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Broadcasting Aug 5

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Broadcasting Aug 5**CBS emerges victorious in takeover fight with Turner
Lear, Perenchio make hostile bid for Evening News Association
Storer board votes for KKR ☐ Football 1985**

CBS VICTORY ☐ Actions from judge in Atlanta and FCC in Washington go against Turner in his bid for CBS. Network announces completion of stock buyback bid. **PAGE 23.**

HOSTILE BID ☐ Norman Lear and Jerry Perenchio make \$1,000-per-share tender for 435,000 shares of closely held Evening News Association, whose principals say diversified media company is not for sale at any price. **PAGE 24.**

COMING UP A WINNER ☐ Storer board unanimously approves Kohlberg Kravis Roberts & Co. bid over Comcast proposal for purchase of Miami-based group owner and cable MSO. **PAGE 26.**

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SUPER RADIO ☐ NRBA lifts trial balloon on gathering all radio association components under one roof. **PAGE 29.**

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BALANCING ACTOR ☐ Calm amid controversy, broadcast equipment designer Bob Orban considers his business an "exquisite compromise." **PAGE 95.**

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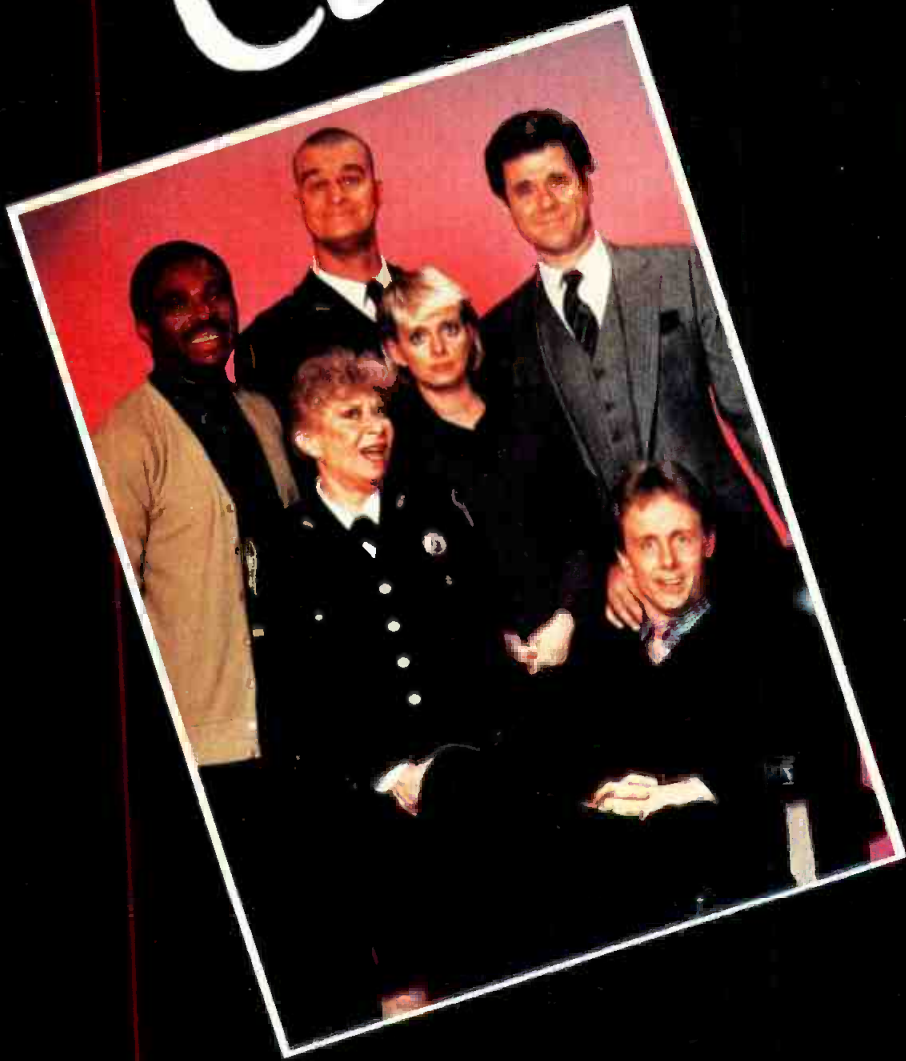
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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions: U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually *Broadcasting* ☐ *Cablecasting Yearbook* \$85. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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MARY LYON, KRTH FM, Los Angeles

Bottom Row

DIANE THOMPSON, KHJ AM, Los Angeles
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LOU ADLER, WOR AM, New York
BOB SLADE, WRKS FM, New York
VIKKI LIVIAKIS, KFRC AM, San Francisco



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After Rivera

Washington law firm of Dow, Lohnes & Albertson has made offer to FCC Commissioner Henry Rivera to join firm. As of last Friday morning (Aug. 2), Rivera had not told firm whether he would accept.

Said to be candidate as Rivera's successor is Edwin V. Laverne, communications attorney at Washington law firm of Finley, Kumble, Wagner, Peine, Underberg, Manley & Casey. Laverne, 31, is Hispanic. He's Democrat who reportedly has "pro-business philosophy." His father, Nelson Laverne, is chairman of Spanish-format WADO(AM) New York.

Fallout at NAB

Hostile takeover bid by Norman Lear and A. Jerrold Perenchio for Evening News Association may have unusual repercussions on future of National Association of Broadcasters. Peter Kizer, executive vice president, Evening News Association, fired by company for his alleged role in takeover bid (see page 24), is NAB TV vice chairman and next in line for joint board chairmanship in two years. There is question now whether Kizer, who won TV vice chairmanship in June by two votes over Wallace Morgenson. Jefferson Pilot Broadcasting, will stay on NAB executive committee. It is even more unclear what rules are concerning vacancies on executive committee and whether joint board chairman has authority to fill post. If Kizer doesn't return to board, odds are Morgenson will be appointed to seat.

Going up

Prices for half-hour sitcoms continue to soar. Paramount Domestic Television Distribution in first week of selling Webster opened and closed nine markets—even of them on bid basis—and in early every case, according to sources, opening (minimal acceptable bid) exceeded closing price for any half-hour or our show in that market. First stations on board are WPIX(TV) New York; WPHL-TV Philadelphia; WPWR-TV Aurora, Ill. (Chicago); KTVT(TV) Dallas; KHTV(TV) Houston; KDNL-TV St. Louis; WTTV(TV) Indianapolis. Deals in Los Angeles and San Francisco were expected to be clinched by close of business on Friday. In most cases, Webster was reported to be fetching record prices so that, in first nine

markets, Paramount expects to average total of more than \$500,000 per episode. Based on at least 100 episodes Paramount is guaranteeing, that comes out to \$50 million in orders during first week, with Webster on its way to grossing \$200 million in syndication when campaign is over.

Back to Hill

FCC is slated to end its controversial inquiry into fairness doctrine this week on relatively uncontroversial note. It will conclude doctrine is statutory and that commission can't get rid of it on its own. But it will also assert that doctrine raises "grave constitutional problems," FCC source said, and will present exhaustive record accumulated in proceeding to Congress, along with recommendation. Once again, that doctrine be repealed. Source also pointed out that FCC findings would be available to any party desiring to challenge doctrine in courts.

Reversing trend

Although these pages have been full of news about companies disappearing from stock exchanges, word from Wall Street is that number of private Fifth Estate companies are planning or seriously considering first public offerings. Salomon Brothers is likely to bring private media company to market in two weeks. Vestron Video, one of largest home entertainment companies, has been seriously considering going public and, it is believed, has been talking with Merrill Lynch on subject.

Faster football

National Football League is working with networks to shorten length of average game telecast, which was three hours and nine minutes last year. Length of games has often been cited as one possible factor in declining NFL ratings. Objective is to reduce average telecast to three hours. Plan has been worked out to reduce number of commercial interruptions (but not total advertising time, which now stands at 25 minutes) and to shorten team time-outs taken near end of game solely to stop clock from 90 seconds to one minute.

Commercial interruptions will be reduced by lengthening commercial pods from 60 seconds to 90 seconds. Last year, on average, there were between five and six commercial interruptions per quarter. Plan worked out for upcoming season calls for four interruptions per

quarter. Networks won't break for commercials after interception or fumble, as they did last year. League has taken two further steps: Clock stopped for first-down measurements will be restarted immediately after measurement and not at snap of ball, and game officials have been instructed to spot ball more quickly between plays.

Whose side

One among many troublesome uncertainties confronting U.S. at start of first session of Space WARC is whether Intelsat will be problem for U.S. and other developed countries in their opposition to *a priori* plan developing countries are urging (see page 74). Intelsat's position is that it would be comfortable with any plan thus far proposed—from present first come, first served to *a priori*, as long as it accommodates common users' needs. Gil Carter, Intelsat counselor, who will head three-person delegation from that organization to conference, says his function in Geneva will be to protect Intelsat's interests, not to advocate particular solution.

Intelsat's Assembly of Parties at its meeting in January adopted resolution calling on members to consider Intelsat's role and that of other common users in developing their positions at Space WARC. And that may be what causes uneasiness among Americans. They note that Intelsat has 109 members. Carter points out that three-quarters of Intelsat's members are classified as developing countries and that Intelsat provides domestic as well as international service to 27 members. All of which suggests that Intelsat might be in position to influence, even if only indirectly, position of number of countries.

ABC and P-P-V

American Broadcasting Companies is in process of making decision on whether to enter pay-per-view business. Task force working on project developed business plan over year ago but top-level executives have yet to clear it because they have reportedly been too preoccupied with CapCities merger. What distinguishes ABC plan from some other recent entries in business, according to reliable source, is that rather than trying to be just negotiating and marketing intermediary between Hollywood studios and MSOs, ABC would focus on mechanical headend solution to complexities of running pay-per-view operation.

Another step

The Council for Cable Information said last week that a new \$12-million broadcast advertising campaign has been approved by its executive committee. CCI said the new campaign would be "hard-hitting" and focus on ways cable's "unique programming appeals to individual interests and moods, enhancing TV viewing."

CCI added the campaign would focus on the "product/value relationship to the consumer." Some cable operators had complained that CCI's previous campaign was too "soft," an image campaign with no hard-sell pitch to consumers to buy cable. But in a prepared statement, Burton Staniar, president of Group W Cable and head of CCI's marketing task force, said the earlier campaign succeeded in "knocking down some barriers and misperceptions about cable. . . . Now it's time to evolve the campaign and take advantage of those positive attitude shifts by providing the necessary information to motivate consumers to consider buying cable."

Choice chooses

Michael Marcovsky, a Los Angeles-based telecommunications consultant and program syndicator, was named last week president and chief executive officer of the Choice Channel, one of several new pay-per-view services that have surfaced in recent months. Marcovsky was a PPV consultant to the service, as well as to Playboy Enterprises Inc., which has also announced plans to launch a PPV service, before last week's announcement.

Marcovsky said last week that his consulting and syndication businesses would continue to operate while he focuses full



Marcovsky

time on Choice, which is producing its first major PPV event on Aug. 29—a rock 'n' roll revival concert hosted by Fabian and featuring Chubby Checker, Chuck Berry and others, live from Baton Rouge. He said that his syndication firm, Marnel Broadcast Services, headed by former Metromedia executive Lew Schatzer, would distribute an edited version of the concert to broadcast outlets with availability in November and December. It has already cleared markets covering 51% of the country, he said.

Prior to forming Marnel Associates, the parent company for his consulting and syndication interests, Marcovsky was president of Golden West Broadcasters Subscription Television. Before that he headed a pay television distribution arm at Walt Disney Productions and he was a vice president at Warner Cable (now Warner Amex) where he was involved in developing Qube.

ESPN's home run

ESPN said last week it acquired the right for two years to *Major League Baseball Greatest Hits*, a series of programs produced by the league's production arm. The show vary in length from 30 minutes to 90 minute and highlight some of the more popular World Series games, teams and players. ESPN will carry the series primarily on Thursday (8 p.m.) and Sunday (9 p.m.), although the first installment will be seen Saturday, Aug. 10, at noon. The program will run through the end of the regular baseball season.

On the PPV schedule

EventTeleVision is expanding its programming and ownership. The pay-per-view consortium announced that beginning early in 1986, it will offer first-run motion pictures on a regularly scheduled, early-window PPV basis via satellite to subscribers in addressable cable systems.

EventTeleVision, a joint venture of American Television and Communications Corp., Group W Cable, Tele-Communications Inc., Warner-Amex Cable Communications and Caesars World, also announced the addition of Newhouse Communications as a partner.

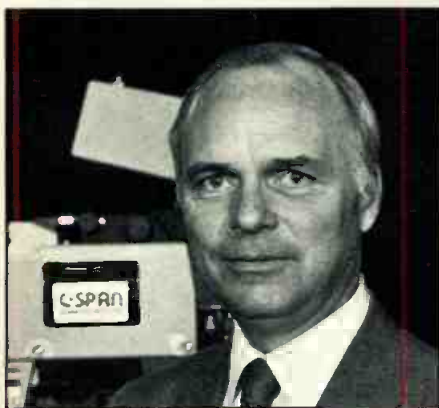
Officials said the PPV service's first-run movies will include top-quality films capable of attracting significant viewership.

"One of our primary objectives is to make every movie an event—something special," said Sid Amira, executive director and creator of EventTeleVision, who will oversee the effort.

"EventTeleVision," Amira continued "has a proposal which is fair to both the studios and the operators. It is this fairness that is essential for the evolution and long term viability of the PPV business. We will work with the studios to nurture PPV during its toughest, most critical period and will develop a 'we' relationship between the cable operators and the movie studios."

Trygve E. Myhren, ATC chairman and chief executive, said EventTeleVision's PPV movie service concept "offers the best opportunity for resolving the challenging issues that confront cable operators today. Burton B. Staniar, president of Group W Cable, said "it provides an easy way for cable subscribers to receive early-window motion picture entertainment, and an excellent means for the cable industry to compete with videotape rentals. Through PPV we can offer customers the convenience of an electronic distribution network that is never 'sold out.'"

The movies, it was emphasized, will be offered in addition to the sort of live, "blockbuster" entertainment events that EventTeleVision has offered, such as the Aaro Pryor-Alexis Arguello championship boxing match in 1983, the Tommy Hearn-Robert Duran championship fight in 1984 and the upcoming "\$500,000 Challenge" in which



New titles. C-SPAN has announced what it describes as the "first major organizational changes" in its six-year history. Brian Lamb (l), president, will become chairman and chief executive officer, succeeding John P. Frazee, vice chairman of Centel Corp., who has served as chairman since June 1984. Frazee will serve as chairman of the board's executive committee. Paul FitzPatrick (r), president of Atlantic Media and director of C-Span Fund, succeeds Lamb as president and chief operating officer. FitzPatrick will also become member of the executive committee. C-SPAN's board also created two additional seats, to be filled by Steven Dodge, president of American Cablesystems Corp., and Robert Miron, executive VP, NewChannels.

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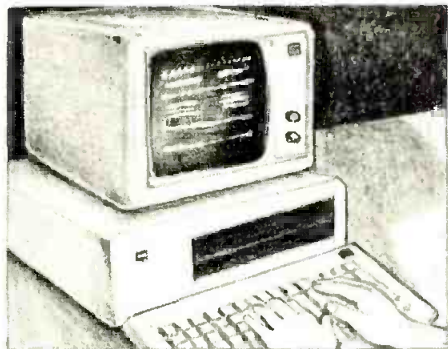
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Martina Navratilova and Pam Shriver will take on Bobby Riggs and Vitas Gerulaitis in a mixed tennis match on Aug. 23.

EventTeleVision's Amira, announcing the addition of Newhouse to the joint venture, said that organization's "prominence in the cable television industry as well as its significant number of addressable homes make it an especially welcome and meaningful addition to EventTeleVision."

SIN contribution

The Council for Cable Information estimated that the Spanish International Network has contributed \$250,000 in air time to the council's national advertising campaign to improve public awareness of the benefits of cable TV. The CCI campaign's "Not Just More Choice, Your Choice" spots were translated for broadcast on SIN and ran simultaneously with the national advertising campaign, according to CCI President Kathryn Creech.

Andrew Goldman, SIN executive vice president, said: "The Spanish version of the CCI spots served to heighten awareness of cable television among millions of Spanish-American households. We have a sense of attitudes being improved, and look forward to the continuation and evolution of the CCI campaign—on radio and network television—which will enable the industry and the public to more sharply focus on specific values of cable offerings."

Comeback

Two hit TV series of the 1960's will return to television this month on MSG Network. *The Fugitive*, starring David Janssen, will be seen Saturdays and Sundays at 6 p.m. (NYT) starting Aug. 17, and *N.Y.P.D.*, based on case histories from the files of the New York police department, will be shown Sundays at 7 p.m., beginning Aug. 18.

The Fugitive had a four-year run on ABC, ending in 1967 with a finale that set a rating record unmatched for years. *N.Y.P.D.*, starring Jack Warden, Robert Hooks and Frank Converse, was on ABC for two seasons starting in 1967.

USA update

Comedian and interviewer Dick Cavett will be featured in a series of 26 one-hour prime time programs on the USA Network. *Dick Cavett, USA* will start Monday, Sept. 30, at 10 p.m. NYT, and each show will be repeated Wednesdays at 1 a.m. NYT. Cavett's Daphne Productions will produce the shows in New York before studio audiences.

USA said the series was conceived by George Merlis, former executive producer of *Good Morning, America*, *CBS Morning News* and *Entertainment Tonight*.

In other developments, USA said *Jackpot*, in which contestants compete for up to \$50,000, will return to TV next fall with all-new episodes produced exclusively for USA Network. The series will be seen Monday

through Friday at 4:30-5 p.m. NYT as part of a game-show block extending from 3 to 6 p.m. *Jackpot* is produced by Bob Stewart Productions.

USA also announced that it had signed a two-year agreement with ProServ Television giving USA exclusive national cable rights to 10 major men's professional tennis tournaments in 1986 and 1987. First event under the agreement, which extends a USA-ProServ association that began in 1981, is the U.S. Pro Championships from Philadelphia, to be presented on USA for the first time in 1986.

Disney bit

The video of the children's version of the "We Are the World" recording, conceived by Disney Channel personality Sonny Melendrez, is getting its world premiere on the Disney Channel. Seventy-seven children participated in the children's version, part of the international movement against hunger. Among them were 22 young celebrities, including Drew Barrymore of "E.T.," Alfonso Ribeiro of *Silver Spoons*, Shallane McCall of *Dallas*, Danielle Brisbois of *Archie Bunker's Place* and Kim Fields of *Facts of Life*. An additional 55 children were chosen from more than 1,500 applicants auditioned by Melendrez and celebrity judges. The video, produced by Mark Brewer and John Joseph, intersperses documentary and feature footage with clips from the recording session. Melendrez, who is host of *You and Me, Kid* weekdays on the Disney Channel, hopes to raise \$1 million from record sales alone. Proceeds go to USA for Africa.

Sonic agreement

Showtime/The Movie Channel Inc. and Sonic Communications announced a five-year affiliation agreement calling for continuation of Showtime and introduction of The Movie Channel on all Sonic cable TV systems. The Movie Channel launches began in June and will continue through March 1986 as systems are upgraded to addressability. Sonic is based in Walnut Creek, Calif., in the San Francisco Bay area, and operates seven systems in northern California, passing 120,000 homes with 75,000 basic subscribers.

From the Hill

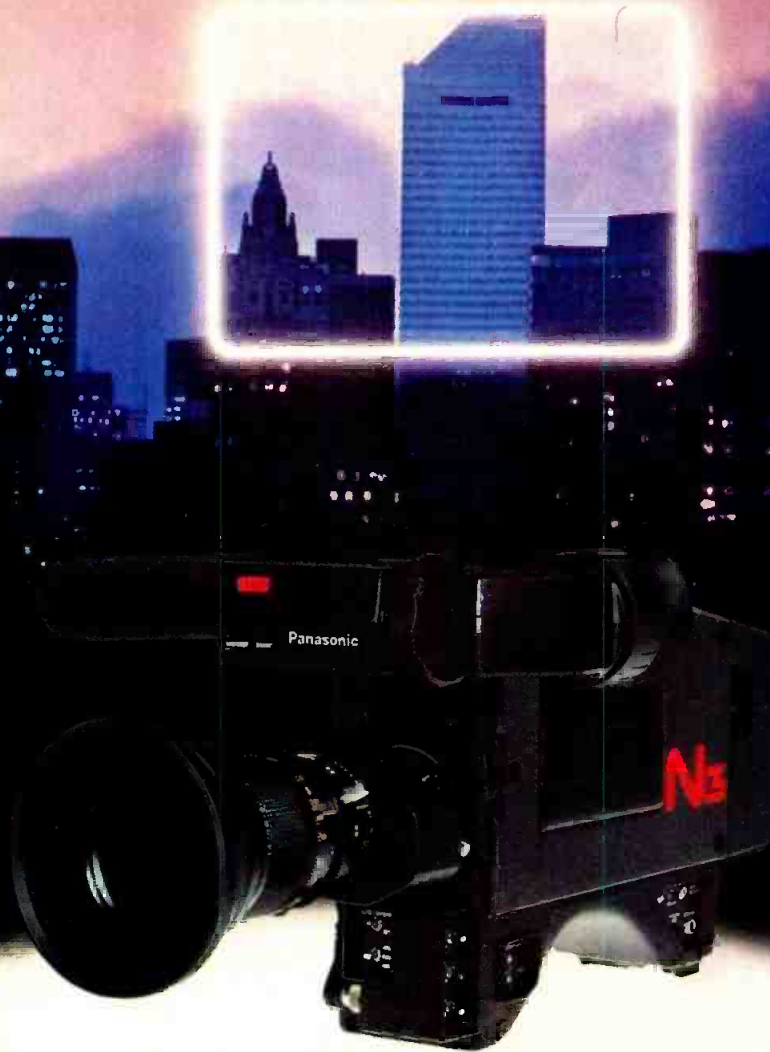
House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Committee member Al Swift (D-Wash.) sent a letter to FCC Chairman Mark Fowler urging the FCC not to pre-empt local and state regulation of telecommunications services offered by cable systems at its Aug. 7 meeting. The FCC is considering the action in response to a petition from Cox Cable. The representatives said the action would "create a new federal policy with respect to intrastate communications services without the usual procedural protections afforded to the public." In passing the Cable Communications Policy Act, they told Fowler, Congress "explicitly rejected a grossly unfair policy that would have allowed cable companies to provide almost any communications service on a deregulated basis, while maintaining competing telephone services under regulation." Swift also sent letters to other members asking them to sign a similar letter to be sent to Fowler.



Studioline debut. Celebrating the first cable system to put Studioline's pay stereo audio service on the air, on July 29, were Bresnan Communications President Bill Bresnan (left); John Dagenais (center), general manager of the Escanaba, Mich., system now carrying Studioline, and John Humphreys (right), president of Reston, Va.-based Studioline Corp.

The Escanaba system is one of six in Michigan belonging to the group cable owner. It hopes to reach 10% penetration with the nine-channel music service in the Escanaba system, which serves 8,000 subscribers. According to Studioline, Bresnan is considering bringing the operation to its other facilities, although the early Michigan winter will likely push new installations into 1986. Studioline technology cost under \$10,000 at the Escanaba system headend, with approximately \$1,000 in Learning audio processing equipment per music channel.

Studioline, which distributes the cable stereo service on the audio subcarriers of C-SPAN transponders on Satcom III-R and Galaxy I, is also preparing for a mid-fall launch on the Jones Intercable system in Oxnard, Calif., and conversion of operations belonging to its parent, *San Francisco Chronicle*-owned Western Communications Systems, by late this year or early 1986.



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Panasonic
Industrial Company

TV ONLY

Superior Pet Products □ Five-week flight is scheduled to kick off in late September in Buffalo and Rochester, both New York, and Denver. Fringe and daytime periods will be used for commercials. Target: women, 25-54. Agency: Cabot Advertising, Boston.

Velsicol Chemical □ Flights varying from two to four weeks will begin in nine markets in mid-August in support of herbicides. Commercials will run in late news and sports programs. Target: farmers, 25-54. Agency: Kenrick Advertising, St. Louis.

Freihofer Baking Co. □ Various breads will be accented in four-week effort starting in late September in five markets in Northeast. Commercials will be positioned in all time periods. Target: adults, 18-34, 25-49. Agency: Beckman Associates Advertising, Albany, N.Y.

Car Quest □ Nationwide auto parts firm will launch four-week flight in September in more than 50 markets, including

Indianapolis, Milwaukee, Oklahoma City and San Diego. Commercials will be scheduled in sports programs. Target: men, 18-54. Agency: Pitluk Group, San Antonio, Tex.

Stanley Steamer Co. Carpet cleaning firm will launch four-week flight in about 12 markets in early September. Commercials will be carried in daytime and fringe periods. Target: women, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

RADIO ONLY

McMahon's Furniture □ Two week-flight will be held in six markets, starting in mid-August. Commercials will be carried in daytime periods on weekdays. Target: adults, 25 and older. Agency: Western International Media, Los Angeles.

RADIO AND TV

Hardee's Food Systems □ Fast-food restaurants will launch flights of four to six weeks in four markets on radio and two on television. Commercials will be placed in all dayparts. Target: adults,



Ted dishes it out. Turner Broadcasting Chairman Ted Turner is starring in a new television commercial, lauding the merits of Citibank credit cards, set to begin tonight (Aug. 5) on the three broadcast networks' prime time, early evening and late night news programs. In the commercial, a man living next door to Turner says that his neighbor (Turner) used Citi\$Shopper to buy a new set of dishes. The "dishes" turn out to be three large satellite dishes in Turner's backyard. Turner comments: "Aren't they beauties? I picked out the pattern myself." A Citibank spokesperson said last week that the company will continue its baseball motif in its new commercials: Turner, of course, is owner of the Atlanta Braves; following him to the batter's box for Citibank will be Tommy Lasorda, manager of the Los Angeles Dodgers. Agency is Marschalk Advertising, New York.

18-49. Agency: VanSant Dugdale & Co., Philadelphia.

Van Munching & Co. □ Amstel light beer will be highlighted in four-week flight to begin in late August in about 15 markets. Commercials will be scheduled in all dayparts. Target: adults, 18-49. Agency: SSC&B Inc., New York.

American National Bank □ Advertiser is scheduled to start flight this week in San Bernardino, Calif., and Modesto,

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

SCHOOLS THAT MAKE THE GRADE — AP profiles schools that refuse to be average. Find out what makes them better at producing better students. And learn how they've upgraded the quality of their programs. Five 60-second scripts run in advance 8/17.

PRE-SEASON PICKS — AP previews the upcoming football season by taking a close look at the NFL clubs, as well as the nation's top college teams. Find out who's hot this year, as the season begins to heat up. 10-part college series moves in advance 8/17 for use the week of 8/26. 6-part NFL series moves 8/24 for use the week of 9/2.

SPORTS QUIZ — Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

AIRCHECK: AP RADIO NETWORK

JAPAN'S DARKEST HOUR — August 5 — AP features eyewitness accounts of the destruction of Hiroshima on the 40th anniversary of that event. And we chronicle the development of U.S. relations with a country that has risen to become one of the most advanced industrial nations on earth. Five 60-second shows will be fed 8/5 at 1:32 p.m. ET.

OUR EDUCATIONAL SYSTEM'S NEW SCHOOL OF THOUGHT — At a time when average test scores have been dropping, some schools are fighting to buck the trend. Find out why their academic programs have moved them to the head of their class. AP networks five-part series will be fed in bulk 8/23.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

KAMC(TV) Lubbock, Tex.: To Petry Television from Katz Television.

□

KHTT(AM)-KSJO(FM) San Jose, Calif.: To Katz Radio from Hillier, Newmark, Wechsler & Howard.

□

WCIB(FM) Falmouth, Mass.: To Katz Radio from Major Market Radio.

□

WSTF-FM Cocoa Beach-Orlando, Fla.: To Republic Radio Sales from Masla Radio.

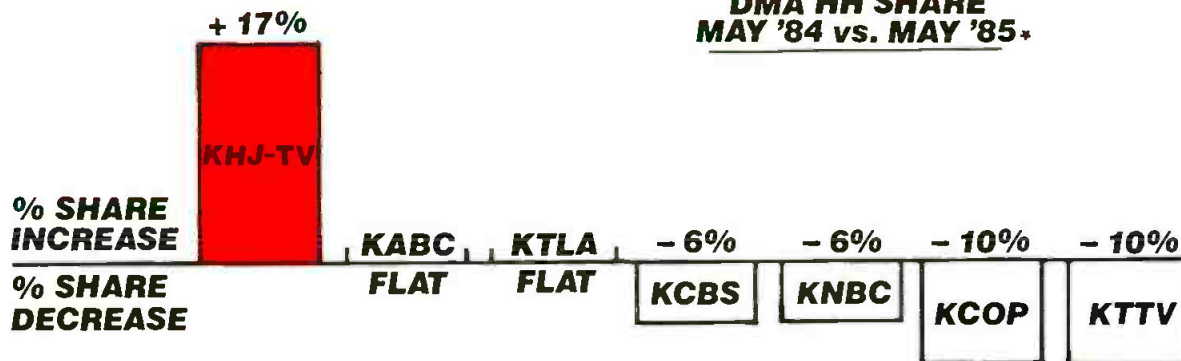
AT KHJ-TV, WE'RE ALL SMILING.

It's true.

Why? Because KHJ-TV has had the largest share increase of all VHF stations in Los Angeles. Our efforts paid off with a 17% increase. We're contented, but not complacent. After all, our motto is "The Share Must Go On."

KHJ-TV CAPTURES LARGEST SHARE GAIN AMONG ALL VHF STATIONS IN LA

**M-SUN 9A-12M
DMA HH SHARE
MAY '84 vs. MAY '85***



RKO V TELEVISION

9
KHJ-TV
LOS ANGELES

REPRESENTED BY
BLAIR TELEVISION

*Source: May '84 & May '85 NIELSEN

Calif., on radio, and in Bakersfield, Calif., on television, continuing for 15 to 18 weeks. Commercials will be carried

in all time periods. Target: adults, 25-64. Agency: Evans/Lynch Rockey, San Francisco.

AdVantage

DFS view. Prime time TV ratings race in fourth quarter "may be too close to call, with only 0.3 household rating point separating CBS and NBC, based on regularly scheduled programming." Projected 0.3-point edge, however, goes to CBS, although among younger audiences, such as adults 18-34, "NBC should continue to outpace the competition." That's how 1985-86 prime time season looks to Dancer Fitzgerald Sample in its annual "Prime Time Network Television Analysis," published by DFS media department. It was prepared by Philip Burrell, DFS TV programming vice president. "We see CBS in first place on Friday and Sunday, and in a tie with NBC on Thursday," report asserts. "NBC is expected to win Tuesday and split a Monday-night victory with ABC. Wednesday and Saturday should be winning nights for ABC." Of 20 new series on networks this fall, DFS gives 11 shot at longevity, ranks four others as long shots and considers five unlikely to be around for New Year's. In DFS's opinion, only one new series, NBC's *Hill Street*, starring Robert Blake as hoodlum priest, has clear "hit" potential. Three others, one at each network, are given "good" chance for success: CBS's *Twilight Zone*; ABC's *Lime Street*, starring Robert Wagner again as rich global investigator, and NBC's *Golden Girls*, which DFS calls "this year's funniest TV pilot." Seven series have "some potential" in DFS's opinion: *Dynasty II: The Colby's*, *MacGyver*, *The Insiders* and *Hollywood Beat*, all on ABC; *The Equalizer* on CBS, and *Amazing Stories* and *Alfred Hitchcock Presents* on NBC. Long shots in DFS's book are *Growing Pains* and *Our Family Honor*, both on ABC, and two movie-inspired series on CBS: *Hometown* (from "The Big Chill") and *Stir Crazy*. DFS's predicted losers are *227* and *Misfits of Science* on NBC; *Spenser: For Hire* on ABC, and *Charlie and Company* and *George Burns' Comedy Week* on CBS.

Five at once. Katz Television America has been named national representative of five stations owned by Outlet Communications. Stations, all previously with Petry Television, are WJAR-TV Providence, R.I.; WCMH-TV Columbus, Ohio; KSAT-TV San Antonio, Tex.; KOVR-TV Stockton, Calif., and WCPX-TV Orlando, Fla. Outlet's WATL-TV Atlanta is represented by Katz Independent while WPDZ-TV Indianapolis is still in Petry fold.

Media is message. Advertising Council plans to involve agency and advertiser media personnel more heavily in its public service campaigns in future. Gordon Kinney, senior vice president of council, said that media expertise was sought in council's new campaign to prevent child abuse. Media plan was designed by Campbell-Ewald, Detroit, and was presented last week to public service directors at all Chicago television stations. Under media plan, stations will carry minimum of four to five spots each week and provide gross rating points from exposure in daytime, early fringe, late fringe and early morning. Kinney said Ad Council plans to do more targeting of media and audiences for public service campaigns.

Accent on Spanish. Campbell-Ewald, Detroit, has expanded its Hispanic advertising unit and has reorganized it as formal subsidiary called Campbell-Ewald Latina. Latter company is based in Miami and bills \$11 million, said to be one of largest Hispanic agencies in U.S. Accounts include Eastern Airlines, National Car Rental and Jatuey, beer brewed in Florida.



Torbet signing. Torbet Radio has been selected as national sales representative for WRQC(AM)-WRCH-FM New Britain, Conn. Present for contract signing were (l-r): Tony Fasolino, executive vice president/chief operating officer, Torbet Radio; Enzo DeDominicis, president, WRQC(AM)-WRCH-FM, and Pete Vincelette, general sales manager, WRQC(AM)-WRCH-FM. The stations were formerly represented by Christal Radio.

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American
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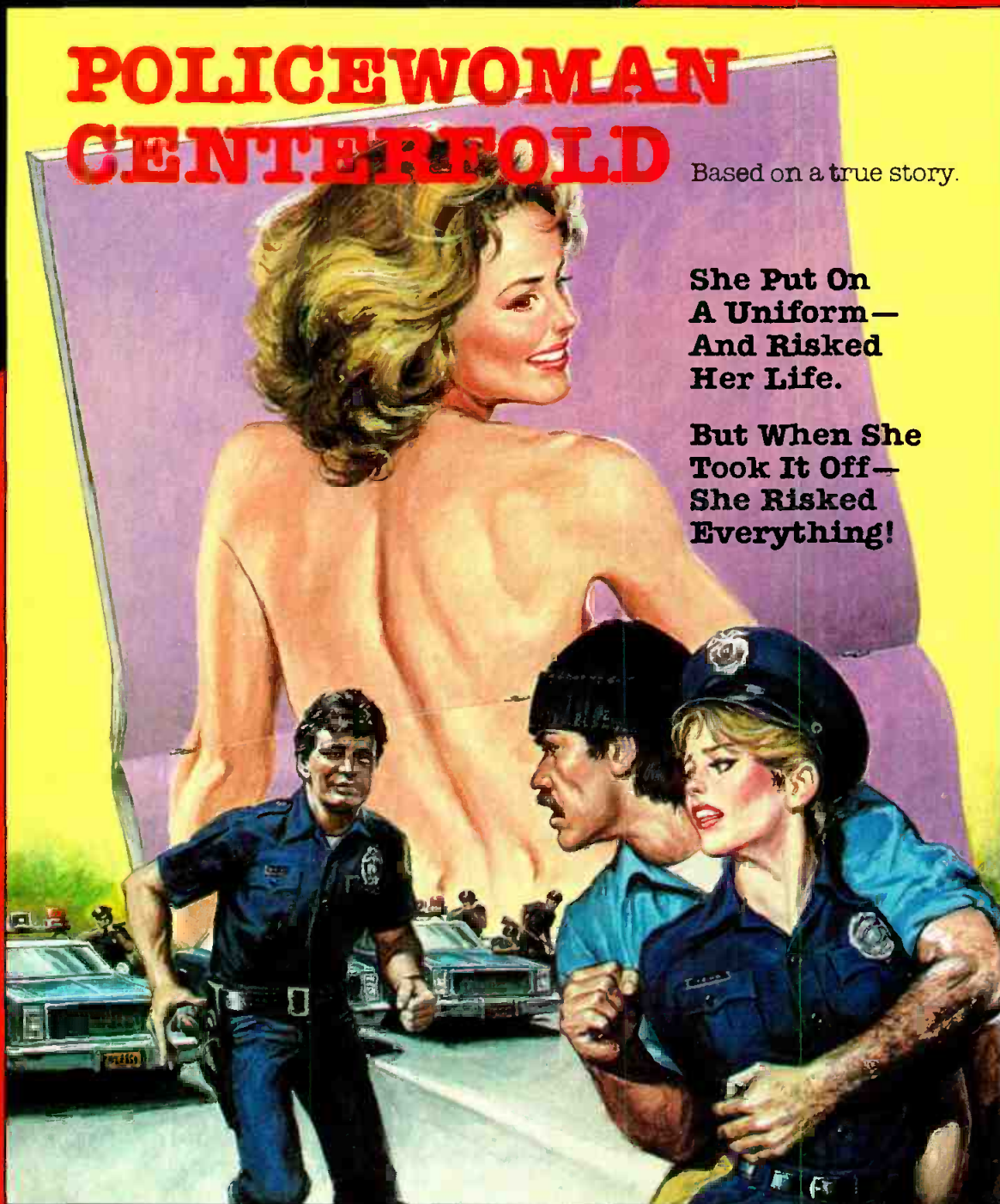
**Another
Great Motion Picture
From ITC**
Soon Available For Syndication Sale

POLICEWOMAN CENTERFOLD

Based on a true story.

**She Put On
A Uniform—
And Risked
Her Life.**

**But When She
Took It Off—
She Risked
Everything!**



MELODY ANDERSON ED MARINARO DONNA PESCOW Starring in
POLICEWOMAN CENTERFOLD

Greg Monaghan Bert Remsen David Spielberg Michael LeClair David Haskell

Music by: Fred Karlin Film Editor: Robert Florio Director of photography: Woody Omens

Produced by: Robert M. Sertner Executive Producer: Frank Von Zerneck

Written by: Jan Worthington Directed by: Reza Badiyi

A MOONLIGHT PRODUCTION distributed by ITC Entertainment

**...And There's
More To Come!**



ENTERTAINMENT

This week

Aug. 4-7—*Cable Television Administration and Marketing Society* 11th annual conference. Theme: "Bridging the Gap: From Strategy to Reality." Fairmont hotel, San Francisco.

Aug. 7-8—*Wisconsin Broadcasters Association* annual summer convention. Pioneer Inn, Oshkosh, Wis.

Aug. 8—*Women in Cable, Bay Area chapter*, picnic and "rap session." John Ryan Park, Foster City, Calif.

Aug. 8-12—38th International Film Festival of Locarno, Switzerland, including category for television movies. Locarno, Switzerland. Information: 093-31-02-32.

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. Geneva. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

Aug. 9-16—Directors' Guild Hollywood workshop, sponsored by *American Film Institute*. Directors Guild headquarters, Los Angeles.

Aug. 11-13—*Arkansas Broadcasters Association* convention. Sheraton Hot Springs, Lakeshore Resort, Hot Springs, Ark.

Also in August

Aug. 12-14—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Georgetown Inn, Washington.

Aug. 13—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

Aug. 13-15—Computer graphics show, sponsored by *National Computer Graphics Association*. Boston Bayside Exposition Center, Boston. Information: (703) 698-9600.

■ Indicates new entry

Aug. 15—Deadline for entries in *Women at Work 1985 Broadcast Awards*, sponsored by *National Commission on Working Women*. Information: NCWW, 2000 P Street, N.W., suite 508, Washington, 20036; (202) 872-1782.

Aug. 15—*Southern California Cable Association* seminar, "Taking the Lead: Beyond the Bottom Line." Marina del Rey Marriott, Marina del Rey, Calif.

Aug. 21—Archival screening of *Three for Tonight*, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

Aug. 21-23—Libel Defense Seminar sponsored by the *National Association of Broadcasters* and the *Libel Defense Resource Center*. Hyatt Regency, O'Hare, Chicago.

Aug. 22-23—*National Religious Broadcasters Association* Southcentral regional convention. Ramada Inn, Memphis.

Aug. 22-24—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 23-24—"Investigative Reporting in Agriculture," conference sponsored by *University of Missouri-Columbia, Investigative Reporters and Editors and Agricultural Editor's Office*. Hamilton Inn, Columbia, Mo.

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

Aug. 26-28—*Television Bureau of Advertising/Sterling Institute* performance management program for account executives. Georgetown Inn, Washington.

Aug. 27—*Ohio Association of Broadcasters* news directors' workshop. Columbus Marriott Inn North, Columbus, Ohio.

Aug. 30-Sept. 8—International Audio and Video Fair Berlin. Exhibition grounds, Funkturm (Radio Tower), Berlin. Information: AMK Berlin, Messedamm 22, D-1000, Berlin 19; (030) 30-38-1.

September

Sept. 5—*Cabletelevision Advertising Bureau* local advertising sales workshop. Quality Inn, Vernon, Conn.

Sept. 6—Deadline for entries in 1985 Gabriel Award competition, sponsored by *UNDA-USA*. Information: Jay Cormier, Merrimack College, North Andover, Mass.; (617) 683-7111.

Sept. 6-7—"Radio Station Ownership and Management," seminar sponsored by *UCLA Extension* in cooperation with *Southern California Broadcasters Association*. Sheraton Plaza La Reina hotel, Los Angeles.

Sept. 6-10—*International Institute of Communications* 16th annual conference, "Communications: The Crossroads of Culture and Technologies." Keio Plaza Intercontinental hotel, Tokyo. Information: (01) 381-0671.

Sept. 7—37th annual prime time Emmy Awards presentation banquet, primarily for creative arts categories, presented by *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles.

Sept. 8-10—*Illinois Broadcasters Association* annual convention. Eagle Ridge Inn, Galena, Ill.

Sept. 9—Deadline for entries in 28th annual *International Film & TV Festival of New York* awards competition. Information: (914) 238-4481.

Sept. 9-10—*Television Bureau of Advertising* group heads meeting. Hyatt O'Hare, Chicago.

Sept. 10—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hyatt Regency, Minneapolis.

Sept. 10-11—*Television Bureau of Advertising* board of directors meeting. Hyatt O'Hare, Chicago.

Sept. 11-14—*Radio-Television News Directors Association* annual convention. Awards banquet speaker: CBS's Dan Rather. Keynote speaker: ABC's Peter Jennings. Opryland hotel, Nashville.

Major Meetings

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

Sept. 11-14—"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. 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 meet-

ings: 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.

March 15-18, 1986—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future conventions: May 17-20, 1987, Las Vegas.

April 13-16, 1986—*National Association of*

Broadcasters 64th annual convention. Dallas Convention Center, Dallas. Future conventions: 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 27-30, 1986—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

April 28-29, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

May 14-17, 1986—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 18-21, 1986—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

May 21-25, 1986—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, Dallas.

June 8-11, 1986—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

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

June 14-18, 1986—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

June 19-22, 1986—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

Sept. 11-14—"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. 12—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton International at O'Hare, Chicago.

Sept. 13-14—Rocky Mountain Film and Video Expo '85, project of *Colorado Film and Video Association*. Agency hotel, Denver. Information: (303) 837-8603.

Sept. 13-15—Latin American Conference for Journalists, co-sponsored by *Foundation for American Communications*, *Tinker Foundation* and *Institute of the Americas*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

Sept. 14—Deadline for entries in International Emmy awards, sponsored by *National Academy of Television Arts and Sciences*, *International Council*. Information: (212) 308-7540.

Sept. 15-17—*National Religious Broadcasters Association* Western regional meeting. Los Angeles Marriott, Los Angeles.

Sept. 17—*Southern California Cable Association* luncheon. Speaker: Neil Austrian, chairman and chief executive officer, Showtime/The Movie Channel. Marina del Rey Marriott, Marina del Rey, Calif.

Sept. 17—Presentation of second annual Cable awards for Programming Excellence of *Cable Television Network of New Jersey*. Bally's Park Place, Atlantic City, N.J.

Sept. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn, Portland Airport, Portland, Ore.

Sept. 17-20—*Telocator Network of America* annual convention and exposition. Speakers include Congressmen Al Swift (D-Wash.) and Matthew Rinaldo (R-I.J.). MGM Grand hotel, Las Vegas. Information: (202) 67-4770.

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

848-1000.

Sept. 18-20—*Television Bureau of Advertising* sales advisory committee meeting. Rye Town Hilton, Rye, N.Y.

Sept. 18-21—*American Women in Radio and Television*, North Central area, conference. Marc Plaza, Milwaukee.

Sept. 19—*Cabletelevision Advertising Bureau* local advertising sales workshop. Los Angeles Airport Hilton, Los Angeles.

Sept. 19-20—*CBS Radio Network* affiliates convention. Waldorf-Astoria, New York.

Sept. 19-20—*Institute of Electrical and Electronics*

Stay Tuned

A professional's guide to the intermedia week (Aug. 5-11)

Network television ☐ **ABC:** *Command 5* (action), Monday 9-11 p.m.; *Venom* (terror), Thursday 8-10 p.m.; *PGA Championship* (golf), Saturday and Sunday 3:30-7 p.m. **CBS:** *D-5-B: Steel Collar Man* (adventure-comedy), Wednesday 3-9 p.m. **NBC:** *The Motown Revue Starring Smokey Robinson** (music-comedy series), Friday 9-10 p.m.; *The Great Communicators of Sports* (documentary and live call-in), Sunday 4:30-6 p.m. **PBS** (check local times): *The Shakers: Hands to Work, Hearts to God* (portrait), Wednesday 9-10 p.m.; *Triple Grand Jazz* (piano recital), Wednesday 10-11 p.m.; *James Jones: Reveille to Taps* (portrait), Sunday 10-11 p.m.

Cable ☐ **Arts & Entertainment:** *Man From Moscow* (three-part drama), Wednesday 8-9 p.m., continuing Aug. 14 and 21; "Northern Lights" (drama), Saturday 8-10 p.m.; "The Stars Look Down" (drama), Saturday 10 p.m.-midnight. **The Disney Channel:** "A King in New York" (Charlie Chaplin film), Monday 9-11 p.m. **HBO:** *1st and Ten** (comedy series), Saturday 11:30 p.m.-midnight. **WTBS(TV) Atlanta:** *Vietnam: The Ten Thousand Day War** (13-part series), Saturday 10:05-11:05 p.m.

Museum of Broadcasting (1 East 53d Street, New York) ☐ *Satire in the Seventies*, one episode each from "Monty Python's Flying Circus" and "The Great American Dream Machine," Tuesday-Saturday at 12:30 p.m., 2:05 p.m. and 3:45 p.m. and Tuesday at 5:30 p.m. *Discovery: Rare Honeymooners*, 75 rereleased *Honeymooners* half-hours, screened with hour-long episodes of *Cavalcade of Stars*, Tuesday-Saturday at noon, 1:45 p.m., 3:30 p.m., 5:15 p.m. and 7 p.m., now through Sept. 26.

*denotes series premiere



On July 13th, the world became a little smaller.

■ On July 13, 1985, the world became a little smaller. Not smaller in terms of distances, miles or meters. Smaller in terms of people's ability to reach out to each other, both humanistically and technologically.

In the face of the satellite industry's greatest logistical challenge, our technology triumphed, establishing more definitively than any prior transmission the viability of satellite communications. That our triumph benefited so noble a cause makes our success even more satisfying.

As the company chosen to provide the major satellite feeds out of J.F.K. Stadium, we at S.T.A.R.S. take pride in our transportable uplink/downlink trucks, our technical personnel, and our ability to meet the demands of projects like LIVE AID. Our "go anywhere, do anything" attitude can help make your bold projects possible. Projects that become a little bigger because we make the world a little smaller.



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SPECIAL EVENT BROADCASTS

SIGNAL ENCRYPTION
TV/FM SIMULCASTS
ELECTRONIC MAIL

TV NETWORKING
TV/FM SIMULCASTS
ELECTRONIC MAIL

Engineers Broadcast Technology Society fall broadcast symposium. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 20-22—Maine Association of Broadcasters annual meeting. Sebasco Estates, Sebasco, Me.

Sept. 20-22—Economics II, conference for journalists, sponsored by *Foundation for American Communications*. Keystone Conference Center, Keystone, Colo.

Sept. 21-24—Intelevent '85, fourth annual telecommunications conference, sponsored by *Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey; E.F. Hutton; Peat, Marwick, Mitchell & Co.*, and *International Herald Tribune*, and produced by *International Televent Inc.* Speakers include Richard Butler, ITU; Richard Colino, Intelsat; Andrea Caruso, Eutelsat, and Mimi Dawson, FCC commissioner. Hotel Montfleury, Cannes, France. Information: (202) 857-4612.

Sept. 22—Presentation of Academy of Television Arts and Sciences' 37th annual prime time Emmy awards, on ABC-TV, originating from Pasadena Civic Auditorium, Pasadena, Calif.

■ **Sept. 24—International Radio and Television Society** newsmaker luncheon, with FCC Chairman Mark Fowler. Waldorf-Astoria, New York.

■ **Sept. 24—Cabletelevision Advertising Bureau** local advertising sales workshop. St. Louis Airport Marriott, St. Louis.

Sept. 25-27—National Religious Broadcasters Association Southeastern conference. Ritz Carlton, Atlanta.

Sept. 25-27—Great Lakes Cable Expo, sponsored by *cable TV associations of Indiana, Illinois, Ohio and Michigan*. Keynote speaker: Ed Allen, chairman, National Cable Television Association. Indianapolis Convention Center and Hoosier Dome.

■ **Sept. 26—Cabletelevision Advertising Bureau** local advertising sales workshop. Cleveland Airport Marriott, Cleveland.

Sept. 26-28—International Mobile Communications Show and Conference, sponsored by *Electronic Industries Association*. Washington Convention Center, Washington.

Sept. 26-29—Southeast area conference of American Women in Radio and Television. Ritz Carlton Buckhead, Atlanta.

■ **Sept. 27-29—North Dakota Broadcasters Association** annual convention. Sheraton-Galleria hotel, Bismarck, N.D.

■ **Sept. 28-Oct. 1—Texas Association of Broadcasters** radio-TV engineering conference/fall convention (management conference). Registry hotel, Dallas.

Sept. 29-Oct. 1—Minnesota Broadcasters Association fall convention. Holiday Inn, Winona, Minn.

Sept. 29-Oct. 1—Washington State Association of Broadcasters fall meeting. Sheraton Inn, Tacoma, Wash.

■ **Sept. 29-Oct. 1—New Jersey Broadcasters Association** 39th annual convention. Golden Nugget casino hotel, Atlantic City, N.J.

Sept. 29-Oct. 2—National Association of Telecommunications Officers and Advisers annual conference. Park Terrace Airport Hilton, St. Louis. Information: (202) 626-3250.

Sept. 30—Deadline for entries for 1986 *Ohio State Awards* for programs broadcast from July 1, 1984, through June 30, 1985. Information: (614) 422-0185.

Sept. 30-Oct. 3—Sixth annual Nebraska Videodisk Symposium, sponsored by *University of Nebraska-Lincoln's Nebraska Videodisk Design/Production Group*. Nebraska Center for Continuing Education and Cornhusker Center on campus of University of Nebraska, Lincoln, Neb. Information: (402) 472-3611.

October

Oct. 1—Deadline for applications for Jefferson Fellowship program of *East-West Center*, for experienced news editors, writers and broadcasters to study Pacific Basin news issues. East-West Center, Honolulu. Information: (808) 944-7204.

Oct. 2-4—Careers conference, sponsored by *Institute of Electrical and Electronics Engineers and United States Activities Board*. Royal Sonesta hotel, Boston. Information: (202) 785-0017.

Oct. 4-6—American Women in Radio and Television,

South Central area, conference. Park Suite, Oklahoma City.

Oct. 6-8—Pennsylvania Association of Broadcasters fall convention. Sheraton Station Square hotel, Pittsburgh.

Oct. 6-8—Kentucky CATV Association annual fall convention. Capital Plaza hotel, Frankfort, Ky.

Oct. 6-8—North Carolina Association of Broadcasters annual convention. Winston Plaza, Winston-Salem, N.C.

Oct. 6-9—National Broadcast Association for Community Affairs meeting. Albuquerque Marriott, Albuquerque, N.M.

Oct. 8-12—MIPCOM '85, international film and program market for television, video, cable and satellite. Cannes, France. Information: David Jacobs, Perard Associates, (516) 364-3686.

Oct. 9-11—National Religious Broadcasters Midwest regional conference, "Building Relationships." Holiday Inn-Chicago City Center, Chicago. Information: (312) 668-5300.

■ **Oct. 10—International Radio and Television Society** "Broadcaster of the Year" luncheon, honoring ABC's Ted Koppel. Waldorf-Astoria, New York.

■ **Oct. 10—Connecticut Broadcasters Association** annual meeting and fall convention. Parkview Hilton, Hartford, Conn.

Oct. 10-11—Broadcast Financial Management Association/Broadcast Credit Association board of directors meetings. Marriott Copley Place, Boston.

Oct. 10-12—Western area conference of American Women in Radio and Television. Rainbow hotel, Great Falls, Mont.

Oct. 10-13—National Black Media Coalition 12th annual media conference. Shoreham hotel, Washington.

Errata

Al Fetch, VP and general manager, WYRK(FM) Buffalo, N.Y., joins WVKO(AM)-WSNY(FM) **Columbus, Ohio**, as VP and general manager. Stations were incorrectly identified as New York in "Fates & Fortunes," July 29.

□

Capsule on **Concept Productions** in syndicators' section of radio special report in July 22 issue should have said that **Concept provides stations with up to 15 minutes**, not 50 minutes, of **customized material per week per announcer**. Also, rates for small markets begin at \$490, not \$450.

□

Western Union's **Westar III satellite** has **12 C-band transponders**, not 24, as indicated in chart accompanying July 8 "Special Report" on satellites.

□

National Association of Broadcasters did not recommend FCC approve **Ad Audit TV commercial coding system**, as reported in July 22 "In Sync" item. NAB **asked commission, if it did authorize service, to maintain licensee control over and restrict signal segment used for coding**.

□

Figures supplied by **National Radio Broadcasters Association** in last week's story (July 29) about Radio '85 Management and Programing Convention were incorrect. There is about **33,000 square feet of exhibit floor space**, not 311,000.

