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Broadcasting May 26

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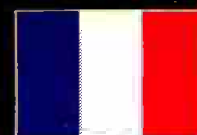
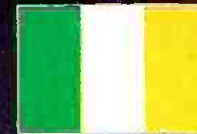
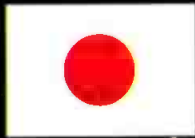
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TELEVISION**

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Broadcasting May 26

Lorimar-Telepictures buys seven KKR TV stations for \$1.85 billion CBS affiliates coverage

BIG BUY □ Lorimar-Telepictures purchases seven television stations from Kohlberg, Kravis, Roberts & Co. for \$1.85 billion. Move makes program producer and syndicator 10th largest group television operator. **PAGE 35.**

PREPARING PAPERS □ CIA director William Casey asks Justice Department to prosecute NBC over news report dealing with U.S. intelligence activities. **PAGE 37.**

METER POSTPONEMENT □ Nielsen delays full introduction of people meter rating service, choosing to retain diary/meter method for 86-87 season. **PAGE 38.**

BUYBACK □ Viacom buys back stock from Icahn Group for nearly \$217 million. **PAGE 39.**

AFFILIATE CONFAB □ CBS affiliates hear network representatives say they are not sitting still after their second-place finish in the 1985-86 prime time ratings race. Wyman, Leahy, Jones, Jankowski, Malara, Grant, LeMasters and Poltrack among those addressing audience. **PAGE 52.**

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NETWORK DEFINITION □ NAB wrestling with bylaws change affecting the eligibility of radio networks to serve on the radio board. **PAGE 53.**

YEAR EARLY □ Embassy will place *Silver Spoons*, with 24 new episodes, into syndication in 1986, one earlier year than previously announced. **PAGE 55.**

LOBBYING CRITIQUE □ NBC's Grant Tinker says MPAA president Jack Valenti should remove himself from debate between networks and production community over costs, production arrangements. **PAGE 56.**

ANOTHER WIN □ NBC, with the help of *Wings* mini-series, takes the prime time ratings week. **PAGE 57.**

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ISSUE IS □ News media analysts examine questions of credibility. **PAGE 67.**

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GANNETT CHANGES □ Neuharth steps down as CEO, succeeded by Curley. Gannett to buy two Kansas City radio stations. **PAGE 72.**

NEWSPAPER NEWS □ Dissident Pulitzer shareholders drop fight. Taubman responds by filing suit. **PAGE 75.**

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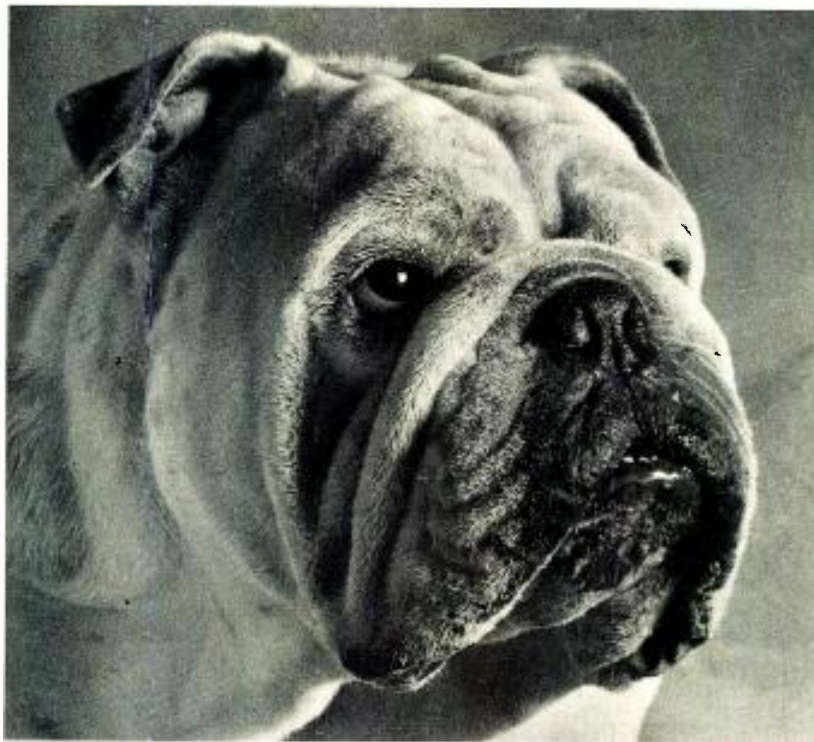
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**VIACOM'S KMOX-TV
ST. LOUIS, MISSOURI
HAS JUST CHOSEN
THE MOST
AGGRESSIVE ALLY
IN TELEVISION.**



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Television



KMOX-TV and Blair Television.
Together, we're on the move in St. Louis!

Olympic prices

Word on street is that NBC is selling 1988 summer Olympic games (set for Seoul, South Korea) same way ABC sold last couple of games, on category-by-category basis, assuming that most categories will be shared by two or more sponsors due to heavy price tags. It's understood, for example, that network has put \$80-million price tag on financial services category, which would include insurance companies, credit cards, banks, brokerage firms. NBC is asking minimum \$50 million for automobile category, sources reported last week, and may get more if it decides to offer domestic and foreign car packages. ABC, which has rights to 1988 winter games in Calgary, Canada, is said to be seeking similar prices from advertisers.

In place

Robert L. Pettit, senior legal adviser to FCC Commissioner Mimi Dawson, is reported to be looking for work as attorney in private sector. But that doesn't mean that Dawson, whose ambition to become chairman would be put into indefinite holding pattern by reappointment of Chairman Mark Fowler, has any intention to leave. Dawson's future at commission would appear secure, so she can wait Fowler out, if she so desires. Her current term doesn't end until June 1988, and reappointment is not expected to be problem since her former employer and mentor, Senator Bob Packwood (R-Ore.), is then expected to be chairing Senate Communications Subcommittee.

Corporate scrambling

Whatever happens to attempted takeover of John Blair, outsiders may take note of minor tactical move that at least delayed \$25-per-share tender offer by Macfadden Holdings Inc. At beginning of year, all of Blair's broadcasting properties were held as separate subsidiaries of parent company. It is reliably said that by February, licenses of two California TV stations, KSBW-TV Salinas and KSBY-TV San Luis Obispo, were transferred directly to parent. Move may have been partially motivated by attempt to pair losses of Blair with profits of two stations (under California's unitary tax law), but most observers think move also had distinctly tactical cast. Macfadden source acknowledged that new ownership structure complicated bidder's short-form

transfer application that FCC denied (BROADCASTING, May 19).

Macfadden had previously hoped to gather broadcasting subsidiary assets into separate entity—approach that had been approved for use by another regulatory body, Interstate Commerce Commission—but Blair's move foreclosed option. Because FCC's memorandum opinion did not specifically refer to topic, it may take another takeover attempt to force commission to decide whether takeover of company where broadcasting and other assets are "co-mingled" is possible.

Soft spot

National spot radio activity remains sluggish, with pace of second quarter closely mirroring first. (Spot radio expenditures in first quarter, according to Radio Expenditure Reports, were off by 2.9% over same period last year to \$168,152,200.) Among reasons cited by rep executives for national spot's poor performance this year is lack of new accounts to make up for client attrition. CBS Radio Representatives President Ed Kiernan also observed that recent surge in station trading at high multiples is leading to lower rates as new breed of station owners aggressively looks to attract greater volumes of business to service their debt.

Updating RCA rigs

There may be reason for hope among broadcasters owning RCA TV transmitters—about half of all U.S. TV stations—who have wanted to upgrade their stations for multichannel TV sound (MTS) but were unable to get transmitter retrofit kits from RCA before it shut down Broadcast Systems division last year. Rights to retrofit technology have been sold to former RCA competitor, Harris Broadcast Division. Harris, which sells stereo TV retrofits for its own transmitters, has not yet said whether it plans to market RCA kits.

Dark side

Some suppliers to advertising industry are wondering about impact of recent merger wave among ad agencies, capped by largest-ever acquisition, by Saatchi & Saatchi PLC, which has agreed to pay \$450 million for Ted Bates (BROADCASTING, May 19). Among those companies that may have already experienced shrinking of customer base are three television network rating

services, A.C. Nielsen, Arbitron and AGB Television; Broadcast Advertisers Reports, which tracks television advertising, and Donovan Data Services, which provides computer support for agencies. Although mergers do not necessarily lead to less demand, more than one supplier has noted that as agencies get larger, they demand more for their money, or are unwilling to pay fees commensurate with increased size.

Must-carry sideshow

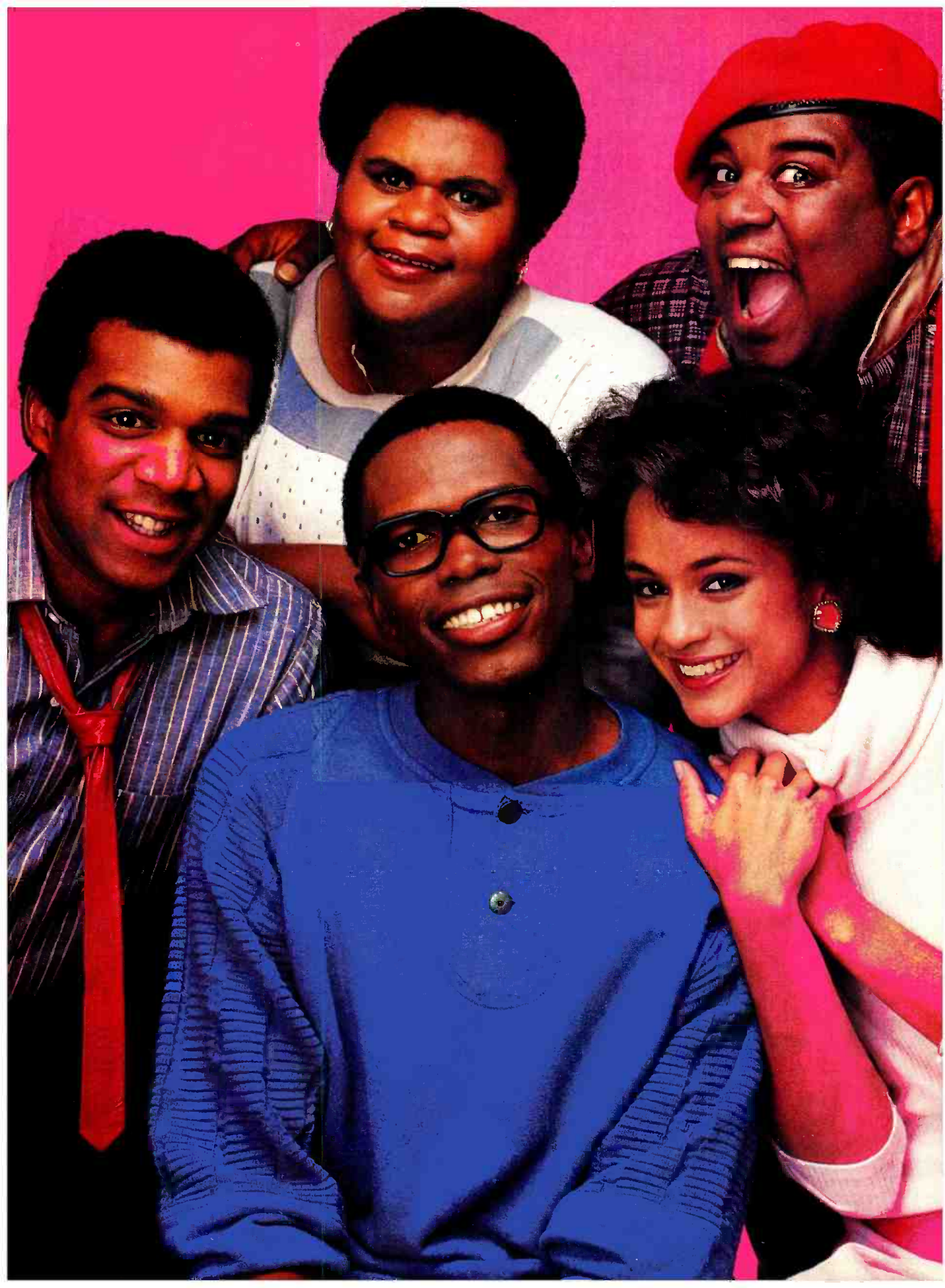
Two-year-old decision by FCC authorizing production of two-channel television set has taken on new significance following end of must carry. If some local broadcast signals were not carried by cable operator, they could not be received off air by cable subscribers with two-channel sets. Appeal in U.S. Court of Appeals for District of Columbia challenging FCC's authorization of two-channel set was almost declared moot when Sanyo, which had been granted authorization, canceled manufacturing plans. In middle of last month, appellants, including Association of Maximum Service Telecasters, learned of new two-channel set being sold through Sears stores. Although intended use of set is as part of security system, petitioners argued in court filing that news resuscitates controversy, and they are awaiting court's decision.

Career change

Bruce Fein and Gray & Co., Washington consulting firm where Fein has been senior vice president, will part company June 1. Fein, former FCC general counsel, will teach class on telecommunications economics at George Washington University next fall. He's also discussing becoming senior fellow with Heritage Foundation and is establishing legal and consulting firm in Washington.

Eggs and politics

Theme of National Association of Broadcasters joint board of directors meeting June 16-20 in Washington is "Building Congressional Relationships." Each radio and TV director is to have breakfast with his congressmen and senators during one morning of week-long session. Also slated for action at meeting is proposal from NAB staff to develop on-air campaign to raise public awareness of broadcasters' contributions to their communities.





**RENEWED
FOR YEARS TWO
AND THREE.**

**“WHAT’S
HAPPENING
NOW!!”
is happening
again!!**



In association with LBS Communications

Turner results

All that debt Turner Broadcasting System took on to finance its \$1.7-billion takeover of MGM Entertainment Co. last March is starting to have a negative impact on the corporation's bottom line.

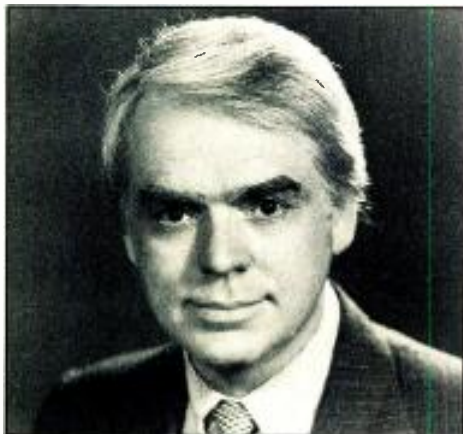
TBS reported last week a net loss of \$6.9 million for the first quarter of 1986, compared to a net loss of \$741,000 during the same period of 1985. TBS, which traditionally performs poorly in the first quarter, attributed the big increases in losses this year to interest payments on debt acquired through the purchase of MGM and the Omni Complex in downtown Atlanta, which has become TBS's new corporate headquarters. Interest payments for the quarter were \$16.2 million, more than twice what they were in the first quarter of 1985.

TBS reported revenue of \$86.6 million for the quarter, up 28.5% from \$67.4 million a year earlier. But operating expenses for the quarter were up 27.1%—from \$51.9 million to \$66 million.

Steinle steps down

Financial News Network, which now serves 21 million cable homes, announced last week that Paul Steinle, president and chief operating officer, will leave the company this summer. FNN said it has begun a search for a replacement.

Steinle, who is credited for putting the operation in the black, joined FNN in April as head of news and programming and, in February 1984, he succeeded Norm Potter



Steinle

as president.

Steinle said the parting is amiable, citing as proof the fact that he will remain on the FNN board. He said he decided to step down to pursue several entrepreneurial ventures he's been thinking about. "I finally got to the point where I had enough confidence in my skills that I wanted to try to build something on my own." He said that "something" will probably involve broadcasting and journalism, the two callings to which he has devoted the last 24 years.

Whatever Steinle does he will have plenty of seed money. He said he has acquired 47,000 shares of FNN, which is now selling at around \$8 a share.

Minority numbers

The percentage of women and minorities working for cable companies continued to increase in 1985, according to the annual FCC equal employment opportunity trend report released last week.

In 1985, the survey reported that 38.3% (27,702) of cable's total workforce of 72,306 people were women and 18.1% (13,109) were minorities, primarily black or Hispanic. According to the 1984 report, 37.2% were women and 17.1% were black and, according to the 1983 report, 37% were women and 15% were minorities.

In the top four job categories (officials and managers, professionals, technicians and sales workers) in 1985, the report found, 23.5% of the employees were women and 14.8% were minorities. In 1984, 21.5% of the top jobs were held by women, while 13.9% were held by minorities.

Still a bargain

In an effort to reinvigorate the market for backyard earth stations, the Satellite Television Industry Association (SPACE), with the help of major cable programmers, will try to show that dishes are still good buys in what it hopes will be a highly publicized demonstration of the technology. "Access Day," as SPACE is calling the event, is scheduled for tomorrow (May 27) aboard the Intrepid, a World War II-vintage aircraft carrier now docked in New York on the Hudson river.

Sales of the dishes plummeted in January after Home Box Office began scrambling full time the satellites feeds of its two services, HBO and Cinemax, depriving dish owners of free access to them. The attendant publicity impressed upon consumers that HBO and Cinemax were no longer available to dish owners for free, and was coupled with the possibility that many other major services would become unavailable unless paid for as their satellite feeds were scrambled later this year. Showtime/The Movie Channel, for instance, is scheduled to implement the full-time scrambling of its two services on Access Day.

According to SPACE spokesman Joe Boyle, Access Day is intended to show consumers that dishes are able to receive scores of channels with attractive programming and that all that scrambling means is that the consumer will have to pay a monthly subscription fee for some services. During the event, SPACE will demonstrate the M/A-Com Videocipher II scrambling system, including the special home satellite descramblers dish owners need to receive the scrambled services, he said.

That cable programmers don't want to crush the backyard dish market but want to profit from it by selling subscriptions is indicated by their participation in Access Day. According to SPACE, the participating programmers include HBO, Viacom (Showtime, TMC, MTV, VH-1 and Nickelodeon), Turner

Broadcasting System (CNN and CNN Headline News), United Video (superstations WGN-TV Chicago, WPIX(TV) New York and KTVT(TV) Dallas-Fort Worth), and Rainbow Programming Services (Bravo and American Movie Classics).

Scrambling lineup

The House Telecommunications Subcommittee last week released a partial list of witnesses for its scrambling hearing on June 12. Among those slated to appear: FCC Chairman Mark Fowler; Al Sikes, National Telecommunications and Information Administration; Rick Rule, deputy assistant attorney general, antitrust division, Justice Department; a representative from the Defense Department; Steve Effros, Community Antenna Television Association; Keith LaMonica, FM America; Jack Valenti, Motion Picture Association of America; Robert Berglund, National Rural Electrification Cooperative Association; Don Wear, CBS Broadcast International; Phil Jones, KCTV(TV) Kansas City, Mo., and chairman of CBS TV Affiliates Advisory Board; Tom Evans, Rural Dish Association; Randy Winegard, dish manufacturer, Winegard Co.; Millie Fortenot, Satellite Earth Station East, a dish dealer; A. Dean Petersen, TDS Engineering, and William Ternent, American Technology Information Inc., an MMDS operator. A representative from a satellite manufacturer also may testify.

Getting there

Will the citizens of Washington enjoy cable television this year?

Well, some of them will, promised Bob Johnson, president of District Cablevision Inc., the city's franchisee, during a ceremony to mark the spot where, he said, construction will begin this summer.

After a long and bitter fight to secure the franchise, DCI had to go back to the city council on several occasions to ask for concessions and changes in the franchise contracts to make the proposed system economical enough to attract financing. Even with the concessions, the only backer DCI could find was Tele-Communications Inc., which is putting up \$45 million.

At the ceremony, during which a plaque was attached to a telephone pole, Johnson said Chesapeake & Potomac Telephone Co. would begin construction of the 54-channel system in August and finish it within five years. By the end of this year, he said, the system would pass between 10,000 and 15,000 of the city's 250,000 homes.

The service will charge a lot more than Johnson originally promised. The basic 36-channel service will cost \$12.95 a month and each pay channel will cost an additional \$10.95.

Critical mass

The National Cable Forum has issued the agenda for its four-day (June 5-8) showcase of cable programming and celebrities—the

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What a pair!

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Hot-shot ex-car-thief.
With a passion for
collaring criminals.
A talent for wise-guy wit.
And a winning
chemistry all their own.
It's a unique
action series that's
built to last.
Because it's built on
the rivalry, the humor,
and the mutual respect
of two dynamite guys.

The verdict is in:

- A long-running network hit.
- Proven appeal to Young Adults.
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- Maximum scheduling flexibility.
- Ideal counterprogramming to sitcoms and game shows.
- A powerful audience-builder without big, inflated license fees.

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subsequent cash-plus basis



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*Check out
the evidence.
Call your Colex
rep now.*

A promotional photograph of the two main characters, Brian Keith and Daniel Hugh Kelly, from the TV show Hardcastle and McCormick. They are both smiling and wearing blue shirts. Brian Keith is on the left, wearing a black baseball cap with a white "NY" logo. Daniel Hugh Kelly is on the right, with his arms crossed.

HARDCASTLETM AND MCCORMICK

Produced by the hit-makers at Stephen J. Cannell Productions.
Starring Brian Keith and Daniel Hugh Kelly.

**LAST SEASON ONLY TWO
NEW SITCOMS
MADE THE TOP 20**

ONE WAS KATE & ALLIE



And
this season,
Kate & Allie
soared to #13
in all of
television.

KATE & ALLIE *They Make It On Their Own*

Produced by **Reeves Entertainment Group**
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Source: NTL 1984-85 regular season (9/17/84-4/21/85) NTL 1985-86 season average through 2/23/86) Subject to qualifications available on request.
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first stop on the Television Critics Association's annual summer press tour. This year, 13 companies, representing 19 cable services, are participating in the program.

An outline of the agenda: *June 5*—Turner Broadcasting System (Ted Turner and CNN talk show host Larry King); Arts & Entertainment; ESPN (tennis star Arthur Ashe), and MTV. *June 6*—HBO (director Louis Malle, actor Gary Busey and actress Leslie Ann Warren). *June 7*—Lifetime; Showtime (actor Robert Carradine), and the Disney Channel (author/radio personality Garrison Keillor). *June 8*—The Nashville Network; the Discovery Channel; Tempo Television; CBN; USA Network, and the Weather Chan-

New COST chief

The National Cable Television Association and the Motion Picture Association of America have hired Jeremy H. Stern, a Michigan cable executive, to head their joint crackdown on cable signal piracy as



Stern

executive director of a rejuvenated Coalition Opposing Signal Theft (COST). Stern, who will work out of an office in NCTA's Washington headquarters, will also be director of NCTA's Office of Cable Signal Theft. He's expected to start May 27.

COST was formed in 1984 by a consortium of cable operators and motion picture companies, but for lack of adequate funding and a permanent staff, it failed to make much of an impact on the piracy problem.

Stern, who is studying law at the University of Detroit, has worked for Continental Cablevision of Michigan Inc. since 1981. He started there as a marketing representative and was director of corporate affairs when he was tapped for the antipiracy post. Stern has been chairman of the Michigan Cable Television Association's political action committee and is a member of the Cable Television Public Affairs Association.

PPV problems

The shakeout in pay-per-view services began last week with the announcement that the Westport, Conn.-based The People's Choice service would shut down its operation at the end of May. The service was launched in January by MarketCorp Venture Associates, a venture capital fund founded by Marketing Corp. of America,

which owns MCA Advertising. According to Bruce Blackwell, vice president, marketing services, TPC, the service had only 11 affiliates with a universe of about 125,000 addressable subscribers. That was about half the universe the company had hoped to have by this time, said Blackwell, noting that many affiliates put off the TPC sales force with a "wait and see" posture. Many affiliates, he said, were putting off a decision on launching a PPV service because of unresolved technological questions concerning some aspects of the business such as order taking and billing.

