

Broadcasting Oct 7

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KPRC-TV.

Houston's first station. The station Houston is growing with. KPRC-TV is where Houstonians are turning for local news, entertainment, and the strong NBC line-up.

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KPRC-TV HOUSTON

Represented by Petry



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2119C

54th Year 1985

Fin-syn back in spotlight
Must carry (continued)
New hope for HDTV

**A BRAND NEW 90 MINUTE
CONCEPT FOR SUNDAY...**

The Funtastic of Hanna-Barb

THE PAW PAWS



**GALTAR
AND THE
GOLDEN
LANCE**



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WDCA Washington
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WTAE Pittsburgh
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WUTV Buffalo
WHNS Greenville/Spart.
WTVN Columbus, OH
KAUT Oklahoma City
WLFL Raleigh/Durham
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WXMI Grand Rapids
WPTY Memphis
KRRT San Antonio
WPMT Harrisburg/Lancaster
WYAH Norfolk
WOLF Wilkes Barre/Scranton

WXXA Albany/Schen/Troy
WNRW Greensboro/W. Salem
KJRH Tulsa
KTAL Shreveport
WRLH Richmond
KSAS Wichita
WPMI Mobile
KGSW Albuquerque
KAIL Fresno
WFLX West Palm Beach
WXGZ Green Bay
KCBR Des Moines
WUHF Rochester
CH. 42 Omaha
KLJB Davenport-Moline
WDKY Lexington
WEAT Johnstown/Altoona
WDBD Jackson
KVOA Tucson
WEVV Evansville
WZDX Huntsville/Florence
WPTZ Burlington/Platts.
KWTX Waco/Temple
KVVU Las Vegas
KYNU Fargo
WSYM Lansing
KVIA El Paso
WQRF Rockford
WJCL Savannah
WXTX Columbus, GA
KJTV Amarillo
KVEO Harlingen
KSWO Wichita Falls
KTRV Boise
WVII Bangor
KXWY Casper
KFWY Riverton
WBKB Alpena
WJKA Wilmington
WBSP Ocala
WOAC Canton

WDBB Tuscaloosa

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TREASURE HUNT



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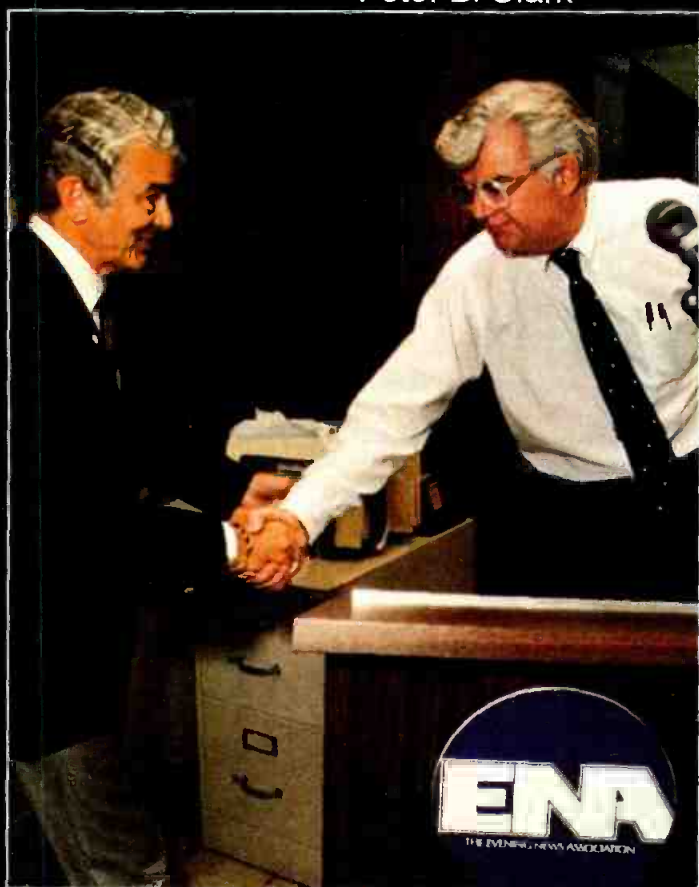
The World's Leading Distributor
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A Telt Company

"The merger with Gannett assures that the excellent newspaper and broadcast services, which ENA has long provided, will be sustained and enhanced."

Peter B. Clark



Allen H. Neuharth
Chairman/CEO, Gannett Co., Inc.

Excerpts from ENA President Peter B. Clark's remarks to ENA employees in the newsroom of The Detroit News, August 29, 1985.

"I'd like to stress to you today, after all these weeks of anxiety, that the Evening News Association did not set out—I stress did not set out—to seek a merger or a change in its situation... The L.P. tender offer... made it extraordinarily difficult to sustain a shareholder group at the share prices that began appearing..."

"It became necessary for us very rapidly to look for, in effect, an organizational home. An organization that would maintain and protect and enhance the things we had tried to build with the Evening News Association over a long period of time—a friendly home, as it were."

"If we had set out to plan a merger... at the very top of our list would have been the Gannett Co. We have a very great respect and admiration for the Gannett Co. We know its resources, we know its interest... not merely in broadcast but, most especially as it applies to us in this room, its interest in newspapers and the continuation of good newspapering."

"We approached the Gannett organization and we were delighted to find that they were not only the most interested, but the most willing to express that interest in practical ways. After an intense period of discussion we worked out a basis for understanding, an agreement to merge... I can't think of a better person to commend to you as a successor/guide of the future of the Evening News Association than Al Neuharth, his associates and the Gannett Co."

Evening News Association

Newspapers: Dailies

The Detroit News

The Vineland (N.J.) Times Journal

The Millville (N.J.) Daily

The Desert Sun in Palm Springs, Calif.

The Daily News in Indio, Calif.

Weeklies:

The Hammononton (N.J.) News

The Egg Harbor (N.J.) News

The Atlantic County Record in Mays Landing, N.J.

The Mainland Journal in Pleasantville, N.J.

Television stations:

KOLD-TV in Tucson, Ariz.

WALA-TV in Mobile, Ala.

KTVY-TV in Oklahoma City

KVUE-TV in Austin, Tex.

WDVM-TV in Washington, D.C.

Radio stations:

WWJ-AM and WJOL-FM in Detroit



GANNETT

Broadcasting Oct 7

NAB's must-carry study

NBC wins rights for 1988 summer Olympics

RCA closes broadcast equipment division

HOURLY DECISION □ CBS and Hollywood producers come to agreement on financial interest-syndication rules proposal. **PAGE 27.**

UNDECIDED □ NAB still hasn't come to a decision on whether to continue participation in joint radio convention. NRBA says it's going ahead with plans for New Orleans show next year. **PAGE 30.**

DOING BATTLE □ INTV's Padden and CATAs Effros debate Barney Frank copyright bill before House committee. **PAGE 31.**

CAREER SHIFT □ Gene Pell moves from Voice of America to Board for International Broadcasting. **PAGE 31.**

HDTV PROGRESS □ Movement on high-definition television is back on track as key international committee voices support for Japanese-developed, U.S.-backed standard. **PAGE 33.**

CLOSING SHOP □ RCA announces it will get out of the broadcast equipment business. **PAGE 34.**

FIRST-WEEK WINNER □ NBC takes the first week of the new prime time season with a nearly two-point victory over CBS and five-point win over ABC. *Cosby* ranks number one, with NBC's *Amazing Stories* the week's highest-rated new show (12th). **PAGE 36.**

RADIO TRENDS □ Summer Arbitron ratings show slight slippage in contemporary hit radio format. Urban contemporary first in New York. Talk gains in Los Angeles. **PAGE 38.**

VIEWING UPDATE □ CBS researcher, David Poltrack, revises his predictions for what television viewing in 1990 will look like. **PAGE 42.**

COMIC RELIEF □ Telepictures announces new animated children's syndicated block for 1987 debut. **PAGE 44.**

TULSA SUIT □ Arbitron sues Tulsa radio station over alleged interference in company's business. **PAGE 46.**

AFTER THE LOTTERY □ MMDS winners in FCC lottery contemplate what to do with the channels they have won. **PAGE 47.**

INTELSAT GATHERING □ Pricing, coordination issues top agenda of Intelsat board. **PAGE 49.**

NBMC CONVENTION □ "Keeping Pace in a Changing Industry" is theme of National Black Media Coalition conference scheduled to begin this week in Washington. **PAGE 52.**

STILL TINKERING □ Showtime/The Movie Channel continues pay-per-view experiments with launch likely in 1986. **PAGE 53.**

GOING TO THE TOP □ City of Los Angeles appeals Preferred decision to Supreme Court. **PAGE 56.**

RIGHT COMBINATION □ Tom Rogers, senior counsel, House Telecommunications Subcommittee, has found his forte in combining public service and electronic media. **PAGE 95.**

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THIS SUPERMARKET'S STOCKED WITH LAUGHS!

CHECK IT OUT has belly-laughs in the deli. Giggles in produce. Screams in frozen foods. And some wild goings-on back where they cut up the chickens.

It's strictly fresh and guaranteed hilarious, with Don Adams as the harried manager - trying to run a perfect market, with less-than-perfect employees.

Check it Out!

✓ Based on the successful British sitcom *Tripper's Day*, created by Brian Cooke. His British hits *Man About The House* and *Keep It In The Family* established the formats for the runaway hits *Three's Company* and *Too Close For Comfort* in the U.S.

✓ Starring Don Adams, winner of three Emmy Awards as Agent 86, Maxwell Smart, in *Get Smart*.

✓ Creative Consultant is Arne Sultan, whose credits include such top sitcoms as *Barney Miller*, *Too Close For Comfort*, and *Get Smart*.

✓ Produced by D.L. Taffner, who's brought you *Three's Company*, *Three's a Crowd*, *The Ropers*, and new first-run hits *Too Close For Comfort* and *The Ted Knight Show*.

CHECK IT OUT!

STARRING DON ADAMS

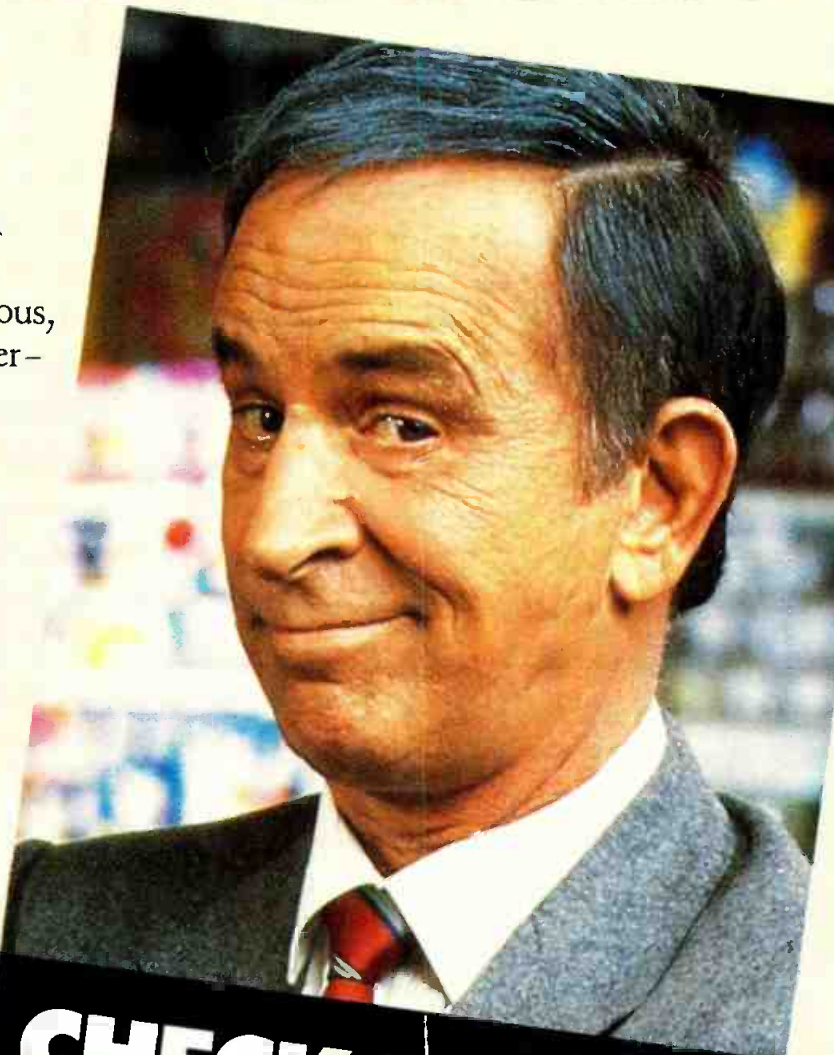
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List

Indications are that FCC Commissioner Dennis Patrick has been playing significant role in screening of candidates for seat of former Commissioner Henry Rivera. Patrick disputes that characterization but concedes having "informally" discussed prospective candidates with staffers in White House office of presidential personnel, where Patrick worked before he was appointed commissioner.

Fresh names being mentioned as possibilities for slot include David Ochoa, president of Buenavision Cable Television, Los Angeles. He's former reporter and executive producer for NBC. He's also chairman of National Cable Television Association's minority affairs committee. He once testified in favor of repeal of network syndication and financial interest rules (BROADCASTING, June 6, 1983). Another possibility is Walter Threadgill, vice president, government affairs, Storer Communications Inc. Threadgill is black, former executive vice president of United National Bank of Washington. Still another candidate is Drew Pettus, administrative assistant to Representative Al Swift (D-Wash.). Pettus, 39, is white attorney. Larry Irving, legislative director for Representative Mickey Leland (D-Tex.), is also said to be candidate. Brenda Fox, NCTA vice president and general counsel, was interviewed by White House, but has withdrawn from consideration.

Another big meeting

Society of Broadcast Engineers is putting finishing touches on plans for national convention complete with equipment exhibition and technical symposium. First annual event is tentatively scheduled for fall 1986 in St. Louis, where regional two-day meeting already takes place each year, but convention would float to other sites in future. Project was discussed at recent board meeting of 5,100-member, Indianapolis-based organization and announcement is expected soon.

Sky-high rates

RCA Americom still plans to move forward with launch of its first Ku-band satellite, Satcom K-II, aboard space shuttle on Nov. 27, but whether RCA will be able to insure it fully is questionable. Satellite insurance business is in disarray following series of losses amounting to more than \$300 million during first two

weeks of September (BROADCASTING, Sept. 23). Industry sources say Marsh & McLennan, RCA's long-standing insurance broker, is having trouble finding underwriters even at premiums now running in excess of 20% of insured value. Even though insurance is unsettled with launch date less than two months away, RCA will not concede that it is having problem. Spokesman would say only that it is negotiating with several "parties" for best possible rates. Hoping that insurance problems will not delay satellite are companies that plan to use satellite, including NBC-TV (for program distribution) and Hubbard Broadcasting's Conus Communications.

Muscles and blood

Along with *He-Man and the Masters of the Universe* airing in syndication, *Hulk Hogan's Rock 'n' Wrestling* appearing on CBS-TV's Saturday morning schedule and *Mr. T* on NBC-TV, children will get to watch another beefcake cartoon when Rambo hits tube in animated form in 1986. Currently, 65 half-hours of syndicated strip are in development by Taft Entertainment's Los Angeles-based production house, Ruby-Spears Enterprises, and toy manufacturer, Coleco Industries, which holds the license for line of toys based on lead character of summer's box-office smash, *Rambo: First Blood Part II*. Toy line will be out in 1986, or possibly at end of year. Distributor for project has yet to be determined.

Scramble in scrambling

Now that CBS has selected M/A-Com Videocipher scrambling system for satellite feeds to affiliates, attention turns to other commercial networks. NBC is developing its own NTSC scrambling method in-house and plans go or no-go decision by end of year, according to source. If approved, roll-out of technology would begin end of 1986 or early 1987, with completion targetted for early 1988. Network concern about getting two video signals on one satellite transponder (right now, picture fills full transponder) using time-division multiplexing approach, is apparently as important as desire to protect transmissions. ABC's time frame is less firm, but indication of network's leanings could be report of second visit at end of September to Home Box Office's technical facilities to view workings of cable programmer's VideoCipher scrambling operation.

In search of a law

TV broadcasters' drive to obtain congressional support for source licensing of music is picking up steam. Representatives of All-Industry Television Station Music License Committee, which is main force behind move, met last week with Senate Judiciary Committee Chairman Strom Thurmond (R-S.C.). They are asking Congress to adopt legislation requiring producers and syndicators to deliver syndicated programming to stations with music performance rights included. Campaign may be gaining in House. Representative Frederick Boucher (D-Va.), member of House Judiciary Committee, is considering offering music licensing bill.

Forbidden fruit

FCC has launched investigations into complaints that several noncommercial FM and TV broadcasters have crossed line from offering "enhanced underwriting" opportunities on their facilities to selling advertising. One noncommercial station is reportedly even quoting "rate card."

Push and pull

U.S. State Department officials, already fully involved in international talks on studio standards for high-definition television, are starting to pull strings as negotiations reach critical stage (see "Top of the Week," this issue). Example: U.S. Ambassador to West Germany Richard R. Burt last week reportedly broached HDTV topic to head of West German national communication system, PTT, day after meeting in which another German official took hard-line reservations on U.S.-backed technology. Prior to meeting, U.S. also had high-level contacts with British officials in London and Washington.

Group pictures

Satellite newsgathering is gleam in eye at Hearst Broadcasting Group stations. KMBC-TV Kansas City, Mo., is ready to join WISN-TV Milwaukee with group's second Conus Newstar portable Ku-band SNG truck, and will put its unit on air for first time this week. Hearst's Pittsburgh station WTAE-TV reportedly has no plans to buy into SNG service this year, but WCVB-TV Boston, soon to be Hearst-owned, already is Conus member station and WDTN(TV) Dayton, Ohio, is set to announce its SNG plans soon. WBAL-TV Baltimore declined to comment.

CCI's choices

Oct. 23 will be a big day for the Council for Cable Information.

On that day, the CCI board meets to consider whether to roll out a new radio-television advertising campaign next year aimed at persuading people to sign up for cable television. If it gives the go-ahead to the campaign, it will also have to decide how much to spend on it.

At its June meeting, the CCI board ordered its advertising agency, McCann-Erickson, to develop a new campaign, after judging that the original campaign ("Cable's not just more choice, it's your choice"), which debuted early last spring, failed to make enough of an impact on the American consciousness and cable systems' subscriber rolls. The board wanted to try the hard sell. It decided, as CCI spokeswoman Pat Kehoe puts it, to abandon the "warm and fuzzy" approach for a "compelling and intrusive" one.

In response to the board's June directive, Kehoe said, McCann-Erickson has come up with three "creative concepts" that are now being tested throughout the country by a market research firm, McCollom-Spielman. In the first, a popular cable personality—Jim Henson, creator of HBO's *Fraggle Rock*—makes cable's pitch in the market tests. In the second, cable network logos are matched with clips of people in a variety of activities to show that cable has something for every viewer, no matter what his mood. And in the third, viewers will be exposed to cable's variety through a video collage of network logos and clips. Its tag line: "Cable: It's right, right this second."

At the June meeting, the board said it would like to spend \$12 million on the 1986 campaign. Whether it will be able to raise that kind of money from membership dues is questionable, given that TeleCommunications Inc., the nation's largest MSO, has dropped out of CCI. Its dues amounted to around \$1 million a year, Kehoe said.

CCI is running a radio-only followup to its spring campaign through Oct. 13.

Dotted and signed

Warner Amex Cable announced it had completed the sale of its three Dallas area cable television systems to Heritage Communications for \$110 million cash. The systems, which currently serve about 90,000 customers out of 500,000 homes passed, are in Dallas, Mesquite and Farmers Branch, Tex. The closing, announced Tuesday (Oct. 1), followed unanimous approval of the transfers by the city councils of the three cities. Heritage took control of the systems immediately.

"Warner Amex is gratified that the Dallas cable television systems will be in the hands of Heritage Communications, an outstanding company with an excellent management team and a commitment to the com-

munity," said Drew Lewis, Warner Amex chairman and chief executive. He also expressed appreciation "to the city administration and the city council of Dallas for the cooperation they extended to us during Warner Amex's years in the Dallas area," and said he especially thanked Mayor A. Starke Taylor "for his leadership and support."

Heritage, among the top 20 multiple system operators, serves an estimated 490,000 subscribers with systems in northern Indiana, central Iowa and south Texas. The company, based in Des Moines, Iowa, also operates trade show exhibits in Dallas and Houston along with other communications businesses.

The Dallas franchise was awarded to Warner Amex in April 1981 and became operational the following January. The Farmers Branch franchise, awarded in December 1979, became operational in 1980, and the Mesquite franchise, awarded in August 1980, became operational in 1981.

The sale marks the conclusion of the often strained relationship between WA and the city of Dallas. After it won the franchise, WA was plagued by construction delays and cost overruns and went back to the city in early 1984 seeking relief from a number of promises it made in the franchise agreement, including reducing the number of channels from 80 to 47, postponing the construction of an insitutional network, and reducing production facilities. By year's end the city reluctantly approved most of the company's requests.

It came out swinging

Rainbow Services Co. has won round one in its legal battle with MGM/UA Entertainment and Turner Broadcasting System over the right to use hundreds of titles in MGM/UA's extensive film libraries.

Judge Whitman Knapp of the U.S. District Court in New York granted Rainbow a temporary restraining order requiring MGM/UA to deliver the promised films to Rainbow during October under terms of the July 30 licensing agreement between Rainbow and MGM/UA.

The dispute, precipitated by Turner's proposed merger with MGM/UA, centers on whether the licensing agreement entitles Rainbow to use the MGM/UA films on its American Movie Classics if the service is offered to cable subscribers as part of a basic service package. AMC was a pay service when the licensing agreement was signed. But in late August, Rainbow announced that it was making AMC available as a basic service.

On Sept. 19, MGM/UA sued Rainbow, alleging that Rainbow's decision to offer AMC as a basic service was a breach of contract. In filing the suit, MGM/UA said it was terminating its agreement with Rainbow.

Rainbow countered on Sept. 23 with a lawsuit of its own in Judge Knapp's court. It charged that MGM/UA wrongly and unilat-

erally terminated their agreement. Under terms of the agreement, it said, Rainbow was free to use the MGM/UA material for "pay television," which is defined in the agreement to include services that are "purchased by the viewer as part of a basic service package."

The temporary restraining order is a poor basis for predicting the outcome of the case in court since it doesn't touch upon the case's central issue. According to Rainbow, the order was conditioned on Rainbow's "using every good faith effort available to prevent the display of MGM films on a basic level of service during October." Systems serving a quarter of a million homes plan to offer AMC on basic, but not until November, Rainbow said.

In another development, Home Box Office and Showtime/The Movie Channel, pay cable programmers with licensing agreements for the MGM/UA libraries, intervened in the case last week. They claim that their licensing agreements prohibit MGM/UA from licensing films they select from MGM/UA libraries to any basic cable service or broadcast station. The claim, if substantiated, may affect not only Rainbow's agreement, but also Turner's plans to use the libraries to supply programming for its superstation WTBS(TV) Atlanta and a proposed new basic movie service.

Hands off

James McKinney, FCC Mass Media Bureau chief, last week said local franchise authorities should forget about trying to use technical regulation to renew the grip they are losing on cable via the Cable Communications Policy Act of 1984.

"We are suspicious in Washington that local franchising authorities may be scurrying about searching for ways to re-enter the regulatory process after having been evicted by congressional action," McKinney said in a speech to the National Association of Telecommunications Officers and Advisers in St. Louis. "Let me warn you that we believe that technical regulation is clearly and well established within the purview of the federal government."

Home team lineup

Home Team Sports, Group W Satellite Communications' Washington-based regional sports network, this season will carry more than 30 games each of the National Hockey League's Washington Capitals and the National Basketball Association's Washington Bullets.

These games represent "the single largest piece of our winter lineup of live, exclusive events," said Jody Shapiro, HTS director of programming and executive producer. "With it in place, we now can finalize many of the other components, including about 40 college basketball games and other collegiate

sporting events, plus several [Baltimore] Blast soccer games."

The HTS/Capitals schedule, which opens Oct. 13 with the Capitals against the Philadelphia Flyers, includes 35 regular-season games and any home play-off games in the spring. The HTS/Bullets schedule has 32 games, including the pre-season contest scheduled for last Friday (Oct. 4) against the New York Knicks, plus home play-off games next spring.

Hockey on the island

SportsChannel, the regional all-sports cable network based in Woodbury, N.Y., said it will present the most extensive schedule of New York Islanders hockey games in its history this season, its 10th year of Islanders games. The lineup includes 74 regular-season contests (virtually the entire schedule) and all home and away play-off games. Jiggs McDonald, Ed Westfall and Stan Fischler will call the action again this year and will also be hosts of a half-hour pre-game show prior to all 40 home contests. The season opener is Saturday, Oct. 12, at 10:30 p.m. NYT, against the Kings in Los Angeles.

Beave's back

Universal Television's *Still the Beaver* made-for-pay television series is resuming production Oct. 15 for 13 new episodes, the Los Angeles-based production company has announced. The program was canceled last spring by The Disney Channel pay cable service, and no firm buyer for the new episodes has been disclosed. A spokesman said a number of options are still being con-

sidered. The Disney Channel has iterated its intention to forgo the series, which had been cablecast for one season.

Falcon/Showtime signing

A new, expanded, six-year affiliation agreement between Falcon Cable TV and Showtime/The Movie Channel Inc. calls for continuation of the Showtime and Movie Channel services in all Falcon cable systems and the launching of Showtime in the 18 systems Falcon recently acquired from Warner Amex Cable. These systems, which already carry the Movie Channel, are in seven states; they have about 55,000 basic subscribers and pass 66,000 homes.

Falcon Cable TV includes Falcon Communications, Falcon Cable TV of Northern California and Falcon Cablevision. The MSO, based in Pasadena, Calif., serves some 80 communities in California, Georgia, Indiana, Kansas, Missouri, Oregon and Washington. The systems pass approximately 500,000 homes and have about 245,000 basic subscribers.

Country Music Month

The Nashville Network has scheduled six specials from Oct. 13 through Nov. 2, to help Nashville celebrate Country Music Month in October. In addition, for the evening of Oct. 26, its weekly broadcast of *Grand Ole Opry Live*, normally a half-hour, will be expanded to an hour.

The specials are *Winners Circle*, with Alabama, Reba McEntire and Lee Greenwood,

on Oct. 13 at 12:30 p.m. NYT; *New York 500*, the IMSA auto racing special at the Watkins Glen (N.Y.) track, Oct. 13 at 9:30 p.m.; a repeat of the two-hour *Radio City Music Hall Welcomes the Nashville Network* concert, Oct. 25 at 8 p.m.; *The Mandrell Sisters and Family*, Oct. 26 at 9 p.m.; *George Strait in Houston* starring the singer in a concert taped at the Houston Livestock Show and Rodeo, Oct. 30 at 9:30 p.m., and *The Willie Nelson Special*, Nov. 2 at 9 p.m.

Financial readjustments

Financial News Network has adapted its program schedule to the new 9:30 a.m. (NYT) opening—30 minutes earlier than in the past—of the New York and American Stock Exchanges and the National Association of Securities Dealers trading day.

A new half-hour program, *Consumer Morning*, is in at 9-9:30, starting Oct. 25. (*On the Money*, produced by WGBH-TV Boston in association with *Money* magazine and originally shown on the Public Broadcasting Service, will be presented in this time period on Fridays only.) Among other changes, *Morning Marketline* has been expanded to 90 minutes from 60, starting at 9:30 a.m., and *MarketWatch AM* is now presented at 11 a.m. to noon.

In another change, unrelated to the new market opening time, FNN on Sept. 20 introduced a new weekly film segment, "The Movie Business," as part of the Friday edition of *Mid-Day Market Report*. Casper Citron, theater and film critic and host of a syndicated radio program on entertainment, is host on the new segment.

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Business Briefly

RADIO ONLY

Oregon-Washington-California Pear Bureau

Fourth-quarter, four-week flight in November and December will run in 35 markets. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Evans/Kraft Advertising, Portland, Ore.

Alpo Pet Foods □ Tabby Premium Canned Cat Food will be spotlighted in four-week flight in five New England markets, beginning in late October. Commercials will be present in all dayparts. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

Northrup King □ Three-week campaign is set to begin this week in more than 35 markets, predominantly small-market stations. Commercials, promoting company's corn and soybean products, will be placed on programs appealing to farmers. Target: men, 21-54. Agency: Colle & McVoy, Minneapolis.

Pabst Brewing □ Eight-week campaign will begin in early November in Midwest

and Far West, with Pabst and Pabst Light advertised in Midwest and Hamm's and Olympic in West. Commercials will run in all dayparts. Target: men, 18-49. Agency: Pitluk Group, San Antonio, Tex.

Farm Credit Banks □ Three-week flight will be conducted in about 12 markets in North Carolina and Georgia, starting in late October. Commercials will be slotted in farm programs. Target: farmers, 21 and older. Agency: Sawyer Riley Compton, Gainesville, Ga.

Northwest Orient Airlines □ Fall promotion for business travel will kick off in mid-October for two weeks in about 10 markets. Commercials will be placed in all time periods on weekdays. Target: men, 25-54. Agency: Grey Advertising, Minneapolis.

On-Cor Frozen Foods □ Three-week campaign is planned for mid-October start in five to eight markets, including Cleveland and Milwaukee. Commercials will be positioned in all time periods during weekdays. Target: women, 25-54. Agency: Grant Jacoby Inc., Chicago.

TV ONLY

Barnett Banks □ Campaign of about 12 weeks will be inaugurated in mid-October in nine Florida markets. Commercials will be placed in daytime, fringe and prime and sports programs. Target: adults, 25-54. Agency: Martin Agency, Richmond, Va.

Alpo Pet Foods Inc. □ Beef Flavor dinner will be highlighted in four-week flight kicking off in late October in about 18 markets. Commercials will be carried in fringe, prime and special programs. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

Ocean Spray Cranberries Inc. □ Two eight-week campaigns are planned to start in middle and at end of October. One will support Guava drink in 16 markets. Other will promote Shelf Stable Concentrate in 19 markets. Commercials will be shown in fringe and weather segments. Target: women, 21-54. Agency: Kenyon & Eckhardt, Boston.

RADIO AND TV

New England Telephone □ Campaign will be conducted throughout Maine, New Hampshire, Vermont, Massachusetts and Rhode Island for six weeks, starting in late October. Commercials will be broadcast in all time segments. Target: adults, 25-54. Agency: Cabot Advertising, Boston.

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

WORLD SERIES, UNFORGETTABLE MOMENTS — AP remembers the most exciting moments in World Series history — the game-winning homers, the shut-outs, the miracle comebacks and more. One-minute scripts move one per the week of October 7.

LONG SHOTS, JUMP SHOTS AND BIG SHOTS — AP previews the NBA action in October. Check out the fast breaks and slam dunks in this five-part series of one-minute capsules. Series runs in advance October 12 and moves again the week of October 21.

THE BIG MEN ON CAMPUS — AP previews the upcoming college basketball season by taking a close look at the traditional power houses, as well as the long shots. Find out who's got the jump in this year's race for the final four. Series runs in advance November 9 and moves again the week of November 18.

AIRCHECK: AP RADIO NETWORK

HOW TO BE A BETTER CONSUMER — Cynthia Hecht offers advice on everything from finding a sweet deal on a major appliance to avoiding a souring experience with a lawyer in her 60-second feature show entitled, Consumer-watch. Features are fed 7 days a week at 6:32 and 10:32 a.m. ET.

HOW TO JUDGE A BOOK — Each day, in his series of 90-second shows entitled Best Sellers, Martin Levin reviews one of the hottest books on the shelves. Plus, he tells you which new authors have the best shot at making the best seller list. Feature shows are fed Mon-Fri at 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

BBDO on black viewing. An analysis by BBDO of the Nielsen ratings for the 1984-85 season contradicts the belief of many network television strategists that black viewers are normally attracted to black-oriented shows. BBDO said the validity of this assumption is challenged by the strong popularity of *Dynasty*, *Family Ties*, *Hotel*, *Knots Landing*, *Knight Rider* and *Riptide* among black viewers. They all placed in the top 10 of the most popular programs among black viewers. None is centered on a black star. *The Cosby Show* was first among blacks with an average season rating of 38.2, while *Dynasty* placed second with a 35.5 rating, BBDO said. The study, conducted by BBDO Special Markets, predicts that only four programs with black characters will rank in the top 10 among blacks in the 1985-86 season. They are *Cosby*, *The A Team*, *Gimme A Break* and *Webster*. BBDO said that last season was the first time Nielsen provided information on black viewing for a complete season.

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In a marketplace filled with animated super-heroes, only "ThunderCats" has the superpower needed to rank #1 with kids in early fringe.

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Rating Share

4.8 14

He-Man 3.8 12

Jayce & The
Wheeled Warriors 3.2 11

Cobots 2.9 12

Plastic Man 2.5 13

Superfriends 2.3 10

Voltron 2.2 8

RoboTech 2.1 6

Jetsons 1.9 8

Tranzor Z 1.3 6



A Rankin/Bass Production

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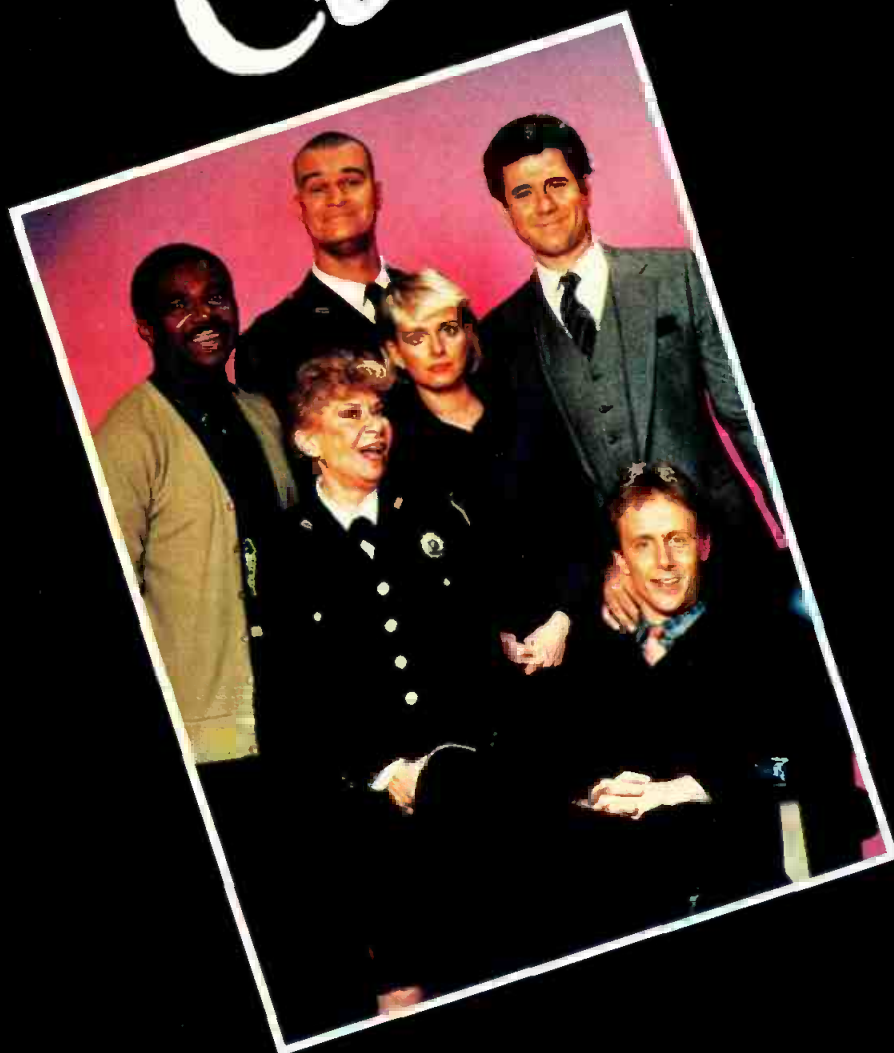


Telepictures
PERENNIAL

Source: NIS Market Monitor™ RAB Report Composite. Weighted Average. Where Aired 9/9/85 - 9/20/85.

Everyone's Wild About Harry!

Night Court







Pearl anniversary. Executives of Blair Television and Scripps-Howard Broadcasting celebrated 30th anniversary of their business relationship with luncheon at New York's 21 Club. Blair today represents six of seven TV stations owned by Scripps-Howard. Joining in festivities were (l-r) Walter A. Schwartz, president and chief executive officer of Blair Television; Don Perris, president, Scripps-Howard Broadcasting; Jack R. Howard, chairman of board, Scripps-Howard Broadcasting, and Harry B. Smart, chairman and chief executive officer of Blair Television.

TVB looks ahead. Television Bureau of Advertising board of directors predicts that total commercial TV advertising in 1985 will be estimated \$20.8 billion, up 7%, with local TV advertising reaching \$5.66 billion, up 12%, and national spot, \$5.91 billion, up 8.5%. Network TV advertising, which rose 21.5% in 1984 because of impact of Olympics and political advertising, will grow by only 2% in 1985 to \$8.7 billion. Board also projects that commercial television advertising will increase in 1986 by 8% to 10%.

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Rep Report

WKAB-TV Montgomery, Ala.: To Adam Young from Katz.

KOLH-TV Duluth, Minn.: To Seltel from Blair Television.

KHBS-TV Fort Smith, Ark.; KTVF-TV Fayetteville, Ark.; KCRL-TV Reno, and KCWT-TV Wenatchee, Wash.: To Adam Young from Avery-Knodel.

KCPM-TV Chico, Calif.: To Katz Continental Television (no previous rep).

WQSA(FM) Sarasota and WCIA(AM) Fort Myers, both Florida: To Savalli, Schutz & Peterson from Roslin Radio.

WRCH(AM) Miami: To Savalli, Schutz & Peterson from Hillier, Newmark, Wechsler & Howard.

WGUY(FM) Brewer, Me.: To Savalli, Schutz & Peterson from Masla Radio.

WCME-FM Westport, Me.: To The Queen Co. (New England rep).

Sonic Cable Television, San Luis Obispo, Calif.: To Nationwide Cable Rep.

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A cable-broadcast commentary from Harry M. (Chip) Shooshan, Shooshan & Johnson, Washington

No to must carry, yes to copyright reform

With heavy lobbying on Capitol Hill, the broadcasting industry has forced the FCC to take another look at cable must carry. In doing so, broadcasters rejected FCC Chairman Mark Fowler's wise counsel to seek copyright reforms and to leave the must-carry rules where they belong—in the ashcan of protectionist regulation of the 1970's. Whatever the commission ends up doing, broadcasters have succeeded only in diverting attention and political pressure from their real problem—a copyright process that does them, the cable industry and the public more harm than good.

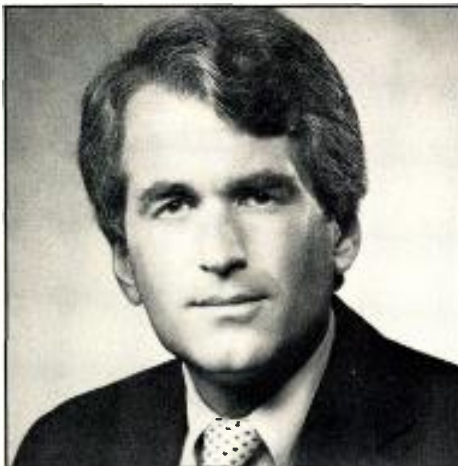
Now, however valid their arguments for copyright reform might be, broadcasters risk delay as those on the Hill wait for a final determination by the expert agency. The flurry of letters to Chairman Fowler from the Hill clearly indicated that the lawmakers want the issue, and the broadcasters who are lobbying them, to go away. Not exactly a warm welcome.

Congress has several reasons for this response. First, despite doomsday stories dredged up by broadcasters, no real problem exists. Stations are not being dropped right and left, nor will they be. And no outrageous sums are being extorted from existing broadcasters by greedy cable operators. Second, the broadcasters' legislative solution—outright repeal of the compulsory license for cable retransmission—is not a realistic legislative solution or even a credible threat to induce negotiations by the cable industry. No politician can be expected to support a proposal that might prevent consumers from viewing popular local broadcast stations on cable. Realistically, copyright reform must be restricted to distant broadcast signals.

Broadcasters can benefit substantially by coming up with a legislative fix to the current copyright mess for distant signals. The real challenge is to come up with a plan that makes things better for broadcasters, for cable operators and for consumers, and then to press Congress to enact those reforms.

For years the rallying cry of the broadcasting industry on Capitol Hill has been, "If it ain't broke, don't fix it." Well, the cable copyright system is "broke." The Copyright Royalty Tribunal is falling apart from its own excessive administrative weight. No patch-up job by Congress can make such a Rube Goldberg contraption function efficiently. The problem is the compulsory license itself.

Created by Congress in its 1976 revision of the copyright laws, the compulsory license insured that cable operators had access to broadcast television programming that might be denied them by broadcasters or program producers. The cable industry con-



Harry M. (Chip) Shooshan III practices law in Washington and is a principal in the consulting firm of Shooshan & Jackson Inc. He is a veteran of 11 years on Capitol Hill, much of it as staff director, then chief counsel, of the House Communications Subcommittee. As a private attorney, he participated in the settlement of the Justice Department's antitrust suit against AT&T.

vinced Congress that a single cable operator could not possibly negotiate with hundreds of program suppliers for rights to cable carriage. The transaction costs would stifle the growth of the cable industry. The CRT was established to set compulsory license fees and to distribute the proceeds. In reality, a large chunk of the proceeds is simply transferred to lawyers, as competing interests argue endlessly about division of the spoils.

It's time for a change. The cable industry no longer needs the compulsory license, at least for distant signals. At last count, there were about 30 national cable networks, not including superstations. These networks obtain programming under full liability, or produce it themselves, and distribute it to cable systems, thereby minimizing the transaction costs for each cable operator.

The marketplace has also adjusted to the presence of national superstations. WTBS (TV) Atlanta pays for programming on the basis of both its cable and over-the-air audience. Consequently, the station tends to carry older, cheaper syndicated programming rather than more recent (and expensive) off-network series. WTBS could readily negotiate the formal cable retransmission rights for its programming since it already pays for those rights. There is no sense in cable operators or their subscribers paying program producers a second time in the form of compulsory license fees.

Broadcasters hardly benefit from the current cable copyright scheme. They take home next to nothing from the distribution process and have little to show for the past 10 years except large legal bills. And, absent

the must-carry rules, the compulsory license disadvantages local broadcasters in any bargaining that may take place with cable operators over terms of carriage. If a local network affiliate refuses to pay for carriage, the compulsory license permits a cable operator to import the affiliate from an adjacent market and to pay only one-quarter of what he would pay for importing an independent station. Faced with such a threat, the local affiliate is more than likely to meet the cable operator's terms.

While consumers benefit from being able to see distant sports programming, they end up paying more for cable programming than is necessary. CRT revenues now exceed \$100 million, so this is no small problem.

What can be done? To begin with, the broadcasting and cable industries should both support elimination of the compulsory license for distant signals, together with stiffening of antitrust rules regarding sports broadcasting. While broadcasting and cable would each be giving something up, both would benefit substantially. Cable operators would pay less for programming, and broadcasters would be in a more equal bargaining position in their own markets. Moreover, after an appropriate transition period, the CRT could be eliminated. It will not be missed.

The Motion Picture Association of America currently gets the lion's share of the CRT pool. Nevertheless, MPAA President Jack Valenti has indicated that he favors ending the compulsory license. Apparently, even the winners under the current process do not fare very well, after deducting legal fees. Or maybe it's because even Jack Valenti would have a tough time defending the motion picture industry's right to be paid twice for the same programming.

The Judiciary Committee could phase out the compulsory license for distant signals at the same time it phases out the sports antitrust exemptions. Such a move would benefit broadcasters and cable operators alike by freeing up more attractive programming and promoting the growth of additional superstations. Consumers would ultimately benefit, just as they did when a handful of colleges successfully challenged the NCAA's restrictive television policy on antitrust grounds.

In short, broadcasters will lose a great opportunity for reform of the copyright law if they focus their attention on the FCC and resurrecting the must-carry rules. The commission has already told the industry as emphatically as it could that its best hope for real relief lies on Capitol Hill. The broadcasters' response to Chairman Fowler's offer of a second bite at the apple should be: "Thanks, but no thanks." Negotiating a legislative compromise that begins to remove government from the marketplace makes more sense than trying to devise a regulatory plan for getting the government back in. ■

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Datebook

This week

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. 7—*Northern California Broadcasters Association* second annual "wingding." Crow Canyon country club, San Ramon, Calif. Information: Beth Harris, (415) 928-7424.

Oct. 7—"The U.S. Supreme Court and Libel Law: A New Direction," libel symposium sponsored by *American Legal Foundation*. Embassy Row hotel, Washington. Information: (202) 857-0400.

Oct. 7-8—"Financing a Telecommunications Property—A Symposium for Minority Entrepreneurs," sponsored by *FCC, NAB, NCTA, NTIA, MBIC and BROADCASTAP*. Capital Hilton hotel, Washington. Information: (202) 254-7674.

Oct. 7-10—*Electronic Imaging '85*, international electronic imaging exposition and conference, sponsored by *Society of Photographic Scientists and Engineers* and *Digital Design magazine*, and organized by *Institute for Graphic Communication*. Sheraton-Boston hotel, Boston. Information: (800) 223-7126.

■ Indicates new entry

tel, Boston. Information: (800) 223-7126.

Oct. 7-10—31st annual *University of Wisconsin* broadcast engineering and management seminar (formerly "broadcasters' clinic"). Holiday Inn, Madison, Wis. Conference and exhibitor information: Don Borcherdt (608) 263-2157.

Wis. Conference and exhibitor information: Don Borcherdt (608) 263-2157.

Oct. 7-10—*Electronic Industries Association* 61st annual fall conference. Hotel del Coronado, San Diego.

Major Meetings

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

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

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

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.

March 6-8, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 15-18, 1986—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future convention: 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 13-17, 1986—*National Public Radio* annual convention. Town and Country hotel, San Diego.

April 27-30, 1986—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

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 3-6, 1986—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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.

June 22-25, 1986—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

July 24-26, 1986—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Atlanta.

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

Oct. 28-30, 1986—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.



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Cheech And Chong's Next Movie

Cheech and Chong

My Tutor

Caren Kaye/Matt Lattanzi

Nightmares

Emilio Estevez/Cristina Raines

Monty Python's The Meaning Of Life

Michael Palin/Eric Idle

Metalstorm:

The Destruction Of Jared-Syn

Jeffrey Byron/Richard Moll

Videodrome

Deborah Harry (Blondie)/James Woods

Repo Man

Emilio Estevez/Harry Dean Stanton

Streets Of Fire

Michael Paré/Diane Lane

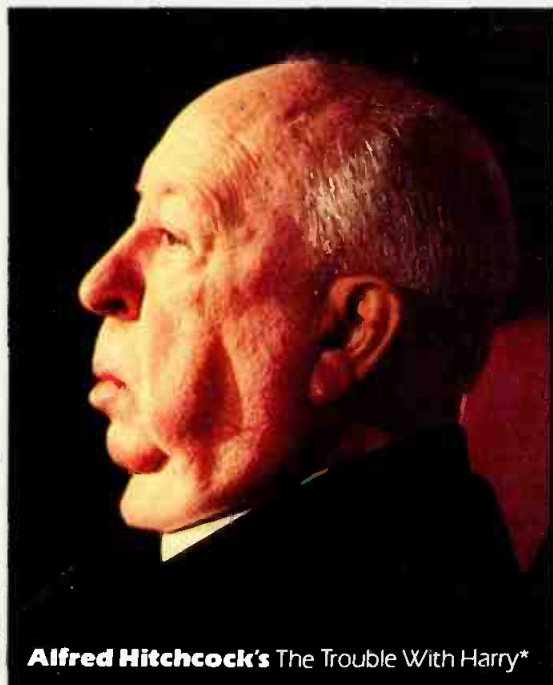
The Funhouse

Sylvia Miles/Cooper Huckabee

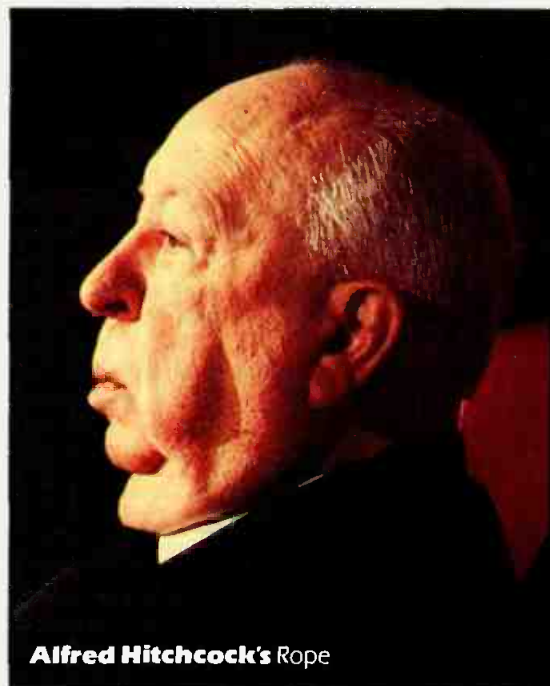
Terror In The Aisles

Donald Pleasence/Nancy Allen

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Alfred Hitchcock's The Trouble With Harry*



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James Stewart/Farley Granger

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MCA TV

*The Trouble With Harry recently completed a record-breaking theatrical engagement, and has had no network exposure in more than a decade.

Stay Tuned

A professional's guide to the intermedia week (Oct. 7-13)

Network television ☐ **ABC:** *Toughlove* (drama), Sunday 9-11 p.m. **CBS:** *Love, Mary* (drama), Tuesday 9-11 p.m.; *Out of the Darkness* (suspense), Saturday 9-11 p.m. **NBC:** *Major League Baseball's 1985 National and American League Championship Series* (best of seven games in each league)—American League: Tuesday 8-11 p.m., Wednesday 3-6 p.m., Friday 8-11 p.m., Saturday 8-11 p.m., and, if necessary, Sunday 4:30-7 p.m., next Tuesday 8-11 p.m., and next Wednesday 8-11 p.m.; National League: Wednesday 8-11 p.m., Thursday 8:30-11 p.m., Saturday 1-4 p.m., Sunday 8-11 p.m., and, if necessary, next Monday 3-6 p.m., next Wednesday 3-6 p.m., and next Thursday 8:30-11 p.m. **PBS** (check local times): *No Second Chances: An Examination of the Use of the Insanity Defense in Criminal Cases* (documentary), Monday 10-11 p.m.; *Where None Has Gone Before* (exploration special), Wednesday 8-9 p.m.; *The Booth* (three dramas), Wednesday 9-10:30 p.m.; *Dr. Fischer of Geneva* (drama), Friday 9-11 p.m.; *Innovation* (two-part report on food), concluding Saturday 7:30-8 p.m.; *Olympic Challenge* (documentary), Sunday 8-9 p.m.



"The Emperor's New Clothes" on Showtime's *Faerie Tale Theatre*.

Network radio ☐ **CBS Radio Network:** *The Wonderful World of Baseball* (retrospective), Monday 2:30-3 p.m.; *Major League Baseball American and National League Playoffs* (best of seven games in each league). For approximate times, see network television above. **Westwood One Radio Networks:** *Line One** (live rock music, interview and call-in series), Monday 11 p.m.-midnight.

Cable ☐ **Arts & Entertainment:** *Prodigy* (piano recital), Thursday 8-9 p.m.; *The Virtuoso Pianist: The Gordons* (concert duo), Thursday 9-11:30 p.m.; *The Life of an Orchestra** (four-part documentary series), Friday 9-10 p.m.; "Fallen Idol" (suspense), Saturday 8-9:30 p.m.; "The Stranger" (drama), Saturday 10-11:30 p.m.; *Nancy Wilson & Band* (jazz concert), Sunday 9-10 p.m. **Cinemax:** "The Evil That Men Do" (action thriller), Saturday 10-11:30 p.m. **ESPN:** *National Hockey League* (opening night coverage), Thursday 7:30-10:30 p.m. **HBO:** *Harry Belafonte: Don't Stop the Carnival* (concert), Saturday 8-9 p.m. **Showtime:** *The Emperor's New Clothes* (fairytale), Tuesday 8-9 p.m. **The Nashville Network:** *Winners' Circle* (profiles), Sunday 5:30-6:30 p.m.

Play It Again ☐ **PBS** (check local times): "The Good Soldier" (drama), Sunday 9-11 p.m.

Museum of Broadcasting (1 East 53d Street, New York) ☐ **Created By Mark Goodson: The Television Game Show**, three seminars with Goodson, "The Classic Years" on Tuesday at 5:30-7 p.m., "The Anatomy of a Game" on Wednesday at 12:30-2 p.m. and "The Game Shows Today" on Thursday at 12:30-2 p.m. **Leonard Bernstein: The Television Work**, 60 hours of programing featuring works of the conductor, composer and teacher, through Nov. 14. **Television's Silents: Silent Films Newly Restored and Orchestrated for Television**, week-long screenings through Nov. 2 of seven silent films restored by Kevin Brownlow and David Gill—"The Wind," "Flesh and the Devil," "Old Heidelberg, or The Student Prince," "Show People," "Napoleon," "A Woman of Affairs" and "Our Hospitality"—with "Show People" premiering this week, Tuesday through Saturday at 3 p.m.

Note: all times are NYT. Asterisk denotes series premiere.

Information: (202) 457-4980.

Oct. 8—Radio Advertising Bureau seminar on how radio stations can help retailers develop vendor support programs. Amfac hotel, Dallas.

Oct. 8—Cabletelevision Advertising Bureau local advertising sales workshop. Atlanta Airport Marriott, Atlanta.

Oct. 8—Washington Executives Broadcast Engineers monthly luncheon. Roma restaurant, Washington.

Oct. 8—"TV Held Hostage," lecture at *George Washington University*. Speaker: William C. Adams, professor, GWU. University Club, GW campus, Washington.

■ Oct. 8—Women in Cable, greater Philadelphia chapter, luncheon meeting. Speaker: Neil Austrian, chairman and chief executive officer, Showtime/The Movie Channel. Twelve Caesars, Philadelphia.

■ Oct. 8—Women in Cable, southern California chapter, dinner meeting. Andre's of Beverly Hills, Los Angeles.

■ Oct. 8—American Women in Radio and Television, New York City chapter, news forum, "Merging the Media: Is What's Left—Right?" Omni Park Central hotel, New York.

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—"The 21-inch battleground," symposium on future of program industry in Europe, sponsored by *European Institute for the Media and MIPCOM*. Palais des Festivals, Cannes, France. Information: 061-273-3333.

■ Oct. 9—Washington Women in Public Relations meeting. National Lawyer's Club, Washington.