Oct. 11—Fourteenth annual "CSU Broadcast Day, Colorado State University. Overall theme: "Radio-Television and Politics." Luncheon speaker: former President Gerald R. Ford. Information: Dr. Robert K. Mac Lauchlin, department of speech communication, CSU (303) 491-6140.

Oct. 11-12—Friends of Old Time Radio 10th annual convention. Holiday Inn-North, Holiday Plaza, Newark N.J. Information: Jay Hickerson, (203) 795-6261 o (203) 248-2887.

Oct. 11-13—Illinois News Broadcasters Association fall meeting. Chancellor Inn, Champaign, Ill.

Oct. 13-15—Women in Cable national management skills conference, "Managing a Maturing Business." Westin hotel, Denver.

Oct. 13-15—Nevada Broadcasters Association annual convention. Alexis Park hotel, Las Vegas.

Oct. 13-15—National Religious Broadcasters Association Southwestern regional convention. Holidome, Irving, Tex.

Oct. 13-16—Women in Cable fourth national management conference, "Managing a Maturing Business," in conjunction with *Denver University*, featuring "cable case studies." Westin Tabor Center hotel, Denver. Information: (202) 296-7245.

Oct. 15-17—Seventh annual Satellite Communications Users Conference. Louisiana Superdome, New Orleans.

Oct. 16-18—International Music Video Festival. The Kensington Rainbow, London. Information: (212) 245 4580.

Oct. 16-19—American Association of Advertising Agencies Western region convention. Hyatt Regency Monterey, Monterey, Calif.

Oct. 17-18—Society of Broadcast Engineers, Pittsburgh chapter, 12th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroe, Pa.

Oct. 17-20—American Women in Radio and Television Northeast area conference. Ramada Renaissance, Washington.

Oct. 18—Radio-Television News Directors Association region 12 meeting with region one, Society of Professional Journalists/Sigma Delta Chi. Sheraton Center, New York.

Oct. 18-20—Economics conference for journalists, co-sponsored by *Foundation for American Communications and Chicago Tribune*, Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

Oct. 20-23—American Children's Television Festival being held for first time by *Central Educational Network and noncommercial WTTW-TV Chicago*. Drake hotel, Chicago. Information: (312) 545-7500.

Oct. 21-24—Computer graphics show, sponsored by *National Computer Graphics Association*. Georgia World Congress Center, Atlanta.

Oct. 22-24—Mid-America Cable TV Association annual convention. Vista International, Kansas City, Mo.

Oct. 22-24—New York State Broadcasters Association 31st annual meeting. Americana Inn, Albany, N.Y.

Oct. 22-24—Ohio Association of Broadcasters fall convention. Hyatt on Capitol Square, Columbus, Ohio.

Oct. 22-26—Southern Educational Communication Association conference of regional public broadcasters. Excelsior hotel, Little Rock, Ark. Information: (803) 799-5517.

■ **Oct. 23-25—National Religious Broadcasters Association** Eastern area conference. Philadelphia Airport Marriott, Philadelphia.

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

Oct. 30-Nov. 1—Broadcast Financial Management Association/Broadcast Credit Association board of directors meeting. Marriott Copley Place, Boston.

November

■ **Nov. 1—Deadline** for nominations for Golden Anniversary Director's Awards, under aegis of Ohio State Awards, sponsored by *Ohio State University's Institute for Education by Radio-Television*. Information: (614) 422-0185.

EDITOR: Your "In Sync" column for the July 22 issue outlined several concerns of the broadcast engineering community that the Society of Broadcast Engineers has been trying to bring to the attention of nontechnical management, as well as the FCC. Your coverage omitted key information concerning SBE's proposals related to FCC spectrum policy.

Although the FCC is actively promoting more efficient use of the spectrum by all services, SBE feels the agency overlooked real-time coordination as a solution to some shortages having to do with mobile operations. TV ENG operations in the 2 ghz band in the Los Angeles area are conducted under the framework of what has been called the Home Channel Plan. Implemented for the 1984 Olympics, this plan has shown some promise as a long-term solution for many major markets where the number of TV ENG users exceeds the number of available channels.

The Home Channel Plan was filed as an exhibit with SBE's comments on the FCC's Docket 85-36. Anyone wanting a copy may contact SBE's counsel, Chris Imlay, at (202) 296-9100.—*Richard A. Rudman, president, Society of Broadcast Engineers, Los Angeles.*

Completing the circle

EDITOR: Leonard Kahn's remarks in "Open Mike," July 15, were right on target. However, there is one point in the AM/FM fracas that is consistently neglected: consumer education. Unfortunately, the AM broadcaster not only has to fight the technical details inherent in the medium, but must overcome widespread ignorance about the selection, purchase and use of radio receivers. An entire generation of people seems to have missed even the most rudimentary points of radio theory. (For a parallel example of this, compare the level of technical discussion in *Wireless World* and some of the American consumer audio magazines.)

My attempts to purchase an AM stereo receiver (oddly enough, to receive a monaural station in wide band) were highly frustrating. In about 80% of the cases, salespeople didn't know what AM stereo was. The remaining 20% stated categorically that AM stereo was either "synthesized" or "fake" or was "no better than mono." A highly esteemed friend of mine who should know better was confused about the nature of AM stereocasts, stating: "Well, since X went stereo, I didn't think it was that great." It took several calls to local stations (and even then, receptionists didn't know what we were talking about) and a high-level engineer to find one dealer in our market who sold AM stereo radios. And that dealer—a department store—had one, a demonstrator, and was planning to close that model out.

AM stereocasts (and wideband reception of some monaural stations) have been highly satisfying. One of my favorite pastimes is to take a receiver to long-time AM haters and watch their facial expressions as they flip the switch from "narrow-mono" to "wide-stereo." No one to date has said that the sound was inadequate, although they haven't exactly stated that it was of reference system quality, either. None of the people tested thus far have had anything adverse to say about either C-QUAM or Kahn; they also had never before known that there were four systems competing.

Due to the large amount of RFI in the average home, receiver placement is absolutely critical. In many cases, I've found people who don't even fold out the loopstick antenna from the back of their receiver, although they go to great lengths to receive distant FM stations.

What is required is a massive customer re-education program, and inexpensive portable receivers that can also be connected to the customer's home high fidelity equipment. Use of portable (as opposed to mains operated) sets also tends to decouple the sets from inductive pickup of endogenously produced RFI.

Receiver manufacturers can do their part

with more intelligent receiver design, including active "whistle" filters and selectable sideband demodulation for monaural signals. Many people who don't have the benefit of CATV or earth stations rely on skywave service for their sports coverage and entertainment. Fairly simple measures which aren't being employed now can bring about a radical improvement in the ease of use of an AM receiver. It's kind of hard to select an AM station by frequency when the dial goes "5 7 9 13 16."

Minimum availability of receivers and zero availability of AM stereo knowledge contribute substantially to the AM broadcaster's woes. Good programming and signal processing (or the lack thereof) go without saying. It is incumbent on the AM broadcasting community to reverse this situation at once, before stations start turning in their licenses in droves.—*York David Anthony, chief development engineer, DataSpan Inc., Charlotte, N.C.*



Before and...



after

Less means less

EDITOR: I've intended to relay thanks for John Summers's [executive vice president, National Association of Broadcasters] letter in BROADCASTING on April 15, outlining the values of deregulation. I've been busy struggling with the economic impacts of the poor farm economy. When farmers hurt, we hurt!

The really pregnant effects of deregulation focus much more dramatically on the staffs of stations like ours, where a limited staff must wrestle with paper work while concurrently applying remedial efforts to that old-fashioned element of "profit!"

I'm enclosing a picture relating to our four stations' license renewal in 1971. Originals and copies (necessary copies)

of the four-station renewal weighed in at about 16 pounds seven ounces. It involved the efforts of approximately 20 staffers—not including the work done by our Washington attorney (and expense), as renewals proceeded through channels. The next renewal—again four stations—involved approximately 900 man-hours and various efforts of some 23 staff members.

The contrasting work done in our 83 renewals of four stations (now two combined AM/FM entities) is graphically illustrated in the other picture, which also reflects the ravages of the young man behind the "stacks." Henry Geller hasn't burned the midnight oil buried in such efforts.—*Bob Thomas, executive vice president, Beef Empire Stations, Norfolk, Neb.*

A sports rights commentary by Susan Harrison, vice president, Frazier, Gross & Kadlec Inc., Washington

AM scores points carrying football

The rights to broadcast professional football games bring four distinct benefits to AM radio stations.

- The broadcasts increase a station's audience and improve its demographic composition.
- They attract new advertisers to the station.
- They generate substantial incremental revenues for the station.
- The rights substantially enhance fair market value.

Professional football attracts a pool of demographically desirable listeners. Moreover, it provides the station with a golden opportunity to cross-promote other dayparts to these listeners and build audience levels throughout the schedule. The broadcasts are an incentive to program other sports-oriented broadcasts to retain this audience, not only before and after the game, but during other time periods. The station operator, aware of the highly valuable audience he can sell, can (1) raise rates for spots in these broadcasts, (2) generate substantial "new-to-station" revenue and (3) improve revenue shares in all dayparts. These factors, in combination with the image-building and promotional benefits of carrying sports, enhance the station's financial strength and fair market value.

Frazier, Gross & Kadlec's Market Research Services group analyzed the audience shares of 19 AM stations that broadcast home team NFL games in 1983 and 1984. Our purpose was to compare those stations' audience levels during football season (Arbitron's fall sweep) with the nonfootball spring sweep.

We first examined shares for Total Persons 12-plus. All 19 stations exhibited share increases in their total audience in the fall books ranging from less than half a point to three share points. On the average, the 19 stations' audience shares were nearly 20% higher in the fall than in the spring.

To focus more specifically on the target audience, we analyzed shares for men 18-34. In this desirable demographic group, the sweep-to-sweep variances were more pronounced. Fall audience shares, on the average, were double the spring shares for these listeners.

AM radio station operators have a clear opportunity to promote other program segments appealing to this highly desirable target demographic. Through creative promotions during the games, and in the pre-game and post-game shows, and through effective lead-in and lead-out programming, the station can communicate a contemporary image to the younger listener in an effort to reposition itself in the marketplace.



Susan Harrison is vice president of Frazier, Gross & Kadlec Inc., a Washington-based financial communications consulting firm that specializes, among other things, in evaluating the market value of broadcast properties for sales and tax purposes. She heads the firm's new market research services group, and authored the section on "Excellence in Financial Management for Radio" in the National Association of Broadcasters-published "Radio: In Search of Excellence." Prior to joining FG&K Harrison was a researcher and technical writer for Max W. Anderson & Associates, urban planners, Madison, Wis.

With football attracting a larger and more demographically salable audience to the AM station, local and national advertisers, intent on reaching these target listeners, will perceive the station as a must-buy.

The unparalleled audience strength in men 18-34 that football provides will, in itself, attract additional advertisers to the stations. Moreover, some advertisers set aside a portion of their spot budgets for professional and college football. Many local businesses that want to be identified with sports broadcasts are willing to pay a premium to have their messages within or adjacent to the event.

Because advertisers interested in reaching the target demographic (in particular those selling beer, cars and related automotive products and hardware/power tools) must make their buys early to avoid a competitive conflict, sponsorships are typically sold out substantially in advance of the start of the season.

The station operator, aware of his highly valuable professional football audience, will raise rates to achieve substantially greater revenue from the broadcasts.

Our informal survey of sales managers at AM stations with NFL rights indicated that they are able to sell time during these broadcasts at rates up to 15 times the rates in normal comparable dayparts. Additionally, the operator can produce pre-game and post-

game wrap-around broadcasts to attract the sports-minded audience and expand the limited spot inventory available for sale during the games.

Between 1980 and 1984, payments by local radio stations in NFL markets for regular and pre-season football rights more than tripled, from \$4.5 million to nearly \$15 million. We asked our survey group whether station management feels these costs are justified by the revenue their stations will generate from the broadcasts. All answered that the total benefits of sports rights justify the costs.

The sales managers attributed from 10% to 20% of their radio stations' total annual revenue directly to the NFL broadcasts and related programs. They were quick to point out, however, that despite this significant revenue contribution, the escalating cost of sports rights and broadcast production has resulted in low incremental profits and margins for the sports segment. Some even describe football broadcasts as "loss leaders."

The sales managers agreed on two points (1) Professional football is expensive programming. It is exceptional for a radio station to generate substantial profits from NFL broadcasts. (2) There is no other single broadcast that contributes as much to the station's image in the marketplace and is so highly promotable.

It is this last factor, image and promotion that characterizes the true value of sports broadcast rights to AM radio stations.

While there is no conventional rule of thumb that applies to evaluating AM stations that hold the broadcast rights to professional football, it is clear that these stations have enhanced fair market values.

Football carriage increases the station's ratings, not only in the affected daypart but throughout the broadcast schedule. The broadcasts promote extraordinary listener loyalty and encourage further sampling of the station by nontypical AM listeners. Football carriage carves a distinct and exclusive niche for the station in its market, creating an image around which effective promotional and marketing campaigns can be built.

Major sports rights are a valuable asset for any broadcaster. Even with a diminished profit margin, the professional football broadcast, in particular, and attractive sports broadcasts in general, make economic sense for the AM radio broadcaster in major league cities. Combined with the promotion visibility and goodwill engendered by these broadcasts, we think the rights add at least 10% to 20% to the value of an AM station.

Based on our research, we urge any AM station to analyze both the economic and noneconomic advantages of sports broadcasting, acquire the rights over as long a term as possible, and incorporate the broadcasts into the station's program format.

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TOP OF THE WEEK

CBS calls victory in Turner challenge

Turner suffers setbacks at hands of both federal judge and FCC; though takeover possibility remains alive, through increased cash offer or proxy fight, observers view that as an unlikely scenario

CBS believes that the Turner offer as proposed is dead," said Bill Lilley, CBS senior vice president for corporate affairs. Others with less at stake offered similar assessments last week after a federal judge in Atlanta and the FCC (see page 30) both gave rulings on Tuesday (July 30) allowing CBS to proceed with its \$1-billion share repurchase. Just two days later, the FCC also canceled hearings on Ted Turner's application for a transfer of control. This was an equally bad blow for Turner because early FCC approval would

proxy fight to throw out the current CBS board of directors. Such a scenario would likely take place in late April, traditionally the time of CBS's annual shareholders meeting. At that time, a Turner slate of nominees for the board would compete with the incumbent directors for shareholder approval.

Those contacted seemed to give little chance to a Turner-led proxy fight. Barry A. Kaplan, of Bear Stearns & Co., said, "I think it's a joke. On what basis would he wage a proxy fight? It would be different if he owned a huge chunk of stock to begin with, and if there was a widely perceived problem with current management."

Even if Turner won a proxy fight, he seems to be still limited by the fine print in the CBS share repurchase, which said exceptions to restrictive provisions (limiting total debt, asset sales and funds transfer) can be granted only by "independent directors." The prospectus classifies as an "independent director" one who has not only been elected, but whose election has also been approved by a majority vote of the incumbent directors.

Turner himself may announce his plans for either the cash or the proxy strategy next week after he meets with his investment bankers, E.F. Hutton. Already some reports suggest he has turned his attention elsewhere and is now involved in the proposed restructuring of MGM/UA ("Bottom Line," July 22). On Friday, MGM/UA announced it had been talking with Turner, as well as others, about the sale of part of the company. The investment community seemed excited about something, for the stock rose to 17½ on Friday on volume of 751,100 shares. It closed Thursday at 16¾.

Even if Turner does not tip his hand, there may be indirect clues during the next two weeks. One will be Turner Broadcasting System's quarterly filing of financial results with the Securities and Exchange Commission, due Aug. 15. If Turner is no longer actively pursuing a takeover of CBS, he would, according to accounting rules, have to record the millions of dollars he has spent from April through June in the CBS bid as expenses. If, however, the takeover is still alive, TBS would likely "capitalize" those expenses—wait to write them off against the assets of CBS, once it was acquired.

Another clue next week will be what lawyers for Turner tell U.S. district court judges in both New York and Atlanta, where, despite the denial for a preliminary injunction,

Turner's request for a permanent injunction still stands. In New York, if either party still wishes to pursue the litigation, it will have to let the judge know before a deposition schedule can be set.

What sent Turner back to the drawing board were the spoken pronouncements last week in federal office buildings in Atlanta and Washington. Judge Robert L. Vining had yet to make a written memorandum on the Atlanta hearing but he left clear in his courtroom remarks the grounds for his ruling in favor of CBS. "The...question in the case...is whether or not there has been a breach of the fiduciary duty...by the [CBS] board of directors." He noted there was not always an easy distinction between performing what was best for the company and what was preserving self-interest, because actions



Wyman



Turner

ve strengthened his hand as he searches for others to join him in the takeover attempt.

Turner, by all accounts, now has only two strategies left to gain control of CBS. One could be to replace, with cash, some or all of the seven different types of securities in its original noncash offer. According to testimony of William Bevins, TBS's chief financial officer, in the Atlanta district court hearing, attempts to raise cash from at least our wealthy investors had been active at least through July 22. There has been no confirmation of either the identities of those contacted or their reactions, although more than one source speculated Turner had been circling around Dallas and Houston."

Testimony in the Atlanta hearing also disclosed Turner's second option: to conduct a

could easily serve both ends.

In the 30 pages of courtroom transcript containing his remarks, he reviewed the various actions Turner alleged were taken to thwart his bid and entrench CBS management:

■ The stock repurchase: Vining said the "emergence of TBS on the scene encouraged CBS to get on with the repurchase" and to decide "when and how much." But he said the evidence was clear that CBS had resolved to undertake a repurchase before the Turner bid: "It is evident that the CBS tender offer of July the 3rd, 1985, was not formulated basically in response to the TBS offer."

■ Provisions limiting debt, asset sales and funds transfer that accompanied the notes and preference stock being issued to finance the repurchase: Vining said the stock restric-

tions and covenants were "not unusual," and concluded that the securities were "not in any way intended in this case to prevent TBS from making a tender offer or to defeat TBS's tender offer."

■ A by-law change ending the right of 10% of the shares to call a special meeting: Vining said the evidence showed that action was planned before Turner's bid, in response to Ivan Boesky's accumulation of over 8% of CBS stock. That episode was settled out of court but the judge offered his views on Boesky anyway: "It's plain to the court that this [Boesky] was just an ordinary case of greenmail and nothing else."

■ Several other allegations in the original TBS complaint, including the arrangement of "golden parachutes"—lucrative retirement contracts in the event of a takeover: Vining said these had not "pledged out."

■ CBS founder William Paley's specially negotiated arrangement allowing him to postpone tendering his CBS stock: Here the district court judge said Turner might prevail. "I have a great problem with this," Vining said. "As with anyone, I would sympathize with Mr. Paley if he has tax problems... While his may be the only problem of this nature, that is, being a controlling person (with 6.5% of the outstanding shares), others will have problems which are peculiar to their situation."

Adding up the various allegations, Vining

concluded TBS was likely to prevail on the merits only in the objection to Paley's arrangements. In his ruling, he said the court did not find "entrenchment" to be the "sole or primary purpose of the director's resistance," and that to enjoin the repurchase just because of the Paley deal would do more damage to CBS than not enjoining it would do to TBS.

Although the judge indicated he would still review the Paley situation and possibly enjoin the CBS founder from delaying cashing in his shares until after 1988, it was not clear this would in fact be the case. To begin with, Turner by next week may have decided to officially withdraw his noncash bid for the company, and if he does so, he may also withdraw his complaint. If Turner terminated the bid, he would still have standing as a stockholder to object to the Paley arrangement, but whether the Atlanta judge would then still have jurisdiction over the matter is unknown.

As a result of last Tuesday's ruling, CBS announced two days later that its share repurchase offer had expired and that the shares offered by stockholders more than exceeded the 6,365,000 (or 21% of the total outstanding) the company will actually repurchase. As a result, approximately one of every four shares tendered will be repurchased for \$40 cash and notes paying 10 7/8% interest. Turner Broadcasting Systems ten-

dered its 128,200 shares.

The provisions in the repurchase that effectively ended Turner's tender offer (those limiting debt, asset sales and funds transfer also apply to the company itself, but the CBS board of directors can grant exception to most of those restraints. One limitation the company has to live with for some time in the terms of the \$125 million in preference stock being issued to five institutional investors. One of the terms of the stock limits the total debt to 75% of the adjusted book capitalization of the company.

The debt/capital restriction would make difficult for CBS to undertake any large scale acquisition over the next year. But J. Garrett Blowers, vice president of investor relations for the company, noted that although the share repurchase will initially raise that debt/capital percentage (to about 66%), it will soon decline to close to 50%. That improvement in the CBS balance sheet will come from the company's cash flow asset restructuring that is expected to produce \$300 million, after-tax, by the middle of 1986, and cost cutting which the company said will reduce corporate and divisional overhead by \$20 million in fiscal 1986.

As predicted, the company's stock dropped last Thursday (Aug. 1) to 108 on when-distributed basis (when the tendere shares not accepted are returned to shareholders).

Lear, Perenchio make \$1,000-share bid for ENA

But pass at Detroit News may be only first act in many-act drama; closely held group owner says it is not for sale at any price

The next ambition for A. Jerrold Perenchio and Norman Lear turned up last week when the business partners announced a \$1,000-per-share tender offer for the 453,000 shares of The Evening News Association (ENA). ENA President Peter B. Clark immediately responded by saying the Detroit-based publisher and station group owner was not for sale at any price. But at least some of the 350 shareholders and most observers saw a bidding war in the making with the \$1,000-per-share tender offer serving merely as a floor

price.

Perenchio and Lear presumably were hoping to make use of their proceeds from the sale of Embassy Communications to Coca-Cola last June. By the end of the week, several Detroit-based securities firms were reporting bids above \$1,100 for the thinly traded ENA stock.

Last Monday's tender offer announcement said the two Los Angeles-based entertainment entrepreneurs had formed a Los Angeles-based corporation, L.P. Acquisition Co., in which Perenchio has a majority vote. L.P. intends to accept ENA shares through Aug. 23, a day that coincidentally marks ENA's 109th anniversary of incorporation. Withdrawal rights of shareholders would end on Aug. 16 and actual purchases would begin on Aug. 17.

The offer is contingent on approval by the FCC of former U.S. Treasury Secretary G. William Miller as trustee to hold the shares, pending FCC approval of Lear's and Perenchio's application for transfer of ENA's five TV and two radio stations. Miller will receive a minimum fee of \$100,000, an amount that would increase to \$250,000 once any ENA shares are tendered.

Also on Monday, the tenderers filed suit in U.S. District Court for Eastern Michigan seeking an injunction against a state takeover law that would delay the tender offer for at least five more weeks. After listening to arguments from the respective counsel, Judge Robert E. De Mascio said he would issue a written decision by Wednesday, with depositions of ENA and L.P. officials taking

place on Monday and Tuesday.

The Detroit-based company's original broadcast property, WWJ(AM) Detroit, began broadcasting in 1920. In 1941 its FM companion station went on the air and in 1944 co-located WWJ-TV began commercial broadcasting. In 1978 ENA swapped WWJ-TV (now WDIV-TV) for the *Washington Post* WTOP-TV (now WDVM-TV) Washington. ENA acquired KOLD-TV Tucson, Ariz., and WALA-TV Mobile, Ala., in 1969, and seven years later purchased KTVY-TV Oklahoma City. Its most recent acquisition was in 1979 when it purchased KVUE-TV Austin, Tex. One person familiar with the company said the TV stations' operating margins are "upward of 35%," and that WDVM-TV had been returning



Lear



Perenchio

5% on sales.

The company's newspapers are *The Detroit News*, *The Detroit Free Press* (Detroit, Mich.), and several other papers in California and New Jersey.

While the offering document said that L.P. could prefer to work out a merger with NA's current board of directors, the tender offer was not contingent upon arriving at an amicable solution. L.P. said that if it were to receive a majority of the shares, it would take out the current board of directors and work to obtain a merger, with the remaining shareholders who had not tendered earlier so receiving \$1,000 cash per share.

On Monday morning, a Detroit lawyer presenting Perenchio called Clark's office to inform him of the offer and lawsuit and told Perenchio he was willing to talk with Clark. The ENA president declined the offer.

At a total purchase price of \$453 million, the price tag of the offer would be a hefty 29 times estimated 1985 earnings. The multiple objected against cash flow would be small. According to the tender offer, ENA cash flow, defined as net income plus depreciation, amortization and deferred income tax, had been projected to be \$23.5 million for 1985. The tender offer said operating income is already about \$5 million ahead of plan and that \$4.5 million in anticipated dividends would also theoretically be available to L.P. Including some possible paring of corporate overhead and of \$10.6 million anticipated capital expenditures, the cash available to service debt could well be over \$5 million. That would put the acquisition at 13 times cash flow, or equivalent to the multiple paid in other recent media transactions.

Another yardstick used to measure the media acquisitions is what the company could fetch if it were sold, not whole, but in separate properties. One recent estimate by *Broadcast Investor* assessed the five ENA stations alone at \$575 million, or \$1,269 per share, and the liquidation value of the tire company at \$2,140 per share, pre-tax. A drag on ENA's profits has been the intense battle that *The Detroit News* and the night-Ridder-owned *Detroit Free Press* have been waging. By most accounts, both papers are losing money. Jeff Epstein, an associate at First Boston, said "an outsider can assess ENA's television stations with a high degree of accuracy. The critical question

What is the value of *The Detroit News*? and that depends on the probability of a joint operating agreement [under a federal law that allows competing newspapers to share certain costs] with Knight-Ridder and what the terms might be."

The offering statement indicated that Perenchio had more than an outsider's perspective on the company with the help of internal financial reports received secretly from a senior executive officer of the company (NA). As soon as ENA officials read that part of the offering document, which L.P. lawyers felt had to be mentioned to meet the full-disclosure requirements of the SEC, ENA began a search to uncover the executive.

It culminated on Wednesday, when Peter



ENA's Clark

Kizer, ENA executive vice president, broadcast division, was called back from Washington where he was attending the executive committee meeting of the NAB TV board, of which Kizer is vice chairman.

Under questioning by Clark and others, Kizer admitted that he was the executive re-

put out a statement quoting Clark: "This incident is an outrageous example of broken trust and calls into question the business ethics and practices of the company involved in the takeover attempt."

Whatever the breakup value of ENA shares, those providing the bank financing for Lear and Perenchio have a piece of it. The lenders obtained 5% participation in the offer's net profit (defined roughly as the difference between the cost of the ENA shares and the market value of the various properties if the transfer is completed).

Attention to the price of ENA shares was attracted at the end of last year, when the rarely traded stock could still be bought for less than \$200. Some outsiders had become aware of the discrepancy between the stock price and ENA's inherent value and began acquiring stock. The company filed suit against two other group owners, Booth American Co. and George Gillette, accusing both of trying to acquire more than 5% of the company without complying with certain provisions of Michigan state law. Although the company was denied the injunction it

Lear follows Cooke's takeover recipe. Former Senator Eugene McCarthy, the proposed trustee for Jack Kent Cooke's aborted effort to take over Multimedia Inc., has disappeared from center stage. (He disappeared the moment Cooke opted to settle for an estimated \$25-million greenmail profit and dropped his effort to take over Multimedia.) But it's not likely that McCarthy's name will soon be forgotten. For *McCarthy* appears well on its way to becoming the short-hand citation for the FCC's decision granting Cooke interim approval to collect Multimedia shares through a trustee (BROADCASTING, July 22).

Hollywood producer Norman Lear and A. Jerrold Perenchio, doing business as L.P. Media Inc., cite *McCarthy* frequently in their effort to take over the Evening News Association. And in transfer applications at the FCC, L.P. Media appears to be sticking closely to Cooke's recipe. In a long-form application (Form 315), L.P. Media is seeking ultimate approval of the proposed transfer of Evening News stock. In an accompanying short-form application (Form 316), L.P. Media is seeking approval to use G. William Miller, treasury secretary under former President Jimmy Carter, as a trustee to collect tendered shares pending consideration of L.P. Media's long-form application.

Also in the filings, L.P. Media spells out Miller's rights and duties as trustee in a voting trust agreement. L.P. Media said it and Miller also would "abide by any and all of the 'insulation' and other conditions imposed in *McCarthy*."

Also in its transfer applications, L.P. Media implies that the sort of interim approval granted by the commissioners in *McCarthy* (there the commission granted McCarthy a special temporary authority to collect any Multimedia shares tendered pending review of Cooke's long-form transfer application) is now so firmly established as precedent that the commission staff itself may routinely grant such applications under delegated authority. "In view of the need for prompt commission authorization to permit the tender offer to proceed, it is respectfully requested that the commission or its staff act, on an expedited basis, to authorize Mr. Miller as voting trustee to acquire interim control of ENA [Evening News Association] either through grant of this [short-form] application or through grant of appropriate special temporary authority," L.P. Media said.

Last week, James McKinney, FCC Mass Media Bureau, said L.P. Media's apparent reading of the situation—that the bureau can act on applications that don't present new or novel issues—is correct. "Clearly, the bureau has the legal authority to act on the application, but no decision has been made as to whether this will be done at the bureau or commission level," McKinney said.

An FCC official said it was expected that L.P. Media's application would be accepted for filing by the end of last week.

ferred to in the offering document and named the person associated with L.P. who had requested the information. Kizer told BROADCASTING that because he had been subpoenaed by ENA counsel and the matter was under legal review, he could not detail his reasons for giving L.P. the information or if his involvement with L.P. went beyond providing them with the information.

After Kizer was fired on Thursday, ENA

sought, it obtained assurances that neither party was seeking to gain control.

Various other shareholders, the majority of whom are fourth-generation and fifth-generation descendants of founder James Edmund Scripps—Clark himself is a great-grandson—have sought a more active market to liquidate some or all of their shares. To satisfy their desire and prevent them from selling shares to a hostile acquirer, the

KKR appears successful suitor for Storer



Kizer

company made a tender offer for up to 40,000 shares at \$250 per share in December. It received 31,548 shares.

By then attention was increasingly focused on the company, and stories covering the interest were appearing in both Detroit newspapers. Clark said at the annual shareholders meeting in February that the company was considering going public in five years but first wanted to improve the Detroit newspaper situation and expand the company through acquisitions.

Some shareholders wanted a more immediate response to the rising value of media companies and a few months later formed the "Stockholders Equity Evaluation Committee," which reportedly now comprises over 20% of the outstanding shares. The largest ENA shareholder, Cranbrook Academy of Art, with 6%, hired the New York-based investment banking firm, Donaldson Lufkin & Jenrette, to evaluate the stock.

The company itself announced, just 10 days before L.P. proposed the tender offer, that it had "retained the services of Salomon Brothers... to counter proposals by some minority shareholders to seek immediate liquidity," among other purposes. In fact, ENA had been using Salomon Brothers for some time before the announcement.

Last week's tender offer for ENA came two weeks after Jack Kent Cooke ended his hostile tender offer for Multimedia by selling the 9.7% of Multimedia he already owned back to the company for a \$25-million profit. There are differences in the L.P. offer for ENA. Although L.P. said Perenchio began prospecting ENA back in January, he chose not to buy any of its stock. The board of Multimedia was able to obtain written "no sell" agreements from the 40 or so family members controlling almost half the stock. There is currently no such agreement among the at least 150 Scripps descendants.

The nine members on the board of ENA, seven of whom are related, met last Friday for a regularly scheduled meeting. Although no announcements were forthcoming, or had been expected, the company is required by securities law to give an official evaluation of the L.P. bid by this Friday. Although the initial response was that the company wasn't for sale at any price, it was widely expected that both L.P. and ENA were going to have to look for new solutions. □

Despite higher per-share offer from Comcast, Coniston directors join in unanimous approval of proposal from Kohlberg Kravis Roberts

At the moment of truth last Monday in Miami, only seven of Storer Communications' nine directors voted on the competing offers from Kohlberg Kravis Roberts & Co. and Comcast Corp. With Chairman Peter Storer and President Terry Lee both abstaining because of their interest in the KKR leveraged buyout proposal, the majority of the vote rested with four directors who had been elected only three months earlier in a hostile proxy contest, under the banner of "The Committee for Full Value of Storer Communications." But those four, along with three incumbent directors, unanimously chose the KKR offer, although it was at least \$50 million less than Comcast's bid.

After meetings with Storer's lawyers and investment bankers in New York, both KKR and Comcast were told to make their final bids on Monday morning. Beginning at 10 a.m., Comcast Chairman Ralph Roberts and Chief Financial Officer Julian Brodsky made an hour-long presentation to the Storer board, after which KKR's Henry Kravis presented his revised offer.

The final Comcast bid offered each Storer shareholder \$83.50 in cash, an increase of \$1.50 over the initial cash component. Eliminated from the initial offer (BROADCASTING, July 22) were warrants to buy stock in the surviving Storer, which was to be made a subsidiary of Comcast. Also, the preferred stock being offered in that subsidiary was reduced from the initial 1.2 shares to .35 shares, with some additional compensation.

In place of the warrants and loss of preferred, the new Comcast offer substituted a \$35, face value, zero coupon note. The restructuring raised the total per-share value of the original offer by \$2, to \$98, according to Comcast.

By reducing the equity Storer shareholders would have in the surviving company, Comcast's revised offer also attempted to eliminate the chance that the Internal Revenue Service would judge the sale a "reorganization" of Storer. If the IRS said it was a reorganization, as opposed to a liquidation, the \$83.50 cash to be given shareholders could be taxed as dividends and ordinary income rather than at the much lower capital gains rate.

For apparently the same reason, KKR also eliminated the preference stock in its offer and responded instead with a \$16 increase in the cash component to \$91. Still remaining in its offer was a warrant to buy stock in Storer, if an offering were ever made.

The Storer board reviewed the two proposals at its Monday afternoon meeting. Some directors were said to have feared that Comcast, with some preferred stock remaining in its offer, had not eliminated a potential

IRS problem. Another consequence of an unfavorable IRS ruling would be that the gain from Comcast's sale of Storer's seven television stations might be taxed at a high rate. "Though none of the lawyers were saying that we would have a disaster, no one was saying that we would not," according to Abiah A. Church, Storer's general counsel and secretary, who talked about some of the other reasons the seven directors rejected the Comcast offer.

Church said that Comcast had indicated Peter Storer would be chairman of the Storer subsidiary of Comcast and that all existing contracts with management would be honored. But there was some concern that middle managers without contracts would feel their positions threatened: "We are talking about a five- or six-month period before closing [of the Comcast offer] when people might be leaving." By contrast, Church said KKR is not an operating company and would leave Storer's management intact.

Similarly, franchising authorities would be less likely to scrutinize the KKR transaction because Storer would "remain intact both management and as a corporate entity the general counsel and secretary said.

Comcast had indicated it could close by Nov. 11, but Church said it was generally felt by the board that the KKR/Drexel Burnham team was more likely to complete its financing without hitches: "That is just a judgment call based on the track records of the parties in doing these kind of deals," said Church. Drexel Burnham is a premiere investment banking firm specializing in placing the kind of high-yield, low-grade bonds both sides were proposing to use.

On late Monday afternoon the conclusion the seven directors reached, according to Church, was that "there was much less risk involved in the KKR deal all around and the extra dollar or two that might be in it [the Comcast offer] might disappear." As another observer of the proceedings said, the KKR offer had "the highest chance of putting millions of dollars in the pockets of stockholders."

In accepting KKR's bid, the Storer directors also accepted some new clauses that would make difficult and unlikely another challenge to the four-month-old leverage buyout proposal. If turned aside because of a higher offer, KKR now has the option to purchase either three of Storer's TV stations for \$635 million, or roughly half the cable systems for \$897 million. In addition to these "lock-up" agreements the new agreement has a "poison pill" provision that would enable Storer to issue an additional 3.5 million shares to KKR at \$90 per share. That would add to any would-be suitor's cost the difference between its offer and the \$90 per share KKR paid to Storer. Finally, the deal is still in the agreement the \$1-per-share cancellation fee (multiplied by 21.2 million shares) KKR would receive should its offer be rejected in favor of a higher bid.

With the decision seeming all but perm

nent, the view from Bala Cynwyd, Pa., was less than optimistic. Bernard Gallagher, vice president and treasurer of Comcast, said: "Our lawyers are studying the agreements with KKR, but it is our understanding they generally hold up in court."

But more than one person associated with the Comcast bid said the potential of its receiving an unfavorable tax ruling was highly exaggerated by Storer's New York law firm, Simpson Thatcher & Bartlett. They added there need have been little worry about Comcast's financing since Merrill Lynch had agreed to back its \$1.2 billion pledge to Comcast with its own money. But as one participant in the Comcast bid said, there seemed little that could be done to change

the decision since the \$4-to-\$6 difference between the two bids was not that large "on top of a \$90 base," and because Storer had "taken the steps to create a record showing they had carefully considered each bid."

Comcast's Chairman Roberts told BROADCASTING: "We kind of agree with the street [investment community] that our proposal was superior," and he added, "It now seems up to the shareholders to decide." Asked what he might have done differently, Roberts said: "We treated the bid at arm's length and as objectively as we could; perhaps we could have worked closer with management."

The Comcast chairman added that he may soon again put that merger experience to work: "The cable industry is a good place to

put money and there are many opportunities that can be maximized with financing and management. We are going to go rolling right along."

KKR also plans to roll along and expects to have its revised financing arrangements in place before the new Nov. 30 deadline. The \$120 million (or \$6 per share) that KKR has added to its bid is expected to come from additional commitments by all three sources of the initial financing: the banks, Drexel Burnham's securities offering and KKR's equity contribution itself. Church said that a shareholders meeting to vote on the proposal would likely be held in October or November with the transaction closing before the end of the year. □

Must-carry week: the beat goes on

NAB goes for cable's jugular on compulsory license while NCTA makes concerted effort for peace; FCC washes its hands of the matter

The must-carry index moved up several notches in Washington last week.

□ The FCC decided not to appeal the *Quincy* decision, which overturned its own rules, because the new status quo advances the First Amendment standing of all electronic media and because it "cannot conceive of a new set of rules which would accomplish the commission's policy goals and would meet the constitutional test outlined in the decision" (see story, page 28).

□ The National Association of Broadcasters began its legislative attack on cable's compulsory license. Broadcasters were making the rounds on Capitol Hill, calling on key members of the House and Senate Copyright Subcommittees to discuss the prospects for eliminating the compulsory license of most cable systems.

□ And James P. Mooney, president of the National Cable Television Association, in a statement to broadcasters through BROADCASTING magazine, continued an effort to reassure television operators that no wholesale deletions of their signals were in the wind. "The must-carry fight is effectively over and the First Amendment has won," he said. "I see no point in these two industries, characterized by a great deal of common interest, some of it financial, going at each other's throats. Now is the time for cool heads to prevail. Now is the time to try to work problems out at the local level, keeping in mind the interests of the public."

Mooney noted he had reassured Congress that it was in cable's interest to carry broadcast signals to the extent possible, and that the only reason not to was to be able to carry other programming the public desires. He would not have given such assurances had he felt those words would come back to haunt him, Mooney said.

The NCTA chief saw no long-range damage in the FCC majority's position favoring repeal of the compulsory license, which it made known in its decision not to appeal the *Quincy* decision. The commission is not the

expert agency on that subject, said Mooney, and its views, while to be respected, are not expected to be pivotal.

NAB's interest in forcing cable to accept full copyright liability is part of a larger strategy to minimize the effects of the U.S. Court of Appeals decision that the FCC's must-carry rules are unconstitutional (BROADCASTING, July 22).

"We've found a number of people who are sympathetic and willing to help," said NAB President Eddie Fritts. Indeed, Representative Barney Frank (D-Mass.) plans to introduce a bill when Congress returns from its August recess. His staff has been working on a draft bill that would repeal the compulsory license for most cable systems (all but the smallest, with 2,500 subscribers or fewer, would be affected).

Moreover, the proposed measure would provide some incentive for local carriage. There would be no copyright liability for local signals for cable systems with fewer than 12 channels. There would be no copyright liability for cable systems with more than 12 channels that carry all local signals—local being defined as signals within a 50-mile radius of the broadcasting station.

NAB, Fritts said, will continue its grassroots lobbying campaign for repeal during the recess. Also, the Association for Independent Television Stations will hold a membership meeting Aug. 15 in Chicago to marshal its lobbying forces. And NAB issued a Mailgram to its members last week urging them to call its "must-carry hotline" with information documenting cases where broadcasters will be severely harmed if the ruling is allowed to stand.

On Capitol Hill, observers are expressing serious doubts that broadcasters will make much headway. "It's a politically tough challenge," said one House source. "They're talking about repealing the compulsory license but the compulsory license really doesn't deal with broadcasters. Only about 4% of the royalties go to broadcasters," he said. Whatever the broadcasters do they'll need the support of the copyright community, he added.

Prospects of convincing the House Copy-

right Subcommittee to repeal the compulsory license appear uncertain. Copyright Subcommittee Chairman Bob Kastenmeier (D-Wis.) told BROADCASTING he doesn't favor repeal of either the must-carry rules or the compulsory license. "I don't think that cures the problem," he said. He also doubted a majority of the parent Judiciary Committee would be in favor of repealing the compulsory license. "I doubt very much there has been a majority for repeal," he said. Is Congress ready to get into all this? "Not for a while, I don't think," Kastenmeier replied.

In the Senate, the NAB asked Copyright Committee Chairman Charles McC. Mathias (R-Md.) to hold hearings on the subject. He is considering that request.

One Hill source thinks the broadcasters are facing three major hurdles. The first will be getting the cable industry to "treat this seriously." Then, the source said, broadcasters have to work out some narrow must-carry rules to which cable will agree. And even if agreement is reached, it will have to deal with all the personal agendas of the Energy and Commerce Committee.

Indeed, in a speech before Colorado broadcasters last week, House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) hinted that making the case for must carry won't be easy. "Any must-carry provision must be evaluated in terms of making sure that the public has access to programming designed to serve them," Wirth said. "However, in a deregulatory environment in which broadcasters no longer have specific public interest responsibilities, if broadcasters do not provide substantial local programming do they provide a public service that justifies getting must-carry protection? That, it seems to me, is the core question."

In order to have special treatment, Wirth noted, the broadcasters have to make the argument that they are providing a special local service. "But if new rules are going to be devised they have to be aimed at protecting local broadcasting, not the local broadcasters. For example, if a local station does 24 hours a day of rock videos, must-carry protection certainly wouldn't be focused on

FCC decides against must-carry appeal

The FCC won't appeal the Court of Appeals in Washington's determination that the must-carry rules are unconstitutional, and it doesn't see how it can retool the rules to meet constitutional muster. At the same time, the FCC majority—Chairman Mark Fowler and Commissioners Mimi Dawson and Dennis Patrick—believes the cable industry's compulsory copyright license should go.

In a statement last week, Fowler, Dawson and Patrick indicated they believed the court's determination represented a step in the right direction. "Because the constitutional analysis [in the appellate court's *Quincy* decision] as to cable represents a positive step toward recognizing full First Amendment protection for all forms of electronic media, we will not challenge it," the commissioners said.

The FCC majority said the must-carry rules displaced consumer choice, and thus interfered with the marketplace. But that interference, it said, had been defended by the commission because of the partial exemption from the market that cable operators have under the copyright law. "After *Quincy*, the situation has again become unbalanced and deserves a solution," the majority said. "Although this *Quincy* decision takes the first step toward a true marketplace for the distribution of programming by cable systems, we believe that the mass media marketplace will not be set entirely right until cable's copyright immunity is replaced with a scheme of full copyright liability, allowing unimpeded negotiations between the parties," the majority said.

"We have carefully considered the possibility of retooling the must-carry rules," the majority said. "At this point, we cannot conceive of a new set of rules which would accomplish the commission's policy goals and would meet the constitutional test outlined in the *Quincy* decision. Accordingly, we believe that the better course is to seek an equitable realigning of free marketplace forces rather than another false equilibrium of intru-

sions on the rights of cable operators, broadcasters and copyright holders."

In a public notice, the FCC noted that the court's vacating the must-carry rules is scheduled to become effective Sept. 3. Until the court's order becomes effective, the FCC said it will maintain the must-carry status quo. "That is, no new signal carriage will be required nor may cable systems delete currently carried local signals under the must-carry rules," the FCC said.

In a statement, Commissioner James Quello made clear that he believed the majority had it wrong. "In failing to appeal *Quincy*, we are simply abandoning rules which I continue to believe have utility in promoting the public interest in assuring local diversity," Quello said. "If we are to abandon the must-carry rules, I would prefer to do it in the rulemaking context with full opportunity for public comment on the wide-ranging effects that will flow from this decision (e.g., the impact on local rate regulation of cable). To again defer to the courts for policymaking is to abandon our own mandate." Commissioner Henry Rivera did not participate because he has been discussing employment possibilities with law firms with a stake in the rules.

The NAB expressed disappointment in the FCC's decision. "We are extremely disappointed that the FCC has decided not to seek additional judicial review of the Court of Appeals decision overturning the must-carry rules, which were adopted and enforced by the FCC to further the goal of localism," said NAB President Eddie Fritts. "NAB intends to pursue additional court review, including up to the Supreme Court, even without FCC support," he said.

"We are heartened with the commission's recognition that the imbalance between broadcasters and cable operators could only be solved when cable's copyright immunity is replaced with full copyright liability. We are pursuing this goal in the Congress and hope that we can call on the FCC for support."

local broadcasting or the need for some kind of a preference or some kind of concern for local broadcasting. It would only be there to protect the local broadcaster and what's the justification? Why then shouldn't that local broadcaster be paying just like anybody else does for access," he asked.

Wirth's said it would be difficult for the industries to reach a compromise that would be deemed constitutional. "Since the courts seem to suggest that only the stations that really needed protection, presumably the smallest, weakest local stations, were the ones for whom any must-carry protection makes sense. There's going to be a period of time in which all this is going to be discussed, but I will be urging very strongly that a lot of people start from the perspective of localism and that is the rationale that all of the broadcasters have who are concerned with must carry."

NAB anticipates that there may be problems in the Energy and Commerce Committee as members try to extract a quid pro quo for must carry. However, broadcasters feel the industry's rapport with the subcommittee has improved and that they can work out a deal.

Even Wirth commented on the change of attitude. "The broadcast community and the subcommittee have not always seen eye to eye. But it seems to me that enormous strides have been made recently in terms of working cooperatively in the future," he told Colorado broadcasters. He also praised

Fritts. "I want to applaud Eddie Fritts who has worked very, very hard over the last year to move NAB, and get them to be thinking, as we have attempted to do on the subcommittee, to be working constructively in forging this new partnership based on cooperation rather than confrontation."

Meanwhile, some sparring between the two industries has already begun. INTV President Preston Padden, in a letter to NCTA President Mooney notable for its irony ("Congratulations on what you have characterized as cable's 'grand slam' [victory]. Your metaphor seems particularly appropriate in light of the number of baseball games which your members compulsorily appropriate from independent television stations."), said it was prepared to negotiate "if, or when, NCTA deems such negotiations to be desirable." Mooney told BROADCASTING, "I am always skeptical of people sending letters and then sending the letter to the trade press. But Preston seems to be a nice guy."

Steve Effros, executive director, Community Antenna Television Association, echoed the NCTA view. "Legitimate local broadcasters are going to be carried," Effros said. "Instead of attacking us on the compulsory license, they've first got to decide what they want. It's clear that they don't know what they want. If they do have a proposal on local carriage I wish they would convey it to us rather than attack us on the compulsory license."

Effros also suggested broadcasters pay heed to the recommendations of Mathias and Kastenmeier, who, during the NCTA convention, suggested that the cable industry and copyright holders settle some of the more substantive copyright issues among themselves first and then go to Capitol Hill (BROADCASTING, June 10).

Children's TV: another bill from Wirth

Legislation would impose quotas on volume and time of education for young and sic FCC on 'program-length commercials'

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) last week introduced legislation fixing minimums for educational programming for children on commercial television stations. It also would direct the FCC to conduct an inquiry into the production of so-called "program-length commercials" for children. A companion measure was offered in the Senate by Frank Lautenberg (D-N.J.).

Wirth and Lautenberg sponsored similar legislation in the last Congress. But the new measure calls for more hours of children's

programming than the old one. It would mandate at least seven hours per week, "at least five of which must air Monday through Friday," while the previous bill called for an hour of educational programming five days a week. Moreover, this measure places a burden of proof on the broadcaster. It "specifically identifies the petition to deny procedure as the appropriate process for insuring broadcasters' compliance with provisions of the bill," Wirth explained.

The subcommittee chairman said that television's potential to educate children is "unrealized." He criticized the FCC for failing to insure that television broadcasters "adequately" meet the needs of children. And he called the FCC's current policy on children's television "shortsighted."

Wirth expressed a particular interest in investigating the use of program length commercials. A new trend, he noted, has evolved in which a television series is released at the same time as a line of toys associated with the program theme or characters. "Although these programs are entertaining to children, the program content itself—not just the commercials—is specifically designed to promote products to children," he said. "Many believe this trend is the direct result of the FCC's 1984 television deregulation order which freed broadcasters from any limitation on the number of commercial minutes that could be run per hour."

The bill would require the FCC to complete its inquiry on program-length commercials within nine months after the bill's enactment and report its findings to Congress.

Wirth hinted that his bill could be headed off by conciliatory action from broadcasters. "There may, of course, be other ways to solve this problem," he said. "To their credit, the National Association of Broadcasters and its president, Edward O. Fritts, have indicated a willingness to work with me in order to devise ways in which commercial broadcasters might foster the development of alternative programming, including programming designed to meet the educational needs of children. To the extent that the marketplace provides adequate educational programming for children, a legislative solution may not be necessary. However, until that day is reached, we must do all that we can to insure that children are served by the licenses of the public airwaves."

Fritts said the NAB was opposed to any mandatory programming requirements and that broadcasters were serving the needs of children without guidelines.

Peggy Charren, president of Action for Children's Television, took the opposite view. "I think the time is so right for this because the industry has gone overboard in ignoring the rights of children. It's the perfect climate for the bill to pass."

■ In other legislative action, Wirth introduced a bill that would authorize funding levels for the Corporation for Public Broadcasting for fiscal 1988, 1989 and 1990, at \$220 million, \$246 million and \$283 million, respectively. It also would authorize funds for the National Telecommunications and Information Administration's public telecommunications facilities program at

\$24 million for each year.

An authorization measure also was offered earlier by Representative Michael Oxley (R-Ohio), which included lower funding levels for CPB in FY '89 and FY '90 and would permit noncommercial broadcasters

to participate in a limited advertising experiment. Wirth's bill proposes funding levels roughly \$65 million higher than the CPB authorization measure adopted by the Senate Commerce Committee (BROADCASTING, May 13). □

NRBA plants seed of 'super radio' association

Hopes to join radio activities of NAB, RAB and itself—plus any others that want to join—in organization that would be devoted exclusively, and without redundancy, to interests of aural medium; others indicate willingness to sit down and talk

The time is right, according to Bernie Mann, president of the National Radio Broadcasters Association, to establish a "Super Radio-Only Association" to represent "the entire radio industry on Capitol Hill and at the FCC as a single, unified and autonomous voice."

At a special meeting July 24 in Chicago, the NRBA executive committee passed a resolution recommending that "a summit meeting be held with key radio broadcasters influential in existing radio trade associations" to pursue the development of such an organization. According to the NRBA, the new association would "encompass all facets of radio station operations, management, sales, programming and engineering." Said Mann, there is "no need to have one organization that sells, another organization that lobbies, another organization that does management. We think it all ought to be under one roof."

The NRBA envisions melding the NRBA, the Radio Advertising Bureau and the radio department of the National Association of Broadcasters into one independent organization. Additionally, Mann said, if the radio divisions of the Radio-Television News Directors Association and the Broadcast Financial Management Association, among others, "wanted to branch off" and join the Super Radio group, that too would "be fine."

NRBA's executive vice president, Peter B. Ferrara Jr., hoped that the new entity could take advantage of "the knowledge and resources" of the three groups—the NRBA, the NAB and the RAB—and "many others." No specifics have been decided as to how Super Radio would be structured or who would run it. "We're not even going to begin to say. It's up to our respective boards to decide," Ferrara said, adding that the proposal is to create a new organization—"and all three organizations, as they currently exist, would not survive that restructuring."

Ferrara said the radio industry has said with "a pretty clear voice" that it's time that the three organizations "sit down and talk about what can be accomplished" to serve the radio industry. "That's our real goal," he said.

Both RAB and NAB are willing to "discuss" Super Radio, although the most said by either group about the idea itself was that the RAB called it "interesting." RAB Presi-

dent William Stakelin stressed that RAB is "strictly a sales and marketing association," but that it was "willing to go anywhere, any time, to talk about anything that would benefit the radio broadcasters. . . . Our main concern right now is that the job that our members are paying us to do—to influence more money into the radio industry—is not diminished or slowed down in any way."

Stakelin said that he didn't "want to see this get into pitting one [organization] against another. I think what we're looking at is clearly defined territories." If there is a way to put territories together "to do a better job for the broadcasters," and if the broadcasting industry is ready "to support those as such, then there may be some merit," Stakelin said, adding that he thought it would take "a lot of discussion. What I worry about," the RAB president said, "is for people who get up in the association world, so to speak, thinking of what type of association can be built, things being done, without regard to how it relates to broadcasters. I'm not interested in building some giant organization just to say that I helped build that organization. If indeed it will better serve broadcasters and can do a better job, I want to be a part of it."

Late last week (Aug. 1), the NAB sent a letter signed by Eddie Fritts, president, to NRBA and RAB officials that said "the precedent of joining together" was set when the Daytime Broadcasters Association joined with the NAB "to further unify and consolidate in the best interests of our industry." The NAB proposed that NRBA and RAB "each bring five people here for a joint exploratory meeting on Aug. 7, 16 or 23 with an open agenda to seek further approaches toward improved service and effectiveness. Our operating philosophy, like NRBA's, is well known. Perhaps further cooperation can be effected in the best interests of all."

RAB's Stakelin said the RAB would attend a meeting with Fritts in August. NRBA's Mann, however, told BROADCASTING that "it's very admirable they're [the NAB] is interested in our proposal," but that NRBA wouldn't meet with the NAB until after the executive committee's resolution is presented to the full NRBA board in September. "All of a sudden, this sense of urgency of meeting, when the need has been there so long, is a little questionable," he said.

NRBA Chairman Bill Clark said he was pleased with Fritts's "positive response" in expressing a "willingness to talk," but cautioned that the NRBA is "not seeking to merge with, or be absorbed by an existing

organization."