"It was basically a business decision," said Blackwell, by the board of directors of MarketCorp Venture Associates. The board pulled the plug, he said, because it became obvious that the company would have to spend "a lot more" money getting the business going than was initially anticipated and that a return on the investment would take a lot longer to realize. He said TPC calculated they would need a subscriber base of about 1.25 million just to break even, and that it would take another nine months to a year to reach that point. "The buy rates were good," he said, noting most systems were achieving double-digit monthly cumulative buy rates.

Meanwhile, Los Angeles-based Telstar and Denver-based EvenTelevision have put off the launch of their planned services, first announced last year. Showtime's Viewer's Choice appears to have the dominant share of the PPV market now, followed by Request Television. VC currently has 850,000 addressable subscribers on line (over one million under contract) and 28 system affiliates as of June 1. Request will have 700,000 addressable subscribers on line, with close to 50 system affiliates.

A pole grows in Brooklyn

Cable television has finally come to Brooklyn. Warner Cable, which started service in Queens last December, began serving its first subscribers in Brooklyn on May 14. The company now has a total of about 8,000 subscribers in both systems (mostly Queens) and is the only operator serving customers in the outer boroughs of New York. The other franchisees—Cablevision, ATC, Cox/Vision Cable and Queens Inner Unity—have yet to start construction. The Warner systems pass about 300,000 homes in Queens and 190,000 homes in Brooklyn. Richard Aurelio, president and general manager of BQ Cable, the Warner Cable subsidiary that operates the two systems, said they will be completed within the five-year period called for under the franchise agreement. "We expect to complete [construction] sooner than that," he said. Both systems use 550 mhz cable with 70 channel capacity. Sixty channels will be activated initially in each system.

Just ducky

Cosgrove Hall Productions, a division of Thames Television, and MTV's Nickelodeon recently announced the joint development of *Count Duckula*, an animated series that will air in the U.S. and United Kingdom in 1988. Geraldine B. Laybourne, Nickelodeon senior vice president and general manager, said that the project, which she called the largest animation co-venture between the two countries, is an outgrowth of the

two companies' co-production, *Danger Mouse*, currently in 35 countries. Laybourne said that the series, a comedy, which will include American and British accents, was designed to work in both countries and will also be sold internationally. "We are looking to produce an evergreen, and the best route is through humor," said John Hambley, chief executive officer of Cosgrove Hall. *Duckula's* 65 episodes will be produced at Cosgrove Hall studios in Manchester, England. The series will be syndicated in the U.S. by D.L. Taffner.

Movie sales

Lorimar-Telepictures pay cable and feature film syndication division, recently established to market feature films to pay and basic cable as well to broadcast outlets, has announced its first sales. Among the deals are The Disney Channel's purchase of the former NBC series, *Boone*; Bravo's purchase of a package of films; HBO's purchase of two made-for-television films, "A Matter of Life and Death" and "Second-Hand Hearts"; Lifetime's purchase of the former CBS series, *Apple's Way*, and a package of films, and Arts & Entertainment's purchase of *Skag*, the former NBC series starring Karl Malden.

Block that telco

Century Federal Inc., which has been seeking in federal court the right to build and operate a cable system in Palo Alto, Calif., and surrounding communities without a cable franchise, has asked the FCC to deny Pacific Bell permission to build a cable system in the communities and lease a portion of its capacity to Cable Communications Cooperative of Palo Alto, which has been granted a cable franchise.

After Pacific Bell denied Century access to its poles and conduits for lack of a municipal franchise, Century took Palo Alto to court, charging that a franchise requirement was a violation of its First Amendment rights. The case has been put on hold until the Supreme Court renders a decision in a similar case, *Los Angeles v. Preferred Communications*.

In its petition to the FCC, Century argued that Pacific Bell's proposal to build and lease a cable system for CCCPA is designed to head off competition in broadband communications. "Clearly, Pacific is attempting to avoid the construction of a cable system in its exchange area, which could provide a competitive broadband service, by installing a captive system of its own in contravention of the [FCC's] long-standing policies."

The play's the thing

Six Shakespearean works starring Sir Laurence Olivier will be presented in June and July by Bravo, the Woodbury, N.Y.-based pay cable network "devoted to award-winning movies." Joseph Papp, producer of more than 280 plays, will introduce each film. The movies, spanning Olivier's career, are "As You Like It" (June 10, 19, 29), "Hamlet" (June 11, 19, 30), "Richard III" (June 12, 21, 30), "Othello" (June 13, 19, 29), "King Lear" (June 14, 19, 29) and "The Merchant of Venice" (July 1, 10, 14). The entire collection will be repeated in July. Four of the films are national cable premieres.

Quality people are hard to come by. Group W can offer you some of the best.

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Last August, Westinghouse decided to sell Group W Cable. That sale will soon be complete.

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Or send a letter with your needs to: B.A.Grubbs,

Westinghouse Broadcasting and Cable, Inc., 888 Seventh Avenue, New York, NY 10106.



Westinghouse Broadcasting and Cable, Inc.

Business Briefly

TV ONLY

Dove Bar □ Seller of ice cream pops is investing \$3.5 million in its first major advertising campaign, heavily in spot television. Company has been advertising in Chicago and Los Angeles and as of June 2 client will add seven-week spot TV effort in New York, San Francisco and Washington. For most part, company will use 15-second commercials. Spots will run in all dayparts. Target: adults, 25-54 adults. Agency: Zechman & Associates, Chicago.

JVC □ Company will advertise its new eight-pound camera/recorder in about 10 spot television markets, starting this week and continuing through June. Commercials will be carried in prime time. Target: adults, 25-54. Agency: SSC&B:Lintas, New York.

Humana Inc. □ Health-care company will begin campaign in markets throughout country, starting on June 2. Commercials will be aimed at both physicians and general public and seek

AAAA wrap-up. American Association of Advertising Agencies President Leonard S. Matthews has told his membership to "do a better job of selling the full-service agency concept." He said during the 4A's convention in White Sulphur Springs, W.Va., May 14-17 that "with rare exceptions," brand-building campaigns "do not come out of house agencies. They come out of the synergistic action of a full-service agency team which sparks each other to produce superlative advertising."

In other convention action, the 4A's presented its first Distinguished Advertising Award to Pepsi-Cola for 26 years of "continuing excellence" in advertising. The award—a four-sided brass letter 'A'—was conceived as part of a campaign to "help improve the attitudes of the business community toward advertising and the advertising agency business by honoring advertisers who have produced consistently excellent advertising for many years," the 4A's said.

to communicate Humana's commitment to medical excellence. Commercials will be placed in all dayparts. Target: adults, 21-54. Agency: Grey Advertising, New York.

James River Corp. □ Dixie Division of parent company is introducing its Superware paper plates in flight that kicked off last week in 17 markets. Fringe periods will be used for commercials. Target: women, 25-54. Agency: SSC&B:Lintas, New York.

RADIO ONLY

Jacobson's □ Clearance sales for shoes will be promoted in flights of several days at end of May in various Midwest markets, including Toledo, Ohio, and Lansing, Mich. Commercials will be carried in drive times. Target: women, 18-34. Agency: Simons Michelson & Zieve, Troy, Mich.

Cub Foods □ Franchise grocery chain will run one-week flights starting Aug. 4 and Aug. 18 in nine to 10 markets. Commercials will be carried in drive periods. Target: adults, 25-49. Agency: W.B. Doner, Southfield, Mich.

Martlett Importing Co. □ Summer flight for eight weeks for Molson light ale will kick off in late June in 13 markets, including New York, Albany, Rochester and Syracuse, all New York. Commercials will be carried in all time periods. Target: men, 25-34. Agency:

HBM/Creamer, Boston.

Beatrice Foods □ Delicatessen meat products will be highlighted in three-week flight beginning in late June in more than 20 markets, including Cleveland, Denver, St. Louis and New York. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Zechman & Associates, Chicago.

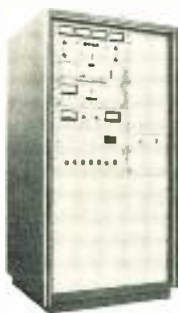
RADIO&TV

Marine Midland Bank □ Bank's Direct Consumer Banking Division has launched spot TV campaign in markets throughout New York state and will add radio support beginning in July. Advertising will continue throughout year. Commercials will appear in early news, late news and prime time segments. Target: adults, 21-54. Agency: D'Arcy Masius Benton & Bowles, New York.

White Rock Products Corp. □ Importer of Moussy, nonalcoholic beer, kicked off campaign last week in 11 markets and will reinforce effort with spot radio drive in same markets, starting in mid-June. Markets include New York, Chicago, Los Angeles, Detroit and Boston. Commercials will run in prime time on television and in all periods on radio. Target: adults, 25-54. Agency: Geer, DuBois Inc., New York.

Funtime Inc. □ Campaigns for three Funtime amusement parks begin in early June. Darien Lake (near Rochester, N.Y.) and Geauga (Aurora, Ohio) parks begin 11-week campaigns beginning June 2. Darien spots will air in six TV and radio markets, including Syracuse and Rochester, both New York, and two radio only. Geauga spots will air in six markets including Pittsburgh and Toledo, Ohio. Wyandot Lake park (Columbus, Ohio) will begin nine-week campaign next week in one market. Radio campaigns will use all dayparts except midday. Target: adults, 18-49. Agency: Mills, Hall, Walborn, Cleveland.

New Class A Winner



Continental's Type 814B 4.3 kW FM Transmitter uses the Type 802A Exciter to deliver a crisp, clean signal.

With an output of 4,300 watts, it has plenty of power reserve for Class A operation on a 2-bay antenna system. It's solid-state except for one 4CX3500A Tetrode in the final amplifier. A built-in harmonic filter is just one of many outstanding operating benefits. For a brochure, call (214) 381-7161. Continental Electronics, a Division of Varian Assoc., Inc. PO Box 270879 Dallas, Texas 75227.

Transmitters 1 to 50 kW AM and to 60 kW FM. FM antennas, studio & RF equipment ©1986 Continental Electronics/6213



Continental Electronics

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Rep Report

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□

WSEN-AM-FM Syracuse, N.Y.: To Hillier, Newmark, Wechsler & Howard from McGavren Guild Radio.

□

Wowl-TV Florence, Ala.: To Savalli Schutz & Peterson from Southern TV Systems.

This announcement is under no circumstances to be construed as an offer to sell or as a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.

May 14, 1986

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Founded 1931. Broadcasting-Telecasting * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972. □ Reg. U.S. Patent Office. □ Copyright 1986 by Broadcasting Publications Inc.

Advantage

Barter report. Broadcast Advertisers Reports released results of first-ever study of barter/syndication advertising activity last week and placed 1986 first-quarter expenditures at \$139.4 million. Top five barter programs and estimated revenues were *Wheel of Fortune*, \$9.8 million; *Fame*, \$9.3 million; *Entertainment Tonight*, \$9.3 million; *Solid Gold*, \$7.6 million, and *Star Search*, \$6.8 million. Top five barter advertisers for first quarter were Procter & Gamble, \$18.1 million; Philip Morris, \$9 million; Reynolds Inc., \$5.4 million; Nestle, \$5.3 million, and Mars Inc., \$4.7 million. Report was based on 102 syndicated programs monitored by BAR's National Syndicated TV service. Study covers 194 advertisers. Service monitors national commercial television activity occurring in satellite-distributed syndicated programs. These reports will be published monthly with cumulative data available in each report.

TV's first quarter. Total television advertising for first quarter of 1986 grew 9%, to \$4.72 billion, according to Television Bureau of Advertising. Local advertising rose 13%, to \$1.326 billion; national spot television grew 12%, to \$1.358 billion, and network was up 4%, to \$2.037 billion. TVB noted that figures for local and national spot are projected from various sources, including Broadcast Advertisers Reports data based on monitoring of stations in top 75 markets and TVB's quarterly surveys of national television representatives.

Big bite. BBDO New York has been chosen as agency for domestic advertising of Apple Computer Inc., which bills about \$50 million. Account spends close to \$30 million in broadcast. Apple Computer has been at Chiat/Day, San Francisco, since 1979. Chiat/Day and BBDO were final contenders for assignment and nod went to BBDO, according to Apple spokesman, because "it seems to be most appropriate for direction we will be taking in future."

Nonwired question mark. Future of nonwired network selling for radio reps—one contract for group station buy that may consist of both represented and nonrepresented stations—may be in doubt, if recent Eastman Radio survey of agency media directors is any indication. According to Eastman study, which was conducted through rep firm's regional offices during first quarter of 1986, nearly half of 86 media directors polled said they would make fewer nonwired network purchases in 1986 than last year. And majority of respondents said nonwired network sales will never exceed traditional spot volume.

First-quarter results. American Association of Advertising Agencies said that based on reports from first quarter of 1986, gross income will be up for 63% of advertising agencies by year end, with dollar profits up for 53% and profit margins up for 40%. Projections were based on survey of about 60 agencies, both large and small, 4As said.

Author-ad man. James Patterson, executive vice president/creative director of J. Walter Thompson, New York, is author of suspense novel, "Black Market," set for release on June 1 by Simon & Schuster. Book has been chosen as Literary Guild selection and has been sold to 11 countries. Novel, which has Wall Street background, is Patterson's fifth book. As creative director at JWT, he has worked on such accounts as Burger King, Kodak, Miller High Life and French's Mustard.

Claim settled. National Advertising Review Board panel, which handles unresolved cases referred to it by National Advertising Division of Council of Better Business Bureau, has found advertising claims for Stri-Dex Triple Action Pads (Sterling Drug Inc./Glenbrook Laboratories) to be "marginally acceptable." Panel has requested that phrase "New tests show Stri-Dex fights pimples better than benzoyl peroxide, the medicine in Oxy-10 and Clearasil cream" be modified to eliminate brand-to-brand superiority comparisons. Decision was in response to appeal made by National Advertising Division supported by Richardson-Vicks and Norcliff Thayer, who maintained ads were misleading. At National Advertising Division level, 11 challenges to national advertising, including five advertisements on television, were resolved during April. Reviewed by NAD and substantiated were advertising claims made by Thomas J. Lipton (Wishbone Country Inn Salad Dressing). Modified were TV commercials for Beatrice Grocery Group, GTE Communications Corp., LIN Toys Ltd. and Wilsey Food Inc.

Joint venture. Two Washington communications firms, Bailey, Deardourff, Sipple & Associates and Earle Palmer Brown, have agreed to join forces to form national media buying service specializing in elections and issue-oriented and public service campaigns. New company will be called Strategic Media Group and will make its headquarters in Bethesda, Md.

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-  Not just another late-night talk/variety show, Nightlife will be produced in New York offering a wide variety of guests!
-  Tested by ASI in cities all across America with overwhelming results!
-  Full promotional support including high-gloss campaign promos, episodic TV and radio spots, print ads and station co-op — Everything that has made King World the dominant leader in TV marketing and promotion!

Datebook

This week

May 25—Georgia AP Broadcasters Association annual meeting and awards luncheon. Georgia Center for Continuing Education, University of Georgia, Athens.

May 25-27—High-definition TV conference, sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey, Calif.

May 25-31—Seventh *Banff Television Festival*. Banff Springs hotel, Banff, Alberta, Canada. Information: (403) 762-3060.

May 28—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Tom Griffin, chairman, Sunbow Productions, and chairman, Griffin Bacal Inc., New York advertising agency. Copacabana, New York.

May 28—American Film Institute seminar series, "Producers on Producing: Television." Speaker: Philip Capice (Dallas). Louis B. Mayer library building, AFI campus, Los Angeles.

■ May 28—Washington Metropolitan Cable Club luncheon meeting. Speaker: Ron Castell, VP-advertising, Erol's, videocassette rental, and formerly with Warner Amex. Satellite News Channel. Washington Marriott, Washington.

May 29—Pacific Pioneer Broadcasters nostalgia night. Home Savings, Los Angeles.

■ May 28—International Television Association Communications Day, featuring exhibits and professional development workshops. Rosslyn Westpark hotel, Arlington, Va. Information: (202) 528-2244 or (202) 891-3890.

May 29—Women in Film and Video, New England chapter, public meeting, "Women at Work: Success by Design." WBZ-TV Boston. Information: (617) 527-3963.

May 29-31—Television Bureau of Advertising sales staff meeting. Stouffer hotel, White Plains, N.Y.

■ Indicates new entry

May 29-June 1—NATPE International Educational Foundation third annual management seminar. American University, Washington. Information: (212) 757-7232.

May 30—Deadline for entries in community service awards sponsored by *National Broadcast Association for Community Affairs*. Information: Marsha Kaminsky, vice president for public affairs, WOR-TV, P.O. Box 9, Secaucus, N.J., 07094; (212) 764-6755.

May 30-June 1—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Stouffer Pine Isle Resort, Atlanta.

May 30-June 1—Showbiz Expo '86, products and services trade show for business and production areas of entertainment industry. Panels presented by *Directors Guild, Writers Guild, Women in Film, Association of Visual Communicators* and others. Santa Monica Civic Auditorium, Santa Monica, Calif. Information: (213) 668-1811.

May 31—Deadline for nominations for IBC Award, to be presented during 11th *International Broadcasting Convention*, to be held in Brighton, England, Sept. 19-23. Information: IBC Secretariat, IEE Savoy Place, London, WC2R 0BL; telephone: (01) 240-1871 (extension 255).

May 31-June 1—International Television Association, Philadelphia chapter, screenwriting workshop. Hahnemann University Hospital auditorium, Philadelphia. Information: (800) 854-8544.

June

June 1-4—International summer consumer electronics show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago.

June 1-4—JCPenney-University of Missouri television workshop for station personnel involved in public and community affairs. UMC campus, Columbia, Mo. Contact: Leigh Shallenberger (314) 882-7771.

June 2—Southern California Broadcasters Associ-

ation annual "wingding." Sportsmen's Lodge, Studio City, Calif.

June 2—Deadline for entries in *National Federation for Community Broadcasters* community radio program awards, to "celebrate the best of community radio broadcasting." Information: NFCB, 1314 14th Street, N.W., Washington, 20005; (202) 797-8911.

June 2-3—Pratt Center for Computer Graphics in Design conference. Grand Hyatt, New York. Information: (914) 592-1155.

June 2-5—ABC-TV annual affiliates meeting. Century Plaza hotel, Los Angeles.

June 3—New York Cable Club luncheon, featuring Jim Mooney, president, National Cable Television Association. Cosponsored by *New York State Cable TV Association* and *New York Women in Cable*. Gallagher's restaurant, New York. Information: Sherri London, (212) 661-4500, or Stephanie Zarpas, (518) 463-6676.

■ June 3—Houston Association of Radio Broadcasters "ratings review" luncheon. Houston Grand hotel, Houston. Information: (713) 266-1971.

■ June 3—Media Institute luncheon featuring Nancy Woodhull, president, Gannett New Media Services. Sheraton Carlton, Washington. Information: (202) 342-7571.

June 4—American Film Institute seminar series, "Producers on Producing: Television." Speaker: Glenn Caron (Moonlighting). Louis B. Mayer library building, AFI campus, Los Angeles.

June 4-5—Illinois Broadcasters Association trip to Washington.

June 4-7—Euromedia '86, Topic: "Telecommunication—Network of Power." Kongresshaus, Innsbruck, Austria. Information: Kongresshaus Gesellschaft mbH, Postfach 533, A-6020, Innsbruck, Austria.

June 4-12—Prix Jeunesse International, children's and youth programming competition. Radio house of Bayerischer Rundfunk, Munich. For information. Munich telephone: 59-00-20-58.

June 2-5—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

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

June 11-15—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—American Advertising Federation national convention. Grand Hyatt, Chicago.

June 16-20—National Association of Broadcasters joint board meeting. NAB, Washington.

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

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

July 23-25—Eastern Cable Show, sponsored by Southern Cable Television Association. Atlanta Market Center, Atlanta.

Aug. 26-29—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.

Sept. 10-13—Radio '86 Management, Programming, Sales and Engineering Convention, sponsored by National Association of Broadcasters and National Radio Broadcasters Association. New Orleans Convention Center, New Orleans.

Sept. 19-23—11th International Broadcasting Con-

Major Meetings

vention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers and Royal Television Society*. Metropole conference and exhibition center, Brighton, England.

Oct. 14-16—Society of Broadcast Engineers national convention. St. Louis Convention Center.

Oct. 24-29—Society of Motion Picture and Television Engineers 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 30-Nov. 4, 1987, Los Angeles Convention Center; Oct. 14-19, 1988, Jacob Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

Oct. 26-29—Association of National Advertisers annual convention. Homestead, Hot Springs, Va.

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

Nov. 17-19—Television Bureau of Advertising 32d annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

Dec. 3-5—Western Cable Show, sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif.

Jan. 7-11, 1987—Association of Independent Television Stations annual convention. Century Plaza, Los Angeles. Future conventions: Jan. 6-10, 1988, Century Plaza, Los Angeles, and Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 21-25, 1987—NATPE International 24th annual convention. New Orleans Convention Center, New Orleans.

Feb. 1-4, 1987—National Religious Broadcasters 44th annual convention. Sheraton Washington.

Feb. 6-7, 1987—Society of Motion Picture and Television Engineers 21st annual television conference. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Feb. 7-10, 1987—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

March 28-April 1, 1987—National Association of Broadcasters 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

March 29-31, 1987—Cabletelevision Advertising Bureau sixth annual conference. New York.

April 21-27, 1987—23rd annual MIP-TV, *Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 26-29, 1987—Broadcast Financial Management Association annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt New Orleans.

May 17-20, 1987—National Cable Television Association annual convention. Las Vegas Convention Center, Las Vegas.

June 11-17, 1987—15th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.

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June 5—National Academy of Television Arts and Sciences, New York chapter. luncheon. Speaker: Stuart Karl, president. Karl Lorimar Home Video, Irvine, Calif. Copacabana, New York.

■ **June 5—Noncommercial WETA-TV** Washington annual business and industry breakfast, featuring political satirist Mark Russell. Mayflower hotel, Washington.

June 5-8—National Cable Forum press tour, sponsored by *Television Critics Association*. Beverly Hilton hotel, Los Angeles. Information: (213) 278-3940.

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

June 9-12—PBS press tour. Century Plaza hotel. Los Angeles.

June 10—International Radio and Television Society "Second Tuesday" seminar. Speaker: Gene Pell, president, Radio Free Europe/Radio Liberty, Viacom Conference Center, New York.

June 10—Women in Cable, New York chapter. meeting. HBO Media Center, New York. Information: Rita Ellix, (212) 661-4500.

June 10-12—Fifth annual International Radio Festival of New York. Sheraton Center, New York. Information: 246 West 38th Street, New York, N.Y. 10018; (914) 238-4481.

June 11—Session on sales and marketing, sponsored by *American Women in Radio and Television, Washington chapter*, as part of "Women at the Top" series. National Association of Broadcasters, Washington. Information: (202) 347-5412.

June 11—Ohio Association of Broadcasters sales workshop Embassy Suites, Columbus, Ohio.

June 11—National Academy of Television Arts and Sciences, New York chapter. luncheon. Speaker: Rudolph Giuliani, U.S. attorney, southern district of New York. Copacabana, New York.

June 11—Association of Independent Television Stations general managers meeting. Luncheon speaker: J. Peter Grace, chairman, W.R. Grace & Co. Hyatt Regency Washington-Capitol Hill.

June 11-15—Broadcast Promotion and Marketing

Executives/Broadcast Designers Association annual seminar. Keynote speaker: Gene Jankowski, president, CBS/Broadcast Group. Loew's Anatole, Dallas. Information: (415) 788-2324.

June 12-15—CBS consumer press tour, sponsored by *Television Critics Association*. Century Plaza hotel, Los Angeles.