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—Cabletelevision Advertising Bureau local advertising sales workshop. Hilton Inn Florida Center, Orlando, Fla.

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

Oct. 10-11—"International Telecommunications: Regulatory and Trade Issues in the Post-Space WARC Environment," conference sponsored by *Bureau of National Affairs* and *Pike & Fischer Radio Regulation*.

Continued on page 67.

Errata

New news segment, electronic press release service from Wold Communications introduced at Radio-Television News Directors Association and reported in Sept. 16 issue, is called **The Station Connection**.

□

Worldvision's/Hanna Barbera's **The Jetsons** is being sold on straight barter basis, not cash plus barter as reported in Sept. 16 issue.

□

In Sept. 30 "Special Report" on independent television, story on advertising erred in reporting **total advertising sales for independents in 1985** as \$10 billion. According to study cited, independents will earn **\$1 of every \$4 dollars of total television advertising sales of \$10 billion**.

DBS debate

EDITOR: I read with interest and concern the "Monday Memo" of Sept. 30 in which Kenneth Gorman of Viacom suggests that it will be possible to provide DBS service to the American people without having to use high-powered satellites or the dedicated DBS spectrum that the FCC has allocated to provide interference-free quality service for the American people. Mr. Gorman says, "Recent refinements in electronics have made it possible for affordable three-to-four-foot dish antennas to receive signals from existing medium-powered Ku-band fixed service satellites in practically all situations." Nothing could be further from the truth. While I am sure Mr. Gorman means well, and while I am sure that others who would like to be able to provide DBS service at little cost to themselves mean well, the technological reality of the limitations of the domestic Ku-band make such a dream impossible.

Before considering programming—ultimately the most important ingredient of any broadcast service—it is necessary to determine the technical quality that a broadcaster wishes to provide to the viewing public. In that connection, the American people have come to expect "broadcast quality" service at all times and in all weather conditions. ("Broadcast quality" as defined by me is that signal which the American public receives when it uses an antenna properly pointed at a commercial television station within a normal service contour free of ghosts and reflections.) In the Ku-band, even using medium-powered satellites, quality service can be guaranteed only by the use of a dish that would approach six feet in diameter. Let me give you an example:

If transmission directly to the home were provided by a 45 watt Ku transponder and received on a dish of approximately four feet in size, the picture quality would be about the same as that received from a 200 watt transponder using a 24-inch dish in the dedicated DBS band. If we could guarantee an interference-free environment, this would appear to be a good deal (taking into consideration the ungainly size of the antenna). If, after such service had begun, a satellite were parked next to our 45 watt satellite at two degree spacing, and if, for example, this new satellite had an output power of 60 watts, and if, for example, the frequencies used by this satellite were "unfriendly" or not coordinated with ours, the interference would become a problem for the person with a four-foot dish. In such a situation it would be necessary to install a new dish that would be closer to six feet in size to regain our previous quality.

There are many disadvantages to attempting to broadcast directly to the home in the domestic band.

- The domestic satellite band is not a pro-

tected, dedicated broadcast band.

- The use of a four-foot antenna requires extremely accurate pointing, an expensive installation consideration.

- The use of a four-foot antenna imposes building code and wind loading problems.

- It will not be possible to use a "flat antenna" for domestic satellite reception. The flat antenna, a development now on display in Japan, would make possible the use of a roof-mounted or wall-mounted antenna which, in appearance, is very similar to a skylight found today on many private residences. Such an antenna will work only for reception of high-power signals at nine degree spacing.

- Extensive market research has indicated beyond a doubt that when dish size is increased from 24 to 36 inches, the willingness of the public to install such a dish is cut by 50%.

The FCC has established the DBS band with nine degree spacing so that the public may have the benefit of interference-free, broadcast-quality signals at low cost. In my opinion, an attempt to begin direct-to-home service using domestic satellites will serve no other purpose than to mislead the public and to provide a service of inferior technical quality—with the effect, in the long run, of depriving all Americans of the promise the commission had planned when it authorized genuine high-power DBS.—*Stanley S. Hubbard, president, Hubbard Broadcasting Inc., St. Paul.*

Education the answer

EDITOR: I have read with a great deal of interest the comments concerning National Radio Broadcasters Association President Bernie Mann's opening remarks at Radio '85 Management and Programming Convention. Bernie's comments about so-called snake oil salesmen and the fact, as he sees it, that radio should go directly to clients to pursue business, are possibly misunderstood by some of the people in the trade press and definitely are by some of the people who work only in large markets.

It's possible that I have a different concept of this because of my unusual vantage point—besides being a radio broadcaster for the past 27 years, I am also the owner of a small advertising agency. My advertising background started in 1946 with my father's agency. I started an agency of my own in 1960, specializing in radio and television.

The agency is located in Little Rock, Ark., a town of 405,000 in a metro area of four counties that contain 74 advertising agencies and counselors, according to the latest Yellow Pages listings.

Of those 74 ad agencies and counselors, only six subscribe to one or the other of the major radio rating services, Birch and Arbitron. Only five of us subscribe to both major radio rating services. As a matter of fact,

only four of us subscribe to Birch, TV Arbitron, Radio Arbitron and Nielsen services. This shows how much attention smaller market agencies are paying to what normally would be expected in a large market's agency work.

Most of the people who purport to be in the agency business in these middle-sized markets are really a little bit less than what would be considered advertising agencies. The basic business solicitation theory is a presentation using these words: "Let me be your agency. It won't cost you anything. The media will pay for my service through commissions."

This is the type of advertising agency to which I believe Mr. Mann was referring in his comments. I know, because I competed against Mr. Mann when he owned two radio stations in Little Rock several years ago. I know the problems that Bernie had, and that broadcasters still have. I know the problems that almost all broadcasters in small markets have in trying to get business from advertising agencies that will never even make a presentation to the public. A lot of these people at what they call "agencies" have no concept of what broadcasters are even talking about.

There are many advertising agencies that have never seen or understood a coverage map, that don't know anything about power, directional antennas, antenna height in the case of FM stations and how this affects coverage. I've seen so-called advertising agencies get a schedule for a client on a radio station that the agency insisted must run early in the morning—during a time when that AM station was in a directional pattern and did not even reach the area at which the commercial was targeted.

I suggest that any broadcaster call on the client direct. If a client is happy with its agency, it will tell you to go back to the agency. If it is not happy with the agency, you can get some business from it.

As I have traveled around the country in my primary job as a media adviser, I can tell you that the problem in Little Rock is not any different than in Tulsa, Okla., Memphis, or Jackson, Miss. Broadcasters need to try and educate these smaller agencies on the merits of radio versus their Yellow Pages placement, specialty advertising, billboards or in whatever media that agency specializes.—*Pat Walsh, general manager, KLRA(AM) Little Rock, Ark.*

Back to one

EDITOR: Having experienced every National Association of FM Broadcasters/National Radio Broadcasters Association convention since Atlanta (1975), the two "radio" programs co-sponsored by National Association of Broadcasters and NRBA, and 21 consecutive NAB conventions, all from the manufacturer's perspective, I have concluded that the fall programmers/managers convention, whether jointly sponsored or sponsored individually by NAB or NRBA, should abandon exhibitor participation from this point on. Granted there is a need for a programmers' gathering, but it should revert to its original intent: to create a scholastic atmosphere, a classroom atmosphere for

gram personnel and station management exclusively. No more exhibit-lined campus.

As over the last five or six "fall radio" conventions as an exhibitor, the best I was able to get out of attending this year was rapping with my peers and my equipment dealers. Not without benefit, but certainly not the prime purpose for our exhibiting.

There is only one national podium for us exhibitors: the NAB convention/exhibit. Yes, it is replete with anguish and anxieties involving personnel, space, equipment availability, excessive charges...the list goes on. But we accomplish our intent: to put our best equipment forward, have it stroked, caressed and even abused by the greatest number of equipment users and purchasing decision-makers.

NRBA back to the classroom. NAB to the fore with the exhibits.—*Jesse D. Maxenchs, marketing director, TFT Inc., Santa Clara, Calif.*

Untangling ratings

EDITOR: Recent articles in many broadcasting and cable trade magazines are suggesting that cable is suffering from what is being

termed as "ratings drop." The interpretation that cable networks have suffered loss is quite misleading.

HUT (homes using television) levels dropped less than 3% in cable households, from 31.5 to 30.7 on a 24-hour basis from the second quarter 1984 to second quarter 1985. There is quite evident a relative decline in broadcast ratings and overall growth in cable-originated ratings. Network erosion continues apace with the affiliates' declining 7% from last year. Independent stations also lost audience share in cable households with a ratings decline of 4%. Meanwhile, commercial cable ratings grew from 4.2 last year to 4.5 this year. Not phenomenal growth, perhaps, but a 7% increase in ratings, a 9% increase in share, and an overall growth in households delivered of 15% due to subscriber increase.

If cable-originated ratings have increased, how can it be that most of the individual networks have lost fractions of ratings points? There is a growth dynamic occurring in the cable universe with implications not widely reported. The programing environment for the cable networks grows increasingly competitive as cable operators upgrade

their channel capacity and new systems feature 35-plus channels. While overall cable origination ratings are twice as high in 35-plus-channel systems as in systems with 14 or fewer channels, the number of available cable signals is eight times greater. The result is that ratings for any individual cable channel average only one-fourth as high in the systems with high channel capacity.

Since cable networks enjoy their greatest subscriber growth in these larger systems, we can expect national ratings will inevitably decline as the overall number of channels per household increases. Data we have seen suggests this decline should be in the order of 7%-10%. That we continue to grow year to year in spite of this is, indeed, good news.

We hear and read so much about TV ratings that we forget that these variable, unstable estimates are not necessarily the best yardstick to measure the vitality of our medium. Ratings alone conceal as well as reveal. We invite your publication and others in our industry to explore and deepen the interpretation of this data for your readers.—*Douglas J. Greenlaw, vice president, sales, CBN Cable Network, New York.*

Where Things Stand

A quarterly status report on the unfinished business of electronic communications.

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AM-FM allocations. United States and Mexico have reached agreement in principle on new AM broadcasting pact (BROADCASTING, Aug. 26). Agreement will permit AM daytimers to operate up to two hours past local sunset. It will allow full-time operations on Mexican clears. In addition, it will permit Mexicans to operate on U.S. clear channels, as long as full protection is provided. FCC hoped agreement would be signed and put into "provisional" effect by late fall.

FCC has announced opening of first processing window for more than 1,000 new commercial FM stations that could result from its Docket 80-90 FM allotments (BROADCASTING, Sept. 30). Window opens Oct. 15, closes Nov. 15. Mass Media Bureau is hoping to open two 80-90 windows each month for about three years and is staggering acceptance of 80-90 applications during each window, taking one channel number at time. Order in which applications will be accepted was determined by randomly ranking 80 FM channels (BROADCASTING, May 13).

FCC will give AM daytimers opportunity to get substantial preferences for all new FM stations (BROADCASTING, March 18). Commission also discarded traditional cut-off procedures for new or modified commercial FM facilities, opting instead to use filing windows. First window, for 167 vacant allotments and minor modifications, drew 1,181 applications (BROADCASTING, Aug. 26). That window closed July 12. Any new allotments resulting from additional FCC orders—responding to rulemakings to amend table under new Docket 80-90 separations criteria, which can be initiated now—also will be pro-

cessed with windows. Commission will use comparative hearings, not lotteries, to award grants.

United States already has signed agreement with Canada enabling countries to establish new AM radio stations and expand service of existing stations (BROADCASTING, Jan. 23, 1984). Agreement with Canada, among other things, permits qualified U.S. AM daytimers to begin broadcasting at 6 a.m. and operate until up to two hours after local sunset. Agreement also cleared way for FCC to start accepting more applications for about 125 unlimited-time AM stations on clear and adjacent channels resulting from its 1980 action reducing protection to clear channel stations (BROADCASTING, May 29, 1980). More than 300 clear channel applications are on file or have been designated for hearing. In addition, agreement permits U.S. nighttime operations within 650 miles of U.S.-Canadian border on Canada's seven clear channels.

FCC already has amended rules to permit full-time operations on 14 Canadian, Mexican and Bahamian AM clear channels (BROADCASTING, April 29). FCC has informed daytimers on Canadian clears of their nighttime power authorizations, and they can operate immediately with new power.

Another agreement with Mexico permitted U.S. Class IVAM stations to quadruple nighttime power. Yet another permitted expanded use of FM baseband.

FCC has announced tentative agreement with Canadians on new FM broadcasting pact and implemented working arrangement updating technical standards for stations within 199 miles of Canadian border (BROADCASTING, Sept. 24,

1984).

On another front, FCC has adopted post-sunset authorizations based on compromise between Association for Broadcast Engineering Standards and Daytime Broadcasters Association, and Mass Media Bureau mailed out authorizations to all 2,560 Class II and III daytimers. Those specify post-sunset power and permitted operation as of Dec. 10 last year (BROADCASTING, Dec. 10, 1984).

U.S. and other western hemisphere countries are preparing for Regional Administrative Radio Conference in Geneva next spring. At top of agenda: carving up new spectrum for AM broadcasting between 1605 and 1705 khz.

□

AM stereo. With wide support among receiver manufacturers and broadcasters, Motorola is in strong position to win hard-fought AM stereo standards battle and make its C-Quam system industry's de facto standard. But Leonard Kahn, inventor and chief proponent of incompatible Kahn system, may yet prevail by persuading major stations in major markets to stay on air with his system.

Key to Motorola victory is proliferation of C-Quam-only radios, which are being marketed by several manufacturers. Consumers will resist buying such radios, however, Kahn says, because they will be unable to tune in stereo signals of Kahn stations. Kahn is encouraging manufacturers to build multisystem radio receivers capable of picking up all stereo systems.

Motorola's position in marketplace was strengthened in December 1984 when Harris announced it was quitting battle and planning to

make and market C-Quam broadcast equipment. Most, if not all, Harris stations may move into Motorola camp. Systems proposed by Belar Electronics and North American Philips had fallen by wayside long ago.

FCC instigated marketplace standards battle in 1982 when it decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could



begin broadcasting stereo programming using any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which system would be de facto standard. FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, who feared marketplace approach would kill AM stereo or at least delay its introduction.

Kahn system, whose equipment was first to win type-acceptance, was first on air, in July 1982, at KDKA Pittsburgh and KTSA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982).

□

Beer-wine advertising ban. Attempts by citizen groups to obtain legislative ban on beer and wine commercials on radio, television and cable have made little progress in 99th Congress. Group originally pushing for ban, Project SMART (Stop Marketing Alcohol on Radio and Television), coalition of citizen groups including National PTA, has not been successful in finding congressional support for ban and has switched focus of its campaign toward achieving equal time for counteradvertising messages. Bill calling for mandatory counteradvertising was introduced in House by Representative John Seiberling (D-Ohio) (BROADCASTING, May 20).

National Association of Broadcasters joined with advertising and beer and wine industries to block SMART's efforts. Broadcasters have also launched national public service campaign to combat drunk driving. Campaign includes numerous PSAs (BROADCASTING, July 2, Oct. 29, 1984). At present, Congress seems satisfied with broadcasters' public service campaign. At House Telecommunications Subcommittee hearing in May lawmakers voiced little enthusiasm for mandatory counteradvertising but also warned broadcasters not to slack off in their PSA campaigns (BROADCASTING, May 27).

□

Cable copyright. Cable copyright matters are attracting congressional attention. Major reform of Copyright Royalty Tribunal has become legislative priority for House Copyright Subcommittee. Movement to overhaul agency was sparked by resignation of CRT Chairman Marianne Mele Hall after it was publicized she was co-author of book that some members of Congress considered racist (BROADCASTING, April 29 et seq.). Two bills have emerged in House calling for major revamping of CRT. House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) introduced H.R. 2784 that would substitute federal judges for CRT commissioners, creating Copyright Royalty Court to replace CRT (BROADCASTING, June 24). Kastenmeier has held three oversight hearings on agency (see "Top of the Week").

Under provisions of measure, Chief Justice would designate three district or circuit court judges to sit on CRC for six-year terms, tapping one to be chief judge for two years. Administrative Office of U.S. courts would take care of CRC's administrative needs. Bill would allow CRC to hire attorney and whatever other help it would require. Bill would also permit parties to appeal CRC decisions to U.S. Court of Appeals for District of Columbia—same place CRT appeals are heard. It also would require disputing parties to try to settle differences through "mediation, negotiation, arbitration, appointment of special master or otherwise" before going to CRC. If parties couldn't agree on procedure, CRC would mandate one. Parties would have six months to settle out of court.

Bill, H.R. 2752, offered by Representatives Mike Synar (D-Okla.) and Patricia Schroeder (D-Colo.), who sit on Copyright Subcommittee, would eliminate tribunal and freeze cable royalty rates until 1988 (BROADCASTING, June 17). Bill gives Congress until Jan. 1, 1988, to come up with another process for determining royalty rates. If Congress failed to act, entire system would cease to exist.

In addition to CRT reform legislation, cable industry and Kastenmeier are interested in overall reform of copyright law. National Cable Television Association and Motion Picture Association of America are discussing ways to improve method by which cable operators determine compulsory license royalties. Under discussion is proposal for fixed, per-subscriber, per-month payment to replace current percentage system (BROADCASTING, Sept. 23). Final outcome of CRT legislation may depend on outcome of industry's discussions.

Among other copyright activities under review at CRT is distribution of 1983 cable royalty pool among copyright holders. CRT also has been asked to act on Turner Broadcasting System petition to reconsider CRT's 3.75% royalty rate decision.

On Senate side, Copyright Subcommittee Chairman Charles McC. Mathias* (R-Md.) is equally concerned about future of CRT and three vacancies at tribunal (only two of five commission seats are filled). Senate Judiciary Committee has approved nomination of J.C. Argetsinger for seven-year term. Argetsinger is general counsel for Action, national volunteer agency that includes VISTA program. Nomination of Rose Marie Monk, former executive assistant with Nofziger Communications, political consulting firm run by Lyn Nofziger, former assistant to President for political affairs, is still on hold in committee.

Also in Senate, Senator Paul Trible (R-Va.) introduced measure to codify FCC's must-carry

rules (which appellate court has ruled unconstitutional [see below]), but no action is planned (BROADCASTING, March 11).

□

Cable regulation. Cable Communications Policy Act of 1984 went into effect Dec. 29, 1984. Legislation establishes national regulatory policy for cable TV, preempting patchwork regulation of municipalities in many areas.

Act provides, after two years, for deregulation of rates for basic cable services in markets that are "effectively competitive." Legislation primarily weakens regulatory grip cities hold over cable franchises. It requires cable systems to set aside channels for lease to "unaffiliated" companies, bans co-located cable-broadcast television crossownerships and codifies FCC's ban on telephone companies entering cable business in their home towns. It also caps franchise fees at 5% and establishes renewal procedure that doesn't involve presumption of renewal. Bill's equal employment opportunity standards require cable systems to implement affirmative action plans. Bill also prohibits treatment of cable as common carrier.

In implementing most of act, FCC has defined "effective competition" prerequisite for deregulation of basic cable rates as presence of three or more unduplicated broadcast signals (BROADCASTING, April 15). Standard should result in fewer than 20% of nation's cable systems' basic tiers still being subject to rate regulation.

FCC also has implemented EEO provisions of act (see "EEO" entry below).

□

Cable scrambling. Low-power form of satellite broadcasting may grow out of cable television. Over past five years, more than million people have installed low-cost C-band earth stations in backyards primarily to receive programming destined for cable. But, to chagrin of cable industry, none are contributing to industry's revenues.

Cable operators and programmers, seeking to cash in on so-called home satellite market, want to scramble cable services so that dish owners have to subscribe to receive them. National Cable Television Association has proposed formation of consortium of cable operators that would assume much of enormous cost of scrambling. Major cable programmers (Showtime/TMC, MTV Networks, Turner Broadcasting System and ESPN), which see NCTA proposal as veiled attempt to control home satellite market, have proposed alternative that would put programmers firmly in control of marketing (BROADCASTING, Sept. 23).

Outside context of either proposal, Home Box Office has been scrambling feeds of HBO and Cinemax part time since spring and plans to scramble full time starting Jan. 15, 1986. Showtime/TMC hopes to ship descramblers to Showtime and The Movie Channel affiliates and to begin testing scrambling system by end of year. Both HBO and Showtime/TMC are using M/A-Com Videocipher II system.

□

Children's television. Discarding its 1974 policy statement on children's television, FCC has held that while commercial TV broadcasters still will be expected to serve needs of children, they will have broad discretion to determine how they do that. Commission won't attempt to mandate presentation of specific amounts (BROADCASTING, Jan. 2, 1984). FCC adopted policy on 3-1 vote. Commissioner Henry Rivera (who left agency in September) dissented, contending

"Where Things Stand" continues on page 68.

When Western Michigan was hit by its worst ice storm ever...



New Year's Eve celebrants in the WKZO-TV coverage area awoke to see mother nature's disastrous hangover—the weight of a thick coating of ice had downed limbs, entire trees, utility poles and wires.

For the next ten days, WKZO-TV provided information around the clock to help viewers recover from the damage. By tuning in to WKZO-TV, viewers and officials learned about weather changes, progress on the restoration of the utility service (a total of 158,000 customers were without electricity), food and heated shelter availability, debris cleanup and tips for the safe use of auxiliary heat and power equipment.

"The information you provided played a critical part in our disaster relief assistance," said an American Red Cross spokesperson.

Helping viewers cope in times of emergency is all part of the Fetzer tradition of total community involvement.

**...WKZO-TV
was more than
a fair-weather friend.**



The Fetzer Stations

WKZO
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

Broadcasting Oct 7

Vol. 109 No. 15

TOP OF THE WEEK

NAB's 50-mile must-carry ammunition

The National Association of Broadcasters has compiled data to use in arriving at new must-carry rules based on a mileage standard. NAB and the Television Operators Caucus have been refining a proposal they hope to sell to cable operators as well as the Association of Independent Television Stations, which has yet to adopt their idea.

Under NAB's mileage proposal, which was suggested by the TOC (the parties have not agreed on an exact mileage figure—NAB advocates 50 and TOC, which originally advocated 35 miles, is now considering 40, sources say), cable operators with more than 12 channels would have to set aside no more than one-third of their channels to carry stations within 50 miles of the cable system, but they would not have to carry duplicate network or public broadcasting stations. Twelve-channel systems or less would be exempt from any must-carry obligations. Another issue to be resolved is whether to include hyphenated markets in the proposal.

NAB based its conclusions on 348 randomly selected cable systems with more than 12 channels. The data does not take into consideration significantly viewed or duplicated signals. NAB looked at the data using the original TOC-proposed 35-mile standard and the 50-mile standard. According to the data, 95% of the cable systems would have one-third or less of their channels devoted to must-carry signals at a 35-mile radius. On average, 12% of a system's channels (four) would be devoted to must-carry signals. The average capacity of those systems is about 32 channels.

Under the 50-mile standard, according to the data, 84.2% of the systems would have no problem with must carry, while 16% would (up to 92% of their channel capacity would be devoted to must carry.) But the 16% with problems would be permitted to

delete must-carry signals down to one-third of their capacity under the proposal. On an average, 20% (or up to six signals) of a system's capacity would be devoted to must carry.

In 25 hyphenated markets, NAB discovered that at 50 miles 82% of the 67 cable systems it surveyed would have no problem, while 18% would. The 18%, the data showed, would have up to 64% of their channel capacity devoted to local signals. The average percentage of channel capacity devoted to must carry, NAB found, would be 23%, and the number of local signals carried would be seven. At 60 miles, NAB found that one-third of the cable systems would have a problem in hyphenated markets. And at 75 miles, more than half of the cable systems would be affected.

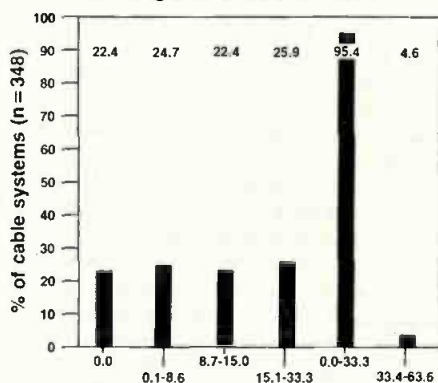
NAB also looked at signals that are duplicated on cable systems under the old must-carry rules. (The data doesn't include significantly viewed signals.) According to the data, network affiliates, would appear to be less likely to be bumped off a system because of duplication. According to NAB, 49% of the cable systems carry no ABC signals within a 35-mile

radius; 28.2% have none within 50 miles; 47.4% carry only one signal within 35 miles, and 58.3% have one signal within 50 miles. NAB also said that 3.7% of the systems carry two ABC signals within 35 miles, while 12.4% have two within 50 miles. Overall, 70% of the systems carry one or two ABC signals within 50 miles. Similar results were reported for CBS and NBC stations.

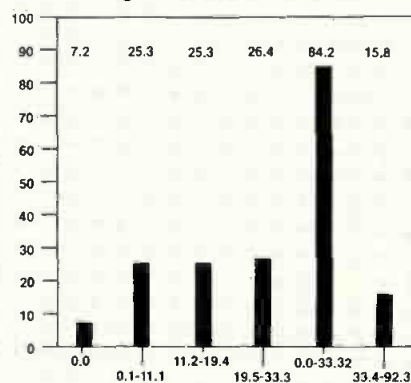
Independent, religious and public broadcasting stations would more likely be affected when it comes to multiple signals, the study showed. The study showed that 11% of cable systems now carry six or more independent television stations at the 50-mile radius.

Channel capacity percentage for all markets

signals within 35 miles



signals within 50 miles



% channel capacity utilized

CBS's latest co-production with Hollywood

Network hammers out new deal to amend consent decree and FCC's fin-syn regulations; ABC and NBC reluctant to be co-conspirators on agreement

Negotiations between CBS and major Hollywood studios and producers, looking toward modification of the FCC's financial interest and syndication rules, are drawing to an end. Reports from Washington and New York confirmed last week that CBS and represen-

tatives of the seven major studios are "still nailing down details" but are "close" to an agreement in the negotiations that began more than 18 months ago.

News of the talks between CBS Chairman Thomas H. Wyman and CBS/Broadcast Group President Gene F. Jankowski and senior executives of the studios and major independents surfaced last July (BROADCASTING, July 22). Lew Wasserman, chairman and chief executive officer, and Sydney Scheinberg, president and chief operating

officer, MCA Inc., and Robert Daly, chairman of Warner Bros., (Daly was the first CBS Entertainment President under Jankowski) are reported to be the lead negotiators for the studios and independents. Since July, the talks, said a source, "really accelerated."

The proposal, however, is described as "fragile" and could "unravel," sources say. It would enable CBS to produce and syndicate up to three-and-a-half hours of prime time programming per week. The network could

own up to a 50% interest in joint programming but could not syndicate the programming. CBS—and any other network signatory to the proposed pact—would be limited to two joint programming ventures a season.

Reducing the number of years during which a network could pick up an option on a series renewal also is being considered. As it stands now, when a network picks up a series from a producer the option is for the following four to four-and-a-half years. In the case of a hit, that gives the network the security that it will still have the series and not immediately lose it to a competing network. But under discussion is a proposal to drop that option period to three or three-and-a-half years, leaving the producer free to take his series to another network willing to pay the premium.

Initial reports indicated that a definitive deal had been struck. Later, however, CBS said the "talks are still continuing and that there is nothing to report," according to George Schweitzer, information officer for the CBS/Broadcast Group. "Somebody obviously leaked the story out of Washington," he said. Indeed, the negotiators were reportedly not pleased that news of their talks had leaked out. "It may slow things down," said one source.

Neither ABC nor NBC was familiar with all the details of the proposal. One source said "ABC is adamantly opposed and NBC is cold" to the idea of limiting in-house production. "ABC has not been involved in the agreement, and is not yet aware of the terms," said ABC spokesman Jeff Tolvin. "When we are given the details, we will review the proposal and give it careful consideration," he said.

But ABC's opposition to a cap on in-house production was apparent. "We should add, however, that we have always expressed concern about the principle of a limitation in perpetuity on network production of entertainment programs. The communications marketplace is changing rapidly, and no one can predict the programs or sources that may be required over the next decade. It is important for networks to maintain flexibility to meet those needs."

NBC spokesman Curt Block said the network "has not been involved in the discussions and has not seen the terms of the agreement." NBC is withholding comment until it is able to review the matter in detail, he said.

Under a consent decree with the Justice Department, ABC and NBC are now permitted to produce three-and-a-half hours of prime time programming a week. That figure goes up to four hours in the 1987-88 season and increases to five hours after that until 1990, when the decree expires. At that time the networks can do unlimited in-house production. (CBS can only produce two-and-a-half hours until 1990). However, the FCC's financial interest and syndication rules would still prevent them from getting into the syndication marketplace.

The networks were unsuccessful in their bid to repeal the rules two years ago, even though the FCC was willing to eliminate them. Congress on the behalf of independent producers and the Hollywood studios, after a

massive lobbying battle, forced the commission to drop its plans.

ABC and NBC disfavor the CBS formula for several reasons. They feel, said one source, that the industry is in transition, and they don't think they can "see down the road as clearly as CBS thinks it can." Moreover, they are uncomfortable with a "permanent arrangement" with Hollywood. And, said one source, "the consent decree gives them more than three-and-a-half hours."

Said one observer, CBS "seems to be willing to give up the right to produce programs in exchange [for the right] to syndicate some of them." Moreover, one source said, it is a deal "CBS can swallow" because it has no interest in getting into production. ABC, on the other hand, is believed to have an interest in doing more in-house production. Furthermore, ABC and NBC, it was said, view their ability to do in-house productions as a means of "keeping a hold over Hollywood."

The quid pro quo for CBS, said one source close to the negotiations, would enable it to do some syndication and "have first crack at the market in exchange for giving up their ability to own all productions." It is important to Hollywood to "lessen the lock the networks would have on productions."

In Washington, meanwhile, Motion Picture Association of America President Jack Valenti was briefing key House and Senate leaders on the proposal. If a deal is struck, CBS and Hollywood would go to Congress seeking legislation. However, it is unclear if all the creative community is on board, and certainly the other two networks are resisting the idea. Moreover, independent broadcasters, a major force in the fight to prevent repeal of the FCC's financial interest and syndication rules, must also be brought in on the deal. "There's no question this is the beginning of something. It's a starting point

of what will likely be very long negotiations," said one Hill lobbyist.

On Capitol Hill, key congressmen involved in the earlier debate on the FCC's rules appear eager to see the issue settled—indeed, they urged the parties to reach a compromise on the issue last year. But those talks between Hollywood and all three networks fell apart. CBS decided to go it alone.

"For Congress to be satisfied, all sides would have to agree," said one Hill source. Nonetheless, one lobbyist feels Congress could be persuaded otherwise, if at least two networks are on board.

Senator Pete Wilson (R-Calif.), who led the fight in the Senate to prevent the FCC from repealing the rules, has been following the negotiations since they began. Wilson, said his aide, Ira Goldman, "wants to facilitate this in any way he can." Wilson feels a compromise can be reached, and is willing to introduce legislation "if that's what's needed," Goldman said.

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) discussed the issue at a breakfast last week with members of the ABC affiliates government relations committee. He felt the debate over the FCC's financial interest and syndication rules might best be resolved by compromise.

"Tim is extremely concerned about the situation that might result when the consent decree elapses and the networks are allowed to do an unlimited amount of in-house programming," said Tom Rogers, senior counsel for the subcommittee. It is a situation, Wirth thinks, that could create a major problem in terms of diversity. "To come up with some statutory limitation on the amount of in-house production the networks can do in 1990 might be viewed as something that serves the public's interest," Rogers said. □

Revving up must-carry rulemaking

INTV takes the copyright approach in filing with FCC, while NAB and other broadcast groups avoid all specifics while hoping to keep ball in commission's regulatory court

Seizing upon the invitation of FCC Chairman Mark Fowler (BROADCASTING, Sept. 30), broadcasters last week filed a pair of petitions for rulemaking aimed at coming up with new must-carry rules.

In one petition, the Association of Independent Television Stations urged the FCC to carve out a whole new rule under its supposed ability to determine what signals may be carried under cable's compulsory license (BROADCASTING, Sept. 30).

In a separate petition, the National Association of Broadcasters, the Association for Maximum Service Telecasters, the National Religious Broadcasters, the Station Representatives Association, the ABC Television Affiliates Association, ABC, CBS, NBC, Spanish International Communications Corp., Bahia de San Francisco Television Co., and the Seven Hills Television Co. also

recommended that a rulemaking proceeding be launched. The latter group of broadcasters asserted that a constitutional rule could be drafted. But it did not recommend any specific rule, even though the FCC said it wanted only comments that contained "a set of carefully crafted mandatory carriage rules and a clear justification of the policy aims and constitutionality of such rules." The NAB thought that approach "premature and unnecessary," said Michael Berg, NAB senior associate general counsel.

(The NAB, on its own and in concert with other broadcast organizations, is developing a set of specific must-carry proposals that it is anticipated will be put before the cable industry within the next few weeks, probably by representatives of the Television Operators Caucus. INTV has yet to sign off on the specifics of that proposal.)

INTV's proposed rule would say: "Cable television carriage of television broadcast signals is permissible, for purposes of Section 111(c) of title 17 of the United States Code, if the cable system carries, as part of the basic tier of cable service regularly pro-

NBC wins Seoul Olympics with revenue-sharing bid

NBC won the U.S. television rights to the 1988 summer Olympic games in Seoul, South Korea, last week with a bid that for the first time ties the network's rights payment to its ability to sell TV time to advertisers. As NBC Sports President Arthur Watson put it last week, the deal is a "risk sharing" arrangement that guarantees the Koreans a flat fee of \$300 million (\$25 million less than the network's initial offer) plus up to an additional \$200 million based on the network's gross advertising sales within the games.

The risks are considerable and include the possibility of a political boycott of the games by one or more countries not on good terms with the Koreans, such as the Soviet Union and Communist China. Also, aside from what Watson acknowledged last week was the general "softness" in the TV sports marketplace, several factors could work to NBC's disadvantage in attracting prime time viewers. First, there is the 14-hour time difference between Seoul and New York that will push many of the more popular final events either into the last two hours of prime time (defined for Olympic purposes as from 7:30 p.m. to midnight NYT) or out of prime time altogether. When it is 10 a.m., local time, in Seoul, it is 3 p.m. the day before in New York.

Watson said last week the network would broadcast about 80 hours of live prime time programming, roughly equal to the 81.5 hours of the 1984 summer games in Los Angeles that ABC-TV presented live. But he claimed he had not calculated the percentage of the major final events that would be seen live in prime time (or when in prime time), but acknowledged that coverage of gymnastic and swimming finals would be split between morning coverage (7-9 a.m.) and prime time and that coverage of track and field finals would be "all over" the schedule. Boxing and basketball finals, said Watson, would be covered entirely in prime time. He said 80% of the network's 180 hours of coverage will be live while 20% will be tape-delayed, primarily weekend coverage.

Another challenge confronting NBC will be competition from the 1988-89 first-run television season since the games will run from Sept. 17 to Oct. 2 to avoid Korea's monsoon season, which runs through the August-early September period when summer Olympics are usually held. The games will also have to contend with the start of the National Football League season as well as the conclusion of the Major League Baseball pennant races.

Watson and others last week expressed confidence that the Soviets, at least, would participate in the Korean games, despite the strained political relations between the two countries. Watson said his confidence was based on indications from Soviet officials at International Olympic Committee meetings (although there has been no official commitment) and on the word of several Eastern block nations that have already said they would participate in the games, such as Czechoslovakia and Romania. If the Soviets and U.S. participate, it will be the first time in 12 years the two compete in the same summer games. The U.S.

boycotted the 1980 Moscow games in response to the Soviet invasion of Afghanistan, while the Soviets boycotted the Los Angeles games, citing concerns for the "security" of their athletes.

NBC's precedent-setting revenue-sharing rights deal was seen last week as the only compromise that would allow the Koreans at least the possibility of realizing the \$500 million they set as the minimum three weeks ago after a first round of negotiations with the networks failed to produce a bid anywhere near that figure. NBC came out of that first round with the momentum, however, having placed the high bid of \$325 million, followed by CBS's \$300 million and ABC's \$250 million. It was NBC's willingness to share revenue that reportedly sealed its victory.

CBS/Broadcast Group executive vice president, Neal Pilson, said CBS was given the opportunity to participate in last week's second round of rights negotiations, provided the network was willing to enter a revenue-sharing scheme in which it would have paid out (in addition to a flat fee upfront) half of the gross sales the network made on the games beyond the first \$550 million. CBS declined, said Pilson: "The concern was introducing revenue sharing into the network television environment. Not only in sports, we have resisted giving participations to Hollywood producers as well. Our position is that we will pay a fair and reasonable [rights or license fee upfront] and take the risk of sales, high or low."

Pilson insisted that the NBC-Seoul arrangement "will not set a precedent for CBS." ABC News and Sports President Rooney Arledge could not be reached for comment, but it was understood that ABC did not raise its bid last week during the second round. Arledge was quoted in the *New York Times* last week as having said the network was not disappointed in losing out on Seoul and had informed the IOC "from the beginning we did not consider ourselves to be serious contenders for this." In a prepared statement, ABC said that it felt it would have been "imprudent" to offer any more than it did and that because of the time difference that "generally reduces the degree of live coverage in prime time, ABC feels strongly" that the 1988 winter Olympic games in Calgary, Canada, for which it paid \$309 million, are a "more valuable network property."

NBC's Watson refused to discuss the terms of the revenue-sharing arrangement, but said it was not a "dollar for dollar" split but one based on "substantial plateaus" the network would have to reach before parting with revenue. He said that the network expected to spend around \$80 million to produce the Seoul games and that it would "absolutely" make a profit on the games, at least as much as it would make on regular programs, despite acknowledged softness in the sports marketplace and declining network viewing levels. In addition to early morning, prime time and weekend programming, Seoul Olympic coverage will also include late-night live coverage of events at 12:30-2:30 a.m.

vided to all subscribers at the minimum charge, the entire signals of all local television broadcast stations without discrimination or charge. A television broadcast station is 'local' as to a cable system if the cable system lies within the 'local service area' of the television station, as defined in 17 U.S.C. Sec. 111(f)."

INTV said its proposed rule would "equitably realign" marketplace forces under the Copyright Act of 1976, recognizing as 'permissible' signals for compulsory copyright licensing under Section 111(c)(1) of the Copyright Act only those broadcast signals that are carried on a cable system in combi-

nation with all local television signals. "By this rule the commission would not prohibit or require cable carriage of any television station, and thus there would be no substantial First Amendment question raised by the rule," INTV said. "The cable system would simply choose whether to invoke the compulsory license—accepting both its benefits and burdens—or to negotiate separately or in some other form (such as a copyright pool)—for the use of copyright programs on broadcast stations."

INTV said that Sections 111(c)(1) and 111(c)(2)(A) of the Copyright Act consisted of a "necessary and proper delegation" to the

FCC of the power to define those broadcast signals that are permissible for cable carriage under the compulsory licensing provisions of the act. "The commission is the expert body on the proper distribution of broadcast signals, which it authorizes in the first instance," INTV said. "Only after that determination of 'permissible' signals is made does the Copyright Act facilitate cable carriage of those signals through the bestowal of the compulsory copyright license."

Apparently crucial to the NAB's filing is the assertion that, in vacating the rules in its *Quincy* decision, the Court of Appeals in Washington provided leeway for the com-

mission to redraft rules that would meet constitutional muster. And the NAB filing provided some clues to the type of new rules it and its co-signers would consider acceptable. "Though proposing the text of final rules is unnecessary and premature prior to the issuance of a notice, new rules would require on-channel carriage of local signals in their entirety, on the basic tier and without charge to the station, subject to specific guidelines provided by the court decision," NAB said.

The NAB also said the appellate court's opinion served "as a kind of traffic report on pitfalls to be avoided" on the way to new rules. For starters, NAB said, the FCC must have an empirical, not merely intuitive, basis for the rules. "That is precisely what a notice of proposed rulemaking would yield," NAB said. Also, the NAB said the court had felt the former rules were not sufficiently tailored to meet their goals. And the NAB provided some examples of how new rules could be drafted more narrowly and flexibly to accommodate the court and to

afford cable programmers greater access to cable systems.

As one example, the NAB said that systems with few subscribers or "near saturation" could be exempted from local carriage requirements. "Or, the requirements could cease to apply at a certain point," NAB said. "Very small systems could be exempted, and/or local carriage requirements could be limited to a flat percentage of the total channel capacity for some or all systems; which signals to carry under such a 'cap' could be left to the operator's discretion. Features such as exemption of small systems, must-carry 'caps' and affording cable operators discretion where appropriate within the framework of carriage requirements could meet the court's concerns over undue intrusion upon cable operators' discretion and cable programmers' access to channels."

The new rules, according to the NAB, also could limit the extent to which cable systems would be required to carry stations affiliated with the same commercial or non-commercial networks. "Rules could pro-

vide, for example, that no more than one or another number of signals affiliated with each network need be carried, at least by smaller systems," NAB said.

A rule also could be based upon mileage or other "simple, objective" criteria so it could achieve FCC objectives while relieving cable operators from the 'overbreadth' found by the court in the former rules, NAB added. "This could perhaps include modification of the commission's former approach to hyphenated markets," NAB said.

"As to some stations formerly entitled to carriage but which become 'may carry' under narrowed rules, consideration could be given to continuing to define them as 'local' for cable copyright royalty purposes, but not for purposes of mandatory carriage," NAB said. "Cable operators could then carry them at their option without incurring distant signal royalty liability. The result would be creation of an incentive for carriage of stations with a nexus to the local community but which fall outside the redefined 'must-carry' zone," NAB said. □

NAB still up in the air over joint radio convention

Board will review opinions solicited about last month's radio show before deciding on another with NRBA

It's been a month since the National Association of Broadcasters and the National Radio Broadcasters Association wrapped up their joint Radio Management and Programming Conference in Dallas, and still NAB has not decided whether to continue that partnership. Meanwhile, NRBA officials are moving forward with plans to hold a convention next year in New Orleans, regardless of what NAB decides.

"We're going ahead; we're going to do it," said NRBA President Bernie Mann. "If they want to have their own meeting," Mann said, "they have the right to leave." Mann hopes the NAB will continue to support joint sponsorship of the meeting.

Mann said "all the machinery is in place for a joint convention," and NRBA has every reason to believe NAB will be there. "I haven't had a call saying they don't want to dance with us," he said. "Either way we're going to dance."

NAB's decision to reconsider its role in the radio convention stems in part from NRBA's push in August to create a "super" radio association. Many NAB radio board members vehemently opposed the idea and called for NAB to withdraw from next year's conference (BROADCASTING, Aug. 19).

The relationship between the two groups has always been strained, and some NAB directors opposed the partnership from the start.

Indeed, some NAB directors feel their association has been contributing the lion's share of effort and manpower to the RMPC without realizing commensurate benefits. And Mann's antiadvertising-agencies speech at the conference (he characterized them as "snake-oil salesmen" [BROADCASTING,

Sept. 16]) also contributed to NAB's reluctance to participate in another joint venture. NAB officials feel their association may have suffered some backlash from the speech.

With or without NRBA, NAB plans to hold a radio conference. First, however, said NAB President Eddie Fritts, the association wants to make a fundamental assessment of this year's convention. NAB has assigned its research department to survey industry reaction to the RMPC. Analysis of the data is expected to be completed by the end of this month. NAB's executive committee will take up the matter at its meeting Oct. 29.

Fritts said the NAB has a number of concerns: Is the conference enhanced by NRBA participation or would it be more successful with not only NRBA but other organizations

involved? He said the conference may be "getting away from its original programming intent."

Fritts admitted that the super radio proposal was "a part of" NAB's decision to re-evaluate the meeting. "But it certainly was not a major part of it." He said NAB "wants peace," but "we have to review our circumstances." Some sources, however, question NAB's motives. "They have a belief that by keeping NRBA out of the convention it will die and go away," one source said.

The ultimate decision rests with the radio board, said NAB Joint Board Chairman Ted Snider. Snider said a decision will be issued after the executive committee looks at the survey results. "Our board is very democratic. We don't do things precipitately," he said.

It may not be easy to dissolve the relation-

Gannett discloses what it wants to keep

The FCC has accepted for filing Gannett Co.'s applications for its \$717-million acquisition of the Evening News Association. In its applications, Gannett cites a seldom-used FCC procedure—reportedly included in the commission's 1975 newspaper-broadcast crossownership ruling—to support retention of its WCZY-AM-FM Detroit and ENAs *Detroit News* for up to four years. Gannett essentially argues that the rules say a broadcaster who buys a daily newspaper in his market does not have to divest until the license of the station expires. Thus, Gannett contends it may retain the newspaper and WCZY-AM-FM until Oct. 1, 1989, when the current licenses for those stations run out.

Otherwise, Gannett is seeking a one-year waiver of FCC ownership restrictions to sell ENAs WALA-TV Mobile, Ala., and KOLD-TV Tucson, Ariz. Those temporary waivers of FCC ownership restrictions may be necessary since WALA-TV's signal overlaps Pensacola, Fla., where Gannett publishes *The Pensacola News Journal*. KOLD-TV's signal overlaps with the signal of Gannett's KPNX-TV Mesa (Phoenix), Ariz., and Tucson, where Gannett publishes the *Tucson Citizen*.

Gannett also is proposing to sell ENAs WWJ(AM)-WJOL(FM) Detroit by the day after closing of the Gannett-ENA deal. In addition, it's proposing to sell by the same time ENAs KTVY(TV) Oklahoma City, where Gannett already owns KOCO-TV.

Petitions to deny are due Oct. 28.

ship with NRBA. The joint conference is scheduled for Sept. 10-13 in New Orleans. Although the associations have no contractual agreements with facilities in the city, there are verbal agreements with hotels and the city's convention center. "Let's hope everybody does what is right for the industry," said Peter Ferrara, NRBA executive vice president. □

Padden, Effros debate H.R. 3339 before House Copyright panel

INTV president supports measure that would alter compulsory license; CATA president says bill only recreates must-carry rules in copyright form



INTVs Padden (l) and CATA's Effros

The House Copyright Subcommittee last week, once again, heard arguments for and against eliminating cable's compulsory copyright license.

No significant movement has been apparent since the subcommittee heard from the Motion Picture Association of America, the National Association of Broadcasters and the National Cable Television Association last month (BROADCASTING, Sept. 23). This time around, the industry representatives were Preston Padden, president of the Association of Independent Television Stations, and Stephen Effros, president of the Community Antenna Television Association.

At the hearing, Padden made clear that INTV supports H.R. 3339, a bill introduced by subcommittee member Barney Frank (D-Mass.), which would radically modify cable's compulsory license. (The bill would abolish the compulsory license for distant signals, forcing cable operators to negotiate for the right to carry them. It would permit cable systems to carry all local broadcast signals—that is, those from broadcast stations within 50 miles—free, as long as the cable operators carried all local signals. If the cable operator opted not to carry certain local signals, he would have to negotiate copyright fees for all the local signals he carried. Systems serving fewer than 2,500 subscribers would be able to carry local and distant signals free. And systems with 12 or fewer channels could carry any local signals they wanted for free.) Effros made it equally clear that his group will oppose that measure. "What in effect is going on here is the creation of new must-carry rules through copyright," Effros said.

The two association heads also differed on the significance of cable systems charging broadcasters for carriage. Padden said INTV thought that it was "indefensible for a monopoly cable operator, who is enjoying the benefit and subsidy of a governmentally conferred compulsory license to carry broadcast programming, to turn around and charge a local broadcaster to be carried on

the cable system. Charging for carriage is the antithesis of the compulsory license." (Padden submitted for the record a contract under which American Television and Communications Corp.'s Savannah, Ga., cable system has agreed to carry the signal of independent WTGS(TV) (ch. 28) Hardeeville, S.C., through August 1986 for \$2,000 a month in cash and \$10,000 in free advertising.) Effros said he didn't think "cable operators in the main" would charge for carriage. Effros conceded that some cable operators might charge and others might drop signals. "That's the ebb and flow of editorial discretion," Effros said.

At one point, Effros also suggested that cable might agree to a provision that would bar cable operators from charging for the carriage of local signals (an eventuality that would appear to leave broadcasters that are dropped without a way to buy their way back onto a system). Said Padden, however: "It's our view that payment for carriage is bad . . . refusal to carry the local signal at any price is worse."

In his testimony, Padden also said independents were fully prepared to compete over the air with their network affiliate rivals—as long as they have an equal opportunity to reach the viewer. "The truly insurmountable difficulty arises when cable, armed with its government compulsory license, wades into the competition among local stations," Padden said. "By carrying the affiliates, the cable operator makes cable carriage for the independent a matter of competitive survival.

"Cable is a *de facto* monopoly service," Padden added. "Subscribers do not have the option of choosing between competing cable services. Like the consumer, the local broadcaster is also subject to the sufferance of a single cable operator in the community. Currently, a cable operator may deny carriage to a station, but the station may not withhold consent for carriage. In a business sense, all

of the leverage goes in one direction."

In his own statement, Effros said the argument that elimination of must carry argues for elimination of the compulsory license is "devoid" of logic. "There was never a linkage, other than in the broadcasters' rhetoric, between the compulsory license and must carry," Effros said. "If there is any symmetry, it is between the compulsory license and the grant of exclusive broadcast licenses—especially when those licenses are free.

"Were there to be an elimination of the compulsory license, we would all have to go out and recreate it," Effros said. "While that might please those who would define that as a 'marketplace' solution, rather than a 'governmentally imposed' solution, that would not be accurate. Just as with BMI and ASCAP, the government would still ultimately create the structure; it would just be done through the Justice Department and the courts rather than Congress." □

Gene Pell: out at VOA, in at BIB

He leaves job he said he'd keep for long time—directorship in D.C.—for presidency in Munich

For Gene Pell, a long, long tour of duty turns out to have been compressed into four months. Pell, a former foreign correspondent for NBC News and Westinghouse Broadcasting Co., said before being sworn in as director of the Voice of America last June that he would be content to remain in the post for a long time—longer by far than any of the four men who had preceded him in that job in the previous four years. (Pell had been acting director for a year.) But last

Monday (Sept. 30), Malcolm S. Forbes Jr., the new chairman of the Board for International Broadcasting, made Pell an offer he couldn't refuse—president of Radio Free Europe and Radio Liberty, which are overseen by BIB. Pell will assume his new duties, at RFE/RL headquarters in Munich, early in December.

So the switch will require the Reagan administration to fill the VOA's director post for the fifth time in the five years it has been in office. But it also means the two key members of the organization set up to provide news of Eastern Europe and the Soviet Union to those regions will be taking office almost simultaneously. And what may be of greater, long-term importance to an organization that is known for squabbling among the ethnic groups that make up its staff and

Pell was committed to carrying it out. He will have an opportunity to apply his zeal for modernization in his new job. The administration is seeking a total of \$700 million (\$20 million in 1986) to replace and improve RFE/RL transmitters.

Forbes, 38, and a BIB member since 1983, was named chairman by President Reagan last month. He succeeds Frank Shakespeare, former vice chairman of RKO General Inc., who is now U.S. ambassador to Portugal. Forbes is president and chief operating officer of Forbes Inc. and deputy editor-in-chief of *Forbes*, the magazine founded by his grandfather in 1917. Among his duties there is the production of editorials for each issue. He also does commentaries on the economy for New York television and radio stations, and is a three-time winner of

was not in a position to take the post, the board (sitting as the board of RFE/RL Inc.) turned to Pell. His acceptance—which, reportedly, was not regarded as a sure thing by the board—appears to have helped boost morale at the radios. "We've had class A recommendations from the VOA," one official said.

Forbes acknowledged that the makeup of the staff of the radios—which broadcast in 21 languages—presents special management problems. "When you consider they're all exiles and emigres, living in a foreign country and working for a unique enterprise... and given the conflicts of Eastern Europe, it's no surprise everyone doesn't love everyone else," he said. But he also said the radios have a "unifying thread"—their mission of broadcasting news and analysis and "a sense of culture" to Eastern Europe and the Soviet Union.

Then, too, there are the charges that the radios have been guilty of extremist programming in following "a uniform, anti-Communist line" and in presenting material that was "anti-Western, antidemocratic and anti-Semitic," as it was put in a report prepared by Representative Larry Smith (D-Fla.) of the House Foreign Affairs Committee (BROADCASTING, March 18). Forbes said such programming is the product only of "lapses of judgment." Considering the 52,000 hours the radios broadcast each year, he said "it's a good record." The "lapses," he said, "shouldn't be used to draw sweeping conclusions."

The radios' mission, as surrogate stations, broadcasting news of the regions served, is different from the VOA's. The latter's mission is to tell America's story to the world. But Forbes said the checking and control procedures used in Munich to monitor the material to be broadcast is "more thorough" than in any newsroom in the U.S. And Pell said he will take with him to his new post the same journalistic standards he said are employed at the Voice—"accuracy and balance and comprehensiveness and double sourcing." The radios, he said, "exist on one basis—credibility."

With the radios' top job filled, attention now turns to finding a director for the VOA. Again. □



Pell



Forbes

that has been criticized in the press and in Congress for what were described as hard-line anti-Communist and "antidemocratic and anti-Semitic" broadcasts is that both individuals come from the ranks of practicing journalists.

Pell, 48, who succeeds former Senator James Buckley (R-N.Y.), has been in broadcast journalism since getting a job as anchor/reporter for WBZ-TV Boston in 1963. He was chief of Westinghouse's foreign news service, based in London, from 1969 to 1974, and was NBC News's Moscow correspondent from 1978 to 1980 (experience he feels will stand him in good stead in his new assignment; he has a working knowledge of Russian). He joined the VOA as director of news and current affairs in 1982, and, except for 10 months beginning in October 1982 when he was back in commercial broadcasting as chief correspondent for WCVB-TV Boston, had been with the Voice ever since.

"I'd intended to be here forever," Pell said last week. "I didn't seek the job; they sought me. I have terrible regrets about leaving here. I go knowing I didn't accomplish my agenda. I had a long list of things, including the modernization program. But the momentum is such that it will be continued."

The Reagan administration's long-range, \$1.3-billion program to upgrade obsolete transmitters had been the brainchild of Charles Z. Wick, director of VOA's parent, the United States Information Agency, but

the Crystal Owl, presented annually by U.S. Steel Corp. to the writer making the most accurate economic forecasts for the coming year. No other writer has won the prize more than once in its 45-year history.

Pell was not the first person approached for the RFE/RL post. His name was, as one RFE/RL official put it, "on an extremely short list" that a search committee had presented to the BIB. The first person contacted was Edward Derwinski, a former Republican congressman from Illinois who is now counselor to the State Department (BROADCASTING, Sept. 23.). But when he said he

FCC gives go-ahead to KTLA(TV) sale

The record \$510-million sale of KTLA(TV) Los Angeles by Golden West Stations to Tribune Broadcasting Co. was approved by the FCC last week. The commission's approval is conditioned upon Tribune's divesting itself, within 18 months of the closing of the deal, of its cable systems serving Edwards Air Force Base, Lancaster, California City and Lakewood, all California. The FCC also gave Tribune 18 months to divest itself of the Van Nuys, Calif., *Daily News*.

