, Atlanta, GA 30339. WKHX-FM, a Capital Cities station. EOE.

Regional stations in Columbia-Jefferson City ADI seek someone with some experience and common sense approach to radio. We're soon moving on to 1000 foot tower, and seek quality. News/programming combo. Immediate opening. Tape/resume to Chuck Thomas, KXEO/KWWR, Box 475, Mexico, MO 65265. No calls.

HELP WANTED TECHNICAL

Santa Barbara, CA AM/FM desires experienced chief. References, winning attitude required. Excellent facility, salary, group opportunity. 805—967-4511.

Chief engineer. WCHL Radio, Chapel Hill, North Carolina. 5000 watt AM stereo station in one of the nicest places in America to live. High growth company. Resume to Dianne Smith, The Village Companies, PO Box 3300, Chapel Hill, NC 27514.

Chief engineer. Looking for engineer with 1 to 5 years' experience in radio maintenance to become chief in medium market. Additional training provided. Applicant must be eager, quick to learn. Mid-Atlantic location. Box K-47.

Assistant chief. Well-equipped class C, DA, 1-2 years' experience desired all phases AM/FM operations. General Radiotelephone required. Resume to Robert Cook, KOGA, Box 509, Ogallala, NE 69153.

Chief engineer. Class C FM/5KW directional AM, Sunbelt. Need qualified person with references. EOE. Person must be technically strong; good with audio. Complete written resume to Box K-59.

HELP WANTED NEWS

Top 50 market. Shamrock Communications station needs news professional. Good voice, mature delivery. Tape, resume, salary requirements to Rich Mates, WEJL, The Scranton Times Building, 149 Penn Ave., Scranton, PA 18503.

AM/FM leader seeks afternoon anchor/reporter. Strong writing; gathering, delivery skills a must. EOE. Tapes/resumes to N.D., WKDW, P.O. Box 2189, Staunton, VA 24401.

Professional newperson wanted. Writing skills & good delivery essential, plus "nose for news". Call Larry Peck, 518-725-7175. Tape/resume: WENT, P.O. Box 831, Gloversville, NY 12078.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Program director with savvy and good voice. Work closely with management. We're good and want to stay that way. Immediate opening. Airshift: afternoon drive. Good pay/benefits. Tape/resume with first letter to Darrell Clark, GM, WTSL Radio, Box 1400, Lebanon, NH 03766.

Fast growing contemporary 100,000 FM, coastal SE, has opening for program director. Programming experience ability to manage people, good on-air skills are the winning combo. Come work in a beautiful area of the U.S. Resume/requirements to Box K-62.

SITUATIONS WANTED MANAGEMENT

Successful, experienced sales-oriented general manager seeks buy-in opportunity as owner/manager or seeks to meet investors looking for managing partner. Box H-143.

General manager offering more than experience. Have consistently experienced success in sales, ratings, profits. Let me bring success to your station. Box K-10.

Want GM or GSM position. Strong sales and programming. Veteran broadcaster seeks major or medium mkt. Texas only. Charlie Van, 512-663-2892.

Seeking operations/PD or sales position at stable large or medium market AC or country station. 15 years' programming and 3 years' sales experience. Ron, 314-428-3132.

I want to manage small market station in Midwest. In my early 40s with good sales background. Joe, 402-564-6252, evenings, weekends, CST.

What makes Jim Hartley worth \$100,000? Integrity, ability, & commitment. Outstanding track record. Modest draw & commission guarantees successful development of your property. Inquiries invited. Rt. 3, Box 605B, Perry, FL 32347.

President. Executive VP. Chief executive officer. Serendipitist. Creative. Ethical. 30 years of mostly successes. Superb leader. Sales expert. Outstanding promoter, programmer. Exceptional trainer. Know radio, TV, newspapers. Former consultant. Box K-44.

General manager. In depth knowledge of radio covering 19 years' successful management. Highly organized professional with all the basic management skills for creating increased sales/higher profits. If you want a quality leader and producer, write Box K-55.

Successful salesman wants management opportunity. Good small market background in Nebraska and South Dakota. Call 402-564-6252, evenings, weekends. I can do it.

General manager, sales manager. Excellent at training & motivation for increased profits or turnaround. Medium or large market. John 614-868-5403.

Bottom line oriented GM, strong in sales and promotion, seeks career opportunity in Midwest or Northeast small or medium market. Excellent track record/references. Box K-66.

Two things make a radio winner: great programming and great sales. I know both. I created formats that won ratings wars in two cities. And, we increased the sales of an already strong revenue producing station by nearly 40%. At the same time, we cut costs making station so attractive it was bought out from under us. This pro is seeking opportunities as sales or general manager at West Coast stations. Market size unimportant. Write Drawer 88, 2521 1/2 South Vista Way, Carlsbad, CA 92008. Write now; we can arrange meeting at NAB.

SITUATIONS WANTED SALES

Experienced/aggressive/knowledgeable in closing broadcast sales. Will develop your radio sales dept. or create one from scratch. Will bring promotional ideas that are proven. Mature/reliable, years of seasoning. Medium market, SE/West Coast preferred. Non-drinker/smoker. Box K-3.

Rare combination—Turnaround specialist. Short or long term. Cost effective. If you believe that with a carefully selected music programming blend, you would motivate additional listeners, 18-64, & dramatically increase retail sales, then we should communicate. Veteran light adult contemporary, MOR and/or big band music programmer and highly creative community spirited local sales closer can assist your station and employees. Ron Davis, 4524 Elmhurst St., Royal Oak, MI 48073, 313-549-5431.

SITUATIONS WANTED ANNOUNCERS

Combo announcer, sports PBP, production. Do it all well. Top notch recommendations & references. 5-yr. pro. Prefer Midwest. Day 616-894-9725; night 616-894-2161. (EST)

Six years experience in small market. PD ready to move up. Seeking challenging position in adult contemp or preferably Chr. Experience in nearly all aspects of radio. Resume/tape ready now. Dave, 603-863-1010.

Two years' commercial experience in small market. Want to move up. Adult, top 40 MOR. Want to be creative, not just push buttons. Dave, anytime, 201-777-0749.

Young program director looking for new situation. Have major metro market experience in morning drive, talk, news, sports, and management. Willing to relocate. Box K-48.

Dq you need to get your country station's music department rolling again and need a great personality to boot? MD/DJ combo with good voice and right sources with good knowledge of country music. Honest, dependable, family man that can make your station a top contender. Prefer Southeast; will consider all replies. Mack Taylor, 318-574-5695, from 9 until noon. CST.

Female announcer. 2 years commercial experience. Ready to work-Connecticut, New York area. Lynn, 203-874-2152.

Experienced DJ seeks position closer to home: Indiana or surrounding state. CHR/AC/country. Doug, 717-374-1125; 717-473-3767.

SITUATIONS WANTED TECHNICAL

Major market radio chief looking due to serious unemployment. AM/FM, directional, automation, general license, heavy in audio processing. Good references available. Major or medium markets. Jeff Cunningham, 512-492-3439.

Need help? Former chain director and chief available by day, week or month. 615-579-1135.

Chief engineer. AM and/or FM. FCC ticket since 1951, ham. Former chief Boston, Houston, Miami, Ft. Lauderdale. Very heavy theory. Nondrinker, nonsmoker. Available immediately. M. Gottesman, 3377 Solano Ave., #312, Napa, CA 94558, 415-550-8506, days, PST.

Experienced engineer, currently working, wishes to relocate away from New York area. Conscientious, responsible, hard worker. Earned respect of peers and employers. Own excellent tools and test equipment. Excellent background AM/FM, studio construction, microwave, satellite receive, automation, telephone interface, etc. Willing to consider all sincere offers. Will consider some barter for life's essentials. Prefer life in small to medium markets. (Grew up in town of 1700 pop.) For "no-obligation" meeting at NAB, call 718-347-2940.

SITUATIONS WANTED NEWS

Experienced sportscaster in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

Major-league caliber sportscaster seeks college PBP. Solid investment. Multi-award winner. Ten years' experience. Dan, 616-926-1288, nights, EST.

Eager, experienced college graduate seeks entry-level radio news position. Good voice, strong writing skills. Will go anywhere. Dave, 814-238-5434.

Knowledgeable, exciting PBP, all sports. What I have is too big for this small mkt. Box K-50.

Radio-TV sportscaster, with major league baseball, major college football & basketball PBP & anchor experience in top 10 mkts. Excellent references. Box K-57.

News director with credibility, experience. I have qualities. Want medium, major market, Southwest/West 307-235-1483.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Industry leading syndicated radio commercial production manager/announcer desires environment change. 23 years' mostly major market experience in production and news. Many ideas to boost your sales. Tom, 305-435-3449.

Award winning classical music director, also experienced in news writing. Seeks move to medium market. Solid academic background in political science and journalism. Intelligent, dedicated worker. Carl, 516-678-2231.

Right-hand man seeking station needing direction guidance. Andy Budnick, 904-744-5750, 4-6 PM EST

Music director seeks position at classical station. Public and commercial background. Four years major market. Duties, salary open. 713-669-1996.

Productions for less! Custom work on station ID's, liners, commercials, more. We furnish voice — you must add music. Write for sample. Britt Fitts, Gardner Sound Studio, POB 4870, University, MS 38677.

TELEVISION

HELP WANTED MANAGEMENT

Director of broadcasting service. Southern Illinois University-Carbondale. Effective date: July 1, 1985, or as soon as possible. Salary: competitive. Qualifications: substantial work experience in senior administrative capacity in broadcasting. Demonstrated written & oral communication skills, experience in fiscal management, evidence of successful leadership and supervision of comprehensive broadcasting facility, familiarity with new technology as related to broadcast & non-broadcast activities required. Experience in public broadcasting and familiarity with policies and procedures of university licensee desirable. Bachelor's degree required, Master's degree or Ph. D. preferred. Duties: chief executive officer for broadcast service which includes WSIU-TV Carbondale, WUSI-TV Olney & WSIU FM Carbondale, which are licensed to board of trustees of Southern Illinois University. Analyze, develop, implement policies and procedures in all areas of operations. Responsibility for leadership, supervision and management of about 40 staff members. Reports to dean of the college of communications and fine arts. Close working relationship with excellent department of radio/TV, with possible faculty appointment. Responsible for communicating and working with other schools & departments within the college of communications & fine arts and throughout the University. Application deadline: May 15, 1985, or until filled. Letter of application, resume, names of at least three professional references should be sent to Chairman, Director of Broadcasting Service Search Committee, Broadcasting Service, Communications Bldg., Rm. 1048, Southern Illinois University, Carbondale, IL 62901. Equal opportunity/affirmative action employer.

Business manager. SE public TV/FM station needed soon. Thorough knowledge of all aspects of accounting, collections, budgets, purchasing, office machines/equipment, including experience with large and small computers. Ability to plan, organize and direct comprehensive business management systems. Hands-on person with ability to supervise. Excellent salary based on experience/qualifications. Send detailed resume, references, salary requirements to Box K-25. Application deadline Apr. 15, EOE.

General manager. Sales-oriented manager looking for career with group-owned, mid-sized, upper Midwest TV station. Equal opportunity employer. Resume to Box K-35.

Public information director. Idaho Educational Public Broadcasting System. Plans and directs all public information activities, writes/edits program guide & budget decisions for three-station public TV system. Excellent communications skills, BA degree, three years experience in public information essential. Experience in public TV and personnel supervision desirable. Salary: \$20,000, DOE. Resume/cover letter to IEPBS, 1910 University Dr., Boise, ID 83725. EOE.

affic manager. Excellent opportunity for ambitious person with good managerial skills to serve as traffic manager of top CBS affiliate. CRT experience a must. Columbia system training preferred. EOE. Resume to TVR-TV, 3301 W. Broad St., Richmond, VA 23230.

V research co-ordinator. Familiar with all aspects of research, Arbitron, Nielson demographic data, as well as TV industry research. Must have basic knowledge of IBM PC operating systems & understanding of competitive media. Responsibilities will include writing major presentations, book analysis, and research-oriented sales pieces. Resumes to Joe Iazza, LSM, WRTV, PO Box 607, Indianapolis, IN 5206. EOE.

General station manager for set-up of several TV stations. Challenging, diversified opportunity for individual with at least four years experience as station manager. Responsibilities include supervision of station start-ups and sales account development. Salary: \$45,000 plus. Business degree preferred. Please reply with resume to Mary Nelen, 454 Broome St., New York, NY 10013.

DRV, Medford, Oregon, seeks operations/program manager. Require minimum five years' experience in production/operations. Producing/directing experience a must. Ability to communicate ideas and teach young staff required. Resume, references, small market local program philosophy to General Manager, PO Box 728, Medford, OR 97501. Salary: DOE. EOE.

General sales manager. Promotion within our company has provided excellent growth opportunity for relative, dynamic individual to manage top notch sales department. Right person will be experienced, professional manager who can train as well as supervise, knows both local/national sales. Will work closely with general manager toward goal of station management. Contact Dennis West, General Manager, WIFR-TV (CBS), Box 123, Rockford, IL 61105, 815/987-5300. M/F, EOE.