June 12-15—Society of Cable Television Engineers annual engineering conference and Cable-Tec Exposition. Phoenix Convention Center, Phoenix. Information: (215) 363-6888.

June 12-15—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

June 13—Women in Communications, Washington chapter, luncheon. Speaker: Lynn Sherr, ABC News correspondent. Capital Hilton, Washington.

June 13—"The Cost of Libel Conference: Economic and Policy Implications," sponsored by *Gannett Center for Media Studies* and *Columbia University Center for Telecommunications and Information Studies*. Columbia University, New York. Information: (212) 280-8392.

June 13-14—Third annual BROADCASTING-Taishoff seminar, "designed to identify and inspire future leaders of television news," sponsored by *Sigma Delta Chi Foundation* with grant from *BROADCASTING-Taishoff Foun-*

Stay Tuned

A professional's guide to the intermedia week (May 26-June 1)

Network television □ **ABC:** "The Right Stuff" (adventure), concluding Monday 9-11 p.m.; *America Picks the #1 Songs* (entertainment/retrospective), Wednesday 9-11 p.m.; *The Indomitable Teddy Roosevelt* (dramatic documentary), Sunday 7-9 p.m. **CBS:** *Garfield in Paradise* (animated special), Tuesday 8-8:30 p.m.; *The Wildest West Show of the Stars* (entertainment special), Tuesday 9-11 p.m.; "The Big Chill" (comedy-drama), Wednesday 9-11 p.m.; *NCAA Division I Men's Volleyball Championship*, Saturday 2:30-3:30 p.m.; *The Paris-Roubaix Bicycle Race*, Saturday 3:30-4:30 p.m.; *The 40th Annual Tony Awards* (live presentation), Sunday 9-11 p.m. **NBC:** *Bob Hope's High-Flying Birthday!* (entertainment special), Monday 8-10 p.m.; *French Open Championships* (tennis tournament), Sunday noon-1:55 p.m., next Saturday 1-3 p.m., and next Sunday 9 a.m.-1:55 p.m. **PBS:** (check local times): *Roanoke** (three-part historic re-creation), Monday 9-10 p.m.; *The New Sousa Band On Stage At Wolf Trap* (music special), Monday 10-11 p.m.; *A Program for Vietnam Veterans... And Everyone Else Who Should Care* (forum), Wednesday 10-11:30 p.m.

Network radio □ **NBC Radio Network:** *The Deadliest Weapon* (half-hour documentary), airing Wednesday (check local times).



"Gremlins" on HBO

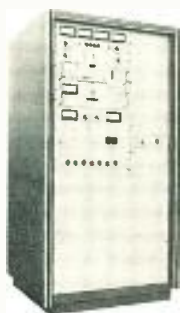
Cable □ **Bravo:** "1984" (science fiction), Sunday 8-10 p.m. **The Disney Channel:** *Parent Trap II* (comedy), Saturday 7-8:35 p.m. **Cinemax:** "Fletch" (comedy-mystery), Sunday 8-10 p.m. **ESPN:** *French Open** (55 hours of live tennis coverage), Monday-Friday 9 a.m.-2 p.m. and midnight to 12:30 a.m., continuing June 2-6; *NCAA College World Series** (live baseball coverage), Friday 5-8 p.m., continuing through June 8. **HBO:** "Gremlins" (comedy-thriller), Sunday 9-11 p.m. **WTBS(TV) Atlanta:** "Singin' in the Rain" (musical comedy), Thursday 8:05-10:05 p.m.; *John F. Kennedy's Lost Pathway to Peace* (documentary), Thursday 10:05-11:05 p.m.; *Bruce Jenner/Bud Light Track Classic*, Saturday 10 p.m.-midnight.

Play It Again □ **CBS:** *It's Flashbeagle, Charlie Brown* (animated music special), Tuesday 8:30-9 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Recreating Radio For Kids*, special presentation introducing children to radio drama and behind-scenes production, Saturday 10:30 a.m.-noon. *The Arts on Britain's Channel 4: Extending the Medium*, screenings of 70 hours of theater, music, dance, drama, visual arts and experimental television. *Bob Hope: A Half Century of Radio and Television*, screenings of more than 100 of the comedian's radio and television broadcasts, through June 14. Information: (212) 752-7684.

*Asterisk denotes series premiere. All times are NYT.

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June 14—Ninth annual Rocky Mountain Emmy Awards, sponsored by Arizona chapter of National Academy of Television Arts and Sciences, Camelview Radisson, Scottsdale, Ariz. Information: (602) 231-9474

■ **June 14**—American Film Institute seminar, "Producing Segments for Television," Mark Goodson Theater, New York. Information: (213) 856-769 or (800) 221-6248.

June 14-17—American Advertising Federation annual meeting, including "adFAIR" trade exposition (June 15-17) Grand Hyatt, Chicago

June 15-17—Virginia Cable Television Association 20th annual convention Pavilion Tower hotel, Virginia Beach, Va

June 15-19—Nebraska Videodisk Design Workshop, sponsored by Videodisk Design/Production Group, Nebraska ETV Network/University of Nebraska-Lincoln, Lincoln, Neb. Information: (402) 472-3611

Open Mike

The making of a journalist

EDITOR: Lots of people knew Teddy White a great deal better than I did, but I share an experience that tells something about his work habits and his professionalism.

I was his cubicle workmate at the 1980 Republican national nominating convention in Detroit. He then was 66 years of age. Throughout that week, he'd come by the NBC News work space in the convention hall (we both worked for NBC then) about 10 a.m. after having breakfast and several conferences with politicians and people who work for them. He was on the run all day, using his hand-held tape recorder to interview for direct quotes but also speaking into it for a note pad for himself. He returned when the evening session was about to begin, would make several live TV booth appearances during the night, interspersed with contacts on the floor and behind the curtains, always asking questions, probing, doing basic reporter's work.

Then, to my astonishment, when the session was ended, he'd come to the work space, peel off his suit coat, open his briefcase, set up his tape recorder, bring out a bottle of Jack Daniels, roll up his sleeves, and, at 11 or later, go to work, typing, thinking, typing, calling, thinking. Pages and pages of notes, later to become the sparkling, informative, uniquely skilled prose that set this man apart and above most journalists of this century.

He had immense charm. He had great talent. But he knew how to work hard.—*Russ Tornabene, executive officer, The Society of Professional Journalists, Sigma Delta Chi, Chicago.*

Applause

EDITOR: Bravo for my representative on the NAB joint board, radio director Bill O'Shaughnessy, for declining the French embassy's dinner invitation because of the denial of French air space for the Libyan raid ("Closed Circuit," May 12). BROADCASTING's "So there" headline made O'Shaughnessy's leadership action seem petulant foot-stamping. Let's remember that an F-111 American air crew was lost at sea, possibly because of the 1,200 additional miles to be flown.

O'Shaughnessy has led the way for

NAB's board. One hopes both the board and Eddie Fritts will have O'Shaughnessy's courage and consider *why* the French embassy has extended such an invitation. I cannot recall the French embassy being a broadcasters' dinner hangout. Can it be that the French are trying to influence broadcasters for the price of a free meal?—*Jerome Gillman, president and general manager, WDSY-FM, Woodstock, N.Y.*

Editor's note. *The National Association of Broadcasters position on the matter was stated in a letter from NAB President Eddie Fritts to O'Shaughnessy last week. Fritts said that relations between the U.S. and France have changed since the Libyan raid. His letter includes an assessment of the situation from the association's international consultant, Bill Haratunian, who noted that President Reagan and French President Mitterand settled any differences over the matter at the Tokyo summit. "There is no longer any residual misunderstanding about the Libyan raid or any bilateral disagreement about the necessity for joint actions to counter terrorism," he wrote. Moreover, NAB says the dinner is being held at the embassy to "pay tribute to the Statute of Liberty on the eve of the centennial commemoration." Also, at the dinner, the board plans to honor Jim Hulbert, senior vice president for station services, who is retiring.*

Rental agreement

EDITOR: It's not often that Sol Schildhouse ("Open Mike," May 12) and I find ourselves on the same side of a cable issue. But I share his surprise at Henry Geller's recent conclusions that cable franchise fees are unconstitutional ("Cablecastings," May 5).

Cable franchise fees are rent payments for the occupation and use of a city's public property. A city's public rights-of-way are the most valuable property owned by local government. A cable operator seeks a tenant's right to occupy this real estate for its own exclusive benefit.

The history of Congress and the FCC imposing franchise fee ceilings on local governments does not challenge this concept. Cities themselves often adopt rent control laws to limit landlords to rental prices below free-market levels. Mr. Geller will search in vain for court decisions that question the



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constitutionality of fair rent for property owned by the government.—*Nicholas P. Miller, Miller & Young, Washington.*

No NABB fan

EDITOR: Where were Frank Orme and The National Association for Better Broadcasting when Nick Johnson was in Illinois teaching students how to block renewal of a broadcast license? This fellow says that Dan Brenner should be denied appointment at UCLA because the students "will be graded according to the assimilation of, and compliance with, what they are taught." etc., etc. (BROADCASTING, May 5). Mr. Orme seems to feel that it's okay dokey to bend these young minds as long as he is the one doing the bending.

I never cease to be amazed at the number of people who can find fools to fund their folly. Someone is going to have to develop a database for reference by these folks so that no two groups use the same name. There just aren't enough "gotcha" group names to go around. Perhaps another federal agency could be formed for that purpose. One last thing, where are the mothers-in-law of these people asking the age-old question: "When are you going to quit this foolishness and get a real job?"—*Tom Joyner, president, Joyner Broadcasting Co., Goldsboro, N.C.*

'Real radio' replies

EDITOR: In the May 12 "Monday Memo," Barry Salberg speaks with the horse sense

that is too often missing from the jungle of sound-alike "zoo" radio stations. Our industry is preoccupied with a "monkey see, monkey do" mentality that overlooks the obvious cyclical, cultural and common-sense forces of the universe.

What the commercial broadcaster does for a living is no different from what Procter & Gamble or Kellogg's do. We labor over "product" and "package" so the consumer doesn't buy toothpaste from Colgate or raisin bran from Post.

That 90% of all radio stations sound alike to listeners explains why the other 10% are so successful. The problem? Media myopia. We're nearsighted because we're inside the box. Those Arbitron diary keepers live outside. Mr. Salberg's status as "a former radio broadcaster" affords him a perspective on our work that we don't have... unless we consciously seek it. The last two years I've spent programing all-news have taught me more about record rotation than I learned in 15 years of music radio. When it comes to the Q's and the zoos, I'm just another listener.—*Holland Cooke, operations manager, WTOP(AM) Washington.*

EDITOR: As a member of the class of '65 I would like to tell Barry Salberg that the real radio is alive and well here in Paxton, Ill. We are targeting the baby boomers and hitting most of them and have been since the fall of 1984. We don't use hot clocks. B stacks or intricate rotation systems or any of that other "jazz" that you mention. Just plain and sim-

ple rock and roll 'oldies' and a bunch of folks having the time of their lives playing it. You can even understand the lyrics. If you ever leave California and come here to the prairie, tune us in and enjoy.—*Dave Blumer, general manager/morning jock, WPMX(FM) Paxton, Ill.*

EDITOR: Responding to Barry Salberg's "Monday Memo":

Surely, there are plenty of things wrong with radio programing today, but a return to the craziness that Rick Sklar and Bill Drake created in the 1960's hardly meets the needs of today. We do, indeed, need to be attached to something that holds and unites us, but is "truly superlative" rock radio what the baby boomers now consider important in their lives?

People do grow up, after all, regardless of their vast numbers and former infatuations. Mr. Salberg rightly asks: "Will the real radio please stand up?" We could hope, however, that when the real radio stands up it will be facing forward.—*James T. Johns, president, Stiles Communications Corp., Plano, Tex.*

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Errata

In May 19 chart of new network schedules, **producer of Kate & Allie** (CBS, Monday 8 p.m.) is **Reeves Entertainment Group**, not Alan Landsburg. Reeves, not Lachman-Landsburg, also produces *Gimme a Break*, Wednesday, at 9 p.m. on NBC.

□

David Whitmire Hearst ("Fates and Fortunes," May 19) **died** of cancer at **Cedars-Sinai Medical Center in Los Angeles**, not as his home near San Francisco as reported.

□

In May 5 obituary, **Elmer H. Long Jr.** should have been identified as air personality with WNRK(AM) **Newark, Del.**, not New Jersey. Also in May 5 "Fates & Fortunes," **Carolyn Greene**, director of retail sales for KMSP-TV Minneapolis, **becomes account executive**, not Stephanie Peterson. Peterson is local sales manager for station.

□

Radio special *A Small Circle of Friends* was **distributed** to public radio stations **by** its producer, **Murray Street Enterprise**, New York, and not by WNYC-AM-FM there as originally indicated in May 12 "Riding Gain."

□

In May 19 BROADCASTING, on page 76, **president of American Women in Radio and Television, Norma Cox**, was quoted as saying: "Women who are members of AWRT do not like to be in charge." In clarification, Cox said **her emphasis was intended to be on the importance of seeking leadership positions.**

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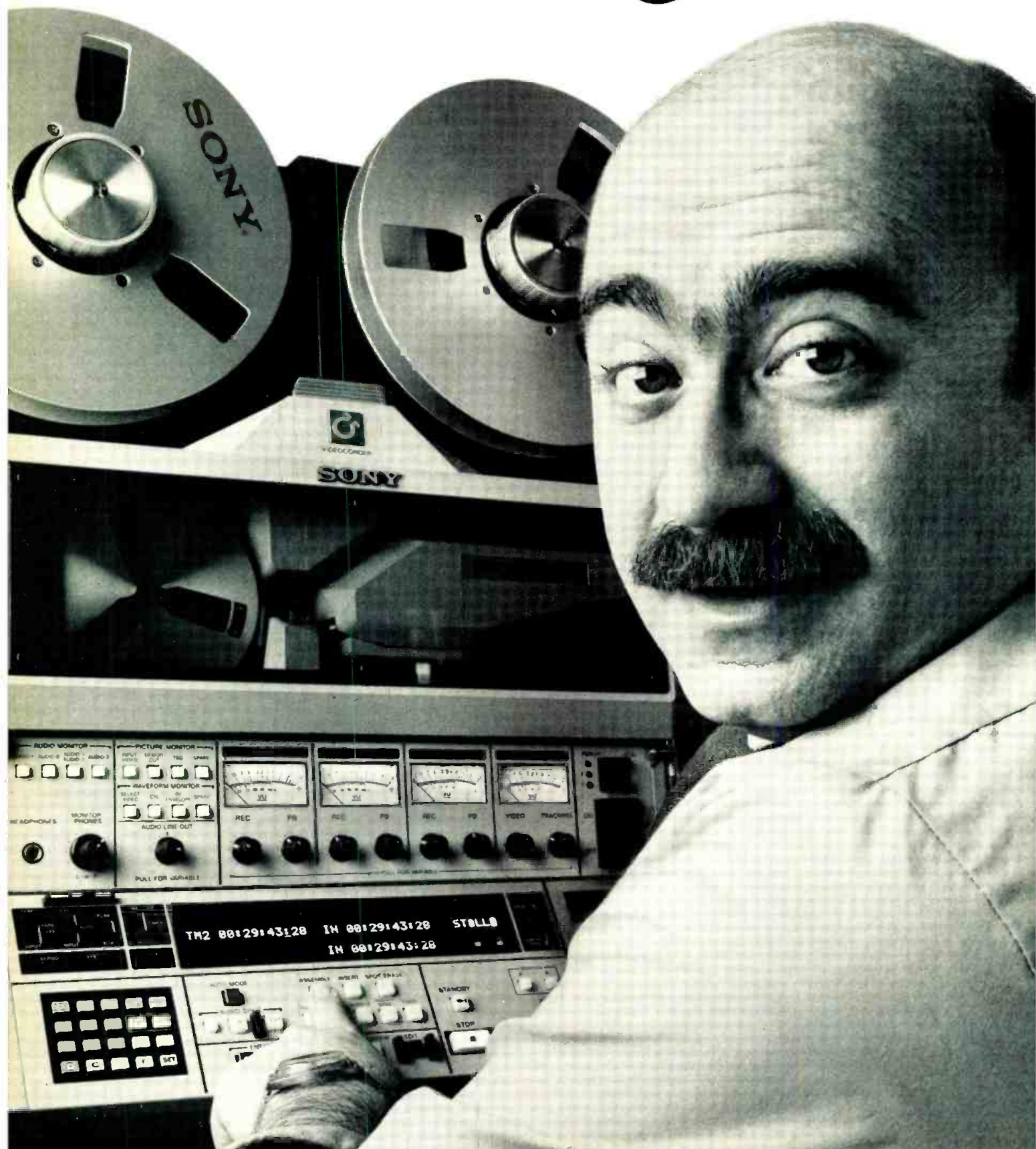
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A direct broadcast satellite commentary from Michael Alpert, telecommunications consultant, Washington

The inevitability of high-power direct broadcast satellites

To many in our industry the obituaries have been written for high-power direct broadcast satellite (DBS) service. Most of the pioneers have withdrawn, and those remaining are still struggling to raise the capital to operate this business. Nonetheless, due to market forces, high-power DBS is inevitable and will play an important role in the broadcasting and entertainment industries.

In August 1979, Comsat announced to the world it was going to deliver pay television to millions of American homes through high-power satellites operating in the dedicated DBS band (12.2 ghz-12.7 ghz). Others such as Hubbard Broadcasting, Direct Broadcast Satellite Corp., Dominion Video, CBS and RCA followed. Comsat's roller-coaster ride with Satellite Television Corp., including its courtships with Sears, CBS and Prudential and its November 1984 announcement redirecting its DBS efforts, is history. CBS, RCA and DBSC also dropped out, and USSB and Dominion Video are hanging on by a thread. Why?

The major reason lay with the investment profile of the business. In sum, it required too large an upfront investment (\$300 million-\$700 million depending upon whose plan you chose) given the significant losses and cash outflows in the early years. Combined with market and technical uncertainties existing at that time and the focus by many large companies on short-term profits, stock price and on financial analysts' "advice," it was extremely difficult to raise capital.

In the late 1970's and early 1980's cable growth was spectacular, and the perception at the time that Comsat made its initial announcement was that the market window for DBS would rapidly close, given the expected continuation of cable growth, and that DBS would go the way of STV. In addition, the state of the technology at that time had financial and operational implications for the business. Some concepts were unproved, and existing hardware was expensive on a unit or per-channel basis.

Between the development of the initial STC plans in 1979 and today, the environment for home satellite television in general and for DBS specifically has changed dramatically.

The window of opportunity is much wider than most industry prognosticators believed. In fact, cable growth has slowed. The predicted competition from alternative delivery systems, whether it be LPTV, MMDS or even medium-power DBS, has not yet materialized. The growth in the number of large C-band antennas costing anywhere between \$1,500 and \$5,000 has been dramatic and just validates the consumers' demand for al-



Michael S. Alpert is a telecommunications and broadcasting consultant in Washington. Formerly, he was executive vice president of Satellite Television Corp., a Comsat subsidiary. In the late 1970's he was responsible for formulating and developing Comsat's original direct broadcast satellite plan. Alpert, who joined Comsat in 1974, served variously the company's manufacturing and engineering operations before his assignment to STC.

ternative sources of entertainment.

Technological developments in both satellites and home receiver equipment have made DBS more economical. Today, for about the same price as two STC three-channel satellites originally planned to cover one-fourth of the U.S., two six-channel satellites can be built covering one-half the continental United States and still deliver high quality signals to two-foot dishes. Further, secure individual addressability exists as evidenced by M/A-Com's videocipher II system and Scientific Atlanta's B-MAC alternative. With the advent of scrambling, some of the attractiveness of C-band will diminish, thus opening opportunities for a DBS-type service. In addition, the availability of addressable systems has paved the way for pay per view (PPV) which some say will become the decade's home entertainment service. Many have already jumped on the bandwagon offering PPV service through cable operators, but a DBS service offers the most efficient nationwide PPV option.

In addition, the market potential for home satellite systems has further piqued the interests of large overseas consumer electronic firms as well as mass merchants in the United States.

Just as significant are the announcements by TCI and RCA/HBO. These firms representing the cable operators and programmers are, in effect, taking the first two steps in the evolutionary march toward high-power DBS. Cable operators are looking to extend their franchises. What better way to do it and

still protect their "monopoly" than to try to control the delivery of entertainment and information to individual homes through a DBS-type service? TCI is offering a package of basic and pay services for the C-band home satellite owners, and it appears that it is considering a similar type of service on medium-power, Ku-band satellites. RCA and HBO have announced a joint venture to buy a medium-power, Ku-band satellite to be resold to programmers supposedly for cable delivery only. At least that is what they would like you to believe. Most feel it is HBO's first step into DBS.

Programming (quality and variety) and price—not technology—are what is important to the consumer. From both the consumer and operator standpoint, high-power DBS makes sense because it is the most economic means of delivering product to the home and because it can offer a package of either "me too" or new program services that are necessary to attract and keep the consumer.

Many of those who see the competitive advantage of a nationwide reach believe or have been convinced by special interests that medium-power, Ku band will provide a DBS-type service at a significantly cheaper price. Yes, it will work and will attract some customers just as C-band-direct. But due to technical and economic factors, the appeal of the service is limited versus high-power DBS, but more attractive from a consumer standpoint than C-band-direct. Under the existing environment, medium-power satellites are subject to two-degree spacing requirements while for high-power satellites the minimum separation is nine degrees. When this restrictive two-degree separation factor is combined with the amount of power generated, the most likely size of a home antenna for a quality medium-power DBS service is four to six feet versus two feet for a high-power service. Although a four-to-six-foot dish is better than 10 feet, it is still expensive and difficult to install. A high-power satellite, from the operator's standpoint, reduces the complexity and expense of the system, and from the consumer's standpoint minimizes the upfront cost. Similar to a television station, the more power in the transmitter, the better.

The evolution toward high-power DBS has begun, and market forces are already at work driving the business of home delivery of entertainment and information toward the most efficient and economic means. Either some visionary will take advantage of the competitive edge that Comsat's satellites offer, or because of the factors above, the evolution will continue from C-band-direct to medium-power Ku-band to high-power DBS. In either case, high-power DBS will become a reality and the consumer will enjoy a higher quality and more varied package of entertainment and information services. ■

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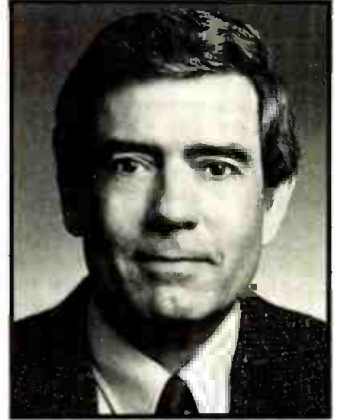
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TOP OF THE WEEK

A new name in TV groups—Lor-Tel

Lorimar-Telepictures buys seven KKR stations for \$1.85 billion with creative financing package; other KKR stations said to be for sale

In a deal noted as much for its financing strategy as for its broadcasting synergy, Lorimar-Telepictures last week bought seven major-market television stations for \$1.85 billion. The agreement in principle will all but take Kohlberg Kravis Roberts & Co. out of the broadcasting business.

To be sold for \$1.445 billion are six of the seven television stations (four CBS affiliates, one NBC affiliate, one independent) of Storer Communications, which was taken private in a leveraged buyout six months ago by KKR. To be sold for \$405 million is WTVJ Miami, a CBS affiliate previously owned by Wometco Broadcasting, also taken private earlier by KKR. The Storer stations sold are: WSBK-TV Boston; WJBK-TV Detroit; WKW-TV Cleveland; WAGA-TV Atlanta; KCST-TV San Diego, and WITI-TV Milwaukee. KKR retains Storer's WTVG-TV Toledo, Ohio.