All of those divestitures are necessary to bring Tribune into compliance with the FCC's crossownership restrictions. The FCC also said its approval was subject to whatever action it might deem appropriate after pending lawsuits against Golden West's general partner, KKR Associates, and Tribune are resolved. The suits pending against KKR, filed by minority shareholders of Wometco Enterprises, allege improprieties in KKR's acquisition of that company. One suit pending against Tribune was filed by Camellia City Telecasters. It alleges that Tribune was acting anticompetitively in acquiring programming for its broadcast stations. There's also a suit pending in connection with a labor dispute at Tribune's *Chicago Tribune*.

HDTV standardization back on track

Japanese system favored by U.S. wins support of key international group

The Japanese-developed and U.S.-supported studio system for high-definition television survived a critical test last week only days after it had been dealt a blow by European broadcasters.

At a meeting in Geneva Sept. 30-Oct. 2, the interim working party 11-6 of the CCIR (International Radio Consultative Committee) agreed to forward to the next and decisive level documentation of the HDTV production system, developed by NHK, that uses 1,125 horizontal lines, a 5:3.33 aspect ratio, and a 60 hertz field rate (30 picture-frames per second). In a footnote, however, some European members expressed reservations over the technical parameters of the NHK system. The proposal for a studio standard, under review by the group for the past year, will now face its most critical debate yet, as CCIR study groups 10 and 11 prepare for meetings in Geneva Oct. 16-Nov. 1.

The final, formal review is to take place at the organization's quadrennial plenary meeting next May. A separate study of HDTV transmission systems would be undertaken for the CCIR's next four-year standardization cycle.

The working party approval at least partly reversed the setback suffered by the NHK proposal when 14 nations represented in the European Broadcasting Union's technical committee, gathering in Tunisia late in September, could not reach a consensus on the NHK approach ("Top of the Week," Sept. 30.) Instead, in a neutral statement that disappointed NHK proponents, EBU agreed not to oppose adoption of the standard and added that further evidence is "urgently required" before it can take a position.

According to EBU technical committee chairman Carlo Terzani of Italy's RAI broadcasting system, "99% of EBU members approve" the 60 hz proposal. But reservations were raised at the EBU meeting, he explained, by representatives of Great Britain and France, who expressed concerns that the conversion between the 60 hz HDTV system and the 50 hz European PAL and SECAM television systems would result in degraded picture quality, despite evidence to the contrary gathered in September by a lower-level EBU technical group.

Although Terzani said the French position was moderate, the UK's was apparently firmer, since its representative introduced similar concerns at the IWP meeting last week, leading to the note of reservation added to the forwarded document. A tentative compromise on milder language for the footnote had been reached before the meeting between British officials and representatives of the U.S. State Department, which is formally coordinating the U.S. international standards effort.

According to a State Department source, the agreement unraveled when a West German spokesman insisted on a stronger reser-

vation specifically citing concern over technical parameters. "The position is less than we would prefer," the source said, "but this less clear wording is better than having spelled out a reservation to 60 hz itself. Now our objective is to remove the footnote as soon as possible."

That opportunity will first be available at the study group meetings beginning next week, but, according to the source, State Department observers recognize there may be some lingering technical questions and "realistically" some nations may want to use the additional half-year before the May plenary meeting to resolve them.

Nevertheless, the possibility of having to open the HDTV standards document for debate before the plenary just to remove the footnote is looked upon by some as a "desperation move," since any aspect of the document would then be raised for discussion.

Members of the U.S. team in Geneva last week were looking on the bright side, however, as they prepared for the study group meetings beginning next week. Team head Howard Miller of Westinghouse, for instance, expressed "strong satisfaction with the progress made," and E. William Henry, former FCC chairman, now head of the U.S. Advanced Television Systems Committee, commented: "This is a significant step toward what will ultimately be a 'first' in television standards development—a single worldwide studio standard for the exchange of programs among all the nations of the world."

Terzani also maintained that although the EBU was "simply not yet in position to have unanimity... I foresee good possibilities of an international agreement at the October

CCIR meeting."

Also encouraging was a statement from a senior Soviet broadcast official, read at last week's CCIR meeting by Richard Kirby, CCIR executive director, which clarified the intent of a USSR submission earlier this summer outlining a proposal for a 50 hz HDTV system and suggesting standardization of an HDTV studio system be delayed.

"The Soviet Union strongly supports the concept of a single worldwide HDTV studio standard," the statement read. "Our proposal already submitted to the IWP should not be interpreted as an inflexible position which cannot be compromised." The Soviets also noted that they had obtained equipment on which to conduct tests of the 1,125-line, 60 hz technology.

Buttressing the U.S.-Japanese case as well are economic and political studies conducted by a joint EBU-NHK-ATSC standards group, which, according to one source, came in very positively on the economics of a single versus dual 50 hz-60 hz standard. ATSC's own study of the economics of HDTV implementation conducted last summer showed that the cost of individual pieces of HDTV equipment would be lowered by 10% to 25% if a single standard, rather than dual standard, were adopted.

ATSC also argued that a single world standard would not give an advantage to any one national group of manufacturers, such as the Japanese, and commented in the study that such fears have not been expressed by European manufacturers as recently as meetings last June. Correspondingly, the ATSC document added, a single standard will not cause the world market to be flooded with programs from any one nation. □

Turner restructures MGM/UA bid

Turner Broadcasting has reduced the cash component of its \$1-billion bid for certain assets of MGM/UA. Owners of the roughly 50 million MGM/UA shares are now being offered \$25 cash and preferred stock that would begin paying interest six years after the acquisition, instead of \$29 cash per share.

The total value of the offer is approximately the same as initially proposed ("Top of the Week," Aug. 12), but in the negotiations that began Tuesday (Oct. 1) evening and continued into the next day, Turner was able to reduce the cash required for the purchase by \$200 million. The new terms will increase debt payments in future years.

Asked if majority owner, Kirk Kerkorian, and other MGM/UA shareholders obtained anything in return for revising the agreement, Steven Silbert, Kerkorian's attorney, told BROADCASTING: "From what everyone has told us, that revised deal is worth the same so that we didn't need any concessions. However, a number of contingencies were eliminated so that the transaction is now essentially a done deal." Turner's purchase of MGM is dependent on the successful offering of high-yield securities with a face value of \$1.25 billion.

Because MGM/UA shareholders will now be receiving preferred stock, in addition to cash, a new registration filing will delay official shareholder approval by at least another month or two. But both companies are majority-owned, TBS by Turner and MGM/UA by Kerkorian, so that shareholder approval is a mere formality. The original agreement had already provided Turner with effective say over any major decisions by current MGM management.

The next day, Wednesday (Oct. 2), the price of MGM/UA rose one-eighth to 25½ on heavy trading.

RCA strikes the flag in broadcast equipment market

Long-time market leader, which has fallen on tough times, will close Broadcast Systems Division; some parts of unit may be sold

RCA Corp. announced last Thursday (Oct. 3) it will shut down its Broadcast Systems Division, ending a 66-year history in which the maker of television and radio equipment went from decades-long dominance in transmission and studio product markets to a dwindling market share in the 1980's.

Robert R. Frederick, RCA Corp. president and chief executive officer, in a prepared statement, cited "competitive pressures and continued losses" as the reason for the restructuring and phase-out of its broadcast product lines, which include TV transmitters and antennas, studio and electronic newsgathering cameras, videotape recorders and telecines.

The \$140-million, before-tax restructuring plan also includes the closing of a semi-

conductor plant in West Palm Beach, Fla., and merging of the company's Cylix data-communications services segment into RCA Global Communications.

The provision will be reflected in RCA's third-quarter earnings, allowing the company to offset the \$81 million after-tax charge on quarterly earnings by the \$92.6-million gain from the sale of Hertz Corp. in

RCA Broadcast Systems

August, and increase earnings over the same period last year.

The Gibbsboro, N.J.-based broadcast equipment division, which showed losses of \$74 million in 1983 and \$15 million last year, will be eliminated over the next several months, a representative said. RCA will continue to fulfill existing contracts and provide warranty, technical and parts support for its equipment through its RCA Distributor and Special Products divisions in Deptford, N.J.

Over 530 employed in the division's year-old plant, which houses its administrative, manufacturing, warehousing and engineering functions, will be affected by the change, although representatives said many may be transferred to positions in other divisions of RCA. The broadcast sales structure will remain in place as long as necessary to sell remaining inventory.

The company reportedly has plans to offer for sale the broadcast transmission and antenna division, although it declined to name any bidders for the operation, which still claims a 30% share of the market.

The division has registered losses each year beginning in 1981, and has been gradually shedding weaker product lines. Long a leader in FM transmission products, for instance, the company chose in 1983 to cease making its FM transmitters and sold its FM antenna line to Dielectric Communications of Raymond, Me. In the fall of the same year, it also began marketing videotape recorders and telecines purchased through OEM (original equipment manufacturing) agreements with Ampex and Rank Cintel, in place of its own VTR/telecine product lines. And in 1984, the company halted production of its Hawkeye ENG camera line after introducing a new CCD camera, of which just over three dozen models have been shipped in the year-and-a-half since commercial introduction.

Despite the gradual shrinking of the firm to what some observers said was a "shell" of its former self, the move seems to have taken key division officers by surprise, according to one source. Top division and corporate representatives were not available for comment on the restructuring.

RCA stock, which closed at 43 on Oct. 3 prior to the announcement, was up slightly to 43½ by the close of last Friday. □

Collingwood dead at 68



Charles Collingwood, 68, Peabody award-winning CBS News correspondent, and special correspondent since his retirement in 1982, died of cancer Oct. 3 at Lenox Hill hospital, New York. Collingwood joined CBS in 1941 when CBS London bureau chief, Edward R. Murrow, hired him as a reporter there. Collingwood had been a Rhodes scholar at Oxford and working for UP, forerunner of UPI. During World War II, Collingwood won a Peabody for his coverage of the allied invasion of North Africa. He also covered the invasion of Europe and Germany's surrender. After the war, he returned to the U.S., where he was CBS News's first United Nations correspondent and also covered national political conventions. From 1949 to 1952, he served as White House correspondent. In 1957, he became London bureau chief. He succeeded Edward R. Murrow as host of *Person to Person* in 1959. From 1964 until 1975, he was CBS's chief foreign correspondent. He covered the war in Indochina, and, according to CBS, was the first American newsman admitted to North Vietnam, in March 1968. He returned to New York in 1975. Other assignments in his more than 40-year career with CBS: Soviet occupation of Prague in 1968, Arab-Israeli war in 1967 and Winston Churchill's funeral in 1965. He was host and narrator for CBS News's documentary series, *Chronicle*, and children's series, *Adventure*, and of *A Tour of the White House with Mrs. John F. Kennedy*, in 1962. His most recent appearance was the week of May 6 at a reunion of CBS News wartime correspondents in London for a *CBS Morning News* special on the 40th anniversary of VE Day. Collingwood is survived by his wife, Tatiana Angelini Jolin.



Peer plaudits. MCATV President Donald Menchel was honored as Brandeis University's first "Man of the Year" at a dinner in New York's Plaza hotel last Thursday (Oct. 3)—an event that raised a \$125,000 endowment for the school. Testimonials to the Menchel philanthropy and business acumen were offered by fellow MCA executives Lew R. Wasserman, chairman and chief executive; Sidney Jay Sheinberg, president and chief operating officer, and Louis N. Friedland, chairman of MCA TV (a near-legendary syndication executive who was described as having "the lowest threshold of astonishment in the world"). In a philosophical response, Menchel (pictured above) spoke to the subject of heroism, saying it has nothing to do with being famous but with "simple acts of kindness."

TELEVISION SPEAKS FOR ITSELF-- AND LISTENS

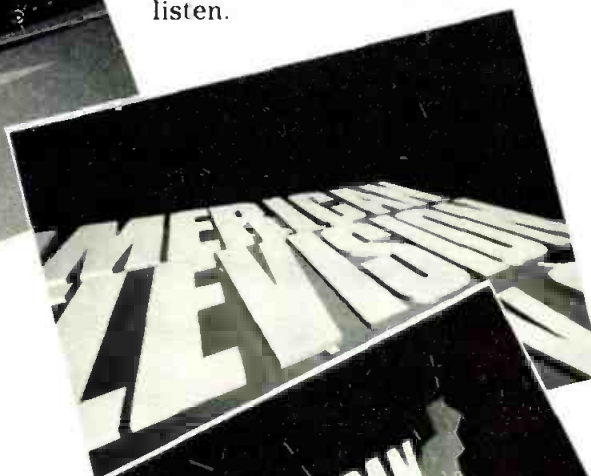
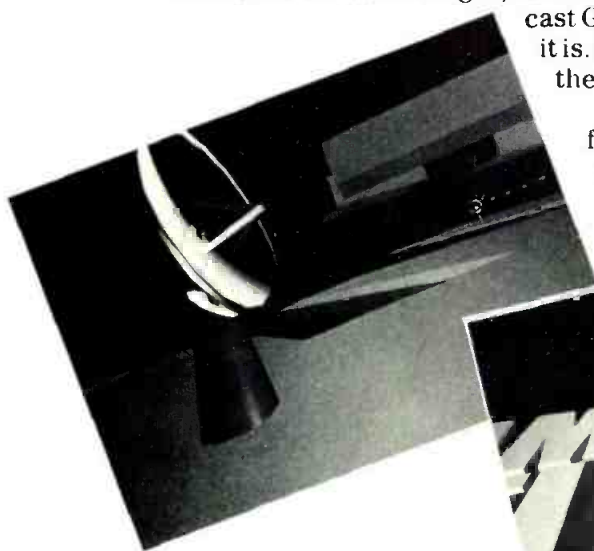
And viewers are paying attention.

Response to "American Television and You" has been excellent. An independent survey by R. H. Bruskin showed nearly 20 percent of those people aware of the informational program said they now felt more positive toward American television.

"American Television and You" includes on-air television spots, print advertisements on op-ed pages in major newspapers and meetings with viewers in visits across the country. It's part of a coordinated effort at ABC to make television a two-way street. Sometimes we agree; sometimes we disagree. But we are listening *and* responding. We've stepped out from behind the camera to talk about television.

This week we begin the second phase of "American Television and You." In a series of related messages, Jim Duffy, President, Communications/ABC Broadcast Group, will discuss the network system. What it is. How it works. What its responsibilities are to the public.

We'd like to thank our fellow broadcasters for joining in this important dialogue. It's time for television to finally speak for itself. And listen.



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Programming

Premiere week: NBC comes on strong

Five of top 10 shows belong to NBC; CBS, ABC show slight decrease in ratings below last year's premiere week, but HUT levels up every night of week

NBC won the prime time ratings by nearly two rating points during the first week of the 1985-86 television season; it also won four of seven nights. NBC had five of the top 10 shows and had its best premiere week ratings since 1980, when it opened the season with the mini-series *Shogun*.

NBC averaged a 19.3 rating and 31 share of the national television audience, according to Nielsen, a 20% increase over its premiere-week rating last season. CBS, which averaged a 17.4/27, was off three-tenths of a rating point from last year, as was ABC, which averaged a 14.2/22.

But in a broader sense, all three networks were winners during premiere week. Reversing the trend of the past several seasons, homes using television were up every night of the week, and the combined network rating—riding on NBC's strong lead—was up 5% over last year to a 50.9.

NBC was first on Monday, Tuesday, Thursday and Saturday nights; CBS won Friday and Sunday, ABC Wednesday.

Of the two top-ranked shows, NBC's *The Cosby Show* (31.6/48) and *Family Ties* (29.6/45), each earned its highest rating and share levels ever. The 8-10 p.m. block on NBC of *The Cosby Show*, *Family Ties*, *Cheers* and *Night Court* averaged a 27.5 rating, compared to a 17.4 rating for a special two-hour premiere of *Magnum, P.I.* on CBS.

ABC had very few winners during premiere week, although the premiere of *Dynasty* was the third-ranked program of the week with a 28.1/42. Its next highest rated program was the premiere of *Hotel* follow-



Cosby ranks number one

ing *Dynasty*, which achieved a 21.3/35 and ranked 14th. Among 64 ranked programs during the week (Sept. 23-29), ABC had five that were ranked above 32, and 17 below.

NBC had an unusual Monday night victory, but working in its favor was a special *Family Ties* two-hour, made-for-TV movie, which pulled a 22.1/33 and was the 11th ranked show of the week. CBS preempted most of its regular Monday night schedule to present a special, two-hour, made-for-TV movie, *Izzy and Moe*, that reunited Jackie Gleason and Art Carney and earned a 17.9 rating for the 9-11 p.m. time period.

NBC glided to victory Tuesday night on a two-hour season opener of *The A Team*, which dominated the 8-10 p.m. time period

with a 20.0 rating and ranked 19 for the week. But ABC's 8-9 p.m. comedy block of *Who's The Boss?* and *Growing Pains* achieved a 20.4/33 and 18.5/28, respectively, and outperformed the 7.9/12 for *Hometown* on CBS opposite it. (Later in the week, CBS acknowledged it had canceled *Hometown*).

ABC, not surprisingly, was the bigger winner on Wednesday, averaging a 21.4/34 for the evening from an all-premiere line-up of *The Insiders*, *Dynasty* and *Hotel*. ABC's average for the night was only held down by *The Insiders*, which averaged a 14.9/24. It was a less glorious evening for CBS, which averaged an 11.3/18 for the second week of its new Wednesday schedule: *Stir Crazy*, *Charlie & Company*, *George Burns Comedy*

Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	31.6/48
2.	Family Ties	NBC	29.6/45
3.	Dynasty	ABC	28.1/42
4.	Cheers	NBC	26.0/39
5.	Amos	CBS	24.5/37
6.	Murder, She Wrote	CBS	24.4/37
7.	Dallas	CBS	23.9/38
8.	Miami Vice	NBC	23.2/37
9.	Night Court	NBC	22.9/34
10.	60 Minutes	CBS	22.2/38
11.	Family Ties Vacation	NBC	22.1/33
12.	*Amazing Stories	NBC	22.0/34
13.	Knos Landing	CBS	21.8/34
14.	Hotel	ABC	21.3/35
15.	Highway to Heaven	NBC	20.9/33
16.	First Blood	NBC	20.9/31
17.	Who's the Boss?	ABC	20.4/33
18.	*Alfred Hitchcock	NBC	20.2/30
19.	A Team	NBC	20.0/31
20.	Golden Girls	NBC	19.0/32
21.	*Growing Pains	ABC	18.5/28
22.	Remington Steele	NBC	18.0/30

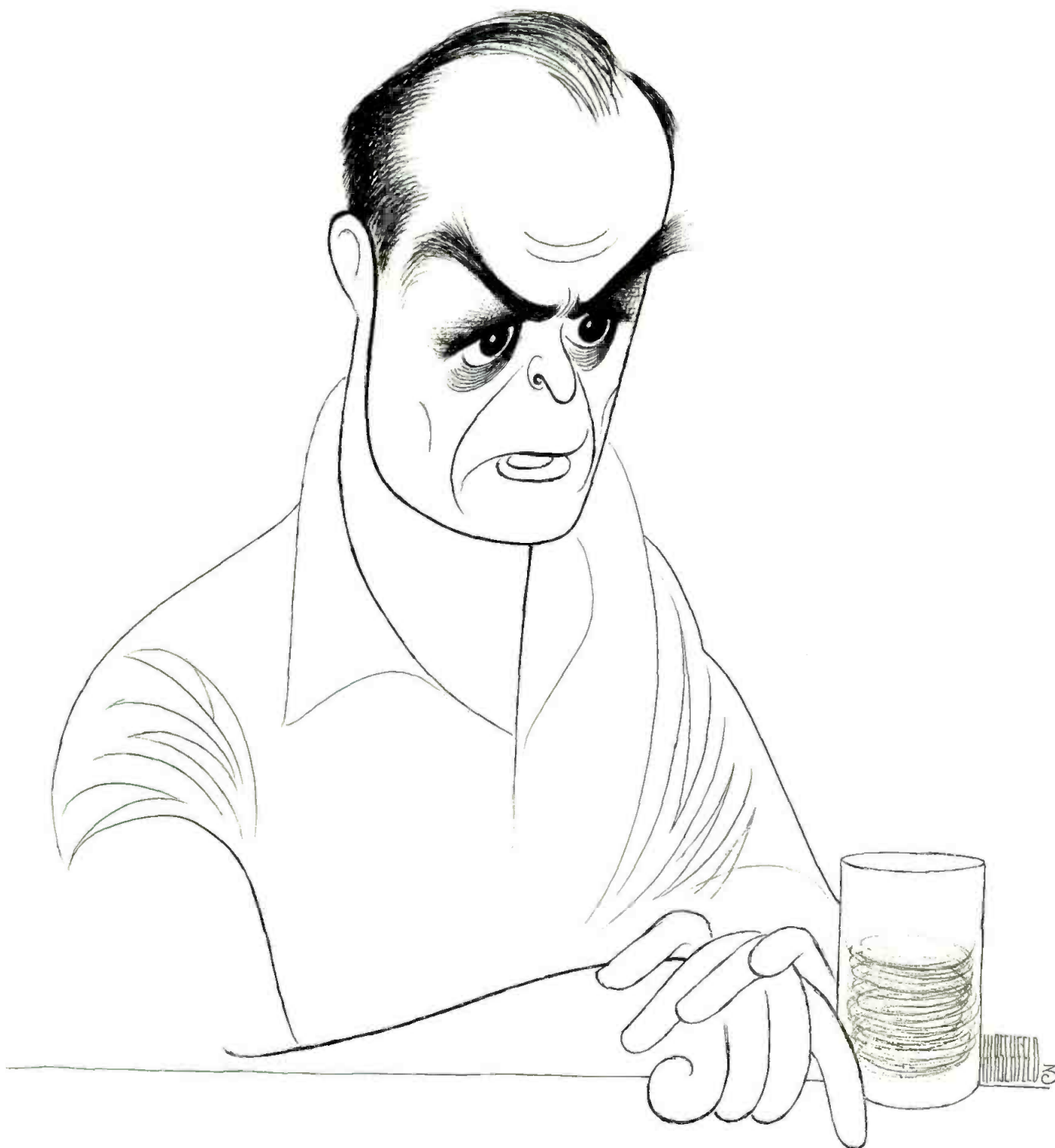
Rank □ Show □ Network □ Rating/Share

23.	Hill Street Blues	NBC	18.0/28
24.	Izzy & Moe	CBS	17.9/27
25.	Football, L.A. Rams-Seattle	ABC	17.9/29
26.	*Twilight Zone	CBS	17.7/30
27.	Moonlighting	ABC	17.6/27
28.	Facts of Life	NBC	17.5/30
29.	Magnum, P.I.	CBS	17.4/28
30.	Scarecrow & Mrs. King	CBS	17.4/28
31.	TV Bloopers & Prac. Jokes	NBC	17.2/26
32.	Football, Sun. 7-7:18 p.m.	NBC	16.8/31
33.	Tootsie	ABC	16.0/25
34.	Nat. Lampoon-Vacation	CBS	15.8/27
35.	227	NBC	15.6/26
36.	Hell Town	NBC	15.1/22
37.	*The Insiders	ABC	14.9/24
38.	Gimme A Break	NBC	14.8/27
39.	Hardcastle & McCormick	ABC	14.8/23
40.	20/20	ABC	14.8/23
41.	Equalizer	CBS	14.3/23
42.	Knight Rider	NBC	14.1/24
43.	Hunter	NBC	14.0/25
44.	Webster	ABC	13.8/24

Rank □ Show □ Network □ Rating/Share

45.	St. Elsewhere	NBC	13.8/23
46.	The Other Lover	CBS	13.8/22
47.	Love Boat	ABC	12.6/22
48.	Lime Street	ABC	12.3/21
49.	Airwolf	CBS	12.0/21
50.	NFL Post-game	NBC	11.7/22
51.	Our Family Honor	ABC	11.7/20
52.	Mr. Belvedere	ABC	11.6/19
53.	*Lady Blue	ABC	11.4/17
54.	*MacGyver	ABC	10.9/17
55.	George Burns Comedy	CBS	10.6/16
56.	Punky Brewster	NBC	10.5/18
57.	Charlie & Co.	CBS	10.5/16
58.	Hollywood Beat	ABC	9.1/16
59.	Stir Crazy	CBS	9.0/14
60.	Diff'rent Strokes	ABC	9.0/14
61.	Ripley's Believe It or Not	ABC	8.6/16
62.	Hometown	CBS	7.9/12
63.	Fall Guy	ABC	7.9/12
64.	Spenser: For Hire	ABC	6.3/10

*Indicates premiere episode



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NBC's 'Amazing Stories,' the week's highest-rated new program

Hour and *The Equalizer*. CBS did not pull above a 10.6 rating for the 8-10 p.m. block, although the second episode of *The Equaliz-*

er averaged a 14.3/23 and edged out *St. Elsewhere* on NBC.

Although CBS won Friday, a two-hour *Dallas* season premiere was neck-and-neck with a two-hour special premiere of *Miami Vice*. *Dallas* scored a 23.9/38, compared to *Miami Vice*, which achieved a 23.2/37. The second episode of *The Twilight Zone* averaged a 17.7/30 and dominated the 8-9 p.m. time period.

NBC's Saturday victory was principally due to the 8-9:30 p.m. comedy block of *Gimme a Break*, *Facts of Life* and *The Golden Girls*, the last of which averaged a 19/32 and was the 20th ranked show of the week.

CBS handily won Sunday with a traditionally strong start provided by *60 Minutes*. NBC's premieres of *Amazing Stories* and *Hitchcock* scored 22/34 and 20.2/30, respectively, but were not enough to overcome a 24.4/37 from *Murder, She Wrote*.

All three networks ran movies between 9 p.m. and 11 p.m. ABC came in third in the time period, with the network premiere of *Tootsie* achieving a 16/25. *First Blood* on NBC, starring Sylvester Stallone, came in second with a 20.9/31, but was not enough to overpower a made-for-TV movie starring Kirk Douglas on CBS called *Amos*. It scored a 24.5/37. □

3.3, and big band/MOR WNEW(AM) with a 2.9.

Los Angeles

Still on top but losing some momentum is contemporary hit radio KISS-FM. The station, which has led talk KABC(AM) for top honors in the 12-plus standings for several consecutive rating periods, pulled an 8.8 in the summer book—down from 9.7 last winter and 9.0 in the spring. KABC(AM), on the other hand, jumped from 6.3 in the spring to 8.3 in the new report. However, some observers note that a portion of KABC's audience increase was due, in part, to the station's play-by-play broadcasts of the Los Angeles Dodgers, which had a winning season and are leading their division coming into the playoff-World Series month.

Leaping into third place was KABC's co-owned FM, album-rocker KLOS. It jumped from a 3.6 12-plus metro share during the last sweep to a 4.4. In a tie for fourth place at 4.2 were easy listening KBIG(FM) and big band/MOR KMPC(AM), which programs Al Ham's "Music of Your Life" format. KMPC rose from a 3.5 overall share in the spring.

The market's other CHR outlets—KKHR(FM) and KIQQ(FM)—both fell a tenth of a percentage point from the spring book. KKHR dropped from 2.7 to 2.6 while KIQQ slipped from 1.5 to 1.4. However, KIQQ dropped its CHR format and adopted Transtar's "Format 41" service in August ("Riding Gain," Aug. 12), about five weeks before the end of the rating period. At the time, station officials cited "erosion of the audience base of the current CHR format" for the move.

In the battle between KFVB(AM) and KNX(AM) for news dominance in Los Angeles, the latter got the nod in the latest report. KNX finished with a 3.1 overall metro share compared to KFVB's 2.7. In the spring report, both stations were tied at 3.2.

Some other 12-plus finishers: easy listening KJOI(FM) at 3.6—down from 5.7 in the winter and 4.1 last spring; album-rockers KMET(FM), 3.3, and KROQ-FM, 3.1; adult contemporary KOST(FM), 4.0, and KMGG(FM), 2.4; oldies KRLA(AM), 2.0; oldies/adult contemporary KRTH(FM), 2.5, and black contemporary KJLH(FM), 2.5.

Chicago

WGN(AM) remained the undisputed leader in the Windy City, chalking up a hefty 9.9 12-plus share. Remaining second was WLOO(FM), which landed a 5.1 overall share. That was followed by all-news WBBM(AM) with a 4.9 and urban contemporary WGCI(FM) at 4.8 (down from 5.4 in the spring).

CHR-formatted WLS(AM) posted a fifth-place finish with a 4.2 12-plus share. However, the station engaged in on-air discussions of the ratings on July 11, 12, 15 and 16, and Arbitron said it will include "mention" of this in the Chicago summer book. According to Arbitron, it "was not a technical violation of our rating distortion policy, but it represents an undesirable practice which could interfere with our ability to pro-

Summer book shows CHR slippage

Urban contemporary takes over top spot in Big Apple while talk gains in Los Angeles; no change in Chicago

Contemporary hit radio lost some of its staying power in both New York and Los Angeles this summer if the most recent Arbitron reports are any indication.

According to the summer sweeps, which surveyed listeners from June 20 through Sept. 11, urban contemporary WRKS(FM) New York unseated contemporary hit WHTZ(FM), while talk formatted KABC(AM) Los Angeles closed the gap with CHR KISS-FM. In Chicago, however, the status quo was upheld as MOR/talk WGN(AM) maintained its number-one spot.

New York

For the second time in the last three rating periods, RKO's WRKS inched by Malrite's WHTZ to Newark, N.J.) to become the market leader in 12-plus metro share for Monday through Sunday, 6 a.m. to midnight. In the summer book, WRKS pulled a 6.0 12-plus share to WHTZ's 5.9. Remaining a strong third was ABC's contemporary hit WPLJ(FM), this time finishing with a 5.6 overall share—up from 4.8 in the winter report and 5.1 last spring.

Although WOR(AM) placed fourth, as it did in the spring, it dropped a whole share point in overall 12-plus listenership, going from 5.0 to 4.0. Tied with WOR was Group W's all-news WINS(AM), which again finished ahead of its cross-town news rival, WCBS(AM), which had a 3.6.

It appears Infinity Broadcasting made the right move on July 12 when it switched WKTU(FM) from a contemporary hit format to album rock and changed call letters to WXRK. The station made some inroads into

WNEW-FM's audience (that station airs a similar sound), as it pulled a 2.5 12-plus metro share in the summer report—up from 2.0 last spring. WNEW-FM slipped from 4.3 to 3.5 over the same period.

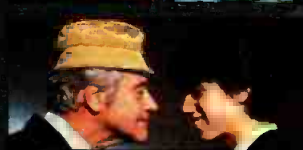
Other results show WAPP(FM), which now programs a hybrid of contemporary hit and album rock music, with a 1.6 overall share—the same as in the spring. And its co-owned AM station, country-formatted WHN, did not fare as well as in the spring. It registered a 2.8 in the latest book—down from 3.1. (The stations are sold in combination as part of Doubleday's New York Radio [Sales] Network.)

As for the adult contemporary format, WNBC(AM) slipped from 3.0 in the spring to 2.9. The station, with its heavy emphasis on personalities, caused quite a stir in the market last week when it announced that its popular afternoon drive time personality, Howard Stern, had been fired (see "Riding Gain," page 62). Also down slightly from the last rating period was NBC's co-owned WYNY(FM), which fell from 2.4 to 2.1, and "light" contemporary WLTW(FM), which dipped from 3.1 to 3.0. Maintaining its 1.6 overall metro share was WPIX(FM).

The seesaw battle between the market's two principal easy listening stations—WPAT(FM) (licensed to Paterson, N.J.) and WRFM(FM)—was won by WRFM, which posted a 3.5 12-plus share—up from 3.0 last spring—while WPAT finished with a 2.6, down from 3.6. However, when WPAT is combined with its co-owned AM, which has the same calls and format, the combination pulls a 4.1.

Other 12-plus finishers in the market were: black contemporary WBLS(FM) with a 3.8—up from 3.3; talk WABC(AM) holding at 2.8; oldies-formatted WCBS(FM) holding at

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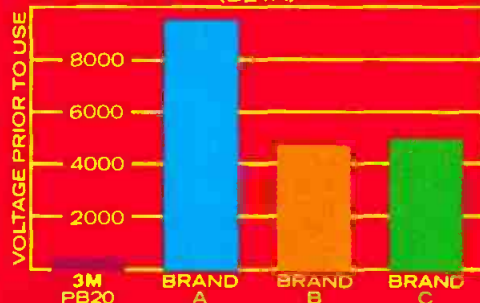
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duce an objective report" ("In Brief," Sept. 2). Meanwhile, WLS's co-owned FM with the same calls and format got only a 2.5 in the summer book.

There's still a fairly close race among most of the market's adult contemporary outlets with WKQX(FM) leading the pack at 3.6 followed by WLAK(FM) at 3.4; WFYR(FM) at 2.8, and WCLR(AM) at 2.6. The last two stations have experienced some audience declines for the first time after several consecutive survey periods of growth. WMET(FM), which was just sold to Heritage Broadcasting for \$12.5 million ("Changing Hands," Sept. 30), posted no improvement over its 1.7 12-plus share in the last book.

On the album oriented rock front, WLUP(FM) kept its larger portion of the market's AOR audience with its 3.5 12-plus metro share compared to WXRT(FM)'s 2.5.

Among country stations, WUSN(FM) slightly increased its 12-plus share while its major competitor, WMAQ(AM), slipped in the overall share standings. WUSN went from 2.4 in the spring to 2.7 in the latest book while WMAQ fell from 3.4 to 2.8 during the same period.

Other stations posting 12-plus finishes included: contemporary hit WBBM(FM) at 3.8—down from 4.4 in the last rating period; news/talk WIND(AM), 3.4—up from 2.8 in the spring; nostalgia WJJD(AM), 3.0, and oldies WJMK-FM, 3.5.

CBS's Poltrack revises viewing predictions for TV in 1990

Research VP changes estimates for basic (up), pay cable (down), HUT levels (down), but he sticks by networks' prime time shares

David Poltrack said five years ago that the three television networks would have 70% of the prime time viewership in 1990, and nothing has happened since to make him change his mind. Many of the other predictions made in 1979 by the CBS vice president of research have been revised—upward for advertiser-supported cable networks, downward for pay cable and slightly downward for HUT levels.

But Poltrack has seen nothing challenging the networks' predominance in prime time. He talked with BROADCASTING about his recently revised report, "The Road to 1990": "The general thesis I have is that advertiser-supported cable, independents and other alternatives will do all right if they can live with small audiences and generate advertising efficiencies in comparison with network television. The danger is if they stop counterprogramming the networks and instead start increasing programming costs to the point

where their cost efficiency decreases in proportion to network television."

What about the gains in prime time made by network alternatives in recent years? Poltrack said many of those gains in the early 1980's were due solely to the growth of cable which brought viewing options to an increased number of homes. But, he said, in the second half of the decade, the rate of cable growth will slow down, and with that, the shift from network viewing.

It is not that the future is getting that much brighter for the networks. In fact, the CBS projections show that three-network advertising revenue will increase at a slightly slower rate over the next five years (12.7% a year) than it did from 1980 to 1985 (14.2%). Poltrack has also revised downward his projection of the 1990 prime time viewership of the networks from his initial estimate of 43.4 million to 39.4 million. (CBS said it is currently 37.5 million, or a 76% share.)

But what Poltrack's numbers show is that the network's competition is also facing the same problem—an increased number of viewing alternatives. For instance, he said, the prime time viewership of major basic

Syndication Marketplace

Embassy Telecommunications has passed the \$50-million mark in off-network sales of *Silver Spoons*. The initial eight *Silver Spoons* buyers are KTLA(TV) Los Angeles; WPWR-TV Aurora (Chicago), Ill.; KTVU(TV) San Francisco; KTXA(TV) Dallas; KTXH(TV) Houston; WATL-TV Atlanta; WVIC-TV Hartford, Conn., and WNST-TV Jacksonville, Fla. Gary Lieberthal, president of Embassy Telecommunications, said prices for *Silver Spoons* are running 65% higher, on the average, than sales for *Facts of Life* last year. Embassy is making available 10 runs each of 116 episodes for fall 1987. ■ In its first syndication buy ever, Lincoln-Mercury has agreed to sponsor two one-hour music video pilots for a possible series slated for the fall of 1986. The project, titled *Deja View*, is being distributed by **All American Television**, which has already cleared the pilots, scheduled to air in

December and next March in 80 markets. Sale of the pilots is on a barter basis with stations getting seven minutes of commercial time, and All-American retaining five for Mercury. The show is designed to capture the 25-49 demographic through original music videos based on pop songs from the '60's and '70's. Paul Isaccson, executive vice president at Young & Rubicam, Lincoln-Mercury's advertising agency, mentioned that the cost-effectiveness of syndicated sponsorship was a major reason for Mercury's involvement. *Deja View* will be hosted by John Sebastian and produced by Scotti-Vinnedge Pro-



Sebastian

ductions. The two have been associated with such projects as *New York Hot Tracks*, *America's Top Ten* and *The Dance Show*. The show will be broadcast in stereo. Repeats will be in January and July. Among major market clearances for the show are WNBC-TV New York, KCOPTV Los Angeles, KYW-TV Philadelphia, KTVU(TV) San Francisco and WNEV-TV Boston. ■ **MCA** says that it has cleared 26 episodes apiece in 100 markets of two one-hour series—*Street Hawk*, starring Rex Smith, and *Switch*, starring Robert Wagner. Distribution, which began early this summer, is on a barter basis with MCA keeping five minutes and stations getting eight. The shows premiered Sept. 16. ■ **Ziv International** says it has cleared *The Best of Your Show of Shows* in 15 markets on a cash basis. The 65 half-hour re-edited versions of the original mid-50's show starring Sid Caesar, Imogene Coca, Carl Reiner and Howard Morris are available now, but most markets will premiere the show in January or the early part of 1986. ■ **Multimedia** begins production today (Oct. 7) on the *Statlers' Christmas Present*, a 90-minute holiday special featuring Gene Autry, Merle Haggard and Roger Miller, among others. Distribution of the special, which airs in December, is on a barter basis with eight minutes sold by Multimedia and nine sold locally. The show will be produced in Nashville and Staunton, Va. ■ **Prijatel Productions** has begun distribution of *All American Valentine*, 21 one-minute inserts hosted by Landon Hill. The inserts will include 30 commercial spots. Telecasts begin in January and end Valentine's Day, Feb. 14. Sale of the series is on a cash basis. ■ **Lorimar** Domestic Distribution has sold the syndication rights to its *Greatest American Hero* series to stations in seven of the top 10 television markets, including New York, Los Angeles, Chicago and Washington. The company acquired distribution rights to the off-network series with its acquisition of Syndivision Corp. earlier this year. Lorimar also has sold *Dallas* to more than 130 stations serving 80% of the U.S. television households, according to LDD President Pat Kenney. Meanwhile, Lorimar Licensing Co. has announced licensing of a new board game based on the CBS-TV serial. The game, from Maruca Industries, will be based on events, companies and situations from the program.

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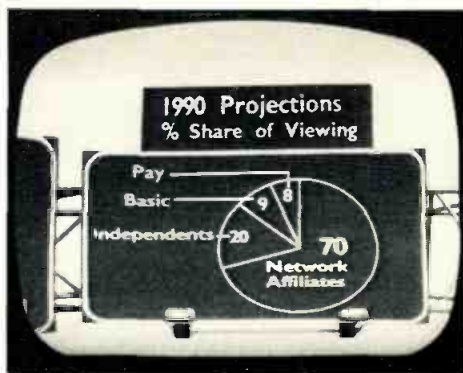
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September 26, 1985



On the viewing highway with David Poltrack



cable networks has gone down over the past few years, except for the USA network.

Similarly, he said that the average top-20-market independent station had a slightly lower prime time rating in 1984 than it did in 1980 or 1982. As a result, he suggested, the possibility of establishing a fourth network is diminished.

The total independent share in most markets has gone up with added stations, but Poltrack said the current 20% share held by independents in prime time is not likely to increase during the next five years: "We believe that the advertiser-supported cable networks like WTBS(TV) Atlanta are going to take away from the independent stations," he said. "USA Network is more and more becoming like an independent television station. They are better equipped in prime time to compete and we also believe that cable is going to take away major sports franchises from the independents."

CBS initially thought only 10 basic services could co-exist. With more than that up and running, it has raised its projection of the basic cable share in 1990 to 9%, or 5.1 million viewers—initially the projection was 5% with 2.9 million viewers.

Poltrack sees a future for advertising revenue on the basic cable networks, which he thinks will be taking in \$2 billion a year in advertising dollars, by 1980, an annual increase of 29%.

Pay cable projections went in the other direction, with Poltrack's initial estimate for 1990 of an 11% prime time share with 6.8 million viewers revised downward to an 8% share with 4.4 million viewers. The initial optimism for pay services was predicated in part on a 75% penetration of cable homes. That number has now been dropped to 67%, or 40% of all television households in 1990.

A similar correction was required for prime time HUT (homes using television) levels. The CBS vice president of research said that HUT levels have remained fairly static and will continue to do so, increasing from 59.6% last year to 60% by the end of the decade. Initially Poltrack thought they would grow to 62.6%, but that estimate was based on the supposition that pay cable households would have higher-than-normal viewing levels. With pay cable penetration projections down and new pay viewers not showing the same inclination as earlier ones—"the heavier viewers were the first to go to pay cable"—the projected HUT levels have also now been reduced.

The three networks will have a more diffi-

cult time in some other dayparts, according to Poltrack. In daytime he expects a "further erosion of network audience share and a stabilization of HUT levels between now and 1990." In late night and Saturday morning, he said, HUT levels will continue to increase while network shares will continue to decline. "These are two dayparts that could conceivably see different network programming strategies by 1990. In the case of late night, we have already started to experiment with first-run programming because we find that the recent off-network product is limited to the extent that it is competing against the other syndicated off-network product."

The new technologies still do not pose a threat to the networks, Poltrack said. With direct broadcast satellites, even four million backyard dishes receiving pay-cable-type

programming in 1990 would reduce the networks' share by only one share point, he said. With VCR's the measurement methodology is still being worked on, but CBS maintains that VCR's are used primarily for time-shifting and therefore they help enhance network viewing. Even if some people use VCR's for zapping commercials, Poltrack said, those commercials are being zapped in programming that would likely not have been seen otherwise.

The revised report did not even consider pay-per-view as a potential threat to the networks. Poltrack told BROADCASTING that P-P-V will rely heavily on theatrical features and therefore will be taking audience away from the likes of VCR rentals or pay cable, not network television: "The only new households that gain access to that product [movies] are cable households that do not subscribe to pay or who do not own VCR's, and I would suggest that a cable subscriber who does not subscribe to pay or own a VCR is not likely to be a user of pay-per-view."

How will the revenue pie be sliced five years from now? CBS expects that national TV advertising (network, spot, barter and cable) will increase at an annual rate of 10.6% (between 1984 and 1990) from \$14.9 billion last year to \$27.3 billion in 1990. As previously mentioned, basic cable will increase the fastest, to \$2 billion; followed by barter syndication at 21% to \$1.25 billion; spot television increasing annually at 9.7% to \$9.6 billion and network television growing 9% to \$14.4 billion. □

More animation from Telepictures

Two-and-a-half-hour block, called 'The Comic Strip,' debuts in 1987; can be run horizontally on weekdays or vertically on Saturday morning

In a new twist in the first-run animated marketplace, Telepictures Corp. is launching 65 half-hours of a new children's series, *The Comic Strip*. The \$18 million-\$20 million syndication project, which will be available to stations in 1987, has already been cleared on 60 stations representing 45% national coverage.

What distinguishes *The Comic Strip* from all other animated first-run programs, Tele-

pictures said, is the unique flexibility of the series. *The Comic Strip* is actually five different "network quality" animated programs, each with 13 episodes. Stations can run *The Comic Strip* either "horizontally" in the early fringe time period Monday through Friday or "vertically" on a weekend morning. The five *Comic Strip* programs are *Karate Kat*, *The Street Kids*, *Spellsinger*, *The Mini Monsters* and *The Sea Angels*. If scheduled horizontally, stations would run one episode of *Karate Kid* on Monday, one episode of *The Street Kids* on Tuesday, and so forth. If scheduled vertically, then the five shows would run as a two-and-a-half hour



Stock Index

	Closing Wed Oct 2	Closing Wed Sep 25	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	115	114	7/8	1/8	0.11	18
N Capital Cities	191	1/2 199	- 7 1/2	- 3.77	18	2,468
N CBS	118	1/4 110	7/8	7 3/8	6.65	20
O Clear Channel	16	1/4 15	1/4	1	6.56	23
N Cox	74	3/4 74	3/4			23
O Gulf Broadcasting	11/16	5/8	1/16			6
O Jacor Commun.	3	7/8 3	3/4	1/8	3.33	22
O LIN	32	1/8 29	1/2	2 5/8	8.90	24
O Malrite	11	1/8 11	3/4	- 5/8	- 5.32	14
O Malrite A'	11	1/8 11	3/4	- 5/8	- 5.32	14
O Orion Broadcast	1/32	1/32				3
O Price Commun.	9	3/4 8	7/8	7/8	9.86	58
O ScrippsHoward	46	47	- 1	- 2.13	27	475
N Storer	88	88				1,447
O SunGroup Inc.	3	1/8 3	1/4	- 1/8	- 3.85	4
N Taft	78	78				15
O United Television	24	1/4 23	5/8	5/8	2.65	266

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	26	25	3/8	5/8	2.46	18
A Affiliated Pubs	46	44	1/8	1 7/8	4.25	20
N American Family	23	5/8 23	1/4	3/8	1.61	13
O Assoc. Commun.	27	1/8 24	3/4	2 3/8	9.59	129
N A.H. Belo	46	1/4 44	5/8	1 5/8	3.64	16
N John Blair	20	5/8 18	7/8	1 3/4	9.27	103
N Chris-Craft	57	5/8 56	1/2	1 1/8	1.99	368
N Gannett Co.	54	1/8 56	5/8	- 2 1/2	- 4.42	19
N GenCorp	47	1/4 46	3/8	7/8	1.89	53
O GrayCommun.	102	102				18
N Jefferson-Pilot	44	3/4 46	1/4	- 1 1/2	- 3.24	7
O Josephson Intl.	7	7/8 8	1/4	- 5.15		37
N Knight-Ridder	36	35		1	2.86	17
N Lee Enterprises	40	3/8 39	1/2	7/8	2.22	19
N Liberty	29	1/8 29	1/2	- 3/8	- 1.27	14
N McGraw-Hill	41	7/8 43	1/4	- 1 3/8	- 3.18	14
A Media General	77	3/8 77	1/4	1/8	0.16	15
O Multimedia	19	1/2 56	1/4	- 36 3/4	- 65.33	6
A New York Times	40	1/8 42		- 1 7/8	- 4.46	15
O Park Commun.	21	1/2 20	1/2	1	4.88	20
N Rollins	25	1/8 24	5/8	1/2	2.03	35
T Selkirk	21	1/2 21	3/4	- 1/4	- 1.15	47
O Stauffer Commun.	95	95				16
A Tech Operations	56	55	7/8	1/8	0.22	13
N Times Mirror	45	1/2 46	1/4	- 3/4	- 1.62	13
N Tribune	44	3/4 45	1/4	- 1/2	- 1.10	16
A Turner Bcstg.	16	1/2 17		- 1/2	- 2.94	34
A Washington Post	111	3/4 114		- 2 1/4	- 1.97	15

PROGRAMING						
O American Nat. Ent	111/16	1	3/4	- 1/16	- 3.57	8
O Barris Indus	10	1/8 12		- 1 7/8	- 15.63	17
N Coca-Cola	69	5/8 70	1/8	- 1/2	- 0.71	14
N Disney	85	5/8 85	5/8			57
N Dow Jones & Co.	40	7/8 41	7/8	- 1	- 2.39	20
O Four Star	4	1/4 4	1/2	- 1/4	- 5.56	4
A Fries Entertain.	8	7/8 8	3/8	1/2	5.97	127
N Gulf + Western	43	43	1/2	- 1/2	- 1.15	13
O King World	20	1/2 20	1/4	1/4	1.23	17
O Robert Halmi	2	1/4 2	1/4			39
A Lorimar	30	7/8 29		1 7/8	6.47	8
N MCA	46	3/4 46	3/8	3/8	0.81	24
N MGM/UA	25	1/2 25		1/2	2.00	1,267
N Orion	10	5/8 10	3/8	1/4	2.41	37
O Reeves Commun.	10	1/2 11		- 1/2	- 4.55	71
O Sat. Music Net	13	3/4 13	1/4	1/2	3.77	93
O T+Telepictures	17	1/4 24	5/8	- 7 3/8	- 29.95	13
N Warner	34	1/8 31	5/8	2 1/2	7.91	2,078
A Wreath	19	1/2 19	1/2			137

	Closing Wed Oct 2	Closing Wed Sep 25	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	47	3/4 47		3/4	1.60	14
O Compact Video	5	5/8 5	1/4	3/8	7.14	24
N Comsat	33	1/4 32	1/4	1	3.10	11
O Doyle Dane B.	19	1/2 20		- 1/2	- 2.50	13
N Foote Cone & B.	54	52	7/8	1 1/8	2.13	12
O Grey Advertising	186	185	1/4	3/4	0.40	11
N Interpublic Group	39	3/8 38	3/4	5/8	1.61	13
N JWT Group	29	3/4 28	3/4	1	3.48	16
A MovieLab	7	1/8 7		1/8	1.79	12
O Ogilvy & Mather	41	1/4 41		1/4	0.61	15
O Sat. Syn. Syst.	6	1/4 6	1/4			10
O Telemation	5	1/2 5	1/2			5
O TPC Commun.	3/8	3/8				4
A Unitel Video	7	1/4 7	1/2	- 1/4	- 3.33	24
N Western Union	12	1/8 12		1/8	1.04	296

CABLE						
A Acton Corp.	1	5/8 1	1/2	1/8	8.33	10
O AM Cable TV	2	2				7
N American Express	42	1/2 41	3/8	1 1/8	2.72	15
N Anixter Brothers	16	1/2 16	5/8	- 1/8	- 0.75	18
O Burnup & Sims	6	7/8 7	1/8	- 1/4	- 3.51	6
O Cardiff Commun.	15/16	15/16				94
O Comcast	18	7/8 19	1/8	- 1/4	- 1.31	28
N Gen. Instrument	13	5/8 14	1/2	- 7/8	- 6.03	442
N Heritage Commun.	16	5/8 16	1/4	3/8	2.31	35
O Jones Intercable	5	5/8 5	3/4	- 1/8	- 2.17	11
T Maclean Hunter X	13	3/8 12	3/4	5/8	4.90	19
A Pico Products	2	1/2 2	3/8	1/8	5.26	9
O Rogers Cable	8	1/4 8	1/2	- 1/4	- 2.94	188
O TCA Cable TV	23	1/2 23		1/2	2.17	33
O Tele-Commun.	30	1/2 31	1/8	- 5/8	- 2.01	277
N Time Inc.	54	3/8 52	1/2	1 7/8	3.57	16
N United Cable TV	27	7/8 29	5/8	- 1 3/4	- 5.91	44
N Viacom	47	1/4 46	1/2	3/4	1.61	21

ELECTRONICS/MANUFACTURING						
N Arvin Industries	24	1/4 24		1/4	1.04	9
O C-Cor Electronics	7	1/4 7	3/8	- 1/8	- 1.69	22
O Cable TV Indus.	2	3/4 2	3/4			17
A Cetec	7	1/8 7	1/4	- 1/8	- 1.72	9
O Chyron	7	3/4 7	5/8	1/8	1.64	15
A Cohu	9	5/8 9	3/8	1/4	2.67	9
N Conrac	13	3/8 12	7/8	1/2	3.88	6
A CMX Corp.	1	1/2 1	3/8	1/8	9.09	6
N Eastman Kodak	44	42	3/4	1 1/4	2.92	12
O Elec Mfg & Comm.	13	11	1/2	1 1/2	13.04	38
N General Electric	58	57	1/4	3/4	1.31	11
O Geotek-Telemet	1	3/8 1	1/4	1/8	10.00	17
N Harris Corp.	23	3/4 23	7/8	- 1/8	- 0.52	11
N M/A Com. Inc.	17	1/8 17	3/8	- 1/4	- 1.44	17
O Microdyne	6	1/8 5	3/4	3/8	6.52	77
N 3M	76	3/8 74	5/8	1 3/4	2.35	12
N Motorola	34	33	3/4	1/4	0.74	11
N N.A. Phillips	33	7/8 33	3/4	1/8	0.37	7
N Oak Industries	1	1/2 1	1/2			30
N RCA	43	7/8 40	3/4	3 1/8	7.67	13
N Rockwell Intl.	36	5/8 36	1/4	3/8	1.03	10
N Sci-Atlanta	12	1/8 11	7/8	1/4	2.11	19
N Signal Co.s	42	1/2 42	1/2			17
N Sony Corp.	16	3/8 15	1/4	1 1/8	7.38	13
N Tektronix	49	7/8 50	5/8	- 3/4	- 1.48	7
A Texscan	1	1/8 1	5/8	- 1/2	- 30.77	19
N Varian Assoc.	24	5/8 26	3/8	- 1 3/4	- 6.64	12
N Westinghouse	37	5/8 37	7/8	- 1/4	- 0.66	12
N Zenith	16	3/4 16	1/2	1/4	1.52	6
Standard & Poor's 400	205.85	201.53			4.32	2.14

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: † Recapitalization, new stock issued Oct. 2, 1985. ‡ 3 for 2 split Oct. 1, 1985.

animated block on weekend mornings.

The Comic Strip is designed as an early fringe or weekend vehicle for independents, explained Telepictures senior vice president, Scott Carlin. Stations have the option of running it as a vertical block in the fourth quarter and a horizontal strip in the first quarter. In addition, each *Comic Strip* program is made up of two, self-contained, 10-minute units, which Carlin said means that after the first run, the units can be re-mixed with other units in order to keep the episodes fresh.

The series is being offered on a basis similar to Telepictures' other first-run animated projects, *Thundercats* and *Silverhawks*: stations have to sign up for a firm three-year deal. The barter split is two minutes for national advertising and four minutes for local in the fourth quarter and two-and-a-half minutes for national and three-and-a-half minutes for local in the first through third quarters. In some cases stations are being offered an equity interest in the show.

"Most independents have not gone head-to-head with affiliates," Carlin said. "They have generally tried to do the opposite." According to Telepictures executives, upfront network children's advertising rates have declined this season between 5% and 8% as a direct result of the explosion of first-run animated children's programming in the marketplace. It may not be too long, some believe, before one of more of the networks radically redesigns its Saturday morning schedule or gets out of the children's programming business altogether. Since the quality of first-run syndicated animation is equal to what the networks offer, according to Carlin, there is

no reason independents cannot challenge network affiliates at their own game. "We're taking the network approach to first-run syndication," he said.