When told about the proposal, RTNDA President Lou Adler said that RTNDA is "one unified organization" that has no "radio division." The organization has "always steadfastly maintained that we are much better unified than if we were to split between television and radio," he said, adding that although he did not know any of the details of Super Radio, "I don't see this [Super Radio] as being a threat to that unity." Adler said he saw "no profit" for either radio news people or television news people "to go off in their own direction." Adler is news director of WOR(AM) New York.

And what about the reaction from broadcasters? Donald Platt, executive vice president and chief executive officer, Regional Broadcasters Group, Grand Rapids, Mich., had a "cautious" reaction, "in the sense that radio definitely needs better representation on a national level. . . I think they have identified a problem," he said, adding: "I'm not sure that's the solution."

Regional Broadcasters belong to the NAB, NRBA and RAB because each offers "something different," Platt said. "They all have their strengths and weaknesses. The fact that we belong to all three—maybe

that's an indication" that Super Radio is "a good idea."

Joe Dorton, Gannett Radio president, said that if "it were possible" to create one organization, "it would make sense" and "it would be wonderful." However, Dorton said "egos and politics would probably, realistically prevent" the formation of such a group. But, he said, "radio needs one voice."

Art Kellar, president, EZ Communications Inc., Fairfax, Va., called Super Radio an "exciting prospect," something that is "needed, necessary and one whose time has come." Radio needs to be represented by one association, Kellar said, "rather than fragmented by representation by several." As for any interference by politics and egos, Kellar said that he thought "the politics and egos are being laid aside at NRBA; it is yet to be determined if they will be at the NAB and RAB. I think there is a good prospect they will." As for the benefits of one organization, Kellar saw Super Radio as "one source for material, information, for consolidation of views and for government relations, public relations—one voice, one body, representing only the views of radio."

Gerald Hroblak, president of Bethesda, Md.-based United Broadcasting Co., also

liked the idea, calling it "excellent" and "terrific." He said he believed that "it would be good for the industry. I believe the various organizations' members would like to see it." If the three organizations were combined into one, "why wouldn't you not want to belong to it? I think they ought to explore it further," he said.

When asked what made the NRBA think Super Radio can happen, Mann said: "We're the only ones that can [make it happen]. We're the only ones that aren't protecting our jobs. The only thing I hope doesn't happen," Mann said, is that "in order to protect their turf, people in other organizations start criticizing the idea without really discussing it. It's too easy for those who have their livelihood on the line to criticize it." Mann added that Super Radio "may be a dumb idea. But at least let's get folks together and see if there is any hope in putting it together."

The NRBA executive committee's resolution also recommended that the NRBA "expand its efforts and resources in the area of sales services to its membership." It was adopted unanimously and will be presented for consideration to the full NRBA board at its regular meeting Sept. 10 in Dallas.

FCC's double whammy to Turner's CBS hopes

Ted Turner lost big at the FCC last week (as the lead story in this issue testifies; page 23). In a 4-0 vote the commission refused to block CBS actions that will make it difficult, if not impossible, for Turner to realize his takeover plan as proposed. Some of those regulatory moves will set precedent for others who follow Turner down the takeover trail.

By the same margin, the FCC also voted to cancel the two days of en banc hearings on Turner's takeover bid it had scheduled for last week, despite Turner pleas that the show go on.

In a petition for declaratory relief, Turner cited, among other things, a move last March by which CBS got a new line of credit that called for any amount owed to be due immediately if the CBS board were replaced quickly. He also cited CBS's changing its by-laws so shareholders could no longer call special meetings. In addition, he cited CBS's recapitalization plan (which was implemented last week). The notes for that offer, according to Turner, included a variety of conditions (one, for example, prohibiting CBS from incurring additional indebtedness that would result in its consolidated total debt exceeding 70% of its total capitalization) aimed at insulating CBS from offers like Turner's (BROADCASTING, July 22). Turner argued the intended effect of the offer was to deprive CBS shareholders of the ability to consider merger proposals that had not been initiated by management. That, Turner alleged, represented a transfer of control from CBS shareholders to CBS management and the holders of preferred stock.

In reply, CBS said that after the recapitalization, the voting power of the existing shareholders would remain "virtually" unchanged and that the company would be managed by the same officers and elected directors. CBS also said the only transactions that would be precluded are those that would raise its debt-to-total-capitalization ratio to "imprudent" levels.

The FCC came down on CBS's side, even though it emphasized that it was not within the commission's jurisdiction to rule on whether the actions in question had exceeded the CBS board's authority or were illegal under laws outside the Communications Act.

"We have carefully reviewed the cumulative effect of the actions taken or proposed by CBS," the FCC said. "We are unable to find that CBS's shareholders have lost any rights such that a new group 'will be able to determine the manner or means of operating [CBS] and determining the policy that the licensee will pursue.' The actions of CBS's board simply do not affect 'control' as that term was intended to be used in the context of commission regulatory activities. Indeed, they may be correctly viewed . . . as a manifestation of shareholder control delegated to the CBS's board of directors."

On the other front, the FCC—at the prodding of CBS and the CBS Television Network Affiliates Association—canceled the en banc hearings, which had been scheduled for Aug. 1 and 2.

In the wake of an Atlanta federal judge's refusal to block CBS's recapitalization plan, CBS filed an emergency petition at the FCC, asking that the en banc hearings, scheduled for last Thursday and Friday, be postponed to "avoid unnecessary waste of the time and resources of the commission and the parties involved in the proceeding."

CBS told the FCC that enough shares had already been tendered last Tuesday (July 30) to put its recapitalization plan into effect, and that the plan would be concluded before the opening day of the en banc arguments.

CBS stated that TBS testimony in the Atlanta court proceedings made it clear that TBS would have to withdraw its existing tender offer if the recapitalization went through. CBS also noted that Turner had stated his intention to continue his attempt to take over the network organization. But CBS said Turner did not know whether he would do that through a new tender offer, supplemented with cash, or a proxy fight. "Obviously, these events invalidate TBS's previous certification of its financial qualifications and cause its pending transfer applications to be incomplete and not suitable for processing," CBS said. "In view of the central importance of the financial issue (both in its own right and as a factor exacerbating the harms a CBS/TBS merger would cause to diversity and economic competition), it is apparent that there is no longer a basis for holding en banc oral argument as now scheduled on Aug. 1 and 2. It would represent an unjustifiable waste of the time and resources of the commission and many interested private parties to conduct a showcase 'debate' of the merits of a discarded financial plan and a transfer proposal that, at this point, literally does not exist. Moreover, in light of the fact that it is not now known whether TBS will proceed with a new tender offer or a proxy fight, the holding of elaborate en banc arguments could be extremely misleading to CBS shareholders and potential investors. In fact, the holding of such proceedings could create the impression that FCC proceedings were being utilized by TBS to lend an artificial appearance of credibility and substance to its efforts."

In an opposition filing, TBS urged the commission to proceed with the hearings. TBS insisted that its transfer proposal continued to be "viable." TBS said it had asked the appellate court to review the district court's refusal to block the recapitalization plan. "If TBS's appeal is successful, the poison pill provisions [in the CBS recapitalization plan] would be invalidated, its [TBS's] existing exchange offer will remain entirely viable and there will be no reason for it to alter its current proposal," TBS said.

TBS also said that even if the appellate court permits the recapitalization plan to stand, TBS "currently intends" to launch a proxy fight for control of CBS at the next available opportunity. "Following a successful proxy fight and assumption of control of the board of directors by TBS nominees, TBS will seek a restructuring of CBS and a merger with TBS," TBS said. "These actions require prior FCC approval. However, since assumption of control by means of a proxy contest requires no payment for existing CBS shares, TBS's determination to proceed in this manner would essentially eliminate any financial issue from this case. Thus, CBS's argument that a postponement of the oral argument is required by an alleged invalidation of TBS's financial certification is erroneous. Therefore, the commission should continue to process TBS's applications so that the requisite approval to TBS's efforts to obtain corporate control of CBS in the marketplace will not be improperly delayed."

"A hostile takeover of a regulated company is recognized to be an exceedingly difficult process, in large part because of the impact of regulatory requirements and procedures on the process," TBS said. "If the commission does not diligently move forward with processing the pending applications, CBS can continuously take defensive measures which alter various components of TBS's proposal with the effect of forever postponing any FCC consideration and approval thereof."

DIONNE IS BACK WITH SOLID GOLD

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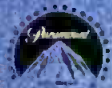
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talents of Dionne and her weekly
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music today will be presented in live
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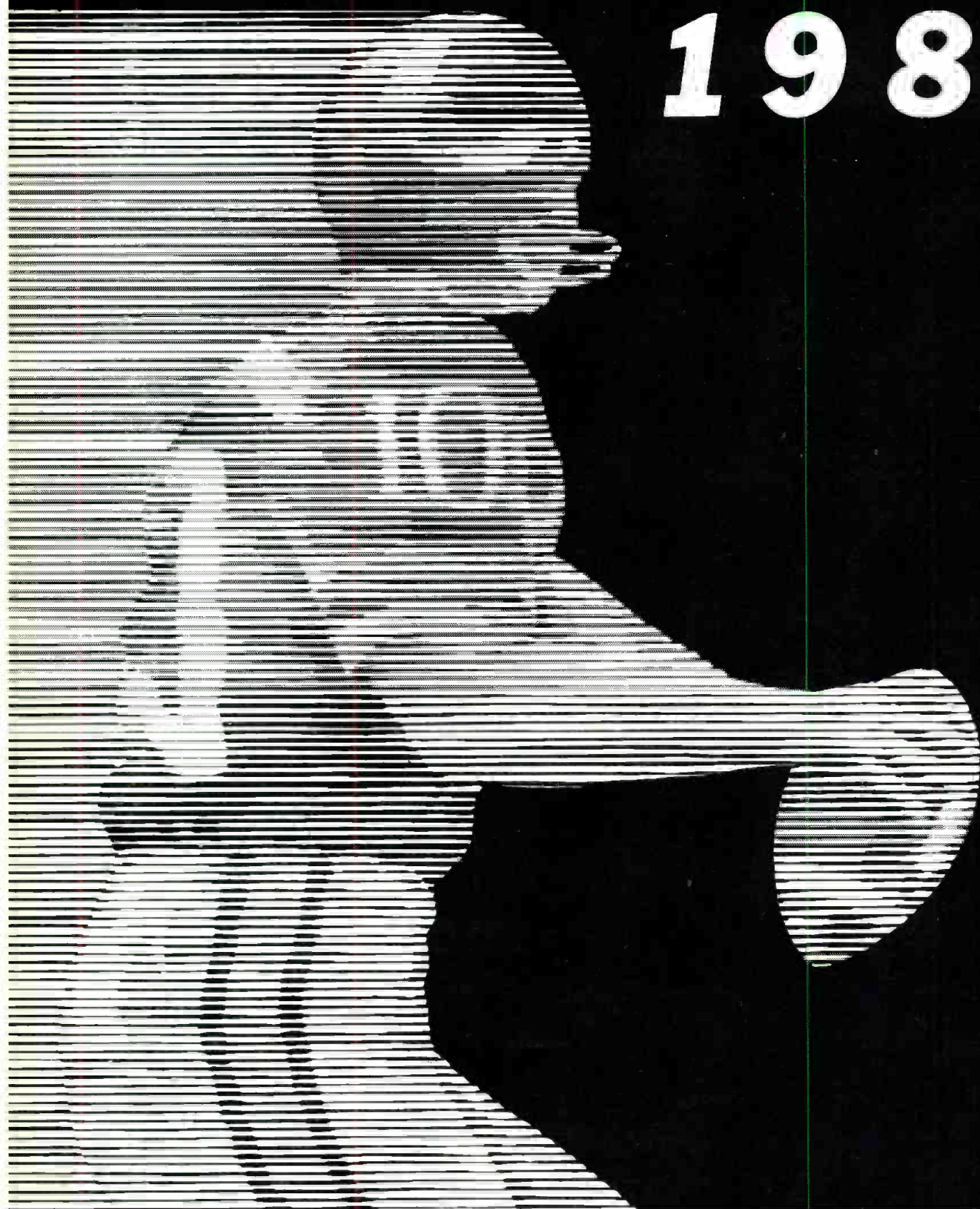
*NIELSEN Report 9/84-4/85 omnnn once-a-week shows

PHOTO: HARRY LANGDON

Special Report

FOOTBALL

1985



Football rights in 1985 hit \$530 million

That's the figure networks, local broadcasters and cable programmers will pay for airing college and professional football in 1985, an increase of 6% over 1984, when payments were \$501 million

Rights fees that broadcasters will pay this year for coverage of college and professional football are on the increase again, rising 6%, to \$530 million, compared to 1984. Last year the networks (including cable) and local outlets paid \$501 million, a figure that had dipped below 1983's \$536.6 million. The drop was primarily because of the disarray in college football after last summer's Supreme Court decision nullifying the National Collegiate Athletic Association's contract with the networks. (This year's figures, however, do not include preseason television coverage of the Los Angeles Rams, which had not signed a rights package by press time. The figures also omit rights, probably totaling under \$5 million, for some of the smaller college football attractions put together by small syndicators.)

For local coverage of the National Football League, broadcasters' fees for radio are up 32% from last year's figure of more than \$14.7 million, to nearly \$19.6 million. Local television rights for preseason games are up 31%, to more than \$5.33 million.

The three television networks are in the fourth year of a five-year, \$2.2-billion deal with the NFL. Their payment is up 8%, from last year's \$415 million to \$450 million. ABC pays the most, about \$160 million, while the CBS rights share comes to roughly \$150 million, and NBC's to about \$140 million.

Rates for advertising, on average, are up 5% to 10% over last year, although there have been some declines in certain categories. In the words of one buyer of commercial time, while the NFL schedule still represents a good buy, the approaching football season is being called neither a buyer's nor a seller's market. While the networks are said not to be adhering to rate cards strictly, the NFL is recognized as one of the best ways of reaching the male sports audiences.

The United States Football League is planning to change from a spring-summer schedule to a fall schedule in 1986, assuming it is still in business. Rights for the 1986 season have not been determined. ABC paid \$9 million and \$14 million, respectively, for USFL rights for the spring seasons in 1984 and 1985. ESPN paid \$5.5 million in 1984. Its 1985 payment was the first year of a new three-year deal valued at \$71 million.

On the college television front, CBS is paying \$12 million for a package of Big 10, Pac 10 and Atlantic Coast Conference games, as well as selected other college games. Last year CBS paid \$10 million for its coverage of the Big 10 and Pac 10. ABC is paying \$15.5 million for a package of College Football Association games. Last year ABC paid \$12 million for its CFA schedule. ESPN's rights fee for its schedule of CFA and smaller NCAA school contests comes to \$12.5 million, and Turner Broadcasting System's rights fee for a 40-game schedule of Pac 10, Big 10 and Southeastern Conference games comes to about \$7.5 million.

College football rights return to normal after last season's turmoil produced by NCAA decision; number of syndicators, and games available, have fallen off; advertising prices in the pro front continue to increase, with 10-second Super Bowl prices running \$550,000

The football television rights picture for college has stabilized considerably this year as teams enter their second season without a NCAA pact, struck down by the U.S. Supreme Court in June 1984. The price of stability has been a shakeout of significant proportions, however, on the syndication level, where there are both fewer syndicators and fewer games in syndication than a year ago.

The networks, including CBS, ABC, ESPN and Turner Broadcasting System, and dominant football schools and conferences appear to be faring best in the post-NCAA era. CBS and ABC, for example, were to have paid between \$33 and \$34 million apiece in rights fees for their 1984 and 1985 NCAA football packages, while ESPN would have paid about \$17 million for its supplementary package. With the voiding of those pacts, however, the three will pay substantially less both this year and next. CBS signed a two-year

pact covering 1985 and 1986 for a package of Big 10-Pacific 10 games and will pay \$18 million. Over the two years, CBS will broadcast 28 or 30 Big 10-Pac 10 contests. In 1984 it paid a little more than \$9 million for a similar one-year package. The total CBS college football package will consist of 20 or 21 games for the 1985 season. The network is also paying \$3.5 million for a two-year ACC package, which some have described as the "classic example" of what the Supreme Court intended when it voided the NCAA pact. Last year, as a conference participating in the CFA agreement with ABC and ESPN, the ACC received only \$400,000. Thus, dealing for itself, it was able to quadruple its take in a year.

That deal over time, however, will likely prove to be an exception to the norm—there is only so much room in the network schedules and it is a safe bet they will continue to pursue rights of only the handful of conferences and independent schools that constitute the cream of the crop in college football. And according to Neal Pilson, group executive vice president at CBS/Broadcast Group, that is the way it has been and will continue to be. "Not that many small schools participated under the NCAA plan," he said. "The fact is the average small school didn't get much money under the old plan and isn't getting much money under the new plan either."

ABC and ESPN renegotiated with the CFA for a two-year package that will see ABC pay \$31 million to broadcast a minimum of 21 games each year, while ESPN will pay \$24 million to cablecast 17 games each season. ABC paid \$12 million for 20 games and ESPN paid \$9.3 million for 15 games in the 1984 season. This season, CBS and ABC will compete more directly in the late afternoon time period. Last season, CBS had more games with a noon or 12:30 p.m. start time. ESPN will carry its CFA package in prime time on Saturday evenings beginning Aug. 31. In addition, ESPN has picked up a five-game Thursday-night package (which will complement the special Thursday night games carried by ABC) featuring some of the smaller NCAA schools that normally do not receive much broadcast coverage. ESPN is also carrying two bowl games, the California, in conjunction with rights-holder Mizlou, and Yokohama bowls.

Turner Broadcasting System has put together a three-package, 40-game schedule of college football, which Rex Lardner, director of sports programming for TBS, describes as the most extensive of any network this year. WTBS, the superstation, will go head to head with ESPN in prime time on Saturdays with a package that will include games of the Big 10, Pacific 10, ACC and independents. That package will also be syndicated to broadcast stations nationally. In the early Saturday afternoon time period, WTBS will carry a package of Southeastern Conference games. In addition, TBS will syndicate an 11-game package of Big 10 games for Saturday afternoon carriage, none of which will be carried on the superstation. The total rights payments by TBS to the schools involved in its 1985 football coverage are estimated to be in the \$7-million or \$8-million range.

The USA Network is also carrying a package of 12 live regular-season games this year. Nine of the games are cablecasts of the syndicated broadcasts of Telstar Communications, headed by Fred Botwinik, former head of Katz Sports, which was acquired by Raycom earlier this year. Telstar is syndicating a 12-game Eastern regional broadcast package of four teams—Syracuse, Pittsburgh, Boston College and Notre Dame. Telstar is also syndicating three Notre Dame games, nationally, with expected coverage of about 70% of the country, according to Botwinik. USA will also broadcast six bowl games, three through an arrangement with Mizlou, which has the rights to the Cherry Bowl (Dec. 21), the Independent Bowl, and the Senior Bowl (Jan. 18), and three through an arrangement with Lorimar, which has the rights to the Holiday (Dec. 22), Bluebonnet (Dec. 31) and Freedom (Dec. 30) bowls. The Lorimar Sports Network has only the right to those three bowls, but plans to get involved in syndicated football on the college level "in a big way" in future seasons, according to Mark Solomon, an LSN executive. Most of its activity this year will be in basketball.

Jefferson Pilot Teleproductions is syndicating a package of 13 ACC games to broadcasters. The package will also be seen on the Madison Square Garden cable network.

Last year's syndication market for college football was, by most accounts, a trying one. Most of the syndicators lost money and

several, that promised rights fees that they could not pay because they overestimated viewer and advertiser demand, did not survive. At least three of last year's football syndicators are no longer in that business. Katz Sports was absorbed by Raycom, which this year is producing an 11-game Southwest Conference package, an 11-game Big Eight package, the Aug. 29 Kickoff Classic at the Meadowlands Stadium in Rutherford, N.J., and the Liberty Bowl (Dec. 27). Two others that dropped out of the football syndication business are being sued for nonpayment of rights by the schools that did business with them—TCS/Metrosports, New Kensington, Pa., and the Nashville-based SportsView. One new company came on the scene. Fred Botwinik, the former president of Katz Sports, created his own company, Telstar Telecommunications Inc. (see above).

The experience last year of some major schools in the syndication market was so bad that they have opted not to participate in syndication this season. In fact, two entire major conferences are forgoing the syndication market this year—the Pac 10 and the Western Athletic Conferences. The Pac 10 last year had a syndication deal with TCS/Metrosports. In retrospect, said John McCassey, assistant director of the Pac 10, the conference's experience with TCS/Metrosports, "turned out to be a nightmare." An initial agreement called for the syndicator to pay the Pac 10 \$4 million for the rights to a package of 1984 games. But just before the season began, the company came back and forced the conference to accept \$3 million or face the possibility of having no deal at all. At that point, the conference obtained letters of bank credit guaranteeing \$2.5 million of the \$3 million in rights fees owed. The syndicator ended up defaulting, not only on the \$3 million owed for football rights, but also on a \$1-million basketball rights agreement. The conference has sued the syndicator for \$500,000 not guaranteed by banks for the football payments as well as for the \$1 million owed for the basketball contract. TCS/Metrosports declined to return several calls placed for comment.

But those problems aside, McCassey said, it is the conference's belief that "the proliferation of games is driving prices down. We've decided to take a step and cut back," in the hope that if a few others follow the lead the rights value may climb back to a premium. "We figure it's worth a try." McCassey declined to say exactly how much the Pac 10 was being paid for its participation in the CBS and TBS packages, but one source with knowledge of the agreements said the conference would receive a little more than \$14 million over two years. On an annual basis, that is about equal to the slightly more than \$7 million the conference received in 1983, the last year under the NCAA pact. This year, 10 to 12 Pac 10 games will be seen on television, compared to 21 last year, and 11 in 1983.

The Big 10, by comparison, will receive about \$18 million, sources confirm, for its two-year pacts with CBS and TBS. That is the highest rights fee obtained in the current market by any conference, and more than

the Big 10 ever realized on an annual basis under the NCAA pacts. But to get it, the Big 10 will expose 16 or 17 games a season, 11 Saturday afternoon games and five or six prime time games. Despite the fact that the conference is faring well under the new television agreements, the Big 10 and other major groups favored the NCAA plan. "The basic issue," said Big 10 commissioner Wayne Duke, is whether the added television exposure for college football will hurt game attendance. The answer remains to be seen, although at Big 10 schools, said Duke, while overall ticket sales for the coming season are ahead of last year, season ticket sales are off. The Big 10 is also suing a syndicator it used last year (after its initial deal with TCS/Metrosports fell through). Sportsview, the now defunct Nashville firm, partially defaulted on a rights payment. Duke declined to say how much was left unpaid, or how much the conference was suing Sportsview for.

The Western Athletic Conference also decided not to sign an agreement for a package of syndication games this season, although it had offers from both KUTV-TV and KSL-TV, both Salt Lake City, and Curt Gowdy Sports. According to conference commissioner Joe Kearny, the member schools felt the early start times that would have been forced on the schools playing in the syndication package (noon) would have hurt game attendance. He said that some members may do their own local television deals. The WAC has lost money under the new television arrangements. In 1983 it earned \$2.9 million, but last year, participating in the CFA plan, it earned about \$2 million. This year's revenues are hard to determine at this point, said Kearny, but it is believed the conference and its schools should take in a minimum \$2.3 million.

■ ABC-TV was scheduled to begin its NFL schedule on Aug. 3 with the Hall of Fame Game, with its lineup of Frank Gifford, and two Hall-of-Fame inductees, O.J. Simpson and newcomer Joe Namath. Spots for the Hall of Fame Game were selling at \$35,000 per 30 seconds. Two preseason games, Aug. 19 and Aug. 26, will include \$75,000 30's. Spots in the regular *Monday Night Football* lineup of 16 games will sell at \$175,000 per 30, down from last year's price of \$185,000. There will be five football broadcasts on Thursday, Friday and Sunday this year, with spot prices being a reported \$10,000 to \$15,000 lower than Monday-night spots. ABC has not reached a final decision on whether to begin non-Monday night games an hour earlier at 8 p.m. NYT.

On the college front, 30-second spots on the CFA schedule open at \$45,000. The Gator Bowl (Dec. 30) and the Sugar Bowl (Jan. 1) will be priced at \$65,000 and \$110,000 per 30-second spot, respectively.

According to J. Larre Barrett, vice president of sales, ABC Sports, the *Monday Night* schedule is 50% sold. With the first games already sold out, he said he expects the entire schedule to be 90% sold going into the first game. But in characterizing the current mood of the advertising market, Barrett would not lean in any direction: "It's not a seller's market, but it's not a buyer's market

either." Barrett mentioned that sales for the World Series on ABC, which he said is now 65% sold, influence sales for early-season football because they "take money out of the overall sports marketplace."

■ At NBC-TV, a spokesman said the network is selling spots for the Super Bowl at \$550,000, up from \$500,000 last year, when ABC carried the game. NBC's schedule begins with preseason games on Aug. 14, Aug. 24 and Aug. 30, with the last two being in prime time. The network will carry 95 regular season games, as well as the four AFC post-season playoff games and championship, and the Super Bowl.

NBC's schedule is 45% sold out, with 25% of the schedule's sales coming during the third week of July. While last year's regular-season price increases were up 12.5%, prices this year are said to be up only 7% to 10%. The price of a 30-second spot during regular-season AFC games is up from last year's \$135,000 to the \$144,000-to-\$148,000 range. Playoff prices have reportedly dropped, however, from last year's \$225,000 to \$200,000 this year, as has the price of the AFC championship game, down from \$275,000 to \$250,000.

■ The CBS NFL schedule of 105 games, including NFC playoff and championship games, begins Sept. 8. It will be preceded by three preseason games—Aug. 17, 24 and 31. It is believed prices for NFL games will rise 5% to 9% over last year, putting them in the \$162,000-to-\$168,000 range. Last year's increases were up 12% to 15%. The price of a 30-second spot during an NFC playoff game is reportedly \$215,000 and \$250,000 for the championship game. Prices for the network's schedule of Big 10, Pac 10, ACC and other college football games are undetermined as of yet. The college schedule begins Sept. 14.

■ NBC Radio captured the NFL radio broadcast rights package this year from CBS, which had it for seven consecutive years. NBC signed a two-year deal last March for a reported \$11 million. The agreement calls for NBC to air 37 games—27 regular-season games including 16 Monday night contests and 10 post-season games highlighted by the Super Bowl. The first game is slated for Monday night, Sept. 9, when the Washington Redskins visit the Dallas Cowboys.

NBC Radio Network Vice President and General Manager Steve Soule said he expects a minimum lineup of 250 affiliates for NFL football. Soule noted that NBC has already cleared the top 25 markets, which include all the NBC owned-and-operated AM stations, as well as outlets in 46 of the top 50 markets and 86 of the top 100. The NFL package is also being offered to affiliates of the Dallas Cowboys radio network through an agreement with the Texas State Network. Soule said NBC is pursuing similar agreements with other regional football networks.

Major advertisers who have already signed for NBC's NFL football are: Anheuser-Busch, Big A Auto Parts and Prestone antifreeze. Many accounts are still pending due at least in part, according to Soule, to the finalization of their commitments to the television packages. Industry sources say the average cost of 30-second

Local radio's pre- and regular-season NFL coverage

Team *Originator* *Regional network; games scheduled; rights holder*

AFC East

Buffalo Bills	WBEN(AM) Buffalo, N.Y.	Reg. net of 10; four preseason and 16 regular season games; station holds rights.
Indianapolis Colts	WIBC(AM) Indianapolis	Reg. net of 16; four preseason and 16 regular season games; station holds rights.
Miami Dolphins	WIOD(AM) Miami WQBA(AM) Miami (Spanish)	Regional network of approximately 30 stations for WIOD (no regional Spanish network); four preseason and 16 regular season games. WIOD holds both Spanish and English radio rights.
New England Patriots	WEEI(AM) Boston	Reg. net. of 32, four preseason and 16 regular season games; station holds rights.
New York Jets	WABC(AM) New York	Station will carry two preseason and 11 regular season games. Due to conflict in early part of season with New York Yankees baseball, which it also carries, station has assigned two preseason and five regular season games to WMCA New York; WABC holds rights.

AFC Central

Cincinnati Bengals	WKRC(AM) Cincinnati	Reg. net of 40 to 50 stations; four preseason and 16 regular season games; station holds rights.
Cleveland Browns	WWWE(AM) Cleveland	Reg. net of about 25 stations; four preseason and 16 regular season games; games will be simulcast of co-owned WDOK(FM); station holds rights.
Houston Oilers	KODA(FM) Houston	KODA Oilers Radio Network of 35 stations, five preseason and 16 regular season games; KODA and parent, Westinghouse, hold rights.
Pittsburgh Steelers	WTAE(AM) Pittsburgh WHTX(FM) Pittsburgh	Four preseason and 16 regular season games; station holds rights.

Team *Originator* *Regional network; games scheduled; rights holder*

AFC West

Denver Broncos	KOA(AM) Denver	Reg. net of about 60 stations; four preseason and 16 regular season games; station holds rights.
Kansas City Chiefs	KCMO(AM) Kansas City	Reg. net. of 50 stations; four preseason and 16 regular games; station holds rights.
Los Angeles Raiders	KRLA(AM) Pasadena KMEX(AM) Los Angeles (Spanish)	Reg. net. of 25 for KRLA and reg. net. of six for KTNQ; four games preseason, 16 games regular season each; Bob Speck Productions, Los Angeles, holds rights.
San Diego Chargers	KLZZ(AM) San Diego	Four preseason and 16 regular season games; station holds rights.
Seattle Seahawks	KIRO(AM) Seattle	Reg. net of 55; four preseason games and 16 regular season games; station holds rights.

NFC East

Dallas Cowboys	KRLD(AM) Dallas	Texas State Network of 175 stations; Spanish network of 20 stations; four preseason and 16 regular season games; station holds rights.
New York Giants	WNEW(AM) New York	Reg. net of 25 to 30; four preseason and 16 regular season games; station holds rights with Connecticut Radio Network handling net sales.
Philadelphia Eagles	WIP(AM) Philadelphia	Reg. net of 27, with four preseason and 16 regular games; station holds rights with Sportsnet handling net.
St. Louis Cardinals	KMOX(AM) St. Louis	Reg. net of 50 stations; four preseason and 16 regular season games; station holds rights.
Washington Redskins	WMAL(AM) Washington	Reg. net of about 100 stations; four preseason and 16 regular season games; station holds rights.

Chart continues on page 36

Continued from page 35

Team	Originator	Regional network; games scheduled; rights holder	Team	Originator	Regional network; games scheduled; rights holder
NFC Central			NFC West		
Chicago Bears	WGN(AM) Chicago	Tribune Radio Networks—35 stations; four preseason and 16 regular season games; station holds rights.	Atlanta Falcons	WSB(AM) Atlanta	Regional network of about 61 stations; four preseason and 16 regular season games; team holds rights.
Detroit Lions	WJR(AM) Detroit	Reg. net of 38; four preseason and 16 regular season games; station holds rights.	Los Angeles Rams	KMPC(AM) Los Angeles	Reg. net of 23 stations to KMPC; no Spanish-language network; KMPC holds radio rights, and will produce four preseason and 16 regular season games. Station also produces Spanish broadcasts for which it buys time to carry on KLVE.
Green Bay Packers	WTMJ(AM) Milwaukee	Reg. net of 35 stations; four preseason and 16 regular season games; station holds rights.		KLVE(AM) Los Angeles (Spanish)	
Minnesota Vikings	KSTP-FM Minneapolis-St. Paul	Reg. net of 56; four preseason and 16 regular season contests; station holds rights.	New Orleans Saints	WWL(AM) New Orleans	Reg. net of 33; four preseason and 16 regular season games; station holds rights.
Tampa Bay Buccaneers	WSUN(AM) Tampa-St. Petersburg	Reg. net of 21; four preseason and 16 regular season games; Taft Broadcasting holds rights; CBS will hold rights after transfer.	San Francisco 49ers	KCBS(AM) San Francisco	Reg. net of 17; four preseason and 16 regular season games; station holds rights.

spots hovers in the \$7,000 range.

The "primary" announcing team for NBC's coverage will be NBC sportscasters Don Criqui and Bob Trumphy. The second team will be composed of sportscaster Mel Proctor, the current radio voice of the New Jersey Nets, and former NFL player Dave Rowe. Soule said NBC sportscaster Bob Costas will handle the pre-game show, which will air about 10 minutes before game time, and a half-time program. Meanwhile, Trumphy will host a post-game, call-in show titled *NFL Live*. The program will be one hour in length, except after several post-season games when it will be extended to two hours.

NBC will also air five college bowl games: Gator, Liberty, Fiesta, Rose and Orange—the last three on New Year's Day.

■ The Mutual Radio Network will air 16 regular-season NFL Sunday doubleheaders from Sept. 8 through Dec. 22 beginning at 1 p.m. and 4 p.m. NYT, each week. Mutual has individual yearly contracts for Sunday broadcasts with most of the NFL franchises. The two announcing teams are: Chuck Thompson (play-by-play) and Fran Curci along with Tony Roberts (play-by-play) and Jack Ham.

The network's advertiser lineup includes: American Honda, Ford Parts & Services, GMAC, Big A Auto Parts and Travelodge. Mutual's director of sports, Luke Griffin, reports the NFL package is about 50% sold out. Griffin also noted that Mutual no longer holds regional network rights, citing escalat-

ing costs. Last year, Mutual held the regional network rights to four NFL franchises: the Pittsburgh Steelers, Atlanta Falcons, Houston Oilers and Kansas City Chiefs.

Mutual's college coverage this year will include 11 Notre Dame games as well as 11 other major college contests. Additionally, the network also plans to offer a package of five bowl games: the new All-American Bowl, Holiday, Sugar, Bluebonnet and one other soon to be announced.

■ CBS Radio, which lost the NFL rights package to NBC, is offering some counter-programming to play-by-play. Beginning Sunday, Sept. 8, CBS will present a two-hour, weekly talk show hosted by CBS sportscasters Jack Buck and Hank Stram. It will feature reviews and highlights of the weekend games as well as a listener call-in segment. The program is scheduled to air from 8 to 10 p.m. NYT.

CBS will also offer stations a weekly, 20-minute preview show of the upcoming weekend's NFL action that will be fed to stations every Friday. The show, *NFL Preview*, will be hosted by CBS sportscaster Brent Musburger.

On the college front, CBS Radio will air the "College Football Kickoff Classic," featuring Boston College and Brigham Young University, from Giants Stadium in East Rutherford, N.J., on Aug. 29. The network will also broadcast the Sun Bowl and the Cotton Bowl. And new to the CBS college lineup this year is a 13-week series summarizing the results of college football games

throughout the regular season. Called *College Football Scoreboard*, the program which is being fully sponsored by True Value Hardware Stores, will be anchored by CBS Radio sportscaster Ed Ingles. It begins Sept. 7.

As for the USFL, there was no national radio coverage this year. ABC Radio held the rights for the first two years of the league's existence—1983 and 1984—but did not renew in 1985.

■ KCBS(AM) San Francisco enters the second year of a multiyear rights contract to broadcast the 49ers, last season's Super Bowl champion. The station is carrying the team's full slate of games, including four preseason games. It will have a 17-station regional network in northern California. Interest in the team is so substantial, reports general manager Ray Barnett, that for the first time, the station is expanding its 49ers network to four surrounding states, including Oregon, Washington, Arizona and New Mexico. Nine stations in those states have agreed to participate in the out-of-state network. "There's a high degree of interest in the team," said Barnett, "because they have been the Super Bowl champions two of the last four years." He said that by the start of the season, the out-of-state network would probably total more than a dozen stations, including one in Youngstown, Ohio, home of 49er owner Edward DeBartolo. That is addition to stations that have picked up the games in Hawaii and Guam for a number of

Local TV preseason NFL coverage

Team	Originator	Regional network; games scheduled; rights holder
AFC East		
Buffalo Bills	WKBW-TV Buffalo, N.Y.	Three live games; station holds rights.
Indianapolis Colts	WTHR Indianapolis	Four live games; station holds rights.
Miami Dolphins	WCIX Miami	One live, two tape delayed games; station holds rights.
New England Patriots	WBZ-TV Boston	Three live games; station holds rights.
New York Jets	WNEW-TV New York	Two live, one tape delay games; station holds rights.

AFC Central		
Cincinnati Bengals	WLWT Cincinnati	Reg. network of two stations; two live, two tape delayed games; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	Two live games; station holds rights.
Houston Oilers	KHTV Houston	One live, two taped delayed games; station holds rights.
Pittsburgh Steelers	WTAE-TV Pittsburgh	Reg. net of seven stations; four games; station holds rights.

AFC West		
Denver Broncos	KCNC-TV Denver	Reg. net of two stations; two live games and third if sold out; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Two live, two tape delayed games; station holds rights.
Los Angeles Raiders	KNBC Los Angeles	Two live games each; Bob Speck Productions, Los Angeles, holds rights.
	KMEX-TV Los Angeles (Spanish)	
San Diego Chargers	KGTV San Diego	Two live games; station holds rights.
Seattle Seahawks	KING-TV Seattle	Four live games; station holds rights.

Team	Originator	Regional network; games scheduled; rights holder
NFC East		
Dallas Cowboys	KXAS-TV Dallas Fort Worth	One taped game; Anamark holds rights.
New York Giants	WPIX New York	Two live, two tape delay games; station holds rights.
Philadelphia Eagles	KYW-TV Philadelphia	Four live games; station holds rights.
St. Louis Cardinals	KPLR-TV St. Louis	Two live, two tape delayed games; station holds rights.
Washington Redskins	WTTG Washington	Three live games; station holds rights.

NFC Central		
Chicago Bears	WBBM-TV Chicago	Three live games; station holds rights.
Detroit Lions	WJBK-TV Detroit	Two live, two tape delay games; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Reg. network of three stations; four live games; station holds rights.
Minnesota Vikings	KSTP-TV Minneapolis-St. Paul	One live game; station holds rights.
Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	Reg. net of two; one live, three tape delay games; station holds rights.

NFC West		
Atlanta Falcons	WAGA-TV Atlanta	Two live games and two depending on sell out; station holds rights.
Los Angeles Rams	No deal yet	N/A
New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge; two live, two tape delay games; station holds rights.
San Francisco 49ers	KPIX San Francisco	Reg. net of two; one live game; station holds rights.

years. Radio sponsors this year include Anheuser-Busch, United Airlines, Chevrolet and Pacific Gas & Electric.

On the television side, KPIX(TV) San Francisco will carry only one of four pre-season games this year, because the three others are being picked up by the networks, one each to ABC, CBS and NBC. During the course of the season, however, the station will be broadcasting two half-hour weekend 49ers highlight programs, including one on Saturday evenings at 5:30 p.m., which will feature 49er coach Bill Walsh answering questions submitted by fans, and a Sunday morning (9 a.m.) preview show.

■ This season marks the 35th consecutive year KMPC(AM) Los Angeles has broadcast Rams football, according to general manager Bill Ward. The station has just entered a new three-year contract that extends, with a one-year option, to 1988. Ward said he expects 23 stations on this year's regional network. The station also produces a Spanish-language broadcast, which is carried on KLVE(FM) Los Angeles. (KMPC holds all radio rights and purchases a weekly block of time from KLVE for the Spanish broadcast, selling the advertising availabilities itself.) Sponsors include Budweiser, Chevrolet and Chevron. At press time, the Rams did not have a local television station in place to carry its four preseason games. Three of the games are tape-delayed, a primary reason why last year's rights holder, KCBS-TV, said it declined the rights this year.

■ WABC(AM) will be entering its second year of a three-year deal for broadcast rights to the New York Jets. And, as it did last year, the station, due to a scheduling conflict with its New York Yankees broadcasts (it is in the fifth year of a six-year deal), will pay WMCA(AM) to air seven games (both pre- and regular season contests) which overlap with Yankee games at a cost in the \$10,000 to \$12,000 range.

WABC Vice President and General Manager Jim Haviland said that Jets games are about 60% sold out, with Eastern Airlines and Blue Cross/Blue Shield among the major sponsors. The station also plans to air two-hour pre- and post-game shows.

WNEW-TV will broadcast three preseason games, two live and one tape delayed. Major sponsors include: Miller Beer, Meinke Muffler, Purolator Courier, Burger King, Manufacturer's Hanover Trust and American Express.

■ The New York Giants will be heard on Metromedia's WNEW(AM) for the 25th consecutive year. Advertising spots have "sold out," said Gary Blum, general sales manager for WNEW. Among the major advertisers are Anheuser-Busch, TWA, American Honda and Nabisco.

WPIX-TV will air four preseason contests, two live and two on tape delay. Major advertisers include Miller Beer.

■ In Minneapolis, Hubbard Broadcasting's "personality" adult contemporary KSTP-FM captured the radio broadcast rights for the

Minnesota Vikings from WCCO(AM). The new deal is for three years.

KSTP-FM General Sales Manager Tim Monahan reported that sales "haven't been easy." But he cited some solid major sponsors, including American Honda, Republic Airlines, Farmers Insurance and Midwest Federal. Monahan said there will be a regional network of about 56 stations extending across four states.

Station Manager Chuck Knapp said that Vikings coach Bud Grant will do a seven-minute pre-game show as well as a series of three, three-minute reports during the week.

KSTP-TV is the new rights holder of Vikings football for local preseason television coverage. The team had been with WCCO-TV

for several years. KSTP-TV has only a one-year deal and will air just one live, preseason contest. Among the sponsors is Midwest Federal.

■ The Detroit Lions will again be heard over Capacities' WJR(AM), along with a regional network of about 38 stations. Tony Nagorsen, national sales manager for WJR, reports advertising sales "brisker" this year than in the past, with the season already about 75% sold. Major sponsors include Anheuser-Busch, Ford, Chrysler (network only), Republic Airlines, Big Boy restaurants, Armour Meat and Farmer's Insurance.

Meanwhile, WJBK-TV General Sales Manager Jim Clayton also reports that sales are "better than last year." Among the advertisers for Lions preseason football are: J.C. Penney, Midas Muffler, Shell Oil and Stroh's Signature beer, the last a partial sponsor. WJBK-TV will air two live and two tape-delay, preseason games.

■ Former Washington Redskins greats and Hall-of-Famers Sonny Jurgenson and Sam Huff will continue to broadcast the 16 regular season and four preseason games for rights holder WMAL(AM) there. Games are heard on a network of approximately 100 stations. With Metrosports, which used to handle the network, no longer in business. Bill Ray, a private contractor, has taken over the networking responsibility.

According to Andrew M. Ockershausen WMAL vice president, sales are going "super" for Redskins coverage, which includes: a pre-game report and *The Locker Room Report* on the network. *The Stadium Show* (pre-game) and *The Ken Beatrice Show* (post-game) are heard locally. A sellout of advertising availabilities before opening day is expected. Major sponsors include Budweiser, TWA, Capital Area Chevrolet dealers and Kodak.

WTTG(TV) Washington will carry three live preseason games this year. Announcer: will be Sam Huff and Dick Stockton.

■ WKRC(AM) Cincinnati is beginning a new three-year contract with the Bengals. Sponsors include Honda, Budweiser, Sears and Nationwide auto parts. WKRC, with announcer Phil Samp, has broadcast Bengals games since the club was formed in 1969. Preseason television games will be shown on WLWT(TV), where the director of sales, Ned Paddock, says 75% to 80% of the available commercial time is sold. Coors Beer, Toyota and Pepsi are signed as sponsors, and Wendy's restaurants is expected to be added to the list.

■ WWWE(AM) Cleveland, in its first year holding radio rights to the Cleveland Browns, said sales have been relatively good. (Art Modell, owner of the Browns bought WWWE(AM) in March.) According to Bob Stern, director of sports marketing Browns games will be simulcast on WDOK(FM), in addition to being carried on a 25-station network. Among the sponsors will be Honda, Anheuser-Busch, Blue Cross/Blue Shield and Farmers' Insurance. Greg Bendin, national sales manager a

Network lineups

ABC-TV

Hall of Fame Game	Aug. 3
NFL preseason	Aug. 19, 26
CEA	Starts Sept. 2
NFL (Monday night)	Starts Sept. 9
Gator Bowl	Dec. 30
Sugar Bowl	Jan. 1
Pro Bowl	Feb. 6

CBS-TV

NFC preseason	Aug. 17, 24, 31
NFC regular season	Starts Sept. 8
PAC 10/Big 10/ACC	Starts Sept. 14
Blue-Gray game	Dec. 25
Sun Bowl	Dec. 28
NFC playoffs	Dec. 29, Jan. 4, 5
Peach Bowl	Dec. 31
Cotton Bowl	Jan. 1
NFC Championship	Jan. 12

NBC-TV

AFC preseason	Aug. 14, 24, 30
AFC regular season	Starts Sept. 8
Citrus Bowl	Dec. 28
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1
AFC playoffs	Dec. 29, Jan. 4, 5
Hula Bowl	Jan. 11
AFC Championship	Jan. 12
Super Bowl XX	Jan. 26

CBS Radio

College Kickoff Classic	Aug. 29
Sun Bowl	Dec. 28
Cotton Bowl	Jan. 1

Mutual Radio

Notre Dame and other college games	Starts Sept. 7
NFL package	Starts Sept. 8
Army-Navy game	Dec. 7
Holiday Bowl	Dec. 22
All-American Bowl	Dec. 31
Bluebonnet Bowl	Dec. 31
Sugar Bowl	Jan. 1

NBC Radio

NFL package	Starts Sept. 9
Liberty Bowl	Dec. 27
Gator Bowl	Dec. 30
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

■ **KYCV-TV**, said sales for preseason television broadcasts are "strong" and that the station is satisfied with the level sold so far." His list of sponsors includes Miller Beer and the local Toyota dealer's association.

■ **KOA(AM)** Denver is entering the first year of a long-term contract for radio rights to the *Denver Broncos*. Sports Director Bob Martin said it has been "a pretty good year" in sales to date. Commercial time for all preseason and regular-season games is nearly sold out," he said. Budweiser, Honda and Anheuser-Busch are among sponsors. Ad time on **KCNC-TV** is expected to be sold out by early August for its schedule of three preseason telecasts, according to general manager, Roger Ogden.

■ **Paul LeSage**, general manager of **TMJ(AM)** Milwaukee, said advertising is nearly sold out for the *Green Bay Packers* radio broadcasts. The station's list of sponsors includes Anheuser-Busch, local Ford dealers, Century Insurance, True Value hardware, Amoco, Wisconsin Bell and its potato chips. Sales for preseason games on **WBAY-TV** Green Bay are slower this year than last, according to the station's program director, Dick Millhiser, due to difficulty in signing the main advertiser for Packers football in the past, Pabst beer. However, he expressed optimism that sales could improve before the start of the preseason.

Dallas Cowboys radio coverage will again be handled by **KRLD(AM)** Dallas, the rights holder of four preseason and 16 regular season games and originating station for 175 stations of the Texas State Network and 20 regional Spanish stations. **KRLD** has sold 92% to 85% of its advertising spots, according to Ed Wodka, vice president and general manager, and major sponsors include Budweiser, Honda, General Electric, GTE and Kodak. Cowboy promotion includes talks with head coach Tom Landry; weekly dinners with Landry at El Chico restaurant, attended by up to 400 people, and contests featuring prizes such as trips to away games, trips to Hawaii and cruises with players.

KXAS-TV Dallas-Fort Worth will again originate preseason coverage of the *Dallas Cowboys*, airing a single videotaped game on Aug. 11. Rights to the game are held by Paramount, an Austin, Tex., sports marketing consultant, and rights to the other three preseason games are held by network TV. Advertising spots are "well sold," according to the station's president and general manager, Frank O'Neil. Coors will be the primary sponsor. The game will be promoted with television spots.

■ **KLZZ(AM)** (formerly **KOGO**) San Diego holds the rights to and will originate coverage of *San Diego Chargers* games for a second year, airing four preseason and 16 regular-season games. The station's signal reaches all of southern California, although **KLZZ** is not part of a regional network. Ted Lightner will be the new play-by-play voice for the *Chargers*, said **KLZZ** operations manager, John Forsythe. During home games, Forsythe will broadcast from tailgate parties and from the stands, interviewing fans and

celebrities and giving away money. The station's major sponsors include Budweiser, Jack-in-the-Box, Honda and Von's supermarkets.

Two live, preseason *San Diego Chargers* games will be broadcast by **KGTV(TV)** San Diego, which holds the rights to the games. Advertising spots are being sold by both the *Chargers* and **KGTV**. The station's vice president and general manager, Clayton Brace, said **KGTV** has sold all 19 spots. Major sponsors include Coca-Cola, Toyota, Anheuser-Busch and Jack-in-the-Box.

■ *Houston Oilers* radio spots are "heavily sold," according to David Pearlman, vice president and general manager, **KODA(FM)** Houston. **KODA** will be originating coverage of the team's five preseason and 16 regular season games, beginning with the NFL's first full stereo radio broadcast, scheduled for last Saturday, Aug. 3—the Hall of Fame game between the Oilers and the New York Giants. Pearlman said **KODA**, an easy listening station, is the first FM in NFL history to be awarded a full rights package. It holds the rights with its parent company, Group W. Games are to be broadcast to 35 stations in the Southwest through the **KODA Oilers Radio Network**. Promotions include a Free Fan Fare contest, in which listeners are sent to away games, and the inclusion of Oilers coach, Hugh Campbell, as a part of the weekday morning drive show. Sponsors include Budweiser, Honda, True Value hardware, GTE and Continental airlines.

Oilers television coverage will be handled by **KHTV(TV)** Houston. "Over half" the games' advertising spots have been sold, according to Don Hoagland, **KHTV** promotion manager. Miller Lite will be the major sponsor of the games, and participating sponsors include Exxon and Southwestern Bell. To promote the games, **KHTV** is advertising on radio, in print and on outdoor billboards. Other station promotions include a 10-foot Oilers helmet parked on a golf cart outside the station and seen, according to Hoagland, by about 80,000 cars a day. Hoagland said a new jingle and animation have been produced for the opening segments of the games, and a 30-minute preseason special shot at the Oilers training camp will be broadcast before the first game.

■ **WGN(AM)** *Chicago* has taken over radio coverage of the *Bears* from **WBBM(AM)**, and holds the rights to the team's four preseason and 16 regular-season games. **WGN** will air a two-hour tailgate/sports production before every game, from Soldier Field for home games and from a local restaurant when the *Bears* are away. Coverage will include remotes from the party, the broadcast booth on the field and the locker room, as well as sports features. The coverage will be "a way to blend in football with family," said Chuck Swirsky, manager of sports.

Announcers for the games will be Wayne Larabee, former St. Louis Cardinal Jim Hart and former *Bears* linebacker Dick Butkus. Each game will be followed by a two-hour interview show. Major sponsors are Chevrolet and Chicagoland Chevy Dealers, Illinois Department of Tourism, True Value hardware stores and Chicagoland Amoco. Most of the advertising spots have been sold.

WBBM-TV returns with *Bears* television coverage—three, live, preseason games. The station, which holds the rights to the games, hopes to sign regular advertisers Budweiser, True Value hardware, McDonald's and Standard Oil. The games will be promoted with on-air spots in the week preceding the first telecast, as well as in the local news by sports commentator Johnny Morris, who is analyst for the games.

■ Los Angeles-based Bob Speck Productions continues to handle rights and advertising sales of the four preseason and 16 regular season *Los Angeles Raiders* games heard on **KRLA(AM)** and **KMEX(AM)** (Spanish). **KRLA** coverage is distributed to a network of 25 stations, while **KMEX** coverage goes out to five more stations.

Speck also owns rights to television coverage on **KNBC(TV)** and **KMEX-TV** (Spanish). The four television and radio stations are now in the third year of a three-year deal with Speck.

According to Peter Columbus, Speck vice president, while sales are tougher than last year when Olympic dollars were plentiful, "100% renewals" are now being experienced on advertising for *Raiders* coverage. Currently, he estimates that radio coverage is 90% sold, and expects it to be sold out by opening day. Among radio sponsors are An-



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■ **KYW-TV Philadelphia** begins its first year as originator of the four preseason games of the *Philadelphia Eagles*. According to the station's general manager, Jim Thompson, KYW-TV has devised an unusual approach to rights payment—a combination of cash and barter advertising. Thompson says sales are progressing satisfactorily, with substantial advertisers including Bell Atlantic, Philadelphia Dodge dealers, Philadelphia Toyota dealers and Stroh's Beer. On radio, Hal Smith, general manager of WIP(AM) Philadelphia, estimates that sales have passed the 60% mark and says that he's slightly disappointed. He attributes the softness in national business to a lack of product distribution in the Philadelphia area in some instances. Among solid advertisers are Honda, McDonald's, MAB Paints and Meridean Bank.

■ **KCMO(AM) Kansas City** has taken over responsibility for the *Chiefs* radio regional network from Mutual and has signed about 50 affiliates. Bill Johnson, general manager, reports that business is slightly behind schedule but says that negotiations with Mutual slowed down the sales effort. He said he and his staff are hoping to catch up and advertisers already signed include Anheuser-Busch, Texas Oil, TWA and local clients. On the television side, Patrick North, general sales manager of KCTV(TV) Kansas City, estimates that its advertising package is about 80% sold. He lists Southwest Bell and Ford dealers as major clients, supplemented by a large group of local advertisers.

■ **Michael Corken**, vice president and general manager of WTHR(TV) Indianapolis, reported that the advertising schedule is 95% sold for the *Colts*, with clients including Chevrolet dealers, Ford dealers, Merchant's Bank and Hardee's. With this only the second season the *Colts* have been in Indianapolis, he said enthusiasm for ticket sales remains considerably high. Roy Cooper, vice president and general manager of WIBC(AM) Indianapolis, reports sales to Toyota dealers, Budweiser and local clients.

■ **Jon Hirschberg**, general sales manager of WEEI(AM) Boston, said business for *New England Patriot* games is running "well ahead of last year" at this time. Advertising is strong in both coverage of the games and in pre- and post-game programs. Among the larger advertisers are Anheuser-Busch, Honda, New England Telephone, True Value Hardware and Epson Computers. On television, a spokesman for WBZ-TV Boston said Patriots football has attracted a substantial number of advertisers, including Coors Beer, The Gap, Sprint and Datsun.