HELP WANTED SALES

Local/regional sales pro. Minimum 2 1/2 yrs. TV sales record. Strong research and account development skills. Self-motivated. Excellent career growth potential in fast-growing, successful broadcast group. Resume & letter to Local Sales Manager, Box HP-8, High Point, NC 27261. EOE/MF.

sales account executive. Demonstrated TV sales ability and proven track record required. Candidate would be self-starter with management potential. Great career potential with leading national communications company. Qualified candidate should send resume to KFSN-TV 1777 G St., Fresno, CA 93706. A Capital Cities Communications Company, and equal opportunity employer.

ccount executive. KOB-TV, NBC affiliate, Albuquerque, NM. Seeking team-oriented person with TV sales experience or broadcast background. Excellent opportunity in exciting in growth market. Apply in writing to Bob Evans, General Sales Manager, KOB-TV, P.O. Box 1351, Albuquerque, NM 87103. EOE, M/F. No phone calls accepted.

ortheast ABC affiliate looking for aggressive, self-motivated account executive with at least two years' proven sales experience. Must work well with local retailers, agencies, able to develop new business. Resume to John Fignar, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

ational/Regional sales opportunity with 4-station regional TV network. 146th ADI. Must have experience in working with national representative and agencies. Sales development experience desirable. Resume to Dave Stuart, KFYY-TV, Box 1738, Bismarck, ND 58502. Equal opportunity employer.

dependent sales. We need someone who wants money, growth & excitement! Aggressive fighter will handle local/regional list. TV-32 is one of nine stations looking for independent salespeople. If you're good, call me! Mark Jollie, GSM, 414-731-3232. WXGZ, TV-32, f/sconsin's fastest growing independent.

ccount executive: Minimum two years TV experience or three years radio experience. We want aggressive, growth motivated individual with emphasis on new business development. Resume/references to Janet Tanley, KLAS-TV, P.O. Box 15047, Las Vegas, NV 9114. EOE.

HELP WANTED TECHNICAL

Broadcast satellite uplink maintenance engineer. WTBS uplink has immediate opening for engineer with three years' maintenance experience in TV-satellite engineering. SBE certification &/or computer experience a plus. Resume/salary history to Director of Engineering, SSS, 3530 Bomar Rd., Douglasville, GA 30135, 404-949-6600.

Maintenance eng. Southern California ABC affiliate has position open for component level maintenance engineer. Take care of TCR-100, Sony 2000 and 800's, CMX editing suite. Prior maintenance experience necessary. Replies to Frank Goddard, KEY-TV, P.O. Drawer "X", Santa Barbara, CA 93102. 805-965-8533. EOE.

Chief engineer needed by New Mexico's premiere public station. Excellent starting salary, staff, and facilities. Requires BS and minimum 7 years' experience in technical and operations area of a broadcast TV station including minimum 3 years' supervisory or administrative experience. Equivalent education & experience will be considered. Reference this ad; send resume and materials to: University of New Mexico, Personnel, 1717 Roma NE, Albuquerque, NM 87131. Equal opportunity employer.

ABC affiliate needs experienced TV maintenance engineer. TCR-100, 3/4" and Quad VTR's, related master control equipment. VHF transmitter experience a plus. Resume/references required. Contact Keith Reynolds, C.E., KTVQ-TV, Box 949, Kirksville, MO 63501, 816-665-7781. EOE.

Maintenance engineer. Progressive CBS TV station needs maintenance engineer experienced in RCA quad tape machines including the TR-70B, TR-600, and TCR-100. Should also have experience with studio cameras, such as RCA TK-46, ENG cameras, and solid-state equipment in general. Position is in one of the fastest-growing cities in eastern North Carolina, with large university and medical school within the city limits. Resume/salary requirements to Chief Engineer, WNCT-TV, P.O. Box 898, Greenville, NC 27834. EOE.

Assistant chief engineer. Looking for right person to assume duties of assistant chief. Must be well versed in digital techniques and have experience with RCA cameras, Ampex, and Sony videotape machines. Must have take charge attitude and show proper leadership in maintaining all varieties of TV broadcast equipment. FCC license required. Salary history and complete resume to Chief Engineer, KOLO-TV, P.O. Box 10,000, Reno, NV 89510.

TV broadcast maintenance technician. Four years' experience. SBE certification, 1st or general license. EOE. Walt Alliss, KCRG-TV, 2nd Ave. at 5th Street SE, Cedar Rapids, IA 52401.

Chief engineer. Established UHF independent in Iowa's capital city offering excellent benefits, lifestyle, schools, seeks individual who's ready to assume chief's role with multi-station group future. Resume/salary requirements to GM, KCBR-TV, 5160 Park Ave., Des Moines, IA 50321. EOE.

Assistant executive director for engineering and operations. Fifteen years' experience in broadcast engineering; or ten years' experience in broadcast engineering and Bachelor's degree in electrical engineering. Experience must include five years in supervisory position. First class or general class FCC license required. Salary range: \$30-40,000. Resume to Ray Sullivan, Personnel Administrator, KET, 600 Cooper Dr., Lexington, KY 40502-2296. EOE, M/F/H.

Chief engineer. Group owned West Coast network affiliate seeks take charge chief engineer to supervise department of 20. Must have hands-on maintenance experience with transmitters & variety of studio and ENG equipment. Minimum two years' experience as chief or assistant chief engineer of TV station. Must be able to work with programming and news in transferring plans and ideas into reality. Resumes to Box K-45, EOE.

Chief engineer. Rocky Mountain network affiliate, 100 plus market. Must have supervisory and maintenance experience in both studio and transmitter operations. Well equipped station; latest equipment. Good salary/benefits. Call Jim Bowen, 503-342-4961. Equal opportunity employer.

HELP WANTED NEWS

TV news photographer/editor. We need creative, efficient, hardworking photographers! If you're all of the above and have at least 2 years' experience in commercial TV news, send resume to Tom Racette, Chief Photographer, WTNH-TV, P.O. Box 1859, New Haven, CT 06508. EOE.

News director. Very competitive Georgia market. Must currently be a news director, or an EP/ME in a strong, aggressive market. We're looking for a strong journalist who can teach and motivate a young, aggressive staff. We're currently number one in the market and have strong commitment to news. If you're interested, write Gary Anderson, Pres./Gen. Manager, WTVM, P.O. Box 1848, Columbus, GA 31994. Include recent resume, salary information, & references. No phone calls please. EOE.

Weatherperson. 110 to 130 Western market station. Need not be meteorologist, but must understand weather, have maturity to present it in experienced manner. Neat appearance/strong voice musts. Resume to Box K-9.

Medical reporter. Top fifty Northeast station with twenty commitment & ratings to prove it seeks fulltime medical correspondent. Medical knowledge & interest important, but so's the ability to use TV to communicate. If you're the best of both worlds, resume/references to Box K-11. No beginners.

Anchor for major newscasts. Well staffed newsroom. East coast, network, medium market. Resume/letter to Box K-14. EOE.

Managing editor. Medium-sized Sunbelt market. News director with producing skills seeks managing editor with complementary news gathering ability. This number two position could be the fast track to news director's job. Resume and letter which clearly outlines your managerial and news gathering abilities to Box K-17. Equal opportunity employer.

Experienced reporters, photographers, producers, assignment editors, anchors. Net affiliate on Gulf. Resume, references, salary with first letter to Box K-22.

ENG photographer/editor. Vacation relief. WJBK-TV, Detroit, needs 3 experienced ENG photographer/editors. Five-month appointment, beginning May 1. Excellent salary. Change for full-time staff position. Tape/resume ASAP to Bill Church, Assistant News Director, WJBK-TV, Box 2000, Southfield, MI 48037-2000.

Expanding staff. Will be hiring a couple of reporters, agriculture reporter, two news photographers, weekend weather person, associate producer, weekend co-anchor. Resumes to Dick Westbrook, WAND-TV, 904 Southside Dr., Decatur, IL 62525. No phone calls. Equal opportunity employer.

Producer. Major market seeks news producer. Strong writing, journalism, production, and leadership skills essential. Fully-computerized newsroom equipped with state of the art production & satellite technology and staffed with people who know how to use it. Looking for someone who can put it all together and produce a well-paced newscast. Resumes to Box K-26. EOE.

News anchor/reporter. Growth opportunity within aggressive small market radio/TV station, reaching Aspen, Vail, and Denver, CO. Experience necessary. Resume/tape: ND, 332 W. Main, Aspen, CO 81611.

Central Florida's leading news station has rare opportunity for experienced reporter specializing in consumer affairs with heavy emphasis on "trouble shooting." Send samples of your best work to Bob Jordan, News Director, WFTV, PO Box 999, Orlando, FL 32802. No beginners, phone calls, or agents. Equal opportunity employer.

Investigative reporter needed. Tape/resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Anchor/producer. 11 pm. Also, live shots in early news. Strong, experienced professional needed in July. Resume/VTR to John Howe, KOLO-TV, PO Box 10,000, Reno, NV 89510-0005. Equal opportunity employer.

Weathercaster, noon newscast and primary backup position. State of the art weather tools, including Doppler radar. AMS seal required. Tape, resume, references, salary history to Gary Long, VP/News, KOCO-TV, Box 14555, Oklahoma City, OK 73113. EOE.

TV news photographer: Shoot and edit ENG for top rated station in South Carolina. One year minimum experience. Resume/recent videotape to: Tom Posey, Chief Photographer, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

Mid market news leader seeks experienced journalist to expand our field operations. Resume/letter (no tapes) to Box K-61.

News director. Experience required. Need innovative, committed news director to run news operation determined to be #1 in market—medium market. Excellent salary/fringe benefits. Resume to Box K-67. Equal opportunity employer.

Weather person. Join hard-working news team in Sunbelt. Deliver weather forecast on award winning nightly news program for unique cable operation competitive with broadcast stations. No beginners. Salary - mid to high teens, depending on skill. Resume to Box K-68. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Sports program producer - major sports programmer needs producer with excellent writing skills and knowledge of major sports. Must be able to write, edit, supervise shooting and post production. Resumes/salary requirements to ProServ Television, 1540 Eastgate Dr., #200, Garland, TX 75041. No phone calls.

Production manager. Immediate opening for creative, organized self starter with minimum 2 years' management experience. Applicants should have solid background in commercial production & directing with some writing abilities. Resume to Program Director, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE.

Broadcast director. ABC affiliate with new state of the art equipment seeks experienced (2 yrs.) director/graphics producer for 6 & 11 double anchor newscasts. Must switch, be familiar with Ampex 4100 or similar switcher, ADO, ESS, 1". Resume/salary reqs. to Ramon Delarosa, P.O. Box 4009, Salisbury, MD 21801. EOE, M-F. Demo tape after initial contact necessary.

Photographer/field producer. Southern California net affiliate market leader looking for talented videographer/editor who can field produce, shoot, and write slick magazine format segments. Your demo reel must show pieces you've produced/written, as well as photographs and edited, and demonstrate that you've got creativity and feel for contemporary video production. If it does, send it now to Jack White, Production Manager, KGTU-TV, P.O. Box 85347 San Diego, CA 92138.

News promotion director. Responsible for creating & producing innovative daily and series news promotion. Large market south Florida VHF. Hands-on off-line editing and strong writing skills a must. On-air, print, and radio promotion experience necessary. Resume to Box K-30. EOE.

Promotion manager. Network affiliate, growing desert Southwest market. Minimum 3 yrs. experience, with strong writing, editing, production abilities. Resume/salary requirements to Box K-36. Confidentiality honored if requested. EOE.

Creative director. Network affiliate seeks take charge director with hands-on experience for creative service department. Candidate must have strong creative writing, concept skills, knowledge of equipment operations. Resume/tape to Alex Stephens, Production Mgr., KJCT-TV, P.O. Box 3788, Grand Junction, CO 81502. No calls! EOE.

Director. Seeking experienced newscast director to handle two broadcasts per day, Mon.-Fri. evenings, and coordinate production aspects of news programs. Resume/salary requirements to Production Manager, WREX-TV, Box 530, Rockford, IL 61105. Division of Gilmore Broadcasting Corp., an equal opportunity employer.

Production manager. Aggressive VHF station in SE. Seek someone that has strong leadership skills, a motivator who loves to teach others. Must have 5 years' experience in TV production. If this sounds like you, send recent resume plus salary requirements to Gary Anderson, President & General Manager, WTVM, P.O. Box 1848, Columbus, GA 31994. EOE.

Host/producer. Regional pay cable sports network. Produce & anchor nightly half-hour sports news program. Supervise creation of highlight packages and features. Resume, 3/4" tape, salary requirements to Steve Reagan, SportsChannel N.E., 10 Tower Office Park, Ste. 600, Woburn, MA 01801.

Associate producer. Regional pay cable sports network for half-hour nightly sports news program. On-camera reporting & directing experience a plus. Resume, 3/4" tape, salary requirements to Steve Reagan, SportsChannel N.E., 10 Tower Office Park, Suite 600, Woburn, MA 01801.

Editor. Familiar with 1/3/4" VTRs, Chyron. Familiar with sports production. Resume, 3/4" tape to Steve Reagan, SportsChannel N.E., 10 Tower Office Park, Suite 600, Woburn, MA 01801.

Producer/director. Project oriented person with nature/environment background. Strong directing and producing skills. Demonstrated success in studio, remote, & post-production editing. Requirements: 5 years combination post-high school education and experience in motion picture, TV and/or radio production. Official application blanks accepted through Apr. 18, 1985. Contact Personnel Department, Iowa Public Television, P.O. Box 1758, Des Moines, IA 50306. 515-281-4498. EEO, M/F.

Production assistant for cultural affairs unit. Strong research, reporting, writing skills. Knowledgeable in TV production techniques, EFP, film, & videotape editing. Requirements: 4 years combination post-high school education in broadcast journalism, telecommunicative arts, cinema or motion picture, radio &/or TV program planning and production employment. Official application blanks accepted through Apr. 18, 1985. Contact: Personnel Department, Iowa Public Television, P.O. Box 1758, Des Moines, IA 50306. 515-281-4498. EEO, M/F.

Freelance camera—TV magazine show seeks videographers to shoot footage of nautically oriented events and people in U.S. and Canada. 3/4" format. Flat fee for raw footage only. Resumes/sample tape (if possible) to "Offshore Life," Ste. 105, 1082 Madison Ave., Bridgeport, CT 06606.

Production manager. Immediate opportunity for creative professional with minimum year's hands-on experience all phases of production. Train/manage excellent staff. Contact Jim Brady, Operations Manager, WIFR-TV, (CBS), Box 123, Rockford, IL 61105, 815-987-5300. MF, EOE.

Art director. Immediate opportunity for creative artist with some photographic experience. Must be familiar with computer graphics, print layout, design. Work with production and promotion. Contact Jim Brady, Operations Manager, WIFR-TV, (CBS), Box 123, Rockford, IL 61105, 815-987-5300. MF, EOE.