The Comic Strip is being produced by Telepictures' in-house animation studio, Rankin, which also produced *Thundercats* and *Silverhawks*. As part of the *Comic Strip* deal, Telepictures also is offering 52, two-minute segments, called *The Job Squad*. The short vignettes will profile people in their jobs, why they chose their particular career, and what kind of education they needed. Carlin said that stations could use *The Job Squad* inserts anywhere in their schedule and even sell them to advertisers with a billboard in front followed by a 30-second spot. □

Arbitron sues news/talk outlet in Tulsa, Okla.

KELI(AM) newspaper ads criticize ratings quality; company slaps station with big damage suit

Arbitron Ratings filed a multimillion-dollar, 10-count law suit last Wednesday (Oct. 2) in the U.S. District Court for the Northern District of Oklahoma against news/talk KELI(AM) Tulsa, Okla., charging, among other things, that the station has interfered with Arbitron's ability to conduct business in that market.

The court action stems from KELI's two local advertisements in the *Tulsa World* in which the station blasted Arbitron's ratings methodology and, as a form of protest, offered \$14.30 (the station is on 1430 khz) to every fall Arbitron diary recipient in the market who logs in KELI(AM) throughout the book ("Closed Circuit," Sept. 23). The Arbitron suit is claiming the following:

- Interference with business (the ability of Arbitron to properly conduct a survey of the market).

- Interference with contract (Arbitron's agreement with its subscribers to deliver unbiased information).

- Violation of the Oklahoma Deceptive Trade Practices Act.

- Injury to property (Arbitron diaries).

- Violation of the federal Racketeer Influenced and Corrupt Organizations Act and the state's Anti-trust Act.

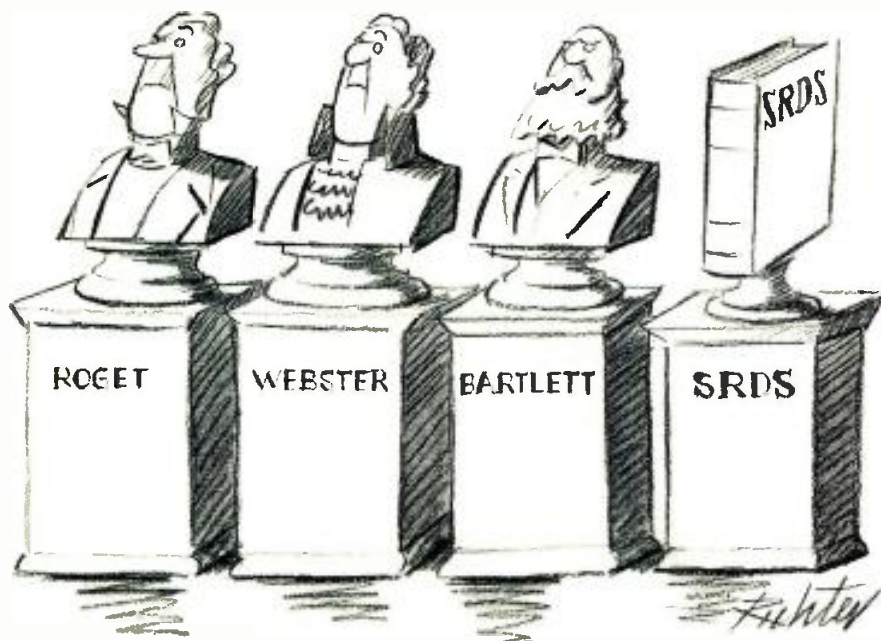
The suit also claims conspiracy, fraud and deceit, the commitment of unlawful acts, defamation and copyright infringement (the reprinting parts of the Arbitron diary in KELI's newspaper ads).

Arbitron is seeking in excess of \$10 million in punitive damages as well as actual damages for each of six counts in its suit, according to a company spokesman. For copyright infringement, the company is asking \$50,000. Monetary damages for the remaining three counts, which cover the different state and federal statutes cited in the suit, is "to be determined." "This [the KELI ad campaign] is ratings distortion, pure and simple," said the spokesman.

The spokesman added that Arbitron is taking extra precautions to "protect the integrity of the Tulsa survey" by carefully scrutinizing every returned diary from the market to determine whether any diary keeper had been "influenced" by the KELI ads. "We will call back diary keepers if necessary," he said. The spokesman said it was too early to tell whether Arbitron would extend the fall survey period (Sept. 19 through Dec. 11) in Tulsa. The sample size used by Arbitron for the Tulsa metro market (six counties) is about 1,000; for Tulsa's TSA (total survey area), it comes to nearly 2,000.

Responding to Arbitron's suit, KELI President and General Manager Fred Weinberg said the complaint is "faulty." As an example, he said the station was not deceiving anybody and thus not violating the Oklahoma Deceptive Trade Practices Act. "We told everybody what we're going to do in our ads," he said. Weinberg added: "I won't be surprised to find that other broadcasters will join us in our court battle."

Bill Livek, senior vice president for Birch Radio (an Arbitron competitor), said he agreed to participate in a KELI call-in talk show last Wednesday afternoon on ratings methodology to "defend radio research" whether it be the system employed by Arbitron (diary placement) or that used by his own company (telephone recall). "I'm befuddled how someone could think it's in the best interest of anyone to tamper with survey research," Livek said. "What he's done to Arbitron is wrong." Arbitron was also invited to participate on KELI's show last week but declined.



Now that we've won it, what do we do with it?

Winners of the FCC's multichannel MDS lottery begin evaluating what their good fortune means

Using a ping-pong-ball lottery to select from among hundreds of competing applicants, the FCC has tentatively awarded 18 permits for four-channel multichannel multipoint distribution service (MMDS) in nine markets (two to a market), giving multichannel television (MCTV) a big boost as it tries to establish itself alongside broadcasting and cable television. The cities receiving grants are New York, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Houston and Kansas City, Mo. (BROADCASTING, Sept. 30).

"For five years, MMDS has had tremendous potential and now that licenses are being granted, the technology will have its opportunity," said Peter Frank, president of Multichannel Media Inc., one of three companies comprising Red New York E Partnership, winner of one of the permits for the New York market. "And it comes at a time when the alternative technologies—DBS and cable—have demonstrated their shortcomings in serving certain important market areas."

The 18 MMDS permits were won by 17 individuals or companies (one company received two permits) representing a diversity of businesses and interests. They include spectrum speculators, broadcasters, MDS operators and telecommunications companies. Of the several winners contacted by BROADCASTING last week, few had a clear idea what they would do with their grants, but all were eagerly exploring options for exploiting them.

The FCC gave others until Nov. 1 to file petitions to deny the awards. If, as a result of a petition and a subsequent investigation, the FCC finds that a particular lottery winner does not "fully qualify," its allocation will be taken away and offered in another lottery.

MCTV, or "wireless cable," as it is better known, is an over-the-air pay television operation that makes use of the channels of three distinct services that share the 2 ghz microwave band: MDS/MMDS (common carrier), the Instructional Television Fixed Service (broadcasting) and the Operational Fixed Service (private radio). All the services require a special antenna and tuner for reception.

MCTV is seen as the natural extension (and, perhaps, the salvation) of single-channel MDS, which proliferated in the late 1970's, but which is now on the verge of extinction, the victim of signal piracy and cable television competition. Single-channel MDS operators use one of two MDS channels in a market to offer popular pay television services like Home Box Office or

Showtime. The operators lease their channels and transmission facilities from MDS common carriers, which hold the MDS licenses.

Many believe that MCTV services offering four or more channels (perhaps as many as two dozen) could carve out a niche for themselves even in areas with substantial cable penetration. Typical of the would-be MCTV operators is Argonox Communications, which is backed by New York real estate investor Francesco Galesi and headed by Curtis Bradley, a former single-channel MDS operator. Argonox hopes to offer 21 channels of "cable" programming in Oklahoma City, Okla., early next year using a mix of two MDS channels, eight MMDS channels, eight ITFS channels and three OFS channels.

MCTV has been slow getting off the ground because potential operators have had difficulty in lining up enough channels. Many ITFS channels, which make up the bulk of the band, are unavailable for MCTV—they're either unallocated or being used for what they were originally intended, broadcasting of educational and instructional programming. (Another problem with using ITFS channels for MCTV is that FCC rules prohibit MCTV operators from using the channels 24 hours a day.)

As Frank suggested, the award of MMDS

channels, eight to a market, should be a real spur to MCTV. Unlike ITFS and OFS channels, the MMDS channels are governed by regulations that encourage instead of inhibiting their use for pay television broadcasting—the business of MCTV.

MMDS has been a long time coming. The FCC created the service two years ago when it reallocated two four-channel ITFS groups (designated groups E and F) to MDS. In reallocating the channels, however, the FCC grandfathered all ITFS broadcasters who had been granted the groups or who had applied for them. MMDS lottery winners who find grandfathered ITFS broadcasters on their channels will have to work out some kind of accommodation with the broadcasters. The MMDS permittee, for instance, could persuade a ITFS broadcaster using its MMDS allocation to switch to other open channels in the ITFS band by promising to pick up the cost of the move.

After studying the MDS business at CBS, whose interest in the medium has fluctuated over the past five years, and at Microband Corp. of America, the leading single-channel MDS common carrier, Frank decided that MCTV had a real future and that the key to that future was MMDS. Consequently, Frank's Multichannel Media filed for MMDS licenses in some 170 markets. At the same time, he prepared applications for oth-



Political panel. Panelists discussing responsibility in political advertising stressed the point that irresponsible advertising is always "self-defeating." The participants, who were experienced in creating political advertising campaigns, spoke at a meeting in New York sponsored by Ad-Net, an association of advertising and communications specialists.

David H. Sawyer, a consultant to John Glenn in the latter's quest for the Democratic presidential nomination in 1984, said the electorate today is more sophisticated and "any candidate who lies to them is going to get nailed."

Jim Travis, vice chairman of Della Femina, Travisano & Partners and chairman of President Reagan's media team in 1984, provided details of advertising plans created for the campaign. He said Reagan had everything going for him and added: "I felt the only people in the whole world who could mess him up were us."

Other panelists were Doug Shoen, a pollster for Mayor Edward Koch of New York; Judy Press-Brenner, head of an ad agency active in New York political campaigns, and Senator Jay Rockefeller of West Virginia. Shown above are Press-Brenner and Travis.

ers whom he had encouraged to file.

And when the FCC said it would be all right, Frank began putting together groups of competing applicants, improving greatly their odds of winning the lottery. One of those settlement groups, of which Multichannel Media is a partner, Red New York E Partnership, won an MMDS permit for the New York market. The other partners: MHW Associates, owned by Washington communications attorney Morton H. Wilner, and Starchannels Associates, owned by two brothers, Lee and Ed Hanna. They own Hanna Inc., a New York broadcast consulting firm.

Robert Moore, a winner for the Houston market, is president of Ultravision Inc., a single-channel MDS operator who has watched subscribership fall from a high of about 5,000 two years ago to between 3,700 and 3,800 today. Moore said he applied for MMDS licenses in 38 markets (at a cost of about \$1,000 per application) because he knew the FCC would be deluged with applications. "The more you filed, the greater your odds of winning," he said.

In filing the applications, Moore said he had hoped to win licenses that he could swap for MMDS licenses in Toledo, Ohio, so that Ultravision could expand its channel capacity and better compete with cable. But, he said, the MMDS license for Houston, the 10th largest television market, is too valuable to exchange for a license for Toledo, the 60th largest market.

How valuable is the Houston MMDS license? Moore doesn't know, but he intends to find out. He said he plans to check everything from cable penetration to the nature of the city topography and vegetation. The last two affect the propagation of the MMDS microwave signals, he said.

In trying to capitalize on the channels, Moore said he has at least two options. He could lease the Houston channels to an MMDS operator with the proper "credentials, backing and experience," who would offer service in the market. Or, he could lease the channels to a third party, who would find an end user. Microband and others have already shown an interest in being that third party, he said.

Moore said he plans to get together with the winner of the other Houston license, Block & Associates of Los Angeles, to see if they can work together in marketing the channels. The value of the two licenses together, he said, is more than that of each individually.

David Block, general partner of Block & Associates, which applied for MMDS licenses in 30 markets, was as eager to talk with Moore as Moore was with him. Cooperation between the two MMDS licensees is the only way MMDS is going to survive, Block said.

Block is manager of licensee services for Telease, a company that has developed an addressable scrambling system (known by the acronym MAST) suitable for just about any pay television medium, including MCTV. He has also worked for SelecTV, a Los Angeles-based STV service, and is the former owner of Southcoast Communications, which installed STV and MDS receivers and as well as home satellite dishes.

Block's father, Robert, is president of Telease and co-founder and vice president, strategic planning of The Choice Channel, a pay-per-view service.

Heritage Broadcasting Inc., Auburn Heights, Mich., picked up four channels in Denver, but Heritage President Mario F. Iacobelli hasn't decided what's going to become of them. He said Heritage will either use the channels to offer MMDS service or lease them to someone else for that purpose. He said he has already received a number of proposals from companies wishing to make use of the channels. Heritage applied for licenses in 16 markets, singled out for their flat terrain and relatively low cable penetration.

If Heritage does become an MMDS operator, it will be a new direction for the company. Its current business is commercial broadcasting: It owns WCTI(TV) New Bern, N.C., and expects to close on the purchase of WREX-TV Rockford, Ill., on Nov. 1.

Picking up the other four channels in Denver was Midwest Cable and Satellite, an operator of a cable interconnect serving the Minneapolis-St. Paul market and a cable system serving Rice Lake, Wis. It's a subsidiary of Midwest Communications, which owns WCCO-AM-TV-WLTE(FM) Minneapolis; WJMN-TV Escanaba, Mich., and WFRV-TV Green Bay, Wis.

James Rupp, president and chief executive officer, Midwest Communications, said Midwest, which applied for licenses in about 20 markets, was somewhat surprised to be among the first lottery winners. "We were not holding our breaths that we would be drawn out of the hat."

Over the next couple of months, Rupp said, Midwest will explore its options. Through the cable activities of Midwest Cable, he said, the company has an understanding of the pay television business, including its pitfalls. Midwest sought licenses in 20 markets, he said, because it saw MMDS "as a new business opportunity, an extension of the business we are in."

Sherry Rullman, an independent sales representative for manufacturers of point-to-point microwave equipment, said she filed dozens of applications on sheer speculation, and considered herself "lucky" to win four channels in the Boston market.

Rullman said she intends to lease the capacity. As of last Tuesday, she said, she had already had two inquiries from Microband.

Having won four channels in Dallas, Paging Systems Inc., an incipient paging company based in Burlingame, Calif., plans to put an MMDS facility on the air in the market as soon as possible and to lease the capacity, according to the company's Washington attorney, Lewis H. Goldman. Paging Systems is owned by Susan Cooper, president, and her husband, Robert, who is a major supplier of land-mobile radio equipment and facilities in the San Francisco area, Goldman said.

The MMDS channel capacity is "worth a lot," Goldman said, judging by the deluge of inquiries the Coopers have received following the lottery from entries interested in leasing it.

Lawrence Daniels of Encino, Calif., a winner of a Detroit license, describes him-

self as an "investor" and "entrepreneur." He said he applied for Detroit and about a dozen other markets because he's familiar with cable, and MMDS has "got it all over cable."

Since winning the channels, Daniels said, he has been inundated by phone calls and letters from "people in the MDS industry." In the upcoming days and weeks, he said, he will figure out how to put the channels to the "most profitable" use.

Of the 18 lottery winners, only Kansas City Southern Industries won an allocation in the market in which it is based. KCSI, a diversified holding corporation based in Kansas City, Mo., was awarded a block of channels there.

What is KCSI going to do with the channels? "That, of course, is a subject we have all been discussing since being notified of the award," said Phillip Brown, vice president. "We have to find out who is serious about using the service and what the market is," he said. And when Brown talks about "market," he means data transmission as well as pay television. Using it for data, he said, presents some "interesting possibilities."

KCSI grew out of railroading, which still accounts for more than half of its business, Brown said. Its other businesses included telecommunications, health care and financial services.

Lawrence Brandt, a Washington real estate developer, won four channels in Cleveland, but his odds were better than most. Brandt said he applied for licenses in more than 200 markets.

Brandt said he applied as a speculator, but that he intends to "develop the property"—that is, build the four-channel facility. "How and when, I'm really not sure." He said he has already contacted Krisar Inc., of Guiderland Center, N.Y., which won the other four Cleveland channels.

Krisar, according to President George Bott, is an independent corporation "associated" with the Galesi Group, a group of diversified businesses backed by Francesco Galesi. Although Galesi has no ownership interest in Krisar, Bott said, he paid for Krisar's filings in 40 major markets and "a number of smaller ones" and will be reimbursed.

Bott said the channels could be used for either MCTV or telephone bypass. The Galesi Group has interests in both businesses—bypass through its Argo Communications and MCTV through Argonox Communications. In addition to Oklahoma City, Argonox is trying to assemble enough channels to launch MCTV services in up to 10 other markets.

There were only 17 winners for the 18 allocations because BA-United Services Corp. of Lake Worth, Fla., was lucky enough to win two—for Dallas and Kansas City, Kan. According to President Robert Gordon, BA-United is a single-channel MDS common carrier with four channels in the Fort Myers, Fla., area. Under a waiver from the FCC, he said, BA-United also programs and markets the channels. He said BA-United plans to build its MMDS facilities and "look for a programmer to operate them."

The next MMDS lottery involving 15 additional markets is scheduled for Oct. 29. □

Pricing, coordination issues top Intelsat agenda

Changes in pricing are result of movement to grant other competitors authority in international telecommunications marketplace

The International Telecommunications Satellite Organization's Assembly of Parties—the organization's ultimate authority—is meeting in Washington this week, and it is expected to begin the process of adopting what would be the first amendment to the 21-year-old organization's basic agreement. It would permit the organization to depart from its globally averaged pricing system, a change the Intelsat executive says would be needed to enable Intelsat to compete in a market in which it may, in the near future, lose the monopoly it now enjoys.

Nor is that the only major item on the agenda. Another involves proposed guidelines for determining—under Article XIV(d) of the Intelsat Agreement—whether planned separate international satellite systems would cause Intelsat undue economic harm. The U.S., with four such systems already conditionally approved by the FCC, will oppose the adoption of any such criteria. Intelsat's board of governors, which initially reviews coordination proposals and advises the Assembly of Parties on them, adopted a set of criteria for its use at its meeting in September. The U.S. has expressed reservations about them, although officials say they represent a major improvement over proposals offered by Director General Richard Colino last year. But U.S. officials say the XIV(d) item on the Assembly of Parties agenda raises new concerns.

The proposed change in the pricing method is a direct result of the U.S. move, begun over two years ago, toward authorizing separate systems. Colino has maintained that the pricing system mandated by Article V(d)—it says that “the rates of space segment utilization charged for each type of utilization shall be the same for all applicants”—denies Intelsat the flexibility it would need to compete. The U.S. has consistently disagreed, maintaining that the agreement provides for sufficient flexibility. However, indications last week were that the U.S. would not make a major effort to oppose approval of the amendment if there is substantial support for it.

The U.S. notes that V(d) was designed to ease the cost burden on developing countries located on so-called thin routers. Indeed, officials have said that the provision was a major factor in securing the membership of a number of developing countries. “We still see a situation where there has not been a demonstrated need to make changes [in the pricing system],” said Ambassador Diana Lady Dougan, head of the State Department's Bureau of International Communications and Information Policy, who is a member of the U.S. delegation to the Assembly of Parties. But she said it was “surprising” that developing countries have done “an about face on what is in their own interest,” and added, “If they don't care, we won't be the only country looking out for their inter-

est.”

Congress last summer, in response to lobbying by Intelsat seeking a U.S. commitment to support a change in the pricing system, adopted legislation giving it a qualified commitment. It calls on the executive branch to support “an appropriate modification” of the pricing system after the secretaries of State and Commerce consult on the matter with the U.S. signatory to Intelsat, the Communications Satellite Corp. However, the legislation also reflects U.S. concern that Intelsat not engage in predatory pricing; it includes language designed to insure that the rates are “cost-based.” Among other things, Comsat would be instructed to see to it that Intelsat provides sufficient documentation to verify that the rates are cost-based (BROADCASTING, Aug. 5).

Two amendments have been offered, one by Tanzania and Cameroon and one by Colombia. It is the former that has been the focus of discussion. It would authorize the board of governors, in establishing rates, to consider such factors as ocean region areas, satellites, time and priority of access, earth station characteristics and lengths of lease. And while the board generally would be required to establish space segment charges “at the same rate for each type of utilization,” the board could depart from that principle when necessary “to meet competition in various ocean regions or traffic routes.”

The amendment process, which has not been used in amending either the interim agreement that was adopted in 1964 or the permanent agreement that entered into force in 1973, would begin with a vote at the Assembly of Parties meeting. Two-thirds of the 110 members would have to endorse it. Then ratification would require the support of two-thirds of the members who hold at least

two-thirds of the total investment shares, or of 85% of the membership, regardless of the amount of investment shares they hold. The ratification process must be completed within 18 months.

As for the guidelines being proposed for use by the Assembly of Parties in coordinating separate systems with the global system, little has been made public. But sources say two sets have been offered, one by Jordan and one by Kenya, and both are understood to go beyond the criteria adopted by the board. Those were based largely on proposals offered by Australia as revised in consultation with a dozen other countries, not including the U.S., in advance of the board last month, and superseded the controversial proposals offered by Colino in September 1984. The board's new criteria are said to be “general rather than specific,” and while the U.S. is critical of several aspects, one official said, “We can live with them” (something the U.S. could not say about Colino's draft). But the Jordanian and Kenyan proposals are another matter.

U.S. officials note that adoption of coordination guidelines by the Assembly of Parties would mean that review of proposed systems would be conducted under two sets of guidelines, one by the board under its set and one by the assembly under its. And for the U.S., that would not be acceptable. Indeed, the U.S. has consistently opposed the adoption of any set of guidelines, contending the present case-by-case approach is preferable. It fears preset guidelines could be used to delay the coordination process, a fear that would be compounded by the adoption of different sets of criteria by the board and by the assembly. However, observers predict that some action in connection with XIV(d) coordination procedures will be tak-



Buckeye lecturer. Edwin H. James (l), senior editorial consultant for BROADCASTING magazine, was the first visiting lecturer at a special course on current issues and problems in telecommunications offered by Ohio University's School of Telecommunications, Athens, Ohio. Others scheduled to lecture include Thomas Sawyer of NBC's Washington office; David Liroff, station manager, noncommercial WGBH-TV Boston, and Clark Pollock, president of Nationwide Communications. The course was made possible, in part, by a grant from the Sol Taishoff Visiting Lecture Endowment, established by the Broadcasting/Taishoff Foundation in memory of the late BROADCASTING founder and editor. James is pictured on a tour of the university's public television station, WOUB-TV, with associate dean of the college of communication, Rod Rightmire.

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en, if only a resolution endorsing the work of the board of governors in that regard.

Among other matters on the Assembly of Parties agenda this week:

- Coordination of separate systems. A large number of domestic and international systems cleared by the board of governors will be up for second and final stage of the coordination process.

- Intelsat's planned domestic service. That was approved in principle by the board of governors last month, and is expected to be finally approved at its meeting in December. Assembly action is not required.

- Ratification of agreements establishing formal relationships with Eutelsat and the Intergovernmental Bureau for Informatics, a Rome-based organization concerned with the development of the melding of information and computer technology.

- The "memorandum of understanding" Intelsat's Colino signed with officials of the Soviet Union, a nonmember, in August (BROADCASTING, Sept. 2). The memorandum, which does not require action by the assembly, deals with administrative and operational matters involved in the Soviet Union's use of Intelsat. However, it is seen as a possible first step toward Soviet membership in the global system. □

Black progress in communications to be measured

Annual meeting of black coalition will feature panels on minority push toward larger presence in media; Capcities' Murphy keynoter

Under the theme, "Keeping Pace in a Changing Industry," the National Black Media Coalition will hold its 12th annual conference at the Shoreham hotel in Washington Oct. 10-13, focusing on "the growing broadcasting industry as it relates to black Americans." Among the scheduled speakers is Thomas Murphy, chairman of Capital Cities Communications.

According to Carmen Marshall, executive coordinator of the conference, the communications industry "has grown increasingly conservative during the past few years and

minority concerns and considerations no longer seem to be of major priority. And yet, minorities have continued to make strides within the business aspects of the industry," she said, adding that "this year, more than ever before, NBMC is addressing the black impact and options within the world of telecommunications."

More than 12 panels will be included in the three-day event, which the NBMC said is expected to draw more than 2,000. (About 1,600 attended last year's conference, Marshall said.) Among the topics to be discussed on Thursday, Oct. 10:

- "Engineering Opportunities in the Media," moderated by John Tolleson of WJLA-TV Washington, with Chris Korb, WHBQ(AM) Memphis; Jim Watkins, WHUR-FM Washington; Tina Dunbar, WKBW-TV Buffalo, N.Y.; Bill Johnston, WRC-TV Washington, and David Baylor of the Public Broadcasting Service.

- "Diversity in Minority Ownership; Buying, Building and Developing," with Frank Melton of WLBT(TV) Jackson, Miss., and Abe Thompson, WGCI-AM-FM Chicago.

- "Public Service after Deregulation," moderated by Mary Braxton of WJLA-TV Washington, with Malcolm Poindexter, KYW-TV Philadelphia, and Sandra Butler, WDVM-TV Washington.

- "How to Get More Blacks in News Management," with Bob Warfield, WDIV(TV) Detroit; Mildred McNeill, WGHP-TV High Point, N.C., and Penny Mickelbury, WJLA-TV Washington.

- Also on Thursday will be sessions on "Black Women in Management," and a "News Writing Clinic," on which WJLA-TV Washington anchor Renee Poussaint will participate. Capcities' Murphy will be the luncheon speaker that day.

Friday's agenda includes:

- "Sales, How to Be Successful in Today's Marketplace," moderated by Ed Bradley, KCTV(TV) Kansas City, Kan., with Chuck Cowdrey, WDCA-TV Washington; Jeff Taylor, CBS Spot Radio; Gordon Peppers, KABC-TV Los Angeles; Novella Smith, WHBQ-TV Memphis, and Lil Jones, WBMX-AM-FM Oak Park, Ill.

- "News Writing Clinic," with Jane Adams, WTTG(TV) Washington.

- "Successful Radio," moderated by Joe Dorton of Gannett Radio, with Dick Harris,



Keynote Tom Murphy

Group W; Jerry Lyman, RKO Radio, and Dick Ferguson, Katz Broadcasting.

- "Black Radio: Past, Present and Future," moderated by Kerner Anderson, WBMX-FM Oak Park, Ill., with Cathy Hughes, WOL(AM) Washington; Don Rosette, KYOK(AM) Houston; Verna Green, WJLB(FM) Detroit; Vince Sanders, WWRL(AM) Woodside, N.Y., and Barry Mayo, WRKS-FM New York.

- Other Friday topics are: "Stress Management and Other Survival Skills for the Black Executive" and "Black Programming Production and Syndication," moderated by Dwight Ellis of the NAB. Eleanor-Jean Hendley, KYW-TV Philadelphia, will be Friday's luncheon speaker.

Saturday's panels and workshops will cover such topics as:

- "Public Affairs Programming," moderated by Donna Gittens, WCVB-TV Boston, with George Collins, WMAR-TV Baltimore; Thursa Thomas, WJLA-TV Washington; Gloria Sawyer, KUSA(AM) St. Louis, and Cathy Stowe, WTVD(TV) Raleigh-Durham, N.C.

- "The Realities of the Job Hunt," moderated by Elanor Brown, Gannett Corp., with Karen Merrell, Shamrock Communications; Jane Weathersby, Cable News Network, and Jack Landau, KDKA-TV Pittsburgh.

- "Communications and the Law"; "Opportunities for Blacks in Public Relation," and "Media: Shaping Our Children?" David Crippens, noncommercial KCET(TV) Los Angeles, will be Saturday's luncheon speaker. Additionally, Representative William Gray (D-Pa.), chairman of the House Budget Committee, will speak at the banquet Saturday evening. □

Noncommercial advocate. Senate Commerce Committee Chairman John Danforth (R-Mo.) has told noncommercial broadcasters in St. Louis that advertising is the "wrong road for public broadcasting to travel." Danforth spoke before the board of directors at noncommercial KETC(TV) St. Louis on the occasion of the station's 31st anniversary. He told the group: "Like swapping noncommercial VHF channels for commercial UHF channels, advertising provides the potential for short-term gain and long-term harm to individual stations and to the public system as a whole." He said that no matter how limited, advertising would "inevitably erode the philosophical and emotional underpinnings of public broadcasting. It would begin to skew your relationships with every level of government, with foundations and underwriters, with the programming and technical communities, with commercial broadcasters, and with your viewers."

Danforth also praised public broadcasters as showing "television's good side" and told them to "think about how much more you can do," including being "a positive force for increasing awareness of the vital issues facing our country." Public broadcasting can be "our nation's meeting house and our electronic commons," he said.

Danforth, who is among 69 co-sponsors of Senator Barry Goldwater's (R-Ariz.) bill (S. 1084) to reauthorize the Corporation for Public Broadcasting, said he was "very hopeful" that a bill reauthorizing CPB would be passed and signed during this Congress.



Showtime/TMC delays PPV

Launch likely in 1986; company to continue to experiment with service in seven markets, refining marketing and billing techniques; cable industry reaction to PPV mixed

Due to the overall complexities of putting together the project, Showtime/The Movie Channel Inc. is delaying the launch of its satellite-delivered pay-per-view service, which the company initially hoped to have up and running by August or September of this year. While there is a possibility the satellite service may be launched by year's end, said Scott Kurnit, vice president and general manager of the project (the name of which has not yet been announced), it's more likely the start-up will come some time in 1986.

Meanwhile, the company continues to supply pay-per-view programming to seven stand-alone systems, where it is experimenting with various marketing techniques and order-entry and billing systems, which, along with programming, are seen as the key elements to the success of PPV. The test markets include Dallas, Houston, Chicago, St. Louis, Nashville, Cincinnati and Columbus, Ohio. Kurnit said another half-dozen systems would be added to the company's stand-alone PPV operation by year's end, with a few other systems participating on a selected-event basis only.

"We are firmly committed to the pay-per-view business," Kurnit told BROADCASTING last week, and, he added, to the launching of the satellite PPV service. Plans for that service were announced during the National Cable Television Association convention last June. As to the delay in the launch of the service, Kurnit said "the timing has always been somewhat questionable. The question is: Do we rush in or pick markets more carefully and refine the product before introduc-



ing it to 5,000 cable systems?" He said the company has set a minimum commitment for systems and subscriber universe that must be met before the national service will be rolled out, but he declined to disclose the numbers.

"The reaction from the cable industry has been mixed," Kurnit conceded, saying that the primary concerns are whether PPV can generate enough of a revenue base to justify both the expense involved and splitting the pie with both the studios and a PPV middleman. Whether PPV services will gobble up existing pay-TV dollars is another unanswered question. "At the present time," Kurnit said, "we are comfortable that the industry at large wants a PPV service." Showtime's job now, he said, is to pinpoint "what [the operators] need before they say, yeah, they definitely want to go. [We are looking to] fulfill the needs of the majority." Showtime/TMC recognizes that PPV will be a "slow growth" business that will not be on solid footing for another two or three years, he said.

No particular element is causing the delay, said Kurnit, but rather it is the "complicated nature of the project." Developing a workable and cost effective order-entry and billing system (or systems) for use at cable headends continues to be one of the biggest challenges associated with the project. According to Kurnit, cable operators have expressed concern about the costs they will have to bear for those systems. Showtime/TMC is experimenting with a handful of ordering and billing systems and is working with several converter manufacturers and telephone companies in test markets. Two of those manufacturers are Jerrold and Zenith, which have separately developed so-called "side car" PPV ordering devices, that attach to the converter already in the home and allow for down-loading of PPV programs. But in the near-term, said Kurnit, most systems participating in PPV will be using manpower in the form of customer service repre-



sentatives and "first level computer systems" at the core of their order-taking systems. Operators are resisting the more sophisticated computer order-taking set-ups because of cost, he said.

Other key elements of the project are still not completely in place either, including programming and marketing. Kurnit said Showtime/TMC has signed some programming deals with major and/or independent studios but refuses to say how many or with whom negotiations are taking place. He maintained that most of those players were receptive to the company's PPV plans, a view confirmed by some studio executives last week.

The company is also toying with a host of PPV marketing strategies, which Kurnit sees as key to not only boosting revenues, but also in preventing the newer service from simply cannibalizing existing pay-television dollars. In tests where the company has used minimal marketing, he said, buy rates for some PPV product have been as low as 2%. If marketed properly, he said, operators participating in the Showtime/TMC venture should average buy rates initially of about 6%. To date, said Kurnit, the effect of PPV on traditional pay television revenues is unclear. "We are never sure about something like cannibalization. We know pay has been affected. But to date we have not seen cannibalization from PPV." □

Creative concern. The Caucus For Producers, Writers and Directors has formed a "network dominance committee" to evaluate the effect on the creative community of such industry changes as the proposed sale of ABC to Capital Cities Communications and Ted Turner's proposal to buy MGM.

"These major changes in corporate structure of the networks and major suppliers can have profound impact on the future of smaller independent production companies as well as the employment of producers, writers and directors," said Charles W. Fries, president of Fries Entertainment and caucus chairman. "The committee is being formed because of the obvious power of the three major networks, and the caucus must make plans on how to face this challenge to the independence of the entire creative community."

Bottom Line

Merging. Satori Entertainment Corp. and its 68.6%-owned subsidiary, Private Screenings Inc., have jointly announced merger. Private Screenings will be merged into Satori on exchange ratio of one share of Satori's common stock for each 2.5 shares of outstanding Private Screenings common stock. No timetable for merger has been established, pending execution of definitive agreement. Two companies are involved in production and distribution of long-form programming to cable and pay television services worldwide.

□

FIM's latest. Conservative group, Fairness In Media, accused CBS of being "one of the key players in the multibillion-dollar pornography industry," in group's latest fund-raising literature. FIM made reference to CBS's half-interest in Rainbow Programming Services, which distributes Playboy Channel. Mailing, on letterhead of Senator Jesse Helms (R-N.C.) and Congressman Philip Crane (R-Ill.), seeks contributions to meet just-announced \$1-million challenge grant made to Raleigh, N.C.-based organization.

Exhibitors peg NAB

Companies exhibiting at the 1985 National Association of Broadcasters convention in Las Vegas last April had mixed feelings about the success of the show, according to a survey conducted by NAB's research department last summer and obtained by BROADCASTING.

Although a survey overview claimed the 1985 convention was "generally well received," over half of the 600 exhibitors responding said the event was only the same or worse than other conventions attended during the year (36.5% said it was the same, 18.7% said worse). The 44.8% who found it better than other shows represented a decline from the 52% giving the same response after the 1984 meeting.

This year's show, spread over five days, attracted nearly 700 exhibitors to the 312,000-plus-square-foot exhibit hall. The exhibit is widely considered the premiere broadcast equipment marketplace in the industry.

On specific indicators of the show's success, however, the numbers this year were mixed. On the positive side, the majority said they were either satisfied or very satisfied with nearly a dozen key aspects of the show, including keeping tabs on the competition and maintaining a company image. But when all 605 responses were averaged (using a scale going from very satisfied to not satisfied at all), the perception of a satisfied majority was reversed.

Overall, exhibitors were less than satisfied on nine of the 11 indicators tabulated, with negative averages emerging in categories such as getting feedback on new products, access to "key decision makers," number of leads generated, prospects identified, business generated, cost per lead and traffic by exhibitor's booths.

Each indicator was down, some by more than 10%, from averages tallied for the 1984 convention, also held in Las Vegas.

NAB's space allocation policies for the show, criticized most vocally by exhibitors using a smaller and less well-attended hall at last April's exhibition, also came under attack by respondents. Nearly one-third volunteered comments summarizing the 1985 space allocation as "poor," the survey said, with exhibitors arguing that the show should take place all in one center, and adding that NAB was "unresponsive to exhibitors' needs."

When asked by NAB to identify other cities as potential sites for future conventions, 76 named Los Angeles, 69 New York and 59 San Francisco. According to an NAB representative, however, convention facilities at New York and Los Angeles are probably too small to house the event.

Sites other than Las Vegas and Dallas—site of the 1986 and 1987 shows—currently under consideration for conventions between 1988 and 1994 include Atlanta and Chicago ("Closed Circuit," Sept. 30), although the two cities were not listed by ex-

hibitors' as preferred locales.

Exhibitors were not specifically questioned in the survey about plans for the 1986 convention, scheduled for April 13-16 in Dallas, which will see several changes from previous meetings, including a 10% cut in floor space, the merging of TV and radio floor shows and a 33% hike in square footage costs to exhibitors. The changes were discussed this summer, however, with an exhibitor advisory committee ("In Sync," Sept. 30).

Still no pact at ABC

ABC engineers are now going into their seventh month without a new contract, although progress is being made on a pact between the network and the union representing over 3,300 technical and other ABC employees.

The most recent negotiating session between the two, held in Washington in September, was the fourth since meetings began last spring. Most of the talks were held "off the record" in an attempt to break what the union called the "logjam" between the parties. The process, with proposals first discussed privately between negotiators before making the positions public, was used at an earlier session, as well as during previous negotiations.

According to both ABC and NABET sources, the tactic helped. "This last session had more movement than any since the original session in San Diego [last March]," said Richard Freund, head of ABC's negotiating team. "The union has made moves off quite a few of their proposals, and ABC moved off some proposals as well."

Although Freund wouldn't elaborate on shifts in union positions, he confirmed NABET reports that ABC had withdrawn proposals strongly opposed by the union, such as separate seniority for radio and TV employees, the application of ENG rules in studio operations and a two-tier wage system. Freund also confirmed agreement on the contract length, to be four years, one year longer than NABET's initial request.

Still unresolved, however, is the overall wage package. The ABC offer stands at an approximate 5% annual increase. Jurisdiction in graphics operations and videotape staffing are still open issues, a union source said.

Both Freund and the NABET source expressed some hope a new contract could be agreed upon before the end of the year. Talks will resume Oct. 21-27 in Los Angeles.

Friendly frequencies

The Society of Broadcast Engineers has asked the FCC to require nonbroadcast licensees of auxiliary broadcast frequencies to contact local coordinating committees before operating on requested channels, or otherwise insure they will not interfere with existing broadcast stations. Broadcasters generally use auxiliary frequencies for studio-to-transmitter links and remote feeds.

SBE, a 5,000-member organization with more than 80 volunteer frequency coordinating committees operating around the country, requested in a Sept. 24 petition that private fixed microwave, cable operators and others using auxiliary spectrum either contact the database administrator of the local frequency coordinating committee (LFCC) where one exists and notify co-channel and adjacent-channel licensees of their operation, or determine by other means, such as an engineering study, that use of a channel will not cause interference.

If interference does result from operation of a newly licensed station that has not participated with an LFCC, it added, the operator should be held liable for resolution of the problem or be required to shut down operation.

The FCC's Mass Media Bureau has begun review of the SBE's petition for a rule making, and will determine whether to proceed, although no time frame was given for a decision.

According to SBE, the commission has already recognized the value of informal coordination efforts, most recently in comments on frequency assignments in the broadcast remote pickup service, where the FCC commended broadcasters and the coordinating committees for their efforts.

By creating a presumption of responsibility for uncoordinated auxiliary stations, SBE commented, applicants will be encouraged to participate in the coordination process and "interference problems overall should significantly diminish." "This is of extreme current importance," SBE added, "inasmuch as the radical increase in land-line rates has triggered an increased reliance on fixed studio-transmitter links."

Louisiana lessons

Several broadcasters covering the trial in New Orleans of Louisiana Governor Edwin Edwards have apparently learned a few valuable lessons about technologies for transmitting news reports from the city to the rest of the region.

A group of NBC affiliates in the state, for example, have found that "banding" together for daily live satellite newsgathering at the trial does not necessarily mean going to Ku-band SNG. The stations instead opted to join forces and lease a portable C-band uplink, sharing costs and feed time on Westar V. Among the group are WRBT(TV) Baton Rouge, KPLC-TV Lake Charles, KTAL-TV Shreveport, KALB-TV Alexandria and KTVE(TV) Monroe, as well as CBS affiliate KLFY-TV Lafayette, where there is no NBC affiliate.

According to Phil Oakley, WRBT news director, the ad-hoc network leased a 34-foot vehicle with 12-foot dish from AGC Corp. in Lafayette, paying one-fifth what he predicted it would cost to lease a Ku-band SNG truck on a day-to-day rate. "Our set-up time may be a little longer, since the dish is manually operated," Oakley acknowledged, "but

the C-band uplink is only maybe 10% less portable than existing Ku-band rigs and because we're using C-band, we have much more transponder time available—a solid one-hour block each day."

Oakley said the group of stations hopes to eventually buy another similar unit for permanent use by the ad-hoc network for shared satellite coverage of news and sporting events.

Concurring with the network's possibilities was Cyril Vetter, president, WRBT, who conceived the operation. Vetter said in a prepared statement: "An ad-hoc network like this allows a group of stations to get in and out of the satellite coverage of major events of regional importance without the enormous capital investment required by some satellite news gathering systems. From a competitive point of view, it defused the uniqueness of those systems."

Meanwhile, another Louisiana broadcaster, KTBS-TV Shreveport, got an unexpected lesson in the cost of AT&T landlines under new access tariff rules, when it tried to arrange the link for its own news coverage of the trial. The station, which believes it was one of the first local broadcasters to query AT&T on broadcast line use under the new tariffs, found out to its surprise that AT&T was unable to settle on what rates to charge, even after several months of negotiations with the station.

Jonathon Knopf, executive producer at KTBS-TV, explained that the station had originally hoped to provide a microwave link from the courthouse location to AT&T, where the feed would go via landline to a Telesat uplink in Baton Rouge. But because of the indecision of AT&T officials on rates, he said, the station finally turned to South Central Bell for a solution, and found itself with a far easier, and less costly, method for the operation than it could have arranged with AT&T.

Using a 13 ghz microwave transmitter, Knopf said, the station decided to feed its reports to the Bell office less than a mile away, where the company has its permanent link to AT&T lines. Savings with this approach were as much as 50%, he added.

"We were plowing new ground on the new tariff regs," Knopf said. "It was a three-month headache, but still interesting to see."

Peacock stereo

NBC is continuing its stereo TV push with the start of the new season, adding new stereo programs and new stereo stations to carry them. NBC's list of multichannel sound shows has now grown to 18 regular weekly and nightly series and specials, including 10 of the network's sitcoms, *Amazing Stories* and *Miami Vice*.

The network's owned-and-operated station, WMAQ-TV Chicago, also quietly completed its conversion to stereo in September, and according to a network representative, the fifth and final O&O to go stereo will be WKYC-TV Cleveland, expected to convert by the end of the year. At last count, nearly three dozen affiliates were airing network shows in MTS, bringing coverage for NBC to 43%-44% of all TV households in the nation.

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Supreme Court asked to consider Preferred case

At issue is cable franchising process; appeals court ruled that cities must allow as many cable operators as utility will allow

Over a period of months, the cable television industry has won a number of battles in U.S. district and appeals courts that its lawyers said vindicated its claim to First Amendment rights paralleling those enjoyed by the press. Now, the question of whether cable has those rights—and whether they put the industry beyond the franchising power of local government—has been put to the Supreme Court. At the same time, the high court has in effect been asked to rule that the Cable Communications Policy Act of 1984 does not violate the Constitution.

The questions are posed by the City of Los Angeles in appealing the decision of the U.S. Court of Appeals for the Ninth Circuit that constituted probably the most celebrated of the cable industry's victories on the First Amendment front—that involving a suit brought by Preferred Communications Inc. which was denied a franchise to serve a section of Los Angeles. Preferred had not participated in the competition for a franchise, but attacked the constitutionality of the franchising process. And in overturning a decision of a U.S. district court, the appeals court held that a city cannot, "consistent with the First Amendment," limit access by means of what it called "the auction process" to any part of the city to a single cable system when the public utility company involved can accommodate additional systems on its poles and in conduits (BROADCASTING, March 11).

The Supreme Court can refuse to consider the appeal—and lawyers for Preferred are expected to ask the court this week to dismiss it. But its appeal, the city says, raises "substantial and unsettled constitutional" questions, including one involving the Cable Communications Policy Act; the city maintains that the appeals court has effectively ruled that it is unconstitutional. And in all of them, the city said, the scope of the First Amendment in its application to the relationship between franchising authorities and cable television systems is at issue.

The city maintained that the First Amendment "does not require a municipality to allow all cable operators an unfettered right to provide cable service." It said the appeals court "incorrectly analogized the rights of cable operators to those of the print media." In essence, the city added, the appeals court "created a new constitutional right to construct and operate a commercial cable TV

system on par with the right to speak in parks, streets and other public places." Not only is such "a sweeping application of the First Amendment" not warranted, the city said, but municipal regulation of cable television "is necessary to promote information diversity" and, in the process, promote the goals of the First Amendment.

The city also argued that the appeals court

erred in holding that utility facilities are public forums to which all are entitled access. "Public places which are not traditional public forums can become public forums only if the government intends to open those places for expressive activities," the city said, adding, "The placement of wires on poles and in conduits is not expressive activity." Nor does a compatible use change a nonpublic forum

Washington Watch

UHF proposal. FCC Commissioner Dennis Patrick believes that permitting UHF TV licensees on channels 50 through 59 to use their frequencies for nonbroadcast purposes—the so-called "flexible-use" proposal—is "worth consideration." In speech to Electronic Industries Association International Mobile Communications Show and Conference, Patrick said best mechanism for determining relative value to society of alternative uses of scarce resource is competition in free marketplace. "I recognize that there are many potential problems with flexible-use approach, not least of which concerns interference," Patrick said. "Nevertheless, I urge you not to reject the concept out of hand. Greater licensee discretion with regard to services may create opportunities for equipment manufacturers and entrepreneurs to tap new markets."

□

Negative ads. Senate Commerce Committee continues investigation into use of negative political advertising. Hearing is scheduled for Tuesday, Oct. 8, and will feature views of some political action committees on legislation (S. 1310) that would require broadcasters to provide equal time to any candidate "if a political action committee or outside party attacked him or endorsed his opponent." Slated to testify: Jerry Dolan, National Conservative Political Action Committee; Neal Blair, Free the Eagle Citizen Lobby, and Robert Heckman, Fund for a Conservative Majority. Also, former FCC Commissioner Glen Robinson, University of Virginia Law School, will submit statement on behalf of National Association of Broadcasters on legislation.

□

Senate seats. James T. Broyhill (R-N.C.), ranking minority member on House Energy and Commerce Committee, has announced he will seek Senate seat that will be vacated by Senator John East (R-N.C.). And Senate Copyright Subcommittee Chairman Charles McC. Mathias (R-Md.) announced he will not seek re-election in 1986.

□

Age verdict upheld. U.S. district court jury's finding that Bonneville International Corp.'s WCLR(FM) Skokie, Ill., was guilty of age discrimination in firing disk jockey—51 at time, in April 1980—and \$194,000 award to him (BROADCASTING, Nov. 19, 1984) has been upheld by presiding judge in case. Judge Bernard M. Dicker denied station's motion to overturn verdict or set new trial in case brought by Leo J. Rengers. Judge said Rengers "presented substantial evidence to support the jury verdict in all respects." He also found that jury's verdict of liability "was not contrary to the clear weight of the evidence" and was not excessive. Rengers's motion for reinstatement in his old job was denied; judge said animosity between Rengers and station management would make reinstatement impracticable. However, "front pay"—amount Rengers would have received had he remained on job, is issue still to be decided.

□

Quashed. Underground Solidarity-backed Polish television station broadcasting anti-government messages was seized by government agents last week. According to UPI report, official Polish news agency said: "The security people liquidated the transmitting point, confiscated the equipment of the clandestine station and arrested four men suspected of television subversion."

□

Geneva FM. In initial decision, FCC Administrative Law Judge Byron Harrison has granted application of Ray-Mar Broadcasting Co. for new FM in Geneva, Ohio, denying competing application of NEO Broadcasting Co. Ray-Mar won out on integration and diversification grounds. Ray-Mar is owned by Donald E. Martin, resident of Mentor, Ohio. Martin, former teacher, is currently unemployed. He has no other media interests.

into a public forum "as the Ninth Circuit erroneously found," the city said.

Furthermore, the appeal said, the city's franchising process involves "substantial" governmental interests. One, it said, is in selecting "the most qualified cable operator that will provide a state of the art system which will promote the widest possible diversity of information." Another, it said, is maintaining "control over the number of times streets are allowed to be dug up and [maintaining] control over the visual clutter caused by the number of cables strung on utility poles."

The city's contention that the appeals court has in effect declared the Cable Communications Policy Act of 1984 unconstitutional stems from a footnote in the lower court's opinion. In it, the court says, "We cannot agree with the suggestion in the legislative history that the provision [empowering a local authority to award one or more franchises within its jurisdiction] 'grants to the franchising authority the discretion to determine the number of cable operators to be authorized to provide service in a particular geographic area.'"

The city said the act permits a city to limit the number of franchises it grants. Furthermore, it said the law does not require it to grant Preferred a franchise but does prohibit Preferred providing cable service without one. "The Ninth Circuit," the city said, "overlooked such references when it issued its decision, yet in [in the footnote] it effectively invalidated them." □

More LPTV's. Using lotteries, FCC has tentatively granted low-power television applications of Mountain TV Network for ch. 24 in Ashton, Idaho; chs. 16, 38 and 40, Burns, Ore.; chs. 16 and 18, Ely, Nev.; chs. 41 and 45, John Day, Ore.; chs. 24 and 30, Buras, La.; ch. 21, Eureka, Nev.; ch. 41, Choteau, Mont., and ch. 21, Clayton, N.M. It also has tentatively granted applications of CMM for ch. 47, Jonesboro, Ark.; Marcia Crittenden, ch. 8, Great Falls, Mont.; Jose Armando Tamez, ch. 10, Brainerd, Minn.; Hearst, ch. 21, Bad Axe, Mich.; Oregon Public Broadcasting, ch. 36, Burns, Ore.; Christian Enterprises, ch. 69, Fredericksburg, Va.; Nemont Cablevision, ch. 24, Poplar, Mont.; Jo Ann's Balloon Boutique, ch. 18, Ogallala, Neb.; Localvision, ch. 5, Alliance, Neb.; Enid TV, ch. 7, Enid, Okla.; Lidia Rodriguez, ch. 54, La Grande, Ore.; Blue Mountain Translator, ch. 52, La Grande, Ore.; Micaela Pereira, ch. 10, Akron, Ohio; Nancy Douglas, chs. 34 and 42, Buras, La.; Owensboro Broadcasting, ch. 12, Owensboro, Ky.; Debra Kamp, ch. 42, Jackson, Wyo.; Bob Jacobucci, ch. 33, Idaho Falls, Idaho; Evarista Romero, ch. 20, Baker, Ore., and ch. 7, Oklahoma City, Okla.; BT Broadcasting, ch. 9, Clovis, N.M.; Communicators of Memphis, ch. 65, Memphis; Community Television, ch. 42, Memphis; Mike Mendoza, ch. 2, Woodward, Okla.; American Lo-Power TV, ch. 43, Clovis, N.M.; Cannan Communications, ch. 28, San Jon, N.M.; Local Power Television, ch. 46, Cookeville, Tenn.; Huachuca Herald, ch. 44, Sierra Vista, Ariz.; Marcia Painter, ch. 13, Brownwood, Tex.; Jose Armando Tamez, ch. 23, Dodge City, Kan.; Wireless Cable Broadcasting, ch. 50, Gorham, Kan.; Albany Television, ch. 23, Albany, Ga.; Susan Easton, ch. 57, Bismarck, N.D.; KOAT Television, ch. 9, Santa Fe, N.M.; Weather Center International, ch. 5, Madison, Wis.; Juan Ramon Ortiz, ch. 2, Bozeman, Mont.; Judith Acevedo, ch. 28, Ogallala, Neb.; Minerva Rodriguez Frias, ch. 44, Ogallala, Neb.; Hemelinda Rodriguez, ch. 26, Ogallala, Neb.; Evarista Romero, ch. 20, Ogallala, Neb.; Koplar Communications, ch. 51, Palermo, Calif.; Colleen Demery, ch. 6, Waterton, S.D.; Kay Cee Television, ch. 18, Pierre, S.D.; Kelly Guglielmi, ch. 31, Ventnor, N.J.; Blacks Desiring Media, ch. 49, Klamath Falls, Ore.; CMM, ch. 29, Alamogordo, N.M.; John Cook, ch. 36, Buras, La.; Linda Clevenger, ch. 41, Wabash, Ind.; Little TV Station, ch. 23, Coos Bay, Ore.; Cyntation, ch. 16, Idaho Falls, Idaho; Community Service, ch. 10, Vero Beach, Fla.; Evarista Romero, ch. 55, Manteo, N.C.; Anthony Easton, ch. 40, Buras, La.; Heidi Terrill, ch. 13, Kerrville, Tex.; Micaela Pereira, ch. 56, Bangor, Me.; Omar Villarreal, ch. 26, Denison, Tex.; Tel-Radio Communications, ch. 19, Clayton, N.M.; Family Television, ch. 26, Redding, Calif.; Second Local Power Television, ch. 59, Goldsboro, N.C.; Juan Ramon Ortiz, ch. 21, Sheridan, Wyo.; Judith Acevedo, ch. 16, Ogallala, Neb.; Group Seven Communications, ch. 36, Hilltop, Ariz.; Low Power Technology, ch. 52, Ames, Iowa, and Central California Broadcasters, ch. 26, Santa Ana, Calif.

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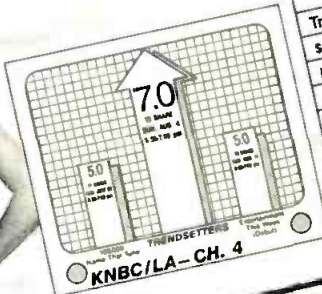
Your Hosts:
Paul Ryan



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	Total Men	Men 18-34	Men 25-54	Working Women	Total 18-34
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Hollywood Close Up—KABC	5	5	4	4	4
News—KCBS	5	1	4	4	3
Fame—KTTV	2	2	1	4	5
Sunday Movie—KTLA	4	5	3	4	4
Captains and the Kings—KHJ	4	5	3	4	4
Movie—KCOP	2	2	3	3	2

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New ballgame for Philadelphia TV stations in wake of newspaper strike

Affiliates beef up regular news shows and add several more throughout day; local newspaper talent also recruited

The newspaper strike in Philadelphia has cut off that city's daily supply of print journalism, but the local television stations have moved in to fill the void. All three network affiliates have expanded their local news coverage by increasing their daily news broadcasts, in some cases preempting or delaying network programming.