■ Three-quarters of the spots have been sold already for *St. Louis Cardinals* games that KMOX(AM) will broadcast. According to Robert Hyland, vice president and general manager, the station is in the first year of a five-year contract and will send its feed to a regional network of 50 stations. Advertisers

include Anheuser-Busch, Farmer's Insurance, Chevrolet, TWA, Amoco, Mazda and Meineke.

KPLR-TV signed its agreement with the Cardinals two weeks ago. It has already signed up Anheuser-Busch as a major sponsor.

■ **The Atlanta Falcons** have a new originating station and a new arrangement. In a one-year experiment, WSB(AM) will originate coverage but will pay no rights fee. Instead, it will turn over 24 of the 30 game spots to the Falcons, who have contracted with Los Angeles-based Gilmac Sports Marketing to sell them. Daren McGavren, president of Gilmac, said that definite sponsors to date include Budweiser, Delta Airlines, Chevron and Honda. WSB will also retain the spots in the 30-minute pre-game and post-game shows scheduled for distribution to a regional network of about 65 stations. WAGA-TV will continue to run the four Falcon preseason games. According to the station's vice president and general manager, Paul Raymond, about 75% of the spots have been sold, with sponsors including Datsun and Delta Airlines.

■ There are three stations with broadcast rights for *Pittsburgh Steelers* football and all three are owned by Hearst Corp., whose broadcasting headquarters are in that city. In the first year of a new two-year contract, WTAE(AM) will continue its broadcasts to a regional network of over 40 stations. For the first time, the games will be broadcast on FM as well, over co-owned WHTX(FM). Major sponsors are Anheuser-Busch, Honda, Shop and Save (supermarkets) and Bryant Heating. Vice president and general manager, Ted Atkins, said that spots for the games were 99% sold out. WTAE-TV will broadcast four preseason games (three live) to a network of seven stations. Major advertisers so far are the Pittsburgh Brewing Company, Pittsburgh National Bank, Pittsburgh Area Dodge Dealers and McDonald's.

■ **WIOD(AM)** will continue carrying *Miami Dolphins* games this year, as will Spanish-language station WQBA(AM). Last year the games were carried on co-owned WQBA-FM. Joel Day, general manager of WIOD, said the games would be broadcast to a network of approximately 30 stations. Advertisers include Honda, Eastern Airlines, Chevron, Anheuser-Busch and Microtel (long-distance telephone service).

WQBA(AM) regional vice president and general manager, George Hyde, said the move to the AM station was because it is "more information-oriented." Another change, he said, will be the use of a satellite feed for the Spanish-language broadcasts. "It provides better quality, makes the logistics easier and is less expensive." Advertisers include Eastern Airlines, Kodak, Publix (supermarkets) and Chevron. Elliott Troshinsky, who recently became general manager at Taft-owned WCIX(TV), said the four preseason games were "pretty well sold out," with advertisers including Coors, Nissan/Datsun and Shell Oil.

■ **The Seattle Seahawks** are celebrating their 10th anniversary this season, and both KIRO(AM) and KING-TV say they plan to make the most of it. KIRO will originate a regional network of 55 stations in seven states and western Canada. According to general manager Joe Abel, 10 sponsors have signed up: Rainer Bank, Bon, Associated Grocers, Pepsi, GTE, Nissan, Chevron, Wendy's, True Value and Pudget Power. In addition, accounts are pending for beer and a packaged-food company.

KING-TV is in the second year of a three-year contract to broadcast four preseason games. Sponsors include Rainer Beer, Pacific Northwest Bell, People's Bank, Toyota Burger King, Coca-Cola and GTE.

■ Both WWL(AM) and WWL-TV hold the local rights to the *New Orleans Saints* games. WWL-TV will carry four preseason games—two away and two local with a one-day tape delay. Jerry Whaley, general sales manager at WWL-TV, said local television sponsors include Pride Airlines, Benson Automotive Weiner Corp. (Shoe Town), Popeye's Fric Chicken, Coor's beer and Toyota.

On the radio side, WWL will feed a regional network of four preseason and 16 regular season games to 33 stations in Louisiana, Texas, Mississippi and Alabama. Major sponsors, according to general sales manager Don de la Houssaye, include Louisiana Nissan Dealers Association, Gulf Oil, Pride Airlines, Anheuser-Busch, Motorcraft AT&T and Popeye's.

■ **WTOG-TV Tampa-St. Petersburg** is going into its seventh season with local rights to four preseason games of the *Tampa Bay Buccaneers*. One will be shown live, three on tape delay. General sales manager Roy Inman reports that Miller beer is the major sponsor, with secondary sponsorship being long to Kash 'n Karry, a local grocer.

WSUN(AM) holds the radio rights and has assembled a regional network of 21 affiliates for a package of four preseason games and 16 regular season games. Taft Broadcasting holds the rights, but that will transfer to CBS as soon as the CBS acquisition of the Taft radio stations is closed, probably before the start of the season. Sponsors include Chevron, and program director Larry Coates said he expects Eastern Airlines and Anheuser-Busch to be back.

■ **WKBW-TV Buffalo, N.Y.**, holds the right to three preseason away games of the *Buffalo Bills*, which will also be carried by WOKF-TV Rochester, N.Y. Genesee Brewing Co. Rochester, as it has been for the past 17 seasons, is the major sponsor of the local television broadcasts.

WBEN(AM) Buffalo holds the radio right to four preseason and 16 regular season games. Larry Levite, president and general manager of WBEN, said he expects a 10-station regional network. Major sponsors include Tops supermarkets, Bell's supermarkets, Turgeon restaurants, Chevrolet dealer and M&T Bank. He also said WBEN will expand its post-game show from one hour to 90 minutes.

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Congress makes its mark on Intelsat competition

House and Senate compromise on bills affecting separate systems; Intelsat gets qualified support for change in pricing system, but Hill office sees future glut

First the President, in November, then the FCC, two weeks ago. And now Congress has had its say on the authorization of separate international communications satellite systems that would compete with the International Telecommunications Satellite Organization. Senate and House completed the task of compromising differences on two pieces of legislation—report language accompanying a supplemental appropriations bill and a State Department authorization bill. Neither is regarded as impeding the U.S.'s movement toward establishment of separate systems; the authorization measure represents something of a victory for Intelsat in giving it at least a qualified commitment to support a proposal for a change in its pricing system, a commitment the administration was reluctant to give.

Reagan administration representatives were reasonably comfortable with the report language, which is closer to that offered in the Senate by Senator Ernest F. Hollings (D-S.C.) than that written by Representative Bob Carr (D-Mich.) for the House report. The Carr language, administration officials said, would have delayed, and made unduly difficult, commission grant of a construction permit to any of the six applicants for alternative systems. The compromise language—agreed to in a Senate-House conference on July 26—says that “the executive branch or the FCC... shall endeavor to avoid significant economic harm to Intelsat,” and asserts that the President’s determination “properly balances the commitment to Intelsat with our commitment to develop a competitive international telecommunications marketplace.” It also says the commission “shall not award construction permits without adopting appropriate measures and guidelines to enforce the Presidential Determination.” “That,” said David Markey, head of the Commerce Department’s National Telecommunications and Information Administration, “is language we can live with.”

The President’s determination, issued in November 1984, declared that separate systems are “required in the national interest” provided steps are taken to assure the economic viability of Intelsat (BROADCASTING Dec. 3, 1984). The commission two weeks ago, in granting three of the six pending applications, also tentatively adopted an order officials say will provide such “appropriate measures and guidelines (BROADCASTING July 29).” An aide to FCC Chairman Mark Fowler, Janice Obuchowski, last week said that the commission “is on board with Congress in endorsing the President’s determina-

tion” and that it has adopted provisions to enforce it.

Specifically at issue is the ban the commission has imposed on the separate systems’ provision of public-switched message service, the business that generates most of Intelsat’s revenues. Commissioners James Quello and Henry Rivera have withheld their vote on the separate systems issue out of concern that the enforcement provisions are not secure. However, Obuchowski noted that the staff is modifying the final order in an effort to accommodate their concerns. The staff has expressed confidence that all but minor leaking of public-switched service can be prevented.

Thus, while the compromise goes part way toward meeting the House’s expressed concern regarding protection of Intelsat, it stops well short of the Carr language. That would have prohibited the FCC from granting a construction permit until an application had been coordinated with Intelsat under a provision of the Intelsat Agreement designed to insure technical and economic compatibility. It also would have insisted that the commission act only on the basis of a rule that would be adopted in a new proceeding.

The report as adopted by the two Houses largely abandons a section Carr had included that incorporated the language of a House amendment to the State Department authorization measure approved by the House, legislation that was itself the subject of the other compromise reached last week on Intelsat-related measures. It called on the U.S. to support “an appropriate modification” of the provision in the Intelsat Agreement restricting the global system to pricing on a global averaging basis. Intelsat maintains it needs

PanAmSat position

With the FCC’s approval, PanAmSat will be able to launch its hybrid satellite in less than a year—on July 15, 1986, to be exact. Unlike other satellite operators, it will not have to wait the usual two or three years for its satellite to be built. RCA Astro Electronics, in a tentative agreement announced earlier this month, has promised to deliver PanAmSat a satellite in one year. Charles Schmidt, division vice president and general manager, RCA Astro, said the satellite manufacturer will be able to meet the accelerated construction timetable by using spare parts and subsystems that it happens to have on the shelves. Schmidt added that RCA could not promise its next customer a satellite in one year. That PanAmSat needed a satellite at the same time RCA had a surplus of parts and subsystems was “fortuitous,” he said. Neither RCA nor PanAmSat would reveal the price of the satellite.

The satellite will not be as capable as the one PanAmSat originally proposed in May 1984. Instead of 36 transponders (24 C-band and 12 Ku-band), the RCA satellite will have 24 (18 C-band and 6 Ku-band).

Under terms of an \$8-million contract signed July 1, Arianespace will launch PanAmSat’s satellite aboard its Ariane rocket from its launch facility in French Guiana. According to a PanAmSat spokeswoman, PanAmSat has already paid Arianespace \$500,000 (\$300,000 at the signing and \$200,000 on July 15). The next payment of \$500,000 is due this Wednesday (July 31), she said.

the ability to engage in flexible pricing if it is to operate successfully in a competitive market, but the administration has insisted such a change would cause problems with developing countries it contends the system of global averaging was intended to benefit. Administration officials have also insisted techniques permitting Intelsat to engage in flexible pricing are available under the existing Agreement.

The compromise report language says the U.S. “should support Intelsat’s ability to compete fully and fairly in all new international telecommunications services, including supporting Intelsat’s ability to price competitively and fairly” on new services provided after Aug. 1, 1985. “More specifically,” it says, the U.S. shall support a modification of Article V(d), which governs pricing, unless the President decides the proposed change is not in the national interest. Another condition attached to U.S. support for a modification is insistence on Intelsat adopting measures “to insure prices are cost-based and not predatory, including the release of information on revenues, costs and allocation of such costs.”

Both that portion of the report and the language that Senate and House conferees last week took from the amendment to the State Department authorization bill allow the administration more flexibility in determining its position on modifying Article V(d) than would have been possible under the amendment as it was introduced in the House by Representative Don Bonker (D-Wash.). Bonker had sought language that would have directed the U.S. to take the lead in seeking a change in V(d). On the House floor, that was changed to require only that the U.S. support “an appropriate modifica-

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tion" after the secretaries of state and commerce consult on the matter with the Communications Satellite Corp., the U.S. signatory to Intelsat.

And the authorization measure, as passed by the Senate and House, in seeking to guard against predatory pricing by Intelsat, is more detailed than the report accompanying the supplemental appropriation measure. The Senate did not pass a companion to the Bonker amendment. In the conference, Senate conferees accepted it with only minor changes. But they insisted on adding language "to insure that rates established by Intelsat... are cost-based." It says "the secretary of state, in consultation with the secretary of commerce and the chairman of the FCC, shall instruct the U.S. signatory to Intelsat to insure" that Intelsat provides sufficient documentation "to verify that such rates are in fact cost-based." The amendment also says that, "to the maximum extent possible," the documentation is to be made available to interested parties "on a timely basis." A report of the managers of the conference that accompanies the amendment says that, in making the documentation public, the managers expect the executive branch to adopt procedures "such as but not necessarily identical to" those contained in the memorandum of understanding signed on Sept. 24, 1984, by the Departments of State and Commerce, the FCC and Comsat regarding the release of Intelsat documents.

The first practical effect of the legislation affecting changes in V(d) will be seen at the Assembly of Parties meeting in October. Two proposals for modification will be on the agenda.

The managers' report and the report accompanying the supplemental appropriation measure also put Congress on record as believing that the President's determination is not immutable. Both contemplate that the President may see fit to modify it in the future, and both ask that Congress be informed. What's more, the Intelsat-related matters that passed Congress last week also make it clear the U.S. would not feel bound by Intelsat's refusal to coordinate a separate international satellite system. They both simply require the secretary of state to notify Congress in the event the executive branch decides to proceed despite an unfavorable finding by the Intelsat Assembly of Parties. The report, however, says a final decision is not to be made until Congress has had 45 days to review the executive's "tentative decision and the accompanying rationale."

Congress did its bit in paving the way for the development of competition in the international telecommunications satellite field, as the congressional Office of Technology Assessment was issuing a report pointing out that the planned cable and satellite facilities being developed could lead to a "vast over capacity" in trans-Atlantic telecommunications in the 1990's. The report on "International Cooperation and Competition in Civilian Space Activities" says that if all proposed facilities were built, capacity in 1992 would amount to roughly 650,000 voice-equivalent circuits, compared to an estimated demand of 82,000 voice-equivalent circuits by 1995.

Most of that capacity—330,000 circuits—would be provided by the two under-sea cables whose construction the FCC has authorized in the past several months—Tel-Optik Cable Ltd., whose British connection

is Cable & Wireless Ltd. (80,000), and Submarine Lightwave Cable (230,000). The TAT-8 and TAT-9 cables that the consortium of U.S. and European carriers have discussed would provide another 80,000. As

Washington Watch

No, again. By 3-2 margin (with Commissioners James Quello and Mimi Dawson dissenting), FCC has refused to reconsider decision conditioning Scripps-Howard Broadcasting Co.'s acquisition of KNXV-TV (ch. 15) Phoenix on divestiture, within 18 months, of KMEQ-AM-FM in that market (BROADCASTING, Jan. 14). Scripps sought to retain radio stations, but commission said group owner hadn't made need showing for exception to one-to-market rule. In petition for reconsideration, Scripps argued that commission had failed to get true reflection of TV station's financial condition by excluding consideration of depreciation and nonrecurring expenses. FCC majority, however, said commission had consistently relied on cash-flow analysis—that is, excluding those expenses—to get more accurate picture of station's current financial position.

Affirmed. FCC has upheld Mass Media Bureau action granting application of Local Majority Television for new TV station on ch. 62 in Asheville, N.C. Harry J. Pappas, owner of WHNS-TV Asheville (Greenville, S.C.), had petitioned to deny, alleging, among other things, that Local Majority did not have reasonable assurance of transmitter site. According to FCC order, Local Majority amended its application. But Pappas contended in application for review that Local Majority had only addressed those issues after specifically requested to do so by FCC and that bureau's decision was not sufficiently responsive to Local Majority's allegedly careless and dilatory attempt to correct errors in its application. Pappas contended Local Majority's application should be designated for hearing on issues of candor and ineptness. FCC, however, in affirming bureau's action, said Local Majority's "conduct in the submission and prosecution of its application falls far short of that degree of carelessness or ineptness which would be cause for further commission concern." According to FCC application, Millard V. Oakley is sole owner of Local Majority. Also according to application, "Blacks Desiring Media and stockholder Millard V. Oakley" have interests in variety of low-power television applications, cable system in Crossville, Tenn., and in WCSV(AM) Crossville, WNPC(AM) Newport, WREA(AM) Dayton, and WLIV(AM) Livingston, all Tennessee.

Reversal. Reversing initial decision, FCC Review Board has granted application of Joseph A. Ryan for new FM in Chatham, Mass., denying competing applications of Spinnaker Communications Inc., HBZ Communications Inc., Dark Communications Inc. and Heather H. Stengel and dismissing applications of Cape Radio Inc. and Chatham Broadcasting Co. In initial decision, ALJ Joseph Stirmer had granted Stengel's application. But board disqualified her for lacking transmitter site, and Ryan prevailed on diversity and integration grounds. According to initial decision, Ryan is founder of Joseph A. Ryan Associates, public relations agency. He has no other media interests.

AM changes advocated. FCC has proposed additional changes in AM technical rules to bring them into conformity with new international agreements. In rulemaking, FCC has proposed to permit power of up to 50 kw for Class IV AM stations in Alaska, Hawaii, Puerto Rico and U.S. Virgin Islands; proposed to merge Class III-A and Class III-B AM stations into single Class III; proposed to introduce "minor" change in use of skywave propagation curves over short distances, and to authorize synchronous AM transmitter systems.

AM comments. National Association of Broadcasters has given its support, with certain "misgivings," to FCC proposal that would, among other things, eliminate quality of service transmission standards for AM stereo; liberalize filing requirements for AM antenna resistance measurement reports, and permit licensees of nondirectional AM stations to measure operating power at output of AM transmitter instead of at base of antenna.

Case of libel. Supreme Court has agreed to consider question of who bears burden of proof in libel cases brought by private citizen—plaintiff or defendant. At issue is Pennsylvania law requiring defendants to prove that statements for which they are sued are true. Supreme Court has held that public figure who brings libel suit must prove story is false and that newspaper or broadcast operation presenting it knew it was false or presented it with reckless disregard for whether it was false. For private citizen to win libel suit, it must be shown that statement was false and made negligently. Truth is absolute defense. But high court has never said whether First Amendment places burden of proof in such cases on plaintiff or defendant. And Pennsylvania law creates presumption that story in such cases is false. Appeal that Supreme Court agreed to hear was filed by *Philadelphia Inquirer*, which is being sued by Maurice S. Hepps, principal stockholder of General Programming Inc. *Inquirer* articles published in 1975 and 1976 alleged link between independent corporate entities that operated beer and beverage distributorships as franchises of General Programming and organized crime. Newspaper

won in trial court after jury was instructed that burden of proof was on plaintiffs. But state supreme court, citing state law on libel, overturned jury's verdict and ordered new trial. In appealing to Supreme Court, newspaper's lawyers said state law permitted libel ruling without proof publication was false.

More dereg. FCC has proposed to relax rules governing posting of license requirements in instructional television fixed and experimental broadcast services. It also has proposed relaxing remote control and unattended operation requirements for ITFS stations.

June lull. Growth of satellite traffic for Intelsat in June was lowest for single month in five years, despite record of daily television transmissions. Low June growth brought annual rate to 10.35%, although average of 103 TV program transmissions per day was 38% over normal monthly rate. Major factor in overall decline, Intelsat believes, is Atlantic Ocean region growth of only 7% this year through June, compared to 13% growth for Indian Ocean region. Still bullish on economic prospects for world communications satellite market is Richard R. Colino, Intelsat director general. "Almost all major economic activities are dependent upon reliable telecommunications... [and] communications satellite systems will remain essential to the pattern of continued economic growth for decades," Colino said.

Radio for Yonkers. Representative Mario Biaggi (D-N.Y.) introduced bill that would permit Weiner Broadcasting and Yonkers resident Joseph-Paul Ferraro to own and operate noncommercial KPF-941. "This bill became necessary," Biaggi said, "when the FCC rejected my request earlier this year to grant Yonkers a radio license through normal administrative procedures."

Veteran preferences. Thomas S. Rockler, disabled veteran, has requested FCC review of staff action dismissing his petition for rulemaking seeking grant of broadcast comparative preferences to veterans and additional preferences to disabled veterans. "It is the *clear intent* of the Congress to grant, award and honor veterans in *all* opportunities and matters before federal agencies," Rockler said in petition for review. "It is shocking that the commission has gone out of its way to turn its back on those who have served and sacrificed their lives for their country."

Pre-emption affirmed. FCC has denied people of state of California and California Public Utilities Commission reconsideration of commission decision pre-empting state regulation that has effect of impeding entry of common carrier services on television vertical blanking interval.

Local burden. National Association of Broadcasters has charged that rate increases by many local telephone companies for local audio transmission services are unreasonably high and became effective without adequate notice or adequate cost justification (BROADCASTING, June 24). In comments at FCC, NAB said letters from broadcasters indicated average increases by regional Bell operating companies of 390%, with stations served by Bell Atlantic experiencing average rate increases of 564%. NAB said many stations have eliminated or cut back on local or public service programming as result of rate hikes. NAB urged FCC to initiate "expedited independent analysis of these audio program rates as a means to achieve rate adjustments which will ameliorate the adverse economic and public service consequences now being endured by radio broadcasters."

Williston AM. In initial decision, FCC Administrative Law Judge Edward Luton has granted application of Basin Broadcasters Inc. for new AM station on 660 khz in Williston, N.D., denying application of KEYZ(AM) Williston to change frequency from 1360 to 660 khz. Judge said Basin won out on diversification and integration grounds. Basin's president and 51% owner is Duane Simpson. Simpson is former general manager of KGCX(AM) (Sidney) Williston. Simpson's wife, Dianna Simpson, owns 20% of Basin. She also owns KDSR(FM) Williston.

Satellite service. FCC has allocated frequencies in 1610-1626.5, 2483.5-2500 and 5117-5183 mhz bands for radio determination satellite service. Service proposes use of satellites for triangulation to pinpoint locations for variety of purposes, including air navigation and law enforcement. Broadcast ENG operations licensed to operate in 2483.5-2500 mhz band by Aug. 1 will be grandfathered. But, under FCC's decision, they will be required to move if radio determination satellite licensee reimburses broadcaster for costs of moving.

Bon voyage. FCC has removed requirement for reliability tests of shipboard radar on large oceangoing vessels. "Marketplace forces, coupled with new technology, are better suited to assure equipment reliability than reliability tests," FCC said in press release.

for the six separate satellite systems, they would provide 120,000, according to the report, and the Intelsat system, more than 100,000. Existing cables provide 10,000 voice-equivalent circuits.

The report says that if the estimates—by U.S. and European carriers—"are even remotely realistic," it is fair to assume much of the excess capacity will not materialize, as plans are re-evaluated. But, it adds, even if all but the venture capitalists pull out, leaving the announced plans only of Intelsat, RCA, the cable consortia and Cable & Wireless, the number of voice-equivalent circuits would still total more than 300,000. And OTA does not foresee any upsurge in demand making use of what would be excess capacity. The report quotes a carriers advisory group as estimating that demand will increase at an annual rate of 16.3%—a growth expected in all sectors except television transmission—through the early 1990's, when its continued growth becomes questionable.

The report says such projections "appear to call into serious question the FCC planning process and/or the demand projections of carriers." As a solution, it suggests either letting competition run its course or regulating facilities. OTA says competition could result in lower rates of return that would discourage additional investment. Another advantage it says would be that consumers would dictate the types of facilities that would be utilized and the types of services provided. The report sees defects in regulation—inefficiencies would be introduced into the facilities and services mixes, for instance—but adds that such regulation might be justified "if the possible excess supply of facilities" that is indicated were regarded as reflecting "a tendency toward either chronic overcapacity or chronic instability."

The report makes several points likely to be seized on by Intelsat as it continues to express concern about—if not opposition to—U.S. policy regarding the establishment of separate satellite systems. In a section on fiber optic cables vs. satellites, for instance, it says, "Any large shift to cables would have important effects on Intelsat and make it more likely that Intelsat could become seriously unprofitable, so the issues of facilities planning and competition for Intelsat are closely linked. The recent FCC recommendations of approval for approximately 330,000 voice-equivalent, trans-Atlantic circuits in new private fiber optic cables, without much attention to its planning process, indicate that the commission is acting without much regard for this link."

What's more, the report appears critical of what is seen as the U.S.'s failure to consult with its telecommunications partners "in Europe, Japan and elsewhere" in moving to increase competition in providing international facilities—a concept, the report says, that poses "a strong challenge to the current international regulatory order." The report notes that "free markets are not considered desirable by most" of the U.S.'s telecommunications partners. Speaking specifically of trans-Atlantic telecommunications, the report says U.S. approval of the six applications for separate systems "without prior agreement by *all* its major European com-

munications partners would amount to a major modification in the multilateral mechanisms—the North Atlantic Consultative Process [an informal organization involving telecommunications agencies of European governments and the FCC that engage in ongoing planning activities] and Intelsat—that have been used in recent years to coordinate facilities decisions.” It adds that approval of the private cable facilities “would

have a similar effect.”

Intelsat has frequently urged the U.S. to discuss its international satellite plans with its partners in the global system. The U.S.’s position has been that, until its policy has been fully shaped, there was nothing to discuss.

The matter is expected to be threshed out at Intelsat’s Assembly of Parties meeting, in October. □

Senate examines bill to curb ‘cable porn, dial-a-porn’

Measure would include fines, imprisonment for showing pornography on cable; would totally ban telephone pornography

The “Cable-Porn and Dial-A-Porn Control Act” (S. 1090) came under scrutiny during a Senate Judiciary Subcommittee hearing in Washington last week (July 31). Introduced by Senator Jesse Helms (R-N.C.) May 7, S. 1090 proposes to prohibit “obscene, indecent, or profane material” on “television, including cable television,” adding the quoted language to a section of the U.S. code that now prohibits obscene transmission by radio. The Helms bill would subject violators to fines up to \$50,000 (up from \$10,000 in the existing code) or two years in prison, or both. Additionally, the bill proscribes “completely, with no exceptions,”

Helms said, the operation of dial-a-porn telephone services.

One of the three co-sponsors of the bill, Senator Jeremiah Denton (R-Ala.), who chaired the hearing, expressed his concern about what he called “the invasion of the American home by pornographers, through the use of cable television and interstate telephone service for the transmission of pornographic materials.” He said he was alarmed by “the difference in society 20 years ago and today, regarding a fundamental breakdown in values,” which he attributed in part to the dissemination of pornography.

Helms testified that pornography was opposed by “the overwhelming majority of Americans,” those who are “simply concerned about human values and what used to be called common decency. It is not the vested interests who oppose pornography,”

Helms said, “it is the mothers and fathers concerned about the moral well-being of their children, the wives abandoned by over-sexed husbands, and the many others who have victimized in one way or another by widespread pornography.”

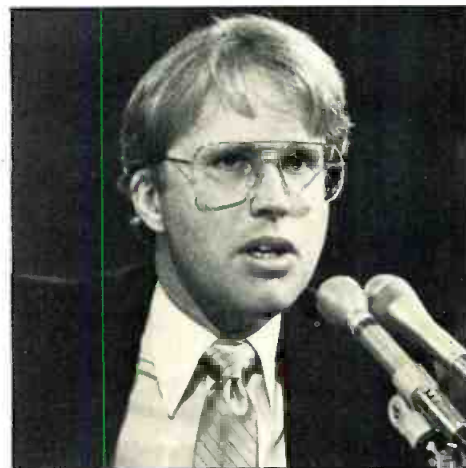
Jack D. Smith, FCC general counsel, said that while “the restrictions on obscene material” contained in S. 1090 “would probably withstand judicial scrutiny,” the restrictions on “indecent or profane material” may not. He said that in *FCC v. Pacifica Foundation*, the Supreme Court upheld “restrictions on indecent material broadcast over television or radio. However the court emphasized that *Pacifica* was ‘a very narrow decision.’” Smith said, “which only dealt with indecent material broadcast over the radio when children were likely to be listening. It did not deal with a total ban on indecent material even during periods when the audience would not likely be comprised of children,” he said.

Smith added that “a blanket prohibition against broadcast of indecent material might not be considered a ‘reasonable time, place and manner’ restriction since adults, as well as minors, would be denied access.” Moreover, “in considering regulatory measures that may infringe upon speech, the nature of each medium must be considered separately,” Smith said.

The FCC lawyer recommended that Helms’s bill specify “whether the standard to be applied when making determinations of obscenity or indecency is that of the community where the allegedly obscene or indecent statement is uttered or that of the community where it is heard,” and that the Department of Justice administer S. 1090. Smith said that the FCC would be “pleased” to aid in making the bill into something that would “help to deter the use of interstate telecommunications facilities for the transmission of obscene or indecent materials.”

Barry W. Lynn, legislative counsel of the American Civil Liberties Union, testified that efforts to “regulate the content of material” broadcast on cable and the telephone “are two more significant steps in a disturbing rebirth of censorship efforts in the U.S.” Lynn called the legislation “both unnecessary and unconstitutional,” adding that legislation “could, however, be developed that would enhance parental control over television sets and telephones without abridging First Amendment values.” □

LPTV’s granted. Using lotteries, the FCC has tentatively granted the low-power television applications of Mountain TV Network for ch. 40, Wheatland, Wyo.; ch. 24, Ogallala, Neb.; chs. 17, 19, 23 and 55, Lakeview, Ore.; ch. 60, Rawlins, Wyo.; ch. 29, Okanogan, Wash.; ch. 44, Goldendale, Wash.; ch. 38, Tonopah, Nev.; ch. 17, Hyannis, Neb.; ch. 65, Harrison, Neb.; ch. 55, Battleview, N.D.; chs. 43 and 62, Moses Lake, Wash. Also receiving tentative grants were Frontier Gulf Broadcasting for ch. 63 in Fort Lauderdale, Fla.; S.J. Kissinger, ch. 5, Evansville, Ind.; Sounds Etc., ch. 10, Custer City, Okla.; Scranton TV Partners, ch. 32, Dubois-town, Pa.; Warren Denton, ch. 8, Norfolk, Va.; Schurz Communications, ch. 38, Hagerstown, Md.; Catholic Views Broadcasts, ch. 51, Los Angeles, Calif.; American Lo-Power TV, ch. 41, Flagstaff, Ariz.; Great Southern Broadcasting, ch. 11, Murfreesboro, Tenn.; Jose Armando Tamez, ch. 7, Worthington, Minn.; Blacks Desiring Media, ch. 11, Cookeville, Tenn.; Second Local Power Television, ch. 27, Coos Bay, Ore.; Communicators of America, ch. 68, Dayton, Ohio; Citizen Television, ch. 61, Memphis; KMAR Communications, ch. 57, Tulsa, Okla.; Walls Newspapers, ch. 38, Cookeville, Tenn.; Vision Unlimited, ch. 14, Binghamton, N.Y.; O.L. Turner, ch. 68, Carbondale, Ill.; Montgomery, ch. 65, Decatur, Ala.; Owen Broadcasting, ch. 30, Rangely, Colo.; Arapahoe County TV Club, ch. 31, Moab, Utah; Nathan Berke, ch. 34, Gallup, N.M.; Wyoming Media, ch. 18, Buffalo, Wyo.; Jo Ann’s Balloon Boutique, ch. 42, Livingston, Mont.; Mary Lou Cravens, ch. 13, Brunswick, Ga.; Jo Ann’s Balloon Boutique, ch. 11, Biloxi, Miss.; Mountain Broadcasting, ch. 26, Lubbock, Tex.; Jeffco Broadcasting, ch. 25, Williston, N.D.; Sunburst Broadcasting, ch. 49, Tucson, Ariz.; Lamarca Community TV, ch. 17, Columbus, Ohio; Echonet, ch. 23, Jamestown, N.D.; Memphis Community TV, ch. 14, Memphis; Washburn University, ch. 14, Pittsburg, Kan.; Evarista Romero, ch. 6, Lebanon, Ky.; Inspirational TV, chs. 27 and 51, Lakeview, Ore.; Inspiration TV, ch. 21, Lakeview, Ore.; Westcoast Broadcasting, ch. 14, Wenatchee, Wash.; Omak Chronicle, ch. 35, Ellusford, Wash.; Page Enterprises, ch. 44, Fallon, Nev., and ch. 35, Hawthorne, Nev.; Owens Broadcasting, ch. 42, Lemmon, S.D.; Jose Armando Tamez, ch. 14, Port Angeles, Wash.; Localvision, ch. 17, Columbus, Neb.; Bernard Peterson, ch. 14, Buras, La.; Robert Sandstorm, ch. 67, Port Angeles, Wash.; North Platte Television, ch. 22, Ogallala, Neb.; Owen Broadcasting, ch. 60, Lemmon, S.D.; Brook Broadcasting, ch. 5, Salem, Ind.; Sodak Communications, ch. 5, Aberdeen, S.D.; Juan Ramon Ortiz, ch. 36, Moses Lake, Wash.; KAYU-TV, ch. 19, Omak, Wash., and Armando Tamez, ch. 6, Baudette, Minn. Without using lotteries, the FCC has tentatively granted the applications of Mountain TV Network for ch. 16, Lewiston, Mont.; chs. 41 and 43, Santa Rosa, N.M.; chs. 32 and 36, Raton, N.M.; chs. 20, 26, 28 and 38, Socorro, N.M.; ch. 50, Brookings, Ore.; ch. 29, Grants, N.M.; ch. 53, Las Vegas, N.M.; chs. 15 and 21, Santa Rosa, N.M., and ch. 18, Dugway, Utah. At the same time, the FCC tentatively granted the applications of Full Gospel Businessmen’s Fellowship International Peace for ch. 25 in Witlow City, Rollete, Rugby and Candu, N.D., and its application for ch. 60, Rollete, N.C.; Localvision, ch. 21, Columbus, Neb., and Specific Broadcasting, ch. 65, Jacksonville, Fla.



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*-SOURCE: NTI 1984-85 season - 8 pm

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DOMESTIC TELEVISION

Blair study queries advertising world

Results find electronic media doing better than print in next few years; network TV, spot expected to hold own

Advertisers and agencies participating in a Blair Television survey indicated that television, overall, will be healthy over the next two years; spot TV will achieve "reasonable increases"; network television will experience slower growth, and experimentation with cable advertising will continue but consistent use of the medium is not planned.

Those were some of the findings emerging from a 33-page report of a study eliciting advertiser-agency opinions on a wide range of subjects, including barter syndication, changes in the media mix, split-30 television commercials, use of different dayparts, use of independent TV stations and the short-term future of various media.

The report, "TV Advertising At Mid-Decade," is based on a survey conducted in 17 locations among 32 advertiser and 30 agency executives between June 10 and July 3, 1985. Blair sales managers performed the interviewing in person or by telephone.

Barter syndication was tabbed by respondents as "the hottest growth area." They cited such contributing factors as the increase in the number of independent TV stations and the slowdown in network and cable television advertising.

In general, the advertising executives felt that newspapers and magazines were not expected to fare as well as the electronic media over the next two years. They believed that spot television would perform well over the next year or two, but network TV will have difficulty maintaining growth trends due to audience erosion.

Regarding changes in the media mix, respondents said that some major companies are reducing their upfront network commitment to gain more flexibility in using TV, and most clients said they use regional networks as part of the mix. Advertiser officials also said they use more barter syndication and more cable, although in many instances no cable growth is apparent in the near future.

Participants in the survey were asked about the buying of spot closer and closer to air date. They replied that late buying is part of spot's flexibility and said they need to act quickly to pre-empt or react to competition.

Replying to a question dealing with the use of nonstandard-length TV commercials (15's, 90's, split 30's), advertising executives tended to believe that 30 seconds would continue to be the standard unit of commercial time.

About two-thirds expressed some concern that the 15-second commercial would cause excessive clutter. However, a majority felt

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Adams-Russell	Third	\$32,859	18%	\$2,441	20	\$0.39
Affiliated Pub.	Second	\$92,969	7	\$7,499	3	\$0.61
Comsat	Second	\$130,204	22	\$16,182	38	\$0.79
Gannett	Second	\$556,900	13	\$71,800	20	\$0.90
Knight-Ridder	Second	\$445,400	6	\$65,800	(7)	\$0.59
LIN Broadcasting	Second	\$46,996	13	\$11,408	46	\$0.46
MTV Networks	Second	\$34,650	35	\$4,682	57	\$0.30
Media General	Second	\$147,367	4	\$9,852	(10)	\$1.39
Orion Pictures	First	\$64,922	27	\$2,644	407	\$0.08
Pico Products	Third	\$6,393	13	(\$6,565)	NM	(\$1.88)
Times Fiber	Second	\$26,884	(18)	\$1,215	328	\$0.13
Westwood One	Second	\$4,700	67	\$997	94	\$0.34
Zenith	Second	\$356,500	(16)	(\$4,000)	NM	(\$0.20)

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

Adams-Russell said sales in cable operations increased by 22%, and that operating margins improved because of higher sales and discontinuance of plans for Cablesop (consumer channel). ■ **Affiliated Publications** said recent cable system acquisitions and start-up costs for cellular telephone systems reduced net income by \$1.7 million, compared to \$540,000 negative impact in last year's second quarter. ■ **Comsat** said income from continuing operations declined \$600,000 from second quarter of last year, despite "reduced expenses in the corporation's direct broadcast business." Among businesses contributing to increased revenue was services for "NBC programming distribution system." ■ **Gannett Co.**'s broadcasting operations, including television and radio stations, and television production, led company's other divisions with 17% increase in operating income. ■ **Knight-Ridder's** per share income increased 2% to 59 cents because of 9.5 million shares repurchased from estate of company founder John S. Knight. Broadcasting revenue from company's five television stations posted 8% second-quarter revenue increase to \$17.8 million. ■ Special items favorably affecting **LIN's** results included \$1.3-million gain on sale of interests in certain cellular telephone markets, \$600,000 net operating loss from cellular operations and redemption of convertible notes which reduced interest expense by \$1 million while increasing shares outstanding by 4.9 million. LIN said that excluding these special items, net income, comprising mostly broadcasting, would have increased by 26% for quarter. ■ Broadcasting segment revenue of **Media General** increased 21% to \$34.1 million, but segment had operating loss of \$877,000 compared to prior-year first-half profit of \$240,000. Company said rebuilding of broadcast services division and building of cable system in Fairfax county, Va., continue to affect income. Fairfax system now passes 148,000 of 280,000 homes. Media General also noted long-term debt increased to \$135 million, 46% higher than year-ago period, and that ratio to total capitalization is 32%. ■ **MTV Networks** net income is compared to pro forma net income for 1984, when company was partnership of American Express and Warner Communications, and thus not subject to taxes. Fifty-one percent tax rate is assumed for 1984. Company said Nickelodeon revenue increased 38% to \$8.6 million and operating profit jumped 186% to \$2.4 million. Children's channel went from 13 hours to 24 hours on June 1. For MTV and VH-1, revenue grew 44% (VH-1 began service January) and operating profit increased 30% to \$6.2 million. ■ **Times Fiber** said: "It is becoming clear that for the full year, industry shipments will be substantially below those of 1984..." Company added that its sales too would be lower than in 1984, although its share of market would increase and its profitability would continue, "largely due to the success of the company's year-long programs to cut costs, reduce capacity and improve manufacturing efficiency." ■ In second quarter last year, **Zenith** had net income of \$16.4 million. Drop in pre-tax earnings was even more marked, going from net income of \$29.6 million in prior-year period to loss of \$8 million in just completed quarter. Drop was noted by Glenview, Ill.-based company in all three of its major lines of business: consumer electronics, because of color television pricing reductions; computer systems and components, because of industry-wide problems, and cable products, because of slow system construction pace. Cable products group had second-quarter sales of \$16 million, compared to \$66 million in prior-year period and \$24 million in first quarter.

Bottom4Line

Latin quarter. SFN last week announced it had obtained interest in major outlet for its Spanish-language programming production arm. Glenview, Ill.-based publisher and group owner announced it had obtained 28% interest in KBCS-TV Corona (Los Angeles), Calif. Station was former pay TV outlet of Oak Industries, which sold it earlier this year to Estrala Communications for \$30 million cash in deal brokered by Howard Stark. Estrala is majority owned by Reliance Capital Group, headed by New York-based financier, Saul Steinberg. Other owners include Joseph Wallack, former executive director of Globo TV Network of Brazil (9%), and Paul Niedermeyer (4%), who will run station. SFN did not disclose any details of transaction but source told BROADCASTING it paid \$9.3 million for combination of common and preferred stock in Estrala. In addition, SFN has right of first refusal on sale of any interest in station. SFN Chairman John Purcell said "Televiscentro Films Inc., our Spanish-language programming production company in San Juan, P.R., will serve as a source of programming for channel 52, allowing us to further expand on our base in the Spanish market worldwide."

Park split. Park Communications board has approved 3-for-2 stock split in form of 50% dividend. Ownership date of record will be Aug. 15 and shares will be distributed Aug. 30, increasing total outstanding to 13.8 million. President Roy H. Park said split would "give wider distribution to our shares." Park, which went public on Oct. 26, 1983, is now trading at about \$36 per share.

Syndicator syndicate. New York-based syndication company, Orbis Communications, announced completion of private placement (of undisclosed sum said to be under \$10 million) arranged by Alan Patricof Associates. Joining Patricof as investors were Citibank Investment Management Venture Capital; New York-based securities firm, Furman Selz Mager Dietz & Birney, and law firm of Janklow & Traum. New board of directors of Orbis is made up of company president, Robert L. Turner; executive vice president, John C. Ranck; investors Alan Patricof and Morton Janklow, and Martin Pompadur, managing general partner of Television Station Partners. Turner said money would enable company to provide distribution guarantees and to fund development and co-development projects.

Schenectady station for sale. New York-based investment firm, Forstmann Little & Co., has hired Morgan Stanley & Co. to review bids for WRGB-TV Schenectady, N.Y. Station was purchased two years ago from General Electric Co. for approximately \$35 million. Forstmann Little previously considered widening station ownership and had joined with former CBS President John D. Backe in unsuccessful attempt to buy two stations of Gross Telecasting that Backe later purchased (WJIM-TV Lansing, Mich., and WKBT-TV LaCrosse, Wis.) with different financing.

Refinancing atmosphere. Frazier, Gross & Kadlec has issued report advising broadcasters that favorable conditions for refinancing exist. Two trends creating favorable environment, according to Washington-based consulting firm, are "money market conditions and the run-up of broadcast values since 1982." Savings from lower interest rates, it said, "should more than cover the fees, penalties and effort associated with refinancing." Broadcasting prospects have also fostered competition among banks to lend to station owners. That competition will also reduce interest rates and, "ease operating restrictions, such as negative covenants, operating ratio requirements and repayment penalties," report said. In addition to reducing interest payments, "refinancing can also be used to raise money for operating capital or acquisition of additional stations," report adds.

Note notes. Joining number of companies rearranging debt, Heritage and Telepictures are calling for redemption of outstanding debt securities. Heritage Euro-dollar convertible subordinated notes, paying 8½% and due 1999, are to be redeemed by Aug. 9 at 105% of principal amount. Notes are also convertible into common stock at \$12 per share. Convertible subordinated 10% notes due 2002 are to be redeemed by Telepictures on Aug. 16 for \$1,125.48. Notes are convertible at \$15 per share. Viacom announced \$50-million offering of 7¼% Eurodollar convertible subordinated debentures due 2000. Debentures are convertible to common stock at price of \$55. Company said offering "will be used to repay portions of the company's outstanding bank indebtedness."

Diversification. Price Communications Corp., New York-based station group, has made acquisitions in two other media. Patrick Outdoor Media Corp. serving Jefferson City/Columbia market in Missouri was purchased for \$1.6 million. Price said area served by billboard company is contiguous with company's KRCG-TV Columbia-Jefferson City. Price also is poised to enter publishing business with agreement to buy *New York Law Journal* and *National Law Journal* from SFN Companies for \$20.5 million.



Blair findings. Looking over the Blair study are company executives Kenneth Donnellon, VP/creative services; John Poor Jr., senior VP/director of support services, and Walter Schwartz, president and chief operating officer.

that split commercials were acceptable but many have found it difficult to match up products. Some advertisers said they were conducting effectiveness tests of the 15-second spot.

Advertisers and agency executives said they do not distinguish between independents and affiliates. According to Blair, respondents noted that programming on independents generally attracts a younger and more desirable demographic. Affiliates' audiences skew older because of a greater amount of news shows on affiliates. Sports franchises and merchandising on independent stations were viewed as "interesting" and "potentially efficient buys."

Advertising executives chose adults, 25-54, as the major demographic, followed by women, 25-54, and men, 25-54. This is in contrast to the lead held some years back by adults, 18-49, and women, 18-49. Executives cited a move to older demographics and forecast that adults, 35-64, would be a sought-after demo down the road but not soon.

In reply to a query about spot TV spending, 50% of the respondents said they expected spot to be up for the balance of the year while 10% said it would decline and 20% felt activity would be "flat." The remainder had no comment.

Kenneth Donnellon, vice president of creative services for Blair Television, who gave the presentation to newsmen last week, said Blair expected to reach television billings of \$800 million in 1985. Participating in the presentation with Donnellon was John B. Poor Jr., senior vice president and director of support services for Blair Television.

Returns from the Jedi. A special showing of George Lucas's "Star Wars" trilogy—"Star Wars," "The Empire Strikes Back" and "Return of the Jedi"—for the benefit of the Corporation for Public Broadcasting's support of children's programming, netted \$61,683, CPB said. The movies were shown together in Los Angeles, New York, Chicago, Denver, San Francisco, Seattle and Dallas on a one-time-only basis for a \$10 admission fee.

FTC reauthorization pleases advertisers; 'unfairness' defined

Authorization stalled since 1982; bill allows Congress to veto proposed FTC regulations

Advertisers were generally happy with the Federal Trade Commission reauthorization bill passed by the Senate, and were hopeful that passage of the House version would soon follow. Asked for his reaction to the Senate's actions, Association of National Advertisers President DeWitt Helm Jr. asked, "What took them so long? Where is the House of Representatives?"

Len Matthews, president of the American Association of Advertising Agencies, said the Senate bill was something "we're generally happy with. It wasn't exactly what we wanted, but it's close." Said American Advertising Federation senior vice president, Daniel Jaffe, "we're obviously very pleased. . . This is an upbeat time for us."

The Senate passed S. 1078, which reauthorized the FTC at funding levels of \$65.8 million, \$66.8 million and \$67.8 million, respectively, for FY 1986-88 ("In Brief," July 29). In addition, it authorized the appropriation of "a total amount not to exceed" \$3,811,000 during fiscal years 1986, 1987 and 1988, for the consolidation of the FTC headquarters in Washington.

The bill marked the first time the FTC has been authorized since 1982, and included among its provisions a definition of "unfair acts or practices" as those that may cause "substantial injury to consumers which is not reasonably avoidable by consumers themselves and not outweighed by countervailing benefits to consumers or to competition." S. 1078 also allows Congress to veto proposed FTC regulations.

The Senate bill (unlike the House version [H.R. 2385]) removes the FTC's authority to issue an industrywide rulemaking under the unfairness standard concerning commercial advertising, although the commission still retains the authority to regulate commercial advertising based on unfairness on a case by case basis. Jaffe called defining "unfairness" a "step in the right direction."

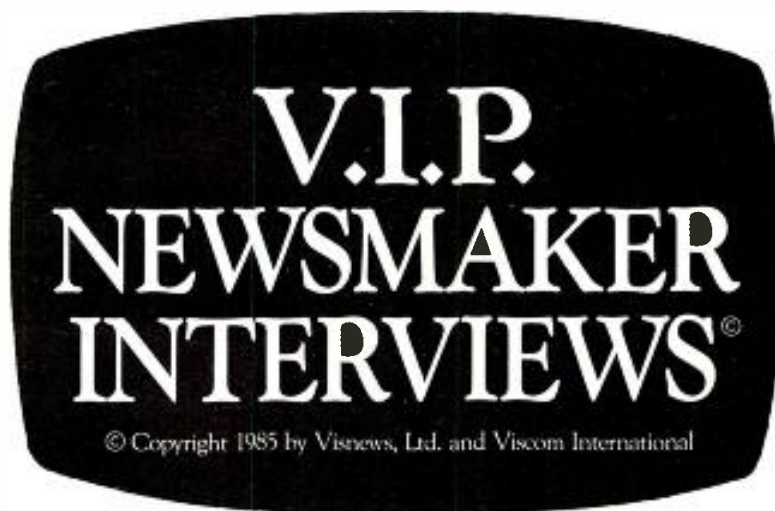
Matthews said that letting the FTC go without a budget for so long was "ridiculous and irresponsible on the part of Congress." Among the provisions the 4A's wanted in S. 1078 was one that would more specifically define the authority of the FTC. Also, the 4A's would have preferred the total elimination of the "unfairness authority," which the advertising organization believes is "a subjective term" and hence difficult to define. However, Matthews said S. 1078 was "pretty close to being a good [bill]."

Jaffe called S. 1078 a "major, major improvement over what the present situation of unfairness is, which we think is unconstitutionally vague, and totally undefined. . . ." Helms said there was "nothing in the Senate bill we can't live with."

The House is expected to consider its version in early September. □

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Closer look at network coverage of TWA flight 847

House panel calls for guideline which news officials reject; hostages and relatives less critical

Network coverage of the hijacking of TWA Flight 847 came under fire on Capitol Hill last week. A congressional panel and even some media experts criticized broadcasters for what they characterized as "excessive" coverage that interfered at times with American foreign policy. The members called on the media to develop voluntary guidelines for covering future terrorist incidents.

Executives of the three major television networks and CNN defended their coverage before members of a House foreign affairs subcommittee and told the panel that while the broadcasts may have appeared to be "excessive" at times, there was no need for a voluntary code of restraint.

Also at issue was whether TV coverage enhanced the safety of hostages and accelerated their release. Former Beirut hostage Jerry Levin and relatives of other American hostages told the subcommittee that they felt the media played a positive role.

"Press attention, as I am sure you know, has often been blamed for the length of the Iranian hostage crisis," Levin testified. "Well, the ordeal of some of the seven in Lebanon has been going on longer without it. I think silence about the basic facts is what is prolonging it, because it has prevented the forming of informed public opinion which then could be brought to bear on the issue to motivate the administration to do what surely needs to be done to get the seven freed," he said.

Although there was a general feeling among subcommittee members that the networks should examine their coverage, the lawmakers acknowledged there was no legislative solution to the dilemma and that it was up to broadcasters to develop voluntary guidelines.

Representative Edward Feighan (D-Ohio), who chaired the subcommittee hearing, underscored that point. (Feighan is a junior member of the subcommittee, whose chairman, Lee Hamilton [D-Ind.] attended the hearing briefly.) He noted there were no plans for legislation but that there is strong interest in seeing the media undergo self-examination. "The media have an obligation to be reflective in a public forum like this," Feighan said.

There appeared to be little support for government intrusion. Foreign Affairs Committee Chairman Dante Fascell (D-Fla.) said there is "no way the government is going to get into that discussion." However, he suggested, the media might explore the possibility of establishing an advisory committee to decide what the limits of covering terrorist incidents might be.



L to r: Grossman, Siegenthaler, Smith and Turner

Representative Thomas Luken (D-Ohio) also supported the establishment of voluntary guidelines. Luken and 12 other members of the House Energy and Commerce Committee issued a statement last month calling for the development of "precise policies to govern future coverage of hostage situations."

Luken also wrote the networks and urged the industry to hold a "summit" on the matter (BROADCASTING, July 22). The call for a meeting of broadcasters, Luken said in testimony before the subcommittee, "should include on its agenda consideration of mutual guidelines, self-regulation of all broadcasters, to avoid these excesses next time, to give warning to potential abductors of Americans that they will not in the future have such an easy time, with networks falling all over each other to provide the shows choreographed by the captors."

Luken disapproved of "offering terrorists live TV, unedited TV, time for their diplomatic messages and allowing anchors to be diplomats and negotiators." He also stressed that guidelines issued by individual news organizations won't work. "Such guidelines would fast become blurred, yes forgotten, in the heat of competition on the scene by news teams which are keenly aware that the competition has a different set of rules and regulations."

He recommended the use of news pools during coverage of hostage situations. "Now is the time, in the quiet lull between the storms of crises, for deliberate preparation for the next hostage trauma. Whether pool coverage is a good idea is not the question. It is a plausible suggestion and should be considered now."

The congressman also released ABC's and NBC's replies to his letter. (Luken said the other networks had not yet responded.) "We have already had informal conversations with other news organizations with a view to opening up clear lines of communications during such crises in order to mini-

mize the danger from those seeking to take advantage of a life threatening situation to further their own ends," wrote NBC News President Larry Grossman.

Grossman also included a revised copy of NBC News's practices and guidelines concerning terrorist coverage. The same guidelines were presented at the hearing. In summary, NBC said: "Professionalism and common sense provide the best guidelines to avoid undue risks, dangers and the exploitation of news reporting. There must be a delicate balance of our being used, and our obligation not to exacerbate or sensationalize the situation."

During the hearing, Grossman told the congressional panel that after reviewing all the videotapes and transcripts of the programs broadcast, he was "proud" of the networks coverage and there was "virtually nothing I would take back." Grossman also said he didn't believe the coverage created any security problems.

"ABC," testified Robert Siegenthaler, vice president for news practices, "got the story fast, first, and, most important, accurately." ABC also responded to Luken's letter. "ABC News's coverage of the TWA hostage crisis conformed to our written guidelines. We believe that, on the whole, our coverage was responsible, given our obligations as journalists, our responsibilities as good citizens and the competitive context in which we operate," Siegenthaler said.

"While we endorse the desirability of guidelines, we do not believe that a 'summit' meeting for the purpose of enacting an industrywide code is appropriate for a number of reasons," Siegenthaler continued. "First, we already have guidelines in place which we feel are adequate and which are subject to review. Second, guidelines are not a complete solution. They cannot supplant careful, hands-on, case-by-case judgments as each crisis unfolds."

During the hearing, Siegenthaler defended ABC's coverage. "ABC denied the

terrorist uncontrolled access," he said. "All interviews and statements from Beirut, telecast by ABC, with one exception were pre-taped and edited by us." The one exception was a live telephone interview on *Good Morning America*. In the future, he said, ABC News guidelines will apply to that program "not just ABC News." Siegenthaler also pointed out that ABC scheduled a "special" *Viewpoint* program (it aired the night following the hearing) to examine media coverage in the hostage crisis.

Like the other news executives, Jack Smith, CBS vice president and Washington bureau chief, maintained his network's coverage was "responsible, objective and dependable." Smith also explained that CBS attempted to inform the public about the positions and demands of the hijackers and their backers without "in our judgment granting those groups an excessive propaganda platform." He emphasized that the public is "best served if each news organization is left free to cover the events and issues

vision news organizations reasonably may take different views as to the applicability of guidelines in particular situations."

Indeed, Turner argued that the public is better served by "too much information than too little." Moreover, he maintained that the hostage families were not injured by the coverage. "They had a running visual account of the status of their loved ones," he said.