Producer-director with personal commitment to strong local program production. Minimum four years broadcast TV producing-directing-editing. Knack for working with community leaders and resources to develop and produce programs designed for audience usefulness. WGTE/Toledo is a well-equipped community PTV licensee committed to local programming. Please send full resume, including salary history, references, credits, cover letter stating your particular qualifications for this position helpful: S. Timonere, WGTE-TV, Box 30, Toledo, OH 43692. EOE.

TV producer/director. Northeast. Experience needed for fast paced newscasts and variety of studio & remote productions including commercials. Candidate should be energetic, creative person with people skills. Ability to switch also necessary. EOE. Resume to Box K-63.

SITUATIONS WANTED MANAGEMENT

GM/GSM. Prefer small/medium market, Sunbelt. Young aggressive leader, good track record. Box H-57

General sales manager—experienced in every area of TV management with outstanding achievement with affiliate-indy stations and major rep firm. Seeks station sales management assignment that matches qualifications & potential. Practical experience working/supervising all areas of TV sales management. Presently employed. Reply Box G-137.

SITUATIONS WANTED TECHNICAL

Do you need an engineer to help you with your transmitter, studio, or STL? Thoroughly experienced in all phases. Day, week, or month. No job too large or too small. Bill Taylor, 601—366-7526.

Experienced switcher looking to break into TV operations again, as master control or other operations. Looking for restart anywhere in medium to small market area. If interested, call Dale Stivers, 303—694-6215

19 years broadcast engineering. 10 years as TV chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management, and departmental budgeting from scratch. Please reply Box H-119.

Director of engineering seeks new challenges. 2 years experience management, UHF/VHF hi power R microwave, all types new construction, license filing i've done it all. Presently working as DOE for two stations, managing 35 engineers and \$1 million annual budget. Best references. Will relocate. Writer/call engineering, 8530 Wilshire Blvd., Ste. 309, Beverly Hills, CA 90211, 213—854-5316.

Technical 911 services. Studio problems. Need help! We'll come to you and build your station, add a control facility, or fix what you have. Complete design and documentation comes with our services. Let us help you at reasonable cost. Call Vizcom, 805-929-1800. Over 3 years' hands on experience. Transmitter work also c systems with parts availability. Good guys are hard to find!

SITUATIONS WANTED NEWS

News cameraman. ENG/film. 16mm sound equipped. French fluency, passported. Desire overseas assignment. 217—328-2801.

Associate producer wants to produce! Currently in #1 market. 2 years' experience in news/public affairs. Writing/editing skills. Great ideas. Willing to relocate. 212—308-0033.

Weekend sports anchor/reporter. Currently working as small market sports director at network affiliate. Looking to join 2 or 3 person sports staff. I do it all—well—anchoring, reporting, shooting video, & editing. My tape will prove it to you. Box H-133.

Medium mkt. sports director seeks to re-enter business after short tour in the Army. 5 yrs. TV experience. Available mid-May. Call Jack, 215—641-2532.

Sportscaster—successful 10 years' experience including 4 years in current sports director position, top 5 market. Ready to make another move up, but only to station with a real news commitment. 614—867-5821.

Ambitious May college grad. 3 yrs. radio, solid PBI anchor, TV internship in OKC market seeks small market TV job. Top references, eager to work. Box K-19

Meteorologist. A decade's experience forecast and communicating the weather. Excellent credentials. Warm, personable tape. Maybe I can be an asset to your station. Box K-21.

Meteorologist seeking entry into TV. Five years' communicating the weather and national forecasting experience. Young, hardworking. Tape available. Jeff, 814-234-6240.

Science and medical award-winning reporter/producer with solid background seeks top 10 on-air position. Experience includes anchoring and network packages. Call now. 602—274-7509, evenings/weekends.

Need a good weathercaster? Call John, 301-269-1013. 8 yrs. on air experience.

Meteorologist: young, smooth, personable, BS degree, CT native. Extensive radio & TV experience. Looking for right start. Matt Morano, 203-869-3877, evenings EST.

Business/finance/consumer reporter, ready to become a part of your winning team. Nationally syndicated. 7 yrs. TV experience. Master's in Business. Box H-43.

Enterprising black male seeks anchor/reporter in news magazine position. Early 30's. Degree and experience. Strong writing/producing skills. 504—766-580

3 years ENG, anchoring, radio news experience. Ve satellite journalist with good writing, languages, education, hands-on background. Need sharp peers to continue growth. Desire mid-market. Available Sept. '88. Send me an assignment for your tape. Resume now. Wheelock, AFKN Seoul. Box 25, APO SF 96301.

Mr. enthusiasm - movie reviewer/lifestyle-entertainment reporter. Major league calibre. Box K-65.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

ooking for a challenge! Freelance production asst. seeking fulltime position at small/medium station or production house. BS/radio-TV production, commercial/cable experience (1 yr). Young, ambitious, hard-working. Glad to start at bottom with right company. Will relocate anywhere. Take a chance on me! Call Tracey, 809-234-2315, write 716 Iron Post Rd., Moorestown, NJ 08057.

Commercial production. Fast, creative, professional. 10 years' experience. Very successful, presently employed. T&R avail. Box K-49.

roducer-director. 10 years' experience. Tons of talent. Thrives on challenge; works best under pressure. Ready to move to larger market. Call 217-344-2794 now!

roducer/writer. Need a conscientious team player? Major network experience. Excellent writing/producing/researching/organizational skills. Creative. Resourceful. Experienced public affairs/talk show formats. 212-860-9070.

rganized. Committed. Creative. Emmy-Award winning producer seeks opportunity to use skills to the max. Field & studio work. Versed in entertainment, children's, talk, and public affairs. Box K-64.

ALLIED FIELDS

HELP WANTED MANAGEMENT

telecommunications manager. Television Services. Sophisticated, multi-use telecommunications facility. Telecommunications division requires person to program Mercer County Community College cable TV network, schedule and coordinate College Of The Air, manage TV production and cable TV and distribution center. Facilities on West Windsor campus include state-of-the-art TV studio and control rooms, 5 meter VRO satellite earth terminal, head-end for country-wide cable network, 3/4" and 1/2" ENG and editing equipment, and WWFM, CPB-qualified public radio station. Candidate must have Bachelor's degree, demonstrated knowledge of the following: 1/2" and 3/4" field production and editing, TV directing experience, excellent written/oral communication skills, ability to schedule staff and facilities, work with a variety of constituencies including external clients, faculty, staff and students, manage several projects simultaneously. Finalist will be required to demonstrate editing and directing proficiencies. Minimum starting salary \$20,000 to \$25,000. Excellent benefits. Respond with resume by Apr. 19, 1985, to Mercer County Community College, Personnel Services/Dept. S, P.O. Box B, Trenton, NJ 08690. Equal opportunity employer, M/F.

HELP WANTED INSTRUCTION

Broadcasting positions. 1. Director of mass communication discipline within department of communications arts & sciences. Reports to chairman. Ph.D. in mass communication required. Preference given to applicants with strong production experience. Teach and develop classes at undergraduate and graduate level. Scholarly productivity required. Rank and salary open. 2. TV production specialist. New position. M.A. and production experience required. Instructor level position, non-tenure track, renewable contract, may become tenure track upon completion of terminal degree. Duties include monitoring broadcast workshop, beginning & advanced TV production, writing for mass media. Salary open. Application deadline Apr. 8, 1985, or until filled. Letter of application, resume, names/addresses, & phone numbers of at least five references to: Dr. Tim Ashmore, Chairman, Dept. of Communicative Arts & Sciences, Eastern New Mexico University, P.O. Box 88130, Eastern New Mexico University, Las Cruces, NM 88130. Equal opportunity employer, M/F.

Tenure track assistant professorship. Begin mid-August. Supervise two university radio stations, teach audio production and announcing. Expertise in one or more of the following desirable: broadcast writing or management; film history, criticism; or production. Must have Ph.D. or near completion, & promise of scholarly productivity. Teaching and professional experience desirable. Salary: \$19,000-21,000. AA/EOE. Resume/three letters of reference to Dr. David Ostroff, Radio-Television-Film Program, Bowling Green State University, Bowling Green, OH 43403-0235.

Telecommunication faculty member for school of communication. Will teach studio and location video production courses, oversee equipment maintenance and utilization, and coordinate video production area of telecommunication sequence. Qualifications include Master's degree, professional experience, and teaching ability. Non-tenure track position (annual renewals possible). Salary commensurate with qualifications. Position begins in mid-Aug., 1985. Letter of application, vita, recommendations to Dr. Mitchell Shapiro, Chair, Telecommunication Search Committee, Box 248127, University of Miami, Coral Gables, FL 33124. Application deadline: Apr. 25, 1985.

Editing professor sought. Professor at full or associate level to assume leading role in news-editorial sequence of the William Allen White school of journalism and mass communications at the University of Kansas. Responsibilities will include teaching editing and possibly other news courses starting in either Spring or Fall semester, 1986, depending on applicant's availability. Applicant must have exemplary record as journalism professor with strong teaching, research and service credentials, or as professional journalist. Master's degree and significant professional experience as editor/reporter required; doctoral degree desirable. National reputation as distinguished professional journalist may be considered as substitute for advanced degree requirement. Position is currently occupied by a professor with national reputation, and applicant possessing exceptional qualifications may be appointed to a named Distinguished University Professorship. Salary range: \$30,000 to \$45,000 for nine months. Applications will be reviewed beginning Oct. 1 and monthly thereafter until qualified applicants have been identified and the position filled. Application letter/resume to Prof. Ted Frederickson, Chairman, Search Committee, School of Journalism, University of Kansas, Lawrence, KS 66045. Equal opportunity/affirmative action employer. Applications are sought from all qualified persons regardless of race, religion, color, sex, disability, veteran status, national origin, age, or ancestry.

Broadcast teaching position. Instructor/assistant professor. Begin Aug. 16, 1985. Ten month tenure track position, Ph.D. preferred. Successful teaching and professional experience desirable. Teach courses in two or more of the following areas: broadcast writing, broadcast management/economics, mass media effects, quantitative research methods, TV production, broadcast sales/promotion, international broadcasting. Other areas possible. Supervise students in preparation of programs for closed-circuit TV operations. Advising/committee work. State-of-the-art broadcast level color facility and equipment, 2 TV studios, 5 radio studios fully open to students. Marquette University, an urban Jesuit university, enrolls over 12,000 students, 500 in the college of speech, (200 majors in broadcast communication). Application letter indicating areas of teaching interest, training and experience accompanied by personal data sheet and credentials from placement service should be received by May 1, 1985. Dr. Kenneth Kschieb, Chair, Broadcast Communication, College of Speech, Marquette University, Milwaukee, WI 53233. AA/EOE.

Communications media. Indiana University of Pennsylvania invites applications for permanent tenure-track position as assistant/associate professor in communications media department. Begin Sept., 1985. Department seeks professionally trained person in areas of mass communication, visual literacy and theory of visual imagery, plus advanced courses in one of the development tracks: product development, electronic media and/or training & development. Duties include teaching undergraduate courses, teaching in new graduate program possible, advising department majors, serving on department and university committees, & establishing a research theme. Qualifications include demonstrated professional involvement in specialty area; three years' successful college/university teaching. ABD candidates considered for assistant professor level. Associate professor applicant must have doctorate and history of publications & research activities. Letter of application, resume, transcripts, three letters of reference by Apr. 15, 1985 to Mr. Kurt Dudd, Chair, Search Committee, Communications Media Department, 121 Stouffer Hall, IUP, Indiana, PA 15705. Minority candidates encouraged to apply. Affirmative action/equal opportunity employer.

College broadcast journalism/speech. Start date: Sept. 1, 1985. New position supervising and doing minor maintenance for student radio station. Ability to teach broadcast and introductory speech and communications courses. M.A. required. Probable tenure track. Private liberal-arts college of 700 students, near Indianapolis. Letter, resume, names of three references by April 23, 1985, to Dr. Lawrence D. Bryan, Vice President, Franklin College, Franklin, IN 46131. Equal opportunity/affirmative action employer.

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Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash - highest prices - we buy TV transmitters, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404-324-1271.

Used C-type 1" videotape. Cash for lengths of 30 minutes or longer. Will pay shipping. Call collect. Carpel Video, Inc., 301-845-8888.

Transmitter. Preferably Harris 2.5H-K, with exciter. Will consider any 1 kw to 3 kw capable of tuning 102.3. Robert Statham, WHLG, Stuart, FL, 305-692-1000.

BVT-2000. Sony time base corrector. Gerry Dunham, Video Transitions, 213-465-3333.

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AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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55KW UHF TV transmitter. GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

Videocassettes, half price! Master stock quality U-matic videotapes. Chyron evaluated, cleaned, labeled, & erased. Satisfaction guaranteed! Albums included. 3/4" tape prices: 60 minutes \$12.49; mini field 20 minutes \$7.49; 30 minutes \$9.49; 10 minutes \$6.49. C-type 1" and 2" quad tape also available. Free, fast delivery to North America. Call collect, Carpel Video, Inc., 301-845-8888.

Mobile studio. 22 ft. 1979 International, 18,000/mi., hydraulic liftgate, camera platform with ladder, power cable reels, rear and external storage, computer flooring, HT/AC, 100 gal. fuel capacity. Some video equipment. Tony, 201-894-5555.

Harris FM-40K (1979), 40KW FM, two 20K transmitters combined with two MS-15, auto exc. switching & spares. M. Cooper/Transcom Corp., 215-379-6585.

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63 AM-FM transmitters in stock. AM's: 6 - 50 kw's, 4 - 10 kw's, 13 - 5 kw's, 3 - 2.5 kw's, 7 - 1 kw's, 2 - 500 w & 1 - 50w. FM's: 1 - 40 kw, 4 - 20 kw's, 8 - 10 kw's, 8 - 5 kw's, 2 - 3 kw's, & 4 - 1 kw's. World leader in AM/FM transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. R. E. Witkowski, owner. See you at NAB '85.