The strike is also providing local news operations with a video laboratory to experiment with different styles and formats of electronic journalism. In some cases, news directors are instructing their staffs to beef up information usually found in newspapers, such as expanded sports and entertainment coverage. In other cases they are allowing for greater length in live interview segments

has launched a live, three-hour "newspaper of the air" on Sunday from 9 a.m. to noon. Called *Sunday Edition*, the newscast tries to replicate the Sunday newspaper, by heavy-lying up on feature-length stories about sports, the arts, entertainment and fashion, all wrapped around news updates and interviews. KYW-TV also totally reformatted its 6 p.m. news, introduced an 8 a.m. local newscast that preempts a half-hour of NBC's *Today* show, and extended the 11 p.m. news by 15 minutes to 11:45.

The station has also hired six local reporters from the *Inquirer* to do occasional pieces throughout the newscasts, focusing on such topics as entertainment, sports and business and finance. The station has also picked up an astrologer from *The Daily News* to do a horoscope on its 6 p.m. newscast and has a local comedy troupe reading the comics on the air.

KYW-TV, as part of its reformatting of the 6

TV's air has not always had a favorable result. David Bianculli, television critic for the *Inquirer*, told viewers that he didn't think the season's premiere of NBC's *The A Team* was worth watching.

CBS-owned WCAU-TV has added a 35-minute *Channel 10 Late Edition* from 11:30 p.m. to 12:05 a.m., for which it preempts the first half-hour of the *CBS Late Movie*. Unlike the station's 11 p.m. news, *Late Edition* is done from the newsroom instead of the studio and reporters and anchors are given extra time to deliver a story in a less formal setting. The newscast opens with a *Channel 10 Front Page* segment that wraps up key news events of the day before leading into a segment called "Heart of the Matter," which features interviews with newsmakers.

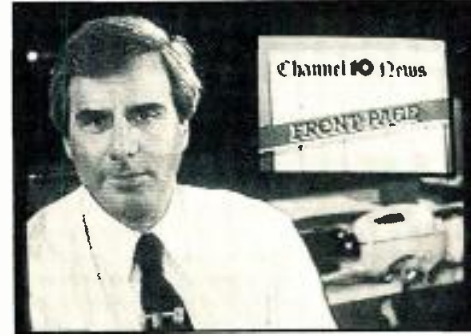
WCAU-TV has also recruited some local print journalists for its newscasts. Susan Stewart, a gossip columnist with the *Daily News*, and Robin Palley, a business colum-



KYW-TV



WPVI-TV



WCAU-TV

that would usually be edited down in the crunch of a normal newscast. Two of the stations have temporarily tapped local newspaper reporters and columnists to do on-air segments.

But what might at first appear to be a boon for the local Philadelphia television stations has a downside as well. The absence of two major daily newspapers has severely cut into the broadcasters' ability to promote new shows, local managers say, which is important for syndicated first-run programming on independent stations. To get the word out, Philadelphia independents are using more of their on-air time to promote new shows and, in some cases, buying local radio spots.

Since Sept. 7, Philadelphia's two largest daily newspapers, *The Philadelphia Inquirer* (daily circulation 520,000) and co-owned *The Daily News* (284,000), have been on strike. Nine unions are involved, and the issues have shifted in the four weeks of negotiations with no clear resolution seen at this time.

Group W-owned NBC affiliate KYW-TV

p.m. news, has retitled it *Strike Edition* and is including more of closing stock prices along with national sports and weather reports. Bumpers provide listings of television programs on all three affiliates in addition to help-wanted advertisements.

One effect the newspaper strike has had on KYW-TV, said news director Randy Covington, is a willingness to try new things. "We are a much better news organization today than a month ago," Covington said. "The newspaper has forced us to innovate." Although Covington said he has not decided what new features might be retained after the strike was settled, he indicated some of the newspaper journalists might continue "perhaps on a contributing basis." Other features KYW-TV have introduced are more public service-oriented than hard news—such as an adopt-a-pet segment on its *Sunday Edition* and a *vox populi* feature which is a video version of letters-to-the-editor. Said Covington of the softer pieces: "It's not epic journalism, but it's a lot of fun."

But putting newspaper reporters on KYW-

nist with the same paper, appear on *Late Edition*, as does Neal Zoren, a television critic for suburban Philadelphia newspapers. In addition, *Late Edition* gives expanded coverage to sports and national weather and bumpers provide local theater listings.

"We look at it as a laboratory," said a WCAU-TV spokesman about *Late Edition*, "for new program ideas, techniques of covering stories. There may be some elements we want to incorporate into other programs."

Market leader WPVI-TV, the ABC affiliate owned by Capital Cities Communications, is preempting *Good Morning, America* at 8 a.m. for a half-hour local newscast. At 10 a.m., the station delays the start of locally produced *AM Philadelphia* and runs a quarter-hour local news update and delays the beginning of *The Merv Griffin Show* at 4 p.m. for a 15-minute news update. At 11:30 p.m., WPVI-TV tape delays *Nightline* 15 minutes and provides more business and entertainment coverage. On Sunday, WPVI-TV has added a 15-minute newscast at noon. All the

extra segments are called *Action News Special Edition*.

Unlike the other affiliates in town, WPVI-TV is not borrowing journalists from the struck newspapers. "We chose not to do that," explained Larry Pollock, WPVI-TV vice president and general manager, "because we decided to have our own people provide more depth than they usually do."

Pollock said that the newspaper strike "has put a little more pressure on the marketplace" since local retailers and businesses no longer have the major print vehicles in which to advertise, although he noted the "total dollars are not yet substantial."

Zvi Shoubin, program director at independent WPHL-TV, said that station has increased its spot radio advertising budget by 10%—to make up for the lack of daily newspapers—to advertise and promote new syndicated shows. On-air promotion, he said, has also been increased 10%. The only print medium left is the local edition of *TV Guide*. "It's very hard to circumvent the circulation of the *Inquirer* and *Daily News*," he said.

What the long-term impact the newspaper strike would have on the local television stations is not known. Randy Smith, vice president and general manager of Taft-owned independent WTAF-TV, suggested that if the strike continues, local retailers, who traditionally are major newspaper advertisers, might come to the conclusion that television is capable of doing the same job—not because they want to, but because they may have no other choice. So far, he said, local retailers he has talked to are not reporting any fall-off in business. □

Public TV to offer new news show

'America Tonight' half-hour will be voted on by stations in November; show wants to emphasize field reports from around the country rather than 'NewsHour'-type talking heads

The MacNeil/Lehrer *NewsHour* will have some competition on the Public Broadcasting Service, perhaps as early as next year, if enough stations give *America Tonight* the go-ahead in November during the annual fall program selection for PBS's 1986-87 season.

A half-hour weekly news and public affairs program, *America Tonight*—which has been billed by its producers as the "next logical step forward in the evolution of television news" (BROADCASTING, Sept. 30)—has received initial support from PBS stations. It has survived a preliminary "paper cut" round in the PBS station program cooperative, ranking 31st of 40 proposals to be considered further at the Program Fair in Philadelphia, Nov. 10-14. (*NewsHour* ranked 19th on the list, PBS said; 172 station licensees participated in the vote on 72 proposals.)

A sampling of PBS stations, which thus far have received only a written proposal for *America Tonight*, revealed that some stations have a "cautious" reaction to the new

Memorial fund. NBC News President Lawrence Grossman has written to Thai prime minister Prem Tinsulandonda requesting a "full investigation" into the deaths of two NBC journalists covering an attempted coup in Bangkok on Sept. 9. The two newsmen, Neil Davis and Bill Latch, were hit by tank fire during the coup attempt. The request came shortly after Thai police officials ruled the deaths an accident. But Grossman said "eyewitnesses reported and videotape clearly shows that this was no accident. The 75 mm cannon on the turret of one of the tanks can be seen slowly turning and aiming at the position where Mr. Davis and Mr. Latch were taking cover before it fired. The rest of the tanks continued to fire on [a nearby] radio station."

The eyewitness and videotape accounts, said Grossman, "have been seen and heard throughout the world. To dismiss the incident as an accident is an insult to the memory of Mr. Davis and Mr. Latch and an embarrassment for the government of Thailand."

Grossman also announced last week, at a special memorial service for the slain newsmen, the establishment of a Neil Davis Broadcast Journalism Fellowship (details to be announced) and the establishment of an educational fund for Latch's two children. RCA and NBC will fully underwrite the Davis fellowship. NBC News is contributing an initial sum to the Latch children's fund, while additional contributions can be sent to Bill Latch Memorial Fund, Box 4848, Church Street Station, New York, N.Y. 10261.

program. Ronald Salak, program director, KRMA-TV Denver, said *America Tonight* would "have to be something super for us to switch" from *NewsHour*. Shirley Rochman, program manager, WTVPTV Peoria, Ill., said that even though *NewsHour* is "awfully expensive and miserable to schedule," it would be "hard to pull away from it." She and others contacted by BROADCASTING, agreed that a lot will depend on who anchors the new program.

Henry Bonner, program manager of Alabama Public TV, said that there is "some concern" at his station about *America Tonight*'s "ability to deliver what they propose. We're a little skeptical," he said, adding that

they think the program's producers are "promising too much and we're not sure they have a clear idea of what they're going to deliver." Kal Ruppel, program director at WSRE-TV Pensacola, Fla., thought the proposal was "great," and said he felt "very positive" about it.

Originally, said Hendrix Niemann, executive director of the New Jersey Network (co-producer of the new program with Maryland Public Television), the show was conceived as an alternative to *NewsHour*, a 60-minute program that many PBS stations cannot easily fit into their schedule. Since then, he said, the show has evolved from a format that was "more magaziney than hard newsy," to one

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that had a "harder news edge; a more news-driven show," something that station feedback indicated was wanted, he said.

In the first proposal, the content "as a percentage" contained less daily news and more features, Niemann said, adding that the current proposal is "almost exclusively driven by the news of the day or the day before. We said from day one that we wanted this to be a station-driven proposal—a show that stations said they wanted."

Asked if *America Tonight* is expected to go head-to-head with *NewsHour*, Niemann said that it "depends on who's voting—stations that have a budget sizable enough to allow them to purchase both have said that they intended to do so. Those stations that cannot afford to purchase both are obviously going to have to make a choice. In that respect it's a head-to-head competition. But we're not intending or trying to knock off *MacNeil/Lehrer*," he said.

"We feel it [*NewsHour*] has a place in public television. But the fact is, for a... variety of reasons, it does not serve the needs, universally, of people throughout the country in the PBS system," Niemann said, adding: "This program will give those people an option in the news and public affairs area that they simply have not had before—in terms of length, format and cost."

On the last point, Niemann said that "in general terms," *America Tonight* will cost "the typical station about a fifth of what *MacNeil/Lehrer* currently costs." The producers of *America Tonight* are requesting about \$1 million from the PBS system as a whole, while *NewsHour* has asked for \$5.75 million, PBS said. *America Tonight* producers are "confident," Niemann said, that they will have "around two-thirds or maybe all" of the estimated \$7.5 million needed from underwriters by the time of the Program Fair. (The projected first-year budget for the new program is about \$8.4 million.)

The major difference between *America Tonight* and *NewsHour* (besides the length), according to Niemann, is that the former de-emphasizes the "talking heads" format. "We're not really interested," Niemann said, "in every evening, having the so-called experts in our studios talking about the news of the day. We're much more interested in field pieces and video packages as opposed to talking heads," he said, as well as getting commentary from around the country "from people who are what we call, 'actively involved guests,' rather than 'expert guests.'" The former, who are described by the producers as local experts or those "involved with an issue at the 'line' or 'street' level," are expected to help the program get away from the New York-Washington corridor "where all the experts dwell," Niemann said. He envisions the program's anchor moderating "a controlled argument" between the various sides of an issue (similar to ABC's *Nightline*, he said).

The minor differences between the two programs will be in pacing, graphics "and the briskness that we anticipate in the show," Niemann added.

Although he declined to give any details, he said that an anchor and an executive producer for *America Tonight* had been chosen. For the anchor position, Niemann said that

the producers have "discussed" a contract with "a person" who is a "national star" of one of the three commercial networks. The executive producer for *America Tonight*, Niemann said, is "a big name," someone working on a commercial network program.

Niemann said that so far, the response to the show by noncommercial broadcasters has been favorable, although he recognized that there is a question mark, since the program "doesn't exist" and stations don't know exactly what they are getting. "There will always be those who say, 'I ain't going to believe it until I see it,'" Niemann said, adding that the biggest obstacle to the concept from PBS stations "seems to be fear"—fear that if they go with *America Tonight*, they will face criticism from their local markets—from the press and from loyal *NewsHour* followers. □

Government launches Radio Free Afghanistan

New service, started Oct. 1, is part of Radio Free Europe/Radio Liberty

Radio Free Afghanistan, a new service of Radio Free Europe/Radio Liberty created in response to congressional concern over the Soviet occupation of Afghanistan, went on the air Oct. 1. RFE/RL says the new service is intended to bring objective and uncensored news and information to the population and resistance forces of Soviet-occupied Afghanistan.

Congress, in authorizing the new service, added no money for the service in the budget of the Board for International Broadcasting,

which funds RFE/RL, and Radio Free Afghanistan is not a major enterprise. Initially, the shortwave broadcasts are being limited to 15 minutes of original programming twice a week, plus repeats. The broadcasts will be transmitted over existing RFE/RL transmitters in Germany, Portugal and Spain, now used to reach central Asian republics of the Soviet Union. And the new service, in which the broadcast material is being written and edited by native Afghans in the Dari language, has required the addition of only one staffer. Existing RFE/RL personnel are also being used.

Radio Free Afghanistan was authorized in legislation introduced by Senator Gordon J. Humphrey (R-N.H.) and passed by Congress in August as an amendment to the Foreign Relations Authorization Act. Its purpose is to serve as a "surrogate domestic news service" for the Afghan population, as RFE/RL is mandated to serve the people of Eastern Europe and the Soviet Union. Radio Free Afghanistan is to remain in operation, according to the legislation, "as long as Afghanistan is under Soviet domination."

Afghanistan is not without foreign broadcasts. Radio Moscow now dominates shortwave broadcasting to Afghanistan, beaming programs in Dari and Pashto, the country's major languages. The Voice of America, the British Broadcasting Corp., West Germany's Deutsche Welle and Radio Pakistan broadcast less frequently in one or more of the Afghan languages.

James L. Buckley, who is expected to resign soon as president of RFE/RL, said the start of the new service "reinforces in a dramatic way the solidarity of the American people with the Afghan freedom fighters' resistance to tyranny." □



Helping out. First Lady Nancy Reagan taped two antidrug and antialcohol messages at NBC-TV's Burbank, Calif., studios Sept. 26. The first, "Saying No to Drugs," is a one-minute, 45-second public service announcement to be used Saturday mornings throughout the 1985-86 season. It will be part of NBC's *One to Grow On* series of PSAs designed to help children understand and solve various problems. The second message, 30 seconds long, is part of NBC's "Just Say No" campaign. It will be available in December to NBC owned stations and affiliates for airing throughout their broadcast schedules.

Above, Mrs. Reagan is greeted by Brandon Tartikoff (right), president, NBC Entertainment; Chuck Stepner (left), vice president, special programs, and Betty Hudson, vice president, corporate relations.

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RIDING GAIN

O N R A D I O

Ad connection

Birch Radio continues to find acceptability in the advertising community with the signing of two more ad agencies.

Vansant-Dugdale Advertising, Baltimore, said it will use Birch data as its "primary source for planning and negotiating radio schedules." Meanwhile, Tully-Menard, one of the Tampa Bay area's top five ad agencies, has adopted Birch Radio ratings in several Florida markets, including Tampa/St. Petersburg, Miami/Fort Lauderdale, Jacksonville, and Orlando as well as Lexington, Ky., and Appleton/Oshkosh, Wis. The agency, which previously had utilized Arbitron Radio ratings for planning and buying in those markets, will use Birch Radio estimates exclusively, according to Birch officials.

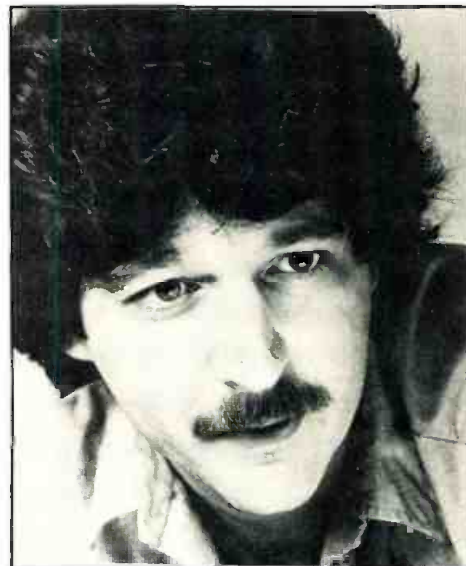
In a separate development, Birch announced a new micro-computer software system for ratings analysis and retrieval, developed by the Hammond Signal Division of Palo Alto, Calif.-based Broadcast Manage-

ment Plus. Called "Birch Plus," it is designed to be used with Birch's monthly, quarterly and qualitative rating reports. It replaces the current BirchScan system.

Stern out

Howard Stern, the popular but controversial New York afternoon radio personality, was relieved of his duties last Monday (Sept. 30) at adult contemporary WNBC(AM) New York. "Conceptual differences exist between Stern and the management of NBC Radio as to the program," said station vice president and general manager John P. Hayes Jr. Stern was informed about his dismissal by NBC Radio President Randy Bongarten, who at one time was in charge of the station. "This decision [to dismiss Stern] is irreversible," said Hayes.

Stern had been a key part of the station's push for a strong personality-oriented lineup which also includes Don Imus, Soupy Sales, Jack Spector and Wolfman Jack. Hayes, however, told BROADCASTING that "over the



Stern

course of time, it became evident that there was a difference of opinion [between NBC and Stern] on what the program should be." He said the station is currently using its weekend air personalities on an interim basis in Stern's time slot until a permanent afternoon drive time host is named. Also let go last week was Stern's long time on-air sidekick, Robin Quivers.

Stern reportedly had been earning about \$250,000 per year. With his off-beat humor, he became one of the market's highest rated radio personalities in the 3 to 7 p.m. time period. Indeed, industry sources say that live ad spots alone during Stern's show may have reaped the station as much as \$700,000 annually.

Stern went to WNBC in August 1982 after working the morning drive time show at WWDC-AM-FM Washington.

Small-market research

Small-market radio stations will have two additional ratings services available to them beginning this fall.

The services, Mediabook and Radiobook, are products of Kaispell, Mont.-based A & A Research. For the past five years, the services have been available only to markets in parts of Montana and Idaho. "We have been getting a number of requests for the services outside of this area so we decided to expand to other markets," noted Dr. E. B. Eiselein, research director for A & A.

Mediabook, which is designed for radio stations in markets with just one or two stations, provides daily and weekly come data for all "advertising media" in the market. "With Mediabook, the small-market stations have a sales tool they can use in competing against local newspapers, shoppers and television stations," said Eiselein. Radiobook, which is designed to be used in multi-

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station markets, provides daypart information primarily in four categories: 6 to 10 a.m., 10 to 3 p.m., 3 to 7 p.m. and 7 p.m. to midnight. Both services use the telephone recall method.

Casting ballots

Elections to fill the two newly created seats on the National Association of Broadcasters radio board are being held this month. Nominations for the two seats, created to insure representation by major-market radio groups, were mailed out last week to 24 major-market station groups eligible to vote. The deadline for ballots is Nov. 1 and the two nominees with the most votes will be declared the winners. Each station can select one candidate. The nominees are: Alan Box, EZ Communications, Fairfax, Va.; Toney Brooks, Sandusky Newspapers, Denver; Joseph Dorton, Gannett Co., St. Louis; James Hilliard, Blair Broadcasting, Dallas; Carl Hirsch, Malrite Communications Group, Cleveland; Burt Kaufman, Mid-America Gospel Radio Network, St. Louis; Jerry Lyman, RKO Radio, division of RKO General Inc., New York, and Carl Wagner, Taft TV & Radio Co., Cincinnati.

On air again

Veteran radio personality Gary Owens has launched a new morning drive time show on jazz-formatted KKGO(FM) Los Angeles. Owens, who still serves as vice president of creative services for Gannett Radio, last worked on-air at Gannett's KPRZ(AM) Los Angeles, now KHS(AM).

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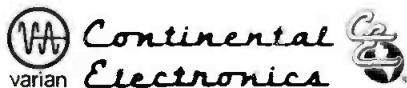
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Spot expenditures

National spot radio expenditures for August increased 10.4% over August 1984, jumping to \$70,033,800, according to Larchmont, N.Y.-based Radio Expenditure Reports (RER) which relies on financial information collected confidentially each month from 15 rep companies. For the year to date (January through August), national spot business is up 8.4% to \$568,601,400. But when RER adjusts the 1984 figure to compensate for the variance in the number of standard broadcast weeks between 1984 and 1985, the increase comes to 11.6%.

Playback

Barnett-Robbins, Encino, Calif.-based radio program supplier, is planning to launch a new two-hour, monthly series next month entitled *Rock Around The World*. The program, according to company officials, will feature international rock acts, "life style" reports from England, Australia, Canada and Japan, and a countdown of the top international songs. Scheduled for the first show are Tears For Fears, Dire Straits and Bryan Adams.

King origination

Mutual's late-night talk show host, Larry King, will be originating his program this week (Oct. 7-11) in front of a live New York City audience for the first time in its seven-year run. Scheduled guests include actress Jane Russell, comedian Irwin Corey and authors George Plimpton and Kurt Vonnegut. The show will emanate from the New York Hilton hotel.

Holiday offerings

Jim West Co. of Dallas is offering an 18-hour Christmas radio special, *A Christmas State of Mind*, to radio stations for broadcast during the holiday season. The special includes contemporary vocalists and four customized Christmas jingles.

Cinema Sound Ltd. is syndicating its annual five-hour year-end review special, *Playback '85*, for broadcast on New Year's Eve. The New York-based production company will feature 50 CHR and adult-contemporary hits, plus news, sports and entertainment actualities, along with personality profiles and trivia. The SFM Holiday Network will underwrite the broadcast and retain 10 minutes for sale to national advertisers.

CD delivery

When NBC Radio Entertainment airs its two-hour, monthly *Legend of Rock* series on Pink Floyd this weekend (Oct. 11-13), it will be the first time a network will produce an entire show using compact disks. (Affiliates of NBC's Source network have right of first refusal for the broadcast.) The show is produced by Denny Somach Productions.

Frank Cody, NBC Radio Entertainment director of programming, said future programs from NBC Radio Entertainment will also feature CD quality music, including the soon-to-be-launched *Jazz Show With David Sanborn*. The program, he said, will feature a segment called "the CD corner."

In another development, Nancy Turner, personality for NBC's country-formatted WMAQ(AM) Chicago, has been named host for NBC Radio Entertainment's new live, monthly, 60-minute country concert series, *Live From Walt Disneyworld*, from Orlando, Fla. ("Riding Gain," Sept. 9). The program is scheduled to debut on Oct. 31 with The Judds.



'People' connection. CBS's RadioRadio Network has named *People* magazine as the new "information source" for its 90-second *Entertainment Update* series. The program, which is fed to stations each weekday afternoon, features a review of the entertainment news and personality highlights of that week's issue of *People*. Signing the agreement in New York are (l-r): Robert Kipperman, vice president and general manager, RadioRadio; Christopher Meigher, publisher, *People*, and Frank Murphy, director of programming, RadioRadio. The network had previously used *US* as its source for the show, which made its debut in January 1984.



TELECASTINGS



Dishing out news

A study of TV station use of satellite dishes shows a "rapid upgrading" in station transmission capabilities, geared largely to increasing daily news material for local news operations, according to survey sponsors McHugh & Hoffman, Fairfax, Va., communications consultant, and News Information Weekly Service (NIWS), a Sherman Oaks, Calif., syndicated news service.

Among the findings: Nearly all respondents have downlink capability, 74% have more than one dish, and of those, 45% have both C-band and Ku-band dishes. Half have only C-band units. Uplink dishes are in use at 17% of the stations surveyed, with 48% having C-band only, 30% Ku-band only and 22% using both.

The national mail survey, which drew responses from 141 news directors, also covered use and evaluation of syndicated news services and regional and network feeds.

According to the firms, the use of syndicated news services is "becoming pervasive." Seven of 10 news directors surveyed have at least one syndicated service, and regional and statewide feeds are being added (46% have already signed up and 20% expect to purchase a service in the next year). The firms credit the expansion with increased interest in health news, consumer information and other specialty news beats.

Eight of 10 are using the syndicated material in early evening local newscasts, and six of 10 are using it in late evening shows, the companies added.

Boycott talk

The Rev. Donald E. Wildmon, whose campaign against "sex, violence, profanity and anti-Christian programming" on television has produced earlier calls for TV boycotts, has another one in the works. He says he thinks this one, unlike the others, may get somewhere.

Wildmon, a United Methodist minister in Tupelo, Miss., says more than 1,000 Christian leaders have agreed to promote a boycott of TV sponsors of programming of the sort his group is against. He says the group, known as the Statement of Concern group, which he serves as coordinator, includes the heads of 69 denominations, more than 200 Christian broadcasters, almost 150 Catholic, United Methodist, Greek Orthodox, Lutheran and Episcopal bishops, 18 executive directors of state Southern Baptist Conventions, the presidents of nearly 40 Christian colleges and the heads of "nearly every large para-church group in America." He says about 300 members of the group are members of the National Religious Broadcasters.

Wildmon said the group sent a copy of its concerns to the TV networks and advertisers in June, heard from NBC ("giving no

indication of any changes in the moral content of their programs"), heard nothing from CBS and ABC and "received a similar response from advertisers." What they were all saying in effect, he concluded, was "to get lost."

Wildmon said that when the group meets in February, during the National Religious Broadcasters convention, he will recommend a boycott of "one or more sponsors."

"The attitude about boycotting has changed completely in the past two years among the Christian leaders," Wildmon said. "Two years ago they hardly wanted to mention the subject. Now the responses to the boycott are nearly totally positive. It can be very successful with the numbers and organizations involved. Millions of people are represented in the Statement group."

Historical perspective

What role should television play in presidential debates next year? According to one who was involved in the "Great Debate,"

between Richard Nixon and John F. Kennedy, television should get "out of the politician's act." Don Hewitt, executive producer of CBS News's *60 Minutes* (who produced the first debate between Kennedy and Nixon in September 1960), was among those reflecting on their role in that event 25 years ago. They attended a black tie dinner and commemorative program sponsored by the Chicago-based Museum of Broadcast Communications at WBBM-TV Chicago's Studio One, the site of the debate.

Hewitt said that the next televised debate should be held before a joint session of Congress, with each debater bringing a team of debaters—a Republican ought to bring the "three best Republican orators he can find, and the Democratic candidate ought to bring the three best he can find, all there only to score points in the debate, not to be nonpartisan, but to be partisan," Hewitt said, adding: "Just think what the debate a year ago would have been like if Bob Dole [R-Kan.] had been on the Reagan team questioning Mondale and Mario Cuomo [gover-

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nor of New York] would have been on the Mondale team questioning Reagan. Then I think you would have had a real debate. I think television's role in the debate, from here on in, ought to be train its cameras on it and get out of the way."

The first Kennedy-Nixon debate was watched by nearly 75 million people, "the largest TV audience ever tuned to a single program" at that time (BROADCASTING, Oct. 3, 1960). Hewitt said Americans "selected a President based on his performance on television.... By fortuitous circumstances Kennedy was up for that, he'd been campaigning in California, he was tan, he was fit. Nixon was ill. And because of what happened on this stage, a man walked out of here, not only a matinee idol, but a President of the United States."

Sky service

Los Angeles-based Wold Communications has scheduled Oct. 14 to introduce The Station Connection, a new service providing satellite delivery of short-segment news inserts and electronic press kits to television stations. The one-hour-daily service is a joint marketing effort involving Wold, Pyramid Video Inc. and Saturn Satellite Productions. Material will be fed weekdays at 3-4 p.m. NYT via Telstar 301, transponder 7H. Originations will be centered at Pyramid's newly constructed uplink and production facilities in Washington's National Press Building but will also include service from Wold's Los Angeles and New York facilities for the same price of \$200 per five-minute segment. Originations from other cities are also possible, according to Wold.

Electronic lesson plan

During the recent teachers strike in Chicago, noncommercial WYCC(TV) stepped in to provide an educational alternative for school children. Seven hours of programming were added to the regular weekday schedule from 10 a.m. to 5 p.m. with programs designed to

help make up for lost school time. Programs on math, English, literature and the arts were aired along with reruns of *Sesame Street* and other PBS children's shows. Chicago area college faculty gave lectures on the importance of being able to read and write English, choosing a college after high school and obtaining college financial aid.

Changing Hands

PROPOSED

KIIZ(AM)-KIXS(FM) Killeen, Tex. □ Sold by Citedmedia Corp. to Grace Broadcasting of Texas for \$5,750,000. **Seller** is principally owned by Neal Spelce. It has no other broadcast interests. **Buyer** is subsidiary of West Bloomfield, Mich.-based station group of three AM's and three FM's owned by Harvey Grace. KIIZ is daytimer on 1150 khz with 250 w. KIXS is on 93.3 mhz with 100 kw and antenna 520 feet above average terrain. **Broker: Chapman Associates.**

WBVP(AM)-WWKS(FM) Beaver Falls, Pa. □ Sold by Hall Communications Inc. to M.T. Communications Inc. for \$1.8 million, comprising \$915,000 cash, \$125,000 noncompete agreement and remainder note. **Seller** is Norwich, Conn.-based station group of six AM's and six FM's principally owned by Robert Hall, president. **Buyer** is equally owned by Ted Ruscitti and his wife, Marilee. Ruscitti is vice president for radio operations of Taft Broadcasting. He will resign position. WBVP is on 1230 full time with 1 kw.

WWKS is on 106.7 mhz with 50 kw and antenna 520 feet above average terrain. **Broker: New England Media.**

WLRW(FM) Champaign, Ill. □ Sold by LRW Inc. to Joyner Broadcasting Inc. for \$1.6 million cash. **Seller** is owned by William Goldstein, who has no other broadcast interests. **Buyer** is owned by Thomas Joyner, president, and David Weil. It also owns WLDS(AM)-WEAI(FM) Jacksonville, Ill. WLRW is on 94.5 mhz with 27.39 kw and antenna 401 feet above average terrain. **Broker: Cecil L. Richards Inc.**

KJEZ(FM) Poplar Bluff, Mo. □ Sold by Kelly Communications Inc. to K-W Broadcasting Inc. for \$950,000 cash. **Seller** is principally owned by Jim McCrudden. It also owns WTGR(AM)-KCMQ(FM) Columbia, Mo., WTHZ(FM) Tallahassee, Fla., and WSVQ(FM) Jersey Shore, Pa. **Buyer** is owned by Truman Walker and John F. Krey. Krey has interest in KADI-FM St. Louis, Mo. Walker is former account executive with D'Arcy MacManus Masius, St. Louis. KJEZ is on 95.5 mhz with 100 kw and antenna 860 feet above average terrain. **Broker: Chapman Associates.**

WFBM(AM) Noblesville, Ind. □ Sold by Broadcast Communications Inc. to Pre-Teen Radio of Indiana Inc. for \$780,000. **Seller** is owned by Jim Mathis, who has no other broadcast interests. **Buyer** is owned by William Oswalt. It also owns WEXI(FM) Jacksonville, Fla. WFBM is on 1110 khz with 1 kw. **Broker: Burt Sherwood.**

WTCW(AM)-WXXQ(FM) Whitesburg, Ky. □ Sold by Folkways Broadcasting Co. to T.C.W. Broadcasting Co. for \$765,000, comprising \$645,000 cash and remainder no-interest note over 80 months. **Seller** is owned by Donald F. Crosthwaite, who has no other broadcast interests. **Buyer** is owned by Terry Forcht, who also owns WHIC-AM-FM Hardinsburg, WAIN-AM-FM Columbia and WSIP-AM-FM Paintville, all Kentucky, and WDBL-AM-FM Springfield, Tenn. WTCW is daytimer on 920 khz with 5 kw. WXXQ is on 103.9 mhz with 3 kw and antenna 940 feet above average terrain.

WCAK(FM) Catlettsburg, Ky. □ Sold by K&M Broadcasting Inc. to First Comm Inc. for \$385,000 cash, including \$10,000 noncompete agreement. **Seller** is owned by Michael Kilgore, who has no other broadcast interests. **Buyer** is owned by W. Richard Martin and his brother, Scott. It also owns WCMJ(AM) Ashland, Ky. WCAK is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see "For the Record," page 74.

LATE SUMMER SALE *

WWQQ-FM	Wilmington, North Carolina	\$1,275,000
WSBH-FM	Southampton, New York	2,100,000
WABJ-AM/		
WQTE-FM	Adrian, Michigan	1,100,000
WQRS-FM	Detroit, Michigan	5,750,000
WLMD-AM	Laurel, Maryland	720,000
KJIM-FM	Arlington (Dallas), Texas	7,200,000
KAEZ-FM	Oklahoma City, Oklahoma	3,300,000
KZEL-FM	Eugene, Oregon	2,273,000
KKCI-FM	Liberty/Kansas City, Missouri	4,000,000
KGHL-AM/		
KIDX-FM	Billings, Montana	3,000,000
KCBR-TV	Des Moines, Iowa	8,300,000

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Mayflower hotel, Washington. Information: (202) 452-4570.

Oct. 10-11—Cable Television Administration and Marketing Society conference, "Managing Through the 80's." New Orleans Marriott, New Orleans.

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

Oct. 10-12—National Federation of Local Cable Programmers, Central states region, conference, "Facing the Future." Ramada Inn, Bloomington, Ind.

■ Oct. 10-12—National Black Media Coalition 12th annual media conference. Speakers include Thomas Murphy, chairman, Capital Cities Communications and Representative Bill Gray (D-Pa.), chairman, House budget committee. Shoreham hotel, Washington.

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. MacLauchlin, department of speech communication, CSU (303) 491-6140.

Oct. 11—Deadline for comments in FCC's Mass Media Docket 85-108, FM/aviation interference. FCC, Washington.

Oct. 11—Deadline for reply comments in FCC's Mass Media Docket 84-752, AM technical rules. FCC, Washington.

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 or (203) 248-2887.

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

Oct. 11-13—National Federation of Local Cable Programmers, Midwest region, conference, "Channeling Community Potential." Marc Plaza hotel, Milwaukee.

Oct. 12—Radio-Television News Directors Association region 12 (New York, New Jersey and Pennsylvania) student seminar. Buffalo State College, Buffalo, N.Y.

Also in October

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 Labor Center hotel, Denver. Information: (202) 296-7245.

Oct. 14—San Francisco Bay Area chapter of Women in Cable annual meeting, including panel discussion on must carry. San Francisco.

Oct. 14—American Teleport Association second membership meeting. New Orleans. Information: (415) 781-1191.

Oct. 14—Texas Association of Broadcasters sales seminar. Holiday Inn Durango, San Antonio, Tex.

Oct. 15—International Radio and Television Society seminar, "Programming: An Update." Seminar participants include Ed Bleier, Warner Bros.; Donn O'Brien, CBS Sports, and S. William Scott, Group W Television. Viacom Conference Center, New York.

Oct. 15—Texas Association of Broadcasters sales seminar. Crown Plaza-Holiday Inn, Houston.

Oct. 15—Cabletelevision Advertising Bureau local advertising sales workshop. Westin Bellevue Stratford, Philadelphia.

Oct. 15—Deadline for one-page abstracts for National Association of Broadcasters' broadcast engineering conference, held in conjunction with annual NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N

Street, N.W., Washington, D.C., 20036.

■ Oct. 15—"Doing Business with New York and Hollywood," breakfast seminar sponsored by *Independent Media Producers Council of International Communications Industries Association*. Gangplank restaurant and marina, Washington. Information: (703) 273-7200.

Oct. 15-17—Seventh annual Satellite Communications Users Conference. Louisiana Superdome, New Orleans. Information: Kathy Kriner, (303) 694-1522.

■ Oct. 16—Meeting of land mobile radio/UHF television technical advisory committee. FCC, Washington.

Oct. 16—Texas Association of Broadcasters sales seminar. Regent hotel, Dallas.

Oct. 16-18—Indiana Broadcasters Association annual fall conference. Holiday Inn N.W., Indianapolis.

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

Oct. 16-18—International Videxpo '85, fourth international video exposition/market/conference. Kensington Exhibition Center, London. Information: (01) 968-4567.

■ Oct. 16-18—Tennessee Association of Broadcasters convention. Holiday Inn Convention Center, Chattanooga, Tenn.

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

Oct. 17—Cabletelevision Advertising Bureau local advertising sales workshop. Raleigh Marriott hotel, Raleigh, N.C.

Oct. 17—Radio-Television News Directors Association computer seminar. IBM, New York.

Oct. 17—Texas Association of Broadcasters sales seminar. Ramada hotel, Tyler, Tex.

Oct. 17—"The Political Impact of the New Communications Media," communications forum sponsored by *Massachusetts Institute of Technology*. Bartos Theater, Wiesner Center for Arts and Media Technology, MIT, Cambridge, Mass.

Oct. 17-18—Society of Broadcast Engineers, Pitts-

burgh chapter, 12th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 17-20—American Women in Radio and Television Northeast area conference, featuring luncheon speaker Maureen Reagan (Oct. 18), roast of former FCC Commissioner Robert E. Lee (Oct. 19) and management seminar by Bill Brower. Ramada Renaissance, Washington.

Oct. 18—Radio-Television News Directors Association region 12 meeting with region one. Society of Professional Journalists/Sigma Delta Chi. Among topics, "Terrorism and the Media," featuring discussion by Fred Friendly, Columbia University; Ed Turner, CNN; Robert Kupperman, Georgetown University, and John Corry, *New York Times*. New York Mayor Ed Koch to open conference. Sheraton Center, New York.

Oct. 18—Texas Association of Broadcasters sales seminar. Quality Inn, Amarillo, Tex.

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. 19—"Children and Television: The Vision Beyond the Screen," 32d annual conference of *National Telemedia Council* in cooperation with *Loyola University* department of communication. Loyola University, Chicago. Information: (312) 983-1103.

Oct. 19-20—Alpha Epsilon Rho, National Broadcasting Society, East regional convention. Holiday Inn, Wilkes Barre, Pa.

Oct. 20—American Women in Radio and Television, Washington chapter, session, "The Networks," to be held during *AWRT* Northeast area conference. Ramada Renaissance, Washington.

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—American Women in Radio and Television, New York City chapter, meeting, "Creating TV shows and commercials for People's Republic of China." Speaker: Yue-Sai Kan, TV host and independent pro-

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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* 28th annual convention, "Cable Frontiers." Vista International, Kansas City, Mo. Information: (913) 841-9241.

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. 22-25—*Southern Educational Communications Association* conference of regional public broadcasters. Excelsior hotel, Little Rock, Ark. Information: (803) 799-5517.

■ **Oct. 23**—*Society of Cable Television Engineers, Chattahoochee (Ga.) chapter*, meeting. Holiday Inn, Airport South, College Park, Ga.

Oct. 24—*International Radio and Television Society* newsmaker luncheon. Speaker: Allen Neuharth, chairman and chief executive officer, Gannett. Waldorf-Astoria, New York.

■ **Oct. 24**—*Southern California Cable Association* fifth annual dinner, featuring first SCCA community service awards. Speaker: Senator Alan Cranston. Hyatt Regency, Los Angeles. Information: (213) 684-7024.

Oct. 24—*Women in Communications, New York chapter*, meeting, "Rising to the Top in the Business World." Halloran House, New York.

Oct. 24-26—*National Religious Broadcasters Association* Eastern area conference. Philadelphia Airport Marriott, Philadelphia.

Oct. 25—"John Peter Zenger: A symposium to commemorate the 250th anniversary of his trial and vindication," sponsored by *University of Pennsylvania Law School, Philadelphia Bar Association and Annenberg School of Communications*. Annenberg School, Philadelphia.

Oct. 25—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. O'Hare Hilton, Chicago. Information: (202) 429-5420.

Oct. 25—Deadline for nominations for Advertising Hall of Fame, sponsored by *American Advertising Federation*. Information: AAF, 1400 K Street, N.W., Washington, D.C., 20005.

Oct. 25-26—*National Federation of Local Cable Programmers, Northeast region*, conference, "Back to the Basics: Community Media in the Information Age." University of Vermont, Burlington, Vt.

Oct. 25-27—Radio sales university, sponsored by *National Radio Broadcasters Association*. Adam's Park hotel, Philadelphia. Information: (202) 466-2030.

Oct. 25-27—*Investigative Reporters and Editors* conference for working journalists, focusing on covering state and local government and improving investigative techniques used by reporters. Adam's Mark hotel, Philadelphia. Information: (314) 882-2042.

Oct. 27-Nov. 1—*Society of Motion Picture and Television Engineers* 127th technical conference and equip-

ment exhibit. Los Angeles Convention Center, Los Angeles.

Oct. 30—Deadline for entries in 1985 Thomas A. Edison Black Maria Film and Video Festival-Competition, sponsored by *Essex-Hudson Film Center of East Orange Public Library, Montclair State College, New Jersey State Council on the Arts, Suburban Cablevision and other organizations*. Information: (201) 736-8575.

Oct. 30—Music Personnel Conference, sponsored by *Association of Music Personnel in Public Radio*. Ambassador hotel, Los Angeles. Information: Lee Moore, KUSC-FM, P.O. Box 77913, Los Angeles, 90007.

Oct. 30—*Radio Advertising Bureau* seminar on how radio stations can help retailers develop vendor support programs. Hyatt Regency, Washington.

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

Oct. 31—"Takeovers of Broadcast Licensees," joint program sponsored by *American Bar Association Forum Committee on Communications Law and Federal Communications Bar Association*. Hyatt Regency hotel, Washington.

November

Nov. 1—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. New York Hilton, New York. Information: (202) 429-5420.

Where Things Stand

Continued from page 25.

FCC's action constituted "rape" of 1974 policy statement. That statement said broadcasters were obligated to provide programming designed especially for children, to schedule it throughout week, to develop more educational and informational programs and to air programs directed to specific age groups.

But U.S. Court of Appeals in Washington affirmed commission's new statement—although using language that Action for Children's Television President Peggy Charren said endorsed ACT's position that broadcasters are responsible for providing programming to assure needs of children are met (BROADCASTING, March 25).

Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, introduced bill that would require commercial television stations to carry at least seven hours per week of educational programming for

children. It also would direct FCC to conduct inquiry into production of so-called "program-length commercials" for children. Companion measure was offered by Senator Frank Lautenberg (D-N.J.).

□
Communications Act. Broadcasting deregulation legislation resurfaced in 99th Congress. Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) introduced bill that would eliminate comparative renewal process among other things (BROADCASTING, April 1). Measure is identical to bill (H.R. 2182) offered in previous Congress.

Broadcasting industry's drive to achieve regulatory relief came to standstill last year after hearing before House Telecommunications Subcommittee (BROADCASTING, Sept. 24, 1984) laid issue to rest. Broadcasting industry made it clear that proposed legislation offered by Representatives Al Swift (D-Wash.); Tim Wirth (D-Colo.), subcommittee chairman; John Dingell

(D-Mich.), chairman of parent Energy and Commerce Committee; Mickey Leland (D-Tex.), and John Bryant (D-Tex.) was unacceptable.

□

Crossownership. FCC Chairman Mark Fowler has hinted he might be willing to eliminate—or at least grant waivers of—crossownership rules prohibiting ownership of daily newspaper and broadcast station in same market (BROADCASTING, Sept. 30).

FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems drew strong support—and not just from networks (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. FCC is not expected to address rulemaking soon.

Co-located broadcast and telephone cross-ownerships of cable systems have been barred by Cable Communications Policy Act of 1984. Law permits co-located newspaper cross-ownership of cable, however.

□

Direct broadcast satellites. Future of DBS medium is much in doubt these days as DBS fore-runners have faltered badly. After planning for five and a half years and spending \$140 million, Comsat's Satellite Television Corp. announced in late November 1984 it would abandon its plans for six-channel national service. And United States Communications Inc., which began offering five-channel service in Northeastern U.S. in November 1983, filed for Chapter 11 bankruptcy protection.

Last blow for both ventures came in November 1984 when Comsat and Prudential, USC's principal backer, could not come to terms on proposed merger.

Nonetheless, Hubbard Broadcasting's United States Satellite Broadcasting and Dominion Video Satellite, among first group to receive high-

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power DBS permits in 1982, are moving ahead with plans to build and launch DBS system in 1987 or '88. Both have same problem: financing.

In March and September, FCC granted permits to additional would-be DBS operators: Satellite Syndicated Systems, National Christian Network, Advanced Communications Corp., Hughes Communications Galaxy Inc., RCA Americom, Antares Satellite Corp. and Graphic Scanning.

DBS's first casualty was neither STC nor USCI, but Skyband Inc., start-up company backed by Rupert Murdoch. Using SBS III, Skyband had planned to launch nationwide, five-channel service. But early in November 1983, Murdoch pulled plug on venture, citing unavailability of home earth station equipment and programming and need for more powerful transponders that could transmit to smaller dishes. To get out of multiyear contract with Satellite Business Systems, owner of SBS III, Murdoch agreed to pay satellite carrier \$12.7 million.

FCC made room for high-power DBS service in June 1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, including STC. But FCC year later also gave green light to USCI, Skyband and any other company wishing to offer broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983).

□

Equal employment opportunity. FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23). It decided to use processing guidelines to monitor cable EEO compliance. As result, cable entities (and satellite master antenna television operations) serving 50 or more subscribers and having six to 10 full-time employees must have 50% parity with labor force overall and 25% parity in top four job categories; those same types of entities with 11 or more full-time employees must have 50% parity overall and in top four job categories.

Commission in 1980 voted to launch rulemaking looking toward more stringent EEO reporting requirements for broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980, but FCC, under Chairman Mark Fowler, doesn't appear inclined to head that way. Although commission was slated to address rulemaking three years ago, item was pulled after former Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4, 1982). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with fewer than five employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees to routinely file affirmative action reports—FCC model EEO program forms—at renewal time.

In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov., 30, 1981). OMB, however, has granted FCC permission to continue requiring routine filing of those forms through 1985. FCC could reject OMB recommendation with majority vote. Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall

and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

□

Fairness doctrine. FCC wrapped up proceeding on fairness doctrine by concluding doctrine is not in public interest and, contrary to its intended purposes, inhibits broadcasters from presenting controversial issues of public importance (BROADCASTING, Aug. 12). FCC said it will continue to enforce doctrine, even though it asserted such enforcement infringes on "fundamental constitutional principles," furnishes government with "dangerous" tool that could be abused and imposes unnecessary costs on broadcasters and FCC.

Commission has proposed to repeal personal attack and political editorializing rules (BROADCASTING, May 16, 1983), but that proposal has reportedly been placed on back burner.

□

Federal Trade Commission. For first time in three years both House and Senate have passed authorization legislation for FTC. Two bills must now be resolved by conference committee. Commission was given three-year lease on life last month when House passed H.R. 2385 that set FTC reauthorization at \$63.9 million, \$64.2 million and \$64.3 million, for fiscal years 1986, '87 and '88, respectively. Authorization bill, unlike Senate version (S. 1078), does not prohibit FTC from adopting industrywide rulemakings under unfairness standard. Under Senate bill (which would reauthorize FTC for FY '86, '87 and '88, and set funding levels at \$65.8 million, \$66.8 million and \$67.8 million, respectively), FTC retains authority to regulate commercial advertising on case-by-case basis for unfair or

deceptive advertising. It also appropriated additional \$3.8 million for one-time consolidation of headquarters offices of FTC in Washington. Both Senate and House measures allow Congress to veto proposed FTC regulations.

Petition filed at FTC by Center for Science in the Public Interest to ban broadcast advertising for beer and wine or require equivalent counter-advertising (BROADCASTING, Nov. 28, 1983) was denied. FTC said it had found "no reliable basis on which to conclude that alcohol advertising significantly affects alcohol abuse" (BROADCASTING, April 22). (See "Beer-wine ad ban" item above.)

In July, FTC Chairman James C. Miller III was nominated to replace David Stockman as director of Office of Management and Budget.

□

International telecommunications satellite systems. President Reagan has determined that separate U.S. systems providing international communications satellite service are required in national interest, if restrictions are imposed to protect economic health of Intelsat. President acted in November 1984, eight months after State Department, on behalf of Senior Interagency Group, and Commerce Department submitted recommendations on issue to White House. Executive branch agreed restricted service by separate systems should be permitted. And FCC, following inquiry/rulemaking, conditionally authorized four of six pending applications for separate systems.

Intelsat Director General Richard Colino caused concern within U.S. government with proposal to board of governors for revising procedures for coordinating separate systems with Intelsat, proposal U.S. officials feel would bar virtually all separate systems. However, after



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board indicated at its quarterly meeting in June, in Bergen, Norway, that it favors less restrictive approach than that reflected in Colino's proposal (BROADCASTING, June 24), director general revised it for submission to board in September. U.S. continued to object, though officials indicated new version was more acceptable. Intelsat's Assembly of Parties is to take up matter at its meeting this month.

□

Low-power television. FCC gave birth to new broadcast service three years ago, adopting rules for low-power television (BROADCASTING, March 8, 1982). Latest FCC list shows 319 licensed LPTV stations. Commission has granted construction permits for another 793. According to same list, there are now 4,622 translators licensed; commission has issued construction permits for another 606.

New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to more than 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations have few regulatory obligations, and there are no cross-ownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal-time and fairness doctrine obligations. Commission now has about 18,000 LPTV and translator applications pending.

Freeze is in effect on major amendments and on new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

□

Multichannel MDS. FCC held first lottery for multipoint distribution service licenses on Sept. 27 (BROADCASTING, Sept. 30). Up for grabs were two four-channel blocks of frequencies in Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Houston, New York and Kansas City, Mo. Second round of lotteries—for Baltimore, Cincinnati, Decatur, Ill., Washington, Los Angeles, Miami, Milwaukee, Philadelphia, Pittsburgh, Portland, Ore., Providence, R.I., St. Louis, San Francisco, Seattle and San Juan, P.R.—is scheduled for Oct. 29. Lottery was necessitated by overwhelming number of applications: 16,499.

There are two four-channel MMDS licenses available in most markets. For the service, FCC

reallocated eight channels from instructional television fixed service to MMDS (BROADCASTING, May 30, 1983). Under FCC order, all ITFS channels that had been authorized or applied for as of May 25, 1983, were grandfathered. No further ITFS applications will be accepted on eight channels reallocated.

In rules, FCC also said ITFS licensees may lease, for profit, "excess" capacity on their channels. Commission has established eligibility and comparative criteria for ITFS service (BROADCASTING, June 3).

Several pay television operators are planning to take advantage of provision to lease ITFS capacity and jump into wireless cable business before FCC begins making large number of MMDS grants. In fact, American Family Theaters has already made pact with George Mason University and is offering four-channel service in Washington (BROADCASTING, Dec. 17, 1984). And existing single-channel MSO operators plan to launch multichannel MDS-ITFS services in New York, Milwaukee, San Francisco and Oklahoma City.

□

Multiple ownership. FCC Chairman Mark Fowler and James McKinney, Mass Media Bureau chief, have indicated support for permitting struggling AM stations with overlapping signals to escape strictures of FCC's duopoly rules and join forces (BROADCASTING, Sept. 30).

Acting on reconsideration, FCC has revised multiple ownership rules (BROADCASTING, Dec. 31, 1984). Under new rules, which took effect April 2, entities may own 12 AM's and 12 FM's, and will be permitted to own 12 TV's as long as they don't reach more than 25% of nation's television homes. UHF's are assessed for only half of market's television homes. Group broadcasters who buy interests in stations more than half owned by minorities are able to own up to 14 stations in service, and are permitted to reach 30% of nation's television households through their TV's, as long as two stations in each service are controlled by minorities. Although commission's original order would have dropped all ownership restrictions in 1990, FCC, on reconsideration, eliminated sunsets for TV and radio.

Responding to mounting criticism of its original rule, FCC stayed television portion of that order until April 1, 1985, and Congress set that stay in legislative concrete (BROADCASTING, Aug. 13, 1984).

□

Music licenses. All-Industry TV Station Music License Committee, unable to come to terms

with Broadcast Music Inc. and American Society of Composers, Authors and Publishers on new music licenses for TV stations, filed class action suit in U.S. District Court in New York in 1978, charging that ASCAP and BMI licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 14, 1981); court agreed (BROADCASTING, Aug. 23, 1982). ASCAP and BMI appealed, and U.S. Court of Appeals for Second Circuit in New York overturned district court's decision (BROADCASTING, Sept. 24, 1984).

In February, U.S. Supreme Court let stand September 1984 appeals court decision holding that blanket music licenses for television stations did not violate antitrust laws or restrain competition (BROADCASTING, Feb. 25, 1984).

In memorandum decision of May 13, 1985, U.S. district court judge, Lee P. Gagliardi, ordered that local television stations "promptly" pay BMI retroactive fees for 22-month period during which Buffalo Broadcasting case was on appeal (BROADCASTING, May 20). BMI estimated more than \$30 million is owed by 800 television stations for period between February 1983 and November 1984.

BMI mailed new blanket license agreements, effective July 1, that committee claimed represented 60% increase over old rates and 125% increase over frozen 1980 rates which stations have been paying on month-by-month basis since Supreme Court refused to hear Buffalo Broadcasting appeal (BROADCASTING, June 24).

At same time in separate proceeding, federal magistrate Michael H. Dolinger ordered that television stations pay American Society of Composers, Authors and Publishers interim license fee increase for four-and-a-half-month period during which district court judge's decision to terminate rolled-back 1980 fee levels went into effect through 30 days after appeals court issued its mandate (Nov. 16, 1984-March 31, 1985). ASCAP estimated fees for interim period total about \$10 million. Still to be decided in rate court are fees broadcasters owe ASCAP for 22-month period while Buffalo Broadcasting case was on appeal, and period after April 1, 1985. For those two periods, broadcasters should continue paying at 1980 levels while matter is pending in rate court.

On June 21, Weinfeld rejected request made by committee that BMI be forced to recall new blanket license agreements BMI sent out.

All-Industry Television Station Music License Committee, representing broadcasters, conceded decision was "a setback" but said it would continue to press for fair price for music for TV stations.

When parties cannot agree, there is separate mechanism to negotiate blanket license fees. For ASCAP, under terms of consent decree with Justice Department, federal rate court has been established to set license fee payments. For BMI, licensing group met with broadcasters to set payments on monthly basis.

On Capitol Hill, meanwhile, licensing committee and National Association of Broadcasters are testing waters in House and Senate copyright subcommittees to see if members are receptive to idea of source licensing. Broadcasters would like Congress to adopt legislation requiring producers and syndicators to deliver syndicated programming to station with music performance rights included.