But media analysts were troubled by the coverage. "I found the press coverage of both crises [the TWA hostage situation and the holding of American hostages in Iran] sensational, excessive and even tasteless," said Jody Powell, syndicated columnist and former press secretary to former President Jimmy Carter. Nonetheless, he said that neither the TWA hostage crisis nor the Iranian

hostage crisis in 1980 had been prolonged by the news coverage. "I don't feel the press coverage undermined American foreign policy." What the press coverage did do, Powell said, was to increase the political pressures on the President. "I am not sure that is avoidable or it should concern us."

Powell did not favor mandatory guidelines and instead suggested keeping the "public spotlight" on the Fourth Estate.

There was further criticism of the networks expressed by former CBS News President Fred Friendly, now professor emeritus, Columbia University. Friendly noted that the news media conducted themselves as well as they could, "under the circumstances," and the coverage probably assured the safety of the 39 men aboard TWA



Feighan



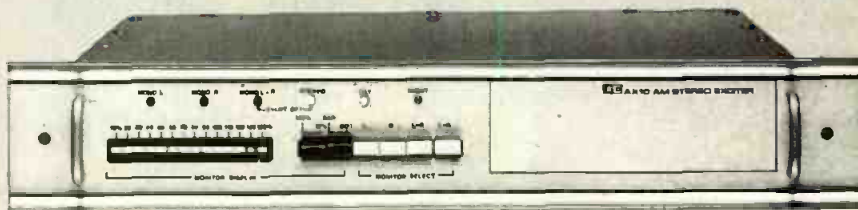
Luken

as its own judgment dictates."

CNN also resisted the idea of self-imposed guidelines. "How can guidelines be enforced?" asked Ed Turner, CNN executive vice president. "With every good intent, the broadcast news networks could subscribe to guidelines and then watch a story be developed by competitive news outlets," Turner said. "In that editorial judgment is inherently subjective, different editors within the tele-

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Friendly, Bagdikian, Powell



Laingen, Levin, Say, Cullins

Flight 847 and may have hastened their liberations. Nonetheless, he said there were some "egregious errors, mostly caused by the haphazard frenzy of competition and that dangerous word exclusive." Indeed, Friendly stressed, "we have to get across that the word exclusive is a dirty word."

Friendly was particularly critical of the networks for failing, he said, to inform viewers of the circumstances surrounding interviews with hostages. He was particularly disturbed by the ABC live interview with Nabih Berri during which anchor David Hartman asked: "Any final words to President Reagan this morning?" It was "one haunting moment that should jar all of us," Friendly said.

He characterized what happened as an example of journalism "getting too big for its britches." He warned that if broadcasters

don't critique themselves, then government may step in. "If we don't professionalize ourselves then the government or somebody else is going to do it for us." Friendly said that over the years, he has decided he is a "citizen first, journalist second."

Much of the coverage, said Ben Bagdikian, dean for the school of journalism, University of California, Berkeley, was "excessive for strictly self-serving, competitive reasons and in the process it obliterated other important news." Nonetheless, Bagdikian felt that government intrusion was the wrong approach. "In the recent hijacking, we often saw more than we needed to know. But that is far better than not being told enough or believing that we are not being told enough, leading to rumor and hysteria," he said. "The unpleasantness of excessive coverage is, for all the flaws, less dangerous than the

tensions in the public and among officials when there is an attempt to control news of what is essentially an uncontrolled scene," Bagdikian added.

The panel of hostage relatives was less critical of the media. Peggy Say, sister of Terry Anderson, one of seven Americans still missing in Beirut, thought the media's coverage of the TWA hostages helped procure their release. Indeed, she emphasized that the administration's approach of "quiet diplomacy was not working," while Bruce Laingen, former Iranian hostage, favored the use of "quiet diplomacy." He said he would like to see the media exercise more self-restraint, but thought the government should not intervene. Kelly Cullins, wife of one of the TWA hostages, told the congressional panel she would like to see the press self-regulated. □

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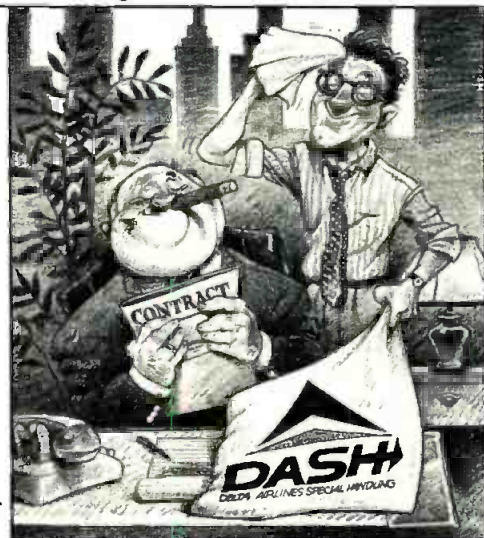
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Taking another look at the hostage story

ABC's 'Viewpoint' may have raised more questions than answers as panel, including Grossman and Arledge, critique networks' coverage of hijacking of TWA airliner to Beirut

Perhaps the key question asked last week during ABC News's *Viewpoint* program on the networks' coverage of the Beirut hostage crisis was from a member of the audience. "Is this [the discussion of the coverage] going to have an influence on news policy?" asked a man from Fort Wayne, Ind. NBC News President Larry Grossman noted that NBC News guidelines for covering such stories had been issued (BROADCASTING July 29), and ABC News President Rooney Arledge said ABC had "learned" from the crisis, as he said it had from the one in Teheran five years ago. But the 90-minute program—one of several ABC schedules periodically to permit critics to flagellate television news—made it clear that, in the rough and tumble of American journalism, finding a formula for satisfying even some of the critics all of the time (or all of the critics some of the time) suggests a quest for the Holy Grail.

For instance, there was Lawrence Eagleburger, who served in the Nixon administration and in the early stages of the Reagan administration as an under secretary of state, complaining that the networks had "provided a platform for the terrorists," and saying, "The networks should consider eliminating the competitive factor, and work

safe." The hostages, themselves, evidently, were of two minds concerning the issue. Thomas Cullins, one of the former hostages, who appeared on the program, said he felt "manipulated" while in Beirut. But he also said the hostages "tried to show their faces" to the cameras as a means of reassuring their families. And in that connection, he said that the media served the hostage families by filling an information gap he felt was being left by the government.

If there was criticism of the networks for the coverage they provided, there was also criticism from members of families of the seven American hostages still held in Lebanon for the lack of coverage of their relatives' plight. The nephew of a priest being held wondered why the networks did not count off the days those remaining hostages have been held, as the networks did during the Teheran crisis. And Representative Edward Feighan (D-Ohio) said lack of coverage of the remaining seven amounted to a "failure" on the part of the networks "to do their job."

But Eagleburger, revealing the concerns driving the government, indicated he was not upset by such a "failure." The government, he said, must consider not only the hostages being held. "When you get a circus," as he thinks surrounded the hijacking of the TWA plane, "I think you tend to encourage hijackers to try it again." So what should be remembered, he said, is that "we are not dealing just with an isolated event. We are dealing with the future."



L to r: Grossman, Koppel, Arledge, Eagleburger and Bradley

together." But, said Grossman, "competition is one of the healthiest aspects of news coverage in this country... The worst thing to do is to rely on a single source of news or a single decision-making power. If that decision is mistaken, the entire nation is in trouble."

Then there was the matter of presenting interviews with hostages. Fred Barnes, senior editor of *The New Republic*, in suggesting several "principles" broadcasters should follow to show "restraint" in coverage of such stories, proposed barring interviews. But Ben Bradlee, executive editor of *The Washington Post*, said, "As soon as the hostages appeared on television, they were

At least one contradiction of conventional wisdom was heard. Charles Glass, the ABC News correspondent who scored some notable beats in Beirut and who also appeared in the program, rejected the notion that the hijacking was part of a huge publicity stunt. He said the Shiites' object was the return of the Moslem prisoners from Israel; "media coverage was secondary." He noted there were not even any American journalists in Beirut when the plane landed there. And when the American reporters did arrive, Glass said, they made the demands for coverage. The Lebanese, he said, "were only responding to our demands on them."

The *Viewpoint* program provided the fo-

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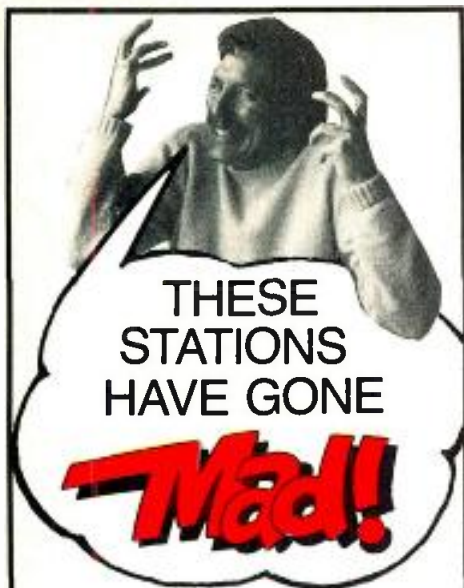
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rum for what was another in a series of discussions on the coverage issue, a series that began only a few days into the 17-day crisis. Earlier on Tuesday, a congressional subcommittee held a hearing on the subject (see page 58). But the *Viewpoint* panel was not complete. A spokesman attributed the absence of CBS News President Edward Joyce to the fact he had only returned on Monday after a week vacation, and found "a ton of work" facing him. Missing also was a representative of the Reagan administration. ABC News had failed in several attempts to obtain an administration spokesman, including Attorney General Edwin Meese III, the only member of the government to comment publicly on the coverage issue: he had called for voluntary restraints on the part of the media (BROADCASTING, July 22). Meese was said to have been out of the country on vacation, but a department spokesman said Meese might not have appeared even if he had been in Washington—the reaction to Meese's remarks, spokesman Pat Korten noted, "indicates how touchy the subject has become."

"Touchy" subject or not, one member of the audience, John Lofton, a right-wing columnist for *The Washington Times*, was not deterred from suggesting censorship as a means of preserving the American way. "There may be things on television that should be censored, not shown," he said, after suggesting there were "no compelling reasons to allow the networks to be used as platforms." He said terrorism amounts to a war the U.S. "must win." The media, he said, "must get on America's side." Unhappy though Eagleburger was of the networks' performance, Lofton's proposal was too much for him. He said it was "insane" to suggest that anyone but the media should police their performance. And Feighan said that if he were "to err at all" in the coverage of terrorist incidents, "I'd rather err on the side of an open, free and aggressive press."

But Feighan also expressed concern over what he said was the failure of the media representatives "to accept the fact there were excesses" in their coverage, that "there was tastelessness in some of the coverage." Until the networks acknowledge such failings, he said, "we are not going to be able to take the steps" needed to enable the networks to avoid the kind of criticism that was generated by their coverage of the Beirut hostage story.

It's true, there were few admissions of fault by the news executives. However, Grossman cited the new guidelines adopted by his operation in the wake of its coverage of the Beirut story as an indication of the network's effort to improve its performance. A number of the guidelines dealt with matters on which the networks have been criticized—for instance, one directs NBC personnel to avoid becoming involved in the story as a "participant." And Arledge acknowledged ABC News may have been too aggressive in covering hostage families—but at the same time, surprisingly, indicated the responsibility was not his. "If I had my way, we'd never interview them," he said of the families. He said the networks generally felt "compelled" to talk to the families because of the public interest in them. He said he gave orders "to minimize interviews with

the hostage families"—but he said those orders were "not always followed."

Still, Arledge said ABC is learning from experience. It learned in Teheran, he said, and it learned in Beirut. To which Eagleburger responded: "I'm glad to hear you learned; I hope you do better next time."

Some of the panelists expressed the view there is more that all of the networks could learn. William Henry III, an associate editor of *Time* magazine, said, "Everyone saw this as a great competitive circus. That was a tactical mistake—it's not the sort of thing to boast about... There was a pervasive feeling television hyped aspects of the story." And Feighan said broadcasters became "diplomatic couriers"—and found no fault with that; he noted that Secretary of State George Shultz had said he found that service helpful. But, Feighan said, "When do representatives of the media step over the line of acting as diplomatic couriers to become negotiators?" He said he thought the line was crossed when an anchor—he was referring to *Good Morning, America*'s David Hartman, closing an interview with Amal leader Nabih Berri—asked whether Berri had any last words for President Reagan.

The substance of the questions some network interviewers put to the hostages was also an issue—and in that area, at least, the networks appeared vulnerable. Representative James Scheuer (D-N.Y.), who was in the audience, wondered why the hostages "were asked esoteric and sophisticated questions about foreign policy, Middle Eastern affairs... which they were in no position to handle." And, he said, with Amal gunmen standing by, the hostages "were trying to say what they thought the captors wanted them to say." In response, Glass said that with the exception of the interview with the pilot of the hijacked airplane, Captain John Testrake, he had checked with hostages in advance as to whether they had "a point of view" on the matters to be discussed. He also said they were free to decline interviews. But former hostage Cullins said, "We were not international experts, and it was a difficult situation [in which] to answer sophisticated questions." And, yes, he thought it was "a little bit unfair" to be asked questions the hostages did not feel free to answer with complete honesty—even if they did not feel they would be shot if they gave an answer not to the liking of their guards. Neither were they terribly concerned with the quality of their answers: "We were trying to give information which would further our cause of release."

But it was left to anchor Ted Koppel to point up the one aspect of the public relations and ethical problem networks and broadcasters generally face that would not have confronted them at any other time in history, at least not to the same degree. "We are neither as wicked as some of our angriest critics charge, nor as virtuous as we would sometimes have you believe," Koppel said as part of his endpiece. "But some of those 18th century principles behind which American journalists like to hide are taking quite a beating at the hands of 20th century technology. And sometimes, we must admit, we end up doing things simply because we can. And not because we should." □



TELECASTINGS



Public ratings

The Public Broadcasting Service during the 1984-85 television season reached 28,050,000 homes and 95,145,000 viewers per average week—75% more homes and 86% more people than in 1977-78, when PBS started regular audience measurements. In prime time (8-11 p.m.) the totals were 28,870,000 homes and 53,700,000 people, for gains of 113% and 120%, respectively.

The figures are based on A.C. Nielsen Co. data, as compiled by PBS in a new booklet, "Who Watches Public Television?" The booklet was adapted from a presentation PBS Research Director John W. Fuller made at the PBS annual meeting in San Francisco in May. Fuller also sets the tone in the booklet: "It's been a superlative season for public television. Never have so many been watching."

The booklet notes that PBS's coverage potential rivals that of the commercial networks: By Nielsen's count, 97% of all U.S. TV households can now receive at least one public station. "No cable service or superstation can boast a figure anywhere near that," the booklet asserts, pointing out that the commercial networks beat it by only two percentage points.

The booklet says that "strong prime time programming," such as *Nova*, *The Living Planet* and *National Geographic Specials*, has led this season's advances. Figures are also cited to show that "viewing levels have run high this season in all demographic subgroups," that PBS's "audience demography almost matches that of the total U.S.," that public television viewers tend to be more active in political and social matters than nonviewers, and that they also like the programming they see on PBS.

Public television's "major target of opportunity" for future growth, the booklet concludes, is to increase the time viewers spend with it: "As people have discovered public TV, they seem to have found one or two shows, but no more than that. The challenge, then, is to persuade existing viewers to sample and become fans of PBS's other wares in the same daypart."

"In the electronic supermarket, public TV is the quick trip for a quart of milk and loaf of bread, but not the five bags of groceries. Usage, then, must be increased. For the future, that's public television's audience challenge."

News pipeline

Evoking memories of another impeachment proceeding of a few years back, Alaskans are currently following with interest the gavel-to-gavel coverage of impeachment hearings against Governor Bill Sheffield, provided by the Public Television Network of Alaska (PTVNA). According to a columnist

for the *Anchorage Daily News*, "from Juneau to Bethel, people are sitting in one room, clustered around television sets," following the coverage of "Juneau-Gate," the legal follow-through to allegations that the governor improperly guided the lease of a \$9.1-million state office building to a friend and political contributor.

PTVNA stations KAKM(TV) Anchorage, KYUK-TV Bethel, KUAC-TV Fairbanks and KTOO-TV Juneau are sharing the \$1,000-a-day cost of the coverage, which began July 15 with two prime time specials and put the proceeding in a historical context. The hearings, in the senate of the Alaska state legislature, began July 22 and are expected to run two to three weeks. The PTVNA coverage has been used by ABC, CBS, NBC and CNN; PTVNA has also prepared a special segment for the *MacNeill/Lehrer Newshour*.

Don Rinker, KTOO-TV general manager, said that providing Alaska with coverage of the story was "highly complex." From Juneau, where the proceedings are taking place, the PTVNA coverage is uplinked to Satcom 5 via a state-owned common carrier transponder, Alascom, and beamed to Anchorage, where it is distributed to commercial stations and cable outlets. From Anchorage the signal is re-uplinked via a leased transponder, and beamed to the LEARN/ALASKA Instructional TV Network, which has pre-empted its schedule for coverage of the proceedings.

Every night live

Twenty KTSP-TV Phoenix anchors, reporters, technicians and crew members traveled to 29 Arizona locations as a part of the state's "Celebrate Arizona" month. The station aired a total of 42 remotes on *Newscenter 10* newscasts at 5 and 10 p.m. from July 7 to Aug. 2. The news segments were transmitted to the station via satellite. KTSP-TV also aired seven specials—six half-hours and one prime time hour about Arizona and used billboards, bumper stickers, T shirts and balloons to spread the "Celebrate Arizona" message.

Below, KTSP-TV co-anchors Dave Patterson and Deborah Pyburn prepare for a broadcast from the Grand Canyon, the ninth stop. It aired at 5 p.m. on July 11.



Latin relief

The Spanish International Network last week began airing a video clip of "Cantare, Cantaras" (I Will Sing, You Will Sing), a recording made by nearly 50 Latin artists to raise relief aid for Latin America and Africa. One-, two- and five-minute segments of the clip, which included a toll-free number that viewers could call to pledge donations, appeared in various dayparts on the network.

"We felt it was crucial to support the release of the 'Cantare, Cantaras' recording by airing it as a public service to our viewers," said Rosita Peru, SIN director of programming. "Almost all of the stars featured in the video have appeared often on SIN, and we know our viewers will be enthusiastic about lending their support to this important effort."

Proceeds from the recording, which is now on sale, will be sent, through UNICEF and USA for Africa, to aid needy children in Latin American and African countries. Among the stars who participated were Julio Iglesias, Sergio Mendes, Vikki Carr, Plácido Domingo, Jose Feliciano, Ricardo Montalban, Roberto Carlos, Lucia Mendez and Maria Conchita Alonso.

Aging on TV

The elderly are being portrayed on television more frequently and in "positive" roles, according to a new book, "Television Looks at Aging," by the Television Information Office. The book's introductory essay, "Images in Transition," by Mary Cassata, associate professor at the department of communication at State University of New York, states: "Although television has been criticized for not including enough older characters in its programming, there have been positive and healthy signs over the past few years that the picture is improving."

Additionally, she said, prime time television programs, such as *Dallas*, *Falcon Crest* and *Dynasty*, have portrayed older persons "in positive family roles and/or in positions of power." The 106-page book also describes programs featuring the elderly, ranging from one-minute news segments to a two-hour live program on health care.

Back to nature

The Richard King Mellon Foundation will fund the pilot program of a proposed, six-part Public Broadcasting Service series, *Conservation Project*. Beginning in 1986, two specials are proposed to air each season between 1986 and 1988. They will be created and produced for national distribution by noncommercial WOED(TV) Pittsburgh, which said the programs will be designed "to specifically increase public awareness of new opportunities for preserving and improving the environment."

San Francisco TV sues Arbitron, ABC

Arbitron deletes KTZO from ratings report after ABC-owned station, KGO-TV, accuses it of ratings distortion; KTZO claims it was defamed by Arbitron action

An independent television station in San Francisco is suing Arbitron and ABC in federal court for \$120 million, alleging that it and its owner have been defamed after being delisted from an Arbitron ratings report ("In Brief," July 29).

KTZO(TV), principally owned by James J. Gabbert, alleged in court papers that ABC-owned KGO-TV and Arbitron conspired to remove KTZO from an Arbitron ratings report for the week of June 15-21, 1984, after KGO-TV allegedly complained to Arbitron that KTZO on two separate occasions in early June

engaged in ratings distortion by asking viewers of metered television households to leave their sets tuned to KTZO overnight or if they got up to leave the room.

The lawsuit has its root in two alleged incidents that Arbitron believes took place in early June. The first, according to a letter dated June 28 and sent to KTZO President Gabbert, occurred on June 1 when Gabbert allegedly appeared live on KTZO and said: "If your television set is metered, please leave your set on channel 20 all night... just kidding." Arbitron wrote Gabbert saying that alleged incident was reported by KGO-TV.

The second alleged incident occurred on June 2, Arbitron said, and was reported by an Arbitron manager. On that occasion, Arbitron alleged that Gabbert again went before the cameras live and said: "It's a super

day, the weather's great, so go out and have a good time. If you're a ratings home, go out and enjoy but keep your set on and tuned to your favorite station, OK? Oops, I'm not supposed to say that. Just kidding."

Gabbert replied by letter through his attorney that the June 1 incident never took place, and that he was "not on the air at any time on June 1." In regard to the alleged incident of June 2, Gabbert said he was on the station introducing his regular Sunday morning program, but his remarks were different from those reported by the Arbitron field manager.

According to KTZO, what Gabbert said on June 2 was (after taking note that it was a beautiful day and the viewer might not want to remain indoors): "If you're one of those 'rating homes,' sit the cat in front of the TV

It's 10 in row for NBC

With six sitcoms and a repeat of the pilot for *Miami Vice* among the 10 highest rated programs of the week, NBC scored its 10th consecutive prime time ratings victory based on Nielsen's National Television Index (NTI) for the week ending July 28, with a 12.6 rating and 24 share. CBS finished second with 12.3/23, and ABC trailed with 10.2/19.3.

The opening of the 1984 Olympic Games cast a shadow, however pale, on viewership for the comparable week this year. HUT levels, which have averaged a modest, but consistent, 2% gain this summer, were off 2%, from a 54.4 for the same week last year to 53.3. Similarly, combined ratings, at 35.1, were down 8% from last year's 38, and combined share of 66 was down 5% from last year's 70.

Highlights of the week included the premiere of *Our Town* on NBC, finishing 53d on the schedule, and a repeat of the the six-hour miniseries, *Chiefs*, on CBS, which averaged a 13.4/25. Its third part, on Sunday (9-11 p.m. NYT), placed 11th for the week with a 15.8/27.

In nightly wins, NBC took Tuesday, Wednesday, and Thursday, while CBS took Monday and Sunday, and ABC Friday and Saturday.

■ CBS's three top-10 shows for the week, *Kate and Allie*, *Newhart* and *Cagney and Lacey*, made its Monday lineup a winner with a combined average of 15.4/27. The second part of *Princess Daisy* on

NBC did a 13.7/24.

■ NBC took every time period with its regular programming to win Tuesday night over ABC's regular lineup and a repeat of the made-for-television movie, *Skokie*, on CBS.

■ NBC again swept Wednesday night with its regular lineup, featuring the fifth- and seventh-ranked shows of the week, *Facts of Life* and *Double Trouble*, respectively.

■ Thursday at 8-10 p.m. NYT, NBC's half-hours, beginning with *The Cosby Show*, ranked first, second, eighth and 12th for the week. ABC took the 10-11 p.m. NYT time period with the 13th ranked *20/20*.

■ Friday, with NBC airing *NBC Major League Baseball* (8.5/17), CBS and ABC matched ratings/shares (13.1/26) at 9-11 p.m. NYT with the second part of *Chiefs* and an *ABC Movie Special*, "California Suite," respectively. The night came down to the 8-9 p.m. NYT lead-in. ABC was the winner with *Webster* and a summer series, *Comedy Factory*, taking the time period.

■ Saturday night saw another sweep. ABC took every time period with *T.J. Hooker* (8-9 p.m. NYT) and *Love Boat* (9-11 p.m. NYT).

■ CBS came in with the second-highest rated night of the week on Sunday with part three of *Chiefs* and *Murder, She Wrote*.

Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	20.1/39
2.	Family Ties	NBC	18.8/35
3.	Miami Vice	NBC	17.7/31
4.	Newhart	CBS	17.7/29
5.	Facts of Life	NBC	16.7/30
6.	Kate & Allie	CBS	16.6/28
7.	Double Trouble	NBC	16.4/28
8.	Cheers	NBC	16.1/29
9.	Cagney & Lacey	CBS	16.8/28
10.	Murder, She Wrote	CBS	15.9/31
11.	Chiefs, Part 3	CBS	15.8/27
12.	Night Court	NBC	15.7/27
13.	20/20	ABC	15.3/28
14.	60 Minutes	CBS	16.2/33
15.	Highway to Heaven	NBC	15.1/29
16.	Simon & Simon	CBS	14.7/28
17.	A Team	NBC	14.5/28
18.	Riptide	NBC	14.3/25
19.	Remington Steele	NBC	14.2/26
20.	Princess Daisy, Part 2	NBC	13.7/24
21.	Who's the Boss?	ABC	13.5/23

Rank □ Show □ Network □ Rating/Share

22.	Chiefs, Part 1	CBS	13.1/28
23.	California Suite	ABC	13.1/26
24.	Scarecrow & Mrs. King	CBS	13.1/25
25.	Hill Street Blues	NBC	13.1/24
26.	Witness for the Prosecution	CBS	12.8/23
27.	Star Crazy	ABC	12.8/22
28.	Love Boat	ABC	11.9/24
29.	St. Elsewhere	NBC	11.8/21
30.	TV Bloopers & Practical Jokes	NBC	11.8/22
31.	Chiefs, Part 2	CBS	11.4/23
32.	Knight Rider	NBC	11.1/22
33.	Hail to the Chief	ABC	11.0/19
34.	Monday Night Baseball	ABC	10.6/19
35.	E/R	CBS	10.5/20
36.	Hotel	ABC	10.5/19
37.	Gimme A Break	NBC	10.3/22
38.	Webster	ABC	10.2/22
39.	MacGruder & Loud	ABC	10.2/18
40.	Comedy Factory	ABC	10.0/21
41.	Mama's Family	NBC	10.0/20
42.	Three's A Crowd	ABC	10.0/20

Rank □ Show □ Network □ Rating/Share

43.	Foulups, Bleeps & Blunders	ABC	9.8/18
44.	Dukes of Hazzard	CBS	9.5/20
45.	Skokie	CBS	9.3/17
46.	Knots Landing	CBS	9.1/17
47.	Magnum, P.I.	CBS	9.0/17
48.	Charles in Charge	CBS	8.9/18
49.	Baseball Pregame	NBC	8.7/20
50.	Jeffersons	CBS	8.7/18
51.	T.J. Hooker	ABC	8.6/20
52.	Baseball—Cubs/Dodgers	NBC	8.5/17
53.	Our Time	NBC	8.0/19
54.	Silver Spoons	NBC	7.7/16
55.	It's Your Move	NBC	7.2/16
56.	Rock 'n' Roll Summer Action	ABC	7.2/14
57.	Dynasty	ABC	7.1/12
58.	The Main Event	ABC	6.9/13
59.	Airwolf	CBS	6.7/15
60.	The White Lions	ABC	6.3/13
61.	Punky Brewster	NBC	6.2/14
62.	Biggest Lump of Money	NBC	5.0/10

*Indicates premiere episode

et so your favorite program will get credit. No! No! I'm only kidding. We mustn't play with the ratings."

In his letter to Arbitron, Gabbert said his June 2 remarks were "part of an ad-libbed and unscripted program intro which was expressly intended purely as humor" and "were not intended to be taken seriously."

Gabbert's attorney, Wayne B. Cooper of the San Francisco firm of Farrand, Maltz, Cooper & Metzler, said KTZO has no taped record of the remarks Gabbert made, and that Gabbert's version was based on recon-

structions from station personnel who witnessed it.

The one-week delisting, KTZO claims, along with an open letter from Arbitron to subscribers to the San Francisco ratings book explaining the grounds on why it suspected KTZO had engaged in ratings distortion, "have already caused our client grave harm."

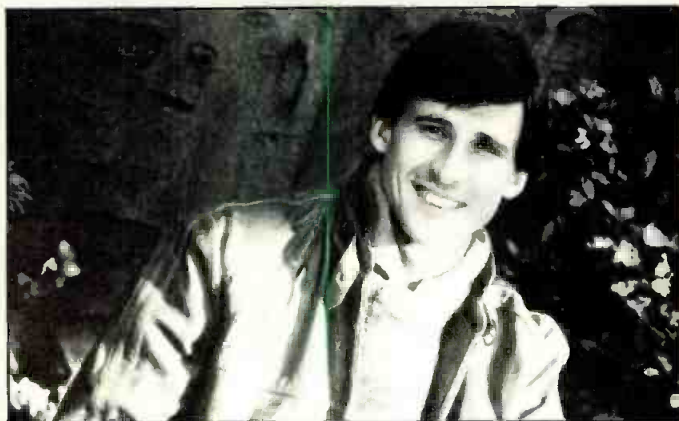
One of the major points in KTZO's lawsuit is that Arbitron rushed to delete the station from its ratings report without establishing what KTZO purports are all the facts. At the

heart of the matter, KTZO contends, is a contract agreement between Arbitron and KTZO providing that Arbitron can delist a station only if it "reasonably" determines that a station has engaged in ratings distortion.

Among the qualifications for "reasonably" are that Arbitron must give a station "notice" of the activities believed to have caused ratings distortion; that it must present "substantial" evidence to back up those allegations, and that Arbitron must give the station "reasonable opportunity [in light of Arbitron's publication schedule for the report]

Syndication Marketplace

■ **Embassy Telecommunications** has renewed *The Jeffersons* in eight markets, at about \$200,000 per episode, for a total of \$50 million. Renewals of the 253 episodes, sold in the past for seven runs over six years, are for six runs over a negotiable number of years. The show is now on 145 stations covering 90% of the country. The renewals are KTTV-TV Los Angeles, WGN-TV Chicago, WPHL-TV Philadelphia, WDCA-TV Washington, WBFS-TV Miami, WJKS-TV Jacksonville, KENS-TV San Antonio and WYAH-TV Portsmouth, Va. (Norfolk). Embassy President Gary Lieberthal, said the success of the show, along with several syndicated offerings of half-hours, has "reaffirmed" half-hours in the syndicated marketplace. Embassy will open sales soon on 116 episodes of *Silver Spoons*, available for 1987. ■ **Tribune Entertainment Co.** reports it has cleared one-hour weekly action/adventure series, *Dempsey & Makepeace*, in 30 markets representing 60% coverage. Along with Tribune Broadcasting-owned stations WPXI-TV New York, WGN-TV Chicago, KWGN-TV Denver, WGNO-TV New Orleans, WGNX-TV Atlanta and soon-to-be-owned KTLA-TV Los Angeles, stations to premiere *Dempsey* in September include KTVT-TV Dallas, KHTV-TV Houston, KIRO-TV Seattle, WTOG-TV Tampa, KRBK-TV Sacramento, Calif., WHCT-TV Hartford-New Haven, Conn., KNXV-TV Phoenix and KSHB-TV Kansas City, Mo. During its premiere on WGN-TV Chicago on July 9, *Dempsey & Makepeace* achieved a 14 rating and 25 share in Nielsen overnight ratings, outdrawing *A Team* and *Riptide* on WMAQ-TV there, as well as *The Jeffersons* on WBBM-TV and *Three's a Crowd* and *Who's The Boss?* on WLS-TV. ■ **Carl Meyers and Associates** has now cleared the *Ebony/Jet Showcase* on 40 stations, covering 50% of the country. The half-hour magazine show featuring interviews with black newsmakers in entertainment, sports and politics is produced by the Johnson Publishing Co. and sold on a barter basis, with Johnson keeping three minutes, and stations getting three-and-a-half minutes of advertising time. Among clearances are WABC-TV New York, WLS-TV Chicago, WJLA-TV Washington, WDIV-TV Detroit, WXIA-TV Atlanta, KPRC-TV Houston and KXAS-TV Dallas. Billy Dee Williams, Bill Cosby, Gladys Knight and Sammy Davis Jr. are lined up as guests for the first two shows. ■ **Clarion Communications** says it has cleared *The New Newlywed Game*, a Barris Production, on 154 stations, reaching 95% of television households. Clarion executive vice president Linda Sheldon said 60% of cleared stations planned to run the half-hour show in access, and 30% of stations were running it in fringe. Sales are for cash plus barter, with Clarion keeping one minute and stations getting five. Commitments are for 52 weeks with 39 weeks of first-run episodes and 13 weeks of repeats. Among clearances are NBC-owned stations WNBC-TV New York, WMAQ-TV Chicago, WKYC-TV Cleveland and WRC-TV Washington, and also KCOP-TV Los Angeles, WNEV-TV Boston and KMOX-TV St. Louis. ■ *Puttin' on the Hits*, a weekly, half-hour lip-sync series broadcast in stereo, is now cleared on 130 stations, representing 88% of the country, according to **MCA-TV**. Sales are for 52 weeks, with 36 first-run episodes and 16 repeats. MCA hopes for a 6-8 p.m. airtime on Saturdays or Sundays. Clearances include WPXI-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago, WTAJ-TV Philadelphia and KTVU-TV San Francisco. ■ **San Francisco-based GGP Sports** says it has cleared live coverage of the *Fifth Avenue Mile* on 100 stations for Sept. 28 at 1:30-2:30 p.m. The race, down Fifth Avenue from 82d to 62d, will feature Sebastian Coe, in his first appearance since the 1984 Olympics in Los Angeles, in an attempt to regain the world title. Distribution is on a barter basis with stations getting six-and-a-half minutes and GGP getting five. The race, formerly covered by ABC Sports, is for both men and women and is a function of the New



Coe

York Roadrunners. Among the other sports GGP syndicates are the *College Football Report* with Dave Diles and coverage of World Cup Skiing and Virginia Slims women's tennis. ■ **Hubbard Entertainment** has cleared *Country Music Television*, six hours of country video music programming targeted for late time periods, on eight stations. Stations picking up the daily stereo feed uplinked from Hendersonville, Tenn., include KWTN-TV Oklahoma City; WTOG-TV Tampa, Fla.; KCEN-TV Waco, Tex.; KOAA-TV Colorado Springs; KIVI-TV Boise, Idaho; WCJB-TV Gainesville, Fla., and KOA-TV Albuquerque, N.M. "Stations subscribe for a flat cash fee and use as much or little" of the six-hour feed as they want, explained Hubbard Entertainment's Kevin Tannehill. Tannehill also reported that plans to launch *Good Company*, a local morning talk/information show on Hubbard-owned KTSP-TV Minneapolis-St. Paul, for national distribution have been held off until next year. However, he added, the recently formed syndication arm of Hubbard Broadcasting is still going ahead with planned expansion, hoping to staff three new sales positions within the coming months. ■ **Group W Productions** reports that *Hour Magazine* has switched stations in several markets in addition to signing renewals in several others. New *Hour Magazine* stations include KPRC-TV Houston, where it will air at 10 a.m. (previously on KHOU-TV there at 4 p.m.); KCPO-TV Seattle (previously on KIRO-TV Seattle at 9 a.m.); KECH-TV Portland, Ore., at noon (previously on KATU-TV at noon); KCRA-TV Sacramento, Calif. (previously on KXTV-TV at 3:30 p.m.); WWBT-TV Richmond, Va., at 10 a.m. (previously on WXEX-TV at 9 a.m.); WTVQ-TV Lexington, Ky.; WSA-TV Savannah, Ga.; KHGI-TV Lincoln-Hastings-Kearney, Neb., and KQRC-TV Anacordus-Bellingham, Wash. Group W reports it has received renewals for *Hour Magazine* from stations in Tampa, Fla.; Hartford-New Haven, Conn.; Buffalo, N.Y. and Columbus, Ohio, among others. Plans to launch a weekly first-run music show titled *Music of Your Life* for this fall have been dropped, a company spokesman said, because of lack of commitments from stations in key markets of New York, Los Angeles and Chicago. ■ **Fries Distribution Co.**, which has grossed more than \$14 million for its *Fries Frame I* package of made-for-TV movies, is on its way to assembling another made-for-TV movie package titled *Fries Frame II*. The company has just acquired rights to the made-for-TV movie *Do You Remember Love*, which stars Joanne Woodward as a nationally known poet and Richard Kiley as her husband, and examines their relationship after it is discovered she has Alzheimer's disease.

to present its position."

The plaintiffs claim Arbitron did not give KTZO enough time to present its side of the story before deleting it from the ratings book. KTZO said one of the reasons Arbitron cited for the short interval between when it first contacted the station and when it took action was that, according to Arbitron, there were "time constraints" between when the incidents allegedly occurred and when the

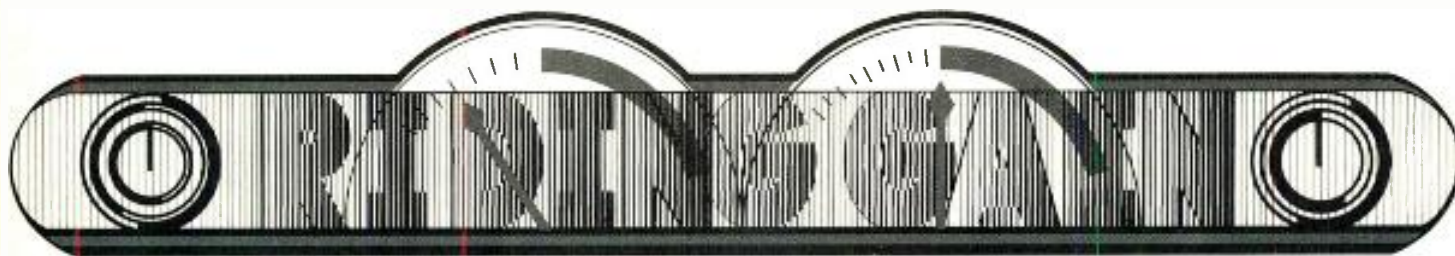
June ratings books were due to be published.

A. Anthony Kelsey, vice president and general counsel for Arbitron, said: "We have not yet been served with process, and therefore I can't verify whether a suit has been filed." However, he confirmed that Arbitron had received a complaint from an employee at KGO-TV in early June, as well as one from Arbitron's field representative.

Kelsey said the alleged incidents are "like

yelling 'hijack' in an airport. You cannot play with fire like that and expect us not to take it seriously. I don't think it's something you can write off as youthful hilarity."

He added that although the delisting clause has been invoked on "several" occasions in the past with radio stations, this is the first time Arbitron has delisted a television station from its ratings report on the grounds of alleged distortion. □



The week's worth of news and comment about radio

Strong June

Network radio advertising sales rose sharply in June, to \$31,938,787 from \$27,420,909 in June 1984, a 16.5% increase, according to the Radio Network Association. Revenue for the first six months of 1985 was up 13.6%—\$153,428,565 this year versus \$135,077,310 for the first six months last year. Robert J. Lobdell, RNA president, said "these sales gains reflect national advertiser confidence in the value of network radio. All indicators are that we will achieve another record network radio revenue year in 1985."

Auto audio

Auto manufacturers seem likely to step up their use of radio in the introduction of new car models next fall, the Radio Advertising Bureau said last week, after meeting with auto marketers, talking to national radio sales reps and surveying network radio sales efforts.

RAB's forecast is for "strong use of radio advertising by most domestic auto divisions," reported Ben Scrimizzi, RAB senior vice president for sales and marketing. He noted that avails calls and requests for schedules have already been made by many domestic auto makers. Among the developments, he cited these:

Pontiac, a long-time holdout from radio, has committed to a \$1-million network radio



Scrimizzi

campaign and is expected to make a supplementary spot "overlay" buy. Chrysler, Plymouth and Dodge divisions are expected to increase their radio spending this year. Chevrolet, which used radio for new model introductions last fall after an absence of four years, is expected to be back with larger and longer buys. Ford Motor Co. is considering a radio investment of more than \$7 million between August and November, after cutting its radio spending the past few years. Cadillac, Buick and GMC Trucks are said to have programed radio into their ad

budgets with an increased share of their media outlays targeted for radio, and even Jeep, traditionally a magazine and TV user is expected to use radio for its new Comanche pickup truck.

"The word reaching us from countless face-to-face sessions in Detroit," Scrimizzi said, "is that radio is being increasingly selected to undertake targeted automobile marketing objectives. If the forecasts and the information reaching RAB are correct during the fall of 1985 we will witness, for the first time in recent memory, automobile manufacturers turning to radio in a time without emergencies or financial crises. This budding trend suggests that radio, as an advertising vehicle, is proving itself as a way to reach market segments, to target specific models to specific drivers and as an unbeatable tool for promotions and tie-ins.

Slate for September

Nominees for the 1985-86 term of the National Radio Broadcasters Association board have been selected. They are: Bill Clark, Shamrock Radio Division, NRBA chairman; Bernard Mann, Mann Media, president; Kent Burkhart, Burkhart, Abrams, Michael Douglas, and Nick Verbitsky, The United Stations, vice presidents/east; Jim Wychoi, KWOA-AM-FM Worthington, Minn., vice president/Midwest; Joe Dorton, Gannett Radio Division, and Gary Grossman, KRKT-AM-FM Albany, Ore., vice presidents/west; Norma Wain, Metroplex Communications, treasurer; Larry Keene, WWOC(FM) Avalon, N.J., secretary; Art Kellar, EZ Communications, assistant treasurer; Lew Latto, WAKX(FM) Duluth, Minn., assistant secretary, and Jer Smulyan, Emmis Broadcasting. Election of officers will take place Sept. 10 in Dallas.

Upgrading UPI

United Press International and Bonneville Telecommunications Co. have signed a letter of intent for BTC to design and implement an expanded and modernized communications system to distribute UPI's news and data.

Officials said the letter is subject to a number of conditions including resolution "in a manner satisfactory to BTC," of UPI's pending Chapter 11 proceedings under the bankruptcy laws. But they also said that

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Co-Chairmen:

Mark Blinoff, Vice President and General Manager, Consolidated Communications Consultants

Harry Spitzer, ABJ, Vice President/Sales Director, Southern California Broadcasters Association

For brochure, please call Ms. Owen (213) 206-1660 or 825-7031

Stock Index

	Closing Wed Jul 31	Closing Wed Jul 24	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	113 7/8	113 3/4	1/8	0.11	17	3,310
N Capital Cities	212 3/4	212 1/2	1/4	0.12	20	2,742
N CBS	115 5/8	118	- 2 3/8	- 2.01	20	3,442
O Clear Channel	18 3/4	19	- 1/4	- 1.32	26	55
N Cox	74 3/4	74 3/4			23	2,109
O Gulf Broadcasting	15 1/2	15 1/2			141	690
O Jacor Commun.	3 3/4	3 3/4				21
O LIN	31 3/4	32 1/2	- 3/4	- 2.31	24	836
O Malrite	12 1/4	13 1/4	- 1	- 7.55	15	102
O Malrite 'A'	11	12	- 1	- 8.33	13	47
O Orion Broadcast	1/32	1/32				2
O Price Commun.	11 1/2	11 5/8	- 1/8	- 1.08		68
O Scripps Howard	43 1/4	44	- 3/4	- 1.70	25	447
N Storer	85 7/8	88	- 2 1/8	- 2.41		1,412
O SunGroup Inc.	3 5/8	3 5/8				5
N Taft	79 1/4	83	- 3 3/4	- 4.52	15	715
O United Television	23 5/8	23 7/8	- 1/4	- 1.05		259

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	27 1/2	27 3/4	- 1/4	- 0.90	19	169
A Affiliated Pubs	45 3/4	48	- 2 1/4	- 4.69	20	560
N American Family	21 7/8	23 7/8	- 2	- 8.38	12	653
O Assoc. Commun.	27 3/4	28 1/4	- 1/2	- 1.77		132
N A.H. Belo	54	53 3/4	1/4	0.47	19	625
N John Blair	18	21 1/2	- 3 1/2	- 16.28	90	144
N Chris-Craft	47 3/4	47 1/2	1/4	0.53		305
N Gannett Co.	59 7/8	61 7/8	- 2	- 3.23	21	4,800
N GenCorp	45 7/8	44 5/8	1 1/4	2.80	51	1,005
O Gray Commun.	104	103	1	0.97	18	52
N Jefferson-Pilot	45 3/4	45	3/4	1.67	7	1,403
O Josephson Intl.	8 3/8	8 1/2	- 1/8	- 1.47		40
N Knight-Ridder	37 1/4	37 1/4			17	2,079
N Lee Enterprises	40 7/8	44 1/2	- 3 5/8	- 8.15	20	529
N Liberty	28 5/8	30	- 1 3/8	- 4.58	13	289
N McGraw-Hill	47 1/8	45 7/8	1 1/4	2.72	16	2,373
A Media General	78 1/4	76 1/2	1 3/4	2.29	15	546
N Meredith	68 1/4	71 3/4	- 3 1/2	- 4.88	15	645
O Multimedia	58 5/8	58	5/8	1.08	28	978
A New York Times	45 1/8	45 1/2	- 3/8	- 0.82	17	1,805
O Park Commun.	37 1/2	36	1 1/2	4.17	24	345
N Rollins	26 1/8	26 1/2	- 3/8	- 1.42	36	382
T Selkirk	23 1/8	24	- 7/8	- 3.65	50	188
O Stauffer Commun.	65	65			11	65
A Tech Operations	74 1/4	71	3 1/4	4.58	17	60
N Times Mirror	52 5/8	54 1/4	- 1 5/8	- 3.00	16	3,778
N Tribune	45 5/8	46 1/8	- 1/2	- 1.08	17	1,846
A Turner Bcstg.	20	19 1/2	1/2	2.56	42	436
A Washington Post	118	121 1/2	- 3 1/2	- 2.88	16	1,513

PROGRAMING						
O American Nat. Ent	111/16	1 3/16	1/2	42.11	8	4
O Barris Indus	16	23 3/4	- 7 3/4	- 32.63	27	103
N Coca-Cola	72 1/4	71 3/4	1/2	0.70	15	9,452
N Disney	87 1/8	86 3/4	3/8	0.43	58	2,878
N Dow Jones & Co.	43 7/8	44 1/2	- 5/8	- 1.40	22	2,821
O Four Star	5 1/2	5 1/2			6	4
A Fries Entertain.	11 1/4	10 7/8	3/8	3.45	161	38
N Gulf + Western	38 3/8	38 3/8			12	2,692
O King World	20 1/2	18 7/8	1 5/8	8.61	17	104
O Robert Halmi	2 7/16	2 1/4	3/16	8.33		42
A Lorimar	37	37 1/2	- 1/2	- 1.33	9	282
N MCA	61 3/8	62 3/4	- 1 3/8	- 2.19	32	3,036
N MGM/UA	16	16 1/8	- 1/8	- 0.78		795
N Orion	10 3/4	11 1/4	- 1/2	- 4.44	37	101
O Reeves Commun.	10 5/8	11 3/4	- 1 1/8	- 9.57		132
O Sat. Music Net.	9 3/4	10	- 1/4	- 2.50		66
O Telepictures	25	26 5/8	- 1 5/8	- 6.10	19	195
N Warner	30 5/8	29 7/8	3/4	2.51		1,865
A Wrather	19 3/4	20 1/4	- 1/2	- 2.47		139

	Closing Wed Jul 31	Closing Wed Jul 24	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	46 3/4	48 3/4	- 2	- 4.10	14	295
O Compact Video	6 1/8	5 1/8	1	19.51		26
N Comsat	35 3/8	37 5/8	- 2 1/4	- 5.98	12	640
O Doyle Dane B.	25 1/2	26 3/4	- 1 1/4	- 4.67	17	135
N Foote Cone & B.	55 3/8	57	- 1 5/8	- 2.85	12	196
O Grey Advertising	201 1/2	204	- 2 1/2	- 1.23	12	122
N Interpublic Group	41 5/8	42 1/4	- 5/8	- 1.48	14	452
N JWT Group	34 5/8	34 3/8	1/4	0.73	19	312
A Movielab	8 1/4	8 1/4				13
O Ogilvy & Mather	45	45 1/8	- 1/8	- 0.28	16	412
O Sat. Syn. Syst.	7	7 1/4	- 1/4	- 3.45	12	40
O Telemation	5 1/2	5 1/2			5	6
O TPC Commun.	3/8	3/8				4
A Unitel Video	7 3/8	7 5/8	- 1/4	- 3.28	25	16
N Western Union	12 1/2	12 5/8	- 1/8	- 0.99		305

CABLE						
A Acton Corp.	2 3/8	2 1/2	- 1/8	- 5.00		14
O AM Cable TV	2 5/8	2 5/8				9
N American Express	44 1/4	44 5/8	- 3/8	- 0.84	15	9,645
N Anixter Brothers	16 7/8	16 7/8			18	307
O Burnup & Sims	8 3/4	8 5/8	1/8	1.45	8	78
O Cardiff Commun.	15/16	1	- 1/16	- 6.25	94	4
O Comcast	19 7/8	18 1/4	1 5/8	8.90	30	387
N Gen. Instrument	18 1/2	17 1/4	1 1/4	7.25		600
N Heritage Commun.	17 3/8	18	- 5/8	- 3.47	36	253
O Jones Intercable	6 1/2	6 3/4	- 1/4	- 3.70	13	60
T Maclean Hunter X	13 5/8	12 3/4	7/8	6.86	19	502
A Pico Products	3 1/2	3 7/8	- 3/8	- 9.68		12
O Rogers Cable	9 1/2	10	- 1/2	- 5.00		216
O TCA Cable TV	23 1/2	23 1/2			33	157
O Tele-Commun.	31 3/8	32	- 5/8	- 1.95	285	1,464
N Time Inc.	57 1/8	54 5/8	2 1/2	4.58	17	3,471
N United Cable TV	32 1/8	32 3/4	- 5/8	- 1.91	50	324
N Viacom	47 1/2	50 5/8	- 3 1/8	- 6.17	21	741

ELECTRONICS MANUFACTURING						
N Arvin Industries	24	25 7/8	- 1 7/8	- 7.25	9	279
O C-Cor Electronics	8 1/4	8 1/2	- 1/4	- 2.94		25
O Cable TV Indus.	3	3 1/8	- 1/8	- 4.00	19	9
A Cetec	6 3/8	6 3/8			8	14
O Chyron	7	6 1/2	1/2	7.69	13	64
A Cohu	10	9 7/8	1/8	1.27	10	18
N Conrac	13 7/8	13 5/8	1/4	1.83	6	84
A CMX Corp.	1 5/8	1 3/4	- 1/8	- 7.14		6
N Eastman Kodak	45 1/8	45 3/4	- 5/8	- 1.37	12	10,298
O Elec Mis & Comm.	12	10 3/4	1 1/4	11.63		35
N General Electric	64 1/8	63 5/8	1/2	0.79	13	29,169
O Geotel-Telemet	1 7/8	1 7/8			23	6
N Harris Corp.	28 5/8	28 7/8	- 1/4	- 0.87	13	1,152
N M/A Com. Inc.	20 7/8	21 3/4	- 7/8	- 4.02	21	909
O Microdyne	6 3/4	6 1/8	5/8	10.20	84	31
N 3M	80	80 1/4	- 1/4	- 0.31	13	9,184
N Motorola	36 1/4	36	1/4	0.69	12	4,312
N N.A. Philips	34 1/2	35 1/2	- 1	- 2.82	7	995
N Oak Industries	1 1/4	1 3/8	- 1/8	- 9.09		25
N RCA	43 1/2	44 7/8	- 1 3/8	- 3.06	13	3,571
N Rockwell Intl.	41 1/8	40 5/8	1/2	1.23	11	6,125
N Sci-Atlanta	13 1/4	13	1/4	1.92	20	308
N Signal Co.s	44	43 5/8	3/8	0.86	17	4,867
N Sony Corp.	14 7/8	15 1/2	- 5/8	- 4.03	12	3,435
N Tektronix	63 1/4	63 7/8	- 5/8	- 0.98	9	1,232
A Texscan	2 1/4	2 7/8	- 5/8	- 21.74	38	15
N Varian Assoc.	31 1/4	31 3/4	- 1/2	- 1.57	15	690
N Westinghouse	35 3/8	34 3/4	5/8	1.80	11	6,192
N Zenith	20	19 7/8	1/8	0.63	8	461
Standard & Poor's 400	212.53	213.27	-	0.74	-	0.35

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: * 4 for 3 stock split, July 26, 1985.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Aug. 26  **Local TV Journalism.** BROADCASTING's annual survey of the top newsgathering efforts made by local television broadcasters and cable operators in the past year. Plus: a preview of the Eastern Cable Show.

Sept. 9  **The Radio Convention.** Expanded preview of The Radio Convention, the combined show bringing together all the forces of the aural medium. BROADCASTING will review the top 10 radio stations in the top 50 markets. Plus: an advance look at the Radio-Television News Directors Association convention in Nashville.

Sept. 30  **State of the Art: Independents.** An all-inclusive look at the business of an emerging force in the Fifth Estate: independent television stations. An overview of their financial health and their effect on the programming marketplace.

Oct. 28  **State of the Art: Broadcast Technology.** BROADCASTING's annual evaluation of the major technological developments in 1985 and a preview of what's in store for 1986, all on the eve of the biannual Society of Motion Picture and Television Engineers conference.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, depending on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Minority ownership issues explored at Syracuse conference

NAB, Broadcast sponsor four days devoted to information exchange

Fifty-five minority members from 14 states attended a four-day training forum held at Syracuse University in Syracuse, N.Y., July 28-Aug. 1. The "Minority Broadcast Management and Ownership Seminar" was cosponsored by the National Association of Broadcasters and the Broadcast Capital Fund Inc. (Broadcast), a private, nonprofit, venture capital company established in 1978 by NAB.

Broadcast funded the conference, which featured addresses by NAB President Eddie Fritts, former NAB Board Chairman Gert Schmidt and FCC Commissioner Henry Rivera and 17 presentations by broadcasting professionals from radio and television management, ownership, legal affairs, engineering, brokerage and community relations. According to an NAB press release, the goal of the seminar was to "present an overview of broadcast industry management and ownership opportunities, successful management techniques, identification of the right broadcast property, financial and regulatory factors affecting the purchase, as well as the key considerations in securing financing for a broadcast acquisition." The challenge to attendees, said John Oxendine, president of Broadcast, "is to apply these concepts we've tried to share with them."