3 Thomson MC601 color cameras. Fujinon 14 x 1 lenses, CCU's with Multi core interface, rear V.F. zoom & focus controls. Walter Edel, 212-689-1040.

SMC 30-60 automation, fine condition. Two carousels, two single-plays, three Revox reel-to-reel with new heads. \$5000. Lee Shoblom, KFWJ, 2001 Industrial Blvd., Lake Havasu City, AZ 86403, 602-855-4098.

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Beston marquee 3000 character generator. New in box. Features complete font library, roll and dual crawls, 4000 color chromastick, animator (type out, etc.), instant page recall, row compression and expand, font swap, left and right justification, add-on reveal, & more. \$7,000 below list. \$20,000 or best offer. George, 205-875-2240.

New 5 meter Earth stations. Complete system with 2-Scientific Atlanta 9530 receivers, 2-90° LNA 100 ft. control cable, 200 ft. coax cable, high speed microprocessor based drive. Documented 2 degree spacing, 120 MPH wind survival. Call Vizcom, 805-929-1800, for information and specifications. Price: \$21,850. Installation available at actual documented cost.

Harris MW 50. 50 kw AM. Very low hours. Ready now. 6 other 50 kw's to choose from. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600.

One Scully 280-B 4-track recorder with remote control and Peak audio digital timer, \$3,000; one BE series 3000 play-record cart machine, \$1,000; one Orban parametric equalizer, model 622B, \$400. Each 5 years old, well-maintained. Call/write Ms. Kim Nielsen, 7 Alexander Dr., Research Triangle Park, NC 27709, 919-549-0661.

Hitachi FP-10 ENG camera, 10 x 1 zoom. AC, batt., flight case. Sony VO-4800 3/4" in porta-brace case, AC, batt. All mint cond. Call 601-645-5311, 12-5 PM CST.

Grass Valley Mark II DVE. Thompson microcam, GMC 24' custom truck, VPR-2Bs, Crosspoint 6112, TEK 650HR. Monitor, TK-44Bs, Chyron 4100, HR-200 1" VTR, NEC 7000 1" VTRs. Media Concepts, 919-977-3600

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RADIO

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Promotion leaves opening for aggressive, successful manager for top-rated A/C in Midwest top-100 market. Group ownership. Top compensation for winner. Available at NAB for interview. Box K-51.

Help Wanted Management Continued

General Manager

1 kw AM/class C FM. Single station market. Tremendous growth opportunity. Mid \$30's, benefits, ownership opportunity. Would like to meet at NAB in Las Vegas. Call for more info/ interview: 715-235-3994, after 6 pm CST.

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Exciting sales leader for class C FM. 1/2 million Texas market. You should be the best you know at retail sales, on-the-come selling at agencies and developing the goodwill of all you do business with. If that's you, you'll be the one I'll be developing to run my next station with an equity position. How good are you? Write Box K-52.

Help Wanted News

JOURNALISTS

American radio station in Europe seeks qualified journalists for its central newsroom in W. Germany. Applicants should have minimum 5 years' full-time news-writing experience, preferably including some wire service work. Also essential: good knowledge of foreign affairs. Job involves writing and editing English-language news copy; offers good salary/benefits as well as opportunity to work/live abroad. Send detailed written resume and writing samples to Box K-53. EOE.

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Seasoned major market

engineer with extensive experience as technical director and chief engineer seeks similar position. Comfortable with all facets of management & state-of-the-art technology. Looking for long term association with quality organization. Will consider allied fields. Write Box K-58.

Help Wanted Technical

Voice of America needs

Radio Broadcast Technicians

The Voice of America has a number of immediate opportunities for skilled Radio Broadcast Technicians eager to work for an expanding international radio network. Applicants must show technical experience in professional radio or television audio operations which demonstrates a good knowledge of the principles applied in broadcasting. Experience must have been progressively responsible in studio control, tape or disc recording, field operations, and broadcast equipment maintenance. All positions are located in Washington, D.C. Applicants must be willing to work shifts. VOA is a twenty-four hour broadcast operation.

The Voice of America, part of the United States Information Agency, offers an excellent salary and benefits package, including life and health insurance. VOA broadcasts 986 hours weekly in 42 languages to 120 million listeners, and is one of the world's most prestigious and authoritative radio networks. Send resume or government employment application Standard Form 171 (SF-171) to RBT-VOA/PR, Room 1192, 330 Independence Avenue, S.W., Washington, D.C., 20547 (Applications may be obtained from U.S. Post Offices, Office of Personnel Management Regional Offices, or be writing us). VOA is an equal opportunity employer.

Visit our Exhibit at the National Association of Broadcasters Convention, Las Vegas, April 14-17.



TELEVISION Help Wanted Management

DIRECTOR Office of Television And Radio

Coordinates and supervises broadcast-quality production facility within public information department of major state university. Helps set policy and gives direction to supporting university academic TV needs, develops and promotes outreach programming, and oversees operations to serve production and distribution needs

Major responsibility for setting up ITFS system for technical graduate-level fields, assists staff in developing grant proposals for informational program production and for electronic publishing of faculty expertise, and develops innovative and creative uses of new technologies. Must demonstrate the ability to maintain highest quality standards within all these areas. Requires Bachelor's degree and extensive experience in telecommunications to include working knowledge of TV production. Excellent written and oral communication skills. Advanced degree preferred. Experience working within university setting desirable. Comprehensive benefits package. Submit resume and salary requirements indicating Ref. No. 170, to

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The successful candidates for these positions will all be experienced professionals. If you are interested, please send me a tape and resume. Applicants for the managing editor position should include a letter which clearly outlines your managerial and news-gathering abilities. **NO PHONE CALLS.** WRCB-TV is an Equal Opportunity Employer.

Lee Meredith, News Director
WRCB-TV
900 Whitehall Road
Chattanooga, Tennessee 37405

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Chattanooga

Help Wanted Technical

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Job responsibilities will include maintenance of Grass Valley 300 switcher, 1" VTR's, DVE, Chyron 4100, and Sony BVE 5000 editor. Ability to communicate well a must. Resume/salary history to Television Center, St. John's University, Jamaica, NY 11439, Attn: Patricia Ruggieri, Director. Equal opportunity employer —M/F.

Help Wanted Technical Continued

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KBVO-TV, one of America's most successful indies, has an immediate opening for a qualified hands-on Chief Engineer. Austin is in the beautiful highland lake area of Central Texas offering year-round recreation in boating, hunting and fishing throughout the rugged hills and 200 miles of lake country that abounds with camping and relaxed living. High tech and controlled industry assures a clean and pleasant living environment for the future. We are looking for a hands-on chief with experience on Grass Valley switcher, Ampex and RCA VTR's, RCA TK47 cameras, Thompson CG, NEC E-Flex and RCA UHF transmitter. A budget control supervisor who possesses 1st or general class license. Personal interviews can be arranged during the NAB. Please forward resumes listing equipment experience, trade schools attended, salary history, etc. to General Manager, KBVO-TV, P.O. Drawer 2728, Austin, TX 78768. EOE

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Top 15 station looking for right co-host to add to our already successful morning talk/entertainment program. It's more than "talking heads", so you've got to be an idea person with energy and creativity. You'll do everything from crazy live shots to serious studio interviews. Super group, strong staff, great potential. Resume to Box K-70. EOE.

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Top selling manufacturer adding to its sales staff. Technical/radio background desired. Proven sales ability required. Equal opportunity employer. Resume/salary history to Box H-46.

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20 years' experience in management, UHF/VHF hi power RF, microwave, all types new construction, license filings. I've done it all. Presently working as D.O.E. for two TV stations, managing 35 engineers and million dollar annual budget. Best references. Will relocate. Write/call:

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AR	AM/FM	\$335,000	15%
IN	AM/FM	\$450,000	30%
CO	FM	\$30,000 down payment	
VA	AM	\$215,000	25%

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For Sale Stations Continued

CALIFORNIA: Coastal class A FM. Price \$2 million cash. Less than 10 x cash flow.

FAR NORTHWEST: Monopoly AM/FM. \$850,000 w/\$212,500 down. Average billing last 3 years: \$485,000.

CALIFORNIA: Coastal AM/FM. \$450,000 is 1.7 x gross. \$100,000 down.

FAR NORTHWEST: Monopoly market. Profitable AM. Price of \$170,000 is 1.7 x gross. \$55,000 down.

BAY AREA: Suburban AM. Enormous potential retail market. \$875,000, terms available.

ROCKY MOUNTAINS: Class C. Less than 6 x cf. \$825,000; \$525,000 down. 10 years on balance.

COLORADO: \$40 million dollar market. Profitable AM. \$1,750,000; good terms.

CALIFORNIA: Low dial AM. Price: \$1 million; \$300,000 down. '84 cash gross = \$605,000. Cash flow = \$112,000.

NEVADA: Market's best FM & AM companion. \$3 million.

ARIZONA: AM/FM with real estate. \$1,000,000; \$150,000 down.

COLORADO: Fulltime AM. \$225,000 with \$25,000 down.

CALIFORNIA: AM/FM combo. Specialty format. 1984 cash gross \$842,000; cash flow = \$270,621. Price: \$2.6 million; \$800,000 down.

OREGON: Profitable class IV AM. Price: \$300,000; \$100,000 down. Substantial discount for cash.

ROCKY MOUNTAINS: 3 regional AM/class C FM combinations. Substantial real estate included in desirable markets. Group priced at \$7.3 million. Terms extended to qualified buyer.

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In order to better serve our clients throughout the Northeast, not just New England, but NY, PA, and so forth as well, Bob Hartshorn has joined New England Media. Bob's a veteran broadcaster with many years' operating experience; we're sure he'll serve you well. His mailing address is Box 44, RD 1, Richville, NY, 13681; 315-287-0061.

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Owners' health dictates the sale of class C FM and AM combination in Northwest United States. Priced right! Deal direct with owners. Call me in Las Vegas at 702-731-4770 for an appointment, anytime Monday, Tuesday, or Wednesday. Attractive financing available. All inquiries considered.

MID-ATLANTIC COMBO

5 kw AM and class B FM for sale. Strong ratings, growing billing, good facilities. Priced 9x cash flow at \$3.3 million. Best signal in the region. Owner leaving radio. No brokers; replies confidential. Reply Box K-6.

MID ATLANTIC AM

Excellent daytimer serving extensive market. Good industrial area; strong economy. Owner's other interests conflicting with daily operation. Only \$300,000; liberal terms. Call Tony Rizzo, 202-331-9270.

WESTERN COMBOS

Class C FM with powerful AM serving good Northwest market. Due to health concerns, owners anxious to retire. Available at \$825,000; flexible terms. Fulltime and class A FM (just granted full C status). Industrial and trading hub with rich agricultural economy. Seller will assist with terms. Price reduced - now asking \$750,000. Call Roy Rowan or Greg Johnson, 213-274-8151.

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for sale, Kalamazoo, MI. 1,000 watt AM daytimer. Includes 1230 sq. ft. bldg., 25 acres, equipment, 2 towers, furniture, fixtures, & FCC license. Contact Richard Remes, Trustee, 3736 Portage, Kalamazoo, MI 49001, 616-385-1955.

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NEAR LAREDO — Texas Class A FM CP For Sale At A BARGAIN! Other Texas CP's available all less than \$20,000 each and upgrading possible. Call for details

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\$113,000 BUYS IT!

\$25,000 down, easy terms. Low overhead. West Texas 1KW daytimer with 500w PSA. Established 1958. Servicing 7 area towns, close enough to Midland-Odessa and San Angelo for increased income. Call Chuck Boles, Partner-Manager, 915-884-2828.

A DONDE VA?

If it's into Spanish broadcasting, you should call Pronto about this fulltime AM in growing Hispanic market. Que Pasa? Big things, but you must call now. 512-544-5409 PRW & Associates, Box 3127, South Padre Island, TX 78579.

For Sale Stations Continued

WOMEN IN MEDIA

No reason you shouldn't have your own station. We have several you might like to try on. Latest styles—who knows? You might find one that fits just right. Call now: 512-544-5409. PRW & Associates, Box 3127, South Padre Island, TX 78579.

NYC SUBURB

on-air LPTV station for sale. Excellent L.I. coverage. Box K-54.

H. ERWIN THOMPSON ASSOCS.

- SC AM/FM combo, near coast.
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- Carolinas. S/M/L AM's.
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- SC class C.

Contact Tad Fogel, Media Specialist, 1705 Oak St., #1, Myrtle Beach, SC 29577, 803-626-7627.

SOLID UTAH DAYTIMER

Small market 1kw AM daytimer in Utah's Canyonland's country. Local news & sports, BYU & Dallas football. ABC digital dish on-site, Schafer automation, & AP. \$250,000. Terms available. Call 801-678-2261.

TO THE MILLIONS

Who are interested in buying a stand alone AM, we have one for you. Two million population, low dial position, clear channel, fulltime, distinctive format, positive cash flow to service debt. Call now before it's gone. 512-544-5409. PRW & Associates, Box 3127, South Padre Island, TX 78579.

Class A Midwest FM

Station covering 300,000 plus population base. Ad revenue has increased 25% in past 2 years. Growth just beginning. \$850,000. \$100,000 down, liberal payments/terms. Owner wants to retire. Financially qualified investors only. Box K-42.

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Yes, your first station-class A FM, south-central Texas, single station market. Includes real estate for \$250,000. Call with confidence. 512-544-5409. PRW & Associates, Box 3127, South Padre Island, TX 78597.

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be

addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



O'Neil

Thomas F. O'Neil, chairman and chief executive officer, RKO General, formally retired at board meeting on March 28 (BROADCASTING, Feb. 4). O'Neil's son, **Shane O'Neil**, president and chief operating officer for RKO General, will become CEO.

Ron Shannon, VP and general manager, WGMZ(AM)-WWCK(FM) Flint, Mich., joins Signal Media of Arkansas as president and chief operating officer. Signal of Arkansas owns and operates KLRA(AM)-LPQ(FM) Little Rock, Ark.