□

Must carry. Court of Appeals in Washington, in *Quincy* decision, has vacated FCC must-carry rules, finding them unconstitutional (BROADCASTING, July 22). In declining to seek appeal, FCC

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majority—Chairman Mark Fowler, and Commissioners Mimi Dawson and Dennis Patrick—said it believed court's decision represented "positive first step toward recognizing full First Amendment protection for all forms of electronic media" (BROADCASTING, Aug. 5). Majority said it couldn't conceive of new set of rules that would accomplish commission's policy goals and meet constitutional test outlined in *Quincy*. It also said "better course" for bringing back into equilibrium market thrown out of balance by elimination of must carry would be to get rid of compulsory license in copyright law. Under barrage of pleas for action from broadcasters and key congressmen, however, Fowler subsequently said commission will launch combined notice of inquiry and notice of proposed rule-making to seek comment on any proposal that included "a set of carefully crafted mandatory carriage rules, and a clear justification of the policy aims and constitutionality of such rules" (BROADCASTING, Sept. 30). Fowler added that any such inquiry would include "examination of the communications policy implications of cable's compulsory license in light of the *Quincy* case." National Association of Broadcasters, which has asked Supreme Court to review *Quincy*, said it will file petition for FCC rulemaking aimed at new must-carry rules (BROADCASTING, Sept. 30).

In other must-carry action, broadcasters are mounting fight on Capitol Hill to eliminate compulsory license in effort to get cable to negotiate on must carry. Legislation was introduced by Representative Barney Frank (D-Mass.) that would eliminate compulsory license for all but smallest cable systems. Bill also includes incentives for local carriage (BROADCASTING, Sept. 23).

□

Network standings. For 52 weeks ending Sept. 22, 1985, prime time ratings were dead heat between NBC and CBS. NBC averaged 15/25, as did CBS. ABC averaged 13.8/23. CBS and NBC differed slightly on their measurement of 52-week prime time average, and NBC claimed that it actually had lead by 10th of rating point after rounding. For first three quarters of 1985, in early evening news ratings CBS led with 12.2/24 compared to 10.2/20 for ABC and 10.3/20 for NBC. In early morning news ratings, ABC's *Good Morning America* led with 4.9/23 compared to 4.6/21 for NBC's *Today* and 3.2/15 for *The CBS Morning News*.

□

Public broadcasting funding. Senate Budget Committee last week approved reconciliation package that includes measure that would reauthorize Corporation for Public Broadcasting for fiscal 1987 through 1990. Senate Commerce Committee attached CPB measure to reconciliation bill two weeks ago. It is similar to legislation committee approved in May, but it contains additional \$20 million for CPB for fiscal years 1989 and '90. And it increases funding for National Telecommunications and Information Administration's public telecommunications facilities program by additional \$12 million for FY's 1987 and '88. Bill sets funding levels for CPB at \$200 million for 1987, \$214 million for '88, \$238 million for '89, and \$254 million for '90. It would establish funds for facilities program at \$24 million for 1986, \$28 million for '87 and \$32 million for '88.

In House, CPB funds are not part of reconciliation package. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) offered bill that would reauthorize CPB for FY's 1988, '89 and '90 at \$220 million, \$246 million

and \$283 million, respectively. And it establishes funds for NTIA's facilities program at \$24 million for each year (BROADCASTING, Aug. 5).

Representative Michael Oxley (R-Ohio), who has led administration's fight to reduce funding levels for CPB, introduced H.R. 2500 in May to authorize \$200 million for fiscal 1987, \$220 million for '88, \$230 million for '89 and \$240 million for '90. Oxley's bill would also authorize three-year limited advertising experiment on public television. It would provide \$15 million for FY 1985 for PTFP, \$18 million for 1986 and \$20 million for '87. Bill has been referred to House Commerce Committee, but is not expected to be acted on.

Last year, President Reagan vetoed CPB authorization bill twice because funding was "excessive." (Reagan administration has proposed reauthorization for Corporation for Public Broadcasting at \$159.5 million for FY 1986 [which reflects supplemental appropriation of \$29.5 million], \$186 million for FY '87, \$214 million for FY '88, \$246 million for FY '89 and \$283 million for FY '90.)

Meanwhile, Senate Appropriations Subcommittee with jurisdiction over CPB approved \$214 million for corporation for FY 1988. Parent Appropriations Committee, however, has sent bill back to subcommittee for revisions. Funding for CPB is not likely to be cut. House appropriations measure does not include funds for public broadcasting. House Appropriations Subcommittee Chairman William Natcher (D-Ky.) will not approve CPB figure until authorization is adopted by Congress.

At annual Public Radio Conference in Denver, National Public Radio member station representatives approved new business plan for their network that radically alters funding pattern for public radio (BROADCASTING, June 3). As approved, plan calls for all federal radio dollars to be sent directly to public radio stations, beginning in FY 1987, except for funds that CPB may withhold in separate fund. Plan is still awaiting approval by CPB board.

□

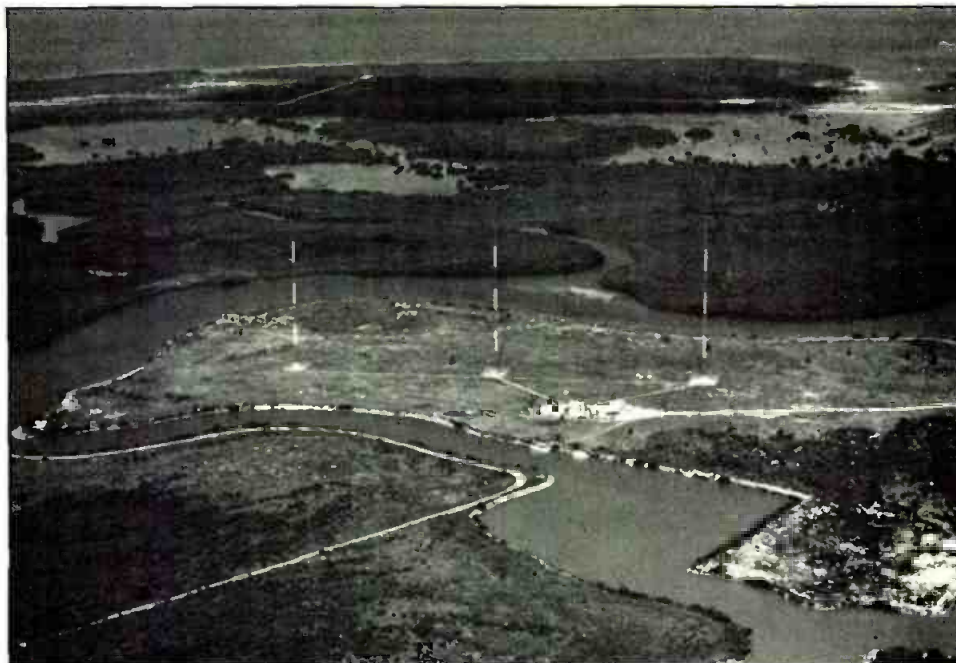
Radio Marti. Radio Marti, which Reagan administration proposed as means of breaking what it

considers Castro government's monopoly on news and information in Cuba, went on air May 20, 17 months after Congress passed authorizing legislation. Delay was said to have been caused by difficulty in recruiting staff and obtaining necessary security clearances for prospective employees. Person administration had picked to head Radio Marti—Paul Drew, veteran broadcaster who had been serving as consultant since October 1984—resigned in January (BROADCASTING, Jan. 21).

Thus far, fears of American broadcasters that Cuba would retaliate for Radio Marti broadcasts by stepping up interference to stations in Florida and other states in Southeast have not been realized. Nor has Cuba made significant effort to jam Radio Marti programs, which are being broadcast over transmitters and on frequency (1180 khz) used by Voice of America station on Marathon Key, Fla. Legislation creating Radio Marti has placed it under authority of U.S. Information Agency and VOA.

□

Space WARC. U.S. feels it did "well" at first session of two-session conference that is to develop plan for use of space services. Developed and developing countries had difficulty reaching basic agreement throughout five-and-a-half-week session in Geneva. And there is no chance International Telecommunication Union will be able to fund all of considerable work that remains to be done before second session, to be held in 1988 and to implement principles established in one that ended Sept. 15. Conference decided to focus on fixed satellite services. But principal issue was conflict between developing countries, which favored a priori approach to planning as means of guaranteeing all countries "equitable" access to geostationary orbit and associated frequencies, and developed countries, which argued such planning was wasteful and inefficient. Result was dual approach, with expansion bands associated with 6/4 ghz and 14/11-12 ghz bands—where no satellites now operate—to be set aside for arc allotment planning and multilateral planning method being devised for use in coordinating requirements in conventional portion of those frequencies. Ambassador Dean Burch, who



Radio Marti's transmitting towers in Florida

headed U.S. delegation, said that since expansion bands are not operational in U.S., "there was nothing we had to give up." However, while U.S. accepted planning of expansion bands associated with 6/4 ghz, it reserved its position regarding planning of expansion bands associated with 14/11-12 ghz, on ground that planning those frequencies was unnecessary and wasteful (BROADCASTING, Sept. 26).

Takeovers and mergers. ABC—Proposed \$3.5 billion merger of Capital Cities Communications and American Broadcasting Companies is still on schedule and currently awaiting FCC approval. Shareholders of both companies have already approved transaction in which shareholders of ABC would receive \$118 cash and warrant to purchase 1/10 share of stock in new combined company, to be called Capital Cities Communications/ABC Inc. (BROADCASTING, March 25).

Deal is still expected to close by early 1986 with Thomas S. Murphy, chairman and chief executive officer of Capcities, and Daniel B. Burke, president and chief operating officer, keeping their titles. ABC chairman, Leonard Goldenson, would become chairman of executive committee of CCC/ABC board and Fred Pierce, ABC's president and chief operating officer, would report to Burke as chairman and chief executive officer of ABC. Omaha, Neb.-based investor Warren Buffett is to purchase 18% of stock in new company, providing more than \$500 million cash.

To meet FCC cross-ownership rules, CCC/ABC has so far announced sale of four TV stations, eight radio stations and several newspapers. It will have to sell additional radio stations, including 10 of ABC's 12 stations, although it

has asked FCC for waiver, giving it more time to sell stations in New York, Los Angeles and Chicago. If closing is delayed beyond Jan. 6, 1986, cash component of offer could be increased by at least 6%.

Other properties to be spun off include Capcities's cable systems, serving 370,000 subscribers. Definitive agreement with The Washington Post Co. to buy systems was signed on Aug. 19. Like most of other spin-offs, cable sale is contingent on consummation of merger.

MGM/UA—On Aug. 7, Turner Broadcasting System withdrew its hostile bid for CBS Inc. and, at same time, announced it had definitive agreement to buy certain assets of MGM/UA. Agreement called for Turner to acquire outstanding shares of MGM/UA (about 50 million) at \$29 each, cash, for total of about \$1.5 billion (BROADCASTING, Aug. 12). Last week offer was modified to \$25 cash and preferred stock valued at several dollars. But most of film library of United Artists as well as that subsidiary's half interest in MGM/UA Distribution Co. would be subsequently repurchased at \$9 per share by majority shareholder Kirk Kerkorian and any other MGM/UA shareholders who wished to participate. Turner would end up owning, among other assets, MGM film library, television program operation and 44-acre studio complex in Culver City, Calif.

Turner announced Wednesday, Oct. 2, that he would finance acquisition through issue of three different "junk bond" securities with face value of \$1.25 billion, raising for Turner approximately \$1 billion. Holders of preferred shares would start receiving dividends in sixth year following acquisition. Deal still technically requires shareholder approval but since each company has single, majority owner (Turner and Kerkorian) approval is guaranteed.

CBS—CBS appeared capable of fending off Turner's hostile bid, even if latter's attention hadn't been diverted elsewhere. Company now is taking steps to accelerate retirement of roughly \$1 billion of debt incurred to repurchase 21% of its shares. One of those earlier-promised steps is disposal of assets, by next July, yielding \$300 million to CBS (after-tax). As part of disposition program it sold 35,000-subscriber cable system in Dallas-Fort Worth area, and remainder of its musical instruments division, both for undisclosed sums. Company also has promised to reduce its 1987 projected overhead expenses by 20%.

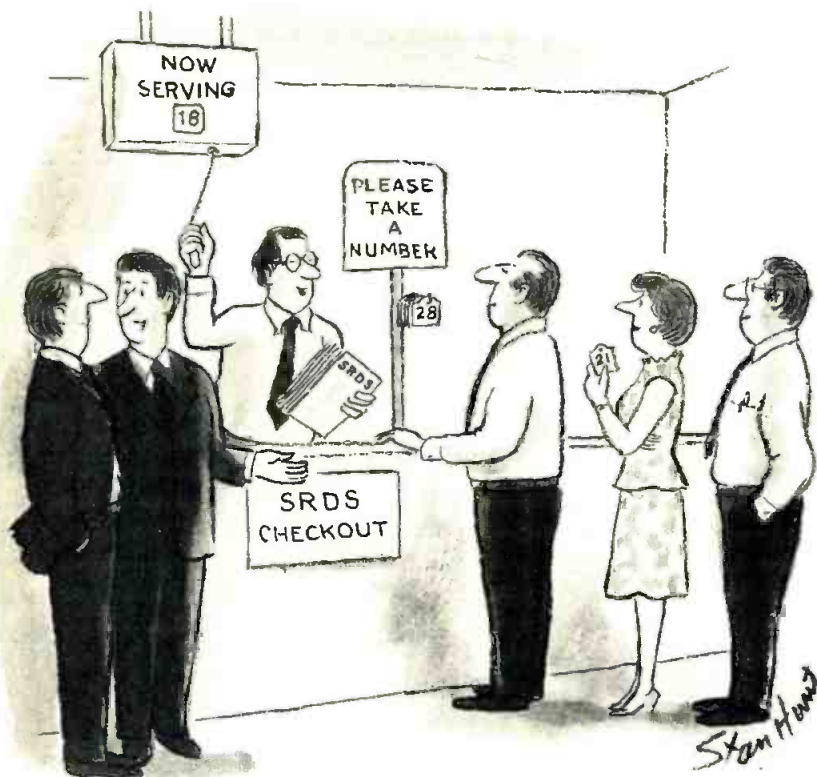
Evening News Association—Gannett Co. made winning bid for The Evening News Association at end of August. Offer of \$717 million, or \$1,583 per share, was culmination of month-long struggle for company, begun July 29 when Hollywood programming executives A. Jerrold Perenchio and Norman Lear announced \$1,000-per-share tender offer for ENA's 453,000 shares (BROADCASTING, Aug. 5). Because of conflicts with FCC's crossownership rules, three ENA TV stations will be sold in markets where Gannett already has media properties—Mobile, Ala.; Tucson, Ariz., and Oklahoma City. In Sept. 18 transfer-of-control application to commission, Gannett asked for 12-month extension on divesting Tucson and Mobile stations. Additionally, AM-FM combinations in Detroit owned by Gannett and ENA will have to be sold so Gannett can keep ENA's flagship newspaper, *Detroit News*. However, Gannett's Detroit stations, wczx-AM-FM, will apparently not have to be sold until stations' licenses are up for renewal in October 1989. ENA spokesman said both sides were trying to reach closing by end of year. Transaction requires approval of ENA shareholders.

Group W Cable—As part of major restructuring of parent company, Westinghouse Electric Corp., Group W Cable will be sold, probably closing sometime in 1986 (BROADCASTING, Sept. 2). Systems serving 2.1 million subscribers are currently being offered for sale by two investment banking firms and will likely be sold as group, according to Group W Chairman Daniel L. Ritchie. Among anticipated bidders are Time, Tele-Communications Inc., Comcast and Viacom. Group of MSO's is expected to form bidding consortium and two cable brokerage firms, Communications Equity Associates and Cable Investments Inc., are currently trying to arrange groups. Deadline for bids is currently set at Oct. 9.

Murdoch-Metromedia—Closing of Rupert Murdoch's \$1.5-billion purchase of six television stations from Metromedia Broadcasting Corp. is contingent on finding financing for acquisition (BROADCASTING, Aug. 19). Decision by Murdoch to refinance stations in exchange offer apparently involving company controlled by Murdoch family, Australian-based News Corp., has reportedly delayed process. Current MBC bondholders would have to approve transaction and prospectus for their consideration has yet to be submitted to Securities and Exchange Commission. Also still required is FCC approval. Commission must answer Murdoch's request for extra time to sell two News Corp. newspapers in Chicago and New York, where he intends to keep Metromedia stations. Closing of MBC transaction, announced in early May, is now expected to take place in early 1986.

Just two months before that announcement, Murdoch purchased half interest in 20th Century Fox Film Corp. Last month he purchased remaining half belonging to Marvin Davis for \$325 million cash (BROADCASTING, Sept. 30). That transaction is expected to be completed before end of year.

Multimedia—Greenville, S.C.-based MSO,



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they'd drop all that 'big spender' stuff."*

group owner, publisher and television programming company is on verge of completing recapitalization plan. Final version of plan, which was proposed as alternative to leveraged buyout initiated last February but scrapped after outside bidders offered more, was approved by shareholders Sept. 20. Newly capitalized Multimedia will have 11 million shares, as opposed to 16.7 currently, which will initially trade near \$20, as opposed to \$50-\$60 range in which stock has been trading recently. Recapitalization will cost company little more than \$1 billion, about two-thirds of which will come from bank financing.

Storer Communications—Kohlberg Kravis Roberts & Co. has until Nov. 30 to complete financing for \$1.9-billion merger/leveraged buyout of Miami-based MSO and group owner (BROADCASTING, Aug. 5). Still awaiting final approval from Securities and Exchange Commission are prospectus for securities used to raise part of purchase price and Storer's proxy statement for special meeting at which shareholders are expected to approve transaction. Storer spokesman said that shareholders meeting could possibly take place some time during second week in November, with deal closing month later. FCC must still give its approval for transfer of Storer's seven TV stations. Because three of those stations—in Cleveland and Toledo, both Ohio, and Detroit—have signal overlaps, Storer is proposing to dispose of either Detroit or Toledo station within 18 months after FCC approval and that it then be allowed to keep Cleveland despite signal overlap with remaining station.

Viacom—Warner Communications reached agreement in late August to sell its partnership interests in two cable programming ventures to Viacom in transaction worth approximately \$690 million. As result, Viacom will become sole owner of two pay services, Showtime/The Movie Channel, and three advertiser-supporter services, MTV, VH-1 and Nickelodeon. Deal was complicated by fact that partial ownership of all services still resided with American Express and that one-third ownership of MTV Networks Inc. was in public hands. American Express has agreed to sell all its cable interests, including half-interest in systems serving 1.2 million subscribers, to Warner for \$450 million, but deal is not expected to close until early next year. Viacom transaction, including MTV share repurchase, is expected to close near end of November.

□

Teletext. Mixing some good news for broadcasters with some bad, FCC authorized television stations to offer teletext (BROADCASTING, April 4, 1983). It refused, however, to select technical standard. In teletext order, FCC defined teletext as "ancillary" service—thereby exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop it without notifying FCC. Those whose offerings resemble



Senate hearing on whether to allow television in

private or common carrier offerings will have to notify commission first, however. Also under rules, noncommercial broadcasters may offer teletext for profit.

In 1983, FCC also proposed to permit TV stations to transmit nonteletext services on vertical blanking interval (BROADCASTING, March 12, 1983). Proposed change would permit VBI to be used for paging, utility load management purposes, or any other communication in digital or analog mode. FCC said it was proposing same technical rules it has adopted for teletext.

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and videotex interests.

WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, Electra, in Cincinnati over WKRC-TV. Under agreement with Taft, Zenith is selling \$300 decoders compatible with its late-model sets in Cincinnati. Southern Satellite Systems, Tulsa, Okla.-based satellite common carrier, is now distributing Electra service nationwide on vertical blanking interval of superstation WTBS-TV Atlanta. Service can be seen (with decoder) in cable homes that receive superstation. Broadcasters are invited to downlink superstation, strip off Electra and broadcast it locally over their own VBIs.

NABTS proponents are led by CBS, which has been offering national service (supplemented by local service at two affiliates) since spring of 1983. NBC, which had been CBS's chief NABTS ally, decided to drop its teletext ambitions and shut down its national teletext service at end of January. NBC cited high cost of NABTS gear as reason for its abrupt departure from business.

□

TV cameras in Senate. Chances for Senate authorization of television coverage of Senate proceedings appeared bright after hearings Senate Rules Committee held on two measures that have been introduced, one by Senator Robert Byrd (D-W.Va.), other by William Armstrong (R-Colo.) (BROADCASTING, Sept. 23). Byrd measure (S. Res. 2) calls for test period before coverage would become available to public and also provides for number of rule changes to streamline Senate procedures. Armstrong legislation (S. Res. 81) is identical to measure offered—without success—in last Congress by former Senate Majority Leader Howard Baker. It calls for gavel-

to-gavel radio and television coverage with TV cameras operated by Senate employees. While most witnesses and committee members expressed view time was ripe for opening Senate doors to television coverage, as in House, Senate Majority Leader Robert Dole (R-Kan.) appears to remain roadblock. Aides say he feels there are more pressing matters with which Senate must deal.

□

TV stereo. On Aug. 7, 1984, noncommercial WTTW-TV Chicago became first television station in nation to regularly broadcast programming with stereo sound.

Although it's anticipated that most broadcasters will switch to stereo, it will not happen overnight. Great deal of money is needed to produce programming in stereo and to convert studios and transmitters. What's more, many broadcasters don't see any way to recoup investment. Competition from other media and other broadcasters is expected to drive broadcasters to offer service.

There are now more than 110 stations broadcasting either true stereo or synthesized stereo in 70 of top 200 markets, with 28 of those markets having more than one converted station. Stereo signals now reach potential audience exceeding 55 million homes. Another 167 stations responding to BROADCASTING survey last month have also indicated their plans to begin stereo broadcasts by 1987 or later (BROADCASTING, Sept. 9).

FCC authorized TV stereo broadcasting in March 1984. At same time, it protected industry-recommended Zenith/dbx system from interfering signals, making it, in effect, national standard.

Unlike broadcasters, receiver manufacturers are eager to see advent of new service. It means they will be able to sell sets with stereo capability as well as set-top adapters to upgrade existing sets for stereo reception. First figures on 1985 stereo set sales are expected to be announced in January 1986.

While ABC and CBS are taking wait-and-see attitude, NBC is forging ahead with production and distribution of stereo programming. It is now offering more than 12 stereo programs, including sitcoms, action shows, and variety programs. *Tonight* was first regularly broadcast stereo program starting mid-July. NBC has already converted three of its five stations—WNBC-TV New York, KNBC-TV Los Angeles and WRC-TV Washington—to stereo, and has plans for another, WMAQ-TV Chicago.

Technology that makes stereo possible also makes possible simultaneous broadcast of an-



illary broadcast services. Several stations, including at least two stereo broadcasters, are offering second audio program (SAP) services. One offers reading-for-the-blind service; one offers Spanish-language soundtrack for limited amount of its syndicated and news programming, and one is airing audio program guide.

UHF-VHF swaps. FCC's proposal to permit non-commercial broadcasters to exchange VHF facilities with commercial UHF's without exposing them to competing applications from third parties has been placed on back burner. It received shellacking in comments at FCC (BROADCASTING,

June 24). FCC launched controversial proposal earlier this year (BROADCASTING, Feb. 18).

VHF drop-ins. FCC Chairman Mark Fowler has directed commission staff to issue further notice of proposed rulemaking on VHF drop-ins looking toward additional protection of existing television service ("Closed Circuit," June 18, 1984). Under original proposal, short-spaced station would have been authorized as long as it provided same protection to existing stations that normally spaced station would and service gains would outweigh losses. Now staff, at Fowler's direction, is looking toward establishing cri-

teria that would protect as much established service as possible. FCC official said further notice should be ready by end of year. Staff had completed work in 1983 on original proposal, which was introduced over five years ago (BROADCASTING, Sept. 22, 1980). FCC has approved four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Nine applications were filed for drop-in at Charleston, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. In Johnstown, construction permit has been issued. Other cases are still in hearing.

For the Record

As compiled by BROADCASTING, Sept. 26 through Oct. 2, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

- KMBY(FM) Seaside, Calif. (107.1 mhz; 910 w; HAAT: 570 ft.)—Seeks assignment of license from Johnston Broadcasting Corp. to KMBY Radio Inc. for \$1,050,000. Seller is owned by Soddard P. Johnston, who has no other broadcast interests. Buyer is owned by Norman Stone, Chester Tart, Christopher Murray and George H. Gregory. Tart is VP of John Blair & Co., owned radio stations division. Murray is general sales manager of WSOK(AM) Savannah, Ga. Filed Sept. 23.
- KFGA(AM)-KGBS(FM) Greeley, Colo. (AM: 1310 khz; 5 kw-D; 1 kw-N; FM: 96.1 mhz; 100 kw; HAAT: 660 ft.)—Seeks assignment of license from Greeley Broadcast Associates Ltd. to Rainbow Broadcasting Associates for \$1,240,000, comprising \$550,000 cash and remainder note. Seller is owned by Bob W. Treadway, George Moore and

Frank P. Gilbreth. Moore has interest in KQAA-TV Pueblo, Colo., and KIVI-TV Nampa, Ind. Gilbreth is executive VP of Evening Post Publishing Co. Buyer is owned by Edward Elliot and family and Henry Zoller and family. It has no other broadcast interests. Filed Sept. 20.

■ WLIS(AM) Old Saybrook, Conn. (1420 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Radio Connecticut Inc. to Vanguard Communications Inc. for \$800,000. Seller is principally owned by Nutmeg Broadcasting Co., Willimantic, Conn.-based station group of two AM's and one FM, principally owned by Michael C. Rice and family. Buyer is principally owned by Leonard I. Ackerman. It also owns WMLB(AM) West Hartford, Conn., and WECQ(AM) Geneva, N.Y. Filed Sept. 19.

■ WRXJ(AM) Jacksonville, Fla. (1220 khz; 1 kw-D [CP: 5 kw-D])—Seeks assignment of license from The Kravis Co. of Jacksonville Inc. to Jones College for no consideration. It also owns KGTO(AM)-KRAV(FM) Tulsa, Okla., and WRXJ(AM)-WKTZ(FM) Jacksonville, Fla. It recently purchased WJAX(AM) Jacksonville ("Changing Hands," Sept. 9) and is spinning off WRXJ(AM) to comply with FCC duopoly rules. Seller is owned by George R. Kravis, brother of Henry R. Kravis, partner in New York-based Kohlberg Kravis Roberts & Co. Buyer is educational institution headed by Jack H. Jones, chairman. It also owns WFAM(FM) Jacksonville. Filed Sept. 23.

■ WBBK-AM-FM Blakely, Ga. (AM: 1260 khz; 1 kw-D; FM: 93.5 mhz; 3 kw; HAAT: 353 ft.)—Seeks transfer of control of Radio Blakely Inc. from Wayne Foster to Nathan Hirsch for \$340,000. Seller has no other broadcast interests. Buyer owns WSGC(AM)-WWRK(FM) Elberton and WWNS(AM)-WMCD(FM) Statesboro, both Georgia. Filed Sept. 23.

■ WCMI(AM) Ashland, Ky. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from W. Richard Martin (61% before; none after) to his sons, W. Richard Martin Jr. and Scott Martin, for no consideration. Filed Sept. 23.

■ WCAK(FM) Catlettsburg, Ky. (92.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from K&M Broad-

casting Inc. to First Comm Inc. for \$385,000 cash, including \$10,000 noncompete agreement. Seller is owned by Michael Kilgore, who has no other broadcast interests. Buyer is owned by W. Richard Martin and his brother Scott. It also owns WCMI(AM) Ashland, Ky. (see above). Filed Sept. 23.

■ WTCW(AM)-WXXQ(FM) Whitesburg, Ky. (AM: 920 khz; 5 kw-D; FM: 103.9 mhz; 3 kw; HAAT: 940 ft.)—Seeks assignment of license from Folkways Broadcasting Co. to T.C.W. Broadcasting Co. for \$765,000, comprising \$645,000 cash and remainder no-interest note over 80 months. Seller is owned by Donald F. Crosthwaite, who has no other broadcast interests. Buyer is owned by Terry Forcht, who also owns WHIC-AM-FM Hardinsburg, WAIN-AM-FM Columbia and WSIP-AM-FM Paintville, all Kentucky, and WDBL-AM-FM Springfield, Tenn. Filed Sept. 24.

■ WMTE(AM)-WRRK(FM) Manistee, Mich. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 97.7 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Manistee Radio Corp. to TMN Broadcasting Corp. for \$42,500. Seller is owned by Charley Hedstrom. It has no other broadcast interests. Buyer is owned by Peter M. Nezki, who has no other broadcast interests. Filed Sept. 23.

■ WFMM(FM) North Muskegon, Mich. (98.3 mhz; 3 kw; HAAT: 355 ft.)—Seeks assignment of license from LDM Broadcasters Inc. to Black & Gold Co. for assumption of liabilities. Seller is owned by Lee Ann Gorbach, David S. Czurak, Michael Knowlton and siblings, Mildred and Jeffery Caplitz. Czurak owns 12% of WLKI(FM) Angola, Ind. Buyer is owned by L.D. Gordon (28.2%), John Snider (28.2%), Michael Knowlton (28.2%), Leo Huntsinger (9.4%) and David Meyers (6%). Others besides Knowlton have no other broadcast interests. Filed Sept. 20.

■ KJEZ(FM) Poplar Bluff, Mo. (95.5 mhz; 100 kw; HAAT: 860 ft.)—Seeks assignment of license from Kelly Communications Inc. to K-W Broadcasting Inc. for \$950,000 cash. Seller is principally owned by Jim Mcruden. It also owns WTGR(AM)-KCMQ(FM) Columbia, Mo.; WTHZ(FM) Tallahassee, Fla., and WSVQ(FM) Jersey Shore, Pa. Buyer is owned by Truman Walker and John F. Krey. Krey has interest in KADI-FM St. Louis, Mo. Filed Sept. 24.

■ WKBW(AM) Buffalo, N.Y. (1520 khz; 50 kw-U)—Seeks assignment of license from Capital Cities Communications Inc. to Empire State Broadcasting Corp. for \$2 million. Seller is spinning off station to satisfy FCC rules as part of merger with ABC Inc. Buyer is subsidiary of Price Communications Corp., publicly owned New York-based station group of six AM's, four FM's and three TV's, headed by Robert Price. It also owns *The National Law Journal* and *New York Law Journal* and outdoor advertising firm. Filed Sept. 18.

■ WHME-FM Toledo, Ohio (92.5 mhz; 50 kw; HAAT: 480 ft.)—Seeks assignment of license from Hillebrand Electronics to Waite Broadcasting Corp. for \$6,250,000 cash. Seller is owned by William Hillebrand, who has no other broadcast interests. Buyer is owned by Osborn Communications Corp., which is principally owned by Frank Osborn (29.6%); Brownlee Curry (7.3%) and eight others, including Ralph Guild, president of McGavren Guild, New York-based radio representation firm. Curry owns *Nashville Banner*, daily newspaper in Nashville, Tenn. It is also purchasing WRKZ-AM-FM Wilkes-Barre, Pa. (BROADCASTING, Aug. 26). Filed Sept. 19.

■ KQEN(AM) Roseburg, Ore. (1240 khz; 1 kw-D; 250 w-

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N)—Seeks transfer of control of KQEN Broadcasting Inc. from Lyle Fenner and his wife, Helen, to Markham Broadcasting Inc. for \$183,250, comprising \$24,000 cash and remainder note at 10%. Sellers have no other broadcast interests. Buyer, who already owns remainder of stock, has no other broadcast interests. Filed Sept. 23.

■ WHHQA(AM)-WHHR(FM) Hilton Head, S.C. (AM: 1130 khz; 1 kw-D; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Hilton Head Broadcasting Corp. to AmCom of Hilton Head Inc. for \$3.7 million cash. Seller is owned by Thomas H. Harvey, president, Jim Richardson and Ernest Williams, who have no other broadcast interests. Buyer is owned by George R. Francis, who recently purchased KRMD-AM-FM Shreveport, La. (BROADCASTING, July 1). Francis is former senior vice president of Voyager Communications, Raleigh, N.C.-based station group of two AM's and two FM's. Filed Sept. 23.

■ KSFY-TV Sioux Falls, KABY-TV Aberdeen and KPRY-TV Pierre, all S.D. (KSFY: ch. 13; ABC; ERP vis. 316 kw, aur. 39.8 kw; HAAT: 2,000 ft.; KABY: ch. 9; ERP vis. 295 kw, aur. 47.5 kw; HAAT: 1,390 ft.; KPRY: ch. 4; ERP vis. 100 kw, aur. 10 kw; HAAT: 1,240 ft.)—Seeks assignment of license from Catclaw Communications Co. to SWMM/Abilene Corp. for \$8 million, comprising \$7 million cash and remainder note at 9.5% over five years. Seller is owned by S.M. Moore, who has no other broadcast interests. Buyer is owned by Billy B. Goldberg (46.875%), Lester Kamin (37.5%), Hazel Y. Arnold (12.5%) and Diane Levy (3.125%). It is subsidiary of Southwest MultiMedia Corp., which owns KPEJ(TV) Odessa and KVEO-TV Brownsville, both Texas. Kamin is president and Arnold is vice president of Lester Kamin & Co., Houston-based station brokerage. Arnold and Levy have interest KTXF(FM) Brownsville, Tex. Filed Sept. 24.

■ KIPR-AM-FM Diboll, Tex. (AM: 1260 khz; 1 kw-D; FM: 95.5 mhz; 50 kw; HAAT: 450 ft.)—Seeks assignment of license from KIPR Radio Associates Inc. to Lovcomm Inc. for \$1 million. Seller is owned by Linda Rubey, Connie McNab and Marsha Shields. It has no other broadcast interests. Sellers are daughters of Red McCoombs, principal in Clear Channel Communications. Buyer is owned by Tom Love, Kerby Confer, Donald Ault and Paul Rothfuss. Confer, Ault and Rothfuss own Aiken, N.C.-based station group of eight AM's and eight FM's. Filed Sept. 19.

■ KMHT-AM-FM Marshall and KBIL-FM San Angelo, both Texas (KMHT[AM]: 1450 khz; 1 kw-D; 250 w-N; KMHT-FM: 103.9 mhz; 3 kw; HAAT: 300 ft.; KBIL: 92.9 mhz; 100 kw; HAAT: 729 ft.)—Seeks transfer of control of Bayou Broadcasting and Hoss Media Inc., respectively, from Charlie Strickland and Dale Palmer (33.3% each before; none after) to A. T. Burke for assumption of liabilities. Seller, Strickland, also owns KSTV-AM-FM Stephenville, Tex. Buyer owns KVVU-TV Cheyenne, Wyo.; KSTF(TV) Scottsbluff, Neb.; KTVS(TV) Sterling, Colo., and KGNS(TV) Laredo, Tex. Filed Sept. 19.

New Stations

Applications

New FM's

■ Monroe, La.—Columbia Bible College Broadcasting Co. seeks 91.9 mhz; 17.7 kw; HAAT: 516 ft. Address: P.O. Box 3122, Columbia, S.C. 29230. Principal is educational institution headed by F.C. Aldridge, chairman. Filed Sept. 18.

■ Sault Ste. Marie, Mich.—Stone Communications Inc. seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 5055, Petosky, Mich. 49770. Principal is owned by Richard D. Stone. It has interest in app.'s for two new FM's. Filed July 12.

■ Sault Ste. Marie, Mich.—Non-Profit Concepts seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: 663 5th Ave., New York, 10023. Principal is owned by Moses Lee. Filed July 12.

■ Sault Ste. Marie, Mich.—Central Michigan University seeks 98.3 mhz; 3 kw; HAAT: 170 ft. Address: 3965 E. Broomfield, Mt. Pleasant, Mich. 48859. Principal is educational institution headed by Raymond LaBounty, chairman. It owns four TV's and three FM's. Filed July 12.

■ Sault Ste. Marie, Mich.—Twin City Broadcasting Inc. seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: 2407 Mackinac Trail, St. Ignace, Mich. 49871. Principal is owned by Gail Corbiere (77%) and Tim Ahlborn (23%) and Donald E. Benson (100% nonvoting stock). Benson owns one AM and two FM's. Filed July 12.

■ Sault Ste. Marie, Mich.—Board of Control of Northern

Michigan University seeks 98.3 mhz; 3 kw; HAAT: 321 ft. Address: Marquette, Mich. 49855. Principal is educational institution headed by James T. Malsack, chairman. It owns WNMU-FM-TV Marquette, Mich. Filed July 11.

■ Brooklyn, N.Y.—Westchester Council for Public Broadcasting seeks 91.5 mhz; 20 kw; HAAT: 165 ft. Address: 21 Brookside La., Dobbs Ferry, N.Y. 10522. Principal is nonprofit corporation headed by Marc Sophos, chairman. It has no other broadcast interests. Filed April 30, 1984.

■ Brigham City, Utah—Susan Lee Saunders seeks 100.7 mhz; 100 kw; HAAT: 1,343 ft. Address: P.O. Box 2504, Ogden, Utah 84404. Principal has no other broadcast interests. Filed July 15.

New TV's

■ Coalinga, Calif.—Western Educational Coalition seeks ch. 27; ERP vis. 3890 kw; HAAT: 2,330 ft.; ant. height above ground: 168 ft. Address: 522 West Washington, 93210. Principal is nonprofit educational institution headed by Michael R. Gilmartin, chairman. Filed Sept. 19.

■ Key West, Fla.—Hispanic Keys Broadcasting Corp. seeks ch. 3; ERP vis. 100 kw; aur. 10 kw; HAAT: 573 ft. Address: 3450 Eagle Ave., 33040. Principal is equally owned by Charles P. Curry and his son, C. Michael Curry. It has no other broadcast interests. Filed Sept. 17.

■ Key West, Fla.—Ernest A. Vendrell seeks ch. 3; ERP vis. 100 kw; aur. 10 kw; HAAT: 591 ft. Address: 735 N.E. 160th St., Miami, Fla. 33162. Principal has no other broadcast interests. Filed Sept. 18.

■ Key West, Fla.—DelMar Communications Inc. seeks ch. 3; ERP vis. 100 kw; aur. 10 kw; HAAT: 532 ft.; ant. height above ground: 533 ft. Address: 100 East Shore Dr., Key Largo, Fla. 33037. Principal is owned by Antoinette Scott, who has no other broadcast interests. Filed Sept. 20.

■ Key West, Fla.—Constance J. Wodlinger seeks ch. 3; ERP vis. 100 kw; aur. 10 kw; HAAT: 530 ft.; ant. height above ground: 527 ft. Address: 7030 Johnson Ave., Fairview, Kan. 66205. Principal, with her husband, Mark, owns KCLO(AM)-KZZC(FM) Leavenworth, Kan., and recently purchased WCJX(FM) Miramar, Fla. Their son, Kevin Wodlinger, owns KRMO(AM)-KKBL(FM) Monett, Mo. Also, Wodlinger is app. for new FM in Naples, Fla. Filed Sept. 20.

■ Panama City, Fla.—Joyce/Cox Communications Group

seeks ch. 28; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 300 ft.; ant. height above ground: 350 ft. Address: P.O. Box 2704, Cookeville, Tenn. 38502. Principal is owned by Donnie S. Cox and Jay A. Joyce, who have no other broadcast interests. Filed Sept. 18.

■ Wolforth, Tex.—Randy Chandler Ministries Inc. seeks ch. 22; ERP vis. 674.73; aur. 67.47 kw; HAAT: 219 ft.; ant. height above ground: 232 ft. Address: 3001 50th St., Bldg. G-1, Lubbock, Tex. 79413. Principal is nonprofit corporation headed by Randy Chandler. It has no other broadcast interests. Filed Sept. 20.

Facilities Changes

Applications

AM's

Tendered

■ KBLS (990 khz) Santa Barbara, Calif.—Seeks CP to increase power to 5 kw. App. Sept. 30.

■ WCBF (1010 khz) Tampa, Fla.—Seeks CP to increase night power to 50 kw; change TL, and make changes in ant. sys. App. Sept. 24.

■ KTBI (810 khz) Ephrate, Wash.—Seeks CP to increase power to 41 kw. App. Sept. 30.

Accepted

■ WRIG (1390 khz) Schofield, Wis.—Seeks CP to make changes in daytime radiation pattern. App. Sept. 27.

FM's

Tendered

■ *KWDM (88.9 mhz) West Des Moines, Iowa—Seeks CP to change freq. to 91.9 mhz; change ERP to .25 kw, and change HAAT to 155 ft. App. Sept. 25.

■ KSJT-FM (107.5 mhz) San Angelo, Tex.—Seeks CP to change HAAT to 601.88 ft. App. Sept. 27.

This announcement appears as a matter of record only. September 1985.

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- KAER (92.5 mhz) Sacramento, Calif.—Seeks mod. of CP to change HAAT to 449 ft. and make changes in ant. sys. App. Sept. 27.
- KROR-FM (106.9 mhz) Yucca Valley, Calif.—Seeks mod. of CP to change ERP to 6 kw and change HAAT to 1,392 ft. App. Sept. 27.
- WEBE (107.9 mhz) Westport, Conn.—Seeks mod. of lic. to move SL to 50 Washington St., South Norwalk, Conn. App. Sept. 25.
- WEBE (107.9 mhz) Westport, Conn.—Seeks mod. of CP to make changes in ant. sys. App. Sept. 24.
- WRMF (97.9 mhz) Palm Beach, Fla.—Seeks mod. of lic. to operate former main ant. as aux. App. Sept. 30.
- WJLQ (100.7 mhz) Pensacola, Fla.—Seeks mod. of CP to change HAAT to 1,555 ft. App. Sept. 26.
- WLKQ (102.3 mhz) Buford, Ga.—Seeks CP to change HAAT to 400 ft. App. Sept. 24.
- WSGS (101.1 mhz) Hazard, Ky.—Seeks CP to change TL and change HAAT to 1,482.56 ft. App. Sept. 27.
- WPST (97.5 mhz) Trenton, N.J.—Seeks CP to install aux. sys. App. Sept. 24.
- WOWQ (102.1 mhz) Du Bois, Pa.—Seeks mod. of CP to change ERP to 28.2 kw and change HAAT to 663.54 ft. App. Sept. 27.
- WZEZ (92.9 mhz) Nashville—Seeks CP to change ERP to 100 kw. App. Sept. 24.
- *KXCR (89.5 mhz) El Paso—Seeks mod. of CP to change ERP to .175 kw and change HAAT to 1,092.24 ft. App. Sept. 27.
- KIXS-FM (93.3 mhz) Killeen, Tex.—Seeks mod. of CP to change TL; change ERP to 100 kw, and change HAAT to 1,968 ft. App. Sept. 30.
- KNCN (101.3 mhz) Sinton, Tex.—Seeks CP to change TL; change ERP to 97 kw, and change HAAT to 1,000.73 ft. App. Sept. 24.
- WWZD (96.7 mhz) Buena Vista, Va.—Seeks CP to make changes in ant. sys.; change TL; change to non-DA; change ERP to 3 kw, and change HAAT to 155.14 ft. App. Sept. 24.
- KMPS-FM (94.1 mhz) Seattle—Seeks mod. of lic. to install new aux. transmission sys. App. Sept. 30.

TV

Accepted

- WWTO-TV (ch. 35) La Salle, Ill.—Seeks MP to change ERP to vis. 5,000 kw, aur. 501 kw; change HAAT to 1,987 ft., and change TL. App. Sept. 25.

Actions

AM's

- KDLG (670 khz) Dillingham, Alaska—Granted app. to increase day and night power to 10 kw. Action Sept. 18.
- KGNR (1320 khz) Sacramento, Calif.—Granted app. to augment daytime standard radiation. Action Sept. 16.
- KHX (600 khz) Fort Collins, Colo.—Granted app. to operate by remote control from main SL. Action Aug. 27.
- WMLB (1550 khz) Bloomfield, Conn.—Granted app. to change TL and change hours of operation to unlimited. Action Sept. 16.
- WLQY (1320 khz) Hollywood, Fla.—Granted app. to operate transmitter by remote control from main SL. Action Sept. 16.
- WSON (860 khz) Henderson, Ky.—Granted app. to change TL and add night service with 500 w. Action Sept. 23.
- KXKW (1520 khz) Lafayette, La.—Granted app. to operate transmitter by remote control from main SL. Action Sept. 18.
- KGAY (1430 khz) Salem, Ore.—Granted app. to add night service with 5 kw; install DA-N; change city of lic. to Keizer, Ore., and make changes in ant. sys. Action Sept. 18.
- WWUR (560 khz) Brentwood, Tenn.—Granted app. to operate transmitter by remote control from main SL. Action Sept. 18.
- KANN (1090 khz) Ogden, Utah—Granted app. to change city of lic. to Roy, Utah; change freq. to 1120 khz; add night service with 1 kw; increase day power to 10 kw, and install DA-N. Action Sept. 19.
- KRIZ (1420 khz) Renton, Wash.—Granted app. to add night service with 500 w; install DA-2, and make changes in ant. sys. Action Sept. 18.
- KBNG (930 khz) Yakima, Wash.—Granted app. to

change city of lic. to Union City, Wash.; add night service with 500 w; increase day power to 5 kw, and install DA-N. Action Sept. 18.

FM's

- WKKR-FM (97.7 mhz) Auburn, Ala.—Granted app. to change TL; change ERP to 1.33 kw, and change HAAT to 476.58 ft. Action Sept. 20.
- KZZP-FM (104.7 mhz) Mesa, Ariz.—Granted app. to install aux. sys. Action Sept. 19.
- KYAX (94.5 mhz) Alturas, Calif.—Dismissed app. to change HAAT to minus 220 ft. Action Sept. 18.
- KRXY-FM (107.5 mhz) Lakewood, Colo.—Dismissed app. to change TL; change HAAT to 1,140.78 ft., and make changes in ant. sys. Action Sept. 18.
- WEBE (107.9 mhz) Westport, Colo.—Granted app. to change SL to 50 Washington St., South Norwalk, Conn. Action July 17.
- KLYF (100.3 mhz) Des Moines, Iowa—Granted app. to operate aux. ant. sys. Action Sept. 20.
- KGVM (99.3 mhz) Gardnerville, Nev.—Granted app. to make changes in ant. sys. Action Sept. 18.
- WLNH-FM (98.3 mhz) Laconia, N.H.—Granted app. to change ERP to 1.9 kw. Action Sept. 20.
- KXXX (97.7 mhz) Lordsburg, N.M.—Dismissed app. to change freq. to 97.9 mhz; change TL; change ERP to 18 kw, and change HAAT to 2,007.36 ft. Action Sept. 18.
- WWWI (94.5 mhz) Eden, N.C.—Granted app. to change HAAT to 981.7 ft. Action Sept. 19.
- WYFL (92.5 mhz) Henderson, N.C.—Granted app. to change HAAT to 100 kw and change HAAT to 1,016.8 ft. Action Sept. 20.
- WLVK (96.9 mhz) Statesville, N.C.—Granted app. to change HAAT to 1,548 ft. Action Sept. 19.
- KBGG-FM (102.7 mhz) Cave Junction, Ore.—Granted app. to make changes in ant. sys. Action Sept. 19.
- *WDNR (89.5 mhz) Chester, Pa.—Dismissed app. to change ERP to 100 w and change HAAT to 70 ft. Action Sept. 18.
- *WHHS (89.3 mhz) Havertown, Pa.—Dismissed app. to change freq. to 89.5 mhz; change ERP to 10 w, and change HAAT to 266 ft. Action Sept. 18.
- WDAR-FM (105.5 mhz) Darlington, S.C.—Granted app. to change ERP to 2.4 kw and change HAAT to 362 ft. Action Sept. 20.
- WGFG-FM (100.1 mhz) Lake City, S.C.—Granted app. to change HAAT to 328 ft. Action Sept. 20.
- KPLO-FM (94.5 mhz) Reliance, S.D.—Granted app. to change ERP to 70.7 kw; change HAAT to 902 ft., and make changes in ant. sys. Action Sept. 19.
- *KSTX (89.1 mhz) San Antonio, Tex.—Granted app. to change TL and change HAAT to 380.48 ft. Action Sept. 12.
- WQSF-FM (96.5 mhz) Williamsburg, Va.—Granted app. to change TL; change HAAT to 492 ft., and make changes in ant. sys. Action Sept. 18.
- WBCR (90.3 mhz) Beloit, Wis.—Granted app. to move ant.; change ERP to .13 kw, and make changes in ant. sys. Action Sept. 20.
- WJZQ (95.1 mhz) Kenosha, Wis.—Granted app. to change ERP to 50 kw. Action Sept. 20.

TV's

- WMPV-TV (ch. 21) Mobile, Ala.—Granted app. to change ERP to vis. 4,336 kw, aur. 433.6 kw; change HAAT to 1,400 ft.; change ant., and change TL. Action Sept. 13.
- KDSC-TV (ch. 14) Honolulu—Granted app. to change ERP to vis. 250 khz, aur. 50 kw; change HAAT to 150 ft., change ant., and make changes in ant. and transmission sys. Action Sept. 18.
- KSHQ (ch. 6) Kailua-Kona, Hawaii—Granted app. to change ERP to vis. 52.5 kw, aur. 6.7 kw; change HAAT to 2,910 ft.; replace ant., and change TL. Action Sept. 18.
- WIIM-TV (ch. 8) Iron Mountain, Mich.—Granted app. to change HAAT to 556 ft. Action Sept. 18.
- WTUV (ch. 33) Utica, N.Y.—Granted app. to change ERP to vis. 6.95 kw, aur. .695 kw and change HAAT to 772 ft. Action Sept. 18.
- KVRN (ch. 15) Fargo, N.D.—Granted app. to change ERP to vis. 8 kw, aur. 0.8 kw; change HAAT to 198 ft.; change ant., and change TL. Action Sept. 13.
- WOTE (ch. 36) Bayamon, P.R.—Dismissed app. to change ERP to vis. 1,480 kw, aur. 148 kw and change HAAT to 985 ft. Action Sept. 13.

In Contest

Review board made following decision:

- Great Bend, Kan. (Dale Weller, et al) FM proceeding. Granted joint request for settlement agreement and dismissed apps. of Weller, Cheyenne Broadcasting Co., Channel 300 Inc. and F.R. Broadcasting Inc.; granted amended app. of Broadcast Enterprises Inc. for new FM station at Great Bend, and terminated proceeding. By order, Sept. 20.

ALJ John M. Frysiaak made following decision:

- Atlanta (Digital Paging Systems Inc., et al) MDS proceeding. Dismissed apps. of Private Networks Inc., MCCA Service Corp., Multipoint Information Systems Inc. and Multi-Communications Services Inc. with prejudice; approved amendment of Digital Paging Systems Inc.'s app. to substitute Atlanta MDS Co. as applicant; granted app. of Atlanta MDS Co. for new MDS station in Atlanta, and terminated proceeding. By MO&O, Sept. 23.

ALJ Joseph P. Gonzalez made following decisions:

- Boca Raton, Fla. (Palm Beach County Educators Broadcasting Inc. and Acorn TV in Action for Communities) Ed-TV proceeding. Granted motion for summary decision filed by Palm Beach County Educators and resolved air hazard issue in its favor; granted joint request for approval of agreement and dismissed app. of Acorn with prejudice; conditionally granted app. of Palm Beach County for new educational TV station in Boca Raton, and terminated proceeding. By MO&O, Sept. 20.
- Marlow, Okla. (Caddo Broadcasting Corp. and Sherry Lynn Austin) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Caddo with prejudice; granted app. of Austin for new FM station in Marlow, and terminated proceeding. By MO&O, Sept. 23.

ALJ Byron E. Harrison made following decision:

- Lubbock, Tex. (Wilbur O. Colom, et al) TV proceeding. Ordered app. of TRG Broadcasting Systems dismissed with prejudice for failure to prosecute. By order, Sept. 20.

ALJ Edward J. Kuhlmann made following decision:

- Tequesta, Fla. (Tequesta Broadcasting Corp., et al) TV proceeding. Granted motions filed by Tequesta Broadcasting Corp. and Old Salt Broadcasting and dismissed their apps. with prejudice. By MO&O, Sept. 20.

Summary of broadcasting as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
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.

ALJ Walter C. Miller made following decision:

- Indianapolis (Digital Paging Systems Inc., et al) MDS proceeding. Ordered app. of Ohio MDS Corp. dismissed with prejudice for failure to prosecute. By order, Sept. 23.

Call Letters

Applications

Call	Sought by
New AM	
KKSA	Ganadores Corp., Universal City, Tex.
New FM's	
KKQX	Louis Foreman Allen, Widefield, Colo.
KEYJ	Delta Radio Inc., Cheney, Wash.
Existing AM's	
WKTZ	WRXJ Jones College, Jacksonville, Fla.
WRXJ	WJAX The Kravis Co. of Jacksonville Inc., Jacksonville, Fla.
Existing FM's	
WKTZ-FM	WFAM Jones College, Jacksonville, Fla.
WKLZ	KHRC-FM Russell and Susan Kinsley, Port Henry, N.Y.
KAFX	KIPR-FM LoveCom Ltd., Dibell, Tex.
KBNA	KYSR-FM Tichenor Radio of El Paso Inc., El Paso

Grants

Call	Assigned to
New FM's	
KRPQ	Sunrise Broadcasting, Rohnert Park, Calif.
*WEDW-FM	Connecticut Educational Telecommunications Corp., Stamford, Conn.
New TV's	
*WGPT	Maryland Public Broadcasting Commission, Oakland, Md.
WADL	Adell Broadcasting Corp., Mount Clemens, Mich.
Existing AM's	
KLSC	KLSZ Century Broadcasting Corp., Aurora, Colo.
WWLD	WREM Comco Inc., Pine Castle-Sky Lake, Fla.
KRZZ	KAKZ New West Radio Inc., Wichita, Kan.
KVIX	KVIL Blair Broadcasting of Texas Inc., Highland Park, Tex.
KLDI	KOJO Rocky Mountain Radio Corp., Laramie, Wyo.
Existing FM's	
KKTZ	KFKB Eustis-Wichert Communications Inc., Mountain Home, Ark.
KHTY	KKOO-FM F and M Broadcasting Inc., Santa Barbara, Calif.
WYFA	WWGA Bible Broadcasting Network Inc., Waynesboro, Ga.
KRZZ-FM	KAKZ-FM New West Radio Inc., Derby, Kan.
KWMG	KTTT-FM Columbus Broadcasting System Inc., Columbus, Neb.
KKID-FM	KAZZ Demaree Enterprises Inc., Sallisaw, Okla.
KNPT-FM	KBKN Chamar Broadcasting, Newport, Ore.

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 at 806-358-8316.

General manager. Southeast group operator is seeking experienced GM for dominant AM station. Excellent salary, benefits, and growth opportunities. Send complete resume and references to Box T-140.