Oxendine described the attendees as a cross-section of minority members involved and interested in public affairs. He divided them into three classes: members of "corporate America" with "entrepreneurial spirit"; small-business men who have been successful and are interested in the industry, and people who "work for stations now and see opportunities down the road." Oxendine



Rivera's wife, Catherine, Oxendine and Rivera

said the NAB's minority services department provided a list of people interested in broadcasting, who were then notified of the conference. No registration fee was required to attend.

Broadcast has had three responsibilities, according to Oxendine: to invest the money it has been given with minorities; to train and educate future minority broadcasters, and to raise funds. (Broadcast was given \$7.5 million by ABC, NBC and CBS in 1979, and was asked to raise \$10 million more. It has been given \$2.5 million by other members of the broadcasting industry.) "The main thing is just to get the people to know we're out here and to know what we're trying to do," Oxendine said.

To choose the presenters at last week's seminar, Oxendine said, he sat down with Dwight Ellis, NAB vice president for Minority and Special Services, and Ragan Henry, a minority entrepreneur and NAB committee member, and the three "decided what

we wanted to cover." They then looked through their lists of contacts to "see who had been successful" in the field, and chose speakers, trying whenever possible to find minorities. Presentations ranged from 15 to 90 minutes.

The opening of the conference on Sunday, July 28, featured a videotaped speech by NAB President Fritts. He outlined NAB's recent involvement in minority affairs, from its establishment of an Office of Community Affairs in 1972 to the organization of a minority broadcast task force in 1977 to the establishment of the Department of Minority and Special Services in 1980. He assessed the change in the industry: "Twelve years ago there were only 20 black-owned stations in this country. Today, there are more than 150 radio and 14 TV stations owned by blacks. In addition, Hispanics, native Americans and Asian Americans collectively own 47 radio and eight TV stations." Fritts said he hoped "this experience will yield new minority owners of broadcast properties."

Sunday's opening address was given by Gert Schmidt, senior vice president of Harte-Hanks Communications Inc., who stepped down from the NAB chairmanship in June. Schmidt told the audience: "I salute you for your desire to be a viable part of this industry.... For those of you who are considering broadcasting for the first time, I



Meeting in Madison. About 225 independent producers and noncommercial broadcasters attended the National Federation of Community Broadcasters 10th national conference, in Madison, Wis. Included under the meeting's theme—"Sounding out the Future"—were almost 100 sessions, covering such topics as fund raising, production and personnel management. (Additionally, a two-day mini-conference for minority-controlled stations on July 22-24 drew about 75 people.) Among those discussing public radio's future were (l-r): NFCB President Carol Shatz; National Public Radio President Douglas Bennet; former NFCB President Tom Thomas, and NPR board member and WHA(AM) Madison station manager, Jack Mitchell.



Schmidt

uggest that this is no ordinary venture for profit. Broadcasting is a unique industry in lux—an industry of influence and power requiring a sense of responsibility. As aspiring broadcasters who happen to be members of minority groups, I don't have to tell you that your responsibilities will go beyond the mere quest for profit. . . . You, like minorities already in the business, will be the vanguard—the role models for others to follow.” Schmidt listed some “philosophies” that he has found helpful, urging the audience to “continue your education at every opportunity,” to concentrate on only one thing at a time (“I compared my life to a television dial with its numbered channels and I only concerned myself with the particular channel of thought, activity, problem or work I was tuned to”), and to work at developing “aptitude and attitude.”

A third speech was given by FCC Commissioner Rivera at a reception held in his honor Monday night. Rivera asserted that, while minorities “still have a long road ahead of us before we have a major stakehold in the nation’s communications pathways, it seems to me that we’re finally on the right road and pointed in the right direction.” He advocated private risk taking and self-help as “the only ways minority involvement in the media will increase. The trend away from FCC and other government programs designed to promote minority involvement is clear, growing stronger and unlikely to reverse in the near term.” He cautioned attendees considering broadcast ownership and management to “do everything you can



Serving children. The National Association of Broadcasters spotlighted the accomplishments of local broadcasters in the production of children’s programming during a luncheon it hosted last week for congressional wives. NAB President Eddie Fritts addressed gathering (about 20 of the 100 guests invited attended the event). Greg Stone, chairman of NAB’s children’s television committee, also spoke to the group which included FCC Commissioners James Quello and Henry Rivera and representatives of the PTA and educational community. A highlight of the luncheon included the broadcast of a 25-minute tape of programs selected in April to receive the association’s “Service to Children” award.

“We realize our responsibility to go beyond the dictates of the marketplace,” Fritts said. However, “television should never step in the shoes of the parent,” he added. Fritts noted that the luncheon was held in part to let the public know what broadcasters are doing for children. He credited his wife, Martha Dale, for the idea to hold the luncheon. After lunch, the group heard from Jack Blessington, vice president, CBS/Broadcast Group. Blessington noted that the decline of man is often blamed on television. “As if somehow the Holocaust did not exist prior to *Miami Vice*. Well, we have problems in the society. To link them all to mass communication is to throw away a huge piece of human evolution and a huge piece of the history of our ancestors,” Blessington said.

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to educate yourself as to the risks involved," and to consider joint ventures, spread investment risks and share business strengths. Finally, he cited the broadcast industry's potential. "Minority ownership, and, through ownership, autonomy over our views, visions and aspirations, will assure that this

nation's minority community will once and for all break away from majority domination," he said. "Communications is a great business to be in—in terms of intellectual challenge, profitability and status—not to mention service to the minority community." □

Changing Hands

PROPOSED

KCAU-TV Sioux City, Iowa □ Sold by Forward Communications to Citadel Communications Inc. for approximately \$15 million. **Seller** is station group subsidiary of Wesray Corp. It owns four AM's, four FM's and six TV's and is headed by Richard D. Dudley, chairman. Wesray is principally owned by William Simon and Raymond Chambers. **Buyer** is owned by Philip J. Lombardo, former head of Corinthian Broadcasting (now owned by A.H. Belo of Dallas). It owns WUTV(TV) Buffalo, N.Y., and WVNY(TV) Burlington, Vt.. KCAU-TV is ABC affiliate on channel 9 with 245 kw visual, 49 kw aural and antenna 2,020 feet above average terrain.

WQRS-FM Detroit □ Sold by Outlet Communications to T Communications for \$5,075,000. **Seller** is Providence, R.I.-based station group of one AM, four FM and seven TV's, headed by Bruce Sundlun, chairman. It is subsidiary of The Rockefeller

Group, New York. **Buyer** is owned by Alexander Tanger and family. It owns WTMJ-FM Miami. WQRS is on 105.1 mhz with 50 kw and antenna 480 feet above average terrain. **Broker: Blackburn & Co.**

KDZA(AM)-KZLO(FM) Pueblo, Colo. □ Sold by United Communications Inc. to Surrey Broadcasting Co. for \$2 million cash. **Seller** is owned by Tony Spicola and Frank Provenza. It has no other broadcast interests. **Buyer** is principally owned by Kent Nichols and Campbell Stuckeman, who also own KATT-AM-FM Oklahoma City. KDZA is on 1230 khz with 1 kw day and 250 w night. KZLO is on 100.7 mhz with 100 kw and antenna 640 feet above average terrain. **Broker: Kalil & Co.**

KLCL(AM)-KHEZ-FM Lake Charles, La. □ Sold by Perry Broadcasting to Holder Communications for \$2 million. **Seller** is owned by Perry Samuels, who has no other broadcast interests. **Buyer** is owned by Bruce Singleton, who also owns WTUF(AM)-WLOR(FM)

Thomasville, Ga., and WHBB(AM)-WTUN(FM) Selma, Ala. KLCL is on 1470 khz full tin with 5 kw. KHEZ-FM is on 99.5 mhz with 2 kw and antenna 400 feet above average terrain. **Broker: Chapman Associates.**

KCCY(FM) Pueblo, Colo. □ Sold by Kennbec-Colorado Broadcasting Corp. to McCoy Broadcasting Co. for \$1,825,000 cash. **Seller** is Sacramento, Calif.-based station group of two AM's and six FM's, equally owned by Robert F. (Doc) Fuller, J. N. Jeffrey and Edward F. Bock. **Buyer** is owned by Craig V. McCoy (40%), his father, Arthur H. McCoy (30%), and three others. Arthur McCoy former owner of McCoy Broadcasting, which merged with Western Sun Inc. 1979. KCCY is on 97.9 mhz with 100 kw ar antenna 320 feet above average terrain. **Broker: Chapman Associates.**

KTXF(FM) Brownsville, Tex. □ Sold by Bixl Great Electric Radio Co. to Valley Radio Co. for \$1,650,000, comprising \$450,000 cash assumption of \$800,000 debt and remainder note at 10% over two years. **Seller** is owned by John A. Parry, Charles A. Whatley, Michael T. Reichert and Jesse Johncox. The also own KVEO(TV) Brownsville, KIKN(A: Pharr and KPEJ(TV) Odessa, all Texas. **Buyer** is owned by Diane Levy (40.2%), her husband, Hazel Y. Arnold (20%), Herbert Lackshin (20%) and four others. Arnold and Levy are Houston investors with no other broadcast interests. Lackshin is attorney also from Houston. KTXF is on 100.3 mhz with 100 kw and antenna 500 feet above average terrain. **Broker: P.R.W. Associates.**

WKJL-TV Baltimore □ Sold by Look & Li Ministries to Family Media Inc. for \$543,000 cash. **Seller** is headed by Richard L. Alms and has no other broadcast interests. **Buyer** is principally owned by Seamus Moore (75%). Moore is principal in Thomson Nelson Publishers, Nashville-based religious book publisher. It also has interest application for new TV in Hendersonville, Tenn. WKJL-TV is independent on channel 57 with 1,320 kw, 132 kw aural and antenna 570 feet above average terrain.

WHOL(AM) Allentown, Pa. □ Sold by Empi Broadcasting Co. to Lehigh Valley Broadcasting Associates Inc. for \$500,000, comprising \$100,000 cash and remainder note 12% over 18 years. **Seller** is owned by Robert M. Schacht, who has no other broadcast interests. **Buyer** is owned by Leigh J. Murr and Robert C. Nelson. They also own Omega Broadcasting Cheltenham, Pa.-based religious organization involved in religious programming. It is also applicant for new TV in Vineland, N.J. WHOL is daytimer on 1610 khz with 500 w.

WBIX(AM) Jacksonville Beach, Fla. □ Sold by Twin-Ten Radio Inc. to Sudbrink Broadcasting Co. of Jacksonville Inc. for \$436,200 cash. **Seller** is owned by Carmen Macri, who has no other broadcast interests. **Buyer** is subsidiary of Sudbrink Broadcasting, Daytona Beach, Fla.-based station group of three AM's and five FM's, principally owned by Robert W. (Woody) Sudbrink. WBIX is daytimer on 1010 khz with 10 kw.

WTBQ(AM) Warwick, N.Y. □ Sold by St. Communications Corp. to Goodtime Broadcasting Inc. for \$400,000, comprising \$150,000 cash and remainder note at 10% over 10 years. **Seller** is owned by James J.

EARLY SUMMER SALES *

WJBRAM-FM	Wilmington, Delaware	\$4,300,000
WZFM-FM	Briarcliff Manor, New York	2,500,000
KMLW-FM	Belen, New Mexico	250,000
WEED/WRSV	Rocky Mount, North Carolina	1,000,000
KGHX/KRKR	Fairbanks, Alaska	225,000
WLRB/WKAI	Macomb, Illinois	525,000
KREO-FM	Healdsburg/Santa Rosa, California	2,500,000
KQDIAM-FM	Great Falls, Montana	700,000
KDOLAM-FM	Mojave, California	475,000

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sturr, who has no other broadcast interests. Buyer is equally owned by Joseph Green, Martin Bernstein and George Dacre. It has no other broadcast interests. Green and Bernstein are realtors from, respectively, Warwick and Blauvelt, N.Y. Dacre is station's news director. WTBQ is daytime on 110 khz with 250 w.

(LO(AM) Ogden, Utah □ Sold by KVOC Inc. to United Broadcasting Co. for \$400,000, comprising \$120,000 cash and remainder note. Seller is owned by Fred Hildebrand, who also has interest in KVOC(AM) Casper, Wyo. Buyer is owned by Archibald G. Webb 5.8%), his sons, Richard (25.3%) and John 33.9%), and 11 others. It also owns co-located KZAN(FM). KLO is on 1430 khz full time with 5 kw.

Movement picks up for later scheduling of PBS's 'NewsHour'

WNET New York joins list of stations moving back starting time in hopes 'NewsHour' will find greater audience than opposite networks' evening newscasts

Since its inception in the fall of 1983, the producers of *The MacNeill/Lehrer NewsHour*, have been asking for time—time for the hour-long news program to develop, time to convince noncommercial broadcasters to renew it for another year, and a better time on the stations' schedule. As *NewsHour* co-anchor Jim Lehrer said on the occasion of the program's first anniversary, there needs to be "a willingness on the part of stations to experiment with this type of program and find out what is the best time" for it (BROADCASTING, Sept. 3, 1984).

Almost a year later, some stations have given the program, which is a co-production of WNET(TV) New York and WETA-TV Washington, a new time slot—including part of it in prime time—on their schedules. At WNET, *NewsHour* will move from competition with the commercial networks at its current 7-8 p.m. (NYT) time slot to 7:30-8:30 p.m. (NYT) beginning Sept. 2. The impetus for the move was said to be the increase in ratings the show is expected to receive at 7:30.

WNET President Jay Iselin hopes the switch will lead to similar changes at other PBS stations. Iselin said the station had conducted research and believed more people would watch *NewsHour* if it did not run opposite the commercial network news.

There are already more than 25 PBS stations carrying the show in prime access or prime time, WNET said, including stations in Denver, New Orleans, Idaho Falls and Charleston, W. Va.

When stations in the central and mountain time zones schedule *NewsHour* in a later period, both the news show and the programming following it score higher ratings, WNET said.

The show, which is fed to about 275 non-commercial stations, is taped at 6 p.m.

(NYT) and fed live at 6, 7 and 9 p.m. (NYT) (with occasional updates in the last feed).

The Arkansas Educational Television Network plans to move *NewsHour* from its 5 p.m. (central time) slot to 6:30-7:30 p.m. (with a 10:30 p.m. repeat), effective today (Aug. 5). The new time "is an ideal time for the *NewsHour* in our central time zone, taking the audience flow out of the commercial station newscasts," AETN Executive Director Raymond Ho said. With the national news at 5:30 p.m., and the local news at 6 p.m., moving *NewsHour* to 6:30 "enables public television to complement rather than attempt to compete with our commercial counterparts," Ho said. "It gives us the opportunity to bridge into prime time by starting a half-hour earlier."

There is "no question" the change will

increase viewership "significantly" in the long-run, Ho said, although he added that that is not AETN's "only concern." For Arkansas, Ho said, this is a "values decision rather than a ratings and dollars decision. That is what separates public television from commercial television. We must do what's right and significant, not just what is popular and profitable."

NewsHour co-anchor Robert MacNeil welcomed the move, noting that while an hour of news "was still an unknown commodity" still being treated as an "experimental vehicle," the evidence supporting a scheduling change "was quite compelling."

MacNeil looks forward to the scheduling change because "people [won't] have to be torn" between watching *NewsHour* and the commercial network news. □

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On the road. Thirty-eight of the 55 members of the U.S. delegation to Space WARC, along with two members of the support staff, posed for a picture at State Department, on July 25, in the final meeting before departing for Geneva. Seated (l-r) are Steven Selwyn, FCC; Donald Tice, State Department; David Markey, National Telecommunications and Information Administration; Diana Dougan, State; Ambassador Dean Burch, chairman; Harold Kimball and Richard Shrum, both State, and Frank Urbany, NTIA.

Standing (l-r) William Cook, department of Defense; Frank Williams, FCC; John Kiebler, National Aeronautics and Space Administration; Thomas Lillotson, Systems General (support staff); Anthony Rutkowski, FCC; Bruce Kreselsky, NTIA; Thomas Walsh and Thomas Tycz, both FCC;

Jeff Binckes, Comsat; Michael Mitchell, Satellite Business Systems; Gilbert Rye, National Security Council; Paul Heimbach, Home Box Office; Donald Jansky, Jansky Telecommunications Inc.; Robert Hedinger, Bell Telephone Laboratories; Cecily Holiday, FCC; James Earl, State; Amanda Moore, rapporteur, FCC Space WARC advisory committee (support staff); Stephen Doyle, Aerojet Techsystems Co.; Ralph Shrader, Booz, Allen & Hamilton Inc.; Edward Reinhart, Comsat; William Hatch, NTIA; James Potts, Comsat; Alex Latker, FCC; FCC Commissioner Henry Rivera; Harold Horan, State; Arent, Fox, Kintner, Plotkin & Kahn; Howard Hardy, U.S. Information Agency; Ronald Lepkowski, FCC; Ronald Stowe, SBS; Edward Miller, NASA; Hans Weiss, Comsat, and David Long, General Telephone & Electronics-Spacenet Corp.

Curtain going up on Space WARC

U.S. team heads to Geneva for conference to determine worldwide fixed satellite planning, but its position and those of developing countries have yet to meet

A U.S. delegation of government officials and private sector representatives has arrived in Geneva after five years of preparation for the start on Thursday of the first session of the Space WARC that is to develop principles for planning the fixed satellite services. The stakes are high: The conference will affect, for good or ill, the ability of countries to maximize their use of the geostationary orbit, as well as the development of the technology involved. And if the conference turns out badly, old worries over U.S. relations with the International Telecommunication Union, dormant recently, could flare anew. But still, there appears to be a determined optimism among leaders of the delegation. "The purpose of the ITU is 'not to ration shortages,'" Burch said last week, quoting a favorite expression of President Reagan, "but to make available to all

countries the satellite facilities they need." And that, the Americans say, is what they expect to help accomplish over the five-and-a-half weeks the session will run.

They have arrived armed with a proposal they hope will engage the attention and arouse the enthusiasm of a substantial number of the 1,000 delegates of the 140 countries expected to attend the session. The proposal reflects recognition of the political axiom that, in ITU meetings, as in other international forums, something can't be beaten by nothing. Simply holding fast to the existing system, under which slots are assigned on an as-needed (or "first-come, first-served") basis, "won't work," Burch said. The day has long passed when the ITU was an old boys' club, composed principally of developed countries. Today, the majority of the 161 member countries fall in the "developing" category.

The "something" the U.S. and its allies among the developed countries are determined to beat is the concept of *a priori* planning that has attracted a considerable constituency among developing countries. To

many of them, concerned that all available satellite slots and frequencies will be gobbled up before they will need or can afford to make use of them, the idea of facilities being reserved is seductive. And they note the conference was called for the purpose of providing all countries with a "guarantee" of "equitable access" to the geostationary orbit. But to the U.S., *a priori* planning is wasteful of the spectrum and frequencies. It can deny those facilities to those who need them and freeze technological development. As Burch has said, "What is at stake for the U.S. is its continuing ability to maximize the technology in the geostationary orbit."

Although the resolution calling for the conference speaks of space services generally, that broad charter is expected to be narrowed to include only the fixed satellite services, used for telephone, data and video. And the bands to be planned are expected to be the C (6/4ghz) and Ku (11-12/14 ghz). The U.S. would prefer to focus only on the band—the fewer bands subjected to planning the better, in its view—but the pressure from developing countries to include the higher band is likely to prove irresistible. The principles developed will be implemented at a second session, scheduled for 1988.

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The U.S.'s preparations extend beyond development of the proposal that the U.S. hopes will woo developing countries away from the concept of *a priori* planning. The government agencies principally involved—the FCC, the National Telecommunications and Information Administration and the State Department—have been getting ready almost since the close of the General World Administrative Radio Conference, which called for the Space WARC, in December 1979. Burch has been working on the project at least part time for a year. So has a core delegation group, including government and private-sector people, that has helped provide focus for the government's activities.

and analyze other countries' proposals. Harold G. Kimball, an official of the National Aeronautics and Space Administration, was loaned to the State Department in November 1983 to serve as executive director of the delegation. And there have been more than 50 bilateral and multilateral meetings, as well as a number of informal contacts, in which the U.S. has engaged to exchange information and ideas with other countries preparing for the Space WARC. "We've talked to our friends and some not our friends," Burch said. In sum, he said, "We're well prepared."

But it is the U.S.'s three-step proposal that even observers outside the delegation regard as creative and positive, even generous on which attention is focused: It calls for multilateral coordination of C band requirements at regular intervals instead of the present arrangement of sequential bilateral meetings that can be complicated and burdensome, particularly for developing countries. And it introduces the concept of sharing the technical and operational burden of accommodating new systems among all users; under the present system, the burden is shouldered by the newcomer alone. The second element is designed to assure developing countries access to portions of the "expansion bands," which were assigned by the 1979 General WARC to the fixed satellite service spectrum between 3700-7075 mhz. It would permit developing countries to reserve 300 mhz of spectrum for uplinks and and 300 for downlinks 15 years in advance (compared to five years in advance under present procedures). A key aspect is the U.S. commitment to forgo use of the expansion bands for 10 years—and to urge other developed countries to do the same, to reserve the bands for the use of developing countries. The third element calls for improving and streamlining the international radio regulations to simplify their use.

Thus far, the reaction has not been overwhelming. One delegation member characterized it as "lukewarm" or "cautious." But Burch noted that countries had not had much opportunity to examine the proposal in detail. Burch expects extensive discussions on the matter in Geneva. Some developing countries have expressed concern that the technology and space crafts to operate in the expansion bands would have to be developed.

The U.S., Burch knows, has a major selling job to do. In a speech at the American Bar Association meeting last month, he said the U.S. will succeed in Geneva if it can convince the developing countries that its proposal "is to their best interest, and provides more than any kind of rigid *a priori* plan" (BROADCASTING, June 17). But it is a selling job that is complicated, as Burch has recognized, by the widespread suspicion of the U.S. among developing countries.

And the task was not made simpler by the FCC two weeks ago. It granted at least conditional construction permits to three of the six pending applicants for international communications satellite systems that would compete with the International Telecommunications Satellite Organization (and indicated it was only a matter of time until the

three other applications were also approved), and authorized the launch of 19 additional domestic satellites (BROADCASTING, July 29). Those actions almost on the eve of the Space WARC could be viewed as demonstrating America's legitimate need for space facilities. But the action on separate systems is seen by some as giving point to Intelsat's concerns about American policy. And to developing countries with their noses pressed against the restaurant window, America might simply seem gluttonous. Burch last week shrugged off the commission actions: "Knowledgeable countries knew they would be taken, and had already discounted them." But he also said, somewhat ruefully, "The U.S. government is not monolithic."

Delegation members, however, reject the notion that the U.S. would take an "isolated" position at the Space WARC. They note that a number of countries share its views. And Burch said that, "in considering the U.S. position, we have attempted to determine what's in the best interest of the U.S. and the world." He insisted the U.S. opposes *a priori* planning "not as a political matter—it simply can't work here in a nonhomogeneous service," like the fixed services. (The U.S., at a conference of western hemisphere countries in 1983, accepted *a priori* planning in the direct broadcast service. But DBS, Burch noted, is a "homogeneous" service. "Everyone uses it for the same purpose.")

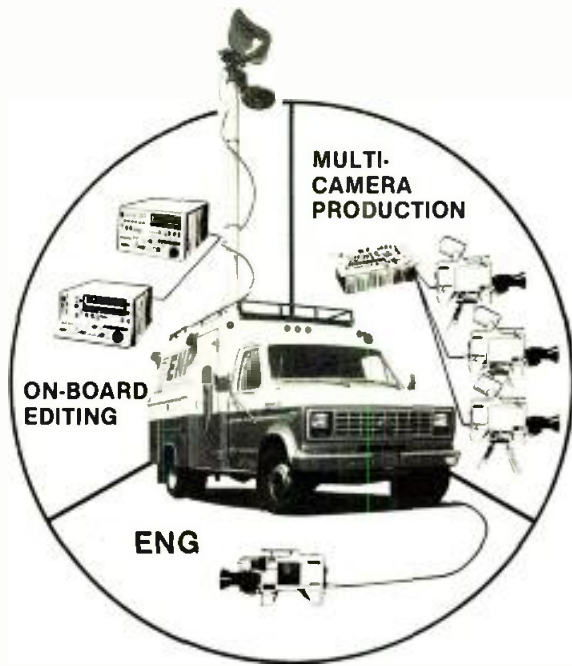
□

The results of the Space WARC could affect

more than the fate of the bands and services involved. The U.S., particularly under the Reagan administration, has been concerned about what is viewed as the increasing politicization of the ITU, which had long been regarded as a model of an international organization. The major effort by Third World countries to expel Israel from the ITU in 1982—an effort that failed only after a worldwide campaign by the U.S. and its allies and an explicit threat by the U.S. to withdraw from the organization itself—shocked U.S. officials. Since then, the U.S. has shown an interest in developing possible alternatives to the ITU. And the U.S. decision to withdraw from UNESCO, in part because of what the Reagan administration held to be its increased politicization, was seen as a signal to all international organizations.

Burch, in his speech at the ABA meeting, warned the developing countries of the consequences of insisting on *a priori* planning. He said those countries know that "rejection of a reasonable compromise and adoption of a rigid planning method could not be tolerated by the United States and other developed countries, and would weaken the consensus and cooperation that has made the International Telecommunication Union an effective international organization for a century."

And last week, he summed up the U.S. interest in maintaining the ITU as an effective organization: "We're there to solve problems that can be solved—not like UNESCO. We're going to do everything we can to avoid seeing the ITU become a political debating organ." □



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For the Record

As compiled by BROADCASTING, July 24 through July 31, 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.

New Stations

Applications

AM's

- **Watkinsville, Ga.**—May Ree Tarkenton and Gail Greene seek 1230 khz; 250 w-D; 1 kw-N. Address: 100 Wexford Place. Athens, Ga. It has no other broadcast interests. Tarkenton's husband, Dallas M. Tarkenton, owns Athens, Ga.-based station group of one AM and two FM's. Filed July 1.
- **College Park, Md.**—WGTS Inc. seeks 700 khz; 250 w-

d. Address: 7600 Flower Ave., Takoma Park, Md. 20912. Principal is nonstock corporation headed by Gerald Fuller, president. It also owns noncommercial WGTS-FM Takoma Park, Md. Filed July 1.

- **Long Beach, Wash.**—KMO Inc. seeks 720 khz; 5 kw-D; 250 w-N. Principal is owned by James L. Baine, who also owns KAMT(AM) Tacoma, Wash. Filed July 1.

- **Seymour, Wis.**—Gladys L. Onsted seeks 980 khz; 2.5 kw-D. Address: 1751 Debra Lane, Green Bay, Wis. 54302. Principal is equally owned by Onsted, general partner, Frederick M. Baumgartner, Vincent Curren and Theodore H. Knupp, limited partners. Onsted is creative services director at WDUZ-AM-FM Green Bay. Baumgartner is chief engineer at WIBA-AM-FM Madison, Wis., where Knupp is research director and account executive. Curren is consulting engineer at WORT(FM) Madison, Wis. Filed July 1.

- **McLean, Va.**—Head Hog Limited Partnership seeks 700 khz; 250 w-D. Address: 1626 Newton St., N.W., Washington, D.C. 20010. Principal is owned by George Starke, general partner (10%), and limited partners, Jason Shrinky (30%), James A. Weitzman (30%) and Bruce Eisen (30%). Starke is offensive lineman with Washington Redskins. Shrinky, Weitzman and Eisen are partners in Washington communications law firm. Starke is also app. for 16 LPTV's. Filed July 1.

- **Reston, Va.**—Reston Community Broadcasting Inc. seeks 700 khz; 250 w-D. Address: 11607 Vantage Hill 21-B, 22090. Principal is owned by David L. Mathews and Glenda F. Amick. They have no other broadcast interests. Filed July 1.

- **Sterling Park, Va.**—Donna Farkas seeks 1440 khz; 500 w-D. Address: 7591 Chrisland Cove, Falls Church, Va. 22042. Principal has no other broadcast interests. Filed July 1.

Ownership Changes

Applications

- **KREO(FM) Healdsburg-Santa Rosa, Calif.** (92.9 mhz; 2.3 kw; HAAT: 1,950 ft.)—Seeks assignment of license from North Coast Communications to Finley Broadcasting Co. for \$2.5 million cash. Seller is owned by G.W. Hank McCullough, John A. Simpson and four others. Buyer is owned by Evert P. Person (98%) and Frank W. McLaurin (2%). It also owns co-located KSRO(AM). Filed July 22.

- **KCCY(FM) Pueblo, Colo.** (97.9 mhz; 100 kw; HAAT: 320 ft.)—Seeks assignment of license from Kennebec-Colorado Broadcasting Corp. to McCoy Broadcasting Co. for \$1,825,000 cash. Seller is Sacramento, Calif.-based station group of two AM's and six FM's, equally owned by Robert F. "Doc" Fuller, J. N. Jeffrey and Edward F. Bock. Buyer is owned by Craig W. McCoy (40%), his father, Arthur McCoy (30%), Michael C. Gartner (20%) and two others. Filed July 24.

- **WHOF(AM) Coleman, Fla.** (1320 khz; 500 w-D)—Seeks assignment of license from Sumter County Broadcasting to WHOF Inc. for \$4,000 cash. Seller is owned by Loretta B. Pennington. It has no other broadcast interests. Buyer is equally owned by Larry Lammers, Eugene Smith and James Patrick. Smith is announcer at WTM(AM) Ocala, Fla. Filed July 26.

- **WBIX(AM) Jacksonville Beach, Fla.** (1010 khz; 10 kw-D)—Seeks assignment of license from Twin-Ten Radio Inc. to Sudbrink Broadcasting Co. of Jacksonville, Inc. for \$436,250 cash. Seller is owned by Carmen Macri. Buyer is subsidiary of Sudbrink Broadcasting, Delray Beach, Fla.-based station group of three AM's and five FM's, principally owned by Robert "Woody" Sudbrink. Filed July 22.

- **WGEC-FM Springfield, Ga.** (103.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Christian Enterprises Inc. to WGEC Inc. for \$510,000, comprising \$100,000 cash, \$265,000 assumption of note and remainder note at 10% over 11%. Seller is principally owned by James N. Burkitt, and family. It has no other broadcast interests. Buyer is principally owned by John M. Van Der Aa and Wendell Borink, who also own WLN(AM) Lansing, Ill. Filed July 25.

- **WFBN-TV Joliet, Ill.** (ch. 66; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,296 ft.; ant. height above average terrain: 1,456 ft.)—Seeks assignment of license from Focus Broadcasting of Chicago Ltd. to Grant Broadcasting of Chicago Ltd. Partnership for \$2 million, plus assumption of liabilities. Seller is subsidiary of Focus Broadcasting, headed by Douglas F. Ruhe and William Geissler, owners of United Press International. Buyer is owned by Grant Broadcasting of Chicago (50%), Focus Broadcasting Co. (27.5%), Ruhe (3.75%) Geissler (3.75%) and Chicago TV 66 Ltd. Grant Broadcasting is subsidiary of Grant Broadcasting Miami-based station group of three TV's, headed by Milton Grant, president and CEO, Sidney Slenker, chairman (11.22%) and 15 others. Filed July 24.

- **WJCL-TV Baltimore** (ch. 24; ERP vis. 1,320 kw; aur. 132 kw; HAAT: 570 kw; ant. height above ground: 516 ft.)—Seeks assignment of construction permit from Look & Live Ministries to Family Media Inc. for \$543,000 cash. Seller is headed by Richard L. Alms and has no other broadcast interests. Buyer is principally owned by Sam Moore (75%) It also has interest in app. for new TV in Hendersonville, Tenn. Filed July 26.

- **WTBQ(AM) Warwick, N.Y.** (111- khz; 250 w-D)—Seeks assignment of license from Sturt Communication Corp. to Goodtime Broadcasting Inc. for \$400,000, comprising \$150,000 cash and remainder note at 10% over 10 years. Seller is owned by James W. Sturt, who has no other broadcast interests. Buyer is equally owned by Joseph Green, Martin Bernstein and George Dacre. It has no other broadcast interests. Dacre was app. for new AM in Blauvelt, N.Y. Filed July 25.

- **WHOL(AM) Allentown, Pa.** (1600 khz; 500 w-D)—Seeks assignment of license from Empire Broadcasting Co. to Lehigh Valley Broadcasting Associates Inc. for \$500,000 comprising \$100,000 cash and remainder note at 12% over 18 years. Seller is owned by Roy M. Schacht. Buyer is owned by Liegh J. Murray and Robert C. Nelson. Murray is app. for new TV in Vineland, N.J. Filed July 22.

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■ **WCSV(AM)** Crossville, Tenn. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from WCSV Inc. to Helen L. Cunningham for \$250,000 cash. Seller is owned by Millard V. Oakley, who has interest in four AM's, two FM's, is applicant for three new TV's and has been granted new TV in Asheville, N.C. He also has interest in over 100 app.'s for LPTV's. Buyer has no other broadcast interests. Filed July 24.

■ **KTXF(FM)** Brownsville, Tex. (100.3 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Bixby Great Electric Radio Co. to Valley Radio Co. for \$1,650,000, comprising \$450,000 cash, assumption of \$800,000 debt and remainder note at 10% over two years. Seller is owned by John A. Parry, Charles A. Whatley, Michael T. Reichert and Jesse Johncox. They also own KTFX(FM)-KVEO(TV) Brownsville, KIKN(AM) Pharr and KPEJ(TV) Odessa, all Texas. Buyer is owned by Diane Levy (40.2%), Hazel Y. Arnold (20%), Herbert Lackshin (20%) and four others. Filed July 22.

■ **KSET-FM** El Paso (94.7 mhz; 61 kw; HAAT: 940 ft.)—Seeks assignment of license from Dunn Broadcasting Co. to Jim Ray. Jerry Ray and Bob McDonald for \$1,750,000, comprising \$100,000 cash and remainder note at 10%, amortized over 10 years, with first two years interest only and balloon payment in eighth year. Seller is owned by John M. Dunn, former owner of KKJY(AM) Albuquerque, N.M. and Berkely L. Fraser. Buyer is principally owned by Jim Ray, his brother Jerry, Bob McDonald and seven others. It also owns KGNB(AM)-KNBT(FM) New Braunfels, Tex. where McDonald is general manager and Jerry Ray is sales manager. Jim Ray is also general manager of KOKE-FM Austin. Filed July 23.

■ **KLO(AM)** Ogden, Utah (1430 khz; 5 kw-U)—Seeks transfer of control of KVOC Inc. from Fred Hildebrand to United Broadcasting Co. for \$400,000, comprising \$120,000 cash and remainder note at 10%. Seller also has interest in KVOC(AM) Casper, Wyo. Buyer is owned by Archibald G. Webb (5.8%), his sons, Richard (25.3%) and John (33.9%), and 11 others. It also owns co-located KZAN(FM). Filed July 19.

■ **KCLX(AM)** Colfax, Wash. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Adrian DeVries to Dakota Communications for \$110,000 in note at 9%. Seller has no other broadcast interests. Buyer is owned by Robert J. Hauser (65%), Jack Stokes (17.5%) and Mike Letson (17.5%). It has no other broadcast interests. Filed July 22.

Facilities Changes

Applications

AM's

endered

■ **WBUK** (1560 khz) Portage, Mich.—Seeks CP to change ERP to 5 kw and make changes in ant. sys. App. July 29.

Accepted

■ **WEBY** (1330 khz) Milton, Fla.—Seeks CP to change TL and make changes in ant. sys. App. July 26.

■ **WMLT** (1330 khz) Dublin, Ga.—Seeks CP to make changes in ant. sys. App. July 30.

■ **WAUB** (1590 khz) Auburn, N.Y.—Seeks CP to change TL. App. July 24.

FM's

endered

■ **KRCC** (91.5 mhz) Colorado Springs—Seeks mod. of CP to change ERP to 1 kw and change TL. App. July 24.

■ **KYDZ** (90.1 mhz) Cody, Wyo.—Seeks CP to change ERP to 10 kw and change HAAT to 459.2 ft. App. July 24.

Accepted

■ **WDRM-FM** (102.1 mhz) Decatur, Ala.—Seeks CP to change TL and change HAAT to 727.18 ft. App. July 26.

■ **KECR** (93.3 mhz) El Cajon, Calif.—Seeks CP to change HAAT to 1,888 ft. App. July 24.

■ **WWYZ** (92.5 mhz) Waterbury, Conn.—Seeks CP to make changes in aux. ant. sys. and change HAAT to 850 ft. App. July 30.

■ **WFYV** (104.5 mhz) Atlantic Beach, Fla.—Seeks CP to change ERP to 100 kw and change HAAT to 984 ft. App. July 26.

■ **WWLV** (94.5 mhz) Daytona Beach, Fla.—Seeks CP to change TL and change HAAT to 1,200 ft. App. July 26.

■ **WFTW-FM** (96.5 mhz) Fort Walton Beach, Fla.—Seeks CP to change HAAT to 1,049 ft. App. July 30.

■ **WXCV** (95.3 mhz) Homosassa Springs, Fla.—Seeks CP to change ERP to 2.8 kw and change HAAT to 339.15 ft. App. July 26.

■ **WKLS-FM** (96.1 mhz) Atlanta—Seeks mod. of lic. to change SL to 1800 Century Boulevard, Atlanta. App. July 24.

■ **KZDX** (99.9 mhz) Burley, Idaho—Seeks CP to install aux. ant. sys. App. July 26.

■ **WBIF** (105.5 mhz) Bedford, Ind.—Seeks CP to change TL; change ERP to 2 kw, and change HAAT to 399.18 kw. App. July 26.

■ **WCNB-FM** (100.3 mhz) Connersville, Ind.—Seeks CP to change ERP to 28 kw. App. July 26.

■ **WNVI-FM** (106.1 mhz) North Vernon, Ind.—Seeks CP to make changes in ant. sys. App. July 26.

■ **WYNK-FM** (101.5 mhz) Baton Rouge, La.—Seeks CP to change TL. App. July 26.

■ **KHOM** (104.1 mhz) Houma, La.—Seeks CP to change TL and change HAAT to 1,954 ft. App. July 24.

■ **WCKW** (92.3 mhz) La Place, La.—Seeks CP to change TL and change HAAT to 1,954 ft. App. July 24.

■ **WBOS** (92.9 mhz) Brookline, Mass.—Seeks CP to change ERP to 18 kw. App. July 30.

■ **WWMJ** (95.7 mhz) Bangor, Me.—Seeks CP to change ERP to 11.5 kw. App. July 26.

■ **WBSB** (104.3 mhz) Baltimore—Seeks CP to change ERP to 23 kw and change HAAT to 720 ft. App. July 26.

■ **WIQB** (102.9 mhz) Ann Arbor, Mich.—Seeks CP to change ERP to 49 kw. App. July 24.

■ **WSTR-FM** (99.3 mhz) Sturgis, Mich.—Seeks CP to change ERP to 2.16 kw. App. July 30.

■ **WLOL** (99.5 mhz) Minneapolis—Seeks CP to change TL and change HAAT to 1,035 ft. App. July 26.

■ **WSJC-FM** (107.5 mhz) Magee, Miss.—Seeks CP to change TL and change HAAT to 984 ft. App. July 26.

■ **KMFC** (92.1 mhz) Centralia, Mo.—Seeks mod. of CP to change TL; change ERP to 1.86 kw, and change HAAT to 400 ft. App. July 24.

■ **KDEX-FM** (102.3 mhz) Dexter, Mo.—Seeks CP to change TL; change ERP to 2.29 kw, and change HAAT to 375 ft. App. July 24.

■ **KBXS** (92.7 mhz) Ely, Nev.—Seeks mod. of CP to change TL and change HAAT to 941 ft. App. July 26.

■ **WHDQ** (106.1 mhz) Claremont, N.H.—Seeks CP to

Summary of broadcasting as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
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	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

change ERP to 9.51 kw and change HAAT to 1,068 ft. App. July 24.

■ **KHFM** (96.3 mhz) Albuquerque, N.M.—Seeks CP to change ERP to 20,236 kw. App. July 26.

■ **WSEC** (103.7 mhz) Williamston, N.C.—Seeks CP to change ERP to 100 kw. App. July 30.

■ ***WCWT-FM** (91.9 mhz) Centerville, Ohio—Seeks CP to change TL and make changes in ant. sys. App. July 30.

■ ***KNYD** (90.5 mhz) Broken Arrow, Okla.—Seeks mod. of CP to change TL; change HAAT to 1,638 ft., and make changes in ant. sys. App. July 30.

■ **WWLI** (105.1 mhz) Providence, R.I.—Seeks CP to install aux. ant. sys. App. July 24.

■ **WJFX** (95.9 mhz) Aiken, S.C.—Seeks CP to change TL and change HAAT to 314 ft. App. July 26.

■ **KTKS** (106.1 mhz) Denton, Tex.—Seeks mod. of lic. to install aux. ant. sys. App. July 26.

■ **KWCB** (94.3 mhz) Floresville, Tex.—Seeks CP to change HAAT to 109 ft. and make changes in ant. sys. App. July 30.

■ **WFVA-FM** (101.5 mhz) Fredericksburg, Va.—Seeks CP to change TL; change ERP to 30 kw, and change HAAT to 400 ft. App. July 30.

■ **KTCW** (98.3 mhz) Pasco, Wash.—Seeks mod. of CP to change TL and change HAAT to 195 ft. App. July 26.

Actions

AM's

■ **WGSF** (1220 khz) Arlington, Tenn.—Granted app. to make changes in ant. sys. Action July 22.

FM's

■ **KFAC-FM** (92.3 mhz) Los Angeles—Dismissed app. to change ERP to 39 kw and change HAAT to 2,910 ft. Action July 18.

■ **KRBO** (102.7 mhz) Red Bluff, Calif.—Granted app. to change TL; change ERP to 12 kw; change HAAT to 1,016.8 ft., and make changes in ant. sys. Action July 19.

■ ***KWB** (91.1 mhz) Morrison, Colo.—Granted app. to change ERP to 100 kw and make changes in ant. sys. Action July 23.

■ ***WJIS** (88.1 mhz) Bradenton, Fla.—Granted app. to change TL; change HAAT to 396 ft., and make changes in ant. sys. Action July 23.

■ **KVKI-FM** (96.5 mhz) Shreveport, La.—Dismissed app. to operate formerly authorized facilities as aux. Action July 18.

■ **KZEA** (105.5 mhz) Healdton, Okla.—Dismissed app. to change SL. Action July 3.

TV's

■ **WTKW** (ch. 16) Key West, Fla.—Granted app. to change ERP to vis. 1,589 kw, aur. 158.9 kw and replace ant. Action July 23.

■ **WJAL** (ch. 68) Hagerstown, Md.—Denied app. to move SL outside community of lic. Action July 22.

■ **KTVN** (ch. 2) Reno—Dismissed app. to change ERP to vis. 42.7 kw, aur. 4.3 kw and change TL. Action July 22.

■ ***WRRC-FM** (100.1 mhz) Lawrenceville, N.J.—Returned app. to change ERP to .0196 kw. Action July 23.

■ **WEJC** (ch. 20) Lexington, N.C.—Granted app. to change ERP to vis. 4,616 kw, aur. 461.6 kw and change HAAT to 855 ft. Action July 23.

■ **WRCB-TV** (ch. 3) Chattanooga, Tenn.—Granted app. to replace ant. Action July 23.

■ **KTRE** (ch. 9) Lufkin, Tex.—Granted app. to change ERP to vis. 158 kw, aur. 31.6 kw; change HAAT to 670 ft., and replace ant. Action July 19.

■ ***WCVE-TV** (ch. 23) Richmond, Va.—Granted app. to modify transmitter. Action July 23.

Call Letters

Applications

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New FM

KLVV Minority Media of Pahrump Inc., Pahrump, Nev.

New TV

WOCT Albany Broadcasters Inc., Albany, Ga.

Existing AM's

KGIR KZIM Robert J. Phalen, Cape Girardeau, Mo.
KZIM KGIR Hirsch Enterprises Inc., Cape Girardeau, Mo.
KMJK KLIQ 107 Ltd., Lake Oswego, Ore.
KSPL KCNY SMR Corp., San Marcos, Tex.

Existing FM's

KQNS KRUE Smoky Hill Broadcasting Co., Lindsborg, Kan.
WYJY WBYC-FM Gold Coast Broadcasting Inc., Bllddeford, Me.
WDTX WCLS Metropolis Broadcasting of Detroit Inc., Detroit

Existing TV's

WAYK WSCT TV 56 Inc., Melbourne, Fla.
KVRR KVNJ-TV Fargo Broadcasting Corp., Fargo, N.D.
KNRR KWBA Fargo Broadcasting Corp., Pembina, N.D.

Grants

Call Assigned to

New AM

WRVX Carmel Communications Corp., Mount Carmel, Tenn.

New FM's

*KFNO Family Stations Inc., Fresno, Calif.
*KLRO Shepherd Communications Inc., Yucaipa, Calif.
*KAPM Old West Broadcasting Inc., East Helena, Mont.
*WHVT Clyde Educational Broadcasting Foundation, Clyde, Ohio
*KSYE Southwest Christian Media Inc., Frederick, Okla.
*KOSJ Temple Educational Broadcasting Foundation, Pendleton, Ore.

New TV

KTET Vestcom Broadcasting Inc., Tyler, Tex.

Existing AM's

WMIV WSHN Stuart P. Noordyk, Fremont, Mich.
KTKK KZJO D&B Broadcasting Co., Sandy, Utah

Existing FM's

KQMC-FM KBRI-FM Tri County Broadcasting Co., Brinkley, Ark.
WCDV WVVV Benton-Weatherford Broadcasting Inc. of Indiana, Covington, Ind.
WYLT WYYD Adelphi Broadcasting Co., Raleigh, N.C.
KMJK-FM KMJK 107 Ltd., Oswego, Ore.
WMYQ WNNW-FM The Newton Broadcasting Co., Newton, Miss.
KHLB-FM KMRB-FM Hawkins Broadcasting Inc., Burnet, Tex.
WJLT WPED-FM Elting Enterprises, Crozet, Va.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Earn \$50,000 a year...or more! If you have a professional radio background, can accept compensation based on productivity, and are able to communicate with top broadcast management, we have a dynamite new service you need to know about. We'll furnish all the leads you can work...as fast as you can cover them. Call Bob Manley to 806-358-8316.

Tartan consultants, Inc. seeks GM's, GSM's, engineers, PD's, news for radio/TV positions in Northeast. No registration fees. 603-431-1481.

General sales manager. Good guarantee, great potential at young group's newest acquisition in Bridgeport, CT. Leaders and self-starters only! Let's grow together. EOE. Resume to: Bob Pantano, P.O. Box 1700, Bridgeport, CT 06601.

Experienced Sales Manager. Send resume to Eric Rhoads KLRZ FM, 307 West 200 South #5002, Salt Lake City, Utah 84101.

General Sales manager Shreveport's biggest and best, KWKH-AM/FM offers lifetime career opportunity, if you are qualified to be our new general sales manager. Looking for people oriented, skilled executive who wants to be a general manager someday. Send resume and qualifications to: Gene Dickerson, KWKH Radio, P.O. Box 31130, Shreveport, Louisiana 71130. Equal Opportunity Employer.

GM/New York. Rapidly growing, respected radio group looking for a hard working, innovative GM to run successful, expanding small market station in one of New York's fastest growing counties. Resume and letter to: Box S-8.

General Manager with religious background for full-timer in Southeast metro area. Strong sales background a must. Small equity possible for right person. 404-992-0014.

Sales Manager. Immediate opening for solid professional with documented track record. Ground floor opportunity with growth oriented company with expansion imminent. Substantial base with incentives, car, benefits plus equity participation available through performance. Resume and references to Robert E. Kassi, WZMM/WUNI, P.O. Box 6273, Wheeling, WV 26003. EOE.

Growing group needs aggressive sales manager for regional country giant. Prior sales management successful. Strong possibility for promotion, future equity. Write: Wanda Williamson, VP, WMCL, 108 N. 10th St., Mt. Vernon, IL 62864. EOE, M/F.

HELP WANTED SALES

South Florida—need experienced, and professional creative street salesperson (no managers) who want to make some really big money. This is a dynamic, fast growing and competitive market. All replies held in strictest confidence. Send resume to Box 278, Fort Myers, FL 33902. EOE.

Community Club Awards (CCA). 30 year old media-merchandising plan has immediate openings for regional sales representatives. Fulltime, Monday-Friday travel. Media management sales required. Draw against substantial commission. Call/write for personal interview. John C. Gilmore, President, P.O. Box 151, Westport, CT 06881, 203-226-3377.

Senior Sales Executive wanted for Tyler, Texas Class C FM. Excellent position for knowledgeable, professional broadcaster with appreciation for excellence. Must be good producer, leader, trainer. Personality easy listening station (Churchill) enjoys credibility in booming East Texas Marketplace. Send resume and references to: Dudley Waller, Waller Broadcasting Inc., P.O. Box 1648, Jacksonville, Texas 75766 or phone 214-586-2527. EOE.

Come to one of the fastest growing areas in the Northeast. WLAD/WDAQ-FM in Fairfield County, Connecticut is looking for an account executive to sell local and agency accounts. Combo sell. Super opportunity for solid sales person. Must have at least two years success. Resume to David Ocker, Station Manager, WLAD/WDAQ-FM, 198 Main Street, Danbury, CT 06810. EOE.

Can you be good on the air and great on the street? Rural Arizona combo needs an aggressive, friendly person to give us some extra sales punch. Position will require daily airshift. Resume to R-167.

Radio Sales—position opening in South Georgia. AM/FM Hot Hits radio station looking for someone with proven track record. \$200.00 per week starting salary plus 20% commission, gas expenses & bonus plan. Call 912-924-1290 between 10a.m. & 5p.m. only.

Growing group needs account executives who want to be sales managers. We offer training, salary, bonus and a great future. Write Wanda Williamson, VP, Community Service Broadcasting, 108 North Tenth Street, Mt. Vernon, IL 62864. EOE/MF.

Effective with the Sep. 2, 1985 issue of BROADCASTING

Classified Advertising rates will be increased to the following:

Rates: Classified listings (non-display) Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box Numbers: \$4.00 per issue.

Rates: Classified Display. Help Wanted: \$80 per inch. Situations Wanted (personal ads): \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice Advertising require display space. Agency commission only on display space.

Sales Manager needed for new 100,000 watt adult contemporary FM, on Indian reservation in beautiful Central Oregon. Seek person with record of market development and leadership, ability to train and motivate staff. A minimum of five years' experience. Good salary, excellent benefits in Oregon's fastest growing radio market. Send resume to Personnel Manager, P.O. Box C, Warm Springs, OR 97761.

South Florida. Need experienced, and professional creative street salesperson (no managers) who want to make some really big money. This is a dynamic, fast growing and competitive market. All replies held in strictest confidence. Send resume to Box 278, Fort Myers, FL 33902. EOE.

I need pro's. If you can sell and can prove it, name your price. Arbitron top-rated FM in 14 county area in Northwest Missouri. Very ag oriented. Resume and sales history to Dick Harlan, Sales Manager, KMZU, 102 N. Mason, Carrollton, MO 64633.

23.2 Share. Number 1 in market. WOMP-FM has a sales position open with an outstanding list for an aggressive salesperson with the right qualifications. Resume and references to: Bob Dodenhoff, WOMP AM/FM, Box 448, Wheeling, WV 26003. EOE.

Sales Person needed for new 100,000 watt adult contemporary FM, on Indian reservation in beautiful Central Oregon. Full-time position. A minimum of three years' experience. New station, with tentative fall start up date. Good salary, excellent benefits. Send resume to Personnel Manager, The Confederated Tribes, P.O. Box C, Warm Springs, OR 97761.

Michigan year-around resort community: Sales manager and aggressive sales people. Reply to: R Dittmer, Dittmer Broadcasting, 502 Norway, Grayling, 49738.

Eastern North Carolina's number one needs an experienced sales rep. Top list will earn \$18,000 first year with potential for more. Advancement possible w fast growing group. Sales Manager, WQDW, Kinston NC, 919-527-1230.

Sick of high crime, traffic jams, low ratings, but love sell radio advertising? 3 years' experience minimum. Send resume to: Marty Green, Director of Sales, WA radio, P.O. Box 6000, Eau Claire, WI 54702.

Radio sales school. Increase earnings, improve skill most complete available. Monthly sessions, positive available \$250/four days. Metro/Dallas, Results Rac P.O. Box 851743, Richardson, TX 75085-1743, 214-238-9240.

Sales Rep needed immediately to complete new sales team. Ground floor opportunity with growth oriented company with expansion imminent. Resume and references to Robert E. Kassi, WZMM/WUNI, P.O. Box 6273, Wheeling, WV 26003. EOE.

HELP WANTED ANNOUNCERS

Classical music station, major market, seeks announcer for evenings & some overnight. Language skills & knowledge of classical music a must. Re PD, WGMS, 11300 Rockville Pike, Rockville, MD 208

Small market combo in Arizona has immediate need for board person strong in production. 4 hour airs daily on country format. Resume to R-165.

South Florida Gulfcoast. Country morning DJ m 300,000. Near beach. Resume and tape confidence Box 278 Fort Myers, Fla. 33902. An equal opportunity employer.

Florida: on the gulf, announcer/salesperson, mod country, tape/resume to WMFL, 1275 S. Jefferson Monticello, FL 32344.

We're owned by one of the finest and fastest growing broadcast groups in the country. We're in a east coast top 20 market that is growing and changing in a wonderful place to live! We've been the number one two 25-54 station for better than four years and now are poised and ready for even greater market dominance! If you are an adult communicator and morning entertainer, let's talk! Even if you are happy where you are, let's at least explore the possibilities! We'll do what it takes to get the best! Cassettes and resume Program Director, 7060 N.W. 20th Street, Sunrise, 33113. EOE. Confidentiality guaranteed.

Announcers needed for new 100,000 watt adult contemporary FM, on Indian reservation in beautiful Central Oregon, full-time positions, new station with all equipment, good salary, excellent benefits. A minimum of three years' experience. Tentative fall start up date. Send tape and resume to Personnel Manager, P.O. Box C, Warm Springs, OR 97761.

HELP WANTED TECHNICAL

Chief engineer: for Wisconsin AM/FM station. Knowledge of AM directionals, automation, high power required. Group owned station with highest quality goals & standards as requirements. Experienced w salary requirements apply to Box R-118.