Charles Hicks, VP and general manager, HTN(AM)-WKEE(FM) Huntington, W. Va., joins Suburban Radio Group, Concord, I.H., as group manager, radio division. Suburban comprises six AM's and three FM's in North Carolina, South Carolina, Virginia and Georgia.

Edward Cheviot, VP and general manager, MOI-TV San Antonio, Tex., named president.

orraine Golden, VP, director of sales, Josephson Radio Inc., licensee of WNIC-AM-FM Dearborn, Mich., named VP and general manager of stations.

David Percelay, VP and assistant to executive VP, CBS/Broadcast Group, joins CBS-owned KCBS-TV Los Angeles as VP and station manager.

Iamsay Elliott, VP, corporate development, Fuller-Jeffrey Broadcast Group, Sacramento, Calif., assumes additional responsibilities as VP and general manager of Fuller-Jeffrey's RCX(AM) Roseville, Calif.

Howard Kennedy, station manager, KOIN-TV Portland, Ore., joins WSAZ-TV Huntington, W. Va., as general manager, succeeding **George Andrick**, who becomes senior manager.

Steven Judy, general manager, WQIZ(AM)-WKQB(FM) St. George, S.C., named VP of parent, Trident Communications Corp.

Ian O'Brien, manager, Mirage production division, King Broadcasting, Seattle, joins KING-TV Everett, Wash., as general manager.

John Rose Jr., VP and general manager of aft Broadcasting's WDCA-TV Washington, joins co-owned WKRC-TV Cincinnati as VP and general manager. He succeeds **Edward Herbert**, who was named general manager of aft's DCA Teleproductions, Washington "Fates & Fortunes," April 1).

Jarrel Cunningham, station manager, KTVP-TV Fayetteville, Ark., named VP and general

manager of station and of co-owned KHBS-TV Fort Smith, Ark.

Charles Slavik, general manager, KONO(AM)-KITV(FM) San Antonio, Tex., joins WOWO(AM)-WIOE(FM) Fort Wayne, Ind., as VP and general manager.

Daniel McCarthy, VP, Southwest regional manager, Seltel, joins WHO(AM)-KLYF(FM) and WHO-TV, all Des Moines, Iowa, as general manager.

Dominic Battaglia, associate director, financial controls, ABC Owned Television Stations, New York, named director, financial planning for division. **Howard Rothstein**, director of finance and business affairs, ABC-owned WABC-TV New York, named VP, finance, ABC Owned Television Stations there.

James Richards III, administrator, purchases, ABC, New York, named assistant director, corporate purchasing. **William Kovari**, assistant director, corporate purchasing, ABC, New York, named director, corporate purchasing.

Sheryl Illick, VP and manager, Chicago regional office, Chase Manhattan Bank, joins SFN Companies, Glenview, Ill., as assistant treasurer. **Richard Blake**, assistant general counsel, SFN, assumes additional duties as VP and general counsel, SFN Communications subsidiary.

Don Troutt, VP and controller, Gannett's KOCO-TV Oklahoma City, named VP and controller of Gannett's radio division, succeeding **Robert Taylor**, resigned.

Donald Gill, station manager, KLIN-AM-FM Lincoln, Neb., joins Nebraska Educational Television Network and network's citizen support organization, Nebraskans for Public Television, Lincoln, as director of development.

Marketing

Robert Lynch, president, HBM/Creamer, Providence, R.I., resigns, effective midyear. **Mitchell Weeks**, senior VP, management supervisor, succeeds Lynch, with title of senior VP and general manager. Appointments, HBM/Creamer-Pittsburgh: **William Sprague**, executive VP, to chairman; **Richard Weber**, senior VP, to executive VP.



Schonfeld

Maxeen Schonfeld, media director, DFS Direct, direct marketing subsidiary of Dancer Fitzgerald Sample, New York, named senior VP.

Appointments at SSC&B Lintas Worldwide, New York: **Elliot Dorfman**, VP, management supervisor, to senior VP; **Peter**

Foulds and Mark Robinson, account supervisors, to VP's, and **Sharon Weinberg**, assistant media director, to VP.

William Crandall, from Avrett, Free & Ginsberg, New York, joins Campbell-Ewald there as senior VP, management supervisor.

Barry Kessel, VP, creative group manager, Stone & Adler, Chicago, named senior VP and general manager of S&A's Toronto office. **Don Mitchell**, president and partner, The Scollard Group, direct marketing firm, Toronto, joins S&A there as VP and creative director.

Appointments, Kenyon & Eckhardt: **George Beech**, from William Esty Co., to executive VP and general manager, Detroit office; **Alan Levenstein**, consultant, to executive VP and chairman, operations committee, New York; **Bruce Andrews**, senior VP, Detroit, to associate general manager of office; **Alan Mond**, VP, New York, to associate creative director, and **David McConaughy** and **Tom Jasinski**, VP's, to management supervisors.

Bruce Duffey, **Gerald Mandel** and **George Tenne**, VP's, creative directors, D'Arcy MacManus Masius, St. Louis, named senior VP's.

Sherry Valan, VP, director of advertising standards and clearance, Benton & Bowles, New

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York, named senior VP.

Rosalia Barnes, account supervisor, Cunningham & Walsh, New York, named VP.

Ron Vavra, VP and management supervisor, McCaffrey & McCall, New York, named senior VP and member of operations committee.

Karen Davidson, Eastern sales manager, Program Syndication Services, subsidiary of Dancer Fitzgerald Sample, New York, assumes additional duties as associate buying director, network cable, for DFS.

Fred Petrosino, senior VP, station sales, LBS Communications, New York, named executive VP, station sales. **Tony Intelisano**, VP, strategic planning, LBS, to senior VP, sales planning.

Lawrence Gallus, controller, Cunningham & Walsh, New York, named officer of corporation.

Leslie Mogul, account executive, Quinn & Johnson/BBDO, Boston, named account supervisor.

Chuck Hurley, VP, turnkey sales, Nationwide Cable Rep, Cleveland, named head of Southeastern sales operation, based in Boca Raton, Fla.

Ronald Re, from Greater Boston Cable Corp., Colony Communications' cable system serving Woburn, Mass., joins Colony's Vision Cable Co. of Rhode Island, Providence, as sales manager.

Barbara Wood, research planner, Petry Television, New York, named group research manager.



Featherston

Oliver Featherston, account executive, Eastern sales, NBC-TV, New York, named VP, daytime sales, NBC-TV.

Greg Wagner, associate creative director, D'Arcy MacManus Masius, Chicago, named creative director.

Carmen McKinley, media planner and buyer, Kenrick Advertising, St. Louis, joins WarrenAndersonAdvertising, Davenport, Iowa, in same capacity.

Bud Sylvester, account supervisor, Gillespie Advertising, Princeton, N.J., named VP, account services.

Appointments, McGavren Guild Radio: **Lin Galliani**, from Roslin Radio, New York, to account executive, San Francisco; **Vincent Turco**, from TeleRep, New York, to account executive there; **Will Schutte**, member of sales team, New York, to account executive, Los Angeles; **Linda Muskin**, from WBBM(AM) Chicago, to account executive there, and **Mark Masepohl**, from Dean Witter Reynolds, to account executive, Houston.

Mort Scharfman, senior copywriter, Bozell & Jacobs/Pacific, Los Angeles, named associate creative director.

Sampson Bowers, from TeleRep, Chicago, joins Katz Independent Television, Cleveland, as sales manager. **Chickie Bucco**, New York team manager, Katz American Television,

New York, named manager, red sales team there. **Bill Carroll**, program director, WHEC-TV Rochester, N.Y., joins Katz Television Continental. New York, as associate director of programming. **Kathleen Kahan**, research analyst, Seltel, New York, joins Katz American Television there in same capacity.

Valerie Heine, from Arnold & Co., Boston, joins Quinn & Johnson/BBDO there as account executive.

Frank Ferrante, from WPLJ(FM) New York, joins Hillier, Newmark, Wechsler & Howard there as account executive.

Joe Arnstein, account executive, WFYR(FM) Chicago, joins CBS Radio Spot Sales there as account executive.

David Gneiser, VP, office manager, Eastman Radio, Detroit, joins WCXI-AM-FM there as general sales manager.

Ralph Butler, national sales manager, KSNW-TV Wichita, Kan., named general sales manager.

Tucker Flood, from Christal Radio, New York, joins KRZN(AM)-KMJI(FM) Englewood, Colo., as national sales manager.

Colleen Morgan, co-host, *PM Magazine*, KIRO-TV Seattle, joins KTZZ-TV there as account executive.

Harry Spieker, from KGUN-TV Tucson, Ariz., joins KTSP-TV Phoenix as account executive.

Programing



Colbert

Richard Colbert, VP and manager, Southern division, Colbert Television Sales, Atlanta, named executive VP, domestic syndication, and partner in company started 10 years ago by his father, Dick Colbert. He will remain based in Atlanta.

Robert Kreek, VP, film programming, HBO, Los Angeles, joins 20th Century Fox Film Corp. there as senior VP.

Donald March, senior VP, HBO Premiere Films, New York, resigns.

Jonathan Kramer, VP, ancillary rights, CBS Theatrical Films, Los Angeles, named VP, marketing and ancillary rights, CBS Productions there. **Jeremy Handelman**, director, sales and sports research, national television research, CBS/Broadcast Group, New York, named director, program administration, CBS Sports there.

Adam Gold, research analyst, Lorimar, Los Angeles, named research manager.

Nikki Spretnak, manager, Ohio Film Bureau, Columbus, Ohio, joins Cranston/Csuri Productions there as producer.

Robert Lloyd, from All American Television, Los Angeles, joins Fries Distribution Co. there as regional sales manager.

Carolyn Chiapelli, story editor, New World Pictures, Los Angeles, joins Samuel Goldwyn Co. there in same capacity.



Tribute. Comedian Jerry Lewis (l), Muscular Dystrophy Association national chairman, shows Metromedia president and MDA volunteer, John Kluge, a plaque in latter's honor that will be placed in a laboratory at MDA's research-clinical center at Columbia University in New York. The presentation was made at the annual meeting of TV station general managers who broadcast MDA's annual telethon. Kluge, a Columbia alumnus, and Metromedia have been involved with the telethon since 1966, when it first aired over a single station—Metromedia's WNEW-TV New York. In addition, Kluge was named first recipient of MDA's Board of Directors Distinguished Broadcaster Award for "exceptional contributions to the telethon."

John Rooney, sportscaster, CBS' KMOX(AM) St. Louis, named anchor for CBS Radio Networks's *Sports Central USA* weekend program, replacing **Win Elliot**, who will continue to anchor various events for CBS Radio Sports.

Sandra (Sam) Phillips, director of promotions, International Athletic Clubs, Denver, joins Smeloff Productions there as account executive.

Michael T. George, director, television and home video, Goldfarb Distributors, joins ACM Television as vice president, marketing, remaining based in Los Angeles.

Laurie Fagen, video specialist, public information, city of Phoenix, named video program coordinator, in charge of programming for government access channel.

Bart Lamb, program director, WRAU-TV Peoria, Ill., joins Academy Film Productions, Baltimore, as producer and account supervisor.

Vivian Hunt, VP, Midwest manager, LB Communications, Chicago, joins Camel Entertainment there as director, Midwest sales.

Mike Haffner, analyst, NBC Sports, New York, joins ESPN, Bristol, Conn., as analyst United States Football League telecasts.

Jeff Goodridge, VP, operations and general partner, WKGE(AM)-WDAR(FM) Darlington S.C., joins WNYR(AM) Rochester, N.Y., as program director.

George (Buddy) Crittendon Jr., music director, WMTY(AM) Greenwood, S.C., named program director.

Terry Fauth, program director, WROC-TV

chester, N.Y., joins WHEC-TV there in same capacity, succeeding Bill Carroll, who has joined Katz Television (see "Marketing," above).

Raul Russell, from WNIC-AM-FM Dearborn, Mich., joins WOMC(FM) Detroit as production reactor.

Ike Beck, from KING-TV Seattle, joins KTZZ-TV there as production manager.

Cott Kuiper, operations manager and program director, WFMR(FM) Milwaukee, joins noncommercial KUSC(FM) Los Angeles as chief announcer.

Peter Bucalo, from KOPA-FM Phoenix, joins LS-FM Chicago as evening air personality.

Bob Bowe, production manager, Sowers Newspapers Inc. broadcast division, Rolla, Mo., joins noncommercial KSMQ-TV Austin, Tenn., as senior producer.

Avid Loxton, director of Television Laboratory at noncommercial WNET(TV) Newark, N.J. (New York), named senior executive producer for specials in stations' national division. **Carol Brandenburg**, co-director, noncommercial WNET(TV)'s Television Laboratory, named senior program executive, public affairs, national division, for station.

Peter Bucalo, from KOPA-FM Scottsdale, Ariz., joins WLS-FM Chicago as evening air personality.

Dan Brown, from KGO(AM) San Francisco, joins WABC(AM) New York as air personality.

News and Public Affairs

Wron Yake, sports editor, Associated Press, New York, named assistant to president. **Dan Minthorn**, news editor, AP, Frankfurt, Germany, named deputy news editor, AP World Services division.

Paul Kane, anchor-producer, KLBV-TV Colby, Me., named news director.

Paula Kaye, news director, WEZB(FM) New Orleans, joins WLTV(FM) New York as news director.

Robert Landis, executive producer, 11 p.m. news, CBS-owned WCBS-TV New York, named senior producer, *CBS Morning News*, New York. **Ira Sutow**, assistant bureau manager, Northeast bureau, CBS News, named producer, *Morning News*.

Bartha Lipscomb, planning editor, WDVM-TV Washington, joins WLS-TV Chicago as executive producer, early evening news.

Tom Loebig, news producer, WLWT(TV) Cincinnati, joins WPXI(TV) Pittsburgh in same capacity.

William Pearson, director, WXYZ-TV Detroit, named feature reporter-producer.