Taking into account the FCC's 50% dis-

count for UHF stations in measuring multiple ownerships in terms of their total coverage, the new stations will give the company a U.S. TV home reach of 9.08%.

The purchasing entity, as yet unnamed, will initially be 75% owned by the current shareholders of Lorimar-Telepictures, which will purchase \$300 million of preferred stock in the new company, and 25% by institutional investors, such as savings and loan firms, insurance companies and pension funds, which will purchase \$100 million of preferred stock.

Although the broadcasting entity will not be directly controlled by Lorimar-Telepictures (its preferred stock is nonvoting), Michael Garin, one of four members of Lorimar-Telepictures' office of the president, said that the new company would be secure from takeover "because there will be very few shares of the broadcasting operation that anyone can buy separately." Seventy-five percent of its common stock will be traded together with about a third of Lorimar-Telepictures' stock, said Garin.

The ownership structure will allow Lori-

mar-Telepictures, a Culver City, Calif.-based diversified entertainment company, to use the seven television stations plus others it already owns for whatever operational "synergies" there are, without itself having to put up the full purchase price. The debt payments and other yearly accounting charges related to the purchase will be kept off Lorimar-Telepictures' own balance sheet.

Lor-Tel will receive dividends on the preferred stock and an estimated \$3 million to \$4 million in annual fees for managing the broadcasting entity. It would also be able to participate if the stations gain in value, through warrants it could exercise after an estimated seven years, buying up to one-third of the broadcasting company.

The remaining \$1.45 billion purchase price (\$1.85 billion minus \$400 million in preferred stock) will be financed with various bank debt, senior debt and junior debt, said Dean Kehler, first vice president of Drexel Burnham Lambert, which will place the financing. What will allow the broadcasting company to make the sizable debt

Merv Adelson: the engineer running Lor-Tel's locomotive

When it comes to taking credit for the pell-mell expansion of Lorimar-Telepictures Corp. in the past year, Chairman Merv Adelson will have none of it. In fact, when he was asked last week for his perspective of business prospects and his personal motivations, he said he hoped he would not be presented as the key character in Lor-Tel's wheelings and dealings. "I don't want this to develop into a personal story," he stated firmly. "This is a team effort among a group of executives with a lot of expertise. This is not the Merv Adelson show."

That has been Adelson's position at least as far back as last October when Lorimar and Telepictures first announced plans to merge. It is true that each of the four executives directly under Adelson brings particular management strengths to the company: Michael Garin has a solid publishing background. David Salzman is strong in programming. Richard T. Robertson and Michael Jay Solomon are the syndication mavens. Three of them have station backgrounds, including Adelson, Salzman and Robertson.

But if anyone stands out as the wheeler-dealer-entrepreneur, it is Adelson. He's been at it for 30 years, since moving from southern California to Las Vegas where he opened the city's first 24-hour supermarket. Shortly thereafter he teamed with a partner to acquire a start-up television station there, KTNV-TV (formerly KSHO-TV). It wasn't long before Adelson and his partner, Irwin Molasky, ventured into real estate and

construction, making their mark in Nevada. In 1963 Adelson returned to California where he and others developed what a Lor-Tel biography of him describes as "the world renowned La Costa Hotel and Spa as well as thousands of prime real estate acreage."

It was in 1969 that he, with partner Lee Rich, set his sights on the program production business, founding Lorimar Productions, to develop theatrical films as well as television programming. Rich focused on the creative side of program development. Adelson was the businessman. He engineered Lorimar's acquisition of Kenyon & Eckhardt in 1983 and, two years later, Bozell & Jacobs. The two advertising agencies merged last January. He also engineered the merger with Telepictures. Rich almost left the company last fall after the Telepictures merger was announced to become chairman of United Artists. That move was delayed six months, in part so that the merger with Telepictures did not come apart.

It is anyone's guess what Adelson and his team will do for an encore. "We are building a broad-based entertainment and communications company," he said last week. "We are not the kind of company to stand still." How close is the company to being where it wants to be? "We've come awfully close," the chairman answered. "I guess if you get to a point where you achieve all your goals, it's time to go and spend some time on the beach. We aren't there yet."



Adelson and his wife, ABC's Barbara Walters

payments are several financing techniques. One is that the preferred stock dividends will not initially be in cash but in the form of additional preferred stock. Interest payments will also be deferred initially on \$400 million to \$500 million of "zero coupon" notes, on which interest is not paid until the debt is retired.

Some of the same financing techniques had been used to purchase Storer initially, and KKR would use the sale proceeds to pay off bank debt and zero coupon notes associated with that leveraged buyout.

What makes all of the financing and refinancing work, so far, is that the Storer stations, and presumably the Wometco property, have been performing to expectations. Terry Lee, Storer's president and chief operating officer, said the stations "had a great first quarter" and were well ahead of projections. Previously owned KKR stations had been known to take a close look at costs (BROADCASTING, Feb. 4, 1985). Earlier this year six of the seven Storer stations dropped their memberships in the National Association of Broadcasters to save on costs, and the group had let go its vice president of governmental affairs in Washington, Walter Threadgill (BROADCASTING, Feb. 24).

What remains of the short-lived KKR station group are Wometco's WLOS-TV Greenville-Spartanburg, S.C.-Asheville, N.C., and WHT(TV) Newark, N.J., and its translator, WSNL-TV Smithtown, N.Y., and Storer's WTVG(TV) Toledo. The New York-area stations are reliably reported to be for sale, and Lee said it is "probable" that the Toledo station will also be sold.

The investment firm still owns the cable systems acquired during its leveraged buyout of both Wometco (serving roughly 350,000 basic subscribers) and Storer (about 1.5 million basic subs).

What \$1.85 billion bought Lor-Tel

Network	Station	Market rank	Percent of TV homes reached*
Ind	WSBK-TV Boston (UHF)	6	1.14
CBS	WJBK-TV Detroit (VHF)	7	1.94
CBS	WJKW-TV Cleveland (VHF)	11	1.64
CBS	WTVJ(TV) Miami (VHF)	14	1.36
CBS	WAGA-TV Atlanta (VHF)	15	1.34
NBC	KCST-TV San Diego (UHF)	26	0.44
CBS	WITI-TV Milwaukee (VHF)	29	0.81
Total			8.67%

Note: Percentage calculations follow FCC formula of allowing UHF stations 50% less than VHF's.

KKR had only completed purchasing Storer Communications on Dec. 5, 1985, paying \$91 cash per share. In addition to the \$1.9 billion share repurchase, the New York-based leveraged buyout firm also assumed roughly \$370 million of Storer's debt, and with financing fees and other expenses—some paid to KKR itself—the total purchase price came close to \$2.5 billion.

It was widely assumed that SCI Holdings, the entity that actually bought Storer, would sell off some of the assets. There were spin-offs required to comply with the FCC's crossownership rules—KKR-controlled companies owned both cable and broadcasting properties in the Miami and New York areas—that had a deadline one year away. The investment group already had a track record of turning over recently acquired broadcasting properties, such as KTLA(TV) Los Angeles (which went to the Tribune Co. for \$510 million, twice what KKR paid for it), and two smaller Wometco stations.

As of early last week only the Boston and Miami stations were believed to be ready for sale, but neither station got to auction, be-

cause Lorimar-Telepictures and at least one other party made bids for the station group. Steve Rattner, a principal with Morgan Stanley, which was involved in the transaction, said: "The sale as a group allowed KKR to sell the stations with the division management intact."

For those passing judgment on the acquisition, which was announced last Wednesday, there was evidence supporting a contention that a full price was paid. More than one informed source estimated that the \$1.85 billion purchase price was 1½ times the 1986 cash flow—the purchase is expected to close near the end of this year—and "a touch above" 13 times projected 1987 cash flow.

Station prices have often been justified on the assumption that new management would improve the performance of the stations, but in this case the acquiring entity has no extensive experience running a large station group and said it will likely keep much, if not all, of the current management.

According to Garin: "I think if you look at all the stations we have, we have a reputation for believing in the continuity of man-

A Lorimar and Telepictures genealogy

Who says a college degree is needed for success? Not the chairmen of Lorimar Productions and Telepictures Corp.—Merv Adelson and Michael Jay Solomon—who merged their companies in January of this year. Neither finished college, but few would argue they aren't among the best and the brightest on the business side of the Fifth Estate. If their deal to buy the Storer and Wometco television stations goes through, the company will have a break-up value approaching \$3 billion. Lorimar was founded in 1969 by Adelson and partner Lee Rich, who just this month left Lor-Tel to become chairman of United Artists.

Lorimar made its mark early in network television programming with such popular shows as *The Waltons* and *Eight is Enough*. The company is credited with launching the prime time soap opera genre in 1978 with *Dallas*, which is still a top-rated show on CBS. Inspired by the success of *Dallas*, a spin-off, *Knots Landing*, was created, to be followed by *Falcon Crest*. Both are returning to the CBS prime time schedule next fall. And two of the company's five midseason network replacements are returning in the fall, *Valerie* on NBC and *Perfect Strangers* on ABC.

Lorimar has syndicated its successful network programs to local stations for some time, and also produces mini-series and made-for-television movies for networks and cable. On the feature film side, perhaps the company's greatest success was the development of "An Officer and a Gentleman," which was produced and distributed by Paramount. Two recent Lorimar theatrical releases were "Tank" and "The Last Starfighter."

Lorimar entered the advertising business in 1984 with the acquisition of Kenyon & Eckhardt, which the company merged with a second agency acquisition this year, Bozell & Jacobs. The now-combined agency ranks as the ninth largest in the U.S. and 13th in the world, according to Lor-Tel. Other interests include Karl Home Video; DIR, a radio program producer; a merchandising subsidiary for the characters and programs the company produces, and a management service company.

Telepictures was founded in 1978 by Michael Solomon and Michael Garin. The company's strength is in the production and syndication of original programming for television stations. Among the company's more notable successes are *Thundercats*, an animated children's show, *The People's Court* and *Love Connection*. This fall the company will offer a new cartoon series, under the Rankin/Bass production banner, *SilverHawks*. New first-run episodes of *It's a Living*, *One Big Family* and *Mama's Family* will also be syndicated. Telepictures also launched the syndicated news service, NIWS, now in 110 domestic and 60 foreign markets. Telepictures also brought five television stations to the Lor-Tel merger: KMD-TV Midland-Odesa, Tex.; KSPR-TV Springfield, Mo.; KCPM-TV Chico-Redding, Calif., and WLIH-TV San Juan and WSR-TV Ponce, both Puerto Rico.

On the print side, Telepictures also brought a publishing arm to the party. Its properties include *US Magazine*, *Muppet Magazine*, *Barbie*, *The Magazine for Girls* and *He-Man and the Masters of the Universe*, based on the animated show.

agement." The company already owns KMID-TV Midland-Odessa, Tex.; KSPR(TV) Springfield, Mo., and KCPM(TV) Chico-Redding, Calif., and has an agreement to buy two television stations in Puerto Rico.

Garin said the fact that none of the stations to be acquired are in the top-five markets may work to Lor-Tel's advantage: "If you look at every other major group, one of their problems is that they conflict with just about every other major group. I think one of the most interesting things about this purchase is

that the stations conflict with nobody. We are in a unique position to combine on programming ventures with Fox, Tribune or the network-owned stations."

The stock market apparently liked what it heard last week, as Lorimar-Telepictures shares outperformed the market, rising $3\frac{3}{4}$, to $30\frac{3}{4}$ during the two days of trading following first news of the transaction.

The facilities of the new Lorimar-Telepictures group: WSBK-TV Boston—independent, channel 38, 3.160 kw visual, 316 au-

ral, antenna 1,349 above average terrain; WJBK-TV Detroit—CBS affiliate, channel 2, 100 kw visual, 10 kw aural, 1,000 feet; WKW-TV Cleveland—CBS, channel 8.302 kw visual, 30.2 kw aural, 1,000 feet; WTVJ Miami—CBS, channel 4, 100 kw visual, 10 kw aural, 950 feet; WAGA-TV Atlanta—CBS, channel 5, 100 kw visual, 10 kw aural, 1,076 feet; KCST-TV San Diego—NBC, channel 39, 5.000 kw visual, 1,000 kw aural, 1,910 feet; WITI-TV Milwaukee—CBS, channel 6, 100 kw visual, 10 kw aural, 1,000 feet. □

Casey asks Justice to prosecute NBC

CIA director says 'Today' story on U.S. intelligence operations ran afoul of espionage law; government is considering whether to go after 'Washington Post' also

CIA Director William J. Casey urged the Justice Department last Monday (May 19) to bring criminal charges against NBC News for broadcasting classified information on the U.S.'s communications intelligence activities as part of a *Today* show report that morning on the trial of an accused spy, Ronald D. Pelton.

In a statement issued Monday afternoon, Casey said the report may have violated a 1950 federal espionage act prohibiting publication of such information. "My statutory obligation to protect intelligence sources and methods requires me to refer this matter to the Department of Justice," he said.

At week's end, the CIA was, according to the White House, also considering pressing the Justice Department to charge the *Washington Post* on the same grounds for its publication of a lengthy story on the Pelton case on Wednesday, May 21. During a press briefing Wednesday, White House spokesman Larry Speakes said the article is "presently being analyzed by the CIA to see if they have any specific problems with it. They have not indicated either way." CIA spokeswoman Sharon Foster refused to comment on the situation involving the *Post*.

Pelton, a former employee of the National Security Agency, went on trial last week for allegedly giving Soviet agents information on the NSA's efforts to intercept communications within the Soviet Union. In reporting on the jury selection for the trial, NBC correspondent James Polk said, "Pelton apparently gave away one of the NSA's most sensitive secrets, a project with the code name Ivy Bells believed to be a top-secret eavesdropping program by American submarines inside Soviet harbors."

It's up to the Justice Department to decide whether to prosecute NBC under the law, and last week it was giving no indication what it might do. Justice Department spokesman Patrick Korten said: "Nothing has been decided on that score. We've sent it down to the criminal division and they'll take a look at it." He said there is a possibility the division would report back this week.

Jane Kirtley, executive director of the Reporters Committee for Freedom of the Press,



NBC's James Polk

said she thought it unlikely the Justice Department would go after NBC on the basis of information in Polk's story, which she called "nonspecific" and "innocuous." She said the Justice Department doesn't want to bring charges unless it has some strong evidence. "I doubt this is such a case."

Quoting "sources familiar with the case," the *Post* story said the Soviets, after receiving information from Pelton, uncovered "a highly successful U.S. operation that used sophisticated technology" and submarines to intercept Soviet communications. The U.S. has "discovered physical evidence that the operation was compromised," the story said. "U.S. intelligence officials are convinced the high-technology device used in the operation was retrieved by the Soviets and is in their hands."

The story that appeared May 21 was different from a version Bob Woodward and Patrick E. Tyler had written for publication May 4. In response to administration pressure and out of concern for national security, the May 21 story said, the *Post* decided to delete from the story a description of the technology that Pelton allegedly betrayed.

The pressure, which began after Wood-

ward and Tyler began asking administration sources for comment, was heavy. On May 2, according to the May 21 story, Casey met with senior editors of the *Post* and threatened to seek prosecution of the paper under the espionage law if it published the original story. And on May 10, the story said, President Reagan telephoned *Post* Chairman Katharine Graham, urging the *Post* not to publish it. The story said the paper also heard from other administration officials, including Vice Admiral John M. Poindexter, Reagan's national security affairs adviser, who said that publication of the article could endanger national security.

In the May 21 story, *Post* Executive Editor Benjamin C. Bradlee said the *Post* decided to delete the description, even though he continued to believe the original article contained nothing the Soviets didn't already know, because the paper had been "unable fully to judge the validity of the national security objections of senior officials" and because of the concerns of the *Post*'s lawyers.

In a speech before the American Jewish Committee in Washington two weeks ago, Casey made clear his desire to use the 1950 law to stop the public flow of information about the nation's eavesdropping activities. He said did not favor prosecution of past violations. "But I strongly believe that if we are to protect our security as a nation and the safety of our citizens in this age of terrorism and intercontinental missiles the law now on the books to protect a very narrow segment of information—that dealing with communications intelligence—must now be enforced" (BROADCASTING, May 12).

NBC News had little to say about the Casey allegation. NBC News spokeswoman Sharon Metcalfe declined to comment on the matter beyond saying it has been referred to counsel for review.

Polk's report was not repeated Monday evening on the *NBC Nightly News*, Metcalfe said, not because of the controversy it generated, but because it wasn't newsworthy enough. "The selection of a jury is not big news," she said. *Nightly News* anchor Tom Brokaw reported Casey's action briefly Monday night, she said, and correspondent Carl Stern broadcast a "package on the brouhaha" on Tuesday night.

Kirtley, of the Reporters Committee, said Casey's action against NBC and his threatened action against the *Post* were just the

latest in a long line of administration activities designed "to stifle the flow of information to the public," including efforts to emasculate the Freedom of Information Act and the firing of people suspected of leaking sensitive information to the press, she said.

In the case of the *Post*, Kirtley said, the

"beauty" of Casey's tack of threatening prosecution under the espionage law is that it has enabled the government to practice prior restraint of the press without having to prove in court that the story was detrimental to the national security.

Casey may have had ulterior motives in

acting against NBC, Kirtley said. He may have been "firing a salvo" at NBC for its interviewing suspected terrorist Abul Abbas and not revealing his location (BROADCASTING, May 12), she said, or he may have been trying to increase the pressure on the *Washington Post*. □

Nielsen postpones people meter introduction

Diary-meter combination remains standard for next season; networks, some agencies pleased by decision

Yielding to pressure from the television networks and some advertisers, A.C. Nielsen Co. announced last week that it would continue its current system of measuring television viewing and audience composition (with household meters and diaries) through the 1986-87 season. At the same time, the company said, it would continue to test its people meter service, gradually building up its sample base, so that the industry will have at least a full season of data from both services for the purpose of comparison. The people meter service is now scheduled to replace the current diary-meter service at the start of the 1987-88 season.

At a press conference in New York last week, Nielsen officials said that the company delayed the launch, originally scheduled for next fall, to insure an "orderly transition" from the old to the new measurement service. Although officials last week said the current diary-meter service would remain in place through July 1987, they stopped short of saying the plug would be pulled on the service then. The decision to postpone the launch gives the networks a little more time to decide whether to commit to the people meter. All three have signed contracts for people meter measurement service for three seasons starting with the 1987-88 season. However, the agreements contain an option clause, expiring March 1, 1987, that allows them to withdraw from the commitment, said Nielsen executive vice president William Hamill. "If they don't like it, they can leave," Hamill said. But if they let the March 1 deadline go by without acting, "they're committed for three years" to people meter service.

Hamill acknowledged that the initial plan to replace the current Nielsen Audience Composition (NAC) service, which relies on diaries for demographic data, was "inadequate." "You just can't turn on a switch," he said, and eliminate a 30-year-old service that has proved reliable. "We want to be responsive and responsible," he said. He suggested it would not be responsible to force networks and advertisers to do business in this spring's upfront buying season based upon NAC numbers (because of the "limited" data available from the people meter service at this point), and then eliminate NAC by the time the scatter market gets into swing. But Hamill insisted that Nielsen "is committed to the people meter, and our parent company Dun & Bradstreet is committed to the people meter."

There is another reason for the change in

plans. Nielsen needs more time to determine how to implement the people meter system—either as a stand-alone service, or in combination with the existing Nielsen Television Index (NTI) household meter base (but without the diaries). That decision is expected next December. Originally, Nielsen said it would go with a combined (or "conformed" in Nielsen parlance) service next fall, switching to the stand-alone, or "integrated" approach a year later. The conformed approach would phase in over three years a total household sample base of 5,000 homes, including 3,000 people meter homes and 2,000 homes with the passive household meters now in use. The integrated approach would phase in a people meter sample base of 4,000 homes over the same period. The current people meter sample base stands at about 800 and will be at 1,000 by September, said John Dimling, the Nielsen vice president overseeing the people meter service.

The networks have lobbied for a con-

formed approach because the early people meter household viewing data has reported less viewing in some of the major demographics, in some cases averaging 5% to 10% less. But David Poltrack, vice president, research, CBS, called that figure somewhat misleading, since the recorded people meter viewing is often higher in late prime time and higher still in the late-night period. But the people meters do tend to record lower viewing in the first half of prime time, he said. While the people meter is clearly superior to diaries in measuring the demographic composition of audiences, "we're not sure whether people meters will ever be a replacement for measuring household viewing levels," he said.

Poltrack noted that Nielsen has only a 50% cooperation rate with households it asks initially to be measured by people meters, compared to 65% cooperation for the existing household meter sample. That, he said, may suggest that the people meter sample is "less representative" of the viewing



First impressions. "I was amazed at the amount of detail they go into and their ability to wear so many hats," said Jeffrey Smulyan, president of Emmis Broadcasting Corp., Indianapolis, after attending a National Association of Broadcasters executive committee meeting. Smulyan and other newly elected NAB radio and TV directors were invited to sit in on the monthly session as part of an orientation in preparation for the joint board of directors meeting June 16-20. Attending: seated, l-r: Tom Goodgame, Westinghouse Broadcasting & Cable, New York; Smulyan; Norman Wain, Metroplex Communications, Cleveland; Glenn Mahone, WSSV(AM)-WPLZ(FM) Petersburg, Va.; Gary Grossman, KRKT-AM-FM Albany, Ore., and Art Suberbielle, KANE-FM New Iberia, La. Standing, l-r: Bill Clark, Shamrock Broadcasting, San Francisco; Ronald Sack, KNMQ(FM) Santa Fe, N.M.; Lowry Mays, Clear Channel Communications, San Antonio, Tex.; Benjamin McKeel, Nationwide Communications, Columbus, Ohio; James Fox, KWIK(AM)-KPKY(FM) Pocatello, Idaho; James Wychor, KWOA-AM-FM Worthington, Minn.; William Duhamel, KOTA-TV Rapid City, S.D., and Leavitt Pope, WPIX-TV, New York.

"I was encouraged by NAB's willingness to meld us into one group," said Art Suberbielle, KANE(AM) New Iberia, La. He is one of the 12 directors from the National Radio Broadcasters Association who are joining NAB's radio board as part of the merger between the two associations. Suberbielle was impressed by NAB's "real zeal to honor the merger agreement." One of his goals as a new director, he said, is to see some of NRBA's sales programs, such as its "radio sales university," continued at NAB. Grossman, another NRBA director, was also pleased with what he encountered at NAB. "There has been some concern voiced that NAB is staff-dominated. I don't think that exists. I found them to be responsive to the membership," Grossman said.

population at large. At least, he said, "the burden of proof" should be on Nielsen to show that the viewing data produced by the people meter is at least as accurate as the existing sample base. It also possible that the differences in the viewing levels recorded by the two services will disappear or narrow significantly as the people meter sample base grows and "burns in," said Poltrack.

Executives at the other networks agreed that Nielsen's decision to delay implementation of the people meter was appropriate. "It makes sense in terms of an intelligent appraisal of the two services," said ABC research vice president Marvin Mord. "When ABC's performance falls off because of programming," he said, "prices should be affected, but when it's a function of technology there really shouldn't be a change." Bill Reubens, vice president of research at NBC, was quoted last week as saying the decision was "a victory for an orderly marketplace. We need at least a year with some substantial people meter sample data to understand how to use the material."

Some advertisers also signaled their approval of Nielsen's revised plans. A spokeswoman for Procter & Gamble said: "We think it makes sense to gain more experience with the new service" before putting it into effect. Nielsen said some of the major agencies supporting the decision included J. Walter Thompson, DFS-Dorland, D'Arcy Masius Benton & Bowles and Backer Spielvogel.

Several other major agencies had been supporters of Nielsen's introduction of the people meter in the fall. Among those were Ted Bates Advertising, Young & Rubicam, BBDO and Grey Advertising.