Chief engineer. KPLX-FM, Dallas. Susquehanna Broadcasting is seeking an experienced Chief Engineer for our Country format. Class C. Strong Audio, RF, Studio Maintenance with construction experience. and resumes to Norman Phillips, Western Region Engineering Manager, 411 Ryan Plaza Dr., Arlington, TX 76011. EOE/M-F.

roadcast engineer. Audio/video engineer. Memphis State University's department of theater and communications arts. Chief operator for WSMS-FM 92. University's radio station. Inclusive of all equipment installation, repair and maintenance in labs and classrooms. Oversees all FCC related documents for radio station. Qualifications: A.S. in electronics technology, or military electronics school (B.S./E.T. preferred) and two years experience in radio or TV broadcasting or directly related field. Salary: \$17,424-\$19,344. Send letter of application and resume to: Robert McDowell, Department of Theater and Communications Arts, Memphis State University, Memphis, TN 38152. Application due by August 9, 1985. Position available September 2, 1985.

orida. Full charge CE. State-of-art AM stereo/FM stereo mid-size market. Reply with resume and salary requirements. Box S-21. EOE.

HELP WANTED NEWS

ews/Commercial announcer for small market FM in beautiful mountains. Send T&R to KIHX-FM, P.O. Box 523, Prescott Valley, AZ 86312.

ews Reporter for AM/FM. One of Tennessee's outstanding news stations. Rush T&R to R.M. McKay, Jr., KRM, P.O. Box 1377, Columbia, TN 38401.

we need someone who wants to strengthen our news report. Sincere interest in gathering and reporting news must. Boardshift responsibilities, too. Southwest small market AM/FM. Resume to R-166.

rogramming/news director. PA. Major market news station offers significant career opportunity for experienced programming and news manager. Must be news and be able to motivate people. Programming knowledge and skills important. Box S-15.

cepting tapes and resumes for news/sports director; possible sales. Bob Palmetier, WEIC, Box 185A, Charleston, IL 61920.

ews Staff needed for new 100,000 watt adult contemporary FM, on Indian reservation in beautiful Central Oregon. A minimum of three years' experience. New station with all new equipment, a tentative fall start up date. Good salary, excellent benefits. Send tape and resume to Personnel Manager, The Confederate Tribes, P.O. Box C, Warm Springs, OR 97761.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

ature Personality for EZ listening format. Experience a must. Strong production. Competitive compensation, excellent benefits. Tape/resume to Tony Oregio, P.O. Box 850, Edinburg, TX 78540. 512-383-178.

rogram Director needed at top fifty 5,000 watt A.C. drive air shift part of position. Must have top fifty experience. Send tape, resume, salary history, other pertinent information to Walter Broadhurst, GM, NG, 717 East David Road, Dayton, OH 45429. :O/M/F/.

oducer program assistant. WNYC Foundation FM is looking for a producer/programming assistant. Responsibilities will be to write, assign, schedule and produce creative on-air promotional material; monitor on-air promos for schedule compliance and quality control; maintenance and update promo library; act as producer for membership drives; perform other duties as required. Requirements include minimum two years experience in both hands-on studio operation and copy-writing in promotion or related field, knowledge and experience with classical music announcing at a bachelor's degree or equivalent. Candidates must be mature, self-directed, adaptable, and willing to work long hours. Excellent studio and writing skills a must. Salary is \$20,000. Interested candidates should send resume and cassette audition tape to Coleen Beeve, Personnel Director, WNYC Foundation, 1 Century Street, 26th Floor, N.Y., NY. EOE.

SITUATIONS WANTED MANAGEMENT

General manager with a high level of success built on 20 years in management as a consistent producer. Take charge individual with strong organizational skills. An aggressive achiever with excellent credentials seeking new challenge. Box R-111.

Money maker! Fact: the difference between winning and losing in this business is the difference between GM's. And, face it, the best GM's are generally bottom-line part owners who spend money as if it were their own, because it is! Options: 1) Offer an equity position to a proven pro who knows what he's doing (because he's done it, repeatedly!). 2) Offer an opportunity to earn ownership. 3) Offer a combination of options! If you need a complete-charge pro with an industry-wide reputation for developing winners and building championship sales teams, someone who knows how to carve up a market and cover it wall-to-wall and a cost-conscious GM who knows how to collect what is sold, and, finally, someone whose expertise will pay off from day one (as my references will confirm) then let's talk about winning, together. Box R-159.

Profits Doubled at this medium AM/FM combo. Seeking long term opportunity in the South. Experience includes successful management, sales, programming, technical and motivation. Adequately capitalized turn-around welcomed. Box R-151.

GM by age of 25 and ownership by 29. Now with 16 years' experience and GSM, GM, and CEO. Have programmed some of America's largest, most dominate ARB shares and have been responsible for some phenomenal sales successes. Looking for group executive and major/medium market position commensurate with topflight abilities and track record. R-163.

Seventeen year management pro. Strong on administration, budgeting & programming. Shirt sleeve manager who gives 110%. Call Mike 412-528-3153.

GM, 25 years in all forms of media, former ad agency owner. Wants to relocate, manage your station and put you deep in the black. Box S-23.

SITUATIONS WANTED SALES

Radio sales Professional seeks equity position or cash partnership. Reply to Lanny Finfer, 1330 Lily Way, Southampton, PA 18966.

SITUATIONS WANTED ANNOUNCERS

Play-by-play and sports talk host in top 75 market wishes to join sports oriented station. Box. R-172.

Phil Collins, Journey, John Waite, three interviews done for KROG-FM in Los Angeles. Production, on-air, sales, all are polished. If interested in a hard working individual for your station, call Alan-818-761-2234.

Anywhere now! Trained broadcaster. Adult, top 40, MOR, good production. Henry, 201-836-5166.

An investment sure to pay off! Dependable, personable, entertaining professional seeking entry level position. The right words on the air plus a valuable asset off the air with a solid background in accounting and business management. Willing to work all aspects, any shift. Box S-7.

Sportscaster: Extremely knowledgeable, excellent PBP and color, good interviewer, hard worker. Experienced with journalism degree. Will relocate. Call Bill, 914-623-5651.

Successful small market morning personality looking for larger market. 7 years' experience. Prefer Southeast but will consider other. Football PBP. College degree. 919-283-8253, after 3 EDT.

Knowledgeable Jazz jock. Versatile. Nearly five years' experience. Attends performances. Writes well. Frank Osani, Box 2072, Davenport, IA 52809, or 319-388-0725, evenings.

Attention Small market radio: Entry level DJ seeks 1st job in radio. Evening/ All night. Eager to learn more. Bob. 203-755-0239.

SITUATIONS WANTED NEWS

Experienced sports & news, PBP, excellent writing/delivery skills. Ambitious, professional image. B.A. communications. Rick, 419-592-0706, 592-8060.

Hard working, self starter seeks entry level position. BA in broadcasting plus one years' experience on small market beat. Will relocate. Steve 313-474-2966.

Sports Director with PBP. Small market, looking for move up. Minor league baseball, network experience. Sales, news, production for commercial station. David-618-627-2844.

Sportscasting professional is ready to settle behind your sports microphone for many seasons to come. Call Dennis in Ohio, 614-666-7033, anytime.

SITUATIONS WANTED TECHNICAL

15 years' experience. 1st phone chief operator, announcer, farm news, production and most phases of radio. Seeking permanent position in Minnesota or Iowa, but will relocate anywhere in Midwest. 319-636-2493.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Experienced Program director, production manager, news and sports director interested in moving to Hawaii. 7 years' experience. Please write box R-160.

Copywriter plus! Pursuing my speciality writing effective copy quickly and creatively. Production with character voices, too! Tim, 608-784-3725.

TELEVISION

HELP WANTED MANAGEMENT

Operations manager. Network affiliate, top 40 market. Send resume, salary requirements to Box R-137. EOE.

Research director. Network affiliate, top 40 market. Responsibilities include determining needed projects, rating book and programming analysis. Reports to general manager. Requires experience in broadcast research at station, agency or rep. firm. Send resume/salary requirements to Box R-138. EOE.

General Manager: Network VHF station seeks energetic, sales-minded manager. We're in a small market with big league competition from other TV, radio and newspaper. So we're looking for a dynamic GM to motivate, promote, train, manage and sell. Salary is \$35,000 plus incentive based on performance. If you're interested in joining a fine young TV company in a great Western community, send resume in confidence. EOE. Box S-1.

Business Manager: Supervise television business department and computer system. Experience required in billing, credit/collections, payroll, payables, film amortization, financial statements, and budget preparation. Prefer experience with Columbine and IBM Mapiqs software. Send resume to: Bill Service, VP & GM, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. EOE.

Top 20 independent seeks experienced TV programming/operations manager, candidate should have strong knowledge of syndicated and film product along with good production background. EEOC. Send resume to: Terry Brown, KDVR-TV-31, 100 Speer Boulevard, Denver, CO 80203.

Local Sales manager. Hands-on Mgr. for Network Aff. in Fayetteville, Ark. Must have proven sales ability. Excellent salary. Send resume to Jo Edgel, P.O. Box 1867, Fort Smith, Ark. 72902.

Director of Technical services. \$40,000-\$50,000 annually plus benefits. Senior management position for aggressive VHF PBS station. Projects nearing implementation include new transmitter and antenna on new 2,000 foot tower, new 60,000 square foot studio/office building and new cable channel service. Division includes on-air operations, engineering and maintenance, production services and graphics. Participates in overall station planning. Reports to General Manager. Minimum five years' successful and relevant management experience. Strong technical and production background essential. Send resume by 8/23/85 to: Personnel, KVIE Channel 6, P.O. Box 6, Sacramento, CA 95801. EEO/AA.

HELP WANTED SALES

TV Account Executive- #1 indie in major Southeast market is looking for an experienced salesperson who wants to be #1. Qualifications include 3-6 years TV experience with major agencies plus proven success in new business development. Send resume and salary requirements to Box R-156. EOE.

ABC affiliate seeks professional salesperson with proven track record. Sales Manager, WOLO-TV Box 4217 Columbia, SC 29210. 803-754-7525.

National Sales Manager WSOC-TV ABC/Cox affiliate has opening for national sales manager. Two years' local sales and rep experience required. National sales management experience preferred. Call—Jerry Pelletier, General Sales Manager, 704—335-4717. EOE/MF

TV Account Executive: immediate opening at an ABC affiliate/major market station for an account executive. Heavy experience in TV spot sales; person should be outgoing, sociable, creative and positive thinking. Submit resumes to: David Garvin, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal Opportunity Employer, M/F.

Local Salesperson WKRC-TV, Cincinnati is seeking an aggressive, energetic, self-motivated, career oriented local salesperson. Applicant should have broadcast sales experience with a proven ability to generate new business. This is an excellent opportunity for advancement. Please submit resumes including references to John Dawson, General Sales Manager, WKRC-TV, 1909 Highland Ave., Cincinnati, OH 45219. An Equal Opportunity Employer.

New Indy in San Antonio area needs local sales manager. Local sales experience required. Call Morrie Beitch 512—226-9775. EOE.

Account Executive—Just sold and rebuilding Midwest Top 100 Indy. Seek assertive, proven local A/E. Prefer independent experience. Top list available. Right person to be groomed for sales management. Contact Larry Halcomb, Bloomington ComCo Inc., 1328 E. Empire, Bloomington, IL 61701. 1-309—662-4373. EOE, M/F.

HELP WANTED TECHNICAL

Experienced staff engineer for TV station master control operation. Three years prior experience required. FCC license desirable. Send resume to Charlie Smith, C.E., KRLD-TV, 1033 Metromedia Place, Dallas, TX 75247. EOE.

Leading Chicago film and tape production company seeks experienced, self-starting engineer. This key person will be responsible for maintenance and operation of our 1" edit system, cameras, etc. 5 years experience and college degree preferred. Excellent salary and benefits. Box R-119.

Television Maintenance Engineer. Requires experience in the following areas: 1. VTR and VCR maintenance and operation, 2. Knowledge of computer graphics and computer editing, 3. General television broadcast maintenance standards, 4. Must be able to work with little supervision in a responsible manner. Salary range: Mid 20's DOE. Submit resume to: Chief Engineer, KEYT-TV, P.O. Drawer "X", Santa Barbara, CA 93102. KEYT-TV is an EEO Employer.

Maintenance Engineer. Experienced, all phases of equipment maintenance. UHF transmitter experience preferred. General class license required. EOE Resumes to Bruce Sherman—KNXV-TV, 4625 S. 33rd Place, Phoenix, AZ 85040.

Transmitter Supervisor for TV-AM-FM including AM-FM studios and E.N.G. video equipment. Minimum five years experience required. EOE. Keith Reynolds, CE, KTVO TV, Highway 63 North, Kirksville, MO 63501, 816—665-7781.

Chief Remote Engineer—New Hampshire Public Television, a rapidly growing three-station network with signal carried to portion of four states, seeks skilled engineering manager to operate and maintain 36-foot fully equipped mobile unit and portable microwave systems. Heavy station production plus commercial rentals throughout New England. Develops and manages annual operating budget, conducts site surveys, supervises production crews during remotes, coordinates and schedules maintenance. Works with Director of Production on marketing and maintaining customer relations. Associate's degree in Electronics or equivalent and five years experience in broadcasting or related electronics. First class or general class FCC radio telephone license. Salary range \$21,230 to \$33,000, commensurate with experience. NHPTV is located on the New Hampshire Seacoast 60 miles north of Boston. Send resume including current salary by August 23, 1985 to: Director of Engineering, NHPTV, Box 1100, Durham, NH 03824.

Satellite and Production Engineer. Satellite Network in New Jersey seeking engineer with experience in studio production and uplinking. Resume and salary history to Box R-171.

Chief Engineer for growing NBC affiliate in the DC-Baltimore area. Must have 5 years' television experience. Must currently be chief, assistant chief, or maintenance supervisor. Experienced with UHF transmitter, studio and ENG cameras, 3/4" and 2" tape machines, and satellite. Good skills in personnel, management, training, and budgeting. Salary commensurate with experience. Attractive benefits. Send resume and salary requirements to Personnel, WHAG-TV, 13 East Washington Street, Hagerstown, MD 21740. EOE.

TV Master control operator needed for single person operation of automated master control and remote control of UHF transmitter. Previous master control experience with references required. Experience with UHF transmitter operation and single person operation desired. Bi-lingual (Eng./Span.) preferred. Send resume to P. Gallagher, 1139 Grand Central Ave., Glendale, CA 91201. EOE.

Assistant Chief Engineer. Are you ready for an upward move? Independent television station needs an experienced individual to handle expansion projects, budgets and daily operations. Salary competitive with other mid-atlantic major market television stations. Box S-5.

Assistant to Chief Engineer. For telecommunications division. Multi-use telecommunications facility on West Windsor Campus includes public radio station WFFM, county-wide cable TV network, closed circuit TV, ITFS, TV studio and control room facilities, five meter TVRO and radio, TV, telecommunications technology academic programs. Requires maintenance and construction experience in radio and/or TV. BA or AA degree desirable. Salary \$18,000 to \$23,000, excellent fringe benefits. Respond in writing to: Mercer County Community College, Personnel Services, Dept. WG, P.O. Box B, Trenton, NJ 08690. An equal opportunity/affirmative action employer.

Maintenance Engineer: Engineer for stereo TV station, production facility, and uplink facility. Experienced in RCATCR 100, RCA 600, Grass Valley Switchers, 1" machines. Good audio background helpful. Competitive salary, benefits. M/F, EOE. Send resumes to KPLR-TV, Rod Wisdom, 4935 Lindell Blvd., St. Louis, MO 63108. 314—454-6310.

TV studio maintenance engineer. Must have minimum 2-3 years' video and maintenance experience, possess FCC license. Work with full color studios with cable channel. Do occasional remotes. Salary commensurate with background, experience. Position open: Sept. 1, 1985. Application deadline: Aug. 19 or until filled. Send up-to-date resume and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. Department has 340 majors in four sequences, 20 master's students, 11 faculty/staff members. Located in southwestern Kentucky near large lakeland area. An equal opportunity/affirmative action employer.

Maintenance Engineer. Large Philadelphia TV production facility. Excellent pay/benefits. Background in Sony 1100, 2000, HL-79E, and Digital desired. Also ADO, Paint Box, Dubner, Chyron, IV & CMX helpful. Call Clint, 215—568-4134.

ENG Technician, skilled in maintenance/repair of SONY field and edit equipment, plus microwave systems. Proven track record essential. Letter, resume, references (no phones) to: Jim Peppard, News Director, WIVB-TV, Elmwood Ave., Buffalo, NY 14207. EOE.

Video Technician for TV broadcast station: operate 1" and 3/4" videotape recorders, adjust cameras, some editing. Some video training and experience required. Experience with Sony BVU800, NEC DVE, Chyron RGU, and Ampex 1" desired. Send resume to B. Maggio, P.O. Box 5224, Glendale, CA 91201. EOE.

Maintenance Technician needed to install, repair and operate all types of broadcast equipment. Two year electronics degree or equivalent, ENG maintenance experience required. Send resume and salary requirements by August 16, to Personnel Director, WHOI, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Story Editor Opening for a top video editor with national experience in segment or story editing for assignment to work with PM Magazine. Must be fast and technically proficient with Convergence 104/204, 3/4" and 1" tape. Excellent ability to work with producers required. Send resume and reel to: Varitel Video, Attn: General Manager, 350 Townsend St., San Francisco, CA 94107. No phone calls, tapes will be returned.

Engineering Manager for a top 25 midwest network affiliated station. Exceptional studio and transmit building with state of the art equipment. Ideal candidate will have an extensive knowledge of installation and maintenance, experience with capital and operating budgets, degree or equivalent, positive people handling skills and strong desire to excel. Top salary and benefits. All letters will be confidential. EOE. Ref. Box S-22.

ENG cameraperson needed. Must have experience with three tube camera, 3/4" portable recorders, field lighting and audio. Basic editing skill desirable. Bilingual (Eng./Span.) preferred. Send resume to B. Maggio, P.O. Box 5224, Glendale, CA 91201. EOE.

TV STUDIO SUPERVISOR needed to handle lighting and set construction. Also work as cameraperson. Experience and references required. Bi-lingual (Eng./Span.) preferred. Send resume to B. Maggio, P.O. Box 5224, Glendale, CA 91201. EOE.

HELP WANTED NEWS

News general assignment reporter/anchor and news production director who can switch a tight creative news—Experience required in both positions—Medium market station on the move to #1. Send Resume to B. R-134. An Equal Opportunity Employer.

Anchor/Producer for a major weekday newscasts fast growing #1 Nielsen rated affiliate in the Florence Myrtle Beach market. Our anchorman is leaving after five years to enter family business. Applicants should have reporting and some producing/anchoring experience. Leadership qualities and maturity are must. Tape/resume to Jan Pate, News Director, WPDE-Box F-15, Florence, SC 29501. EOE/MF.

South Florida affiliate needs creative news photographer/editor. 2 years experience, minimum. Top-notch operation with visual emphasis. Send tape and resume to: WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

News Producer. Opening for qualified news producer minimum 2-years experience. Good conversational writing skills and good news judgment a must. We're looking for someone who places a high priority on local news and issues. Salary depends on experience. Send resume to Ed Scripps, KJRH-TV, P.O. Box 2, Tulsa, OK 74105. No Phone calls.

Weatherman/Meteorologist for medium market station with the best equipment available. Send resume, tape and salary requirements to Andy Shaw, KCEN-Box 188, Temple, TX 76503. EOE. No calls please.

Weather Anchor. Number-one rated station seeks knowledgeable weather anchor for Monday-Friday newscasts. Meteorologist preferred, but will consider others. Person hired will also help formulate a weather center. Growth opportunity, group operation. EOE/I Send tape/resume to: Stew Kasloff, News Director, WVA Television, P.O. Box 1930, Bluefield, West Virginia 24701.

Sports Director wanted: Strong air presentation with heavy emphasis on local sports. Must be able to shoot and edit. No beginners but will consider good weekend sports anchor or reporters. Resume and salary history to Box S-12.

Executive News Producer sought by Northeast network affiliate. Imaginative, organized, people-person with sharp news judgement, 2-5 years' previous experience, and college degree. EOE. Send letter, resume Box S-6.

Aggressive Meteorologist wanted: Must have strong on-air performance, and a desire to be #1, work with latest state of the art forecasting equipment including Doppler radar. No beginners but will consider strong small market talent, resume and salary history to Box 11.

Major Market capitol bureau seeks aggressive reporters, who can work fast and produce bright well moved packages under tight deadlines. S-10.

Anchor/sports/reporters. for top one-hundred market. As a result of a take-over we are restaffing and expanding our news department. Send tape and resume to Mark Lipps, KMTC, 3000 E. Cherry St., Springfield, MO 65804.

TV News Reporter for award winning Gulf Coast station. Experienced reporters only. Send tape, resume and salary requirements to: James Smith, News Director, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70601.

V News reporter/producer: To compile stories for all-hour daily Delaware news show and to produce specials. Requires TV reporting experience and strong research, writing, interviewing, and on-air reporting skills. Must be able to supervise videotape editing and ultimate sources. Longer-form production experience plus; knowledge of Delaware useful. B.A. degree preferred. Send resume, writing samples, tape and salary requirements to: TV News Reporter Position, c/o Personnel Office, WHYY, 150 North Sixth Street, Philadelphia, PA 19106. Phone calls will not be accepted. OE, M/F.

Anchor/Reporter: #1 CBS affiliate in the Sunbelt needs a weekend anchor/reporter. Must be a self-starter who can produce your own shows. Need good interview skills. Require 2 years in television, anchoring experience preferred. Send tape, resume, and salary requirements to News Director, WTVR-TV, 3301 West road Street, Richmond, VA 23230. No phone calls please. EOE.

Meteorologist needed for weekday anchoring. Send resume and tape to: Ron Wildman, WGXA-TV, Box 340, Iacon GA 31297.

Reporter: California's number one independent seeks a aggressive self-starter to round out its news team. Minimum two years' television news experience required. Send resumes only to Joel Cheatwood, News Director, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 3727. No phone calls please. Tapes by request only. n EOE-M-F employer.

Midwest CBS affiliate needs M-F, 6 & 10PM anchor and weekend anchor-producer. Number one in news and e're looking for persons to help maintain dominance. oth positions require on-air experience and excellent riting skills. An equal opportunity employer. All replies rictly confidential. Send resume, references, salary requirement and 3/4" tape to: Richard Rodin, Esq., c/o ogan & Hartson, 815 Connecticut Avenue NW, Washington, DC 20006.

Portscaster Openings. Interested? Send tape and resume to: Steve Porricelli or Jackie Roe, Primo People, ic., Box 116, Old Greenwich, CT 06870, 203-637-353.

Photojournalist. Must have strong skills in shooting and editing news tape, college-level training in journalism and television news photography and editing, and some commercial television news experience. Reporting and writing ability highly desirable. Contact Dick elson, News Director, KCRG-TV, P.O.Box 816, Cedar apids, IA 52406. EOE, m/f/a/h.

Weekend Anchor/Reporter. Candidate needs a strong on-air presence and production skills. Three ay a week general assignment reporting. Must have perience to fill in for weekday news anchor. Send pe and resume by August 16, to Personnel Director, 'HOI, 500 N. Stewart St., Creve Coeur, IL 61611.

Immediate openings in all areas of news. All positions advertised. APR-BROADCAST is a professional, effective method of seeking new employment. 919-56-9244.

South Pacific: dominant station in Micronesia is losing a senior reporter to Hong Kong. The person who will replace him will be able to run the desk, do some rch work and produce investigative reports. Good mpany benefits, ideal locale. Tape and resume to: John Morvant, News Director, Guam Cable TV, 92 W. ellevue Drive, Pasadena, CA 91105.

Washington, DC Correspondent. WPBT, Public Television in South Florida, has an immediate opening for a Washington, DC correspondent to cover news assignments for its national program "The Nightly Business Sport". The position is also responsible for developing ory ideas, overseeing crews on remote shoots, and rperiving final editing of all pieces. The ideal candidate will have a college degree with major coursework in mass communications or economics and previous r-air television news experience. Washington reporting experience strongly preferred. Send resume, along ith salary requirements to: WPBT, Washington Bureau hief, 236 Massachusetts Ave., N.E., Room 205, Washington, D.C. 20002. An equal opportunity employer, /F/H.

Weathercaster needed soon for number one news am in Eugene, Oregon. Meteorologist preferred, on-r experience required. We have graphics machine d satellite retrieval. Send resume and tape to Bob erns, News Director, KEZI, P.O. Box 7009, Eugene, R 97401. EOE.

CoAnchor/Reporter: Murrow Award winning station in 36th market needs warm communicator to team with male co-anchor on weekends. Tape and resume to Gary Long, VP/News, KOCO-TV, P.O. Box 14555, OKC, OK 73113, EOE.

Executive news producer. Top 20 VHF seeks strong producer, writer, leader with aggressive attitude towards news gathering for number 2 post in news room. Major market producers and medium market news directors encouraged. Resume and cover letter only to Box R-140

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Attention Producers, videographers. Nationally syndicated television program now accepting animal segments on 3/4" tape to begin airing this Fall. Receive on-air credit. Segments include all domestic and wild animals. Pet Heroes, Celebrity Pets. Send to Gale Nemec, Action Line Group, 1410 15th Street, NW, Washington, D.C. 20005.

Promotion Manager. Network affiliate, Top 40 market. A creative decision maker. Must be experienced in the creation and execution of campaigns for all media, including on-air promotion and ad agency direction. Send Resume/Salary requirements to Box R-139. EOE.

Production Manager- Colorado. Needs hands-on Manager with minimum three years' television production experience. Management experience required. ABC affiliate with strong local sales emphasis. Individual will manage on-air operation and local commercial production including some local programs. Box R-154.

Television station Production Manager. ABC affiliate 150+ market. Needs creative Manager for on-air and creative commercial production. Live unit capability Box R-155.

Assistant Production Manager needed to fill a creative director position--responsible for quality of all locally produced commercials. Send resume and tape to Program Director, WTVQ-TV, Box 470, Rockford, IL 61105.

Eugene, Oregon network affiliate seeks qualified "hands-on" production manager. Send resume to General Manager, KMTR-TV, Box 7365, Eugene, OR 97401.

Producer. Production of drama and programs for Middle East region. Production of commercials to the Arabic Television in Michigan. Management of production, will also translate and do dubbing for films. Must be able to read, write and speak the Arabic language. Bachelor degree in television and radio is required. 4 years' experience as a producer. 40 hours per week. 9:00 A.M. to 5:00 P.M. \$10.00 per hour. Send resume to: 7310 Woodward Ave., Rm. 415, Detroit, MI 48202; Reference #21058. Employer paid ad.

Promotion Manager. Top-50 independent needs promotion professional. Print, on-air, radio, event promotion and media relations skills essential. Resume to Box S-14. EOE.

Assistant program manager. Under the supervision of Director of Programming, prepares advance program schedule, supervises program operations, monitors viewership, previews programs, coordinates program promotion with PI, and responds to viewer inquiries. Minimum qualifications: Bachelors degree in mass communications or related field and four years' television experience including some background in television production or equivalent combination of education and experience. Salary range: \$30,143 - \$35,299. Send letter of application, resume, and list of three references familiar with professional abilities to: Director of Programming, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. Deadline: August 27, 1985. EOE/AA.

Producer/director: Top 30 southeast network affiliate seeks a highly creative individual with experience in producing and directing studio and remote productions. Strong background in news and live programming is a necessity. EOE. Send resume and salary requirements to S-9.

SITUATIONS WANTED MANAGEMENT

Current GSM in medium market ready to move up in rank or market size. Proven track record in both local and national sales management. Will consider NSM in top 50 market. Box R-84.

TV GSM with 16 years' experience wishes to move onward and upward. Experience includes indy and affiliate stations; national, regional and local sales. Prefer Georgia or Florida, but will consider Southeast. Box S-24.

SITUATIONS WANTED TECHNICAL

Radio Newswoman with some television experience seeks TV reporting job in small/medium market. Knowledge of ENG shooting and editing. Have worked a beat. Tape available. Cheryl 804-782-1963, mornings.

Maintenance engineer. FCC 1st. Associate Electronics, MBA. Six years' electronics maintenance experience. I am seeking a challenging position in a television station or post production company as a maintenance engineer. Willing to relocate. Write to: Al Chaney, 1415 Oak Nob Way, Sacramento, CA 95833, or call 916-922-3456.

Boston area employment desired. Seek new challenge in home town. Articulate, educated, motivated veteran, military and 20 years PBS Los Angeles. Impressive credits, responsible, mature, sober. Experience: camera, video, and videotape. 3/4 and 1 inch. Maint/ENG background. First Phone, type 60 WPM, 6502 ML and Basic Pgm. For Resume, credits, references call: Richard Ward, 818-845-2255.

Sportscaster: With PBP and general assignment experience at large So. California cable system. Looking for small to medium market opportunity. Call Gregg-805-492-3629.

SITUATIONS WANTED NEWS

Assignment editor. 4 years of contacts, research, logistics. Seeking another market, another challenge. Top 100. Box R-65.

Intelligent Sportscasting. Ivy educated sports attorney. Collegiate three letter man. Attractive, articulate, knowledgeable, sports nut. Happy to send tape. Please reply to Box R-68

TV Weatherman. Will consider fulltime/parttime. Have forecast. will travel. 602-297-4408.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Director of Membership for WGBY-TV, community licensee in western Massachusetts with a highly sophisticated computer system, an aggressive direct mail campaign, and an ambitious goal for future growth. Applicants should have experience with computer systems, strong speaking and writing skills, and a marketing orientation. WGBY is a division of the WGBH Educational Foundation, EOE. Send resume to Development Manager, WGBY-TV, 44 Hampden Street, Springfield, MA 01103 by August 16.

Creative Field & live remote producer: Good Company needs that special field producer who loves the challenge of setting up and executing a variety of pieces. The person must be skilled at producing 3 1/2-4 minute tape packages with heavy talent involvement, as well as field producing live remotes. At least a year's experience and an impressive audition tape are required. Please send letter, resume and tape to: Good Company, ATTN: Mimi Pizzi, Dept. FP, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

Producer: Top quality TV news department in Minnesota needs quality producer with daily show experience, writing flair and clear understanding of graphics. Our satellite capabilities also demand excellent organizational skills. Please send resumes and tapes to: Chris Balamut, Executive Producer, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

Promotion Manager: Aggressive affiliate in top 20 market is now accepting applications for the position of Promotion Manager. Must have strong managerial skills, as well as extensive experience in creating, print, radio and on-air campaign. No beginners. Send resumes only to Box S-19. Equal opportunity employer, M/F.

Estrella Communications is now accepting resumes in the areas of production, engineering, sales, programming, promotion, news and clerical assistance for a new Spanish-language TV station in Los Angeles. Bilingual preferred. Send resume to B. Maggio, Box 5224, Glendale, CA 91201. EOE.

Videographer/field director. Creative, professional with a minimum of three years' experience shooting, directing, and editing single camera documentaries, featured, performances, and promos. Thorough understanding of both historical and state-of-the-art cinematic/video techniques required. \$14,000-\$16,000 plus good benefit package. Personnel Office, WNPB-TV, Box TV-24, Morgantown, WV 26507. Resume and tape deadline: August 16th. EOE.

Producer/Writer. We need a creative, experienced producer/writer to assist in the creation of local and national programs. This is a challenging position in an environment which demands and rewards first rate work. Superior writing and producing skills required, plus ability to make public presentations and develop programs form concept to broadcast. Position begins Sept. Salary to mid 20's. Please send resume, writing samples and reel to: Box S, KTCA-TV, 1640 Come Avenue, St. Paul, MN 55108. An equal opportunity employer.

ALLIED FIELDS

HELP WANTED TECHNICAL

Project Engineer: Data delivery, PBS. Opportunity to participate in the development of state of the art, data communications systems for PBS and it's member stations. Duties will include design, development, testing and implementation of new satellite and broadcast delivery systems. BSEE and minimum of 3 years' experience in data and satellite or broadcast engineering required. Excellent benefits and salary requirements commensurate with experience. Respond with letter of intent, resume and salary history to: PBS, ATTN: Sheila Ellington, 475 L'Enfant Plaza, S.W., Washington, D.C. 20024. EOE/AA.

Engineering Consultant. A.D. Ring & Associates, P.C. consulting radio engineers since 1941, seeks radio/TV engineers with 3-5 years industry experience and BS in EE or physics. Prior consulting experience not necessary; relocation required. EOE, M/F. Send resume and salary requirements to 1140 19th St., N.W., Suite 500, Washington, DC 20036.

HELP WANTED NEWS

Looking for a job? Professional Broadcasters can help. Box 66173-B, Roseville, MI 48066.

WANTED TO BUY EQUIPMENT

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 and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Attention radio stations with a dish. Looking at Sat-Com IR, a proven winner coming your way Sept. 1--America's first and most successful Syndicated Real Estate 2-way talk show will be fed live each Sunday at 11am EST-Barter Basis with excellent local avails perfect for your Real Estate, Builders, Developers and Financial Clients. Stations now being cleared on a first come, first served, exclusive market basis. Get your piece of the Real Estate Advertising Dollar in your marketplace! First 50 markets cleared report 100% sales of local avails with a waiting list--play it live or tape-delayed. Hosted by America's only nationally syndicated TV & radio personality covering the world of real estate, who has appeared on ABC's Nightline, and is currently seen weekly on PBS stations nationwide. The show will be cross-promoted on TV, with a heavy national campaign to attract listeners and advertisers. To clear your station, call Diana Calland 202-662-8900, or write Inside Real Estate, Suite 1267, National Press Building, Washington, D.C. 20045.

MISCELLANEOUS

Time sales training manual: Improve sales performance. Everything salespeople should know: technical information, attitude, organization, follow-up, packaging, independent television, specials, prospecting. Written by professional with 20 years experience. Antonelli Media Training Center. 212-206-8063.

Free joke packet. Writers: George Bissessar Morrie Gallant, G.A. Sailing. Contact: Robert Makinson, GPO, Box 3341, Brooklyn, NY 11202. 718-855-5057.

Announcers! Break-in to the radio/TV voice-over business! Info-packed cassette tells how. Send check for \$4.95 to: The Voiceworks, Inc., Box 17115, Greenville, SC 29606. (SC residents add 5% sales tax.) Allow 2 weeks for delivery.

Promotional Bonanza: 80 selected pages from recent issues of two nationally circulated promotion news-letters. \$17.50 postage paid. PROMO, Box 50108, Lighthouse Point, FL 33064.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

TV Transmitter Harris BT18H parallel VHF high band rated 38 KW. 13 years old. Presently in use. Available August 1, 1985. Call Chief Engineer, WJCT Jacksonville, FL 904-353-7770.

New TV start-ups. Fast, cost effective construction. Top quality equipment at lowest costs. Business plans, financing available. Quality Media, 404-324-1271.

New UHF transmitters. Silverline 60kw high-efficiency UHF transmitters, dual exciters, Pulsar, all standard, at an amazing price. Quality Media, 404-324-1271.

Used TV transmitters- 30 and 60 kw UHF, Dual 38 kw Harris HI-Band VHF, 1kw Emcee UHF LPTV, call for your needs. Quality Media Corporation, 404-324-1271.

RCA TCR-100 2" cart - (2) available with 2,000 tapes. Call for details and low price. Quality Media Corporation, 404-324-1271.

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.

Used 660ft. tower inside ladder, very heavy, ideal for TV, Class C FM, etc. Excellent condition, can re-erect this area \$40,000.00 Buzz or Gary DeJarlais. Phone 507-895-2285.

50KW AM, CONTINENTAL 317 C1(1968), upgraded in part to C2 by factory in 1981, on air, full power, many spares, w/FCC proof. Call M. Cooper/Transcom Corp., 215-379-6585.

Class A FM equipment package, complete including 300ft. tower, studios, audio and monitors. *UNDER \$50,000* Call Transcom Corp., 215-379-6585.

20KW FM & 5KW AM, CCA 20,000DS (1972) w/exciter and stereo, on air w/FCC proof. Gates BC5P excellent cond. 125% Mod., spares & FCC proof. Call M. Cooper/Transcom Corp., 215-379-6585.

New manufacturer of UHF, LPTV, FCC type accepted solid state transmitters has three 100 watt prototype units for sale. New warranty, \$13,500 each, immediate delivery, call CommTele anytime 713-379-1614.

Remote truck: 35' 5th-wheel gooseneck trailer and 1980 seven-passenger pickup truck. \$13,000. 201-287-3626.

FM transmitters: 20, 10, 7.5, 3.5, 1, and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

AM transmitters: 50, 5, 2.5, 1, 250, and .05 KW. Continental communications. Box 78219, St. Louis, MO 63178. 314-664-4497.

2-TCR100 Video Cart Machines, Pinzone Systems, well maintained and operating, with 2700 carts. John McNally, KWTW 405-843-6641.

3 Thomson MC601 color cameras, Fujinon 14 X 1 lenses, CCUs with Multi Core interface, rear V.F. zoom & focus controls. Contact Walter J. Edel, 212-689-1040.

New and used radio broadcast and microwav towers. Complete nationwide sales and service, erection specialists. Bonded with 25 yrs. experience (Turret Operations), T.M.C.I. 402-467-3629.

Blank Tape, half price! Perfect for editing, dubbing field or studio recording, commercials, resumes, student projects, training, copying, etc. ELCON evaluate 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., collect, 310-845-8888.

3/4" Evaluated Videotape! Guaranteed to look an work as new. Prices: mini-20's \$7.49, large 20's & shorter \$6.99, 30 minutes \$9.49, 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds thousands sold to professional users. To order call Carpel Video, Inc., collect, 301-845-8888.

3KW FM, CCA 3000E (1973) w/1980 solid state synthesized exciter. On air, full power, proof, exc. cond. Call M. Cooper/Transcom Corp., 215-379-6585.

Telecine, that's our specialty. Free lists. RCATP66, RC FR-35, RCA FP-35, Eastman 250, 275, & 285, Eastma PD-1, RCATK-27 & 28's, RCATP-7B, readers, splicer; preview projectors, great prices. Trade-in your old gear. International Cinema, 6750 NE 4th Court, Miami FL 33138. Ph:305-756-0699, TLX 522071.

Hitachi HR-100, 1" C" low hours, new Spare Head, A case, 2 Batt., QC, Manuals; \$19,000. 312-880-5942.

New Conrac color monitors, summer inventory reduction sale, 6200 Series 13" & 19" rack mount and cabinet models. List prices \$5000.00, sale price \$3400.00 for any model in stock. US 800-531-5143, TX 800-25-8286.

RADIO

Help Wanted Management

Manager, WFUV

Direct all aspects of the station including policy, programming, budget, & fund-raising. WFUV is a 50,000-watt metro-New York non-commercial educational radio station. Supervise professional engineer & student staff. Knowledge of broadcasting FCC regulations. Position available immediately. Excellent University benefits package. Send vitae, references (including phone numbers), & salary history by Aug. 19 to Dr. Joseph J. McGowen, Jr., Vice President for Student Affairs, 100 Keating Hall, Fordham University, Bronx, NY 10458.

AA/EOE/M/F/H/V

FORDHAM
University

CHAIN OF MEDIA MARKET STATIONS

needs aggressive people who want to be managers or sales managers. Contact Pat Demaree, 501-521-5566, P.O. Box 878, Fayetteville, AR 72702. EOE.

Help Wanted Management Continued



REGIONAL MANAGER

UNITED STATES RADIO NETWORKS, the only independently owned radio network in the country has an immediate opening for a highly motivated and enthusiastic Regional Manager, Affiliate Relations. Primary responsibility will be the affiliation of radio stations for the Network in the top 100 metro major markets in the midwest region.

The ideal candidate should have a minimum of 5 years radio network or related broadcasting experience. Good communication and administrative skills are essential and the ability to understand affiliate requirements and problems. Qualified individuals are invited to send resume in confidence to:

**UNITED STATIONS RADIO
NETWORKS**
1440 Broadway
New York, NY 10018
ATTN: Administration
Department/AR
EOE, M/F

Help Wanted Sales

EAST COAST REPS

Sophisticated KLOK-FM San Francisco is looking for polished East Coast sales people who want to make a name for themselves on the West Coast.

Contact
Philip C. Davis
415-788-2022

CLASSIFIED ADVERTISING IS YOUR BEST BUY...

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

Help Wanted Sales Continued



Regional Sales Manager Positions Available



Broadcast media's *oldest*, nationally and internationally known, *thirty-year-old* Radio/TV sales promotion company with a *coast-to-coast*, 50 state, track-record, servicing over 100 AM/FM/TV clients yearly, has immediate openings for several Regional Sales Managers to call on station VP/General Managers.

Media sales experience required. *Full-Time travel (Monday through Friday), five state area*. Expense advance provided against substantial commission. Send resume including references, insured of complete confidentiality. Include current or prior earnings. Personal interview arranged.

COMMUNITY CLUB AWARDS® P.O. BOX 151 WESTPORT, CT 06881 Tel. 203/226-3377

ADVERTISING Account Executive

Lappin Communications, Fla., Inc. is expanding and has an immediate opening for an experienced account executive with management potential.

WE OFFER:

- EXCLUSIVE FORMAT
- HIGHLY VISIBLE PROMOTIONS
- AGGRESSIVE SALES SUPPORT PROGRAMS

THE MOST ATTRACTIVE
COMPENSATION PACKAGE IN SOUTH
FLORIDA.

YOUR QUALIFICATIONS MUST INCLUDE:

- TWO YEARS EXPERIENCE SELLING DIRECT AND AGENCY ACCOUNTS
- SUCCESSFUL, DOCUMENTED TRACK RECORD
- REFERENCES

Send resume to or call:

Joseph Nuckols
Vice President/General Manager
Lappin Communications, Fla., Inc.
WNJY-FM
P.O. Box 10386
West Palm Beach, FL 33404
(305) 842-4616

EQUAL OPPORTUNITY EMPLOYER

LAPPIN COMMUNICATIONS
WNJY — FM WMAS AM-FM
Palm Beach, FL.,
Springfield, Mass.

Radio Sales

Katz Radio — America's largest national radio representative is looking for aggressive salespeople to fill immediate expansion openings in various Katz Radio offices across the country. If you are interested in establishing a solid career in a company which recognizes the potential for growth, please send resume in confidence to:

Dick Romanick
President
General Sales Manager

Katz Radio
1 Dag Hammarskjold Plaza
New York, NY 10017
(212) 572-5560

KATZ COMMUNICATIONS INC
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A Katz Radio. The best.

Situations Wanted Management

LOOKING FOR A GM OR GSM?

Total Broadcast background.
Sunbelt preferred.

RUSTY GOLD.
512-686-4661.

Situations Wanted Announcers

THE MOST FROM YOUR MORNING!

Dynamic AM drive specialist seeks new home. Track record shows instant ratings & revenue. FM only If you're serious about success, we should talk. 609-737-1421.

TELEVISION

Help Wanted Management

JOIN CHANNEL 57 IN PHILADELPHIA AND CHANNEL 66 IN CHICAGO!

We need experienced television broadcast professionals with a minimum of 5 years experience who want the challenge of building the new Channel 57 serving the Philadelphia area and Channel 66 serving Chicago. We promise you a unique opportunity for professional growth and a rich and rewarding experience as Grant Broadcasting expands its operation to Philadelphia and Chicago.

If you want to be a part of the original team in one of these major markets, send a resume to Milton Grant, P.O. Box 4633, Miami, Florida 33014. Opportunities are available for:

- 1) Chief Engineer
- 2) Studio & Transmitter Supervisor
- 3) Program Director
- 4) Salespersons
- 5) Executive Secretaries
- 6) Traffic Manager
- 7) Promotion Manager
- 8) Production Manager
- 9) Accounting Personnel
- 10) Art Director
- 11) Producers

All contacts will be strictly confidential
E.O.E.-M/F

GRANT BROADCASTING SYSTEM, INC.

DIRECTOR OF FINANCE AND ADMINISTRATION

NW public television station seeks professional to assume senior management responsibility for all financial and administrative services. \$9.3 million annual station budget and staff of 150. Position will plan and coordinate station move to a new facility in Summer 1986. Requires: Bachelor's in Business Administration of related field, and seven years' experience including finance, administrative services and human resources management in a private, public or non-profit organization. Successful applicant must have excellent interpersonal skills, including ability to work well with all levels of station staff, management, board and general public. Strong oral and written communication skills essential. Successful applicant should have awareness and appreciation of public television goals and objectives.

SALARY RANGE: \$2,549-\$4,110 per month, plus liberal benefits.

Send letter of application, resume and five-year salary history to: KCTS/9, General Manager's Office, ATTN: Pat Woodley, 4045 Brooklyn Ave. NE, Seattle, WA 98105. Must be postmarked by August 21, 1985. KCTS/9 is an affirmative action/equal opportunity employer.

KCTSeattle/9

Help Wanted Sales

MARKETING EXECUTIVE

Nielsen TV Ratings

Recent growth in syndication and business creates an immediate opening in New York.

Responsibilities will include selling and effective servicing of syndicators and program producers. Background should include syndication sales or buying, familiarization with ratings data, good academic credentials and a stable employment history.

Pay and benefits are competitive... working environment stimulating.

Send letter (which must include desired salary) and resume to:

Carolyn Thomas
Personnel Administrator, Dept. B

A.C. Nielsen Company

1290 Avenue of the Americas
New York, NY 10104

An Equal Opportunity Employer m/f
No Phone Calls, Please

Help Wanted News

NEWS PROMOTION SPECIALIST

Responsible for all phases of on-air news promotion, three to five years experience in Television Advertising/Promotion or Television News Production preferably at a network affiliate station, exceptional creative writing skills, thorough knowledge of all phases of television production, experience in working with graphics, animation and music production. Complete resume and salary requirements to:

**DIRECTOR OF
ADVERTISING & PROMOTION**
KXAS-TV
P.O. BOX 1780
FORT WORTH, TEXAS 76101-1780

**DO NOT SEND TAPES OR
WRITING SAMPLES AT THIS TIME**



DOCUMENTARY TYPE PRODUCTION

We are former broadcast journalist using the latest production technology to produce video-based marketing and training packages for business and industry. Join us, and put your writing and producing skills to work in an exciting, challenging environment. Minimum of five years TV news experience required, firm. Salary and benefits package commensurate with experience. Send resume, references, and tape to:

VIDEOA, LTD.
200 Guaranty Bank Building
Cedar Rapids, Iowa 52401
EOE/M-F

METEOROLOGIST

Network affiliate with top 100 audience in Biloxi, Mississippi seeking meteorologist who likes sunny South. Station has radar, NAFAX and the latest in weather graphics. Rush resume and video cassette to Dave Vincent, News Director, WLOX-TV, P.O. Box 4596, Biloxi, MS 35935-4596 or call 601-896-1313 EOE, M/F.

Help Wanted Programing, Production, Others

VIDEOTAPE TECHNICAL SUPERVISOR

Video post-production facility seeks Videotape Supervisor with extensive knowledge of Sony 1" and 3/4" equipment and CMX editing systems. Engineering background a plus. Administrative and organizational abilities required. Midwest location. Box S-18.

Help Wanted Technical

TV TECHNICAL DIRECTOR

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, located in Virginia Beach, Va. has an immediate opening for a Technical Director in their Production Services division. The qualified candidate will have 5 years experience in live television with news experience a must. Position requires qualified video operator with general knowledge of engineering, audio/video routing, digital video effects, and all areas of production...camera, audio, lighting, videotape. Must be able to work well under pressure and willing to work nights, holidays and weekends. If you feel led and wish to serve, send resume and salary requirements, in confidence to:

**The Christian Broadcasting Network,
Inc.**
Employment Dept., Box TD
CBN Center
Virginia Beach, VA 23463

CBN is an equal opportunity
employer.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International
300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

NEWS PROMOTION

#1 Station, Top 10 Market

If you are the super news promotion producer in a major market, or the promotion manager in a medium market, Washington's dominant, #1 CBS affiliate wants you!

You'll be a key member of the aggressive, creative team that has helped make WDVM-TV one of the most successful CBS affiliates in the country.

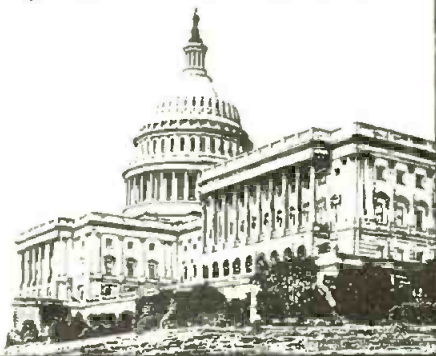
You'll have the opportunity for creative expression, work on big-budget productions and be given high profile credit for your work--plus a good working environment in America's showplace!

Top salary and benefits.

Rush tape and resume to:

Mark DeSantis
Promotion Manager
WDVM-TV
4001 Brandywine St., NW
Washington, D.C. 20016

An Equal Opportunity Employer



Associate Director of Programming Katz Television Continental

Katz Television Continental is expanding its programming department and has an immediate opening for an Associate Director to consult its represented stations on programming and promotion strategies.

If you have a proven track record in station programming and/or program research, marketing and promotion, send resume (no calls please) to Mitchell Praver, Programming Director, Katz Television Continental, One Dag Hammarskjold Plaza, New York, N.Y. 10017.

Katz Television is an Equal Opportunity Employer.

**KATZ TELEVISION
CONTINENTAL**

A Division of Katz Communications Inc.



Katz. The best.

ON-AIR PRODUCER

Leading independent in top ten market looking for that unusual promotion producer who can merchandise our station's programming in a way that is fresh and imaginative.

The candidate must possess the kind of creativity, motivation and sense of humor that generates "rating points." Particular strengths in news and local programming promotion a must. College background should be relevant and candidate should have 7 to 10 years experience in all aspects of on-air production. In addition to being an innovative conceptualizer and adroit writer, candidate must have a thorough knowledge of all State of the Art graphic equipment capabilities. Send resume to: Box S-13. An Equal Opportunity Employer.

Late Night America

HOST

America's live nightly talk show on PBS is looking for a new host. Our format is changing and the staff is expanding. If you can handle news, entertainment, consumer issues and a variety of feature assignments all in one, we want to hear from you.

Please send a resume and a 3/4" tape of your work to:

Personnel Director
WTWS/Channel 56
7441 Second Boulevard
Detroit, MI 48202-2796

AN EQUAL OPPORTUNITY EMPLOYER

CREATIVITY TO BURN...

that's just the first requirement you'll need to become the Senior Promotion Producer at KDKA-TV in Pittsburgh. You must also be a first rate writer, equally adept with television, radio and print copy. You must work well with a variety of intense creative types, yet be comfortable taking charge during studio and field production. You'll need at least two years major market experience. And did we mention your superb organizational skills? Send a letter, resume, and cassettes of your television and radio promos to Arthur Greenwald, Creative Services Director, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. KDKA-TV, a Group W station, is an equal opportunity employer.

Situations Wanted Programing, Production, Others

SCORE POINTS WITH YOUR VIEWERS EXPERIENCED

Knowledgeable TV sportscaster seeks PBP in all sports. MBA, with playing, coaching, and administrative experience in baseball, basketball, football, soccer. Don't punt this one away, go for it by calling Brian, 302-994-5853.

ALLIED FIELDS

Help Wanted Sales

SALES REP

Leading video production and post-producer facility seeks aggressive Sales Rep. Agency experience helpful. Midwest location. Salary commensurate with experience. Box S-17.

Radio Programming

For Sale Stations Continued



**Lum and Abner
Are Back**
...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.
PROGRAM DISTRIBUTORS • P.O. Drawer 1737
Jonesboro, Arkansas 72403 • 501/972-5884

Employment Service

10,000 RADIO-TV JOBS
The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production, 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

Miscellaneous

**LIKE TO VISIT CHINA?
JOIN US**
Escorted and hosted by Radio Peking.
Most comprehensive 22 day tour.
Inquire cost, potential tax benefits.
Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907 303-633-4795

**VENTURE CAPITAL
DEBT FINANCING**
For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

Business Opportunity

COURT SALE
Radio station WBMP-FM, Elwood, Indiana. August 15, 1985, 10:00 a.m. County Courthouse, Tipton, Indiana. Call IRS Revenue Officer Glenn Gray, 317-269-6431.

For Sale Stations

SMALL MARKET NETWORK VHF
Unique circumstance creates a rare opportunity to acquire a very promising small market network VHF. Outstanding staff, community acceptance, equipment. Needs aggressive sales leadership. \$5 MM cash. Box S-3.



CHAPMAN ASSOCIATES®

nationwide media brokers

Location	Size	Type	Price	Terms	Contact	Phone
CA	Med	FM	\$1750K	Terms	Jim Mergen	(818) 366-2554
NC	Metro	AM/FM	\$1250K	\$350K	Milt Younts	(202) 822-8913
NB	Med	AM/FM	\$1100K	\$300K	Bill Lytle	(816) 941-3733
IA	Sm	FM	\$600K	\$150K	Bill Lochman	(816) 941-3733
WI	Sm	AM/FM	\$600K	\$175	Burt Sherwood	(312) 272-4970
OK	Med	AM/FM	\$650K	\$150	Bill Whitley	(214) 680-2807
UT	Sm	AM/FM	\$575K	\$125K	Greg Merrill	(801) 753-8090
NB	Sm	FM	\$500K	\$100K	Bill Lytle	(816) 941-3733
OK	Med	FM	\$500K	Terms	Bill Whitley	(214) 680-2807
MS	Med	AM	\$435K	\$125K	Ernie Pearce	(615) 373-8315
AL	Med	AM	\$150K	\$45K	Ernie Pearce	(615) 373-8315

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

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■ Small & medium market radio station sales ...
■ Innovative solutions to your first deal ...
GARY PORTMESS & ASSOCIATES
WASHINGTON, D.C.
202-872-1485

PORTLAND METRO AM
Stand alone AM; state-of-the-art equipment; includes 8 acres real estate. Asking \$950,000 with \$300,000 down/terms. Contact Jerry Dennon, The Montcalm Corporation, 206-622-7050.

HOLT

TOP 100 MARKET
Mid-South Sunbelt
FM/AM combo. Solid coverage from a downtown antenna site lets this Class A deliver the market. \$1.3 million with 25% down.
215-865-3775

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 986-3201

**UTAH COMBO \$2.5 mil cash
DEEP SOUTH \$3 mil cash**
Details quickly after establishment of financial ability. Box S-20.