Jim Paymar, weekend anchor, KRON-TV San Francisco, named 4, 6 and 11 p.m. anchor.

Jack Pompa, anchor-producer, KTVB(TV) Boise, Idaho, joins KFBB-TV Great Falls, Mont., as news and public affairs director.

Lonica Marotta, news writer, KNX(AM) Los Angeles, named assistant director of community services.

Ed McGrath, from WHAS-TV Louisville, Ky.,

joins WDIV(TV) Detroit as reporter.

Alan Naipo, from WEEK-TV Peoria, Ill., joins KSDK-TV St. Louis as reporter.

Ruth Love, Chicago superintendent of schools, joins WLS-TV Chicago as commentator.

Colleen McVey, from WROC-TV Rochester, N.Y., joins Cablevision of Long Island, Woodbury, N.Y., as reporter, *Cablevisionews*.

Lloyd Lindsay, weekend weather personality, KGO-TV San Francisco, joins KFRC(AM) there as weather reporter.

Trish Neiworth, legislative/general assignment reporter, KIFI-TV Idaho Falls, Idaho, joins KPTV(TV) Portland, Ore., as legislative reporter.

Jack Salvatore, from KTSP-TV Phoenix, joins WTAE-TV Pittsburgh as reporter.

Al Lundeen, from KCRA-TV Sacramento, Calif., joins KTVN(TV) Reno as business reporter.

Technology

Teddi O'Shea, associate director, program administration, Entertainment Division, CBS, Los Angeles, named director, broadcast operations and film services, CBS Operations and Engineering, succeeding **John Gemma**, retired.

Appointments, Ampex Corp., Redwood City, Calif.: **Michael D'Amore**, business manager, video recording, to director of worldwide marketing; **Jock Diermann**, director of tech-

nology, to business manager, video recording, and **Dick Hathaway**, engineering manager, one-inch type C videotape recorders, to director of technology.



Henshaw

Jerry Henshaw, VP, computer technology, United Video, Tulsa, Okla., named to new position of VP, engineering, research and development.

James VanCleave, regional VP and chief financial officer, Interline Communication Services, Omaha-based telecommunica-

tions equipment supplier, named operating president, Eastern region. **Harish Vishria**, regional VP, Interline, named operating president, Western region.

Susan Grant, director, regional sales and marketing, Turner Broadcasting System, Atlanta, joins Magnicom Systems, Stamford, Conn., as VP, sales. Magnicom develops and markets computer-based information management systems for cable television industry. Grant will supervise sales and contract negotiations with Turner's CNN, CNN Headline News and WTBS(TV) Atlanta.

Dan Yost, executive VP, manager of mobile communications division and member of board of directors, Compucon, joins Metroplex Communications, cellular communications firm authorized to construct system in Dallas-Fort Worth, as president and chief ex-

Broadcasting

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The complete guide to radio, TV, cable and satellite facts and figures—\$85 (if payment with order \$75) **Billable orders** must be accompanied by company business card or company purchase order. Off press Spring 1985.

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Company _____ ☐ Bill me

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ecutive officer.

Lorenzo Acevedo, from Morgan Stanley, New York, joins Katz Media Data there as data communications technician.

C. Frederick Young, officer and director, Analogy Corp., Peabody, Mass., resigns.

Patrick Casey, VP, sales, co-founder and director, Private Satellite Network, New York, named head of new Los Angeles regional sales office.

Gerow Brill, senior camera product manager, Ampex Corp., Redwood City, Calif., joins Thomson-CSF Broadcast Inc., Stamford, Conn., as manager, camera and audio-video products.

Marcia Latta, traffic manager, Criteria Recording Studios, Miami, joins Spectrum Video, Cleveland-based post production studio, as operations manager.

Terry Burnett, freelance engineer-designer, joins Copley/Colony Cablevision of Costa Mesa, Calif., as installation supervisor.

Promotion and PR

Ed Pine, national publicity director, MGM/UA, Los Angeles, named VP, publicity.

Ellen Gelvan, promotion assistant, USA Network, Glen Rock, N.J., named production coordinator, on-air promotion. **Kim Dapolito**, from HBO, New York, joins USA Network as promotion assistant.

William Coveny, account executive, Dentsu/Young & Rubicam, Los Angeles, joins Paramount Television Group there as manager, advertising and promotion.

Barry O'Donnell, manager, corporate communications, ESPN, Bristol, Conn., joins Turner Broadcasting System as public relations director/New York.

Elizabeth Martin, from Combustion Engineering, Stamford, Conn., joins Viacom International there as corporate communications associate.

Cathleen Black, publisher, *USA Today*, Washington, named to additional post of executive VP, marketing, for parent, Gannett Inc., responsible for all national advertising and sales promotion activities for company's broadcast stations, newspapers, outdoor operations and magazines.

Tim Miller, director of on-air promotion, Cinemax, New York, named head of all on-air promotion for HBO service.

James Brown, radio columnist, *Los Angeles Times*, Los Angeles, joins Westwood One Radio Network there in newly created position of director of public relations.

Gail Spotts, weekend assignment editor, WDAF-TV Kansas City, Mo., joins The Boasberg Co. there as publicist.

David Avalos, from KMGH-TV Denver, joins KTTV-TV Los Angeles as senior creative director.

Bruce Binkow, from Rogers & Cowan, Los Angeles, joins Playboy Video Corp. there as publicity manager.

Bruce Crawley, creative director, WKQQ(FM) Lexington, Ky., joins WLEX-TV there as cre-

Hall of Famer. Buck Canel, late sportscaster who broadcast 42 World Series on radio and TV in Spanish to Central and South America for NBC and others, is the 1985 winner of the National Baseball Hall of Fame's annual Ford C. Frick Award for "distinguished baseball broadcasters."

The Frick Award was instituted in 1978 as the broadcasting counterpart to the Hall of Fame's J.G. Taylor Spink Award for sportswriters and is named in honor of the late commissioner of baseball who was an announcer early in his career.

Canel's name will be engraved on a tablet at the Hall of Fame in Cooperstown, N.Y., joining earlier winners Red Barber and Mel Allen (1978), Bob Elson (1979), Russ Hodges (1980), Ernie Harwell (1981), Vin Scully (1982), Jack Brickhouse (1983) and Curt Gowdy (1984).

ative services director.

Diane Schulman, promotion manager, WCVB-TV Boston, named creative director.

Robert Chernet, director, advertising and promotion, WTVJ-TV Miami, joins KMGH-TV Denver as director of advertising and promotion.

Appointments, KATV-TV Little Rock, Ark.: **John Calver**, promotion director, to marketing services manager; **Richard Farrester**, promotion assistant, to on-air promotion director, and **Carol Ables**, art director, to creative services manager.

Everett Pettiecord, promotion assistant, KWWL-TV Waterloo, Iowa, named promotion manager, WAFF-TV Huntsville, Ala. American Family Broadcast Group owns both stations.

Allied Fields

Joseph Casey, chief, inspections and investigations branch, Enforcement Division, FCC, Washington, named regional director, Boston region, Field Operations Bureau, FCC.

Judith Anderson, director of new business development, HBO, New York, has left to form Cable Communications Corp., consulting firm there.

Tim Nulty, chief economist and director of analytical staff, House Energy and Commerce Committee, Washington, has left to become private consultant, specializing in telecommunications and trade, based in Washington.

Walter Cronkite, special correspondent, CBS News, will be first Josephine B. and Newton N. Minow visiting professor in communications at Northwestern University, Evanston, Ill.

Jim Mackin, director of development, National Radio Broadcasters Association, Washington, joins National Association of Broadcasters there as regional manager, Northeast, serving Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont.



Mackin



Huse

Edwin Huse, president and general manager,

WHUZ(FM) Huntington, Ind. (now WIOE(FM)) joins NAB, Washington, as regional manager, mid-Atlantic, serving Delaware, District of Columbia, Georgia, Maryland, North and South Carolina, Virginia and West Virginia.

Steven Levy, associate, Hogan & Hartson, Washington, joins Arent, Fox, Kintner, Plotkin & Kahn there as of counsel.

Leonard Rosenberg, from own television production company, 4-R Productions, New York, joins William Morris Agency there as VP, television.

Ted Turner, chairman of board and president, Turner Broadcasting System, Atlanta, will receive Tree of Life award from Jewish National Fund at May 7 dinner at Westin Peachtree hotel in Atlanta.

Paul Wedeking, director, planning and development, Viacom Cablevision, Marin County, Calif., joins consulting division, ELR Group, San Francisco, as VP.

Andrea Nierenberg, district manager, collateral media, Standard Rate and Data Service, Wilmette, Ill., named advertising sales director, direct mail list rates and data.

Robert Price, chief scientist, M/A-Com Telcom communications, Lexington, Mass., elected to U.S. National Academy of Engineering.

John Leland, director of creative service, United Satellite Communications Inc., New York, has formed New York-based video marketing and promotion firm.

Deaths

James R. Stevenson, 52, Southeastern at Caribbean supervisor, N W Ayer, Atlanta, died of heart attack March 22 at Emory University hospital, Atlanta. Stevenson's broadcast background included helping four WSNT-AM-FM Sandersville, Ga., and later management position with WSB-AM-FM Atlanta. He joined Ayer in 1970. Stevenson is survived by his wife, Patsy Parham, and two daughters.

Harold (Hal) Peary, 76, veteran radio and television actor best known as Throckmorton Gildersleeve on NBC's radio series, *Fibber McGee and Molly*, and later (from 1941-1950) on his own *The Great Gildersleeve*, died March 30 at Torrance Memorial hospital, Torrance, Calif. Peary's television credits, in addition to guest appearances, included show lived versions of both *Fibber McGee* (NBC 1959-60) and *Gildersleeve* (syndicate 1955), and *Blondie* (NBC, 1957).

Ralph (Corky) McHargue, 57, farm director, WTHI-AM-FM-TV Terre Haute, Ind., died heart attack March 8 while on farm tour Spain. He is survived by his wife and son.

JAB's Tom Keller: honing technology's leading edge

Working on a Heathkit FM receiver at a Cape Cod, Mass., Air Force base in 1951, 1-year-old Tom Keller tuned in a new Boston noncommercial station, WGBH-FM. Ten years later, Keller was again monitoring the station, this time as director of engineering for WGBH-FM-TV. Over the next 18 years, Keller would set industry benchmarks in TV color and sound, and in the process become one of public broadcasting's leading engineers, before taking on his current role as a key industry spokesman.

As senior vice president, science and technology, for the National Association of Broadcasters, Keller has helped to guide the industry through development, standardization and regulation of its newest technologies, most notably multichannel TV sound.

Keller's office, four floors above a busy Washington intersection, bears little evidence of those accomplishments. Photos of his children line a cabinet; a bronzed patent, his first (for an FM stereo noise reduction system), adorns a wall. Several framed photographs lean in a corner unhung. Keller's desk, just weeks before the NAB's annual convention and engineering conference (the latter his responsibility), is way-station for a generous folder-full of papers for review.

But breaking for a few minutes from the routine of convention planning and engineering paperwork, Keller seems to enjoy stepping out from behind his desk to speak of his career; of mid-1950's pioneering color TV work as a field engineer for Philco at Walter Reed Army Medical Center, of efforts to keep WGBH on the leading edge, of his brief stay at Public Broadcasting Service and of the challenges of his current post.

"Thinking, a lot of thinking," is the way Keller defines his work philosophy. "Think of the future, think before you speak. Don't hoot from the hip. You have to pay attention to a lot of people; we've got some smart people in this industry."

Former associates at WGBH remember him as a problem solver, a quiet but gifted engineer who had a way of working with others to find and refine ideas, willing to share his own time and expertise; a teacher.

The then vice president and general manager of WGBH, Hartford Gunn, who gave Keller his first broadcast job at the station in 1961, recalls: "Tom was an unusual engineer." Gunn, later first president of PBS and now vice president of program development at Satellite Television Corp., added: "He was very creative minded, always open to new ideas and new ways of doing old broadcasting chores. He was absolutely first rate in being able to pick up on new ideas and translate them."

At the station, Keller set out to build a new, expanded plant, completed in 1964, and led early experimentation with color



THOMAS BENEDICT KELLER—Senior vice president for science and technology, National Association of Broadcasters; b. Jan. 3, 1930, Cleveland; attended Philco Tech Rep Airborne Radar School, 1950; field engineer, Philco-U.S. Air Force, Cape Cod, Mass., 1950-1952, Hubbard, Ohio, 1952-54; field engineer, Philco-U.S. Army Signal Corps, Walter Reed Army Medical Center, 1954-1961; director of engineering, WGBH Education Foundation, Boston, 1961-1979; director of engineering development, Public Broadcasting Service, Washington, 1979-1981; current post since September 1981; m. Jacqueline Fierst, Sept. 15, 1951; children: Michael, 32; William, 31; Thomas, 29; Mark, 23; Mary, 21; James, 12.

broadcasts and later with portable color cameras and captioning. Stereo TV sound was among the most memorable projects. The new plant was built with high-quality stereo in mind, and first used two-track recording for radio simulcasting starting in 1966-1967. In 1969, the station drew the industry's attention by installing three 16-track consoles. Although common today, such complex audio gear for TV at the time was a real breakthrough, says Keller, yielding "fantastic results."

"I'm basically not an audio man," Keller says. "I'm a video man tired of poor audio. I just wanted to make it a complete signal." Others apparently felt the same way. By 1972, Keller was part of an ad-hoc industry group that studied TV sound quality. Five years later, when it recommended that a standardization effort be launched, Keller was selected as the new committee's first and only chairman. With Keller as one of its guiding lights, the group brought together a wide range of broadcasters and equipment and receiver manufacturers and in late 1978 began its research and testing effort.

By 1983, the committee emerged by consensus with a standard (the Zenith transmission-dbx noise reduction multichannel sound system later dubbed BTSC), and in March 1984, the FCC guaranteed its protection. For Keller, the work of the group and

Commission in achieving a standard represented a solution to the long conflict between the desire for standardization and an open marketplace, a conflict that had plagued similar efforts to arrive at standards in AM stereo and teletext.