The cost of the new service has also become an issue. The people meter service, as now proposed by Nielsen, would cost the networks considerably more than they are now paying for the NAC-NTI service, about \$3.5 million annually. Nielsen has proposed charging the networks \$5.1 million for the 4,000-home-sample integrated service or \$5.9 million for the 5,000-home-sample conformed service. The networks have rejected that price as too high, arguing that Nielsen is trying to force them to pay not only for improved demographic measuring service, but also for an expanded sample base that they don't really need and haven't asked for. It is the cable networks and advertisers that have lobbied hard for the larger sample base because they feel the current 1,700 NTI household sample is too small to accurately measure the smaller ratings generated by cable and some syndicated programming.

The networks were successful in getting Nielsen to cover part of the cost of continuing the NAC-NTI for another year. The measurement company said initially that the networks would have to pay \$700,000 apiece next year for a continued NAC-NTI service. The networks balked and a compromise was reached, whereby Nielsen will absorb the costs for the fourth quarter of 1986, with the networks paying \$464,000 each for the service from January through September of 1987. □

Preferential debate

The Supreme Court, in a decision last week (*Wygant v. Jackson Board of Education*), may have undermined the FCC's system of giving minorities preferences for broadcast licenses.

At least that's what Bruce Fein, former FCC general counsel and now senior vice president of the Washington public relations firm of Gray & Co., said last week.

In *Wygant*, a plurality decision, the court ruled unconstitutional a collective bargaining agreement between a teachers' union in Jackson, Mich., and the local board of education to lay off white teachers before laying off blacks with less seniority. The court said the plan was unconstitutional because it had not been justified with adequate evidence of past discrimination by the school system.

At a press conference at the headquarters of the American Enterprise Institute for Public Policy Research, in Washington, Fein said the decision placed the commission's minority licensing preferences in jeopardy because they had not been based on evidence of past commission discrimination against minorities. "In my judgment, those preferences are now clearly unconstitutional," Fein said.

Benjamin Hooks, former FCC commissioner and now executive director of the National Association for the Advancement of Colored People, disputed Fein's contention. "There's no relationship between the two cases," Hooks said. Hooks also said *Wygant* was a "general victory" for the civil rights movement because, he said, it vindicated the general proposition that affirmative action goals can be used in hiring.

David Honig, counsel for the National Black Media Coalition, also took issue with Fein's analysis. "The issue in this case (*Wygant*) involved remedies far stricter than anything the FCC has ever proposed or currently enforces," Honig said.

The Supreme Court's action clears the way for the Court of Appeals in Washington to reconsider *Steele*, a case in which the FCC's comparative preference for women in broadcast licensing proceedings is under challenge.

In *Steele*, which the appellate court had put off pending a decision in *Wygant*, the commission had originally granted a construction permit to a female applicant for a new FM in St. Simon's Island, Ga., in part because of the women's preference policy. James U. Steele appealed, and a three-member panel of the court, in a split vote, struck down the preference, holding that the commission lacked statutory authority to establish such a preference. The full appellate court subsequently granted rehearing (BROADCASTING, Nov. 11, 1985) at the request of Dale Bell, the woman who had originally received the FCC grant.

Viacom buys back Icahn shares

Repurchase totals \$217 million; Icahn Group to get options for future purchases, advertising time on company's media outlets

If investor Carl Icahn had any plans to take over Viacom, he was dissuaded last week when the entertainment company decided to repurchase his 3.5 million shares. Viacom will pay the Icahn Group \$216.9 million, or \$62 per share. Additionally Icahn will get warrants to purchase 2.5 million of the company's shares at any time over the next six years. The price, to be determined, will not be less than \$65½ and no greater than \$72. A third part of the agreement was that the Icahn Group will be given advertising time worth \$10 million during the next four years on Viacom's television and radio stations; its three MTV Networks cable channels, and its advertiser-supported cable system interconnects.

For his part Icahn agreed to a "stand-still"—not buying any Viacom stock—for 11 years, except for the exercise of warrants.

Viacom tried to downplay the value of what had been given Icahn, who had the previous week informally indicated he would be willing to make a \$75-per-share

tender offer for the whole company (BROADCASTING, May 19). A spokesperson for the company noted that Icahn's own purchases were made at an average of just under \$66 each, several dollars more than what the company was paying for those same shares.

The spokesperson also noted that if Icahn decides to sell the warrants, "... they have to be sold privately and in small amounts and the company has the right of first refusal. They can also be sold in a widely distributed public offering, but can't be sold to anyone who has 5% or more of common stock." Reports said knowledgeable investors were giving the warrants a current value of \$12-to-\$15 each, or an average total of \$33.8 million.

The air time compensation will be divided among all of Viacom's various media outlets and could possibly involve some of the company's barter programming, as well. It is preemptible by any paid advertising, the spokesperson said, and therefore "would not have any effect on the company's bottom line." Icahn can himself sell the advertising time, the value of which is to be determined at the time, by reference to similar spots. The \$10 million is a gross figure, before agency commissions. Viacom's various me-

dia generate roughly \$200 million in advertising revenue each year.

Is the company now any less vulnerable to

takeover threats? The spokesman declined to comment, but one of those involved in the events of recent weeks said: "Viacom's man-

agement will just have to hope that the value of the company is recognized in its stock price." □

AWRT plays a 'new ball game' in Dallas

Panels on barter, sports, mergers and other current events affecting the industry and women highlight annual convention; Bea Arthur wins Silver Satellite award

The 35th annual convention of American Women in Radio and Television, held in Dallas last week (May 21-24), was considered something of a milestone for the association. It called its meeting "A New Ball Game," and the agenda reflected that theme. There was discussion on the effect of mergers, takeovers and cutbacks on broadcasting and on women in broadcasting. They debated the changing relationship between media and sports; the evolution of barter syndication; negotiating a contract; advertising law; special interest groups, and international networking, a session that featured the First Lady of Greece, Margarita Papandreou.

And there were awards, including the AWRT Achievement Award, given to Jane Cohen of Allbritton Communications in Washington, and the presentation of the association's highest honor, the Silver Satellite Award, for "outstanding contributions to the broadcasting industry." Beatrice Arthur, co-star of NBC's *The Golden Girls*, was chosen this year for her "various highly successful portrayals in which she symbolizes independence, strength of character and a take-charge attitude as well as remarkable talent and mastery of her craft." In accepting the award, Arthur said: "Maude would have been thrilled to be here. This is her kind of party, with the women in charge." She continued: "I have been blessed in television



Cox and Arthur

with many wonderful roles—two of them outstanding—as Maude and as Dorothy in *Golden Girls*. I accept this award on behalf of all the people... who have helped me along the way. And especially on behalf of my three co-stars—Betty White, Rue McClanahan and Estelle Getty—who are helping to bring senility into your living rooms."

The convention was held at the Westin Galleria, and attendance was put at around 300, except for the Silver Satellite banquet, which attracted 420. Next year's AWRT convention will be held in Los Angeles, June 10-13, at the Beverly Hilton. The theme: "Take the Lead."

In about 10 years barter has grown to be a major force in television programming; AWRT session examines the medium's past, present and future

Barter has been used as a way to support syndicated programming since the 1970's, but

at the outset, it was not considered significant. Today, barter syndication has become "hot," agreed panelists at an AWRT session which served as a primer on the subject and provided several perspectives.

Lorimar-Telepictures produced an instructional videotape on barter syndication, which was presented by Jay Feldman, senior vice president. Lorimar-Telepictures first-run television, Los Angeles.

The evolution of barter syndication into the force it is today, said the videotape, is attributable to four events taking place in 1976-77. The networks sold out early in 1976. Independents got stronger. ABC beat CBS to become the number-one network. *The Mike Douglas Show* became the first cash/barter program.

The first event occurred because it was an Olympic and election year and the networks underestimated advertiser demand. That led to a large network price increase causing advertisers to look for alternatives. The answer, according to the taped presentation: "Barter syndication was there to help them because barter programs offer national audiences clearances comparable to network, but at more reasonable pricing levels."

The second event—the growth of independents—was "buoyed by the success of *M*A*S*H* and *All in the Family*." Said the tape: There were 85 independent TV stations in 1976; today there are more than 225, leading to a "tremendous increase in demand for quality syndicated programming."

The increased demand "coincided with a decrease in availability of off-network programs" due to the third event, when ABC overtook CBS. A new competitive environment emerged at that time and new series were canceled after only two episodes. Established programs were "quickly" canceled if ratings began to slide.

The result was less off-network product available for syndication, and the demand for quality programming exceeded supply. "Prices for off-network reached record levels."

The last of the four factors was *The Mike Douglas Show*. It was in financial trouble despite strong ratings and "a considerable" station lineup. The Lorimar tape said stations wanted *Douglas* to continue, but were not willing to face larger cash license fees. "The answer was to keep license fees at the same level while adding two minutes of availabilities for national sale. Stations basically used unsold inventory to keep their cash license fees level, and cash/barter was born."

Concluded the videotape: "Barter has grown because it fills the need of stations, national advertisers and syndicators looking for a low-price alternative to network."

Feldman followed the tape by saying he feels it's the combination of cash and barter that "really makes it special."



AWRT leadership. AWRT officers Marlene Belles, VP, membership, AWRT, and with KTVU(TV) Oakland; Susan Dimick, president-elect, AWRT, and with Hood, Hope & Associates; Patricia Niekamp, secretary-treasurer, AWRT, and with KTN(TV) Minneapolis; Norma Cox, president, AWRT, and with Howard Cox & Associates, and Helen Disenhaus, VP-government/industry affairs, AWRT, and with Dow Lohnes & Albertson.



Weiden, Goldsmith, Feldman, Marianne Ham, moderator, manager-media services, Campbell Soup, and AWRT VP, promotion and public relations, and Talbot.

The best example of success in syndication, he said, is *Wheel of Fortune*. It is so successful, he said, that "if it were a network show, it would be in the top 10 every week—all five episodes. It has helped stations that used to be the weakest in the market become the strongest."

The challenge for producers and syndicators now, Feldman said, is to come up with a program that will beat *Wheel of Fortune*. "Each year there's something new. First it was going to be *The Price is Right*. That didn't work. Then *The New Newlywed Game* came out. It didn't beat *Wheel*, but it began to erode it." Feldman also mentioned a Lorimar-Telepictures production, *The \$1 Million Chance of a Lifetime*, which he described as a "hangman-like game." It debuted last season and although it did not beat *Wheel*, "it will be back next year for a second season, which is the first game show in the history of syndication without a network track record to come back to a second year."

This year, Feldman said, the trend in efforts to beat *Wheel* seems to be a comedy game show. "This year, we'll have to see how well *Hollywood Squares* does."

In the opinion of Michael Weiden, executive vice president-director of advertising sales, LBS Communications, New York: "The networks are the biggest barterers in the industry. Network programming is another form of cash barter." It should not be viewed much differently, "at least from an advertiser

perspective."

LBS, Weiden told the audience, was one of the first companies involved in barter. To illustrate its successes and the effect syndication has had on the marketplace. Weiden cited statistics: "In 1976, syndication was at \$50 million and LBS had about a 10% share. Now, in 1986-87, it's up to about \$600 million and we have about 30% of that market."

The panel also talked about program development for syndication. One of the most important factors in the success or failure of syndicated programs, they agreed, is track record. Weiden said LBS likes to call it "the life after network story," and he gave several examples of programs that have worked well for LBS, such as *Fame* and *Too Close for Comfort*.

Feldman told the group that programs with track records have a "better than average chance of success" because they have a chance to build. Examples include *PM Magazine*, which he said Group W tried out for a few years on its stations before putting it into syndication; *Donahue*, which spent 15 years in Cincinnati, and *Oprah Winfrey*, which had been tried in Chicago.

One of the reasons Lorimar-Telepictures is interested in acquiring television stations (see page 35) is because "we'd like to build a long-term franchise by building a track record on one or more of its stations," Feldman said.

The advertiser perspective was represent-

ed on the panel by Melissa Goldsmith, vice president, program development, BBDO, New York. She supported the comments of Feldman and Weiden on the importance of a program's track record, and said it is one of the key factors at which BBDO looks. Others include programs "that have strong station group interest, strong talent associated with them and whether they are promotable."

Another panelist, Julie Talbot, general manager of MJJ Broadcasting, a national radio syndication company based in New York, told the audience that in radio, as on television, programmers must know how to "pick a winner. It is most important that you have a staff that's very involved in what's going on in music, at local radio stations and knows what the latest life-style trends are."

Changes abound in the relationships between sports, broadcasting, women

The theme of AWRT's convention, "It's a New Ballgame," was supported by the keynote session called "Sports, the Media and Me: Who's on First?" It featured a panel comprising three athletes, an attorney and representatives of a major sports advertiser and a TV station heavily involved in local sports programming. They were charged with examining the influence that sports and media have on each other.

The stage was set by Bob Briner, president of ProServ Television, an organization based in Washington that puts together sporting events, sponsors and networks. He told the audience there are profound changes taking place involving sports and the media. In some cases, legal battles have emerged such as the court case involving the NFL and the USFL. And the networks' attitude toward sports has changed dramatically, he said. "Networks have actually been losing money on some of their crown jewels of sports. Image counts for very little; the bottom line counts for everything." Paraphrasing Neal Pilson, executive vice president in charge of CBS Sports, Briner said, "the high-flying days of unlimited dollars for sports television are over."

Another change, Briner said, involves the international market for sports. While in the U.S. there is a "bit of a downward cycle," it is just the opposite in foreign markets. "There is increasing interest in American sports around the world. Increasingly, producers and advertisers are looking at sports as an international vehicle. The global village, as it relates to sports, in some ways has really happened."

Briner opened the debate by asking Chuck Fruit, vice president of corporate media and sports marketing, Anheuser Busch, St. Louis, to comment on changes in sports broadcasting over the past five years. The most fundamental difference, Fruit said, is in distribution. Sports used to have limited access to television viewers because they had to use three networks and a few independent operators scattered throughout the country. Today, he said, there is a fourth network in the works, many more independent stations, cable entities and regional sports networks.

NAB not interested in merging with RAB

The first indication that the National Association of Broadcasters will not get involved in radio sales and marketing programs, an issue that has received much attention from its members, came directly from NAB leadership last week during the Radio Advertising Bureau's semiannual board meeting in Longboat Key, Fla.

Speaking before the 43-member board, NAB President Eddie Fritts said NAB has "no interest" in getting into sales. "The principal mission of the NAB is government representation. And while we have a great interest in making sure our industry is served on sales issues, we have a good working relationship with the RAB and are prepared to work in cooperation with RAB on issues of common interest."

Also at the RAB board meeting was NAB Joint Board Chairman Ted Snider, who underscored Fritts's remarks by saying that if NAB got into sales "we would have to double our dues." Snider continued: "We have a lot of directors with a lot of different ideas, each of which we carefully consider, but radio and sales marketing is best served by the RAB."

However, the issue of sales and its relationship to the new NAB Radio organization will probably be a topic at next month's NAB board meeting in Washington (see story, page 55).

"There are more ways to get to the consumer. But advertiser demand in the last couple of years has leveled off. The marketplace has shifted from a sellers' market to a buyers' market." As a result, Fruit said, networks have reacted by, in some instances, reducing the amount of sports programming. Cable networks, too, have become more "selective and demanding." Therefore, he said, "what looked like a wide open sports broadcasting field five years ago now has some fences."

Briner asked the attorney on the panel, Jason Shrinky of Shrinky, Weitzman & Eisen, Washington, if there has been an increase in litigation in sports broadcasting, and to comment on the NCAA case. Said Shrinky: "The only people who win legal battles are attorneys." He said those involved in the NCAA case have moved away from "business judgment and just gotten down to finite legal issues." Each school, it was decided in the case, was entitled to negotiate its own broadcast deals. "Everybody thought everyone was going to make a lot of money." As it turned out, advertisers "just weren't prepared to pay the same dollars for their syndicated package that they were for a network. What was believed to be a great legal victory for collegiate institutions really became a nightmare." The syndicator, Shrinky said, did not have the money to pay for the sports programs because it couldn't sell the rights.

Commenting on the NFL-USFL suit currently under way in New York, Shrinky said: "They can talk about antitrust all they want, but that's not the issue. The result is



Starke, Russell, Caulkins, Briner, Shrinky, Fruit and Fransen.

that without a television contract that's meaningful, no league—let alone a fledgling league—can survive."

The TV station perspective on the new sports environment was presented by Robert Fransen, general manager of KITT-TV Minneapolis-St. Paul, a station with a strong sports lineup. Competing against national sports coverage is not the goal, Fransen said. "The essence of our station is being local. We go for the local teams because pro sports are basically network provinces." There are many advantages to programming a heavy schedule of local sports events, Fransen said: Local sporting events attract large audiences which, in turn, increases the price of spots. Carrying local sporting events also creates a positive image of your station in the community.

But there is a downside to carrying local sports, Fransen said. Production costs have

"soared immensely for the local station" and, he said, it's often difficult to sell advertising time if the local team is not on a winning streak.

The athlete/commentator side of the panel was up next. Briner asked former Washington Redskin George Starke, who is negotiating with the networks for a position, what the career opportunities look like for former athletes. "Broadcasters are traditionally fascinated by any athlete that can speak at all." The problem, he said, is that "there are two groups of people here: professional broadcasters and ex-jocks. You tend to get pigeonholed as an ex-jock and the most difficult thing is to get out of that." NBC Sports commentator JoAnne Russell, a former professional tennis player, was also asked by Briner about opportunities in broadcasting. She said she hoped that with the proliferation of sports, there will be more jobs open to women. Cable, too, may help that, she said. Briner also asked Russell if the networks think of her only for tennis commentary. "I think they see me now strictly as tennis but I don't count myself out of any other sport."

Starke had a comment on that issue. "There are professional broadcasters who have never played any sport and who have no fundamental knowledge of sports at all. Why not let a woman tennis player do baseball? They would let a guy who never played sports at all do tennis."

Another athlete on the panel was Tracy Caulkins, an Olympic swimmer who now works for Miller Lite and has been involved in a study sponsored by the company on women and sports. There were two major findings, she said. The first showed there is a generational shift in attitudes toward coed sports. "More women are opting to participate in coed sports with men, especially women under 25." This, she said, is in tune with current attitudes toward women, who are encouraged to "go out into the man's world, such as broadcasting."

The other major finding, she said, is that it's not parents who have the most direct influence on a young woman's "sustained interest in sports. It's your playmates and the gender of those playmates."

Caulkins told the audience that as a former athlete trying to get into broadcasting, she hopes that just as there are more women playing sports, there will be a proportionate number of opportunities for sports broadcasting positions. □

Round two

Macfadden Holdings Inc. has renewed its effort to take over John Blair & Co.

It extended its \$25-per-share offer for Blair stock to midnight, May 23. (It subsequently extended that until midnight Tuesday [May 27].) Last week, it also submitted a new short-form application—one it said met FCC requirements—seeking interim authority to buy Blair's stock.

Two weeks ago, the FCC refused to approve a Macfadden short-form application, contending that it went too far (BROADCASTING, May 19).

Under that proposal, Macfadden's proposed trustee, Hugh Carey, former New York governor, would have replaced—while Macfadden's long-form application was still pending—Blair's seven-member board with himself; Peter Callahan, Macfadden chief executive officer and sole owner, and Michael Boylan, Macfadden president. Also under the proposal, Callahan and Boylan were supposed to be insulated from the broadcast operations. But the FCC objected to Macfadden's proposal to immediately replace Blair's board. It also said Macfadden's proposal to have Carey sit on the board along with Macfadden principals "was inconsistent with the requirement that Macfadden be strictly insulated from the trustee during the period of the trusteeship."

Under its revised proposal, Macfadden said Carey would only be permitted to immediately elect a minority of directors to Blair's board, and that those directors would not have any relationship with Macfadden. "The application filed today contains all necessary changes and revisions to bring the proposal into compliance with the commission's... actions," Macfadden said.

Macfadden also asked the FCC to permit no further comment and to let the Mass Media Bureau grant the application under delegated authority. "Any further delay in commission action could thwart the success of the tender offer and needlessly violate the policy of government neutrality established in the commission's takeover policy statement," Macfadden said.

In its own filing, Blair asked the commission not to permit the bureau to act on delegated authority, and to stay any decision to give Blair an opportunity to appeal. It also requested an opportunity to file comments on Macfadden's new short-form application and proposed to do so this Tuesday (May 27).

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GREEN
MAN HAS
RETURNED...**



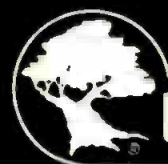
GUMBY

Gumby's back, ready to win over a whole new kids audience.

The proof is in the numbers. Just take a look at how "Gumby" has already stretched past "He-Man" head-to-head in the highly competitive Los Angeles market.

Now, for a 13-week limited engagement this summer, you can freshen-up your kids block with thirty-two well-rested, all-color half-hours. All transferred to tape, ready to air, with no barter time held back!

The time is right! Let "The Green Machine" flex his muscles for you!



LORIMAR

GUMBY'S CHECK!



LOS ANGELES

3:30PM

Monday-Friday

16

Household Share

14

Household Share

He-Man

KCOP

GUMBY

KTTV

THE
GREEN MAN
BEATS
HE-MAN!

telepictures
PERENNIAL

CBS-TV tells affiliates it's in fighting trim

Wyman says network will resist takeover bids and fight to regain top prime time ratings position; sagging 'Morning News' ratings among topics of concern at annual gathering in Los Angeles

More than 600 executives from 204 CBS-TV-affiliated stations heard a series of upbeat presentations last week (May 18-22) in Los Angeles, with an emphasis on recapturing the prime time ratings crown from NBC-TV and resisting the takeover turmoil that has buffeted the industry in recent months. Although many affiliate representatives expressed concern about the network's recent performance, virtually all of those surveyed expressed confidence in management's ability to regain a leadership position.

"The message is, 'We have no intention of settling for second place next season,'" emphasized Phil Jones, chairman of the affiliate association's board of directors. "I think all of us have come away satisfied that CBS is doing the best it can to live up to that declaration."

Jones told BROADCASTING that his fellow station managers and group owners were "very apprehensive" during last Monday's closed business session at the Century Plaza hotel, but that senior CBS executives directly and convincingly addressed the more than 40 questions put forward by affiliates.

"It was a very candid session," added Anthony Malara, president of the network, and with Jones, moderator of the discussion.

Both men agreed that the lackluster rating performance of *The CBS Morning News* was a major concern. "If you were to say that was the primary topic, you'd be right," Malara offered. He said CBS News President Van Gordon Sauter acknowledged the weekday program's weakness and disclosed that plans



Leahy, Jones, Malara and Jankowski

for a major fall revamp would be unveiled July 15. Sauter pointed out that former *Good Morning America* executive producer Susan Winston has joined the division as executive director of morning news planning with a clear mandate to take dramatic steps to boost ratings. (A CBS spokesman said there are no immediate plans to change the current *Morning News* anchor team of Forrest Sawyer and Maria Shriver but acknowledged "informal" talks took place earlier this month between CBS and former *Good Morning America* co-anchor Sandy Hill.)

"Sauter was very open," said the manager of a northern California station. "I was impressed."

Other business session concerns included possible joint CBS-affiliate development of localized satellite newsgathering operations, similar to the CONUS system being operated by St. Paul-based Hubbard Broadcasting. Any substantive proposal on the matter "is still at least two months away," according to Jones.

Many affiliates also felt reassured by CBS Entertainment President B. Donald Grant's explanation of the fall prime time schedule, which includes rescheduling of several popular shows. "We all wanted to know the rationale," said an Iowa station manager. "Most of us find it plausible and are very hopeful."

Other affiliate representatives said they are worried about CBS falling into a "reactive" position behind NBC, speculating that last year's takeover battle, news division infighting, staff cutbacks and other internal distractions may have had a negative impact on program development. Apparently sensing that anxiety, top CBS executives responded directly in their prepared remarks.