Midwest AC/FM. 50,000 market, adjacent to major market. Immediate opening for experienced GSM/GM with strong sales and communication skills. Resume, references, requirements first letter. Box T-150.

Alabama small market AM-FM needs selling manager who can supervise staff. Salary plus commission. Call Dave Rigdon, 205-926-4969 or 205-289-1400.

Sales manager You will run the sales staff. Must have experience in hiring, training, motivating and leading a sizable staff. Excellent location and opportunity and we will gladly pay for performance. Box U-15.

Equity opportunity. New ownership seeks general manager/sales manager for medium market, light contemporary FM in Midwest. Vastly underdeveloped station with new studios and offices. Exceptional potential for big numbers. Equal signal to any in the market. Strong sales ability and high energy level a must. Should be able to motivate others and take an active role in the community. Excellent compensation package. EOE. Resume to Box U-13.

Sales manager: Immediate opening. Selling sales manager who can train and motivate interest in community involvement. Send resume, salary history to George Cohn, WCUE-AM, 424 Sackett Ave., Akron, OH 44313.

Growing Sunbelt SE market of 70,000+ seeks sales manager who is idea oriented and can motivate. Excellent income potential. Resumes to: VP Sales, 113 Sparrow Dr., Lynchburg, VA 24502.

Program director: immediate position available central California for an aggressive, mature, self-starting individual. Must have clean track record with proven leadership abilities, 3 years' experience in organizational, supervisory and promotional skills. Knowledge of automation, country music, news, copy writing is necessary to take charge of this leading AM/FM combo. Above market salary and benefits. Resume, current air check and photograph please send: Westcoast Broadcasting, Inc., Larry W. Woods, President, 717 No. Mooney Blvd., Tulare, CA 93274.

We have all the elements of success except the person to take full charge and lead our organization: the best signal, terrific on-air product, top growth market, and fast growing company. But we need someone who can create winning sales and share in the profits. Top incentives. Please send brief outline of past track record, and we'll call upon receipt. AM/FM combo in West Coast medium market. Box U-8.

General manager needed for small market in central Florida. Community involvement a must. Salary, benefits, profit sharing. Box U-4.

Manager for a 100,000 watt FM station in northern Wisconsin. Experience in sales to lead a sales staff to conquer an underdeveloped market. Outgoing self-starter who wants to be the best. A B.A. degree in a related field a must, experience a requirement. Write Box U-3.

State network general manager needed; must have network sales and operations experience. State-of-the-art operation, satellite delivered network in growing Sunbelt state. Send resume to Box U-23.

GSM: The best opportunity in the Sunbelt. #1 rated top-40 KTUX-FM in Shreveport, LA. Fast track experience and greed required qualifications. Ken Stephens, 318-938-7927.

General manager WDXI-WJHR Jackson, TN. Great stations, great area, vibrant group owner, excellent compensation with equity participation available. This is the opportunity which you have been striving all your working career. If you have a successful track record and want to control your destiny, send your resume TODAY. Wanda Williamson, VP, CSBI, 108 N. 10th St., Mt. Vernon, IL 62864. EOE, M/F.

Winners/professionals: We currently have FMs in Phoenix, Nashville and Salt Lake City. By the end of this year, pending FCC approval, we will have acquired KKCI, a class C FM. If you're presently or recently employed as a general manager, general sales manager or program manager in Kansas City, and would like to be considered for a position with our growing company, I'd like to hear from you. Please express your interest in writing, with your credentials, to: Eric Hauenstein, TransColumbia Communications, 5220 North Seventh St., Suite 121, Phoenix, AZ 85014. All communications will be kept in confidence. EOE, M/F.

HELP WANTED SALES

Louisiana. Sales Manager needed for top rated FM Urban Contemporary station. If you're a leader, a strong motivator and goal-oriented, we have a great opportunity for you. Salary, commission, bonus and benefits. Call Mr. Wilson at 504-926-1106. EOE.

\$50,000+ Opportunity. Major market Ohio AM/FM combo seeks aggressive account executive with over 3 years radio sales success. Generous draw and fringes. Great list. Super numbers. Hiring now. Act fast. EOE. Box T-125.

Midwest AC/FM immediate opening for account executives. Strong radio market. Resume, references, requirements first letter. EOE. Box T-151.

Experienced sales manager, AM/FM combo. fast growing medium market in Southeast. P.O. Box 1427, Dothan, AL 36302.

Radio account executives: company with stations in three markets needs Welsh Company trained account executives. Resume to Sales Supervisor, Cumberland Broadcasting Company, P.O. Box 1290, Cumberland, MD 21502. EOE.

Three station group has an immediate opening for an aggressive, nuts and bolts, client oriented, sales manager for central North Carolina station. Salary \$36,000 plus bonus commensurate to performance. Please write Box T-142.

Experienced small market professional creative street salesperson (no managers). Established single market with shopper. FM soon! Same ownership ten years. ARB says #1 again. Resume and earning requirements to KDRG, P.O. Box 811, Deer Lodge, MT 59722. 406-846-1221.

Top rated AM/FM combo in central Virginia, recently purchased. Ground floor opportunity with unlimited income potential for professional, service oriented sales people. Excellent compensation and benefits plan. Send resume to: Box T-152. EOE, all replies confidential.

Unlimited potential for account executive at KVOU-KYUF, 80 miles west of San Antonio. Exclusive list, salary plus comm., gas allowance. #1 media \$-maker in rapidly growing market. Resume and references to: Phil Darrah, Sales Manager, Box 758, Uvalde, TX 78801.

Sales manager to train, lead and occasionally hire at successful AM/FM in Pacific Northwest college market. Over \$30,000. Qualifications to: Box U-2.

Twin Falls, Idaho: 5kw MOR has opening for successful, aggressive sales person. Attractive Rocky Mountain growth area with excellent four-season climate. 90 miles from Sun Valley. \$1000/mo. guarantee vs. 20% commission. EOE, M/F. Charlie Powers, Pres., Greentree Broadcasting Co., Box 68, Moraga, CA 94556. 415-376-0397.

Rapidly growing radio chain in Southeast is looking for managers and account executives. Reply Box U-19.

Texas Panhandle City of 30,000 seeking aggressive sales person with at least one year in sales. Announcing and play by play would be a plus. Send resume to: Darrell Sehorn, KGRO-KOMX, P.O. Box 1779, Pampa, TX 79065.

Medium market sales. Upper-Midwest. Work with prime list, prove yourself and advance within the station group that owns this AM/FM combo. Reply Box U-20.

You're looking to grow...and have your income grow as well. Metter Broadcasting of Amsterdam, Inc. is growing broadcast group with an opening for a hard-working and aggressive salesperson at WKOL and FM98. Management opportunity possible. Resume, references to Jeff Weber, General Manager, WKOL/FM 98, P.O. Box 3, Amsterdam, NY 12010. EOE.

General sales manager. Proven performer, good trainer, goal oriented person for rapidly growing station. Growing all-radio group. Resume to Jerry Reckerd, VP/GM, WLK-FM, 4701 Hedgemore Dr., Suite 801, Charlotte, NC 28209. Capitol Broadcasting Corp., EOE, M/F.

AM/FM in stable, growing Pacific NW market, offers career sales opportunity to the right individual. Excellent list. 20% commission, guarantee, insurance. Major universities, clean air, wide open spaces. See National Geographic 6/82, "Paradise Called the Palouse." Resume/references to: Sales Manager, KQQQ, Box 1, Pullman, WA 99163.

Immediate opening, fulltime sales, announcing helpful. Car necessary. Resume to Dave Winchester, WSER, 192 Maloney Rd., Elkton, MD 21921. 301-398-3883.

Growth oriented sales manager with a passion for excellence needed for new 100kw FM. Perfect opportunity to create successful sales department. EOE. Reply in confidence to: WQCB-FM, Box 273, Brewer, ME 04412.

HELP WANTED ANNOUNCERS

Coastal Carolina FM seeking dependable, mature, experienced announcer. Must be strong in production and able to grow with young aggressive company. Box T-68.

Progressive country station is seeking a morning personality. Need creative, witty, adult communicator for Florida's capital city. Send tape and resume to Jennifer Kennedy, PD, WMNX, P.O. Box 1110, Tallahassee, FL 32302. EEO.

New England medium market. News/talk giant seeks evening talk host to replace 20 year vet. Looking for real pro to converse on all levels; aggressive but not radical. Send tape & resume to Marc Bernier, WBSM, 220 Union St., New Bedford, MA 02740. EOE.

Morning host needed for WTDY, Madison's innovative new AM station. Our lifestyle format does for radio what "USA Today" did for print. Respected radio group, great city, big opportunity. Tape & resume to Bill Vancil, VP/Programming, WTDY, Box 2058, Madison, WI 53701.

Opportunity in paradise. You can become the most listened to morning DJ on one of Maui's newest FM stations. Must be creative, up, and entertaining on A/C format. Send tape, resume and salary requirements to Greg Howard, KMVI-FM, 250 Waiehu Beach Rd., Kahu-lui, HI 96793.

HELP WANTED TECHNICAL

Technician for New England AM/FM station. Salary \$20-25,000. Technical support provided from corporate engineer. Box T-157.

Chief engineer for group owned 100KW FM and 1 KW AM in central Florida. Lifetime general class license required with 5 years experience. Construction, STL, RPU, automation experience preferred. Resume to: Edd Monski, VP-ENGR, Hall Communications, Inc., 24 South Queen St., Lancaster, PA 17603.

Chief engineer: Ohio small market combo. STL, satellite reception, automation, directional experience desired. Immediate opening. Send resume to Box T-166.

KANU, the University of Kansas, seeks an assistant director of engineering and operations. Major responsibility for technical and operational functions, equipment maintenance, compliance with FCC rules, departmental budget, technical research and development, staff supervision and development. Bachelor's degree or equivalent combination of education and experience required. Two years experience in broadcast engineering or related field is equivalent to one year of education. FCC general class license, experience or demonstrated skill in staff direction and development and maintenance of effective working relationships required. Senior Broadcast Engineer designation from Society of Broadcast Engineers, supervisory experience, previous experience as chief engineer/operations director, live and recorded music broadcasts, research and development, budget management and computer use preferred. Salary \$25,000 - \$32,556 annually dependent on experience and qualifications. Complete position announcement available. Applications must be received by 5:00 PM, October 18. Letter, resume and three current references with addresses to: Darrell Brogdon, Chair, Search Committee, KANU, Lawrence, KS 66045-2672. EO/AA employer.

Engineer for TV and radio operation. Five years' minimum in maintenance of FM and TV transmitters and studio equipment. Will be chief of FM. Also needed is engineer for location shooting of network production and in-house editing. Experience with Ikegami cameras, Sony 500AVTR, and Ampex VPR-2s a plus. Send resume to Chief Engineer, Box 416, Corpus Christi, TX 78403-0416.

Director of engineering for seven station group in Midwest (AM & FM's). Knowledge of AM directionals, automation, planning & implementation of major projects. Directing group purchases, maintain all stations with current FCC rules and regs. Good communicator/people skills a must. Send resume with salary requirements to: Joe Mackin, GM, WMGN, P.O. Box 2058, Madison, WI 53701. EOE.

Chief operator & technician engineer. Maintain AM & FM transmitters & studios. Must have digital & micro-processor & equivalent FCC 1st class license. Should be SBE certified. Equal opportunity employer. Contact Dick Engh, 907-562-3456. 1007 W. 32nd Ave., Anchorage, AK 99503.

Chief engineer for west Kentucky directional, clear channel stereo AM & class C FM combo. Opportunities for other consulting available. Reply to: Radio Paducah, Inc., 9240 N. Meridian St., Suite 330, Indianapolis, IA 46260. EOE.

HELP WANTED NEWS

News director: WJEQ-FM in Macomb, IL is seeking an experienced news director. Salary up to \$18,000 per year. Tape/resume to General Manager, 1506 E. Jackson, Macomb, IL 61455.

News reporter wanted to join two person award winning news department. Send tape, resume, and writing samples to WCIT/WLSR, P.O. Box 940, Lima, OH 45802. No phone calls.

Radio reporters trying to break into TV? We can help you make a resume tape to show TV news directors. Write to Video Portfolios, P.O. Box 472, Carmel, IN 46032.

News director: News award-winning small market station needs experienced reporter ready to take charge. Resumes: WDST, Woodstock, NY 12498.

Denver reporters: Metro Governments and General Assignment. Experienced professionals who write well and can produce NPR-style packaged reports. Competitive salary, benefits. Send letter, resume, three references with phone numbers, non-returnable cassette to: Lee Frank, News Director, KCFR-FM, 2249 S. Josephine, Denver, CO 80210. No calls. EOE/AA.

Senior news editor/reporter: Exciting opportunity with award-winning, university-based radio news actuality service. Twentyfour-hour Consumer Information Network needs radio producer with soft-news orientation. Must be able to prepare polished news features, including interviewing, tape editing, scripting, and voicing. Bachelor's degree and three years' experience required. Management and budget experience helpful. Letter, resume and demo tape postmarked by October 15, 1985 to: Radio Center, NB-13 MVR Hall, Cornell University, Ithaca, NY 14853. Equal opportunity employer, M/F.

News director. We need an intelligent, conversational newperson who can talk to people 25-45. We want issue oriented news with creative use of sound. Prefer California or Oregon residents. EOE. Send tape and resume to: General Manager, KKUS, Box 8123, San Luis Obispo, CA 93403.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Program director needed, take charge individual to carry air shift and to supervise operation of A/C FM. Tape and resume to WUFM, Box 1270, Lebanon, PA 17042.

Program director/morning announcer needed for light contemporary FM station in Midwest medium market. Some management experience helpful. Will consider excellent announcer with management potential. Good pay and advancement opportunity. EOE. Send resume to Box T-165.

Program director: 1000,000 watt top rated Florida power house in competitive growth market. On-air talent, production creativity and people management skills essential. Live upbeat A/C format, heavy community involvement. We need a dedicated pro able to become a team with programming active GM. No prima donnas or beginners. Tape and resume to Box U-17.

New soft adult contemporary FM in top 20 major market looking for program director and air talent. Must be warm, personable, mature, adult "less talk" communicator. Pros only. Send tape and resume to Box U-26. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

Radio sales professional seeks equity position for growing company. Reply to Lanny Finfer, 1330 Lily Way, Southampton, PA 18966.

General manager. Experience, skills, abilities, credentials, major markets, turnarounds, successes, professional. Seeks relocation. All markets considered. Box T-143.

Sales manager with over ten years experience in major market looking for new challenges. Professional broadcaster with degree in communications and marketing. Expert in problem solving, motivating and training with outstanding bottom-line proven track record and the highest possible references. Box T-161.

Shirt Sleeve manager who gives 110%. Twenty years experience, the last seventeen as GM. Strong on administration, budgeting & programming. Call 412-528-3153.

19 yr radio veteran. Seeks management opportunity. Have worked all phases. Stable, family man. 406-892-3086. Ask for Jay.

Experienced broadcaster with solid references. Managed stations in small and medium markets. Knowledgeable in FCC rules, sales presentation and master at promotions. Glenn Buxton, 9026 Craigmont Rd., Huntsville, AL 35802, 205-883-8897.

Ten years major market radio sales experience. Seeks general manager position in a small or medium market with stable ownership. Self-motivating, hard-working, excellent qualifications and references. 303-733-1415.

Promotion specialist. Major market experience. Client tie-ins to charity benefits. Conception to execution. Portfolio with excellent references. R.K. Wilson 303-781-1991.

Need a GM? Check me out. VP and GM for new indy start-up, 7 years in sales management, 6 years on-the-street sales. Broad exposure to all facets. Stable family man. Market size not a factor. Prefer Midwest. Great track record and references. Available immediately. Will consider GSM with growth opportunity. 812-867-7121 anytime.

SITUATIONS WANTED SALES

Experience plus. Family man seeks sales/announcer position small to medium market. Available Dec. C. Walters, 4065 Loganberry, San Jose, CA 95121. 408-274-0847.

SITUATIONS WANTED ANNOUNCERS

Former St. John's basketball PBP man seeks PBP position in either basketball, hockey, baseball or football on collegiate or professional level. Mark combines a resonant, authoritative voice with a fluidity and eloquence that should make him your choice. Therefore don't stall, just call at 718-357-4664.

Smiling professional, good voice, lots of energy, with major market experience. Looking to relocate. Call Alan before noon, 414-445-0383.

Mature, big band communicator with administrative and marketing skills ready to return to radio. Have own library from 30s, 40s and 50s. Prefer East, Midwest. I produce, not just play records. Bob Robbins, 313-885-3185.

Mature voice with production skills and network radio experience. Seeking CHR, AC, urban station in East Coast or Midwest region. Willing to relocate. 718-287-8105.

Country announcer. 12 years in radio. Prefer evenings or overnight. Current station changing format. Southeast preferred. Mike, 904-255-6950.

Experience plus. Family man seeks sales/announcer position small to medium market. Available Dec. C. Walters, 4065 Loganberry, San Jose, CA 95121. 408-274-0847.

Great voice, DJ, excellent PBP, news, copy writing, 1 year experience on-air, sports director, call Garrett 319-355-4212 days. 319-388-9163 nights.

3 years division 1 college basketball PBP seeks PBP position for 1985-86 college or pro basketball season. Glen's exciting, dynamic style has made him a fan favorite. Will relocate. Call 717-523-0670.

Seasoned talk host with high ratings track record. I'm available now. Call Mike at 303-759-8854.

SITUATIONS WANTED NEWS

Laid off reporter looking to work for management with hands-off attitude. Experienced, dedicated, aggressive, hard working, professional. Prefer Midwest, MO, KY, TN 614-373-6210.

Veteran east coast anchor, news director, and production announcer seeks spot in Rockies, far west, or Pacific NW. Excellent delivery, smooth writing. Box U-14.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Program-music director. Light rock AC preferred. Trained in management. Varied background. Good credentials. Let's talk. Jim, 601-371-2207.

Small market PD-CE combo seeks programming and sales position in Pennsylvania, Ohio or West Virginia. Box U-21.

TELEVISION

HELP WANTED MANAGEMENT

General manager- Top 40 Independent; seeks person with general manager experience, but will consider strong general sales manager who is ready to move up: experience in budgeting, programming, sales and operations. Send resume to Box T-117.

Promotion manager. Are you number two--Does your boss think your many ideas unconventional. Are you a good writer and self starter. If you answer yes and want to be number one, tell me why. Send resume only and letter to Box T-128. No tapes please. EOE.

Advertising-promotions manager. Major market network TV affiliate seeks a creative professional with communication and organizational skills to build a first rate promotion department. Duties include ability to write, develop and plan campaigns and budgets, supervise all print and on-air activities. Send resume, salary requirements, and letter telling why you should be considered to Box T-127. No tapes please. EOE.

New Top 40 independent seeks general sales manager. Candidate should have minimum three years broadcast sales experience and knowledge of national market. Send resume to Box T-144.

General sales manager. Dynamic independent in attractive area of Sunbelt seeks an energetic, results oriented, sales manager. Must have independent sales management experience, be an aggressive motivator and strong leader. Good compensation package and benefits. Send resumes and credentials to Box T-159.

Top 20 VHF independent accepting resumes for Art Director position. Applicant should have 5 years experience as television graphic design artist with emphasis in on-air and print design. Prefer at least 1 year experience as art department manager. Salary negotiable. Send resume to Dept. AD, P.O. Box 98828, Tacoma, WA 98499.

Director of engineering: Medium market PBS affiliate has opportunity for experienced individual who wants to join innovative, energetic top management team in New York State's capital region. Responsibilities include management of all technical facilities and operations for TV and FM, administration of capital and operating background including BSEE with five years' experience in television engineering. Experience must include evidence of strong leadership and communication skills. Area offers outstanding leadership and communication skills. Area offers outstanding educational, recreational, and cultural advantages. We offer challenge, state-of-the-art facilities, competitive salary, and unusually attractive benefits program. Send resume with cover letter: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Sales director: Closed-captioned TV services. Duties include managing and training sales staff, preparing business projections, overseeing client service, handling key accounts and administrative duties. Degree required with 5 years progressive sales experience, preferably in broadcasting. Send resume and salary requirements to Personnel, National Captioning Institute, 5203 Leesburg Pike, 15th Floor, Falls Church, VA 22041.

General sales manager. Need strong local experience. Prefer some national experience, but not necessary. Excellent opportunity for local sales manager to move up. Group owned station with advancement potential and excellent company benefits. Contact: Steve Tilman, General Manager, Florence-Myrtle Beach, WPDE-TV, P.O. Box F-15, Florence, SC 29501, Phone 803-665-1515. EOE, M/F.

Top Washington independent television station (Seattle-Tacoma market) has opening for a program manager. Experience in independent TV programming and operations requested. Strong promotion and research background would be preferred. Must have proven track record in both scheduling and personnel supervision. Send resume to General Manager, KSTW-TV, P.O. Box 11411, Tacoma WA 98411. No phone calls please. EOE.

Promotion manager: Sunbelt network affiliate seeking promotion manager with strength in developing campaign concepts and creative producing skills. Experience with budgeting and personnel administration required. EEO, M/F, Box U-24.

Public affairs director. Strong, distinguished NBC affiliate seeks primary liaison between station and community. Director is involved in production, public speaking & internal station direction for public affairs commitment. 3-5 years full-time broadcast public affairs experience, ability to focus broad range of public issues, demonstrated production skills required. Resume only please to: Personnel Director, KING-TV, 333 Dexter Ave. N., Seattle, WA 98109. KING-TV is an Equal opportunity employer.

HELP WANTED SALES

New top 40 independent seeks general sales manager. Candidate should have minimum three years broadcast sales experience and knowledge of national market. Send resumes to Box T-118.

Local sales manager for Midwestern CBS affiliate with #1 station in market. Responsible for building a strong, aggressive sales team. Sales management preferred. Send resume and salary requirement to Bill Ward, KRCC-TV, P.O. Box 659, Jefferson City, MO 65102.

General manager. Top 40 independent; seeks person with general manager experience, but will consider strong general sales manager who is ready to move up; experience in budgeting, programming, sales and operations. Send resume to Box T-145.

Sales and marketing representative. Experienced salesperson to market national programming services to cable TV systems in western region of U.S. Knowledge of cable industry a must. College degree preferred. Some travel required. Competitive salary and comprehensive benefits package included in compensation. Candidates should send resume and a brief introduction letter in confidence to: Managing Director, National Accounts, P.O. Box 702160, Tulsa, OK 74170.

National sales mgr. Group-owned CBS affiliate, #1 in its 50-75 range market, seeks aggressive individual with 2 years minimum successful sales record. Research background helpful. Send resume and income requirements to Box U-28. All replies strictly confidential. EEO-M/F.

National sales manager. Fast growing CBS affiliate. Must have prior regional of national experience. Resume only, to John Peck, General Sales Manager, P.O. Box 2626, Wilmington, NC 28402.

Local TV salesperson. Major market affiliate seeking bright, aggressive person with at least 2 years TV sales experience. Strong, direct and agency background a must. Send resume to Ellen Gorringer, Personnel Director, WTVJ, 316 North Miami Ave., Miami, FL 33128. No phone calls please.

HELP WANTED TECHNICAL

Maintenance engineer—must have three years' experience in the repair of all studio and ENG equipment. General radiotelephone license required. TCR-100 and FH line transmitter experience a plus. Medium Midwest market. Send resume to Box T-113. EOE, M/F.

Assistant chief for NBC-TV affiliate in mountain states. #1 station with latest equipment. Five years' minimum experience with hands-on maintenance of ENG, Sony, Ampex. Excellent salary. Great family-recreational area. Call Cecil Cope, CE, KIFI-TV, Idaho Falls, ID, 208-523-1171. EOE.

Production-minded chief engineer with sound technical qualifications and ability to train and supervise staff. South Texas VHF. EOE. Box T-139.

Maintenance engineer needed for NYC UHF with studio in NJ stable position. Union shop, transmitter experience a definite plus. Candidate must be able to handle all situations both studio and transmitter, on a stand alone basis. This includes installation, maintenance repair, and some design work. Box T-147.

Chief engineer: challenging opportunity for strong technical engineer to join successful full power UHF TV independent in Charleston, West Virginia. This is an ideal position for a person who has good managerial and technical skills necessary to be the chief engineer. We are a young group offering a competitive salary and benefit package. EOE, M/F. Send resume and salary requirements to: Gary Dreispul, Station Manager, WVAH-TV, 23 Broadcast Plaza, Hurricane, WV 25526.

Station WNJU-TV with studios in Teterboro, NJ and transmitter on New York World Trade Center, needs qualified chief engineer. Send resumes to Hammet & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

Technical director cablecasting. Cable TV MSO seeks individual to be responsible for automatic insertion equipment and preparation of local commercial master tapes for satellite network insertion. Technical responsibilities include local origination channel. Video production, editing, general computer and technical knowledge needed. Great New England area. Send resume and references; fast, to Box T-162.

ENG maintenance engineer. Repair ENG cameras, VCRs, editing facilities and various related equipment. Good technical background plus two years technical television experience desired, FCC license required. Send resume to, Chief Engineer, WAND-TV, 904 Southside Drive, Decatur, IL 62525. EEO.

Entry level TV station maintenance position. Candidate should have knowledge of electronic fundamentals and be mechanically inclined. Al Scheer, WLEX-TV, P.O. Box 1457, Lexington, KY 40591, 606-255-4404. AA EOE.

Maintenance engineer: Immediate opening for maintenance engineer at UHF independent in New England. Seeking self-starter with minimum 5 yrs. hands-on technical experience for broadcast and microwave equipment. Contact Chief Engineer, WHCT-TV, 18 Garden St., Hartford, CT 06105.

TV engineer. TV production company seeks studio engineer to join its engineering department in Washington, DC area. Must be able to maintain VTRs, cameras and switchers. Knowledge of international broadcast standards (PAL/SECAM) desirable. Send resume, salary requirements and references to Box U-9. EOE.

Videotape technician. Independent production company in Washington, DC area seeks videotape production technician to record, edit and dub commercial/industrial programs. Send resume, salary requirements to Box U-10. EOE.

Studio supervisor. Immediate opening in Adirondack Mountains on beautiful Lake Champlain. Experienced, installation and maintenance of studio equipment and supervision. General radio-telephone license or SBE certification. Send resume, salary requirements to: Chief Engineer, WCFE-TV, P.O. Box 617, Plattsburgh, NY 12901.

Immediate openings for maintenance and remote engineers for growing Christian television stations. Minimum of one year experience in maintaining TV studio and remote equipment. FCC license a plus. Send resume to Bill Bryan, Director of Engineering, Christian Television Network, Box 1852, Cocoa, FL 32923-1852.

Chief engineer: UHF Sunbelt network affiliate seeking chief engineer with proven leadership skills and ability for hands-on maintenance of state-of-the-art equipment. Experience with budgeting, personnel administration and long-range capital planning preferred. EEO, M/F, Box U-7.

Broadcast maintenance technical II, South Dakota Public Television Network. South Dakota Public Broadcasting seeks applicants for Broadcast Maintenance Technician II in Rapid City, South Dakota. Performs daily maintenance of equipment at remote sites, helps maintain microwave sites, installs electronic equipment. Requires: Graduation for high school or possession of GED certificate and completion of a two years electronics maintenance program for a recognized post-secondary school and two years of broadcast maintenance work experience or equivalent combination of education and experience. Minimum salary: \$14,164.80. Deadline: October 18, 1985. Send resume (including SSN) to Bureau of Personnel, 118 W Capitol, Pierre, SD 57501. An equal opportunity employer.

Maintenance technicians. KRIV-TV, Metromedia is seeking qualified studio and transmitter technician. Must have minimum of three years experience and a FCC license. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227, ATTN: Wendell Wyborny, VP/CE, EOE.

Los Angeles area independent seeking master control switcher with 1-2 years experience on manual system. Knowledge of transmitter remotes and production engineering helpful. Send resume to Mark Mihura, C/O KSCI, 1954 Cotner Ave., Los Angeles, CA 90025.

Video tape editor wanted for television post production facility. Must have at least one year of experience with type C computer editing system. Contact Prod. Mgr., Miami Video & Post 16550 NW 52 Ave., Miami, FL 33014, 305-620-7100. EOE/MF.

HELP WANTED NEWS

Meteorologist...Join our team. Excellent opportunity for individual who knows weather and can communicate well. Ability to ad-lib important. If you shine on TV then dash resume to Box T-92. EOE, M/F.

News producer: Works well with young professionals, good writer. Builds a balanced newscast. WPTZ-TV, Old Moffitt Rd., Plattsburgh, NY 12901. EOE.

Anchor. New UHF start-up in Sunbelt. Strong and professional, to complement our male-co-anchor. Must be able to produce, write and work with people. Send resume and audition tape to: Human Resources Director, The Communications Center, 320 North Glenwood, Tyler, TX 75702.

News producer. Two years experience producing newscasts. Send resume and tape to News Director, Box 4, Nashville, TN 37202.

Co-anchor/reporter for weeknight newscasts. Midwestern CBS affiliate with #1 news department. Looking for experienced reporter with pleasant, authoritative on-air presence to compliment our male co-anchor. Excellent salary/benefits. Send tape, resume and salary requirements to Dan Diedrich, News Director, KRCG-TV, P.O. Box 659, Jefferson City, MO 65102.

News director. News management experience required. Resume to: Don Locke, General Manager, KFDA-TV, P.O. Box 1400, Amarillo, TX 79189-1400.

Weathercasters needed. Send tapes and resumes to: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Need a resume tape to show TV directors? We can help. Write to Video Portfolios, P.O. Box 472, Carmel, IN 46032.

Wanted: anchor/producer for 6 and 10:00 news. CBS affiliate in Bismarck, North Dakota needs mature, strong on-air person to back up excellent news staff in a growing Midwestern capitol city. Excellent salary for professional looking for a permanent position in an excellent news market. Send tapes and resumes to KXMB-TV, P.O. Box 1617, Bismarck, ND 58501.

Anchor/producer. Small market network affiliate seeks male co-anchor for nightly newscasts. Strong reporting/producing skills required, some anchoring experience necessary. Competitive news market, must have strong air presence, communication skills. Excellent pay and benefits. Send resume to Box U-18. EOE.

Co-Anchor. 6 and 10 co-anchor needed for Southeast Texas NBC affiliate. Tape and resume to Dave Wilson, KJAC-TV, News Director, P.O. Box 3257, Port Arthur, TX 77643. EOE.

Professional weather anchor with personality needed at ABC affiliate in beautiful Pacific Northwest. AMS preferred but not necessary. Computerized weather graphics system. Experience required. Send non-returnable tape, resume and salary requirements to: News Director, KDRV-TV, 1090 Knutson Ave., Medford, OR 97504. EOE.

Anchor, reporters, writers/researchers, associate producers needed for a new Spanish-language daily news magazine show. Bi-lingual a must. Minimum two years TV experience required. Send resume and demo tape/writing samples to B. Maggio, P.O. Box 5224, Glendale, CA 91201. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editor. Quality Chicago production company seeks creative, diplomatic editor for our ISC edit system. Minimum three years experience in computer editing knowledge of list management procedures, and college degree necessary; film cutting experience desirable. Send resume and salary requirements. Box T-72.

Director, capable on fast, tight, error-free newscasts M-F. This position entails full responsibility and authority for news look on air. Send resume to Box T-82. An equal opportunity employer.

Research coordinator. CBS affiliate, top 50 market, seeks individual to create a market research department to support sales and programming. The ideal candidate will understand consumer survey research and rating survey material, have writing and analytical skills and knowledge of methodologies. Salary commensurate with experience. If qualified, send resume only and letter why you should be considered to Box T-130.

Program manager for two public TV stations owned and operated in same market by same licensee, one on air since 1959, other to start in Fall, 1986. Will participate in program selection and purchase, evaluation and use of research data, preparation and administration of program budget. Previous PTV experience in these areas essential. Send resume of experience and qualifications to John Hutchinson, Vice President, TV, at WNED-TV, Dept. B, 184 Barton St., Bflo., NY 14213. An equal opportunity employer.

TV producer/director. Requires strong story development skills. Emphasis on editing from numerous source materials. Experience in both studio/remote production. Some writing required. Minimum five years experience. Independent production company in Washington, DC area. Send resume, salary requirements and references to Box U-11. EOE.

Senior producer-public affairs. Responsible for Nebraska ETV Network public affairs programming produced for local, regional, and national distribution including related staff and activities. Bachelor's degree in broadcast journalism, mass communications, radio and television or film and five years television production experience or equivalent. Salary \$26,800 minimum. Apply by Nov. 15 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. EOE/AA.

Start-up staff needed for January '86 opening of new full power UHF, NBC affiliated station serving the beautiful, growing East Texas area. We are looking for people with motivation and creativity. If you feel you are a hard-working individual and have broadcast experience in either sales, production, news or traffic, send letter and resume to: Personnel Director, KTRG-TV, Channel 56, P.O. Box 8220, Jacksonville, TX 75766. No phone calls please. EOE.

WTLW-TV, equal opportunity employer dedicated to evangelical Christian programming and principles is looking for a production director. This person possesses good people skills, is accomplished in all phases of TV production including: producing, writing, voice work, lighting, directing, etc. Must train, motivate and lead others to achieve flare and excellence in local production. A hands-on creative leadership position. No desk job. If you're led to serve send resume and demo to: WTLW-TV, 1844 Baty Road, Lima, OH 45807. ATTN: Roger Rhodes.

Producer/Director. For medium sized independent production company in NYC. Directorial duties will include children's magazine, industrial/medical and some dramatic. 5 years experience broadcast/educational/ITV production needed. Thorough knowledge of EFP, computer editing. Personality with detail and planning skills, interpersonal skills for client work, and a creative eye. Send resume and reel to 202 Riverside Dr., Suite 9B, New York, NY 10025.

Videographer/Editor. South Dakota Public Television Network. South Dakota Public Broadcasting seeks applicants for one Videographer/Editor in Brookings, South Dakota. Serves as videographer for remote/studio productions produced by South Dakota Public Television. Works directly with producer, director or outside clients in pre-production, production and post-production editing of various programs. Operates audio console, character generator, constructs sets and designs lighting. Assists in research, development and coordination of program scripts. May serve as magazine segment producer. Requires: One year experience in operation of remote/studio camera; video tape editing; knowledge of camera capabilities. Minimum salary: \$14,164.80. Deadline: October 18, 1985. Send resume (including SSN) to Bureau of Personnel, 118 W. Capitol, Pierre, SD 57501. An equal opportunity employer.

Audio production. Washington, DC area R/TV production firm seeks radio production people to handle recording, editing and final assembly of broadcast programs. Send resume, salary requirements and references to Box U-12. EOE.

Video specialist: Minimum of three years experience as producer/director in public, commercial or corporate television. With a BA/BS degree in communications or journalism this individual must be capable of program production from concept to completion. Responsibilities will include: scripting, studio and location directing and shooting, lighting, narration, and editing. A background in computerized editing will be helpful. Send resume with salary history to: Mr. Dale K. Haas, E.I. du Pont de Nemours & Co., Inc., Savannah River Plant, Building 777-10A, Aiken, SC 29808. E.I. du Pont Nemours is an equal opportunity employer.

Editors. Video production facility needs qualified editors to operate the following equipment: Mach One Editor; Bosch Mach One, Sony 1000+ 1100 VTRs, DME DVE. Paltex editor: Paltex Esprit, ADO, Ampex VPR 3, Dubner CBG-II. A minimum of 5 years professional editing experience required. Atlantic Video, Gerard Ferri, 150 S. Gordon St., Alexandria, VA 22304. 703-823-2800.

Director of broadcast operations/programming. Hands-on experience required, preferably at commercial independent, in all administrative, financial and managerial aspects of programming, commercial production and overall station operations. We need a creative thinker who is also strong on the details. Join WTVZ, a top 50, Sunbelt market station that's part of the dynamic TVX broadcasting group. Send resume to WTVZ, P.O. Box 148, Norfolk, VA 23510. EOE.

Director/producer, Top 15 market requires creative, aggressive, self starter, who thrives on quality production. Applicants must have five years' Director/Producer experience including live news, sports, specials, knowledge of CMX procedures, field production, videotape studio production and BA degree. Applications accepted until 10/20/85. Send resume and audition tape with director track on channel 2 to: Mark Warner, KING Television, 333 Dexter Ave. N., Seattle, WA 98109. No phone calls accepted.

Producer. Religious humanitarian organization needs a producer for weekly television program. Overseas travel. Resume and tape to: L. Smith, 2108 Sandy Creek Trail, Edmond, OK 73034.

Videotape editor. Religious humanitarian organization needs an editor for weekly television program. Resume and tape to: L. Smith, 2108 Sandy Creek Trail, Edmond, OK 73034.

Director. Minimum 4-5 years experience directing. Daily half hour magazine and promos for start-up Spanish language TV station. Experience with NEC DVEs, Convergence 204 editor, Abekas still store a plus. Must have strong pre-production skills. Bi-lingual preferred. Send tape/resume/references to Fred Feeks, P.O. Box 5224, Glendale, CA 91201. EOE.

Staffing new independent television station in North Central Kentucky. Program/operations manager, business/traffic manager, master control operators, sales with independent TV experience. Send resume. Box 12650, Lexington, KY 40583. EOE.

SITUATIONS WANTED MANAGEMENT

Dynamite Dan, on-air pro, seeks magazine, entertainment, talk, feature, consumer, critic, weather, commercial position: 813-299-2331.

SITUATIONS WANTED TECHNICAL

FCC first. Experienced master control switcher. Videotape cameraman, editor. Seeking solid job in TV or cable operations. Let's talk. Call Bill: 201-383-0654.

SITUATIONS WANTED NEWS

Enterprising, young, aggressive. Award winning reporter seeks solid news team in medium market. Call Stuart. 601-956-0022.

Experienced news photographer would look to work overseas. Willing to work in Europe, Africa, Asia or South America. Box T-155.

Experienced news photographer looking for work in Washington, DC have experience working in Washington. Box T-156.

Meteorologist: Professional with Navy background and PR experience. Available for on or off-air work. Box U-22.

Sports anchor/reporter at 100+ South NBC affiliate since 1980. In late 70's at ABC station in Fla. Ratings strong and looking for new audience to win. Box U-5.

3 years eng. TV & radio anchoring. Available immediately. Solid edu., prof. skills. Will relocate. Call for resume, Chris 202-966-2566, 4010 51st NW, Wash., DC 20016.

One reporter who has it all! Energy, creativity, looks, intelligence and strong journalistic skills. Experienced writer; hosted and developed TV and radio feature/public affairs programs. Knows politics. General assignment reporter since March. Your news department will benefit from my multifaceted talents. Call Lissa Laurence at 215-525-3932 before 9AM or after 6:30 PM weekdays.

Television reporter: looking for a challenging general assignment reporting position that will utilize my broadcasting and print newsgathering skills. Three years television production experience, one year on air. Box U-27.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Need an art director? The Broadcast Designers' Association Employment Service can send you, at no charge, member's resumes--some of the most experienced, talented designers in the business! If you need an Art Director, Graphic Designer, and/or Video Designer, call the BDA office at 415-788-2324.

Producer/assoc. producer/field producer. Producer with strong organizational skills seeks position in major market. Prefers news-magazine, documentary or news-type program. Five years of television experience producing broadcast and non-broadcast programming. Contact: Rozelle Tepitsky, 4444 Westheimer, Apt. 266, Houston, TX 77027. 713—850-9939.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast journalism faculty position open January 1, 1986. Teach mainly beginning and advanced broadcast reporting and news editing and other undergraduate and graduate courses as qualified and needed. Tenure track. Several years recent relevant media experience. Ph.D. or near preferred; masters required. Salary competitive. Equal opportunity employer. Contact Search Committee (86-1), School of Communication, University of North Dakota, Box 8118, University Station, Grand Forks, ND 58202. Committee begins reviewing applications October 1.

Chairperson. Department of Broadcast and Cinematic Arts, Central Michigan University. Administer department activities and teach six hours per semester in area(s) of expertise. Coordinate academic program with other communications departments and establish and maintain positive relationship with the professional broadcasting community. Tenure track position; rank and salary dependent on qualifications. Preference given to applicants with the following qualifications: (1) Doctorate in broadcasting, mass media, or related field; (2) Demonstrated record of teaching excellence; (3) Evidence of administrative ability; (4) Broadcast industry experience preferred; (5) Capacity for scholarly activity. The department has eight full-time faculty with 600 majors and minors. The committee will begin reviewing applications December 2, 1985. Provide: (1) formal letter of application; (2) current resume with names of three references. All persons, including women, members of minority groups, and the handicapped, are encouraged to apply to: Dr. Robert Craig, 342 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859.

Faculty Position. Broadcasting telecommunications. Department of Speech, Metropolitan State College, Denver, CO. Full-time beginning Jan. 20, 1986. Application deadline, October 21, 1985. Teach undergraduate courses in practical broadcasting telecommunications, radio/TV production and workshops and basic speech communication. Other duties: Assist department chair, academic advising and supervise locally produced R/TV shows. Minimum: Master's degree and six years experience in commercial or public broadcasting/communications, some college-level teaching. FCC First Class license desirable. Must be committed to speech communication as a profession. Salary commensurate with degree, training and experience. Submit resume, letter of application stating compliance with education experience requirements and statement of speech communication philosophy: W. Thomas Cook, Chairman, Box 34, Department of Speech, Metropolitan State College, 1006 11th St., Denver, CO 80204. MSC is an EOE.

Graduate Assistantships available for Spring Semester 1986 (starts January 6) radio-TV department, Arkansas State University/Jonesboro, to students enrolling in department's graduate program in mass communications, radio, TV. Radio-TV department housed in new building; outstanding facilities. For more information write Chairman, Radio-TV Department, Arkansas State University, Box 2160, State University, AR 72467. 501—972-3070.

HELP WANTED MANAGEMENT

General manager for sales-oriented Charlotte, NC firm. This position requires 30 percent travel nationally. Applicants should have strong sales and promotion background. Broadcast or magazine sales helpful. Company is 27 years old and is highly respected with strong financial background. Person should be motivated, intelligent with college education. If you are ready for a unique, interesting challenge this is it. Company car, earnings potential of \$55 - \$80,000 plus fringes. Send complete resume, and earnings history to: Box U-16.

Consumer service manager for Mountain View, California office of Basy's Computer Newsroom Systems. Must have broadcast/newsroom experience and a general knowledge of computers. Mature individual capable of supervising general customer service representatives. Excellent salary and benefits. Send resume to: John Chapman, Basy's, Inc. 1995 Broadway, Suite 1105, New York, NY 10023.

MISCELLANEOUS

Videographers, your excess footage could be our commercial background. \$50.00 per 30 second cut accepted. For more information call or write DTL Enterprises, 4211 Hubbell, Des Moines, IA 50317. 515—263-3066.

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.

Wanted: Used 50kw AM transmitters that have been well maintained, with good maintenance records and documentations. Must also use current tube type-no junk. Call/write Watt Hairston, Sudbrink Broadcasting, 14 Music Circle East, Nashville, TN 37203, Tel. 615—748-8150.

Wanted: used VHS videocassettes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" videotape. Call Andy Carpel, 301—845-8888.

1,000 Foot Broadcast tower wanted. Standing or on ground. Available March 1986 at the latest. Tower must be 6 to 7 feet on a side, solid steel legs, galvanized. Good overall condition. 813—337-2131.

We are urgently looking for a used Chyron 111B Character generator for our client. Contact Latco Communications, ask for Rick 212—840-2210.

Need good used Hi-band 55KW UHF-TV transmitter, preferably with Klystrons. Would consider a 30KW version. Must be priced reasonably. Contact Director of Engineering, 803—244-1616.

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 now on the air—America's first and most successful Syndicated Real Estate 2-way talk show is being fed live each Sunday from 11AM to 1PM 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 100 markets cleared report 100% sales of local avails with 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 of TV, with a heavy national campaign to attract listeners and advertisers. To clear your station, call Diana Calland 202—483-2280, or write Inside Real Estate, Suite 1410, 1410 15th St., NW, Washington, DC 20005.

For sale—MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512—223-6383.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

25KW FM Continental 816-R3(1983) also McMartin BF25K(1977) both on air, site change, must sell. M. Cooper 215—379-6585.

20KW & 3KW CCA 20,000DS (1973) w/stereo exc. CCA 3000E (1973) w/1980 synth. exc. Both on air at full power w/FCC proof. Call Mr. Cooper 215—379-6585.

5KW AM Gates BC-5P, 125% PP modulation at 5KW, spares in mint condition w/FCC proof. Gates 250 GYon air. M. Cooper 215—379-6585.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404—324-1271.

Townsend 55KW UHF transmitter. Immediate delivery, good condition. Quality Media 404—324-1271.

RCA TCR-100 2" video cart. Pinzone diagnostics, carts, spare parts, excellent condition. \$25,000. Quality Media 404—324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. \$750 per section. Quality Media 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.

Videomedia 1" VTR editor Model 2810 new. Half price. Bill Kitchen, Quality media, 404—324-1271.

RCA TK28 Saticon Film chain with Corporate Communications System 30" color corrector. Also includes RCA FR35 projector and RCA TP55B multiplexer. This unit can be seen in operation. Price \$60,000. EXE condition. Contact: George Slominski or Jim Nelson at Optimus, Inc., 161 E. Grand Ave., Chicago, IL 60611, 312—321-0880.

Quality mobile microwave equipment including van available for sale. Used by major broadcasters. For more information call EFC Satellite Services at 213—201-0563.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialists. Bonded, with 25 yrs. experience (Turn-key Operations), T.M.C.I., 402—467-3629.

RCA TCR-100 quad cartridge systems. 2 complete units including approx. 2,000 cartridges, plus spare parts. Serial numbers in 4&6 thousand series. Avail. June 1, 1986. Currently in use. Inspection arranged. Call Jim Biggers 904—393-9871.

Automation system, SMC ESP-1 complete with 4 Otari, 4 carousels, logging package, etc. Call for details, WMMQ, 517—372-3333.

ENG Truck. Demonstrator Mini-Ram ENG truck, complete with 32' mast, P&T unit, 4.5KW generator, air-cond, with hot gas by-pass, racks, cabinets, I/O panels, third seat, deluxe interior, ready to work. Never used. Used for shows and sales demos only. \$29,900.00 Call Steve Detch of Paul Roston at Roscor, 312—539-7700.

Quantel DPE 5000 digital effects system. Fully loaded single channel machine. Attractive price. Contact Neil Bonanno or Kathy Schick at 303—320-3680.

500' tower (used). Extra heavy-duty 4-way guyed angle iron complete with Star mount, all hardware and lighting. Platform at 500'. \$20,000. Other towers available. H.C. Jeffries Tower Co., San Antonio, TX, 512—646-9693.

NEC DME Digital effects, 3 years old with all the features, freeze-frame, multi-freeze, time base corrector, tracking key signal, border generator. \$28,500.00. Contact Dennis Lusk, F & F Productions, Inc., 813—576-7676.

Routing switcher by Image Video, 60 x 96 4-level: Title generators, Chyron III and Compositor I. Vidronics, 818—840-7208.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—641-2042.

Blank tape, half price! Perfect for editing, dubbing, field or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., collect, 301—845-8888.

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For sale—almost new! Comtech digital satellite receiver, BE-4 mixer, Otari and ITC reel-to-reels, ITC cart machines, Moseley remote control. Call Mike 812/451-2636.

Let us sell for you! We're always looking for listings. Call Media Concepts, 919-977-3600. For sale--complete RCA TK-28B Film Island. Complete TK-27 Film Island--both with TP-55s, TP-7Bs, and 2 TP-66s. RCA TK-76cs, VPR-2s, TR-600s, TK-28A, Sony 5850/5850/RM440 Editor, Panasonic NV-8500s with edit controller. Call now--Media Concepts 919-977-3600.

RADIO

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Medium market..Pennsylvania..class B FM and AM combo..looking for dynamic and creative leader to manage sales staff of six..ultra strong growth opportunity for the right individual. Will work day-to-day with owner who is a major market pro...if you are looking to enhance your career...send resume and sales track record to Box T-160.

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Available for sales oriented associate or working partner. 10KW country station in Virginia. Reply to Box T-154.

SALES LEADER

Growing AM/FM in Northeast needs a mature leader to take stations to \$2 million next year. Seasoned professionals only. Must be present Sales Manager or above. Reply to Box T-170.

STATION MANAGER CHRISTIAN RADIO GROUP

Mid-American Gospel Radio Network now accepting applications for station manager for Salt Lake City, Utah's commercial Christian AM station, KBBX. The person we hire will have 2-4 years' experience in Christian radio; will have had exposure to sales, administration, accounting, logs, FCC requirements, on-air duties, general station activities.

- should be active member of Christian community
- will be team player, capable of rapidly adapting to our marketing and administrative system.
- will be self-motivated, self-starting, self-disciplined, and effective organizer.

Interested applicants should be very sales oriented; prior management level experience helpful. Our systematized administration system frees our local managers to devote the bulk of their work day to sales of local time-strip and spot commercials

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All responses treated confidentially. Resumes are now being accepted. Write to:

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Mid-Atlantic Gospel Radio Network
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The Tichenor Spanish Radio Group, a recognized leader in Spanish Radio, seeks a career oriented executive for the position of Director of Marketing.

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Sell your classical record/tape library, whole or part. Make space and profit too! Send details to: Compass Communications, 1100 Larkspur Landing Circle, Suite 315, Larkspur, CA 94939.

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16 years experience in news and management. Program director, WCBM, Baltimore. Correspondent, CNN, Washington. News director, WGST, Atlanta. Anchor/reporter, WCAU, Philadelphia. 301-469-9515.

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TELEVISION

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TELEVISION PROGRAMMING & OPERATIONS MANAGER

Public Access television organization seeks experienced individual to fill position. 1. Supervise & coordinate all production, programming, and cablecasting activities. 2. Coordinate all training activities. 3. Assist in the development & coordination of program promotion. Qualifications: Applicants should possess educational and professional experience in television production, programming and promotion. Candidates should have a minimum of 3 - 5 years fulltime professional experience including supervision of other fulltime staff, budget management, and long range planning. Salary range: \$20 - \$25K. Send resume to: FCAC P.O. Box 2465, Fairfax, VA 22031. EOE.

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The Arbitron Ratings Company, a leader in broadcast research and audience measurement, has a challenging opportunity in its New York office for a Vice President of advertiser/agency television sales. This position directs a sales staff of 18 and 6 regional offices. Minimum 5 yrs. experience required in agency media and/or broadcast management. If you have a working knowledge and hands-on experience with Arbitron research data, strong motivational and organizational skills, we're looking for you. In addition, you will need to be a self-starter, ready for travel, committed to hard work and willing to meet the challenge for a competitive environment. We offer a competitive salary/incentive program, with a comprehensive benefit package. We provide a professional atmosphere for the career minded individual. To explore this opportunity further, send resume with salary history in confidence to:

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Personnel Administrator
Arbitron Ratings Company
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Help Wanted News

NEWS OPENINGS

A top independent TV station is looking for top news professionals:

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- ★ Anchors
- ★ Reporters
- ★ Producer/Writer
- ★ Photographers

Three-five years major market experience preferred. Send letter of application, resumes and tapes (please refer specifically to area of expertise) no later than Oct. 15 to:

News
P.O. Box 1647
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Transmitter/Studio equipment maintenance technician with 3 - 5 years experience - RCA UHF Transmitter, RCA - TCR Cart Machine. Working hours 2AM - 11AM. Please send resumes to:

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MUSIC COORDINATOR

ESPN, "The Total Sports Network", has an immediate entry level opening for a music coordinator at our Bristol, CT facility. This position is responsible for establishing and maintaining a computerized music library and inventory system. In addition to possessing an interest in music and a demonstrated musical aptitude, candidates must possess strong organizational skills and clerical abilities. Working knowledge of computer terminals and word processing equipment is essential. A minimum of 1 year relatable music experience is preferred. We will offer a competitive salary and benefits package to the qualified candidate who meets our requirements. Please forward resume and salary history to:

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Dept. 1084**

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The CBN Cable Network, located in Virginia Beach, VA, seeks a promotion writer/producer. Requires minimum B.A. degree in communications with 3-5 years' experience in major market network affiliate or independent promotion production for on-air campaigns. Must show expertise in computerized 1" editing and on development of computer graphics, with demonstrated experience in field production and talent direction. Must possess ability to work odd hours and 2nd and 3rd shifts on a rotating basis. Please send resume and tape to: The Christian Broadcasting Network, Inc., Employment Department, Box WP, CBN Center, Virginia Beach, VA 23463.

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Television president and general manager with impressive track record seeking station to purchase. Have financing if price is equitable. Would also consider a management/equity arrangement with future buyout. All responses strictly confidential. Please write Box T-134.

ALLIED FIELDS

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Wednesday, October 16, 1985, from 10 AM to noon in the Board Room of National Public Radio, 2025 M St., NW, Washington, DC Subject to amendment, the agenda includes: Election of chairman, Vice-Chairman and corporate officers, Chairman's report, President's report, committee on audit, development, finance, membership, planning & priorities, programming and technology/distribution. The Board committees will meet on Thursday, October 17 at the same location.

THE PENNSYLVANIA STATE UNIVERSITY

DEAN

School of Communications

The Pennsylvania State University invites applications and nominations for the position of Dean of the School of Communications. The School is a new, free-standing academic unit, and the Dean reports directly to the Executive Vice President and Provost of the University.

The School of Communications was formed from well-established programs, has 32 faculty members, and enrolls approximately 850 students. The School offers both undergraduate and graduate level programs in film, print and electronic media, and communications studies.

The Dean should be imaginative and possess proven administrative and leadership abilities to aid the School in achieving a distinguished national reputation. Applicants should also have appropriate academic and professional credentials and good interpersonal and fund-raising skills.

The Search Committee will begin to review resumes on November 15, 1985 and will continue to receive them until a candidate is selected. Application and nominations, accompanied by resumes and other supporting material, should be addressed to:

Dr. William L. Dulaney, Chairman, Search Committee, Dean, School of Communications, The Pennsylvania State University, 201 Old Main, University Park, Pennsylvania 16802. An equal opportunity, affirmative action employer.

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NB	Med	AM/FM	\$1100K	\$300K	Bill Lytle	(816) 941-3733
AL	Sm	AM/FM	\$650K	\$150K	Ernie Pearce	(404) 458-9226
VT	Sm	AM/FM	\$650K	Terms	Ron Hickman	(401) 423-1271
AZ	Met	AM	\$475K	\$90K	Greg Merrill	(801) 753-8090
AL	Sm	AM/FM	\$475K	\$100K	Ernie Pearce	(404) 458-9226
OK	Sm	FM	\$350K	Cash	Bill Lytle	(816) 941-3733
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from Communications Press—

INTERNATIONAL TELECOMMUNICATIONS AND INFORMATION POLICY

Edited by Christopher H. Sterling

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ATTENTION EARLY DEADLINE NOTICE

Due to holiday, Monday, October 14, 1985, the deadline for
classified advertising for the October 21 issue will be noon,
EDT, FRIDAY, OCTOBER 11, 1985.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence
pertaining to this section should be sent to: BROAD-
CASTING, Classified Department, 1735 DeSales St.,
N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full
& correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category de-
sired: Television, Radio, Cable or Allied Fields; Help
Wanted or Situations Wanted; Management, Sales,
News, etc. If this information is omitted, we will deter-
mine the appropriate category according to the copy.
NO make goods will be run if all information is not includ-
ed.