While he continued efforts on MTS, Keller's innovative work became increasingly recognized by PBS itself, which in 1979 chose him to lead its new development lab. In his 23 months as PBS director of engineering development, Keller promoted public TV's effort to improve UHF efficiency, which continues today.

In the face of financial cutbacks, Keller left PBS in 1981. His reputation brought him to the attention of the NAB, which hired him as engineering head.

With a mandate from NAB to strengthen its engineering effort, Keller lost no time in expanding the office and its purpose. He has since doubled the professional staff to four, tripled the annual budget, instituted a new annual \$100,000 engineering project budget and published the new edition of the 1,000-plus-page *Engineering Handbook*.

"Our long-term role is to make sure the technology of terrestrial broadcasting is not obsolete," Keller explains. "There hasn't been a lot done in the past 20 years on AM-FM transmission technology, for instance. There's definitely room for improvement."

On AM improvement, an extensive report has recently been circulated, while on the FM side, Keller and NAB have worked for the past several years with the CBS Technology Center in the development of an FM stereo noise reduction system, resulting in a joint patent for Keller and CBS's Emil Torick. NAB's television commitment has been evidenced by the MTS effort and by its involvement in the standards-setting Advanced Television Systems Committee, of which NAB is secretary. A variety of FCC filings, typically 30 a year, are also important tasks for Keller's office.

Keller has also developed the engineering conference accompanying NAB's convention. "One of my first goals was to make it strong," he explains, "and also not to let it be a passing event, but to give it a record." Accordingly, Keller and his staff have almost doubled the number of session presentations and are again publishing an official record of papers, left unpublished since 1975.

Still, Keller feels his office can do more. He hopes the NAB can find ways to speed the process of turning engineering projects into practical use. "In order to improve, we have to listen to each other," he says. "We need the full cooperation of broadcasters and equipment manufacturers and receiver people."

Among those who agree with Keller's approach is Gunn. "Broadcasting cannot take a back seat in new and refined technologies," he says, "and Tom is in a fortuitous position to help us meet those challenges. We're very lucky to have him."

House bill that would deregulate radio and television (H.R. 1977) was introduced last week by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) (BROADCASTING, April 1.). Measure, which is identical to legislation they offered last year, would codify FCC's deregulation of radio and television and eliminate comparative renewal process. Already 23 of 42 Energy and Commerce Committee members are sponsoring legislation. Among those 23, 14 sit on House Telecommunications Subcommittee: Matthew Rinaldo (R-N.J.); Carlos Moorhead (R-Calif.); Tauke; Don Ritter (R-Pa.); Dan Coats (R-Ind.); Thomas Bliley (R-Va.); Jack Fields (R-Tex.); Michael Oxley (R-Ohio); Howard Nielson (R-Utah); James Broyhill (R-N.C.); Tauzin; Thomas Luken (D-Ohio); Wayne Dowdy (D-Miss.), and Jim Slattery (D-Kan.).

United Cable Television Corp. has signed letter of intent to purchase **Times Mirror Cable TV's Hartford, Conn., system for \$61.5 million.** Sale should conclude media concentration suit brought by Connecticut Department of Public Utility Control when Times Mirror purchased *Hartford Courant* while owning Hartford system and cable system in Meriden, Conn. (BROADCASTING, April 2, 1984). Tentative settlement allows Times Mirror to retain Meriden system. Times Mirror is Los Angeles-based publisher, cable MSO and station group owner of seven TV's. It publishes eight newspapers, including *Los Angeles Times*, and seven specialty magazines. Cable division is headed by Larry W. Wangberg and owns 61 cable systems. United Cable Television, based in Denver, is headed by Gene W. Schneider. It owns 41 cable systems. Hartford system passes 104,000 homes with 49,000 basic subscribers and 775 miles of plant.

NBC board of directors approved "new, multiyear agreement" with NBC Entertainment President **Brandon Tartikoff**, 36. In announcement, NBC Chairman Grant Tinker called Tartikoff "the best in one of the most difficult jobs in the industry." Tartikoff became president of NBC Entertainment in 1980.

Quarter-inch videotape standardization effort has shifted gears with decision to suspend, at least temporarily, quarter-inch standards working group of **Society of Motion Picture and Television Engineers.** But parent committee on Video Recording and Reproduction Technology (VRRT) in Miami March 28 also accepted recommendation that lower-level study group or groups be formed to continue examination of technologies used by systems. Tentative standard selected by working group one year ago, and based on modified Hitachi system, failed user requirements at February meeting in San Francisco. Under study will be potential application of new metal particle tape in place of metal oxide tape used by Hitachi. (First broadcast system to use new tape will be introduced by Panasonic at National Association of Broadcasters con-

vention. See story, page 49.) Also studied will be line sequer color system, the Lineplex method used by Bosch in its incomplete quarter-inch camera/recorder. According to participant, study group is scheduled to report to VRRT committee in September 1985.

Executive of U.S. Advanced Television Systems Committee unanimously approved recommendation supporting modified Japanese system for world high-definition television production standard meeting last Wednesday (April 3). ATSC position will be forwarded to U.S. State Department and is central in developing position in world standardization negotiations ending in October 1985. Recommendation on system using 1,125 interlace scan lines, 60 fields per second and 5.33:3 aspect (width-to-height ratio), was first approved by ATSC HDTV technology group March 19 (BROADCASTING, March 25).

FCC last Friday (April 5) announced that it is applying its **ex parte** rules for restricted proceedings to **Storer Communications** proceedings.

Tribune Co. has filed in support of **Storer Communications's application for review of FCC staff action** clearing way for Committee Full Value of Storer Communications to pursue plans to take control of Storer's board of directors (see pages 39, 132). Tribune Communications Act and applicable precedent mandated commission review of qualifications of proposed transferee; opportunity for public comment. If staff's ruling were upheld, Tribune alleged that would "render the concept of de facto control nullity in cases involving large publicly held companies, in violation of the Communications Act and at unexplained variance with controlling commission precedent." **National Black Media Coalition** also filed in support of application for review. In its petition, coalition also characterized as petition to deny, NBMC alleged that committee should be required to file long-form transfer application (FCC Form 315). NBMC, like Storer, alleged that de facto transfer control would occur.

Senate Foreign Relations Committee took sharp knife to administration's request of \$974 million for **U.S. Information Agency** 1986. Total request was cut to \$835.6 million by Senate committee in approving authorization bill last week. Committee also passed request of \$1.1 billion for 1987 to \$845.6 million. Administration ambitious program to modernize **Voice of America**, under which \$170 million is being sought for 1986 and \$326 million for 1987, was cut to \$116 million for each year. If those figures stand, USIA officials say that not only will modernization program be slow perceptibly but agency will have to undertake "vast" review of operations. USIA now operates on budget of \$796 million. USIA fared better in House, where Foreign Affairs Committee cut request for 1986 only \$24 million, to \$949.6 million, with most of focus on modernization program. Request for 1987 was trimmed \$16 million. Money for **Board for International Broadcasting**, which funds and oversees Radio Free Europe and Radio Liberty, will be frozen at 1985 level—\$137 million—by Senate committee. Administration is seeking \$142.1 million for BIB in 1986 and \$133 million for 1987. Although relatively small, resulting cuts concern BIB and RFE/RL officials, since they would affect operating fund. House committee's cuts seem sharper but are causing less concern. Committee would authorize only \$122.3 million for 1986 and \$136.6 million for 1987. But cuts constitute only new spending schedule for three-year, \$77.2-million program of modernizing transmitting equipment, total that would not be affected.

In the limelight. The Corporation for Public Broadcasting called a special board meeting last Thursday (April 4) to discuss the future funding of noncommercial radio. Representatives of National Public Radio, American Public Radio network, National Federation of Community Broadcasters and others, presented their views on competing for federal funds; CPB's recent mid-year payment of \$921,000 for NPR's production of *All Things Considered* and Morning Edition (BROADCASTING, March 25), and NPR's proposed five-year business plan. (The last advocates that all federal radio funds be sent directly by CPB to the noncommercial stations, which in turn would pay NPR an annual membership fee [BROADCASTING, Feb. 11]). Following the meeting, CPB Board Chairman Sonia Landau released CPB's guidelines for considering future funding proposals for public radio, including the NPR plan. CPB does not support providing "any single programming entity" 100% of the funds available for public radio, nor the reallocation of funds from its already adopted fiscal year 1986 budget. CPB does, however, support an "increased level of funding [being sent] directly to the public radio stations beginning in 1987, with the additional funds to be used for programming."

Westwood One, Culver City, Calif., has dismissed its Feb. 25 lawsuit against Domestic Television and Video Programming Division **Paramount Pictures Corp.** after parties reached agreement call for Paramount to cease using phrase "Off the Record," in its syndicated television series. "Off the Record" title, which Westwood said is registered service mark, is used for its international radio broadcast of features and specials hosted by M. Turner. Agreement calls for each party to bear its own legal expenses.

ent court decisions supporting **cable industry's claim to First Amendment rights** have generated supplemental briefs in two cases in which cable system is maintaining local community infringed its First Amendment rights. National Cable Television Association last week cited decision of U.S. Court of Appeals Ninth Circuit in *Preferred Communications Inc.* case (BROADCASTING, March 4, 11) in support of Berkshire Cablevision of Rhode Island's challenge to constitutionality of Rhode Island's action in imposing mandatory public access requirements on cable television systems. NCTA, in supplemental brief filed with U.S. Court of Appeals for First Circuit, said *Preferred* decision "confirms that acting upon the array of program services to fill the cable system's channels is a protected exercise of editorial discretion." A also cited case decided last week—*Tele-Communications Inc. v. West* (see page 140)—in support of Berkshire's challenge. In supplemental brief filed in U.S. Court of Appeals in Washington, Quincy Cable TV Inc. argues that *Preferred* decision supports its challenge to FCC's must-carry rule. NAB and number of other broadcaster intervenors are expected to file rebuttals this week. Appeals court in Washington is scheduled to hear oral arguments on April 16 in Quincy case, as well as in related proceeding which Turner Broadcasting is appealing commission's refusal to initiate rulemaking to repeal must carry.

national spot radio billings grew modestly in February, climbing to \$50,670,300 over February 1984. Data is from Radio Expense Reports (RER), Larchmont, N.Y., which relies on financial information collected confidentially each month from 15 rep companies.

Communications, Dallas, plans to unveil new "contemporary" format at next week's National Association of Broadcasters convention in Las Vegas (April 14-17). Format, which is designed to appeal to core demographic of 35-to-44 year-olds, is composed of 15 songs with "accent" music libraries of 200 selections available in five format categories: oldies, easy listening, MOR, country and urban contemporary. Company currently offers six full-time formats.

fired two executives in its owned television stations division as part of ongoing effort to streamline operations. Leaving are **Vincent E.**, vice president, news, and **Gene Swerdloff**, vice president, programming. In addition, two secretaries were let go. Spokesman said reports that cutbacks were made in response to proposed sale of ABC to bottom line-oriented Capital Cities Communications. "This should not be seen as something precipitated by the sale," spokesman said.

will be first to announce its **1985-86 prime time schedule** on Tuesday, May 2, to New York advertising community, at Waldorf Astoria hotel. It will be followed by **ABC** on Monday, May 6, at undetermined location—perhaps Vivian Beaumont Theater in New York, where presentation was given last year. **CBS** will announce its prime time schedule on Friday, May 10, at CBS Broadcast Center in New York.

Department's effort to expand Office of International Coordination and Information into bureau by merging it with another **remains stalled in Senate Appropriations Committee**. Senator J. F. Hollings (D-S.C.), member of that committee as well as a minority member of Commerce Committee, is concerned with disappearance of Office of International Communications, headed by Earl Barbely, through merger into new office headed by Ambassador Diana Lady Dougan. Senator is said to feel Barbely's office, which has been fixture at State for number of years, is experienced in dealing with International Telecommunication Union and International Telecommunications Satellite Organization while Dougan's office, as Hollings aide put it, "is more politically motivated." Hollings put hold on proposed reorganization of State Department's reply to questions he asked concerning proposed merger. Replies were received few days before Secretary of State George Shultz appeared before Appropriations Committee, on April 3, for hearing on State's budget request. At

hearing, Hollings handed Shultz four additional questions with observation that they dealt with "one competent group that you are trying to put into an incompetent group." State completed answers to final questions and sent them to Hollings on Friday. Officials at State did not anticipate any problem in State receiving necessary congressional clearance to accomplish proposed reorganization.

Senator Paula Hawkins (R-Fla.), chairman of Senate Subcommittee on Alcoholism and Drug Abuse, **commended broadcasting industry for national campaign against drunk driving**. Hawkins said: "What resulted from my hearings was a picture of an industry firmly committed and acting upon those commitments to serving the public interest. The National Association of Broadcasters and the broadcasting industry as a whole is to be commended for solidly demonstrating its civic responsibility to the people of this country." Two House members, Kenneth (Buddy) MacKay (D-Fla.) and John Seiberling (D-Ohio) are reportedly looking at beer and wine advertising and charges that it is linked to alcohol abuse. However, neither has revealed whether he might offer legislation banning ads or requiring mandatory counteradvertising.

Intelsat has responded with apparent concern to **State Department statement that U.S. would oppose any effort to amend Intelsat Agreement to give global system route-by-route price flexibility**. Jose L. Alegrett, deputy director general of Intelsat, said type of amendment global system seeks is necessary to enable it to compete with international satellite systems U.S. has indicated it would authorize. William Schneider Jr., undersecretary of State for security assistance, science and technology, in congressional testimony last week (see page 132) said amendment to permit route-by-route pricing flexibility would change nature of Intelsat, which is now required to charge same price everywhere for same service through global averaging. State Department—which contends Intelsat already has pricing flexibility—argues that route-by-route pricing would harm Third World countries. Alegrett rejects that argument. He said "type of narrow amendment that is necessary to preserve Intelsat's economic viability would not eliminate global rate averaging for the prices of its services" but would give Intelsat board of governors "the flexibility to price on a per-route basis in order to survive in the face of action to introduce competition."