CBS Inc. Chairman Thomas Wyman told assembled affiliates on Tuesday (May 20) that their network has no intention of remaining in second place and its parent company will vigorously resist any takeover bid, hostile or friendly.

Addressing the Century Plaza hotel gathering after CBS's disappointing 1985-86 prime time ratings performance, Wyman said the company was "definitely" not a candidate for a friendly acquisition and expressed doubt that a hostile one could take place. He cited New York state corporation laws that require such a buyer to first accumulate at least two-thirds of a firm's stock.

"We're resolutely against any takeover in any price range," Wyman said emphatically. Dismissing published speculation that Loews Corp. might expand its current 17% interest in CBS stock, the executive said he "did not consider that a risk...If [Loews chairman] Larry Tisch were standing beside me on this platform, he would tell you exactly the same thing."

Reflecting on CBS's corporate health following last year's unsuccessful Ted Turner takeover bid (although he did not mention the cable entrepreneur by name) and subsequent restructuring, Wyman pronounced it "excellent and not overburdened with debt."



Sauter



Wyman

Viacom International, Inc.

has completed the purchase of

Showtime/The Movie Channel, Inc.

We acted as financial advisor to **Viacom International, Inc.**,
in connection with this transaction.

Donaldson, Lufkin & Jenrette

May 20, 1986

Viacom International, Inc.

has acquired

MTV Networks, Inc.

We acted as financial advisor to **Viacom International, Inc.**,
in connection with this transaction.

Donaldson, Lufkin & Jenrette

May 20, 1986

Soaring program production costs and a concurrent increase in advertising rates have exacerbated the relationship between networks and major advertisers, he pointed out, urging a "need to be more thoughtful and sensitive" on such matters in the future.

"We're in the midst of the softest ad market television has encountered in the decade," observed Wyman. "The scar tissue from our mistakes with the ad industry is haunting us. We need to be more varied and interesting in our product, and at a lower overall cost."

Wyman said CBS is "not happy" to have slipped from first to second place in the prime time Nielsen ratings, adding that "when we view our schedule, it's not our expectation that we will remain there. We've spent more money on the pilot process and in delivering programming than ever before. We're wonderfully well-positioned and in excellent health. We're landlords of our home and we expect to continue to be."

Leahy warns of risk to public interest role broadcasters have in age of mergers and takeovers

Warning that broadcasting's traditional public interest standard may be at risk, CBS/Broadcast Group Executive Vice President Thomas F. Leahy last Monday expressed concern that the recent wave of mergers and acquisitions sweeping the industry could negatively affect the special nature of the business.

If the trend continues, he said, "broadcast properties could become mere commodities to be traded as dispassionately and as fungibly as soy beans or cotton futures."

That notion, Leahy contended, "is at great variance with what we have always felt about the essential character of broadcasting. . . . It is not the kind of business that we have been in. It is not the kind of business that we believe the public wishes us to be in."

The CBS executive maintained that broadcasters have inherited "the sense of being central to the events of our day and . . . the tradition that the show must go on." Leahy said "the public interest has been the standard by which the industry operated, and we believe that we have thrived as commercial enterprises because we have served the public interest."

"Many of us feel, some strongly, that a new climate driven by mere transactions may change all that. . . . We fear that in an era of change, when excessive asset prices can hold management hostage, the thirst for short-term financial gain can supersede the appetite for normal business growth and development. This has threatened many parts of the economy. It now threatens broadcasting, and with it, our tradition of service."

Leahy praised CBS's affiliates for their support in staving off the network's own "serious takeover threat" last year and urged them not to undermine the network-affiliate partnership by sacrificing "long-term credibility in the community, and in their business relationships, for short-term, transitory gain." That partnership, he insisted, "is a national treasure which should be nourished, respected and sensitively led into the next

century."

CBS/Broadcast Group President Gene F. Jankowski told station representatives on Wednesday morning that although he does not feel CBS or the broadcasting industry is at "a watershed," the perception among many that it has reached a turning point needs to be addressed.

Jankowski characterized CBS's loss of leadership this year as "a failure to gain [audience] when NBC showed that gain was possible. We wish we had done that, and we still believe we can. That isn't just emotion either; we have the base to build on, in every daypart."

The division chief acknowledged the importance of independent stations and barter syndication as sizable market forces, but insisted that "nothing that had happened competitively—in the technology or in the economy—has in any way diminished the strength of the network idea."

Jankowski pointed out that network revenues nearly doubled, from \$3.3 billion to \$6.5 billion, between 1978 and 1985. "That is not a portrait of an industry with systemic problems, or in anything but vigorous health."

The only major negative in the current network picture, according to Jankowski, is the "mountain of debt" the industry has accumulated as a result of recent asset trading. "If we are not careful," he warned, "we could end up more concerned about serving our debt than about serving our public."

Grant, LeMasters review and critique fall lineup

B. Donald Grant, president of CBS Entertainment, reassured his network's affiliates last Monday afternoon that he and his colleagues "have no intention of settling for second place" in prime time ratings competition during the coming year.

The commitment to return to first place is bolstered by hard-nosed business incentives beyond pride, he said. They include an industry perception "that the creative community gravitates to the first-place network" and "is the first port-of-call for advertisers. They come first to the ratings leader because they perceive its schedule to be more stable, more reliable, and higher revenues translate

into higher profits which can be reinvested into programming."

Grant also pointed out that "the first-place network" tends to generate the most news media and public interest, which increases viewer sampling.

Having said that, the programming chief offered a night-by-night rationalization of the 1986-87 CBS prime time lineup:

Monday features "a classic scheduling technique known as 'hammocking.'" Grant explained, with the successful comedies *Kate & Allie* shifting to 8 p.m. and *Bob Ne- whart* advancing to 9:30 p.m., allowing two new sitcoms (*Taking the Town* and *Design- ing Women*) to be inserted at 8:30 p.m. and 9 p.m., respectively. "I'm sure you'll agree," said Grant, "we have assembled a powerful Monday night, ladies night." CBS is conceding the male audience to ABC and fighting NBC for female viewers.

Tuesday's movie averaged a 26 share with no lead-in, Grant observed, so the CBS strategy is to schedule *Wizard of Elm Street*, which he described as "a commercial show that will appeal to young and old alike," at 8-9 p.m. Grant sees the night as "a high risk" for NBC but "strong from 8 to 10 p.m." for ABC. He assessed CBS's schedule as "very competitive."

Wednesday in the 1985-86 season was tough for his network, the programmer admitted, with new sitcom lead-ins from 8 to 9 p.m. for a rescheduled *Magnum, P.I.* and *The Equalizer*. The latter, said Grant, "is a high quality show that has been well-received by the press; we'd like to give it the break it deserves." ABC "should be strong again" on Wednesday, Grant believes, while NBC is gambling on renewed shows in new time slots.

Thursday was a difficult challenge for CBS last year, according to Grant, and the strategy being employed for 1986-87 involves moving up its two-hour drama block (*Simon & Simon* and *Knots Landing*) one hour to build a female lead-in for the new hospital series, *Kay O'Brien, Surgeon*, from 10 to 11 p.m. "ABC has obviously thrown in the towel" on Thursday, Grant feels. "We are looking for a respectable second."

Friday last season was strong for CBS and the network is seeking a resurgence there by



Grant



LeMasters

Barden Communications, Inc.

and

Maclean Hunter Cable TV, Inc.

a wholly owned subsidiary of

Maclean Hunter Ltd.

have formed a minority controlled corporation that has been awarded the franchise to construct and operate a cable television system encompassing the City of Detroit. Bank financing in the amount of \$80,000,000 has been secured.

We acted as financial advisor to **Barden Communications, Inc.** in connection with this transaction.

Donaldson, Lufkin & Jenrette

May 20, 1986

The Evening News Association

has been acquired by

Gannett Co., Inc.

We initiated this transaction and acted as financial advisor to an **Evening News Association** shareholders' group.

Donaldson, Lufkin & Jenrette

May 20, 1986

SEVEN SHOWS

WHEEL OF FORTUNE



NOW
IN 199
MARKETS

The #1 rated series in the history of TV syndication. Stars Pat Sajak and Vanna White. A Merv Griffin Enterprises Production.

JEOPARDY!



NOW
IN 177
MARKETS

Television's #2 syndicated strip! Stars Alex Trebek. A Merv Griffin Enterprises Production.

TRUE CONFESSIONS



75
MARKETS
SOLD

A half-hour strip with host Bill Bixby featuring a new provocative and engrossing story everyday! Produced by The Landsburg Co. in association with King World.

WOMEN OF THE WORLD



109
MARKETS
SOLD

Seven one-hour specials celebrating women around the globe! Produced by Sandra Carter Productions.

King World Is 7 For 7

Last January, King World went to NATPE with 7 first-run shows, including 5 new programs. Thanks to your support, all 7 are firm "go's" for fall '86.

This fall, King World will deliver an unprecedented 17 hours of first-run programming every week with an annual production budget of over \$60,000,000!

And King World doesn't just sell shows then disappear. Every show is backed by extensive state-of-the-art promotion and audience research.

The best stations, the best time periods, and the best producers—Merv Griffin Enterprises, Motown Productions, WLS-TV, The Landsburg Company and Andy Friendly Productions—make up the winning King World formula.

King World—The #1 Company in First-Run Syndication—delivering franchise power from sign-on to sign-off.

National Advertising By
CAMELOT
ENTERTAINMENT SALES
A King World Company

SEVEN GO'S!

THE OPRAH WINFREY SHOW



128
MARKETS
SOLD

An hour-long strip featuring topical guests, timely issues and the one and only Oprah! Produced by WLS-TV, Chicago.

NIGHTLIFE



100
MARKETS
SOLD

Stars David Brenner with Billy Preston. A half-hour strip guaranteed to liven-up late night TV! Produced by Motown Productions and King World.

THE ROCK'N ROLL EVENING NEWS



123
MARKETS
SOLD

This one-hour weekly show is the first of its kind, focusing on the entire culture of music and its impact on society. Produced by Andy Friendly Productions in association with A&M Entertainment.

**FRANCHISE
POWER!**
**OVER \$60 MILLION
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giving *Dallas* a more rural and female lead-in in the form of the rescheduled *Scarecrow and Mrs. King* (8-9 p.m.). The shift pits *Dallas* against NBC's *Miami Vice*, which Grant pointed out has been beaten by *Dallas* in four previous match-ups. "We feel good about our 9 to 11 p.m. Friday night," he concluded, "with the compatible *Scarecrow* leading off."

Saturday on CBS next fall will have a "tent pole" in the form of *Mickey Spillane's Mike Hammer* (9-10 p.m.), returning after a one-year hiatus. From 10 to 11 p.m. the network is rescheduling *Twilight Zone*, moved from an earlier time period on Friday. The night begins with a new "young, male and urban" drama, *Downtown*, which Grant believes "is ideally positioned to counterprogram the comedies [on ABC and NBC] and provide *Mike Hammer* with exactly the right kind of lead-in." He characterized CBS's overall approach for the night as "youthful" and "urban."

Sunday continued to be strong for CBS last year, which prompted Grant to ask rhetorically. "If it ain't broke, why fix it?"

Following Grant on the podium, CBS Entertainment's programming vice president, Kim LeMasters, spoke optimistically about the fall slate, characterizing the new series as "abundantly armed with hit potential, both critically and commercially. They are the right type of horses to close the ratings gap and pull us into first—a position I'm bound and determined to recapture."

In presenting the pilots to affiliate executives, LeMasters disclosed some fine-tuning already at work:

■ *Kay O'Brien, Surgeon*—"I think we have erred on the side of making [the title character] too perfect... Future episodes will explore her vulnerabilities and idiosyncracies without losing what makes her special."

■ *Taking the Town*—"We are giving serious thought to previewing an episode in front of the pilot that fully explores Pam Dawber's sister's dilemma with her aunt and uncle, which will also allow us time to clearly establish Pam in her environment."

■ *The Wizard of Elm Street*—"The pilot has too many principal characters, one of whom will be eliminated."

■ *Designing Women*—"We will produce episodes to precede the pilot which will show that [the main characters] are not misanthropic; in fact, just the opposite. Future episodes will explore more deeply the unique relationship of these women."

■ *Downtown*—"We will scale back the action and delve into and develop more of the characters. [The character played by Michael Nouri] will remain first and foremost a cop, but his dealings with the parolees will round him out as he guides them toward a more productive life."

Poltrack offers marketing strategies keying on network's historical record

On Tuesday morning, CBS/Broadcast Group Vice President for Research, David F. Poltrack, outlined for the affiliates a localized or "bottom-up" marketing strategy designed to improve station ratings and images. He described research findings concerning the perceived strengths of CBS-

TV among viewers and suggested those be incorporated in local marketing efforts based on community characteristics.

"Our first strength [as a network] is a tradition of leadership," Poltrack asserted. "While NBC-TV has taken over the prime time leadership position this season, the average viewer is aware of the revolutionary aspect of this event given the overall dominance of not only prime time, but television in general by CBS-TV over the past 25 years. Most viewers believe we have the potential to regain [leadership] again."

The researcher also cited CBS-TV's "pre-eminence" as a national news provider, demonstrated by a "tendency to turn to CBS and its affiliates for coverage of major news events," and "leadership during the later evening hours when adults control the TV sets." Poltrack conceded that NBC has overtaken CBS "in the viewer's perception of the innovativeness of programing and the appeal of its prime time lineup. While CBS is highly rated in each of these areas by older viewers, it is with the younger adult viewers that we fall behind." Viewers also perceive NBC as having "more hit programs" than either CBS or ABC, according to Poltrack's findings.

Poltrack urged the research department of each affiliate to undertake its own "image identification" investigation to determine how to better position the station in the market. In overcoming a perception that NBC is more innovative than CBS, for example, a station might choose to launch an image-building campaign recalling "innovative characters [from past CBS series] such as Mary Richards, Archie Bunker and Maude, and innovative programs such as *60 Minutes*, *M*A*S*H*, *Dallas* as well as *Cagney & Lacey*, *Kate & Allie* and *The Equalizer* today." He urged stations to work with the marketing department of the network's affiliate relations to coordinate such strategies.

In a separate presentation on Monday, Arnold Becker, vice president of national television research for the CBS/Broadcast Group, tried to soothe anxiety about CBS's slippage from first place in prime time by pointing out that the network's 16.7 rating for last season "was just a smidge under the 16.9 rating [CBS] earned in 1984-85. The 16.7 rating, plus the small increase in U.S. television households means that [CBS] reached as many homes this year as last."

During the closing session on Wednesday afternoon, recently-hired news programmer Susan Winston promised the affiliates that *The CBS Morning News* would emerge this September with a broadcast significantly different from ABC's *Good Morning America* and NBC's *Today*, which she claimed have become "clones" of each other.

"I will give you a show that can compete with [both]," she said, drawing rousing applause from station representatives.

"Let's be frank," said Winston, "I was brought to *CBS Morning News* to make it number one... I'll do whatever it takes to make that happen."

Winston suggested her remake of the 7-9 a.m. NYT program will concentrate heavily on grass-roots America. "We must embrace and reflect the diversity of the U.S.," she said. "We must do something new. Now is

the time to be provocative."

Although personalities from all other CBS News television programs were on hand, *Morning News* co-anchors Maria Shriver and Forrest Sawyer were not. There have been published reports that Winston met separately with ABC sports commentator Frank Gifford and former *Good Morning America* co-anchor Sandy Hill earlier this month.

Appearing after Winston, *CBS Evening News* anchor Dan Rather thanked affiliates "for sticking with us and with me. The competition gets fiercer every year. We aim to beat it."

Sauter predicted "brutal trench warfare" against the evening broadcast by ABC and NBC, conceding it is "being tested" by competitors. He said CBS considers Rather "the personification of the best in journalism."

The news executive asked for support of what he termed the "innovative" *W. 57th* prime time series. "We hope to find a place for it on the schedule during the next year," said Sauter, assuring affiliates the program would not compromise the integrity of CBS News.

It was announced separately during the meeting that CBS News Correspondent Bill Moyers will interview U.S. Chief Justice Warren Burger for an hour-long CBS News broadcast this summer commemorating the bicentennial of the U.S. Constitution. The exchange will be taped next month in the Supreme Court building.

Michael Brockman, vice president of CBS Entertainment for daytime, children's and late night programs, outlined several programming changes for the affiliates on Tuesday and Wednesday.

In daytime, Brockman revealed that *Young and the Restless* co-writer and producer Bill Bell "has agreed to create a second half-hour serial for CBS," which currently remains untitled. It will be inserted at an unspecified time period during the first quarter of next year.

In a competitive move, the network hopes will capitalize on fractionalizing of the late night talk viewership, Brockman disclosed to the affiliates that it will add two new first-run dramatic series from 11:30 p.m.-12:30 a.m. NYT this fall. They are *V.H. Adderly* (from Orion Pictures), about a government security agent, and *Crimeworld* (from *Nightheat* producer Grosso/Jacobson), about a group of investigative reporters. The network will continue to schedule original episodes of *Night Heat* and *T.J. Hooker* in late night.

Making ready for Radio 86

NAB expects 6,000 to attend September meeting in New Orleans featuring more sessions and activities, especially on engineering

Some 6,000 radio broadcasters are expected to converge in New Orleans for the National Association of Broadcasters' Radio 86 convention on Sept. 10-13. The meeting will be the first held by NAB since its unification

with the National Radio Broadcasters Association. The past two conventions have been jointly sponsored by NAB and NRBA.

At a press briefing on the conference last week, NAB officials unveiled details of the show's agenda which they feel is "better than ever," and should attract more attendees than last year's meeting. In addition to a general strengthening of the agenda, NAB has expanded the number of engineering sessions which it feels will be a major draw. So far 81 sessions are planned on management, sales, programming and engineering.

Radio personality Gary Owens, vice president of creative services for the Gannett Radio Division, will receive the association's radio award at the Sept. 12 luncheon. Addressing that luncheon will be John Naisbitt, author of *Megatrends* and chairman of Naisbitt Group. Entertainment for the convention was not announced.

According to David Parnigoni, NAB's senior vice president for radio, organizers of last year's convention were disappointed by the attendance. They had expected 7,000, he said, but only 5,500 showed up. They hope to attract 6,000 this year. "These things take three to five years to really establish themselves," he said.

Registration fees are unchanged from last year's show—\$295 for members and \$445 for nonmembers, Parnigoni said. Exhibit fees, however, rose from \$12 per square foot to \$13 for members and from \$14 per square foot to \$16 for nonmembers. NAB plans to hold future radio meetings in Anaheim, Calif. (1987); Washington (1988); Boston

(1990), and San Francisco (1991). No site has been chosen for 1989.

According to Parnigoni, the NAB has beefed up the engineering portion of this year's show in response to criticism from broadcasters and exhibitors who felt there were too few engineers at last year's show.

Parnigoni also said that a stronger engineering program will help attract more hardware exhibitors. At Radio 85, by BROADCASTING's count, only about 40 of the 111 exhibitors were hardware suppliers. Parnigoni said the NAB hasn't broken down last year's exhibitors by type.

So far, 71 exhibitors have signed up for Radio 86, making Parnigoni optimistic that the final count will surpass last year's 111. Those selling the floor space, he said, have already noted a greater interest in the show among hardware manufacturers because of the "increased engineering activities."

The NAB has increased the number of engineering session at this year's convention to 13, compared to six last year. According to NAB staff engineer Michael Rau, the engineering sessions are of the "nuts and bolts" variety. In planning the engineering program, organizers have deemphasized new technology and policy, which, they feel, are better addressed at the NAB annual conventions in the spring.

The how-to nature of the program is apparent from the program outline passed out at the press luncheon. One session, for instance, will be devoted to how to use a Smith chart for "impedance matching and Broadbanding." Among the other topics: advice on

implementing AM stereo, maintaining directional antennas, protecting stations from lightning, designing studios and designing and installing FM antennas.

During a session on AM improvement, Rau said, the NAB hopes to present a draft standard for an AM pre-emphasis/de-emphasis curve. The standard is now being developed by the National Radio Systems Committee, a group comprising broadcasters and receiver manufacturers. It's intended to improve the reception and reproduction of high audio frequencies broadcast by AM stations.

On Sept. 10, the NAB staff is sponsoring a day-long seminar on the FCC's guidelines, which become effective Jan. 1, for protecting people from potentially harmful RF radiation emanating from television and radio stations. According to NAB staff engineer Ralph Justus, the seminar will explain the guidelines and show how to certify compliance. All stations, he said, must certify compliance the next time they try to renew their licenses.

NAB is charging members \$150 and nonmembers \$250 for the seminar. NAB is discounting the seminar by \$100 for those who are also registered for Radio 86.

In addition to the seminar, the NAB staff, throughout the convention, will also be conducting demonstrations of the tentative pre-emphasis/de-emphasis standard and, possibly, of the FMX broadcasting system, which is designed to eliminate the noise (or, more to the point, coverage) penalty of FM stereo broadcasting. □

When is a network not a network? NAB's trying to say

Plan to limit radio board seats to networks owning at least one station draws fire; Mutual and United Stations would be victims

A dispute within the National Association of Broadcasters over a proposed bylaws change affecting a radio network's eligibility to serve on the association's radio board opened a can of worms. A proposal by a special NAB task force that would require radio networks to own at least one radio station to qualify for a seat on the board has aroused debate among association directors and is likely to reverberate throughout the industry.

The NAB's radio composition task force was assigned last year to examine the make-up of NAB's 35-member radio board (12 seats have since been added to accommodate NAB's merger with the National Radio Broadcasters Association). There are those who feel the board is too large and contains too much network representation (six seats). Originally the task force discussed the possibility of cutting the board's district seats from 25 to 20. That idea was immediately rejected by a majority of the directors and was put on hold indefinitely.

Now the task force's recommendation calls only for reducing the board's network seats from six to three. Representatives from all eligible networks—that is, those meeting

the station ownership requirement, among others—would serve for two years on a rotating basis. The task force's recommendation, which does not affect network seats on the TV board, comes up for a vote at the joint board meeting June 16-20 in Washington. All bylaws changes must be approved by both the TV and radio boards. (Only three network seats are allotted on the TV board, to NBC, CBS and ABC, all of which are station licensees. The issue might arise if a fourth network were to seek a board seat.)

This is not the first time NAB has grappled with this issue. In June 1983, the joint board, following the recommendations of the radio board, amended the bylaws to change the definition of a network, requiring it to be a licensee of one or more commercial broadcast stations to qualify for membership in the association as well as a seat on the board. Radio directors had become concerned about the proliferation of networks. The board reversed that decision in January 1985 to keep the Mutual Broadcasting System on the board after it sold its two stations. Now, as long as a network qualifies as a member it is eligible for a seat.

Networks currently represented on the radio board—each paying from \$2,000 to \$10,000 a year in dues, depending on revenues—include Mutual, CBS, NBC, ABC, Sheridan Broadcasting Network and United Stations Radio Networks. Under the propos-

al, Mutual and United Stations would be excluded from the board, while National Black Network and Transtar Radio Networks would be included in the rotation.

Currently NAB bylaws define a network, for membership purposes, as "an individual, partnership, firm or corporation electronically interconnected with a nationwide group of commercial broadcast stations for the simultaneous transmission of a variety of regularly scheduled commercial and program material on a daily basis." The proposal's opponents feel that definition should serve as the only qualification for service on the board.

NAB President Eddie Fritts and Joint Board Chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., oppose the proposed bylaws change. Fritts noted that the executive committee is "solidly against" the idea. "As long as they [networks] qualify under the network definition for membership they should serve on the board." At the very least, he argued, if their eligibility is altered, Mutual and United Stations should be grandfathered. Fritts fears the proposal, if adopted, will send out the "wrong message" and defeat NAB's efforts to build unity within the industry. Those concerns were repeated by Snider: "We don't want to lose the participation of the networks. They're major players and we need them."