Admit it, Saul--
the baby boomers of
Albuquerque aren't quite
ready for a 24 hour punk gospel
UHF. You're going to need
Barry Sherman



Barry Sherman & Associates

full service media brokers
and consultants

1828 L St., N.W.
Suite 300
Washington, D.C.
(202) 429-0658

ATTENTION GROUP OWNERS

Full power Top 50 U serving 24 Penna
Counties. On cable to over 350,000
households. 1M potential in 2 years.

Current 720K net. Asking less 10K.

Fully equipped--1 1/2 acres land.

*4M tax credits available to buyer. Call
Ben Bowers 215-921-9181.

TOP TEN STATION

seeking creative, energetic person, a total pro.
to team with our female co-host for highly
succesful morning talk show. Zany to serious,
you'll do it all! Super staff; great benefits. Send
your resume and photo to Box S-26. EEO M/F.



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Media Investment Analysts & Brokers

Bob Marshall, President

This is the stongest market I've seen in my eighteen years as a media
broker. If you are buying or selling or just thinking about either, give
us a call. We'll do our best to help.

Bob Marshall.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

■ AM/FM near Birmingham Good billing Positive cash flow
\$720,000 Terms
■ 3 TV stations within top 7 markets \$50,000,000 each Qualified
principals only
■ Daytimer Chattanooga area Profitable "discount coupon" com-
pany included \$350,000 \$20,000 D P to qualified buyers
■ Class C covering 488,000 people in state capitol in MS \$2.5
million Terms

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10509 Berry Knoll Dr., Dallas 75230

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AM-FM-TV-Appraisals

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Lexington, MO 64067

816-259-2544

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Media Brokerage & Appraisals

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William W. Jamar
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Near large market, excellent signal,
Real Estate included. \$50,000 down,
terms or cash. Reply Box S-16.

5 KW AM REGIONAL

Solid fulltimer in highly desirable
Western metro market. Breaking
even now with good profit potential.
\$2 million. Box S-2.

A GREAT PLACE TO BE

Regional Class C FM in stable Mon-
tana metro market. A proven winner
with excellent terms to qualified buy-
er. Attractive real estate included.
Reply to R-130.

STATION FOR SALE OWNER-OPERATOR

KLVU 1 kw AM; 3 kw FM; 3 Acres,
2,800 Sq Ft Ranch Style Studio-
Home Combo: SUNBELT J.P. ROBIL-
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**For Fast Action Use
BROADCASTING'S
Classified Advertising**

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MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 1135 • Memphis, TN 38157

BN

BROKERAGE NETWORK

"The Leader In Listings"

California	AM-FT	\$475,000	Terms Negotiable
South Texas	FM & AM	\$200,000	Terms Available
Northern Virginia	FM	\$475,000	Terms Negotiable
Western Texas	TV Permit	\$350,000	Terms Negotiable
Southwest	FM & AM	\$1,700,000	Terms Available
Pennsylvania	FM & AM	\$850,000	Cash

Suite 800-2033 M St., N.W. • Washington, DC 20036 • 202-775-1981
Norman Fischer & Associates • The Holt Corporation

REMEMBER!

On September 2, 1985

**Classified rates
will change.
See Page 80
for details**

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. 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 for the following Monday's issue. 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 VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs 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 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.

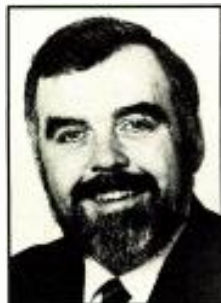
Fates & Fortunes

Media

Charles Lobo, VP and general manager, WC-owned WKYC-TV Cleveland, joins co-owned WMAQ-TV Chicago as VP and general manager. He succeeds **Monte Newman**, who



Lobo



Llewellyn

resigning in what he called "disagreements over management style and the inability to reach agreement on the future direction of the station." **John Llewellyn**, station manager, WC-TV, succeeds Lobo.

Annis FitzSimons, VP and general manager, WNO-TV New Orleans, named to newly created position of VP, operations, for parent, Tribune Broadcasting Co. Based in Chicago, FitzSimons will direct Tribune Broadcast's programming, creative services, data systems, engineering planning and finance. **Robert Gremillion**, operations manager, WGNO-TV, named station manager.

Paul Freas, general manager, TKR Cable Co., Warren N.J., named president. TKR is joint venture of Tele-Communications and Knight-Ridder Newspapers that serves 2,000 subscribers in northern New Jersey and Rockland County, N.Y.

Donald O'Connor, general manager, KCBR-TV Des Moines, Iowa, named VP.

David Habisch, station manager, WDGY(AM)-EY-FM Minneapolis-St. Paul, joins KRXV-FM Denver as general manager.

Steve Fisher, executive assistant to chairman and chief executive officer, Group W Cable, New York, named to newly created position of district manager of Group W Cable's central district of California, based in Encino, Calif.

Lawrence Brown, director of sales, KPLR-TV St. Louis, joins KDVR(TV) Denver as general manager.

Thomas Lacey, VP, operations, Southern division, Capital Cities Cable/Cablecom-General, Englewood, Colo., joins Tribune-Unitel Cable of Montgomery County, Md., as VP, operations.

John Richards, sales manager, KWGN-TV Denver, joins KAUT(TV) Oklahoma City as general manager.

Lawrence Greenberg, division manager, American Television and Communications, Denver, joins Cablevision of Chicago as gen-

eral manager.

Carl DeProspero, general sales manager, WMJY-FM Long Branch, N.J., assumes additional responsibilities as station manager.

Cam Pardo, supervisor of internal audit, RKO General, New York, named controller of RKO's WOR-TV there.

Sandra Baron, general attorney, NBC, New York, named managing general attorney, NBC Law Department.

Michael Lang, general attorney, ABC, New York, named senior general attorney, labor relations, East Coast.

Marketing

John Held, VP, director of commercial production, Cunningham & Walsh, New York, named senior VP.

Curvin O'Rielly, senior VP, executive creative director, Ogilvy & Mather, Chicago, joins McCann-Erickson, New York, as executive VP, creative director. **Bruce Nelson** and **Ira Madris**, executive VP's, McCann-Erickson, named creative directors, McCann-Erickson USA.

Joel Goren and **James Hutchinson**, management supervisors, and **Molly Clevenger**, creative group head, Benton & Bowles, New York, named senior VP's. **Allen Adamson**, account supervisor, B&B, named VP.

David Herzbrun and **Charles Abrams**, from Doyle Dane Bernbach, Chicago, join Saatchi & Saatchi Compton there as senior VP's, creative directors.

Named VP's, Doyle Dane Bernbach, New York: **Howard Brookstein**, copy supervisor; **Lewis Byck**, art supervisor; **Ervin Jue**, art supervisor; **Jeff Linder**, copy supervisor; **Victor Absatz**, art supervisor, and **Henry Volker**, copy supervisor.

Sandy Mitchell, administrative manager of research services, and **Stephanie Kugelman**, director of creative research, Young & Rubicam, New York, named VP's.



Davis

Perry Davis, VP, office automation, Computoll, New York, joins Dancer Fitzgerald Sample there as VP, information resources.

Phillip Webb, from First Bank System, Minneapolis, joins Bozell & Jacobs, Omaha, as VP, account supervisor.

Dick Eaves, from First Marketing Group, Houston, joins M&N Advertising there as VP, creative director.

David Klehr, executive copywriter, Needham Harper Worldwide, Chicago, named creative director.

Douglas Darfield, research director, Seltel, New York, named VP, director of research.

Janet Webber, art supervisor, Dawson, Johns & Black, Chicago, named VP, creative supervisor.

Jeanne Cobetto, media coordinator, HBM/Creamer, Pittsburgh, named assistant media buyer. **Lisa Flaherty**, media coordinator, HBM/Creamer, named assistant media buyer.

Laura O'Brien and **Tim Koelzer**, assistant media planners, Tatham, Laird & Kudner, Chicago, named media planners.

Michael Blackman, from McGavren Guild, Houston, joins Weiss & Powell, Atlanta, as regional manager.

Mary Lee DePaola, from Metro Magazines, Chicago, joins Katz Radio there as account executive.

Elaine Kordsmeier, from Blackwood/Martin & Associates, Fayetteville, Ark., joins Cranford Johnson Robinson, Little Rock, Ark., as media assistant.

Marguerite Hauck, marketing and research director, CBS Radio National Sales, New York, joins Christal Radio there as research director.

James Everett Drury, account executive, Chi-

**YOU CAN
SPEND A
LOT OF TIME
BEATING THE
BUSHES.**

**OR YOU CAN
CALL SHERLEE
BARISH.**

212-977-3580



BROADCAST PERSONNEL, INC.

Experts in Executive Placement
200 West 57 St., New York, NY 10019

The breakthrough new book!

**101 WAYS TO
CUT LEGAL FEES &
MANAGE YOUR LAWYER:**
A practical guide for
broadcasters and cable operators

In his new book, former General Counsel for the National Association of Broadcasters (and now a partner in the Washington firm of Verner, Lipfert, Bernhard, McPherson and Hand), communications "superlawyer" Erwin G. Krasnow strips away the mystique surrounding the legal profession to show broadcasters and cable operators how to:

- Select the right lawyer for you
- Enter into the best fee arrangement
- Get the most out of your lawyer
- Control legal costs
- Monitor and evaluate your lawyer's performance
- Remedy problems with your lawyer

SPECIAL INTRODUCTORY PRICE!

Order your copy of this valuable book today for just \$29.95, the special introductory price! You'll have 10 days to examine the book. In that time, if you're not completely satisfied return it with the mailing label for a 100% refund!

MAIL THIS COUPON TODAY!

☐ YES! I want to benefit from the cost-cutting, performance-boosting ideas in "101 Ways to Cut Legal Fees & Manage Your Lawyer"...

Send me _____ copies at \$29.95 each

My check or money order payable to Broadcasting is enclosed.

Name _____

Organization _____

Street _____

City _____ State _____ Zip _____

Phone _____

Mail to:



**BROADCASTING
PUBLICATIONS INC.**

1735 DeSales Street, NW
Washington, D.C. 20036

cago Interconnect, CBS Spot Cable Sales, joins Cable Networks Inc., Chicago, as account executive.

Vickie Navedo-Turock, assistant to New York sales manager, CBS Radio National Sales, New York, named research analyst.

Roger Pellegrino, assistant team manager, Team A-1, MMT Sales, New York, named B team manager, MMT, Los Angeles.

Jill Levy, buyer, Campbell-Mithun, Chicago, joins CPM there as broadcast buyer.

Rob Reynolds, account executive, Tracy-Locke/BBDO, Dallas, joins W.B. Doner, Detroit, as account executive.

Gregory D'Alba, from WBLS(FM) New York, joins Blair Radio there as account executive.

Kim Pyle, local sales manager, WMAG-FM High Point, N.C., named general sales manager.

John Riggle, local sales manager, KDVR-TV Denver, joins KAUT(TV) Oklahoma City as general sales manager.

Jack Kline, from WOAC(TV) Canton, Ohio, joins WDVJ(TV) Wilmington, Del., as general sales manager.

Steve Parkinson, regional sales manager, WGBF(AM) Evansville, Ind.-WHKC(FM) Henderson, Ind., named general sales manager of parent, Metro Radio Co.

A. Richard Trapp, account executive, WTVF(TV) Nashville, joins WAMB(AM) there as general sales manager.

Richard Savage, account executive, WUHN(AM)-WUPE(FM) Pittsfield, Mass., named sales manager.

Pat Dalbey, account executive, WEAR-TV Pensacola, Fla., named local sales manager.

Charles Buckenmyer, from WTVG(TV) Toledo, Ohio, joins WDMA-TV there as sales manager.

David Kelch, sales supervisor, KRNA(FM) Iowa City, Iowa, named sales manager.

Joseph Eisberg, senior VP and general manager, affiliate division, Seltel, New York, named national sales manager.

Janet Pinsky, senior account executive, WMJY(FM) Long Branch, N.J., named assistant sales manager.

Cheryl Craigie-Parker, local sales manager, KMBC-TV Kansas City, Mo., named national sales manager. **Robert Twibell**, account executive, KMBC-TV, succeeds Parker.

Linda Blackburn, local sales manager, WTOV-TV Steubenville, Ohio, joins WPGH-TV Pittsburgh in same capacity.

Jack Potter, account executive, WJXT(TV) Jacksonville, Fla., named retail development manager.

James Schuessler, marketing specialist, WLUK-TV Green Bay, Wis., joins KCBR-TV Des Moines, Iowa, as marketing specialist. **Debbie Grams**, from KMOM-AM-FM Great Falls, Mont., joins KCBR-TV as account executive.

Barbara Hanley Keltonic, from Benoit's clothing retailers, Portland, Me., joins WMTW-TV Auburn, Me., as account executive.

Frank Russo, account executive, Doyle Dane

Bernbach, Denver, joins KRZN(AM)-KMJI there in same capacity.

Programing

Viacom Entertainment has announced creation of new office of chief executive of entertainment group, comprising **Bud Getz** president of group since 1983, who becomes



Getzler



Haimovitz

chairman of group, and **Jules Haimovitz**, executive VP of group, who succeeds Getz. Group consists of Viacom Productions, Viacom Enterprises, Viacom Licensing & Merchandising, its 50% interest in Showtime/Movie Channel, Viacom World Wide and interest in Lifetime.

Stephen Silbert, senior partner in Los Angeles law firm of Wyman, Bautzer, Rothman, Kuchel & Silbert, and principal legal advisor to Kirk Kerkorian, will head new hold company consolidating latter's various business interests. Kerkorian, through his wholly owned Tracinda Corp., is principal shareholder of MGM/UA Entertainment Co. Silbert will become director of MGM/UA.

Appointments in restructuring of product department of Warner Bros. Television, Burbank, Calif.: **Steve Papazian**, VP, product operations, to VP, film and tape production; **Tom Treloggen**, executive production manager, to VP, production operations; and **Joe Rogers**, producer-production manager, to executive production manager.

Ken Yates, VP, production, Kragen & Co. Los Angeles-based personal management and television production company, named president.

Hugh Switzer, VP, management information services, Columbia Pictures Industries, New York, named senior VP, management information services.

Tony Bauer, head of Southeastern division, 20th Century Fox domestic television syndication, Atlanta, named VP, sales, West division. **Michael Newsom**, from Tribune Entertainment, Atlanta, joins 20th Century Fox domestic television syndication there as Southeastern division.

Pat Tague, writer, *Good Morning, America*, ABC-TV, New York, named producer.

Charles Salmore, consultant to Ruby-Spears Entertainment, Los Angeles, joins Mar Productions, Van Nuys, Calif., as director of development.

Oliver De Courson, VP, The Disney Channel, Burbank, Calif., resigns.

Stephen Palley, partner, law firm of Berg, Steingut, Weiner, Fox & Stern, New York, joins King World there in newly created position.

on of senior VP and general counsel.

Irry Feinstein, from The Weather Channel, New York, joins All American Television there as VP, national advertiser sales, for newly formed media sales division.

Idy Mesnick, assistant to story editor, *G.I. Joe*, Sunbow Productions, Los Angeles, named production coordinator. **Douglas Allen**, freelance writer, joins Sunbow Productions as associate producer, *G.I. Joe* and *Robotix*.

Jan Driscoll LeMay, promotion manager, KION-TV Honolulu, joins Invincible Productions, San Diego, as sales representative.

Arclia Lewis, from Bob Hope Productions, Los Angeles, joins Columbia Pictures Television there as producer, *It's a Great Life*.

Merl, account executive, Imero Fiorenzio Associates, New York, joins On The Air, distribution-production company there as account executive.

Carolyn White, clerk, operations, The Burbank Studios, Burbank, Calif., named manager of operations.

Je Abruzzese, senior network negotiator, McCaffrey & McCall, New York, joins Mizu Programming there as account executive.

Avid Murray, operations director, WJFM(FM) Grand Rapids, Mich., named program director.

m Herron, program director, KLTR(FM) Houston, joins WCLR(FM) Skokie, Ill., in same capacity.

Jacky Nelson, program director, WNOR(AM) Norfolk, Va., joins WRAP(AM) there as program director.

Jeff Margolls, independent producer-director, joins Dick Clark Productions, Los Angeles, as producer-director.

on Cricqui, sports director, WOR(AM) New York, and part-time sports announcer, NBC, signs from WOR to join NBC full-time as sports announcer on NBC-TV, NBC Radio and WNBC(AM) New York.

Caroline Gallagher, public access coordinator, Colony Communications' Lowell Cable V, Lowell, Mass., joins Colony's Copley-Colony Cablevision of Costa Mesa, Calif., as program production supervisor.

Jim Armbruster, writer, *Farm Day*, Maryland Public Television, Owings Mills, Md., named host and associate producer.

Jul Freehauf, account executive, Cabot Advertising, Boston, joins SportsChannel, New England, Woburn, Mass., as product manager.

ary Taten, music director, WRQX(FM) Washington, assumes additional duties as assistant program director.

ark Engleman, producer, WIP(AM) Philadelphia, named executive producer.

lenn DuBose, producer and director, Camera 3, New York, joins WTTW-TV Chicago as aff producer.

imes Morgese, production manager, non-commercial KUID-TV Moscow, Idaho, joins non-commercial WUFT-TV Gainesville, Fla., as rector of program production.

Janne Powers, career and placement coun-

selor at Indiana University, Bloomington, and owner of own firm, Powers Productions and Promotions Inc., Bloomington, joins WTTV(TV) there as producer-host, *Today in Indiana*.

Roni Goldberg, senior producer, *To Your Health*, WNEV-TV Boston, named producer, *Morning/Live* there.

News and Public Affairs



Smith

Larry Smith, news director, WANE-TV Fort Wayne, Ind., joins WSBT-TV South Bend, Ind., there in same capacity.

Sue Cunneff, general broadcast editor, Associated Press, Washington, named assistant director, administration, AP broadcast services.

Kim Price, broadcast executive, Associated Press, Seattle, named general broadcast executive, western United States, based in Dallas.

Harvey Cox Jr., news director, WLS-TV Roanoke, Va., joins WSPA-TV Spartanburg, S.C., in same capacity.

Steven Shusman, news producer, WJLA-TV Washington, joins CNN, Atlanta, as producer, *CNN Evening News*.

Charles Kravetz, founding producer, *Chroni-*

WCVB-TV Boston, named senior executive producer, news programming.

Kevin Reilly, 11 p.m. anchor, KNDO-TV Yakima, Wash., joins KIMO-TV Anchorage as news director and anchor.

Bill Clarke, from KIRO-TV Seattle, joins KMGH-TV Denver as news operations manager.

Judy Pirnot, instructor, Des Moines (Iowa) Area Community College, joins KCBR-TV there as continuity-public affairs director.

Karen Romero, from WKEF-TV Dayton, Ohio, joins WCPO-TV Cincinnati as videotape editor.

Kathy Ammerman, from WIRL(AM) Peoria, Ill., joins WMBD(AM)-WKZW(FM) there as anchor-reporter.

Scott Thompson, reporter, KCRG(TV) Jefferson City, Mo., named weekend anchor-producer and reporter.

Brett Wagner, weekend anchor, WTHI-TV Terre Haute, Ind., joins WFMZ-TV Allentown, Pa., as anchor.

Appointments, CBS News: **Juan Vasquez**, Mexico City bureau chief, to correspondent, Miami bureau; **Victoria Corderi**, reporter, WPLG(TV) Miami, to reporter, Northeast bureau, and **Hampton Pearson**, anchor-reporter, KRON-TV San Francisco, to producer-reporter, Washington.

Steve Gambino, from NBC Radio, New York, named Long Island bureau coordinator, WNBC-TV New York.

Tony Miller, from WLUC-TV Marquette, Mich.,

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joins WJRT-TV Flint, Mich., as reporter.

Lynn Diehl, co-anchor and reporter, KGET-TV Bakersfield, Calif., joins KSBY-TV San Luis Obispo, Calif., as reporter.

Nancy Pender, reporter, KCOY-TV Santa Maria, Calif., joins KCRL-TV Reno in same capacity.

Debra Snell, from WEYI-TV Flint, Mich., joins WCPO-TV Cincinnati as reporter.

Ronna Florio, producer-director and reporter, Cable TV of East Providence (R.I.), joins Colony Communications, Lowell, Mass., as reporter, *Local Cable News*, cablecast over Colony's Lowell Cable TV and Greater Boston Cable Corp. systems.

Appointments, 7 O'Clock, local news and feature program, WTKR-TV Norfolk, Va.: **Glenn Corey** and **Ann Keiffer**, co-anchors, noon news, to additional duties as co-anchors; **Don Roberts**, reporter, WTKR-TV, to principal reporter; **Bob Sheppard**, photographer, WKYT-TV Lexington, Ky., to principal photographer.

Phillip Tribo, 6 p.m. news producer, WSOC-TV Charlotte, N.C., named sports producer. **Carol Chapman**, newsroom secretary, WSOC-TV, named newsroom executive assistant.

Jim Dolan, reporter, WTVN-TV Columbus, Ohio, joins WKYC-TV Cleveland in same capacity. **Brad Fish**, investigative reporter, WTOL-TV Toledo, Ohio, joins WKYC-TV in same capacity.

Nancy Aborn, weather anchor, WMUR-TV Manchester, N.H., joins WTNH-TV New Haven, Conn., in same capacity.

Al Holt, chief engineer, noncommercial WUFT-FM Gainesville, Fla., named chief engineer of noncommercial WUFT-TV there.

Heidi Hughes, press secretary, Congressman Dale Bonkers (D-Wash.), joins Montgomery County (Md.) Cable Television Access Co., Rockville, Md., as director of community relations.

Technology

Richard Perry, president and chief executive officer, FirstTel Information Systems, Denver-based business telecommunications equipment subsidiary of US West, joins C-Cor Electronics, State College, Pa., as president and CEO.

Robert Russin, regional sales manager, broadcast and industrial products, Fujinon, Chicago, joins Hitachi Denshi America there as broadcast regional sales manager.

Genie Bizaoui, from Producers Color Service, Southfield, Mich., joins Grace & Wild Studios, Farmington Hills, Mich., as electronic graphics technician.

Michael Eyre, director of technical operations, Trans-American Video, Los Angeles, named VP and general manager.

Michael Feniello, from Valley Audio, Nashville, joins Sony Professional Audio Division, Park Ridge, N.J., as national product manager.

Greg Fisher, field engineer, Colony Communications, Providence, R.I., named technical manager.

Dan Borowicz, from WOAC(TV) Canton, Ohio, joins WDWI(TV) Wilmington, Del., as chief engineer.

Richard Kane, assistant chief engineer, non-commercial WRVO(FM) Oswego, N.Y., joins WNLC(AM)-WTYD(FM) New London, Conn., as director of engineering.

Promotion and PR

Amy Pempel, administrative assistant, public relations department, Turner Broadcasting System, named publicity coordinator, entertainment division. **Laurie Fisher**, intern, CNN sports, joins public relations department as publicity coordinator, news division. **Michael Britan**, senior promotion producer, CNN, named manager, special projects, TBS.

Leonard Saffir, senior VP, Richard Weiner Inc., New York public relations agency, named executive VP.

David Reich, senior VP and partner, Gross & Associates, New York, joins Manning, Selva & Lee there as VP.

Susan Neal, media relations specialist, Satellite Television Corp., Washington, joins Pittelli & Price, public relations firm there as manager, media relations.

Neil Friedman, press coordinator, Jacksons Victory Tour, joins Showtime/The Movie Channel, New York, as writer-publicist, consumer public relations.

Christine Wirth, program manager, Catholic Telecommunications Network of America, New York, named manager, affiliate and public relations.

Marty Wall, director of advertising and promotion, WRQX(FM) Washington, resigns.

B.J. Harrell, staff assistant, Denver Chamber of Commerce, joins public relations firm of Del Calzo & Associates, Denver, as account coordinator.

Lisa Kenney, local sales coordinator, WXNE-TV Boston, named promotion assistant.

Allied Fields

Bailey Spencer, executive director, New England Congressional Caucus, Washington, joins House Telecommunications Subcommittee there as press secretary and policy analyst, succeeding **Ellis Woodward**, who announced his resignation in June (BROADCASTING, June 17).

Melvin Goldberg, VP, market planning, technology and social research, ABC Marketing and Research Services, New York, joins Media Rating Council there as executive director, succeeding **John Dimling**, who left to join A.C. Nielsen.

Thomas F. Leahy, executive vice president, CBS/Broadcast Group, will receive national distinguished achievement in communications award of American Jewish Committee at dinner Sept. 23 at Waldorf-Astoria hotel in New York.

John Kitzmiller, coordinator, CEG Marketing Services, Electronics Industries Association, Washington, named director, Member Ser-

vices.

Kent Phillips, from Teachers Insurance & Annuity Association, joins Communicatio Equity Associates, Washington, as senior and managing director.

Elected officers, American Women in Radio and Television, Washington chapter: **Ann Hagemann**, Association of Maximum Service Telecasters, president; **Mary Maguire**, Rogers Restaurants, president-elect; **Kathryn Schmeltzer**, Fisher, Wayland, Cooper Leader, vice president; **Diane Ching**, Colorgraphics, recording secretary; **Rosema Duggins**, Hill & Knowlton, correspondence secretary.

Rosemarie Marino, radio sales assistant, A bitron, New York, named client service representative, TV station sales.

Craig Miller, money reporter for KDKA-Pittsburgh, and **Rosa Morales**, producer-host, noncommercial WKAR-TV East Lansing, Mich., are among journalists chosen to receive Walter Bagehot fellows in economic and business journalism at Columbia University Graduate School of Journalism.

Roger Caras, special correspondent on animals and the environment, ABC, was recipient of Humane award from American Veterinary Medical Association. Award goes to nonveterinarian for "humane efforts on behalf of animals."

Deaths



A. Mims Thomason, 74, former president and chairman, United Press Newspictures, New York, died of pneumonia July 26 in Greenwich Hospital. He had Parkinson's disease. The mason, who spent years with news service, was president from 1962 to 1972 and chairman until his retirement in 1974.

In 1952, when United Press acquired Acme Newspictures and became United Press Newspictures, Thomason was named VP and general manager of new department. Under Thomason, Newspictures developed Unifax, automatic system for developing wire photos that eliminated manual operation and made pictures economical viable for smaller television stations and newspapers. As president, he oversaw service's conversion to computer operation and modernized communication. He is survived by his wife, Elizabeth, two daughters and a son.

Richard W. Owen, 55, senior VP, director marketing, Seltel, New York, died of heart attack July 1 at New York City hospital. Owen was formerly research and sales promotion director at WCBS-TV, and VP, market research, WNEW-TV, both New York. He survived by his wife, Marilyn.

John R. Van Evera, 73, former executive secretary of Accuracy in Media, Washington, died of cancer July 24 at Bethesda Naval Hospital, Bethesda, Md. He is survived by his wife, Margaret, and three daughters.

Boosting the beat of a different drum

One of the last decade's most influential makers of audio gear, Bob Orban, is also one of the most inscrutable.

Nearly the entire broadcast technology community can speak to the achievements of his 39-year-old audiophile-inventor, founder, half-partner and engineering head of Orban Associates, whose Optimod audio processor has helped change the sound of FM radio since its debut in the 1970's.

Few can say much, however, about Orban himself. "Very intelligent" and "very shy," are impressions expressed by colleagues and competitors alike, but beyond that he is a mystery to most, even associates. John Delantoni, his partner-business manager, describes Orban as "like a Ouija board. I don't know why it moves, but it does."

Orban appears at the company's 30,000-square-foot, 65-person plant in San Francisco only three times a week for several hours, preferring instead to work out of his home 20 miles away, in a basement laboratory housing a work bench, an office with computer facilities and a full-fledged recording studio.

Orban generally begins work in the early afternoon and can continue until 3 a.m. "I work away from awful interruptions," he explained. "It helps to concentrate the mind."

Yet, even in his relative isolation, Orban has frequently made a mark on engineering circles with his outspoken opinions on FM, and, more recently, AM and television audio, while his devotion to understanding sound has more than once pushed the technology debate in new directions.

Long before he first moved his company into broadcast markets in 1976, Orban had made a name in the professional audio market. While completing five years of electrical engineering study at Princeton and Stanford, the music-lover-turned-engineer designed a unit to synthesize stereo from monaural material and earned the first of 14 patents now in his possession. His interests leaned heavily toward designing analog audio circuitry, where he is said by some to be among the top in the field, and to this day he insists on carrying ideas through with the building of his own product prototypes.

By 1969, the 23-year-old Orban had begun selling the synthesizer and other gear under the corporate umbrella of Kurt Orban Inc., his father's multimillion-dollar import firm. The first products went to music recording associates, such as Bernie Krause and the late Paul Beaver, described by Orban as synthesizer pioneers and mentors, for whom he engineered several records.

The business management and manufacturing of his products began more seriously after Orban met Delantoni, a Silicon Valley veteran who looked him up in 1970 after being impressed by his writings in an audio engineering journal.



ROBERT ARNOLD ORBAN—founder, partner and chief engineer, Orban Associates Inc.; b. November 28, 1945, New York; BS, electrical engineering, Princeton University, 1967; MS, electrical engineering, Stanford University, 1968; 1969 formed company later to become Orban Associates; single.

According to Delantoni, the two initially used their own homes and those of friends to assemble, test and package the first products, and it was not until annual sales had grown to a half-million dollars in 1975 that they rented their first 4,000-square-foot "quasi-factory."

By that time, Orban's breakthrough product, the Optimod, was well on its way. Although his experience in radio totaled only four years in part-time technical and programming positions at Princeton's commercial station, WPRB(FM), along with a brief stint as engineer at WPAT-FM Paterson, N.J., Orban was convinced that the processing at most stations was less than satisfactory.

"One day Bob strolled in and announced he was not satisfied with the way FM sounded," Delantoni remembered. "He didn't like it all squashed. Stations wanted loudness, but they weren't doing it elegantly."

Orban's solution was the Optimod FM, a unit that allowed a station to retain quality in a louder signal by combining and carefully interfacing several previously separate functions into a single product. With the market launch handled by Eric Small, an experienced radio engineer (and now a principal in a competitive firm, Modulation Sciences Inc.), the first two years saw 1,800, or \$4 million worth, of the Optimods delivered.

Since then, the Optimod FM has sold an average of eight to 10 a week, and, according to the company, more to date than there are FM radio stations in the U.S.

The Optimod and the whole concept of audio processing have had their detractors, and Orban himself acknowledges the excesses to which some radio stations are prone to take processed loudness.

"The 'loudness wars' feed on them-

selves," Orban commented. "I know of no research that shows louder is more listened to, but a lot of program directors see loudness as the safe thing to base quality on. Processing can be pushed too far."

Although Orban stresses that the Optimod was meant to boost the quality of a loud signal, not to increase loudness ("to make sound produced for profit sound better" is how Delantoni phrased it), it is not always used that way.

"As soon as you give people the ability to achieve more loudness, they will use it and abuse it," Orban said. "Radio has started sounding worse again. There is an awful lot of abuse of processing right now, but after 10 years of fulminating about it, I despair of doing anything."

His adaptation of the Optimod for AM and TV audio processing has created no less debate. With the development of Optimod AM in 1977-78, Orban used a technique to boost the transmitted high frequencies to overcome limits in the average AM radio set, which he said can sound more muffled than a telephone line.

"It remains a somewhat controversial concept," he noted, "There are some basic philosophical arguments on whether to wait for a new, better-sounding generation of AM radios or not. I don't believe AM has that much time to wait."

In TV audio, an adapted version of Optimod has represented some 20% of the company's sales since entering the market in 1980. But here, as well, initial criticism came regarding whether FM processing techniques belong in TV, and the question has been renewed with the advent of stereo television (Orban's combined Optimod TV-stereo generators are at twice as many stereo stations as the nearest competitor's).

According to Orban, the Optimod can be practically transparent for TV, while its use still provides consistency. "Processing for consistency is maybe the most difficult thing," he said, "and I've taken a substantial amount of time to do subjective listening of different program material to find out exactly what works and what doesn't."

An "exquisite compromise" is how Orban describes audio processing. He worries little about being involved in the controversies and has no qualms about stressing the importance to the process of subjective listening skills, such as those he gained from his lifelong study of music composition, his involvement in studio recording work and technical-programming experience at the Princeton station, as well as endless product development and refinement.

"When designing processing equipment, you go right up to the edge of a cliff," he said. "It's a fine balancing. You have to apply art and skill at the same time, and second-guess what a mass audience finds pleasing. Any time you produce a product that is as much a work of art as of engineering, it's bound to be controversial."

Nielsen has upgraded number of U.S. television households by one million, effective Sept. 2. For 1985-86 television season, Nielsen estimates there are **85.9 million U.S. television households**, up 1% from 84.9 million households for 1984-85 season. One rating point now equals 859,000 television households.

Arbitron said last week it would reissue this year's **Radio County Coverage Report** on Aug. 16. Original issue, which came out in June, incorrectly reported age/sex ratings due to error in methodology. This year's county coverage report contains re-analysis of all Arbitron ratings books (spring, summer, fall and winter) issued in 1984 on county-by-county basis as opposed to metro-area analyses provided when books were originally issued last year.

Sponsors of New York state antitakeover legislation withdrew bill last week at request of governor, Mario Cuomo, who now has 10 extra days to consider legislation. Cuomo made request as he faced midnight deadline to act on several hundred pieces of legislation. Much of previous focus on legislation had been potentially negative impact on Ted Turner's takeover attempt of CBS, but as result of last week's court and FCC rulings (see "Top of the Week") legislation may have little impact now on Turner's decision whether to continue bid.

CBS dominated this year's daytime Emmys, awarded at ceremonies in Los Angeles and New York last week. CBS captured total of 33 awards, far outpacing all competition. **ABC took eight, NBC won just one, Public Broadcasting Service garnered three and syndicated programs collected four**, including outstanding talk/service show and host to **Donahue**. CBS's kudos included outstanding drama series, for **The Young and the Restless**. Outstanding writing award for drama series went to ABC's **All My Children** staff, headed by Agnes Nixon. NBC's lone kudo went to Phil Norman for graphic and design work for **Santa Barbara**. Among PBS awards was one for outstanding children's series, **Sesame Street**.

Two new network prime time news magazine programs will make their debuts in next two weeks. This Wednesday (Aug. 7), **NBC's American Almanac**, with anchor Roger Mudd, will bow at 10 p.m. It will appear monthly through end of year and, under current plan, will get weekly slot beginning in January 1986. **CBS's West 57th Street** will debut one week later, Aug. 13 (10 p.m.). Program will have initial six-week run, will then go on hiatus and return for another 13-week run in December or January. Four regulars include Jane Wallace, Meredith Vieira, John Ferrugia and Bob Sirott.

CNN and Justice Department last week resolved differences over scope of CNN coverage of **Beirut hostage story** that will be made available to government (BROADCASTING, July 29). CNN spokesperson Judy Borza on Friday (Aug. 2) said FBI agents were in CNN library in Atlanta viewing selected items from among those aired. Agents picked items from rundown of material turned over by CNN. As for controversial issue of outtakes, Borza said CNN editors were reviewing material not aired and will provide for agents' viewing items considered "pertinent." Agreement was worked out after CNN executives first agreed to comply with government subpoena, then balked, saying scope of request was unduly broad.

Group of **cable satellite programmers** is working on **proposal for scrambling cable satellite programming**, according to Marty Lafferty, director of marketing for Turner Broadcasting System. Lafferty said group is planning to submit plan to National Cable Television Association within next couple of weeks as alternative to NCTA's own proposal (BROADCASTING, July 22).

HBO is now scrambling all four satellite feeds of its Cinemax and HBO services, it has been announced. Before Florida Cable Television Association convention, HBO chairman and CEO Michael Fuchs announced that HBO events would be scrambled beginning with Aug. 10 broadcast of WBC lightweight title fight between Jose Luiz Ramirez and Hector (Macho) Camacho. Scrambling now



Almanac opening. NBC played host to number of Washington journalists and government officials Thursday (Aug. 1), at reception in honor of its new prime time, one-hour news magazine, **American Almanac**. Above (l-r): Edward Fohy, executive producer of program, Secretary of Defense Caspar Weinberger and show's anchor, Roger Mudd. Series will premiere on Tuesday (Aug. 6) at 10 p.m.

takes place from 6 a.m. to 6 p.m. NYT on all programming feeds Galaxy I and Satcom III-R.

Rockefeller Group, New York-based parent of Outlet Communications, announced last week it was **restructuring ownership Rockefeller Center**, eight-acre tract in midtown Manhattan, home to several Fifth Estate companies including RCA, Time Inc. and Warner Communications. Plan calls for real estate complex be mortgaged to public real estate investment trust in exchange for \$1.1 billion cash. Of that total, \$400 million will be used to repay debt incurred when Rockefeller Group purchased land under Rockefeller Center earlier in year. Remaining \$600 million is to be distributed to current owners, 90% of whom are trusts benefitting descendants of John D. Rockefeller Jr. Desire of Rockefeller family members for additional liquidity has raised **speculation that Out owner of seven TV stations, may itself be slated for sale or public offering.**

ABC and union representing over 3,100 network engineers and employees ended third round of contract talks in Washington last Thursday (Aug. 1) with no major concessions by either side. Previous four-year **contract between National Association of Broadcast Employees Technicians and ABC** expired March 31, and proposals key issues such as daily hiring, use of new technologies and a mileage jurisdiction for news coverage reportedly remained unchanged from earlier positions. But in effort to probe for potential agreement, negotiators met "off record" for nearly three-quarters of two-week discussions ending Aug. 1. Talks resume Sept. 12 in Washington.

Business Men's Assurance Co. announced last week that it engaged Morgan Stanley & Co. to advise it on possible **sale of broadcasting subsidiary, Camellia City Telecasters**. It owns independent UHF's: **KTXL-TV Sacramento, Calif., KDVR-TV Denver and KPDX Vancouver, Wash.-Portland, Ore.** BMA is Kansas City, Mo.-based publicly held diversified insurance company headed by William Grant, chairman. Grant said "unsolicited offers" were "not unexpected in light of other recent sales in the broadcasting industry."

Although William Paley, former chairman and largest individual shareholder in CBS Inc., is partner in Whitcom Investments, New York, he is not among group of partners from company who have formed separate partnership to participate in **purchase of Cap Cities station WTNH-TV New Haven** for \$170 million (BROADCASTING, July 29). Paley's participation, according to an FCC source, "would raise questions" concerning multiple ownership rule because signals of WCBS-TV New York and WTNH-TV overlap. A participating in purchase are **Paine Webber**, New York broker and investment firm, and **Cook Inlet Region Inc.**, Anchorage-based for-profit cooperative established in 1971 as part of Alaska Nat

ms Settlement Act and owned by 6,300 Eskimos. Deal for H is structured this way: Buying entity is partnership called k Inlet Communications with Cook Inlet Region listed as gen-partner owning 30%, and, in separate partnership, Whitcom Paine Webber together listed as single limited partner, own-70%. For record, in sub-partnership between Whitcom and ie Webber, Whitcom is general partner with 75% interest and ie Webber is listed as limited partner with 25% interest. Bot-line is, if deals goes through, Whitcom group will own 52.5% of ion, Cook Inlet, 30% and Paine Webber, 17.5%.

joined ABC and CBS last week in rejecting PSA advertising liability of birth control information. ABC and CBS rejected spot er in week. Prepared by American College of Obstetricians Gynecologists, 30-second announcement says "unintended nancies have risks" and that viewers can call for free ACOG klet with facts. George Schweitzer, vice president of commu- nitions and information for CBS/Broadcast Group, said net- k's rejection of PSA was "very routine." Schweitzer said CBS ives "20 to 30" announcements every year that present contro- rial issues better left for discussion in news and public affairs m. Spokesmen for ABC and NBC said their policies were simi- As to ACOG contention that networks' rejection of PSA was insistent with their "preoccupation with sex" in regular pro- nging, CBS answered that presentation of controversial issues it strive to include all points of view, as it pointed out was case allas episode last year when character's possible abortion was ated.

's board of governors decision to cancel documentary program civil unrest in Northern Ireland at request of Thatcher government sparked call for 24-hour strike of BBC television journalists on nesday (Aug. 7), day program was to be aired. And effects of ke could result in shutdown of all live television in United Kingdom hat day. Program featured interview with Martin McGuinness, ninent member of Sinn Fein, Irish Republican Army's legal tical front who is also alleged to be IRA chief of staff. British e secretary, Leon Brittan, requested cancellation at direction rime Minister Margaret Thatcher, who, in context of Beirut tage story last month, made clear her view that broadcasters in giving publicity to terrorists. Thatcher had earlier told *Sun- Times* of London she would "utterly condemn" BBC for show- program. Last week, she said she was "very pleased" by BBC's ision. BBC television journalists, however, were enraged, and mbers of National Union of Journalists among them voted iminously to strike as protest. On Friday (Aug. 2). Independent vision News voted to join BBC journalists in walkout. NUJ kespersion said union hopes to persuade other unions to honor kets, and thus deny Britons any live television that day. Stuart ing, chairman of BBC board of governors and appointee of tcher, denied BBC had bowed to pressure. But in radio inter- w, he said of Home Secretary's statement that any program ling with terrorist organizations should not be shown, "that ounts to censorship."

thern California Americans for Democratic Action Foundation filed \$145-million lawsuit in federal district court in Los Ange- against CIA, CIA director William Casey and ABC, alleging, ong other things, that network defamed man who claims CIA icted him to kill Hawaii investment banker. Complaint stems n series of ABC News stories last year that broadcast allegation Scott Barnes, who asserted CIA contact had tried to recruit him ill Hawaii investment banker. CIA filed complaints at FCC ise complaints were subsequently rejected), asserting that alle- ion was false. ABC *World News Tonight* anchor Peter Jennings, months after broadcasts, broadcast statement that network been unable to obtain corroboration and that Barnes had sed to take lie-detector test. As result, Jennings said, ABC vs had concluded that Barnes's "charges cannot be substanti- d and we have no reason to doubt the CIA's denials." Barnes, ver, according to his attorney, is contending that story is e. He's also alleging ABC libeled him by claiming he refused to e lie-detector test. Barnes's attorney said Barnes had offered to e such tests on seven occasions. Barnes, according to his attor-

ney, is also alleging that Casey and CIA pressured ABC into mak- ing retraction.

Key members of House Energy and Commerce Committee sent let- ter last week to FCC Chairman Mark Fowler urging commission to schedule hearing on pending license renewal of KTTL(FM) Dodge City, Kan. Letter was signed by Energy and Commerce Committee Chairman John Dingell (D-Mich.), Telecommunications Subcom- mittee Chairman Tim Wirth (D-Colo.), Representatives Mickey Leland (D-Tex.), Matthew Rinaldo (R-N.J.), Cardiss Collins (D-Ill.), John Bryant (D-Tex.), Thomas Luken (D-Ohio), Al Swift (D-Wash.), Ed Markey (D-Mass.), Henry Waxman (D-Calif.), James Scheuer (D-N.Y.) and Tom Tauke (R-Iowa). Members expressed concern about "inordinate" delays regarding action on hearing for license renewal. Furthermore, letter suggests FCC should not renew KTTL license. FCC, letter said, "must determine whether or not the disgraceful conduct of KTTL constitutes a violation of this nation's communications laws and warrants the repeal of its license." Law- makers said: "We believe that the commission would indeed be hard pressed to find any existing licensee who has so disserved the public."

Jay M. Finkelman has been appointed vice president of marketing for Walt Disney Pictures' newly formed Domestic Television Divi- sion. He will direct marketing campaigns of Disney library product and company's introduction into first-run programming. Addition- ally, he will lead market research of all television and theatrical areas and creative service responsibilities of advertising and promotion for network and syndication television.

White House last week officially nominated J.C. Argetsinger for sev- en-year term on Copyright Royalty Tribunal (BROADCASTING, July 15). Argetsinger is general counsel of Action, national volunteer agen- cy that includes VISTA program. He is former chief minority coun- sel for Senate Judiciary Committee (1975-77) and served on staff of former Senator Frank Murkowski (R-Alaska) in 1982 and also worked for Senator Larry Pressler (R-S.D.) from 1979 to 1982. His nomination has been referred to Senate Judiciary Committee for approval. White House nomination of William White, with Justice Department's U.S. trustee office, for seat on tribunal, has been withdrawn.

House Copyright Subcommittee has scheduled oversight hearing for Copyright Royalty Tribunal Sept. 18. Subcommittee is expected hear industry views on proposals to eliminate or overhaul tribunal.



PTA meeting. Officials of National Radio Broadcasters Associ- ation and national PTA met in Washington last week to discuss "joint informational and educational campaign" targeted to "young" radio listeners about alcohol abuse, which may include joint projects between local broadcasters and local PTA's, NRBA said. Those attending meeting were (l-r): PTA govern- mental relations director Arnold Fege, PTA President Ann Kahn, NRBA President Bernie Mann, NRBA senior vice presi- dent Abe Voron and executive vice president Peter Ferrara.

Editorials

Marketplace gone wilder

Ted Turner's dreams of putting his Sperry Topsiders up on that French empire desk in the corner suite on the 35th floor of Black Rock faded with every CBS victory last week. First it was the Atlanta court refusing to enjoin CBS's recapitalization. Then it was the FCC calling off its two-day hearing on Turner's transfer application. Then it was Mark Fowler's cherished marketplace delivering four times as many shares of stock as CBS needed to implement its plan.

To be sure, Turner is still talking about taking over CBS, but with less than his customary bravado. His prospects depend on finding large sources of cash for a new takeover offering, a search so far unsuccessful, or on a proxy fight. At this point it is difficult for anyone with an imagination less rampant than Turner's to think of an enticement that would make CBS shareholders vote with him against incumbent CBS management. This page, however, will be the last place to read that the Turner inventiveness has failed.

That said, the question of the moment is how Turner's bid for CBS has served him, CBS or the American public. Turner has spent \$15 million so far, by his own accounting. CBS will wind up with an enormously increased debt. CBS shareholders who tendered their stock in the recapitalization (including Ted Turner) will pocket some profit (and brokers, their commissions). The effect, if any, on the public remains to be identified.

The scenario turned out happier for another takeover venturer, Jack Kent Cooke, who made a \$25-million killing in his play for Multimedia three weeks ago, a day after the FCC made it possible with a decision that was cited last week as precedent in an application for another takeover clearance. At the center table in the great media crapshoot now are Norman Lear and Jerry Perenchio, rolling for the *Detroit News* properties, with an added attraction: the discovery of a mole in the *Detroit News* heirarchy.

Anyone have time to tend to the business of broadcasting?

More to it

Bernie Mann and his proposal of a "Super Radio-Only Association" are being taken seriously, as they should be, although no one is minimizing the difficulties of bringing such an organization to life.

The discussion cannot be confined to radio. If one independent association were created to represent radio in whatever forums the creators designated, another association of at least comparable clout would have to be created for television. What Mann is really suggesting is a basic restructuring of the way all broadcasting is represented in Washington and New York.

The three principal organizations that Mann has identified for merger are the National Radio Broadcasters Association, which he heads, the radio division of the National Association of Broadcasters and the Radio Advertising Bureau.

On a much smaller scale, there is a historical parallel. Before television became a major force, the National Association of Broadcasters did all that work. In a cruder way, its sales promotion department performed the functions now performed by the RAB, which evolved as an autonomous organization at the urging of NAB members.

The NAB adapted to accommodate the growing television business. It absorbed the Television Broadcasters Association and changed its name to National Association of Radio and Television Broadcasters, reverting to the original NAB after early jealousies

between radio and television cooled. The NRBA came along in answer to radio broadcasters' complaints of underrepresentation in an NAB they said was dominated by television.

What would happen to television representation if the radio membership pulled out of the NAB to join the new super association for radio? Would television be satisfied by an NAB with half its budget gone? Would there be a movement to consolidate such television organizations as the remnants of the NAB and, say, the Television Bureau of Advertising, not to mention the Television Information Office? And what about Major Market Television Operators which the big groups formed a couple years ago?

The Bernie Manns whose business is confined to radio will probably want to get on with the talk of a super association for radio and let the television guys take care of themselves. The people in both businesses may want to look at the bigger picture.

Take it back, Tom

Now that the terror of a Ted Turner takeover has subsided at CBS, perhaps the company will wish to reconsider its support of a Senate bill that would expose networks and probably their programming to regulation under the Communications Act. Past executives of a network with a history of steadfast citation of the First Amendment when its programming independence has been threatened must have cringed to hear Tom Wyman, the incumbent CBS chairman, testify in favor of the Network Acquisition Control Act (BROADCASTING, July 22).

The act would require the FCC to hold an evidentiary hearing on any attempt at hostile takeover of a broadcasting network. The purpose of the act is clear: to impose delay that can be fatal to a takeover. Its effect, if enacted, is incalculable. At the least, however, it would introduce direct regulation of networks which until now have been regulated only through their stations.

In the evidentiary hearings that the act would require, the takeover applicant would have to provide detailed information on financing, structure and plans, including the "reasons that the proposed acquisition would benefit the public interest, convenience and necessity." Any interested party could participate, with the power to subpoena documents and witnesses. If the act were in effect now, it would be instructive to hear Ted Turner inveigh against the sleaze he perceives in CBS programming and exalt the perfection he sees in his, which, if he won, would become the new government standard. Surely the witness list would include Peggy Charren discussing deficiencies in programming for children.

Not CBS's finest hour on Capitol Hill.

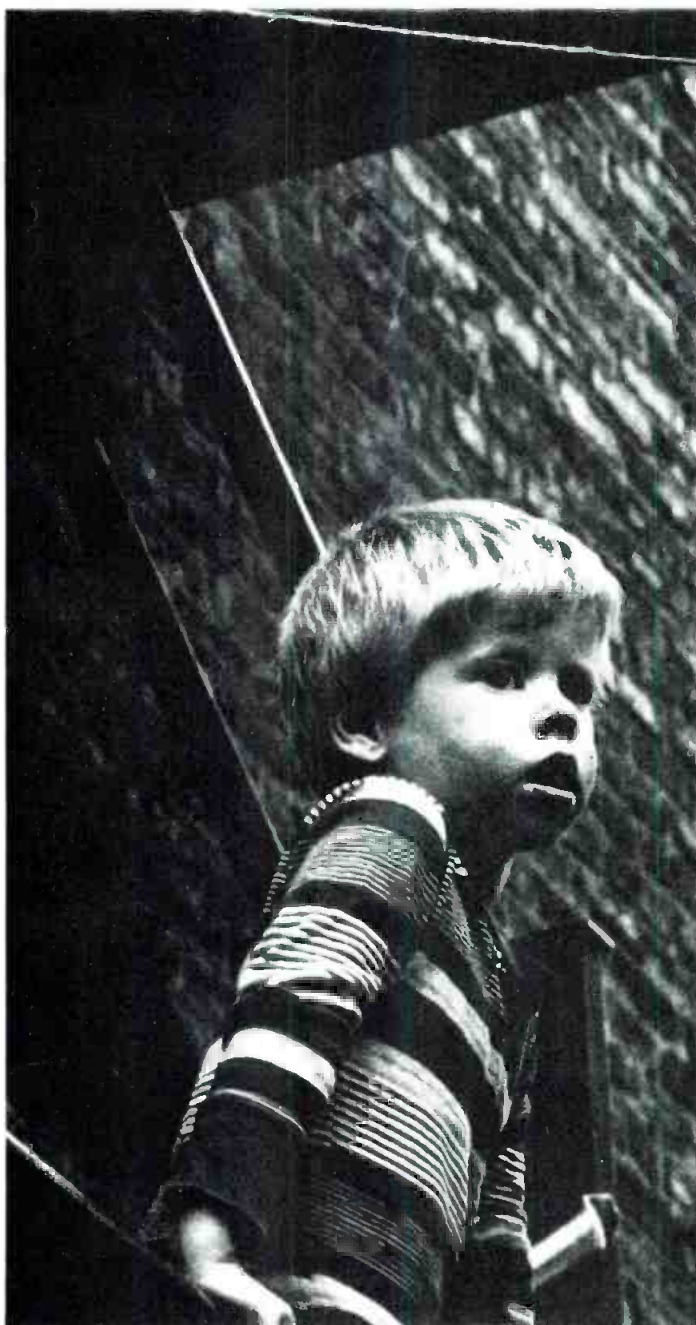


"Cable break."

Drawn for BROADCASTING by Jack Schmidt

It's hours past dinner and
a young child hasn't been seen since
he left the playground around noon.
Because this nightmare
is a very real problem . . .

AUG 08 1985



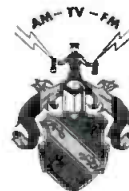
When a child is missing, it is the most emotionally exhausting experience a family may ever face. To help parents take action if this tragedy should ever occur, WKJF-AM and WKJF-FM organized a program to provide the most precise child identification possible.

These Fetzer radio stations contacted a local video movie dealer and the Cadillac area Jaycees to create video prints of each participating child as the youngster talked and moved. Afterwards, area law enforcement agencies were given the video tape for their permanent files.

WKJF-AM/FM organized and publicized the program, the Jaycees donated manpower, and the video movie dealer donated the taping services—all absolutely free to the families. The child video print program enjoyed area-wide participation and is scheduled for an update.

Providing records that give parents a fighting chance in the search for missing youngsters is all a part of the Fetzer tradition of total community involvement.

... WKJF-AM/FM
helped prepare
for the search.



The Fetzer Stations

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Kalamazoo,
Michigan

WKZO-TV
Kalamazoo-
Grand Rapids

KOLN-TV
Lincoln,
Nebraska

KGIN-TV
Grand Island,
Nebraska

WJFM
Grand Rapids,
Michigan

WKJF
Cadillac,
Michigan

WKJF-FM
Cadillac,
Michigan

KMEG-TV
Sioux City,
Iowa

Is falling behind schedule your “Overnightmare”?



It happens almost every day. Deadlines are hanging over your head. And you're depending on the overnight delivery service. But will they get your important parcel there on time? Will they get it there at all? How can you be sure?

Why let overnight delivery keep you up in the air? Just call American Airlines Priority Parcel Service, and we'll deliver your parcel door to door, *in hours!* To get your package on American's next flight, or any flight you specify, just call **(800) 638-7320**. In Maryland, call **(301) 269-5503**.

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