The publisher is not responsible for errors in printing due
to illegible copy—all copy must be clearly typed or print-
ed. Any and all errors must be reported to the classified
advertising department within 7 days of publication
date. No credits or make goods will be made on errors
which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the follow-
ing Monday's issue. Earlier deadlines apply for issues
published during a week containing a legal holiday, & a
special notice announcing the earlier deadline will be
published above this ratecard. Orders, changes, and/or
cancellations must be submitted in writing. (**NO** tele-
phone orders, changes, and/or cancellations will be ac-
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Advertisers using Blind Box numbers cannot request
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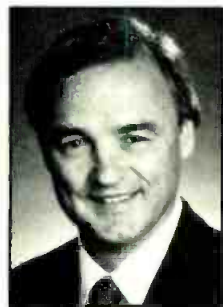
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Rates: Classified listings (non-display). Per issue: Help
Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations
Wanted (personal ads): 60¢ per word, \$9.00 weekly mini-
mum. All others classifications: \$1.10 per word, \$18.00
weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in
half inch increments), per issue: Help Wanted: \$80.00
per inch. Situations Wanted (personal ads): \$50.00 per
inch. All other classifications: \$100.00 per inch. For Sale
Stations, Wanted To Buy Stations, Public Notice & Busi-
ness Opportunities advertising require display space,
Agency commission only on display space.

Word count: Count each abbreviation, initial, single fig-
ure or group of figures or letters as one word each.
Symbols such as 35mm, COD, PD, etc., count as one
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counts as one word each.

Media



Schulte

Peter Schulte, president and general manager, KKBA-AM-FM Houston, joins Summit Communications, Winston-Salem, N.C.-based diversified communications company, as executive VP, radio division. Summit owns four AM's and four FM's.

Patrick Norman, VP and general manager, KFRC(AM) San Francisco, joins KRTH(FM) Los Angeles as VP and general manager.

Bruce Liljegren, VP, operations and programming, Wisconsin TV Network, comprising WKOW-TV Madison, WAOW-TV Wausau, WXOW-TV La Crosse and WQQQ-TV Eau Claire, joins KEZI-TV Eugene, Ore., as general manager.

Dennis Siewert, general manager, KTVN(TV) Reno, named president of station and VP of parent, Sarks Tarzian Inc. **Thomas Tolar**, general manager, WRCB-TV Chattanooga, named president of station and VP of parent, Sarks Tarzian.

Becky Hartley, operations manager, WOVR-FM Versailles, Ind., named general manager.

Dustine Davidson, field director, Mercy Corps International, Khartoum, Sudan, joins KOIN-TV Portland, Ore., as station manager. She was business manager for station from 1982 until March 1985.

Jeffrey Boehme, manager, network sales and research projects, NBC-TV, New York, named director, audience measurement.

Kevin Coyle, VP, financial analysis, The Jones Group, Englewood, Colo., named senior VP, financial analysis.

Ann Langtry, manager, marketing and promotion, CBS Radio Network, named director, community services, educational and community services, CBS/Broadcast Group, remaining based in New York.

Norris Brodsky, system manager, Comcast Cablevision of Maryland, joins United Cable Television of Baltimore as director of finance and administration.

Bernadette Prudente, business manager, WCAU-AM-FM Philadelphia, joins Star Broadcasting, Atlantic City, as corporate financial manager.

Gerald Stretch, assistant business manager, WCIX-TV Miami, joins KTXA(TV) Fort Worth as business affairs manager.

Rene Kochman, freelance location director, Lightscape Productions, New York, joins Lowell Cable TV, Lowell, Mass., as public access coordinator.

Marketing

Terry Rosenquist, executive VP, account service, and **William Overlock**, executive VP, administration-finance, SSC&B Lintas, New York, named to board of directors.

Brian Anderson, VP, director of broadcast media services, BBDO Direct, New York, named senior VP.

Leonard Kay, from BBDO, Chicago, joins Kelly, Scott & Madison there as senior VP, director of media operations. Members of client service group named VP's, management supervisors, BBDO Direct, New York: **Alice Connery**, **Patrick Marrinan**, **Doug Pruden**, **Bob Richardson** and **Heidi von Obenauer**.

Jim Polizzi, VP, management supervisor, Cunningham & Walsh, New York, named



Polizzi

senior VP. **Toby Finneman**, copy supervisor, C&W, named VP.



Finneman

Paul Drothler and **Mary Doris-Smith**, consultants to Campbell-Ewald, Warren, Mich., join agency as general manager and director of marketing, respectively, of newly formed direct marketing division.

Carole Christie, VP, group creative director, Gardner Advertising, St. Louis, joins D'Arcy MacManus Masius there as VP, creative director.

Gordon Bennett, senior art director, McCann Erickson, New York, joins Penchina, Selkowitz there as senior VP, executive art director.

Appointments, Foote, Cone & Belding, New York: **Michael Styles**, media planner, to media supervisor; **Jeanne Schwenk**, assistant media planner, to media planner; **Julia Jones** and **Robert Lettiere**, assistant planners, to media planners, and **Mary Beth Gowdey**, media planner, Saatchi & Saatchi Compton, New York, to media planner.

Irwin Warren, senior VP, senior creative director, BBDO, New York, named executive VP and member of board.

Nira Lipner, senior associate research director, McCann-Erickson, New York, and **Hyman Varon**, associate creative director, McCann, New York, named senior VP's.

Chris Novak, VP, account director, Foote, Cone & Belding, New York, named management director.

Jean Brooks, account executive, Focus Media, Los Angeles, named VP, account services.

Sales managers, Blair Television, New York, named VP's: **Martin Bratman**, independent blue team; **Leo MacCourtney Jr.**, ABC green team; **Thomas McGarrity**, NBC green team; **Dennis McGlone**, ABC blue team; **John Rafferty**, ABC red team; **Steven Schwarz**, NBC blue team. **Peter Walker**, sales manager, independent team, Chicago, named VP.

Appointments, Needham Harper Worldwide, New York: **David Cantor**, **Jim Lawson** and **Ray Groff**, VP's, associate creative directors, to senior VP's; **Noel Werrett**, design director, and **Bill Dunn**, account supervisor, to VP's, and **Peggy Schwende**, research account executive, to research account supervisor.

Robert Lind, general manager, WEZW(FM) Milwaukee, assumes additional duties as VP, sales, for radio division of parent, Multimedica.

Terry May and **Betty Pat McCoy**, network planners, Needham Harper Worldwide, Chicago, named network supervisors.

Ruth Lee, from affiliate research and marketing, ABC-TV, New York, joins programming

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department, Katz Television Group there as associate director, programing, Katz Continental Television.

In expansion that almost doubles its present staff, Independent Television Sales has added personnel in all offices, and has opened new offices in Detroit and St. Louis. New sales managers: in San Francisco, **Ernie Rizzuti**, from Petry; in Detroit, **Ed Bee**, from Blair Television, and in St. Louis, **Patty Lynch**, from A-K. In Dallas, new account executive is **Lou Conover**, from A-K. **Joe Canty**, account executive, New York, to group sales manager. New members of sales staff in New York are **Dan Hirsch**, from Katz Television; **Dave Elliott**, from Avery-Knodel; **Cathy Jacquemin**, from Saks Fifth Avenue; **Robert Yanofsky**, from WNYG(AM) Babylon, N.Y.; **Joan DiCarlo**, from Benton & Bowles; **Peter Senesey**, from SRO Entertainment, and **Scott Heffner**, from Group W Cable. In Chicago, new sales staffers are **Shirley Ranck**, from CBS; **Vicki Sebastian**, from Avery-Knodel, and **Vern Heeren**, from A-K. In Atlanta, **Dick Hughes**, from A-K, to VP, Southwest manager; **Robert Bee**, VP, sales manager, Chicago, to same capacity, Atlanta; **Tom Durr**, account executive, Atlanta, to sales manager there. Also in Atlanta, new account executive is **Laraine Tomassi**, from A-K. In Los Angeles, new account executives are **Janet Long**, and **Laurie Meyer**, from A-K.

Geralyn Orlovitz, senior accountant, TeleRep, New York, named manager of accounting.

Robert Carpenter, VP, local-regional sales, WUHQ-TV Battle Creek, Mich., named VP and general sales manager.

Vicky Trondle, local sales manager, WNIC-AM-FM Dearborn, Mich., named general sales manager.

Appointments at WTOP(AM) Washington-WTKS(FM) Bethesda, Md.: **Sarah Taylor**, local sales manager, to general sales manager; **Jerry Cave**, national sales manager, succeeds Taylor, and **Daniel McTigue**, account executive, WTOP, succeeds Cave.

Michael Wheeler, local sales manager, WRKO(AM) Boston, named general sales manager.

Joe Koetter, general manager, WRKA(AM) St. Mathews, Ky., joins WCII(AM)-WDJX(FM) Louisville, Ky., as general sales manager.

Mark Thomas, from Media Store advertising

Still on board. Peter Kizer, former executive vice president, Evening News Association, Detroit Mich., and vice chairman of the National Association of Broadcasters TV board, joins WTTV(TV) Indianapolis. Kizer is responsible for legislative and administrative liaison for the station. He was fired by ENA for supplying inside information to a hostile bidder for the company (BROADCASTING, Aug. 19). Kizer is also forming a new company, Broadcast Communications of America, with Harold Barry, a principal of WTTV. They plan to purchase radio and TV stations. Kizer remains based in Detroit. His appointment enables him to continue serving on the NAB board.

agency, joins WHAS(AM) Louisville, Ky., as sales manager. **Jerry Solomon**, account executive, WHAS(AM)-WAMZ(FM) Louisville, named sales manager, WAMZ.

Mark Davidson, sales manager, WWW(FM) Detroit, named general sales manager. **Phillip C. Pettele**, senior account executive, WXYT(AM) Detroit, joins WWW as sales manager.

Charles Stuart, national sales manager, KTTV(TV) Los Angeles, named VP.

Charles Allen Diauto, from Super Coups, direct mail advertising company, Stroughton, Mass., joins WBEC-AM-FM Pittsfield, Mass., as account executive.

Thomas Lantz, director of advertising, Dream House Furniture, Grand Rapids, Mich., joins WOOD(AM) there as account executive.

Jo Coleman, from WDIV(TV) Detroit, joins WLS-TV Chicago as account executive.

Tim Diedrich, from KDVR(TV) Denver, joins Seltel, Los Angeles, as account executive, American sales team.

Berkley Gerhartz, account executive, WEZB(FM) New Orleans, joins WDSU-TV there in same capacity.

Sandy Rushton, account executive, WSYM-TV Lansing, Mich., joins WLNS-TV there in same capacity.

Joseph Tuttle, account executive, WJIM-AM-FM Lansing, Mich., joins WOOD(AM) Grand Rapids, Mich., as account executive.

Programing

Noreen Brittenham, manager, television distribution and sales, ABC Pictures International, New York, joins Viacom World Wide there as associate director, sales administration, Latin American operations.



Cohen

Sidney Cohen, senior VP, national sales, King World, Los Angeles, named president, domestic television distribution, succeeding **Roger King**, who continues as chairman of board for parent company.

Jeffrey Sass, VP, acquisition and production, Satori Entertainment Corp., New York, resigns to write and develop original product for television and other media.

Richard Dodderidge, independent consultant, joins AMC Entertainment, Kansas City, Mo., as senior VP, corporate marketing.

Appointments, Walt Disney Productions, Burbank, Calif.: **Marty Katz**, VP, television production, to senior VP, motion picture and television production; **Barrie Osborne**, independent motion picture producer, to VP, motion picture production; **Mitch Ackerman**, director of production, Lorimar Productions, to VP, television production, and **Don Hall**, post-production supervisor, Aaron Spelling Productions, to VP, post-production, motion pictures and television.

Lawrence Steven Meyers, VP, international distribution, New World Pictures, Los Angeles, joins Lorimar there as VP, Lorimar distribution, international, for motion pictures.

Gary Allen, director of licensing, Filmmation, Reseda, Calif., named VP, licensing.

William Trousdale, music director and air personality, WKBO(AM) Harrisburg, Pa., joins Ken Chandler Productions, Central, Pa., as VP, sales and marketing.

Wayne Baruch, distribution-technical consultant, Live Aid concert telecast, joins Radio City Music Hall Productions as development consultant and West Coast representative for television division, Beverly Hills, Calif. He is son of veteran announcer, Andre Baruch.

Marty Bender, music director, WSKS-FM Cincinnati, named program director.

Bill Cox, program coordinator, WFAA-TV Dallas, named program director. **David Walther**, film director, WFAA-TV, succeeds Cox.

Tom Dahlstrom, evening announcer, KKS(AM) Vancouver, Wash., named program director.

Chris Collier, program director, KFDI-AM-FM Wichita, Kan., joins WOW-AM-FM Omaha in same capacity.

Neil Norton, director, WESH-TV Orlando, Fla., joins WXFL(TV) Tampa, Fla., in same capacity.

Greg Jackson, executive news producer, KTVL(TV) Medford, Ore., joins KREM-TV Spokane, Wash., as producer, *Sunday Evening*.

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John Windus, air personality, KCNR-FM Portland, Ore., named music director.

Charlie Davis, from WMJJ(FM) Birmingham, Ala., joins WQI(FM) Tampa, Fla., as air personality.

News and Public Affairs

Will Dishong, manager, Los Angeles bureau, KPIX(TV) Los Angeles, joins WSB-TV Atlanta as executive producer, operations, news and local programming.

Vin Burke, VP, news, ABC-TV, joins WHAS-TV Louisville, Ky., as VP, news.

Lloyd Wright, independent businessman, Colorado Springs, joins KKT(TV) there as news director.

Ken Sspan, co-anchor, WSL-TV Roanoke, Va., named news director.

Jon Kaplan, 11 p.m. news producer, WLOS-TV Asheville, N.C., named executive news producer.

Richard Howard, news director, WJBF-TV Augusta, Ga., joins WSOC-TV Charlotte, N.C., as 6 p.m. news producer.

Appointments, KAKE-TV Wichita, Kan.: **Patrick Palmer**, producer, KPRC-TV Houston, to executive producer, 5, 6 and 10 p.m. news; **Vince Patton**, reporter-anchor, KOMU-TV Columbia, Mo., to education reporter; **Lloyd Gottschalk**, from KAYS-TV Hays, Kan., to photojournalist.

Bob Sullivan, from KSL-TV Salt Lake City, joins WISN-TV Milwaukee as executive producer, news.

Susan Laine, director of press relations, WJLA-TV Washington, joins ABC News there as news information coordinator.

Drusilla Menaker, news editor, Associated Press, Newark, N.J., named chief of Newark bureau.

Ralph Sutton, news-community affairs director, KACE-FM Los Angeles, joins KRTH(FM) there as public service director.

Appointments, WXFL(TV) Tampa, Fla.: **Stephen Andrews**, weekend anchor-reporter, KSAT-TV San Antonio, Tex., to reporter; **Irene Maher**, weekend weather anchor and medical reporter, WAVY-TV Portsmouth, Va., to medical reporter; **Heather MacKenzie**, reporter, WTVN-TV Columbus, Ohio, to reporter; **Denise Driskell**, from WHBQ-TV Memphis, to weekend producer, 6 and 11 p.m. news; **Don Budd**, assistant news director and reporter-anchor, KFYI(AM) Oakland, Calif., to member of news assignment desk; **Alice Martin**, from WHBQ-TV, to associate news producer; **Tana Mayo**, font operator, to associate news producer, and **Connie McCullough**, intern, to assignment desk assistant.

Ray Brune, news writer and associate producer, WLWT(TV) Cincinnati, joins WSAZ-TV Huntington, W. Va., as news producer.

George Archaves, member of production department, Mutual Radio Network, Arlington, Va., named producer, Mutual News. **Craig Warner**, news editor, *America in the Morning*, to producer.

Sarah Pacheco, editor, *Latin Tempo*, syndi-

cated television program, of La Raza Productions, division of National Association of La Raza, Washington-based Hispanic lobbying organization, joins WBS-TV New York as videotape editor, news.

Ginny Simone, from KOB-TV Albuquerque, N.M., joins KRDO(TV) Colorado Springs as weekday anchor.

Kris Kridel, from WBBM(AM) Chicago, joins Tribune Radio Networks there as news anchor.

Rebecca Erwin, meteorologist, WGXA-TV Macon, Ga., and **Darlene Periconi**, meteorologist, WHNT-TV Huntsville, Ala., join Weather Channel, Atlanta, as on-camera meteorologist.

John Fossen, sports director, KSTW-TV Tacoma, Wash., joins WJBK-TV Detroit as sports reporter.

Technology

Edmund Habib, VP, communications and engineering, Fairchild Communications and Electronics, Washington, named president of Fairchild's transmission systems division, based in Frederick, Md.

Joan Silver, VP and general manager, Reeves A/V Systems, New York, named president. Reeves A/V, subsidiary of Reeves Communications Corp., is broadcast and video equipment supplier.

Peter Hickey, director, government programs, Isacomm Inc., Washington, joins RCA American Communications, Redondo Beach, Calif., as manager, Western marketing.

Joseph Balkan, chief engineer, Northeast Productions, New York, joins WDAU-TV Scranton, Pa., as chief engineer.

Russ Erickson, assistant chief engineer, WMJC(FM) Birmingham, Mich., joins WNIC-AM-FM Dearborn, Mich., as chief engineer.

Steve Rowell, chief engineer, WTTO(TV) Birmingham, Ala., joins WJKS-TV Jacksonville, Fla., in same capacity.

Terry Fox, ENG maintenance technician, WDVM-TV Washington, to ENG news supervisor.

Promotion and PR

Douglas Clemensen, VP, audience marketing, CBS Television Stations, New York, named VP, advertising, CBS News and Television Stations, CBS/Broadcast Group.



Schulman

Susan Schulman, director, press information, CBS Entertainment, New York, joins USA Network there as director, public relations.

Ron Harris, director of advertising and promotion, Turner Broadcasting System, Atlanta, named VP, advertising and pro-

motion.

Bill Vande Water, VP, Hill & Knowlton, Chicago, joins Tracy-Locke/BBDO Public Relations, Dallas, as VP, management supervisor.

James Clark, director of corporate communications, Evening News Association, Detroit, retires. **Michael Davis**, media relations director, ENA, succeeds Clark.

Cal Crouch and **Kate Gomez**, account supervisors, Brouillard Communications, New York, named VP's.

Kevin Doherty, consultant, Museum of Broadcasting, New York, and on-air personality, WWFM(FM) Trenton, N.J., has formed own firm, Broadcast Communications, Edison, N.J., specializing in broadcasting public relations.

Mark Rosenthal, director of publicity and promotion, The Samuel Goldwyn Co., joins Rogers & Cowan public relations firm as senior account executive, remaining based in Los Angeles.

Alicia Hall, director of client services, Promotional Services Inc., named VP and general manager of company, which assembles and distributes promotional material for television syndicators and home video industry.

Richard Hollander, account manager, Flair Communications, New York, named director.

Chris Durney, public relations assistant, Mutual Broadcasting System, Arlington, Va., named corporate communications representative.

Elizabeth Saunders, director of promotion and creative services, KTTV(TV) Los Angeles,

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named VP.

Sue Hooper, director of operations, Wadsworth & Associates, Westminster, Calif., joins KDOC-TV Anaheim, Calif., as director of creative services.

Mark Elliott, director of advertising and promotion, WPLG(TV) Miami, joins KSTP-TV Minneapolis as creative services director.

Joseph Fellhauer, on-air writer-producer, KCBS-TV Los Angeles, joins KREM-TV Spokane, Wash., as marketing and promotion director.

Lanna Peavy, news promotion producer, KPRC-TV Houston, joins WDVM-TV Washington in same capacity.

Dave Sherman, news-sports director, WRSC(AM) State College, Pa., joins Communications Team, Huntingdon, Pa., as director of public relations and advertising.

Allied Fields

Burton Benjamin, senior executive producer for CBS News and author of internal investigation which critiqued *CBS Reports* documentary, *The Uncounted Enemy: A Vietnam Deception*, has been named 1985-86 fellow at Gannett Center for Media Studies at Columbia University. Benjamin will study difference in newsroom procedures of print and electronic media.

Roy Hayes Jr., president, Amcom Realty Corp., Washington, joins Malarkey-Taylor Associates there as VP, investment services.

Clark Madigan, group VP, American Security Bank, Washington, joins Malarkey-Taylor as VP, corporate finance.

Thomas F. Leahy, executive VP, CBS/Broadcast Group, received National Distinguished Achievement in Communications Award from American Jewish Committee in New York.

Clarke Brown, general manager, KSON-AM-FM San Diego, named chairman of Blair Radio Networks station advisory board.

Milt Clipper, assistant to director of programming and marketing, WDVM-TV Washington, resigns to form own Washington-based graphic design and marketing company, Milt Clipper Graphic Design.

Barbara Mallett, from RKO Radio Networks, New York, joins department of radio and television, Brooklyn College, New York, as assistant professor.

Dr. Charles (Chuck) Anderson, associate dean for academic services, Western Kentucky University, Bowling Green, Ky., which operates noncommercial WKYU-FM there, assumed presidency of Kentucky Broadcasters Association last week. Anderson, association officials say, is "first" public broadcaster to serve in post for commercial broadcasting association and "could be the first in the nation."

Linda Shapiro, senior financial analyst, Frazier, Gross & Kadlec, Washington, named manager, valuations group.

Leigh Wilson, research director, WGRZ-TV Buffalo, N.Y., joins Nielsen Station Index, Dallas, as member of marketing staff.

Diane Healey, senior VP, broadcast services,



Salute. The Washington chapter of the Broadcast Pioneers honored FCC Commissioner Dennis Patrick at a reception Sept. 27 at the NAB in Washington. In photo at left: Harry Ockershausen (l), associated with law firm of Dempsey & Koplovitz, and Patrick. And at right, Patrick is flanked by Bob Hynes, VP, NBC, Washington (l) and Earl Stanley, partner, Wilkinson, Barker, Knauer & Quinn.

Communications Equity Associates, Tampa, Fla., and **James Linen IV**, senior VP, Media General, Richmond, Va., were married Sept. 28 in Greenwich, Conn. Linen is son of James A. Linen III, former president of Time Inc.

Deaths



Parker

James D. Parker, 71, retired staff consultant, telecommunications, engineering and development, CBS-TV, died of cancer Sept. 30 at Greenwich (Conn.) hospital.

Among his major accomplishments in 43-year career with CBS was role in development of shipboard earth station that made possible live television coverage of first Apollo splashdown in 1968. As advisor on regulatory and technical matters, he served on number of national and international engineering committees, including NAB engineering advisory and conference committees. He was given 1980 Engineering Achievement award. Parker is survived by his wife, Mary, and two sons.

Art Brown, 60, anchor and producer, WDTN-TV Dayton, Ohio, died Sept. 26 at Kettering Medical Center, Dayton, after emergency surgery for ruptured aneurism. Prior to joining WDTN-TV in 1974, Brown was reporter-anchor, KRON-TV San Francisco. He is survived by his wife, Ethel, three sons and stepson.

Lloyd Nolan, 83, veteran television, stage and screen actor, died of cancer Sept. 27 at his home in Los Angeles. Among Nolan's television credits were *Ford Star Jubilee* appearance (CBS) recreating his Broadway role of Captain Queeg in "The Caine Mutiny," for which he won Emmy; *Martin Kane*, *Private Eye* on NBC, and role of Dr. Chegley on *Julia* on NBC. He is survived by his wife, Virginia, and daughter.

Barry Lowen, 50, vice president, creative affairs, Aaron Spelling Productions, died Sept. 24 at his home in Beverly Hills, Calif., of complications from acquired immune deficiency syndrome (AIDS). He began his career as New York press agent before joining programming department of ABC-TV in Los Angeles in 1965. He was vice president of

development at MGM Studios and 20th Century Fox Studios before joining Spelling company several years ago. He is survived by his parents and one brother.

Jay Sommers, 68, radio and television writer-producer, died Sept. 25 of heart disease at Cedars-Sinai Medical Center in Los Angeles. He began career in early 1940's as writer for *The Milton Berle Show* on radio, later working for such radio performers as Victor Borge, Jack Paar, Spike Jones, Eddie Cantor, Garry Moore and Jimmy Durante. Sommers later turned to television, writing for *Green Acres* (which he also produced), *Petticoat Junction* and *The Adventures of Ozzie and Harriet*, among others. He is survived by his wife and five sons.

Rock Hudson, 59, film and television actor who had been fighting well-publicized battle with acquired immune deficiency syndrome (AIDS), died of complications from disease Oct. 2 at his home in Beverly Hills, Calif. Hudson's television credits included starring roles in *McMillan & Wife* in 1971-77, short-lived detective series, *The Devlin Connection*, in 1982 and miniseries *The Martian Chronicles* in 1980, all on NBC.

George Savalas, 58, television actor best known for his role as Detective Stavros opposite his brother Telly on series, *Kojak*, died of leukemia Oct. 2 at UCLA Medical Center, Los Angeles. He is survived by his wife, Robin, and six children.

Henry Ramos (Ray) McGuire, 65, retired broadcaster who was VP and general manager of WALA-TV Mobile, Ala., for 18 years until his retirement in 1981, died Sept. 15 in Gulfport, Miss. McGuire's other television posts included sales manager, WDSU-TV New Orleans; division manager, Ziv Television Programs, Cincinnati, and national sales manager, United Artists Television, New York. His radio credits included posts at WSKB(AM) McComb, WGRM(AM) Greenwood and WMIS(AM) Natchez, all Mississippi. He is survived by his wife, Katherine, and four sons.

Hector Highton, 61, vice president of operations and sports for KTLA(TV) Los Angeles, died of heart attack Sept. 28 at his home in Shadow Hills, Calif. Former professional hockey player, he joined KTLA in 1950 as performer for station's *Frosty Frolics* variety show. Highton later became stage manager, advancing to sports director in 1977 and adding operations director title in 1983. He is survived by his wife, Leigh, and one son.

Tom Rogers: mixing business with pleasure

Thomas S. Rogers never had it so good. His job as senior counsel to the House Telecommunications Subcommittee combines a call to public service and a fascination with the electronic media, a realization of ambitions cultivated in his youth.

"I've always been interested in television," said Rogers. "I loved television as a kid. I read *TV Guide* cover to cover. I was also fascinated with government, and when it came to college and later law school, public policy work in the area of communications seemed like a natural blend," he said.

Rogers has been player in the formulation of mass media policy emerging from the House since he joined the subcommittee in 1981. His role expanded even more after the departure earlier this year of key subcommittee staffers.

At age 31, Rogers has spent most of his working time on Capitol Hill. He got a taste for politics in 1975 after he graduated with a BA in government from Wesleyan University, Middletown, Conn., and joined the staff of former Representative Richard Ottinger (D-N.Y.), now retired. The following year he went to Columbia Law School, graduating in 1979. Rogers spent the next two years on Wall Street with the firm of Lord, Day & Lord. He worked on corporate and antitrust cases, but after two years, Rogers felt a job on the subcommittee would be "ideal."

During college and law school he followed developments in communications policy and regulations. "My first summer job in college, I worked for TV Key, a syndicated television news column. I wrote articles on communications policy."

Life in a big law firm was a useful if limited experience. "It's a good training ground. It hones your analytical skills and gives you a sense of how to handle yourself as a lawyer. But, it doesn't have that challenge of working on the cutting edge like this job has," said Rogers.

Rogers's opportunity came when he learned that the Telecommunications Subcommittee was getting a new chairman—Tim Wirth (D-Colo.)—and that staff positions would be available. He applied for a job. At first David Aylward, the chief counsel, now in a private consultancy, put Rogers off. "His resume didn't show much on communications," Aylward recalls, "but he called and called—he was so hungry to work in the subcommittee." The persistence paid off. Aylward now says his decision to hire Rogers was among "the smartest I ever made," and that Rogers has "one of the sharpest legal minds" he has encountered.

Rogers stepped into a frenzy of communications activity. Congress was in the midst of reauthorizing the Corporation for Public



THOMAS SYDNEY ROGERS—senior counsel, House Telecommunications Subcommittee; b. Aug. 19, 1954, New Rochelle, N.Y.; BA, government, Wesleyan University, Middletown, Conn., 1975; JD, Columbia Law School, 1979; legislative assistant, Representative Richard Ottinger (D-N.Y.), 1975-1976; attorney, Lord, Day & Lord, New York, 1979-1981; counsel, House Telecommunications Subcommittee May 1981-November 1984; present position since December 1984; m. Sylvia Texon, Oct. 9, 1983.

Broadcasting after the White House began its budget-cutting initiative. Later that summer the House and Senate battled over a budget reconciliation measure that contained key amendments to the Communications Act, including increasing license renewal terms for television stations from three to five years and for radio from five to seven. The legislation also established a lottery for the licensing of new technologies.

"That was a tough summer," Rogers recalled. He was handed the job of overseeing the FCC at a time when it was in the midst of major revisions of broadcasting regulation. "I realized there was a lot I didn't know. I said: 'My God, how am I ever going to learn this?' You're constantly being pulled in different directions by different factions; you have to stay on top of every major issue coming out of the FCC. It's not just the regulatory issues, but all the business and industry developments too," Rogers said.

The following year Rogers was in the thick of it again. He was a key player in the negotiations between the cable and broadcasting industries over must carry, as part of a cable copyright bill.

Even those who are often at the opposite end of the debate from Rogers's are quick to praise him. "He's someone you can trust," said Robert Hynes, vice president, NBC, Washington. "He's always upfront and straightforward. He'll tell you where he believes things are going." That is said despite disputes between Rogers's boss, Tim Wirth, and the networks over more than one issue, including the elimination of the FCC's financial interest and syndication rules and the

use of exit polls to project election results.

The broadcasting industry's effort to achieve deregulation and the passage of the Cable Communications Policy Act of 1984 served as a test of Rogers's skills as negotiator. "Tom not only knows the politics of an issue; he knows the substance. He knows the FCC regulations and the code as few people do," said Larry Irving, legislative director for Representative Mickey Leland (D-Tex.).

Broadcasting deregulation legislation never materialized, and most of the time it was a hard-fought battle between Wirth and broadcasters, but for Rogers it was a not a total loss. "We were supportive of some of those deregulatory goals, but at the same time Congressman Wirth felt that the public needed some assurance of getting something in return for the use of this valuable resource. And we soon found out the broadcasting industry didn't like the proposal at all."

Regardless of those skirmishes, Rogers manages to come out, said one House aide, "personally well-regarded." Rogers has a higher profile than most Hill aides—a circumstance that may account for charges by some that he is "self-important." But, said one source, it may be his ardent belief in the importance of the public interest standard, which he champions, that creates that impression.

A constant reminder of his activity on cable deregulation hangs on his office wall: a framed copy of the Cable Communications Policy Act signed by President Reagan. "That keeps reminding me that it actually happened. When I look across my office and I can see the President of the United States actually signed it and approved it, you know it really did happen," Rogers said, and that all those "hours of negotiations and sweating over provisions" paid off.

"He worked day and night on the cable bill," said Ellis Woodward, former press secretary to the subcommittee. Aylward credits Rogers with orchestrating the compromise among cable, motion picture and the backyard dish industries on satellite viewing rights. "He was the only one that thought a compromise could be reached. I didn't think it could be done. It fell apart three or four times, but he put it back together again," Aylward said.

There are other communications issues on which Rogers has left a mark. He had a central role in the development of the compromise between the FCC and the Hill over the commission's multiple ownership rules.

As for the future, Rogers appears to be content where he is. He says it is Wirth's "keen sense of how important the communications industry is" that fuels his enthusiasm for the job.

Children's television, another issue Rogers has tackled for Wirth, may figure more prominently on his agenda. He and his wife, Sylvia, are expecting their first child. ■

For third time this year and second time in past two weeks, **NBC is reaffiliating with station lost to ABC.** Latest station to return to NBC fold is **KOMU-TV Columbia, Mo.** (ch. 8), commercial station owned by curators of University of Missouri. KOMU-TV became ABC affiliate in August 1982 after 30-year association with NBC network. Thomas Gray, general manager, KOMU-TV, said he hopes to be reaffiliated by end of year. Switch was made to ABC three years ago, he explained, because of indications ABC would be dominant in daytime ratings and other dayparts, but "fact is, that never materialized." NBC's contract with present affiliate, UHF station KCBJ-TV, has 90-day notice clause, Gray said. NBC spokesman said that what kept NBC in pursuit of KOMU-TV as affiliate was its strong news department (station works in conjunction with University of Missouri's journalism school). Spokesman added that NBC is currently negotiating for full-time affiliate in market where NBC is secondary affiliate on two separate stations. Previous stations to announce reaffiliations with NBC were WSAV-TV Savannah, Ga., and KCEN-TV Waco-Temple, Tex.

In letter to FCC Chairman Mark Fowler last week, House Telecommunications Subcommittee Chairman **Timothy Wirth** (D-Colo.) said he thought request of **Capital Cities Communications** for permanent waiver to retain its **WPVI-TV Philadelphia** and **ABC's WABC-TV New York** might be justified. Wirth noted Capcities has indicated that, if waiver were granted, it would expand coverage of New Jersey and Delaware. "Given the critically important role that the principle of localism plays in the regulation of the broadcast industry, and Congress's statutory recognition of the specific localism problem faced in the New Jersey/Delaware area, if Capital Cities can meet the heavy burden of convincingly demonstrating that its proposals will significantly address this policy objective of localism, I believe that this request might well qualify as that unique situation where the commission would be justified in granting a permanent waiver of its local ownership rules," Wirth said.

Mother Jones magazine, in its November/December cover story, reports that **ABC News** developed "three hard-hitting exposés" on figures close to President Reagan in advance of the 1984 election—but "spiked" them. Author Mark Dowie suggests—without offering smoking-gun evidence—that decisions not to run pieces on USIA director **Charles Z. Wick**, Senator **Paul Laxalt** (R-Nev.) and then-Secretary of Labor **Raymond Donovan** reflected concern over harming Reagan's reelection chances. And that, in turn, was linked to what Dowie said was ABC's interest in keeping on track FCC's plan to lift lid on station ownership. He said ABC had been available for friendly buyout for some time but that value of network was limited by FCC's seven-seven-seven limit on ownership. As result, Dowie said, ABC had interest in keeping on track FCC plan to lift that lid. Laxalt, specifically, was said to be important to ABC in that connection, since he occupied chairmanship of appropriations subcommittee that would have given him leverage to advance legislation "mandating certain [FCC] rule changes." Limit was raised to 12-12-12, and ABC was sold to Capital Cities Communications earlier this year. Story says "particularly volatile issue raised" at meeting of top news executives on Wick story was suggestion that top corporate official—Everett Erlick, executive vice president and general counsel of ABC Inc.—had hand in killing story. Patricia Matson, ABC vice president for corporate affairs, dismissed piece as "absurd—it doesn't merit comment." ABC News vice president called *Jones* piece "incredible" and said ABC decisions on stories involved were based on journalistic judgments. It isn't only *Mother Jones* that was reporting ABC News was spiking stories. *Washington Post's* TV columnist, John Carmody, in Friday (Oct. 4) edition, said top executives killed story on "alleged romantic link between the late Robert F. Kennedy and screen actress Marilyn Monroe." Carmody quoted Anthony Summers, author of "Goddess: The Secret Lives of Marilyn Monroe," which Carmody said was major source of 20/20 piece, as saying ABC executives had suffered "sudden attack of cold feet." Bob Siegenthaler, ABC vice president for news policy, one of executives who made decision not to run piece, said "good team" went after story but story that was produced was not "compelling piece that held enough substantive water."

Sports ratings, which have been dipping little more each year have shown about-face since start of official NFL season. Football ratings are up at all three networks for both weekend and Monday night games. ABC's *Monday Night Football* is up 13%, from 16 national rating for first four games in 1984 to 18.6 for first four games this season. CBS's Sunday football ratings are up 10%, from 12.1 to 13.3, and NBC's football ratings are up 13%, from 9.6 to 10.8. Both CBS and NBC ratings cover first six games of 1985 versus 1984 comparable period. CBS's college football ratings are up fraction, from 5.5 to 5.6, while ABC's are down 24%, from 8.5 to 6.5. Network ratings analysts, although hesitant to predict initial ratings indicate season-long trend, attributed upswing to better scheduling of teams, plus efforts by NFL and networks to shorten length of games and keep pace moving.

Westwood One, Culver City, Calif., signed definitive agreement last week with Ada, Mich.-based Amway Corp. for purchase of **Mutu Broadcasting** ("Top of the Week," Sept. 23). Transaction is expected to be completed by Dec. 1.

Senate and House Budget Committees last week approved **budget reconciliation package** that includes cost-of-regulation fees for FCC licensees and applicants (BROADCASTING, Sept. 30). Senate version of bill also includes measure that would reauthorize Corporation for Public Broadcasting for fiscal 1987 through 1990. Both chambers are expected to vote on package this week. CPB authorization has been characterized as "extraneous" and could be struck from bill. However, there is strong support for it among senators.

FCC has launched rulemaking proposing to classify **subscription television and direct broadcast satellite services** as "point-to-multipoint" nonbroadcast offerings that would be exempt from broadcast laws and regulations.

Robert Johnson, president of **District Cablevision Inc.**, signed agreement last week giving DCI **cable franchise for city of Washington**. With financial backing of **Tele-Communications Inc.**, DCI plans to build 54-channel system serving entire city by 1990. It was second time Johnson, on behalf of DCI, signed such agreement this year. He signed first agreement last February. But before ink was dry on that document, he asked city council for major concessions. Services and facilities DCI would be obliged to provide, claim that DCI was unable to come up with necessary financing through public placement of limited partnership shares and bank loans. He said DCI would provide financing, but only if concession were made. Council granted most of concessions, enough to satisfy DCI early last month.

Lucille S. Salhany, vice president of television and cable programming at Taft Broadcasting, has been named **president of Paramount Domestic Television and Video Programming**, replacing **Randy Reis** who announced he is leaving to join newly formed company specializing in entertainment and broadcasting investments. Salhany will head Paramount's television syndication division, which includes distribution of first-run series *America*, *Entertainment Tonight*, *Entertainment This Week* and *Solid Gold* and off-network series *Webster*, *Cheers* and *Family Ties*, among others. Salhany joined Taft in 1967 as secretary to program manager at WKBF-TV, Cleveland and was appointed programming vice president in 1983. She will report to Mel Harris, president, Paramount television group. In addition, Paramount announced that **Steve Goldman**, senior vice president, sales and client relations, has been named executive vice president, sales and marketing, filling post held by Robert Jacquemin, who left Paramount to head Disney's new formed television syndication division. Harris said Salhany appointment follows Paramount tradition of bringing executive from "station side to programming side," something company has always stressed.

In initial decision, FCC Administrative Law Judge Edward Luto has granted application of **Augusta 54 Broadcasting Co.** for new **UHF TV on ch. 54 in Augusta, Ga.**, denying competing application of Independent Masters Ltd. Augusta 54 prevailed on integration

ounds. Augusta's managing general partner (10%) is Howard A. yrick. He is chairman of radio, television and film department at ward University, Washington.

dependently conducted survey by San Francisco-based communications research company, ELRA Group, showed that **public television "ranks number one in viewer satisfaction among 30 nation-broadcast and cable services,"** Public Broadcasting Service said st week. PBS said nearly 71.7% of adult viewers surveyed were ery satisfied by recent public television programs." Survey ked those with cable service for opinion on spring 1985 programming. PBS was followed in ranking by Disney Channel, WTBS(TV) lanta, CNN, Weather Channel and ESPN.

veral **initial public offerings (IPO)** have found going difficult, at ist in part because of bearish market for all IPO's. **Vestron Video** nounced Friday (Oct. 4) that size of 11.8-million-share offering is ing cut in half with chairman, Austin Furst, having decided not sell any holdings. Price of shares is to be decided early this eek. **TVX Broadcast Group**, Virginia Beach-based television up owner, will go ahead intact, with Salomon Brothers and vestment Corp. of Virginia selling two million shares. But selling ice of \$11 compares to \$14-to-\$16 range company and under-iters had originally anticipated. **Rogers Cablesystems** offering is rrently sitting on sidelines, waiting to see if market improves.

re-third owners of **Freedom Newspapers** increased their offer for ner two-thirds of Santa Ana, Calif.-company from \$96 per share \$98 per share. Current ownership of publisher of 29 newspapers d owner of four TV's resides with Hoiles family, and last Tues-y's (Oct. 1) offer was made by Harry F. Hoiles to his brother and iter and their relatives. Initial \$96 bid was rejected by Freedom ard in 9-4 vote, and chairman, Robert C. Hardie, said company as not for sale. New offer has Oct. 11 deadline.

mes **McKinney**, FCC Mass Media Bureau chief, said last week he s "little respect" for chairmen of broadcast corporations who take ide in not interfering in newsroom. "That is his job; that is his sponsibility," McKinney said in speech to Nebraska Broadcast-s Association. "Face it: the press has power to define reality for and shape societal decisions. Indeed, the electronic press pos-ses great power. But that power lies not with the script writer : the evening news, nor with the clean-shaven anchor man, nor en with the managing editor. That power lies with the owner," cKinney said. "Broadcast operators who allow their newsrooms operate on 'auto pilot' are providing no leadership in their mmunities. They are avoiding their licensee responsibilities d their audience is the loser."

m **Snyder** has been hired as "special correspondent" by **KABC-TV Los geles**, it was announced last week. Snyder will work on several BC programs. He was formerly employed as anchor at **WABC-TV w York** from 1982 to 1984.

erica will no longer be news lead-in on **KCBS-TV Los Angeles** next eek. Show will run from 3 p.m. to 4 p.m. instead of 3:30-4:30 p.m. BS-TV news begins at 4:30 p.m. In its stead, station will move *ople's Court* from 3-3:30 p.m. to news lead-in position at 4-30 p.m.

art **Damon**, one of three hosts of Paramount's *America*, has left ow, due to conflicting commitment as cast member of ABC-TV p opera, *General Hospital*. Accoring to Frank Kelly, vice presi-nt for progaming at Paramount, Damon was not asked to leave ily one-hour talk show. Rather, Kelly said, show's producers nted Damon to do more field reports, many in northern Califor-i. Since *America* tapes on date show is broadcast, Damon said ing two shows would be too taxing on his schedule. Since ow's premiere on Sept. 16, *America* is averaging **4.8/14 on its e largest stations** in Nielsen overnight ratings: **KCBS-TV New rk** (4.7/13), **KCBS-TV Los Angeles** (3.1/9), **WBBM-TV Chicago** (6/15), **3-TV San Francisco** (5.3/20) and **WBIV(TV) Detroit** (6.7/17).

Richard C. Hottelet, 68, United Nations correspondent for **CBS News** since 1960, is taking **early retirement** and will join United Nations as public affairs officer for U.N. Ambassador Vernon Wal-ters. Hottelet began his journalism career in 1938, when he left University of Berlin to join UP there. Due to his criticism of Nazis, he was arrested by Gestapo in 1941 and later exchanged for Ger-man journalist held by U.S. He joined Edward R. Murrow's CBS London bureau in 1944. Flying in Air Force bomber, he was first to report on seaborne invasion of Normandy, and later covered Battle of the Bulge and Rhine crossing. Following Moscow assignment and stint back in U.S., he returned to Germany to open CBS News bureau there.

Mothers Against Drunk Driving founder Candy Lightner was ousted from her position as chairman and chief executive officer of organiza-tion last week. Lightner, who remains president, will come under review of 14-member MADD board at special meeting Friday, Oct. 11. She is reported to be at odds with board following its refusal to grant her \$10,000 bonus she asked for. Board also felt that Lightner's position suffers from "too much vertical integration." MADD and National Association of Broadcasters have worked in tandem on broadcasters' antidrunk-driving campaign. Lightner was also opposed to proposals by citizen groups to ban beer and wine ads on radio and television. NAB senior vice president for public affairs, Shaun Sheehan, is member of MADD board.

UPI President Raymond Wechsler resigned last week to join credi-tors committee that has been seeking way to resolve company's financial crisis since it filed for reorganization under bankruptcy laws last spring. Prior to joining UPI as president last March, Wechsler had been independent financial consultant to company. Company discounted reports that Wechsler resigned because he and company chairman Luis Nogales differed on how to resolve company's financial problems.

John Woodbury, vice president, research and policy analysis, **National Cable Television Association**, has resigned, effective Oct. 15, it was announced last Friday (Oct. 4). According to NCTA, Wood-bury, who holds doctorate in economics, will join Federal Trade Commission as senior staff economist, regulatory analysis divi-sion. He was staff economist at FTC when he joined NCTA in September 1983. Woodbury was out sick day announcement was made. But NCTA President James Mooney indicated that parting was amicable. Mooney said he accepted resignation with "consid-erable regret" and he praised Woodbury's work for NCTA, saying it had "real impact on success" of NCTA's public-policy efforts. NCTA had no information on successor.

International Telecommunications Satellite Organization on Friday (Oct. 4) announced appointment of new director of public and media relations: **Robert D. Leahy**. He is leaving post as vice presi-dent in New York office of Padilla & Speer, public relations firm. Previously, he had been vice president of Hannaford Co. (formerly Deaver & Hannaford) of Washington. Leahy, who takes over new post on Oct. 14, will replace Kim Degnan, top aide to Director General Richard Colino. Degnan had been Intelsat's acting direc-tor of public and media relations. Degnan is on vacation; her plans were not announced.

More than 500 cable industry leaders attended last Thursday's (Oct. 3) **Walter Kaitz Foundation gala** in New York honoring late Tele-Communications co-founder Betsy Magness, who died of heart attack Sept. 22. Foundation was established to help minor-ities land executive positions in cable industry. This year's founda-tion dinner chairman, Daniel Ritchie, chairman of Westing-house Broadcasting and Cable, praised Magness as "great lady who gave so much to us, to our industry and to her community." Said TCI President John Malone: "In a real sense, Betsy Magness was there at cable's creation and she knew the business as few others do." Magness, with husband Bob, founded Tele-Communi-cations Inc. in Memphis, Tex., in 1956.

Editorials

Inflation under control

After ABC suffered a ratings disappointment in its coverage of the 1984 winter Olympics and before ABC celebrated a ratings championship in its coverage of the 1984 summer games, a commentary on this page about the price of Olympic television rights asked: "Has the bubble burst?" The answer came last week when NBC won the rights to the 1988 summer games in Korea. The bubble has not burst, but it has been deflated.

At the time the bubble question was first raised, the Koreans were asking \$750 million for rights to the 1988 games that will be held in their capital of Seoul. Rights for the 1988 winter games, to be held in Calgary, Canada, had been sold to ABC for \$309 million. Sports interests were wondering when Olympic rights would pass the billion-dollar mark.

Then came ABC's disappointment in the Yugoslavian winter of Sarajevo, which had cost the network a mere \$91.5 million for rights, and visions of billion-dollar games vanished. Under the deal that NBC reached last week, the rights could go as high as \$500 million, depending on advertising revenue, but only \$300 million is guaranteed. The arrangement saves face for Koreans who had scaled down their demands to the magic figure of half a billion. It could also save NBC from financial disaster if the American audience takes as little interest in Seoul in the summer of 1988 as it did in Sarajevo in February 1984.

Still, NBC is taking a risk that ABC and CBS chose not to take. Tune in when the games are over in October 1988 to find out just how the marketplace is working.

A little late but...

A letter to the editor appearing in the *New York Times* of Sunday, Sept. 29, took issue with a Sept. 15 piece by the paper's television writer, John Corry, who had defended the fairness doctrine for broadcasters.

"Whether the fairness doctrine goes or stays, the republic is safe," said the letter to the editor. There followed a perceptive discussion of why it is sound business for a licensee to "shun a pattern of strongly partisan, one-sided presentations," doctrine or no doctrine.

"My own preference," said the letter writer, "is to retire the fairness doctrine and to strengthen the First Amendment. I don't believe that an administrative agency should decide what is fair or unfair in controversial issues of public importance. That is properly the role of an editor, whether in the press or in broadcasting. The Supreme Court has consistently held that broadcasting is unique because of spectrum scarcity and has upheld program regulation, but I expect that someday the court will reverse itself as a result of the expansion of the industry and the rethinking of regulation."

It could have been Mark Fowler writing, but it was one Hyman H. Goldin of Swampscott, Mass.

Hyman H. Goldin? *Boinggg.*

Not many readers will remember that Hy Goldin, then chief of the Economics Division of the FCC, was a key member of the Network Study Staff that in 1957 produced a design for the tightest federal regulation of broadcasting imagined until then. The Barrow Report, named for the special staff director, Roscoe Barrow, now dead, would have put radio and television networks under direct FCC control and imposed a net of regulations, some later adopted, to restrict network-affiliate freedom of negotiation,

limit station ownerships and assess fines for violation of FCC rules, among other things. The underlying rationale was that the VHF television system of the time "in all probability...constitutes the major portion of available broadcast facilities" and thus needed federal supervision in meticulous detail.

If Goldin, who later became a professor at Boston University, has come to the realization that spectrum is no longer scarce and that broadcasting is now competitive enough to let the First Amendment loose, he is all the witness that is needed in the next round of resistance to repressive regulation.

Welcome to the cause, Hy.

Join the crowd

Multichannel multipoint distribution service is here—almost. The FCC has tentatively granted 18 four-channel MMDS services to applicants whose ping pong balls found favor with the fates that guide the FCC lotteries—others have until Nov. 1 to file petitions to deny. Now what? At the very least, the service can boast for its monogram the largest number of initials of any new service in recent memory: MMDS, MDS, MCTV (multichannel television), ITFS (instructional television fixed service) and OFS (operational fixed service). That distinction aside, its future remains unclear, even to, or perhaps especially to, the lucky lottery winners. Of those reached by BROADCASTING last week (see story, page 47), none had blueprints for a service, apparently content for the moment with securing a piece of what they hope will become prime Fifth Estate property. Whether the extra "M" of multichannel capacity will prove the salvation for single channel services currently struggling under the weight of cable competition remains to be seen.

Last week's winners represent a range of interests. The spectrum speculators betting on a hefty return on their investment are already busy computing the value of their keys to the marketplace. But that value will ultimately depend on the efforts of those who draft the blueprints and do the building, and of their accuracy in concluding, as one winner put it, that "the alternative technologies have demonstrated their shortcomings in serving certain important market areas." If that proves true, if MMDS finds a need to serve and the programming to serve it effectively, it will survive. The Fifth Estate's periodic shakeouts indicate that from an economic standpoint the marketplace lacks room for an endless variety of delivery services. It will tell us soon enough whether there is room for MMDS.



Drawn for BROADCASTING by Jack Schmidt
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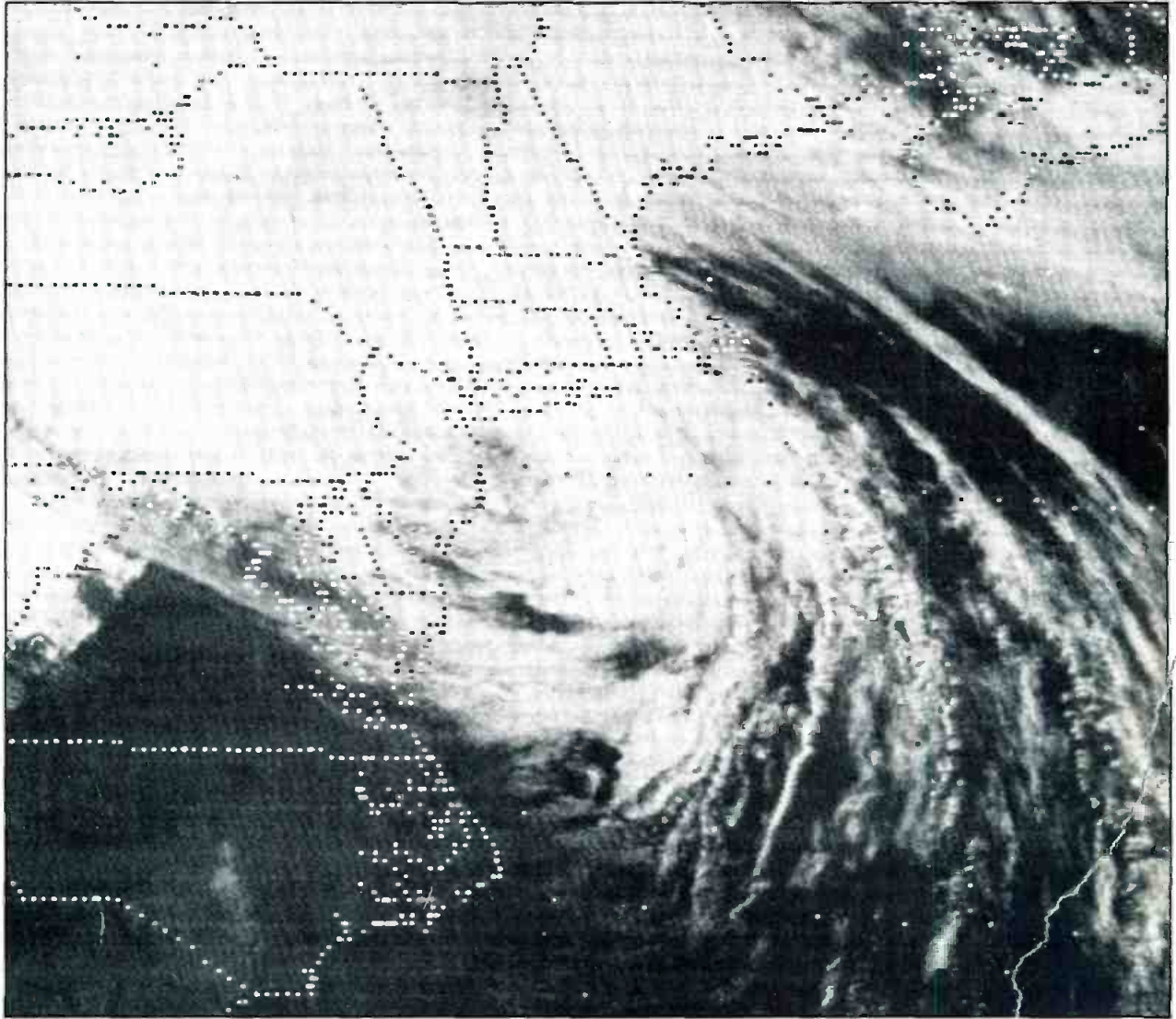
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