Communications Satellite Corp. elected **Marcel P. Joseph executive vice president**, position that has been vacant since Irving Goldstein left it to become president of company in 1983. Joseph, 50, joins Comsat from General Electric Corp., where he culminated 24-year stint as corporate vice president and general manager, transportation products division. Announcement of Joseph's hiring on Monday (April 1) was prelude to announcement of **general reorganization of company** on Thursday (April 4). Under new order, Comsat will comprise three divisions: Space Communications, Communications Services and Comsat Technology Products, under direction of presidents Joel Alper, Robert Kinzie and A. William Perigard, respectively. Under old order, Alper was president, Comsat World Systems Division; Kinzie, president, Comsat General Corp.; and Perigard, president, Comsat Technology Products. **Space Communications** will include Intelsat Satellite Services (Coleman Guthrie); Maritime Services (George Tellmann); Comsat Laboratories (John Evans), and Comsat Technical Services (David Beddow), which will provide technical consulting. **Communications Services** will include Comsat General Corp. (William Mayo); Comsat International Communications Inc., which will provide international communications services and operate competitive international earth stations business (William Taylor); Satellite Television Corp. (Kinzie) and Environmental Research and Technology Inc. (Norman Gaut). **Comsat Technology Products** will include Amplicon, TeleSystems and Network Products. In another corporate level change, Bruce Crockett, vice president, finance, was named vice president, chief financial officer. He'll assume additional administrative and procurement responsibilities and report directly to Goldstein.

Editorials

Mucking up the marketplace

FCC Chairman Mark Fowler got a load of advice from the Congress last week, most of it good, about what to do about Storer Communications. If that observation looks out of place on a page that usually objects to congressional second-guessing of the FCC, it is because this time the FCC needed outside assistance.

The staff decision emanating from the FCC at the close of business on Friday, March 29, would flunk introductory logic in any undergraduate curriculum. The Committee for Full Value of Storer Communications Inc. had opined that its proposed proxy solicitation would not constitute a transfer of control of the company, since the same stockholders would remain in ownership, but it offered a short-form application for approval of the transfer in case the FCC deemed otherwise.

Why, you're right, said the FCC staff, this is no transfer of control, but anyway, just for the hell of it, here's our approval of the transfer if you swing it. If that decision gets into the law books, anarchy enters the legal system.

To what should have been no one's surprise, an account of the FCC proceeding was included in the proxy solicitation that Storer stockholders received last week from the liquidation committee. To its credit, the account included a reference to Storer's petition filed last week for commission review of the staff action but added: "The committee continues to believe that the commission will act consistently with its previously stated position." Nothing like a government stamp of approval to move a proxy fight along.

Why the FCC staff elected to issue a benchmark decision 10 days after the liquidation committee filed its papers—probably a speed record at the FCC—remains a mystery. If the action were intended to advance the prevailing theory that the marketplace is where decisions should be made, it resulted in at least some corruption of the marketplace by implying that the government was siding with the would-be Storer liquidators. If the staff were aware that its actions would lead to that result, it has made an impermissible intrusion in a private business matter. If it weren't, it is embarrassingly unsophisticated about the real world out there.

The proper role of the FCC was to tell the liquidation committee to conduct its proxy fight according to prevailing law that governs securities trading and, if successful, come to the FCC when the fight was over.

Tim Wirth, chairman of the House Telecommunications Subcommittee, had it right when he wrote Fowler last week that "whatever level of commission scrutiny is called for" in a case of this kind, "it should be undertaken only after the proxy contest has been fought and decided. Similarly, the review of a change of control resulting from a hostile tender offer should occur essentially after the tender offer has been completed. If the very important scrutiny of the qualifications of potential licensees is conducted in this fashion, not only can the critical public interest responsibilities of the commission be fulfilled, but the agency can avoid becoming either a shark repellent in the corporate marketplace or an inadvertent cheerleader for one side of a corporate fight."

When the commissioners review the staff action, as promised

this week, they should heed Wirth's advice—a little late, however, to change the cheerleader's role they are now playing in the proxy solicitation circulated by the Storer dissidents.

□

Whatever the commission does this week may turn out to be academic. The committee to liquidate Storer is asking a great many stockholders to join it in a gamble of uncertain outcome. Unlike the more common tender offer of a stated price per share of stock, the liquidation committee offers only a hope that the sales of Storer properties, less retirement of Storer's considerable debt, will result in a per-share price exceeding that in the current stock market.

Can the committee recruit enough stockholders for this Las Vegas trip to elect its own board of directors and get on with the auction? If it fails, the staff's approval of a transfer that doesn't take place will look more foolish than ever.

Welfare case

A good many broadcasters will be pleased by the news that the Citizens Communications Center of Washington may go out of business. The Citizens Communications Center has cost broadcasters incalculable legal expense to defend themselves in case after case initiated by the center since its founding in 1969.

The center used to be supported by the Ford Foundation. Since last fall it has been the ward of Georgetown University, which now thinks it must divert its charity to other causes, such as helping worthy students through law school.

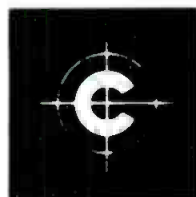
In recent years, the center has been the legal resource for the Telecommunications Research and Action Center, which supports itself by means unknown to this page and would probably be hampered in its attacks on all the institutions that broadcasters hold dear if the center went into limbo. Put both the center and TRAC out of business, and the meters would quit running or at least slow down in private law offices all over Washington.

Come to think of it, that may be a last-ditch prospect for the center's rescue: Who stands to lose more if the center disappears than the Washington communications bar?



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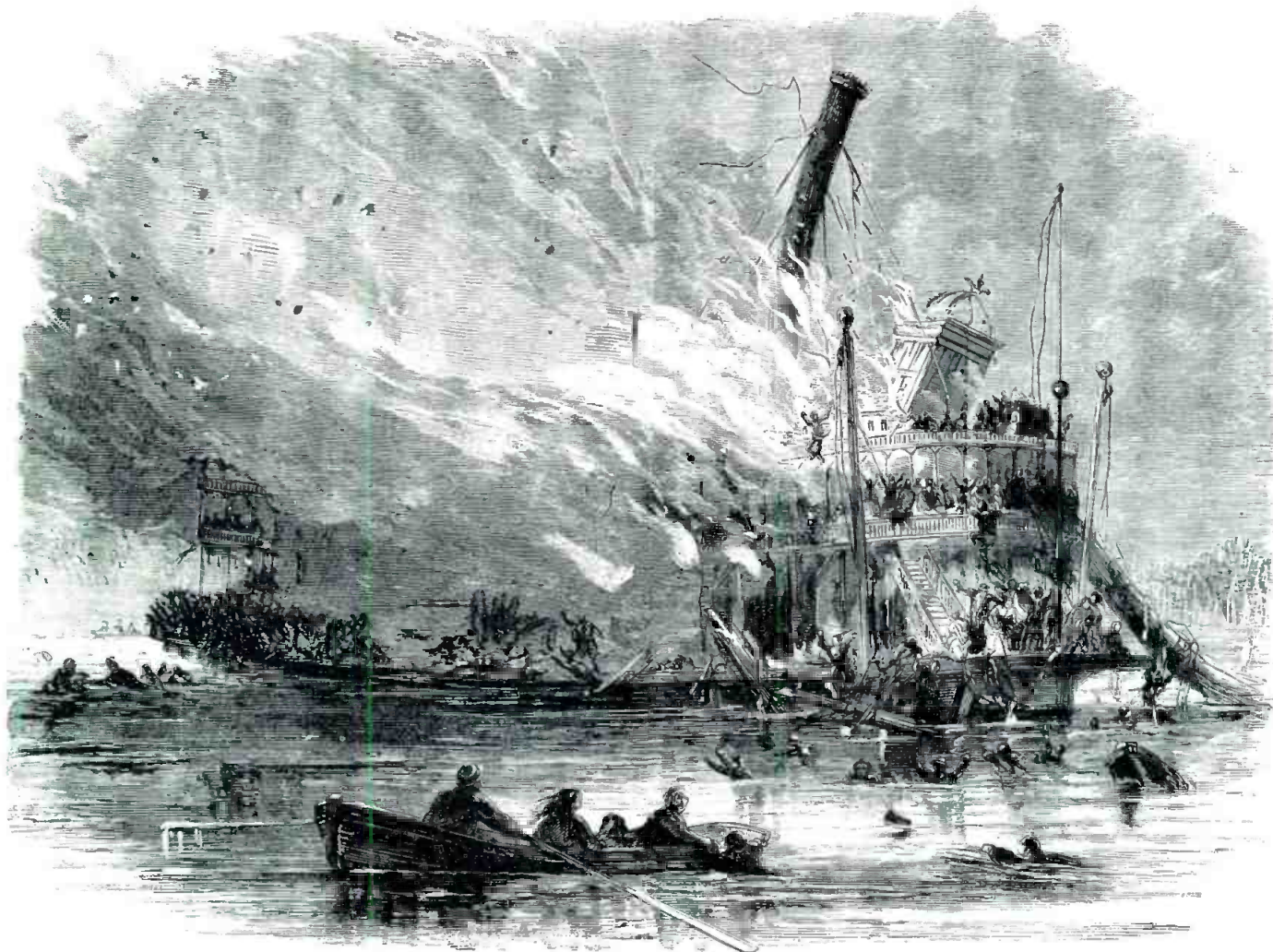
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FL	Major	AM/FM	\$4000K	SOLD	Randy Jeffery	(305) 295-2572
*VA	Metro	AM/FM	\$3200K	SOLD	Charles Giddens	(202) 822-8913
*UT	Metro	FM	\$2800K	SOLD	Ray Stanfield	(818) 366-2554
NB	Medium	AM/FM	\$2600K	\$650K	Bill Lochman	(816) 941-3733
*NV	Metro	AM/FM	\$2500K	SOLD	Greg Merrill	(801) 753-8090
*UT	Metro	FM	\$2200K	SOLD	Greg Merrill	(801) 753-8090
CO	Metro	FM	\$2100K	Cash	David LaFrance	(303) 534-3040
NM	Metro	AM/FM	\$2100K	Terms	Greg Merrill	(801) 753-8090
IN	Metro	AM/FM	\$2000K	Terms	Burt Sherwood	(312) 272-4970
TX	Metro	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
FL	Medium	AM/FM	\$1750K	SOLD	Randy Jeffery	(305) 295-2572
CA	Medium	FM	\$1750K	Terms	Jim Mergen	(818) 366-2554
*FL	Metro	FM	\$1600K	SOLD	Bill Cate	(404) 458-9226
KY	Regional	AM/FM	\$1500K	Nego.	Ernie Pearce	(615) 373-8315
*CO	Medium	AM/FM	\$1400K	SOLD	Corky Cartwright	(619) 324-5320
*CA	Medium	AM/FM	\$1330K	SOLD	Elliot Evers	(415) 387-0397
*AZ	Medium	AM/FM	\$1283K	SOLD	David LaFrance	(303) 534-3040
GA	Medium	AM/FM	\$1250K	Cash	Brian Cobb	(202) 822-8913
CO	Regional	AM/FM	\$1200K	\$240K	Elliot Evers	(415) 387-0397
FL	Metro	FM	\$1055K	Nego.	Randy Jeffery	(305) 295-2572
Rky Mtn	Regional	AM/FM	\$1050K	\$250K	David LaFrance	(303) 534-3040
WA	Medium	AM/FM	\$1050K	\$125K	Greg Merrill	(801) 753-8090
NY	Metro	AM	\$1000K	SOLD	Warren Gregory	(203) 364-5659
NE	Small	AM/FM	\$ 950K	Cash	Ron Hickman	(401) 423-1271
*GA	Medium	FM	\$ 910K	SOLD	Charles Giddens	(202) 822-8913
MI	Metro	FM	\$ 830	Nego.	Burt Sherwood	(312) 272-4970
WY	Medium	FM	\$ 800K	\$125K	Greg Merrill	(801) 753-8090
OH	Major	FM	\$ 750K	Terms	Burt Sherwood	(312) 272-4970
CT	Small	AM	\$ 750K	Terms	Warren Gregory	(203) 364-5659
CO	Small	AM/FM CP	\$ 725K	\$150K	David LaFrance	(303) 534-3040
IN	Medium	AM/FM	\$ 710K	Nego.	Burt Sherwood	(312) 272-4970
IL	Medium	AM	\$ 700K	SOLD	Ernie Pearce	(615) 373-8315
ID	Metro	FM	\$ 695K	\$ 90K	Greg Merrill	(801) 753-8090
FL	Major	AM	\$ 600K	Terms	Randy Jeffery	(305) 295-2572
NB	Small	FM	\$ 595K	\$175K	Bill Lytle	(816) 941-3733
TX	Medium	FM	\$ 550K	\$150K	Bill Whitley	(214) 680-2807
WI	Metro	AM	\$ 490K	\$150K	Peter Stromquist	(319) 332-7339
FL	Small	FM	\$ 485K	\$ 90K	Bill Cate	(404) 458-9226
WI	Small	FM	\$ 400K	Cash	Peter Stromquist	(319) 332-7339
TN	Metro	AM	\$ 375K	Terms	Ernie Pearce	(615) 373-8315
TX	Small	AM/FM	\$ 350K	\$ 75K	Bill Whitley	(214) 680-2807
MO	Small	AM/FM	\$ 325K	\$ 75K	Bill Lochman	(816) 941-3733
TX	Small	AM	\$ 300K	Terms	Bill Whitley	(214) 680-2807
*VA	Medium	AM	\$ 300K	SOLD	Mitt Younts	(202) 822-8913
WY	Small	FM CP	\$ 80K	\$ 35K	Jim Mergen	(818) 366-2554

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*TVB 1984 National Spot Revenue Report