"If we lose our board seat, then we lose

our membership anyway," said Jack Clements, president of Mutual Broadcasting System. Clements said Mutual will withdraw from NAB if it can't have a member on the board. "If we're good enough to be members, we're good enough to sit in the high councils. We do not intend to be second-class citizens," he added.

"Whether or not we owned stations I'd still be opposed," said Nicholas Verbitsky, president of United Stations Radio Networks. (Verbitsky said United Stations will drop out if it can't sit on the board.) He called the proposed criteria "outrageous," noting that ABC, CBS and NBC are represented on both the TV and radio boards. Furthermore, he said, the ABC, CBS and NBC representatives on the radio board are "really group heads," who have no on-line responsibility for the networks. "We represent over 2,000 radio stations. Would we be any more of a network if we went out and bought a 500 watt daytimer?" Verbitsky asked. "If the board decided it didn't want any networks, OK. But to set down these requirements does not make sense," he said.

Proponents of the task force proposal, which has adopted unanimously by the seven-member committee, argue that it does not affect network membership in the association and that network representation will continue and actually be expanded.

Randy Bongarten, chairman of the task force and NBC Radio president, argued that because of the proposed rotation the board will "open up to more representation by networks."

He said the plan is based on input from the board. "There was a general feeling that the board should be represented by broadcast licensees." Bongarten argued that the committee wanted to stay away from the issue of defining what a network is and only looked at "who should be on the board and who should not." The question the task force had to ask, he said, was what the board should represent. The answer they arrived at, he said, was station licensees. (Bongarten also responded to Verbitsky's charge that the network representatives are actually group heads not concerned with daily activities at the network. He said he is involved in the day-to-day operations of the network.)

Task force member Dick Oppenheimer, Capitol Cities Broadcasting Co., Austin, Tex., reiterated some of Bongarten's concerns. Oppenheimer said that a network's real concern is "how much revenue they take in; they're not concerned with the problems that confront the licensee. A network has a lot of affiliates, but what do they represent? What position can they represent in Washington?" He insisted that networks would still be represented, but only those that share the same proprietary interests as the other directors who sit on the board.

Jerry Lyman, president of RKO Radio and a task force member, argued that the proposal is keeping within the tradition of NAB which is basically a licensee-oriented organization that does not want to open up to all these ancillary organizations. He noted that in examining the issue the committee looked for a common denominator on the TV and radio boards. What they found, he explained, was the licensee factor. Lyman

doesn't think the TV board is going to give seats to program syndicators. Lyman stressed that the committee's recommendation is not directed at United Stations or Mutual: "The committee came to the conclusion that the least political position was to make being a licensee the standard. This states that NAB is there to serve the licensee in Washington." He said that the task force was interested in opening up the board and felt the rotation of network seats was a good approach. "That way you would not have one person sitting on the board 10 or 12 years," he said.

The view that NAB is primarily a licensee organization was shared by Joe Dorton, president of Gannett Radio, who does not sit on NAB's board. "NAB's main function is in government relations. Networks don't have FCC licenses. I don't think they need a voice like broadcasters do," he said.

But there are those in the industry who don't feel station ownership is a proper criterion for serving on the board. Westwood One Chairman Norm Pattiz called the proposal "ridiculous." Being a radio network, said Pattiz, "has nothing to do with owning radio stations." Pattiz also noted that Westwood One, combined with Mutual, will be the second largest revenue-producing radio network this year (the ABC radio networks will be first).

Satellite Music Network Chairman John Tyler was outraged by the proposal. SMN currently has some 700 stations subscribing to one of its seven, 24-hour, satellite-delivered format networks. "I think it's absurd to exclude SMN and the other network companies such as Westwood One and the United Stations from the NAB radio board," Tyler said. "Saying 'to be a radio network you have to own stations' is like saying you're not eligible to join unless you've been in the business for 25 years. We are as much a network as a television network, offering 24 hours of programming daily," he said. (The Satellite Music Network and Transtar Radio Networks are among a new breed of radio networks that offer stations full-time programming (see story, page 69). Tyler said the NAB should consider adopting the Radio Network Association's definition of a national radio network: "Any person, firm or corporation which regularly originates or distributes commercially sponsored or advertiser-supported schedules of programs and program material to affiliated AM or FM broadcast stations throughout the United States for broadcasting on a simultaneous or generally concurrent basis." The last part of the definition, which notes that programming can be aired on a "generally concurrent basis," covers all programming aired within specific times during the week-end or on a delayed basis. (The RNA definition does not specify whether a network needs to be interconnected to its affiliates.)

Other RNA criteria for a network, which the association uses to determine membership, includes: having at least six hours of weekly national network programming with "substantial clearances" in the top 50 markets, operating its own production, sales and clearance operations and having annual net advertising revenues (less commissions) of at least \$2 million. Current members of the

five-year-old organization include Capital Cities/ABC, CBS, NBC, the United Stations, Satellite Music Network, Transtar Radio Networks, Sheridan Broadcasting (the newest member) and Westwood One (including Mutual Broadcasting).

The concept of a radio network is rapidly changing, said Emmis Broadcasting President Jeff Smulyan, who is also an NAB radio director. "Radio networks today don't necessarily have to be interconnected," said Smulyan, who defines a network as an entity that "provides programming for mass distribution whether its distributed via the post office, telephone lines or by satellite."

But Smulyan cautioned that broadcasters and networks need to "reassess" what each brings to the table in a relationship. "We have to make sure that the inventory [advertising availabilities] given up by stations is for valuable programming."

Emmis Broadcasting currently owns four radio stations, none of which affiliated with networks. Its purchase earlier this year of WHN(AM)-WAPP(FM) New York, which are affiliated with Mutual and the ABC FM networks, respectively, awaits FCC approval, as does another of its acquisitions, WAVA(FM) Washington from Doubleday.

Gary Edens, president of Phoenix-based Edens Broadcasting, describes a radio network in its most basic form: "Programming carried by two or more stations in separate markets originating from a single source." Regarding NAB's task force proposal, Edens said the NAB committee examining board eligibility requirements needs to define "largeness" in setting criteria for determining networks.

As for the advertising agencies that place media buys for their clients, the definition of a radio network in 1986 appears to be a matter of semantics. "We used to make a distinction between traditional and the programming networks, but we now think in terms of buying national radio vehicles," said Charlie Trubia, senior vice president and director of radio for Ted Bates. Trubia said his agency presents one radio plan to advertisers which lists conventional networks "side-by-side" with the so-called programming networks—including companies such as the Westwood One Radio Networks and the United Stations Programming Network. "We need to buy both the traditional networks for a heavy Monday through Friday frequency and the programming networks for the weekend balance," he said.

Lenny Stein, vice president/local broadcast and network radio for Young & Rubicam, concurs with Trubia. "We don't make specific distinctions between the networks except for the company name and station lineup," Stein said. "Each of the syndicated shows are networks within themselves."

Interep President Ralph Guild sees a revolution in the works for the radio industry that will have a dramatic impact on both spot and network radio advertising. "By this time next year, there will be two major national representation companies that will act as one-stop shopping centers for advertisers and agencies in placing national radio buys," said Guild. He sees this movement as the beginning of a trend toward a consolidation of sales efforts for radio networks. □

More radio autonomy urged upon NAB

O'Shaughnessy asks leadership to create stronger radio division with own president, separate radio convention, merger with RAB

A "stronger, more vivid" radio division and a merger with the Radio Advertising Bureau are just a few of the changes advocated for by the National Association of Broadcasters by radio director William O'Shaughnessy. O'Shaughnessy, in a letter last week to NAB Joint Board Chairman Ted Snider, KARN-(AM)-KKYK(FM) Little Rock, Ark., outlined some of the objectives he would like to see accomplished at NAB. O'Shaughnessy's letter is expected to generate considerable discussion at the association's joint board meeting June 16-20.

He maintains that in light of the merger with the National Radio Broadcasters Association, several structural changes should be considered. The radio division, O'Shaughnessy suggested, should have "better definition and greater autonomy—headed by a dynamic, articulate and effective president who will serve as the chief drummer and advocate for radio broadcasters of America." Despite the recommendation for a radio president, he also called for "continued support and encouragement for the high profile, effective and enlightened leadership of Eddie Fritts—and the gifted senior management team he has assembled."

Furthermore, O'Shaughnessy said the radio president should concentrate on those issues that "impact directly and exclusively on our calling—and cooperate fully with the existing senior corporate hierarchy of NAB, which will continue to confront those many cosmic, federal issues which affect both radio and television and the entire Fifth Estate."

Another issue he feels the joint board should examine is the public trustee concept of broadcasting and how that relates to current changes in the medium. "Under the 'new economics' a person can now own a broadcasting entity without ever being measured against the public interest standard. How do we now shift the focus from those speculators and entrepreneurs (and their lawyers and accountants) who are 'just passing through' and return the emphasis to the contributions and exploits of dedicated, working broadcasters?" he wrote.

"We must find a way to strike a balance between two imperatives: to maintain broadcasting's (the medium's) status as a public trustee—and the equally compelling imperative of maintaining its status under the First Amendment," he added.

Among some of O'Shaughnessy's other suggestions were: one national radio convention and a separate TV department.

"My feeling is that radio is already getting stronger, and is fairly autonomous," Snider

said in response to the letter. He noted that NAB's radio membership is at an all-time high. As for a radio president, Snider said, it was an idea NRBA put on the table when it agreed to merge with NAB. "We're going to be talking about it. It's up to them [the NRBA directors now sitting on NAB's board] to convince the board it's needed."

Snider also dismissed the need for a merger with RAB. He feels that sales activity belongs in New York not Washington. Nor was the joint board chairman enthusiastic about holding one national radio convention. Snider believes the joint convention is important and serves as a showcase for the industry. O'Shaughnessy's call for a separate TV department was something Snider also felt was not needed. "I think it's separate now," he said.

On the subject of broadcasting's status as a public trustee, Snider disagreed again. "There's a lot of confusion between the two terms, public trustee and public interest. I believe in broadcasters operating in the public interest, but I don't think we operate as a public trustee," he said. Public trustee is not the appropriate terminology for "what we do," Snider said.

Furthermore, he continued, as for the speculators and entrepreneurs entering broadcasting, "it has yet to be seen if they will be a different kind of broadcaster. I hope they won't be." □

Programming

'Silver Spoons' syndication debut advanced

Canceled NBC series will start in fall with 92 episodes from network run, plus 24 new ones

Embassy Communications said last week that *Silver Spoons* will be moved up from its announced fall 1987 syndication debut to this coming fall. The move will be coupled with the production of 24 new episodes, which, combined with the episodes already produced in its four-year run on NBC, will bring the total number of available *Silver Spoons* episodes to 116.

Cash deals on *Silver Spoons* were originally made for 116 episodes. Stations agreed to pay for the 24 first-run episodes, in the event of a cancellation, at 25% more than the negotiated per-episode license fee. Stations that have purchased the show are obligated to carry the new episodes beginning in the fall, but they do not have to carry the other 92 episodes at that time. Barry Thurston, senior vice president of domestic syndication, said that since stations are still at work on their schedules for next season he doesn't have an indication of whether stations will be using all of the episodes, or simply the new ones.

If the show is used as a strip, one of the new episodes will either be integrated into the Monday-Friday telecasts or will be used on a weekend. Some stations are scheduling first-run sitcom blocks in early evening time periods on weekends.

Thurston said that moving the series up



from fall 1987 was not simply a result of its cancellation by NBC. "We had every indication that it would be renewed," he said.

Between six and 12 stations asked Embassy if they could move the 92 episodes of the series up to this fall, citing the dearth of half-hours available in syndication. *Silver Spoons* would have been one of five sitcom strips to debut in syndication in 1987, the others being *Newhart*, *Family Ties*, *Cheers*, and *Love American Style*. Starting this fall, on the other hand, only two strip series had been set to debut—*Facts of Life*, and new episodes of *The Honeymooners*.

Silver Spoons has now been cleared in over 60 markets. Last season on NBC, it averaged an 11.3/17, in the difficult 7:30-8 p.m. slot opposite the second half of *60 Minutes* on CBS, which typically wins its time period easily regardless of the competition. During the previous season, airing either at 7 or 7:30 p.m. on Sunday, *Silver Spoons* averaged an 8.3/13. In its first two seasons at 8:30 p.m. on Saturday, the show did a 15/25 (1983-84), and a 15.3/26 (1982-83).

Despite the syndication coverage *Silver Spoons* enjoys, the show has yet to land a spot on a station in the nation's number-one

television market. Embassy President Gary Lieberthal said that Embassy plans to go back into New York and gain a clearance given the move to next fall, as well as the production order.

Gaining clearance of a first-run sitcom has become difficult in some markets as the number of those shows has increased. The result has been large compensation payments by syndicators to gain the critical top 10 market clearances. According to some syndicators that has meant that provisions for compensation payments are *de rigueur* when expenses are budgeted. Lieberthal said that Embassy, which sells all of its sitcoms on a cash basis, has never paid compensation and has no plans to do so to gain a New York station for *Silver Spoons*. He stressed that *Silver Spoons* is still an off-network property, and not a first-run sitcom.

Lieberthal also said that Embassy's move into first-run production is in no way an indication of desire to go the first-run sitcom route that has been pursued by other producers and syndicators. "The business is not first-run syndication, the business is producing for the networks," he said. "What you see coming along now is a number [of producers] who could not get into that business," he said of the budding ranks of producers of weekly first-run sitcoms with their eyes on the production of a strip on the back end.

Embassy produced first-run strips for syndication previously with *Mary Hartman*, *Mary Hartman*, and *Fernwood 2-Nite*.

In the announcement, Embassy said that production of the 24 new episodes will be at a higher budget than was required for production of the show for its NBC run. The increase in the cost is not simply a result of the normal annual increases in a show's production budget, said Lieberthal. "We are saying that you have to be even better" than a network show to survive in first-run syndication. The show will retain its present cast, production crew and location. Production is set to resume July 7. □

Tinker blasts Valenti lobbying

NBC chairman says MPAA should exit debate surrounding production costs and network production aspirations

In a hard-hitting broadside aimed at the movie industry's hired lobbyist, NBC Inc. Chairman and Chief Executive Officer Grant A. Tinker last Tuesday (May 20) called on Jack Valenti, president of the Motion Picture Association of America, to remove himself from the debate between networks and producers over control of program costs and network ambitions to expand their prime time production.

Speaking at a Beverly Hills, Calif., luncheon meeting of the Hollywood Radio and Television Society, the NBC executive accused Valenti of playing politics "with what is really a matter of business." Tinker charged the MPAA chief with seeking "to

The St. Louis Cubs? Major League Baseball's contract with ABC and NBC for the telecast of post-season baseball games through the 1989 season may force the Chicago Cubs to play post-season games in Busch Stadium in St. Louis—assuming, of course, the team wins the National League's Eastern Division and qualifies for post-season play.

The Cubs are faced with the prospect of playing NL championship series and World Series games 300 miles from home because their home ball park, Wrigley Field, doesn't have lights and the networks like to telecast weekday post-season games at night to attract the larger audiences available in prime time. Under their contract with MLB, the networks have the right to schedule any post-season game at night.

Tribune Co., owner of the Cubs, would like to install lights at Wrigley to permit play of at least post-season games at night but is prevented from doing so by city and state laws.

The NL office said last week the NL club representatives have approved a proposal allowing the Cubs to play post-season games in the "nearest NL Eastern Division city," which is St. Louis. The office also said the Cubs have already entered into an agreement with the owners of Busch Stadium to use the field.

A NL spokeswoman couldn't explain why the league didn't authorize the Cubs to play in Chicago's Comiskey Park, home of the American League White Sox. An MLB source suggested, however, that authorizing the team to play in another NL Eastern Division city was the only way of guaranteeing no post-season scheduling conflicts. Only one team in the NL East plays in the post-season, he said.

By terms of their contract, ABC is broadcasting the championship series and NBC is handling the World Series this season.

replace the bargaining table with the hearing room," cautioning: "That is not only a bad trade—it also is a dangerous one. Out of the hearing rooms in Washington comes regulation, and usually regulation that all parties, in the long run, are better off without."

Tinker said he would prefer to see those parties most closely involved "exhaust all efforts to find business solutions before we look to a third party to legislate solutions for us," insinuating that Valenti has directly lobbied for government intervention and thus undermined network-backed efforts to achieve a nonregulatory resolution of the problems.

All three networks have been negotiating with representatives of the creative community in an attempt to reach a compromise on costs and network production. Earlier this year, CBS reached an accommodation on the issue with a group representing major producers, but ABC and NBC have distanced themselves from that agreement and are continuing to negotiate on their own.

The "urgent dilemma," said Tinker, is that "advertisers won't pay the networks more; the networks can't pay the producers more;

the producers say they can't supply programs for what the networks are paying; the deficits are choking them and they simply won't incur them any longer. Those deficits are an immediate, pressing problem."

A less imminent concern, he continued, is the scheduled end in late 1990 of a consent decree that has kept networks out of most entertainment production. The lifting of restraints, said Tinker, "strikes terror in the hearts of those who currently supply programs to the networks."

Tinker called Valenti "a good personal friend" but termed his "intense Washington lobbying" on these issues "a counterproductive influence." He accused the MPAA of harboring an unexplained "broader agenda" than the television companies it claims to represent and would do them a service by "butting out" of the dispute. "It's my guess," Tinker speculated, "that there are a considerable number of producers, not excluding some of the major studios, who feel they don't need Jack and the MPAA to preempt them on this business matter."

He called on all parties directly involved to check their preconceptions at the door and continue bargaining in good faith.

"I have some confidence," Tinker said, "that our problems do not defy solutions, if they are not 'war-mongered' onto a battlefield where they don't belong. Let's make sure the principals are talking—those who truly represent and reflect the sense of the parties involved—no Hessians allowed."

Tinker predicted: "If the people involved—not hired guns—sit down together, as they have been doing, and they are allowed to keep talking, without a rush to governmental judgment, they will get up with a workable agreement." He warned that MPAA intervention may lead to a restructuring of the broadcasting business "into something that's less productive, has less potential and portends to be much less fun than what we'd be leaving behind."

After his formal presentation, Tinker told BROADCASTING he had conveyed his views to Valenti privately in the past without any apparent change in MPAA tactics. He also



Tinker

confirmed that NBC and ABC are continuing to negotiate—both separately and together—with producers on the cost containment issue and that “progress has been made.”

The speech recalled a strongly worded address to members of the Academy of Television Arts and Sciences three years ago during which Tinker argued in favor of a relaxation of the FCC's financial interest and syndication rules that would allow network profit participation in the syndication of prime time programming. Tinker conceded that his credibility may have been questioned at that time because of his network status, but he asked last week that producers evaluate his remarks with the knowledge that he will soon join their ranks.

“Not so long after the GE/RCA marriage is consummated, I'll work out an orderly exit,” he explained. “My thought is to get back into the production business, in some modest fashion not too different from the way I was in it before.”

On the subject of television in general, Tinker contended that “on balance and on average, television programs today are the best they've ever been. We should not be misled into thinking otherwise by the incessant negative chorus of criticism which largely address our lesser efforts... The level of our programming work is high. I think it can go still higher.” □

Ad agencies review the fall schedules

With all three television network schedules assembled (BROADCASTING, May 19), advertising agency executives gave ABC high marks for its moves to rebuild its prime time slate. Preliminary analyses of the lineups were offered with the understanding that the executives would not be identified, to protect their bargaining positions in the upfront advertising market.

Based on clips and what they had seen at the networks' May screenings in Los Angeles, the agency officials cited ABC's *Sledgehammer*, a parody of the macho cop often seen on television and in the movies, and that network's *Head of the Class*, starring Howard Hessman as a teacher of gifted students, as possible ratings winners. Although it was mentioned as promising, *Sledgehammer* was also said to be a “wild card” in the ABC schedule.

NBC's most promising new entries were said to be *Ben Matlock*, starring Andy Griffith, and Stephen Bochco's *L.A. Law*. *ALF* was mentioned as NBC's wild card, both by the agency executives and Brandon Tartikoff, president of NBC Entertainment. Fol-

lowing the presentation of the NBC schedule on May 15, a number of the agency executives had praise for the network's move of *Miami Vice* from 10-11 p.m., to 9-10 p.m., opposite CBS's *Dallas*. “Both shows can exist comfortably during that time period,” said one agency executive, citing their different demographic appeals. *Dallas* skews primarily to an older audience, while *Miami Vice* skews younger.

Reaction to the CBS schedule was a bit more subdued. According to more than one observer, a number of older series that CBS moved to new time periods were poor candidates for moves. And CBS's retention of some older series, such as *Magnum P.I.* and *Simon and Simon*, “tells us that development was bad,” said Jon Murray, assistant director of programming services at the rep firm, Harrington, Richter & Parsons. HRP represents an all-affiliate lineup of stations for national advertising sales.

Not all of the executives to whom BROADCASTING spoke had seen all of the network pilots; indeed, pilots have not been produced for all of the recently scheduled shows. The introduction of two news programs in the prime time schedules—*1986* on NBC and *Our World* on ABC—was greeted enthusiastically from a cost standpoint by the executives. Even if the shows do not score big ratings, they said, advertising rates will be cheaper and could produce efficient buys. □

NBC flies highest despite slightly clipped 'Wings'

Even with a less-than-spectacular performance from its two-part, five-hour mini-series, *On Wings of Eagles*, NBC captured week four (May 12-18) of the post-season prime time ratings race with a 15.3 rating, 26 share. CBS was second with a 14.5/25 and ABC was third with a 13/22. A year earlier, CBS won the week with a 15.5/26, with NBC finishing second with a 14.3/24 and ABC third with a 13.2/22. The level of homes using television (HUT) for the week averaged 58.7%, down from last year's 59.4%. The *CBS Evening News* was first in the weekday news race by a full rating point for the week ended May 16, with an average 11.8/24, ahead of NBC's 10.8/23 and ABC's 9.9/20.

Part I of *Wings*, which aired Sunday, May 18, from 8 p.m. to 11 p.m. on NBC was expected to be in the top-10 ranked programs for the week. It ended up the 20th-ranked show, with a 17.0/28, soundly beaten by an original made-for on CBS, *Stagecoach*, which averaged a 22.5/36 at 9-11 p.m., and its lead-in, an original episode of *Murder, She Wrote*, which averaged a 21.7/36. Those two shows were the fifth- and sixth-ranked programs for the week. An original made-for on ABC

that evening, *Brotherhood of Justice*, aired from 9 to 11 p.m. and averaged a 11.3/21, making the special the 39th-ranked program of the week.

NBC chalked up strong performances on Thursday (May 15) and Saturday (May 17), as it did throughout the season, and coupled those with a solid win on Monday (May 12), when it aired a three-hour special honoring itself, *NBC's 60th Anniversary Celebration*. The special averaged an 18.2/29 and was the 16th-ranked program for the week.

ABC won Tuesday (May 13) and Wednesday (May 14) where it has been strong all season. In addition to Sunday, May 18, CBS took Friday, May 16. The win was anchored with a solid rating performance by the season-ending *Dallas* cliff-hanger, featuring the return to the program of Patrick Duffy as Bobby Ewing. *Dallas* that night averaged a 24.9/42, the third-ranked program of the week. A rerun of the theatrical movie, “Poltergeist,” on ABC, averaged a 9.2/16. NBC was able to build audience throughout the night, peaking from 10 to 11 p.m. with a 17.7/30 for a *Miami Vice* rerun, giving it second place for the evening.

Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	31.8/54
2.	Family Ties	NBC	29.1/47
3.	Dallas	CBS	24.9/42
4.	Cheers	NBC	24.4/37
5.	Stagecoach	CBS	22.5/36
6.	Murder, She Wrote	CBS	21.7/36
7.	Night Court	NBC	21.6/33
8.	60 Minutes	CBS	20.8/41
9.	Dynasty	ABC	20.5/32
10.	Knots Landing	CBS	20.0/33
11.	Moonlighting	ABC	19.3/30
12.	Hotel	ABC	18.8/33
13.	Who's the Boss	ABC	18.8/33
14.	Falcon Crest	CBS	18.8/32
15.	Growing Pains	ABC	18.8/31
16.	NBC's 60th Anniversary	NBC	18.2/29
17.	Miami Vice	NBC	17.7/30
18.	Convicted	ABC	17.4/27
19.	Golden Girls	NBC	17.3/33
20.	On Wings of Eagles, pt. 1	NBC	17.0/28
21.	227	NBC	16.2/30

Rank □ Show □ Network □ Rating/Share

22.	Highway to Heaven	NBC	16.5/28
23.	Stingray	NBC	14.9/25
24.	MacGyver	ABC	14.7/26
25.	Newhart	CBS	14.7/22
26.	Dynasty II: The Colbys	ABC	14.6/22
27.	20/20	ABC	14.4/24
28.	Hunter	NBC	14.4/22
29.	Kate & Allie	CBS	14.2/22
30.	Second Serve	CBS	13.6/22
31.	Leo & Liz in Bev. Hills	CBS	13.0/25
32.	Joe Piscopo Special	ABC	12.7/22
33.	A Team	NBC	12.6/22
34.	Hill Street Blues	NBC	12.5/20
35.	Scarecrow & Mrs. King	CBS	12.4/21
36.	Love Boat	ABC	12.3/23
37.	Facts of Life	NBC	12.2/25
38.	Cagney & Lacey	CBS	12.1/20
39.	Brotherhood of Justice	ABC	11.6/19
40.	Remington Steele	NBC	11.3/21
41.	Blackie's Magic	NBC	11.1/19
42.	Stark: Mirror Image	CBS	11.0/18

Rank □ Show □ Network □ Rating/Share

43.	Bridges to Cross	CBS	10.9/17
44.	Magnum, P.I.	CBS	10.7/20
45.	Webster	ABC	10.6/22
46.	Disney Sunday Movie	ABC	10.6/19
47.	Hardcastle & McCormick	ABC	10.6/18
48.	Crazy Like a Fox	CBS	10.5/22
49.	Gimme a Break	NBC	10.3/23
50.	Simon & Simon	CBS	10.1/17
51.	Knight Rider	NBC	9.9/20
52.	Orphan Animals	CBS	9.6/16
53.	Dorr, De Luitse & Friends	ABC	9.5/18
54.	West 57th	CBS	9.4/16
55.	Poltergeist	ABC	9.2/16
56.	Last Precinct	NBC	8.8/15
57.	Charlie & Co.	CBS	8.7/18
58.	Airwolf	CBS	8.1/15
59.	Benson	ABC	6.4/13
60.	Mr. Sunshine	ABC	6.0/13
61.	Ripley's Believe It or Not	ABC	5.4/9
62.	Fast Copy	NBC	5.1/10

* indicates premiere episode

■ **Viacom Enterprises** will syndicate the final three hours of *A Conspiracy of Hope*, a live eight-hour concert from Giants stadium in East Rutherford, N.J., on June 15 aimed at drawing awareness to the work of Amnesty International. The final three hours will feature performances by Sting and U2. The final stop on a six-city series of



Reed, Graham, AI executive director John Healy and John Shear, Giants Stadium concert promoter

concerts for human rights organized by Amnesty International will also be carried on MTV and the Westwood One radio network. The 8 to 11 p.m. coverage of the concert will be distributed on a barter basis with five minutes for stations, five minutes for Viacom and four minutes for Amnesty International, for promotion of the appeals to help prisoners it works for around the world. An 800 number will be set up. For its part, Viacom says that it only hopes to make back the costs of carrying the event. Viacom-owned MTV will produce the event. Bill Graham served as an organizer of the talent performing, which will include Jackson Browne, Bryan Adams, Joan Baez, Peter Gabriel, the Neville Brothers, Ruben Blades and Lou Reed, among others. Celebrities who will speak on behalf of the cause include Madonna, Sean Penn, Dudley Moore, Mia Farrow and Meryl Streep.

■ **Lorimar-Telepictures** says that *The \$1,000,000 Chance of a Lifetime* is now a firm go for next season. That makes it the first game show in syndication without previous network exposure to



make it to a second season. Currently the show has been cleared on 115 stations covering 86% of the country.

■ **Turner Broadcasting System** and **MGM Television** have launched sales of *The Color Classic Network*, 24 black-and-white features from the MGM and Warner Bros. film libraries. Distribution of the two-hour films will be on a barter basis with 11 minutes for stations and 11 minutes for TBS and MGM. Titles in the package will debut at the rate of one a month. They will be available for two runs each, beginning next January. Colorization of the films was done by Color Systems Technology. The first film to debut in color will be "Yankee Doodle Dandy," which will be seen in color in January. Originally the film was to have been ready by July of this year (BROADCASTING, March 24).

■ Prior to its announcement that *Silver Spoons* will premiere in 1986 and not 1987 (see story, page 55), **Embassy Telecommunications** reported clearing that show in eight more markets. The 116 episodes of the series are now cleared on WPHL-TV Philadelphia;

WXIN-TV Indianapolis; KNXV-TV Phoenix; WZTV-TV Nashville; KSTU-TV Salt Lake City; WGAL-TV Lancaster, Pa.; KGSW-TV Albuquerque, N.M., and KMSB-TV Tucson, Ariz.

■ **Fries Distribution** says that it has now cleared *Cover Story* in 31 markets representing 50% of the country. Sales are on a barter basis with four minutes for stations and two-and-a-half for Fries. Sales include WCVB-TV Boston, WXYZ-TV Detroit, WJLA-TV Washington, WAGA-TV Atlanta and WPLG-TV Miami. In Cleveland, the show is cleared on WKYC-TV, not WCLQ-TV as previously reported.

■ **Orbis Communications** reports clearing the half-hour sitcom *Hangin' In* on 82 stations covering 75% of the country. Among those clearances are three superstations, WOR-TV New York, KCOP-TV Los Angeles and WGN-TV Chicago. The lineup also includes 26 of the top 30 markets. The CBC series will debut in syndication in a 16-week flight beginning June 2. Sales for the summer run will be on a barter basis with four-and-a-half minutes for stations and two minutes for Orbis. Following that, stations will decide whether to take the series on a cash basis for a longer run.

■ **Group W Productions** says that it has cleared *PM Magazine* on WJAC-TV Johnstown-Altoona, Pa. WJAC-TV will join the *PM Magazine* cooperative and produce its own nightly edition of the series. The show will air at 7 p.m., Monday through Friday.

■ **D.L. Taffner** says that it has now placed *The Ted Knight Show* on 13 more stations, bringing the show's total to 85 stations covering



73% of the country. Recent clearances include WOFL-TV Orlando, Fla.; KTZZ-TV Seattle; KPLR-TV St. Louis; KMPH-TV Fresno, Calif., and WDIO-TV Duluth, Minn.

■ **Promark** has placed *From Hawaii with Love*, a two-hour international beauty pageant and variety show hosted by John Davidson and Cathy Lee Crosby, in 89 markets covering 76% of the country. Last year Promark cleared the show in 83% of the country and it achieved an 8.3 NTI rating. The show was produced for \$750,000 and is being offered for showing throughout June. Sales are on a barter basis with 12 minutes for stations and 12 minutes for Promark. Clearances include all of the Fox stations.

■ **Syndicast** says that it has added 13 more stations to its list for *Bring on the Summer*, giving the show a clearance total of 111 markets, covering 70% of the country. Sales of the two-hour program are on a barter basis with 11 minutes for stations and 21 minutes for Syndicast. The music variety show began airing May 15. A list of pop music headlined by the Beach Boys, and ranging from Neville Brothers to the Oak Ridge Boys, will appear.

■ **New Century Telecommunication** has acquired nine new titles from The Movie Store including "The Grey Fox," starring Richard Farnsworth; "Invisible Strangler," starring Stefanie Powers, and "Heartaches," with Margot Kidder. Also acquired was one title from the Film Partners, "Hercules in New York," starring Arnold Schwarzenegger. The nine titles can be licensed either individually or as "The Grey Fox Package." The package has already been cleared on KPHO-TV Phoenix, KVVU-TV Henderson, Nev., and WXIN-TV Indianapolis.

■ **Access Syndication** says that it has now cleared *The Exciting World of Speed and Beauty* in nine more markets, bringing its total to 55 stations covering 62% of the country. Among station groups are the NBC-owned stations. Sales are on a barter basis with two-and-a-half minutes for Access, and three-and-a-half minutes for stations. Among the nine new stations are KYW-TV Philadelphia, KDKA-TV Pittsburgh, WSB-TV Atlanta, KPNX-TV Phoenix and WLWT-TV Milwaukee.

Fifth Estate funds: PAC update

Returns in on first-quarter FEC filings for communications-related political action committees

As the 1986 elections draw closer, contributions to key communications and copyright policymakers are beginning to increase. Political action committees (PAC's) sponsored by the leading broadcasting, cable and motion picture industries, in first-quarter filings at the Federal Election Commission, raised more than \$140,000 and distributed \$83,230. Leading the way in first-quarter contributions (Jan. 1 to March 31, 1986) was the National Association of Broadcasters' TARPAC (Television and Radio PAC) which reported \$79,403 "cash on hand" at the beginning of the year. \$19,867 in receipts and \$45,135 in disbursements. The National Cable Television Association's CablePAC raised \$68,554 and spent \$19,069. CablePAC reported \$45,313 "cash on hand" at the beginning of the year. The Association of Independent Television Stations PAC listed \$60,525 in receipts and \$8,600 in disbursements with \$3,123 cash on hand.

While TARPAC is considered the leading political fund raiser for the broadcasting industry, several group operators have their own committees. The same holds true for NCTA (BROADCASTING, April 14). In the production community, contributions from the Motion Picture Association of America's PAC were less than those of CablePAC and TARPAC, with \$8,025 in contributions and \$1,000 in receipts. MPAA reported \$11,930 in cash at the start of the year. Despite those lower figures, contributions from the many studios and production companies that have their own PAC's and from individuals in the creative community often lead the broadcasting and cable industries.

Much of the Fifth Estate PAC money goes to members of the House and Senate Commerce Committees, which have jurisdiction over telecommunications policy, and the House and Senate Judiciary Committees, which oversee copyright matters. Members of the House and Senate Budget and Appropriations Committees and the House Ways and Means Committee often receive contributions (see below).

Individual contributions from industry leaders, lobbyists and lawyers active in communications issues are also given to the lawmakers, in addition to money disbursed by leading associations (see chart, page 60). On the House side, for example, House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), who is waging a campaign battle for a Senate seat, reported receiving \$620,732 in contributions for the first quarter of 1986.

Among some of the individuals support-

ing Wirth: Richard Ramirez, WHCT-TV Hartford, Conn., \$500; Frank Biondi, Coca-Cola Enterprises, \$250; Corporation for Public Broadcasting board member Sharon P. Rockefeller, \$1,000, and husband Senator John (Jay) D. Rockefeller (D-W.Va.), \$1,000; Alan Horn, 20th Century Fox, \$250; Joel Jankowski, Akin, Gump, Strauss Hauer & Feld (a law firm that lobbies on behalf of MPAA), \$500; lobbyist Howard G. Paster, Timmons & Co., \$500; Grant Tinker, NBC, \$500; Michael Medavoy, Orion Pictures, \$500; Michael Bader, of the law firm of Haley, Bader & Potts, \$600, and Joan Bader, \$400; David Lloyd, Arnold & Porter, \$250; Stephen M. Boyd, Bryan, Cave, McPheeters & McRoberts, \$500; Richard M. Schmidt Jr., Cohn & Marks, \$500; Alfred Taubman, Detroit businessman who has made a bid for the Pulitzer Publishing Co., \$1,000; Charles Fries, Charles Fries Productions, \$500; Thomas Hale Boggs Jr., Patton, Boggs & Blow, \$504; law firm of Pierson, Ball & Dowd, \$500, and law firm of O'Connor & Hannan, \$250; George Beasley, Beasley Broadcast Group, \$300, and Robert Regalbutto, WCPO-TV Cincinnati, \$300.

Contributions to Wirth's campaign were also made by: Democratic Senatorial Campaign Committee, \$17,500; General Electric NonPartisan Political Support Committee, \$500; MCA PAC, \$500; American Family PAC (committee for group broadcaster American Family Corp.), \$1,000; Warner Amex Cable PAC, \$100; Turner Broadcasting PAC, \$1,250; American Society of Composers Authors and Publishers PAC, \$500; SPACE PAC (Satellite Television Industry Association), \$2,400; Verner, Liipfert, Bernard, McPherson & Hand PAC, \$600, and Cable Systems Corp. PAC, \$500.

Also running for the Senate is Representative James T. Broyhill (R-N.C.), ranking minority member of the House Energy and Commerce Committee, who has raised \$1,224,504 so far this year. Those contributing to Broyhill's campaign include: Warner

Amex Cable Communications PAC, \$1,000; Jefferson-Pilot Federal Good Government Committee, \$1,000; Gulf & Western Industries PAC, \$1,000; American Family PAC, \$125; O'Connor & Hannan, \$500, and Bernard Wunder Jr., McNair, Glenn, Konduros, \$500.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is seeking reelection and has received \$143,456 in contributions for the first quarter of 1986 from, among others: American Society of Composers, Authors and Publishers, \$1,000; Fletcher, Heald & Hildreth, \$500; Pierson, Ball & Dowd, \$500; American Family PAC, \$500; AT&T PAC, \$5,000; Coca-Cola PAC, \$500; COMSATPAC, \$500; Crowell & Moring PAC, \$500; Recording Arts PAC, \$500; Joel Jankowsky, Akin, Gump, Strauss, Hauer & Feld, \$500, and James G. O'Hara, Patton, Boggs & Blow, \$500.

One House member who may exercise considerable influence on communications policy in the future is Representative Edward J. Markey (D-Mass.), who is in line to succeed Wirth as House Telecommunications Subcommittee chairman. According to FEC filings for the first quarter of 1986, Markey listed \$29,807 in receipts. Individual contributors included NCTA President James P. Mooney, \$300; Edward Taptich, McKenna & Wilkinson, \$250, and John Stanton, McCaw Communications, \$500.

On the Senate side, incumbent Senate Commerce Committee member Bob Packwood (R-Ore.), who raised \$727,497 in the first quarter, reported a total of \$5,865,065 in receipts since 1985. Senator Ernest Hollings (D-S.C.), ranking minority member of the Senate Commerce Committee, who is up for reelection, received \$330,078 in contributions in the first quarter and a total of \$1,358,786 since 1985.

Hollings contributors include: American Family Corp.'s John Amos, \$1,000; Garner Anthony, Cox Enterprises, \$100; W. L. Bolster, KSDK-TV St. Louis, \$500; Daniel B.

Lichter look. A committee of the Corporation for Public Broadcasting board has decided to consider having a "content analysis" done of public affairs documentaries on public television. If approved, the two-year study would cost CPB about \$185,000, depending on its scope, according to S. Robert Lichter, George Washington University political science professor, who would conduct the study with his wife, Linda (a co-director of the Washington-based Center for Media and Public Affairs). The proposed study, which was discussed at the CPB board's mission and goals committee meeting May 16, would "chart systematically, over a period of time," the themes, topics and information sources presented in some of PBS's programs. It would either examine shows from one season, or look at random samples of past programs, and would provide CPB with a scientific, objective "basis to understand" its programming, Robert Lichter said. "Instead of trading charges" of bias about PBS programs, Lichter added, there would be actual information on the content of the programming. The Lichters first suggested the idea to CPB "months ago," Robert Lichter said, adding that the proposal is still in "very preliminary" stages. A more detailed proposal will be presented at the CPB board's next meeting June 26-27.

Burke, Capital Cities/ABC, \$500; Anne Cox, Cox Communications, \$500; Ro D. Grignon, Taft Broadcasting, \$100; James Hart, WBIR-TV Knoxville, Tenn., \$100; Stanley S. Hubbard, Hubbard Broadcasting, \$1,000; Dixon C. Lovvorn, WIS-TV Columbia, S.C., \$95; James Lynagh, Multimedia Broadcasting, \$100; Dan Naslankowski, WZTV(TV) Nashville, \$100; Don McGourik, WMAZ-TV Macon, Ga., \$100; Charles Mechem Jr., Taft Broadcasting, \$100; Thomas Murphy, Capital Cities/ABC, \$500; Roy Park, Park Communications, \$250; Tom Paro, Maximum Service Telecasters, \$250; Donald Pels, LIN Broadcasting, \$250; Ward L. Quaal, Quaal Co., \$1,000; Daniel Ritchie, Westinghouse Broadcasting & Cable, \$1,000; John Rivers, WCSC-TV Charleston, S.C., \$100; Donald Sbarra, Multimedia Cablevision, \$100; William Schwartz, Cox Enterprises, \$150; Dudley Taft, Taft Broadcasting, \$100; Ted Turner, Turner Broadcasting System, \$500; Carlyle Wagner, Taft Broadcasting, \$100; Wilson Wearn, Multimedia, \$1,000; Mike Weinblatt, Multimedia Entertainment, \$100; Kenneth James Yager, WSPA-AM-TV Spartanburg, S.C., \$1,000, and Coca-Cola PAC, \$1,000.

In the Senate Judiciary Committee, Patrick Leahy (D-Vt.), ranking minority member on the Copyright Subcommittee, is seeking reelection. The Judiciary Committee is currently the scene of a major legislative fight among Hollywood, the music licensing organizations and television stations over music licensing. According to FEC reports, Leahy listed \$280,824 in receipts for the first quarter of 1986 and a total of \$818,851 since last year. Contributors include: Henry and Virginia Mancini, \$2,000 and \$1,000, respectively; Kelly Smith, Embassy Television, \$1,000; Alan Horn, 20th Century Fox, \$2,000; Norman Lear, \$1,000; columnist Abigail Van Buren, \$500; Gail Harrison, Wexler, Reynolds, Harrison & Schule, \$333.30; Romano Romani, Parry & Romani Associates, \$1,500; Nolanda Hill, Hill Broadcasting, \$500; Allan Burns, MTM Enterprises, \$250; Robert Schule, Wexler, Reynolds, Harrison & Schule, \$333; Stuart Subotnick, Metromedia, \$500; Anne Wexler, Wexler, Reynolds, Harrison & Schule, \$333; Verner, Liipfert, Bernard, McPherson & Hand PAC, \$2,000; COM-SATPAC, \$1,000, and American Society of Composers, Authors and Publishers PAC, \$1,000.

□

Below, BROADCASTING has compiled a list of some of the Fifth Estate PAC's with totals for each candidate for the first three months of 1986. (The disbursement figure represents contributions to candidates and other PAC's and does not include other expenses.) Incumbent Senate members up for re-election this year are in bold. Members' major committee assignments are identified by: CC—House or Senate Commerce Committees; TS—House Telecommunications Subcommittee; CmS—Senate Communications Subcommittee; JC—House or Senate Judiciary Committees; CS—House or Senate Copyright Subcommittees; AC—House or Senate Appropriations Committees; BC—House or Senate Budget Committees,

and WMC—House Ways and Means Committee.

NAB (TARPAC)

Cash on hand: \$79,403.76

Total receipts: \$19,867.14

Disbursements: 45,135.71

House

Beryl Anthony (D-Ark.) WMC	\$1,000
Tom Bliley (R-Va.) TS	\$900
John Breaux (D-La.)	\$1,000
James Broyhill (R-N.C.) CC	\$3,000
Frederick Boucher (D-Va.) CS	\$2,500
Jim Bunning (Republican candidate for Kentucky House seat)	\$500
Joe Canada (Republican candidate for Virginia House seat)	\$250
Cardiss Collins (D-Ill.) TS	\$500
Dennis E. Eckart (D-Ohio) CC	\$300
Fred Grandy (Republican candidate for Iowa House seat left vacant by Berkley Bedell [D-Iowa])	\$500
Jim Lightfoot (R-Iowa)	\$1,000
Robert Matsui (D-Calif.) WMC	\$350
Robert Michel (R-Ill.) minority leader	\$1,000
Henson Moore (D-La.) BC, WMC	\$1,000
Connie Morella (Republican candidate for Maryland House seat left vacant by Michael D. Barnes [D])	\$250
Gerry Sikorski (D-Minn.) CC	\$250
Ike Skelton (D-Mo.)	\$250
Neal Smith (D-Iowa) AC	\$500
Al Swift (D-Wash.) TS	\$1,000

Senate

Alfonse D'Amato (R-N.Y.) AC	\$1,600
Ernest Hollings (D-S.C.) AC, CmS	\$4,000
Robert Kasten (R-Wis.) AC, BC, CC	\$1,000
Frank Murkowski (R-Alaska)	\$1,000
Paul Trible (R-Va.) CC	\$1,000

Other

The House Leadership Fund	\$2,500
U.S. Senate Democratic Leadership Circle	\$10,000

NCTA

Cash on hand: \$45,313.75

Total receipts: \$68,554

Disbursements: 19,069

House

Jim Bates (D-Calif.) TS	\$1,000
David Dreier (R-Calif.)	\$250
Barney Frank (D-Mass.) CS	\$500
Richard Gephardt (D-Mo.) WMC	\$500
Dan Glickman (D-Kan.) JC	\$500
Tom Kindness (R-Ohio) CS	\$500
Mickey Leland (D-Tex.) TS	\$4,000
Barbara Mikulski (D-Md.) CC	\$1,100
Dave Obey (D-Wis.) AC	\$500
Wayne Owens (Democratic candidate opposing Representative David Monson [R-Utah])	\$250
Mike Oxley (R-Ohio) TS	\$2,000
J.J. Pickle (D-Tex.)	\$1,000
Al Swift (D-Wash.) TS	\$1,000
Tim Wirth (D-Colo.) TS	\$2,000

Senate

Slade Gorton (R-Wash.) BC, CmS	\$1,000
Charles Grassley (R-Iowa) BC, JC	\$1,000
Frank Murkowski (R-Alaska)	\$1,000

INTV

Cash on hand: \$3,123.89

Total receipts: \$60,525

Disbursements: 8,600

House

Tom Bliley (R-Va.) TS	\$300
James Broyhill (R-N.C.) CC	\$500
John Bryant (R-N.C.) TS	\$500
Jack Fields (R-Tex.) TS	\$500
Dan Glickman (D-Kan.) JC	\$500
Nancy L. Johnson (R-Conn.)	\$500
Gerry Sikorski (D-Minn.) CC	\$250
Tom Tauke (R-Iowa) TS	\$500

Moratorium blocked. Efforts to attach a scrambling moratorium amendment to the "Federal Fire and Prevention Control Act" pending in the Senate (BROADCASTING, May 19) were dropped last week. Senators Wendell Ford (D-Ky.) and Dale Bumpers (D-Ark.), who were leading the drive for a moratorium, backed off after Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) agreed to permit hearings on scrambling broadcast and cable signals delivered by satellite (a hearing will be held in July). Ford and Bumpers had indicated earlier that their real motive for the moratorium was to get a commitment for a hearing. Although Goldwater agreed to a hearing, he is refusing to chair it. Senator Slade Gorton (R-Wash.), who was instrumental in persuading Goldwater to change his mind, will preside. Gorton was anxious to see the scrambling amendment fall to the wayside so as not to harm his chances of attaching a daylight saving time amendment to the bill.

On that front, the Senate passed an amendment that would advance daylight saving time by three weeks from the last Sunday in April to the first Sunday in April. A similar measure was adopted by the House last year. The House version would not only make those changes in the spring but would also add another week of daylight-saving time in the fall. Standard time would begin the first Sunday of November rather than the last Sunday in October. (Uniform poll closing legislation pending in the Senate and passed by the House would extend daylight saving time for two weeks longer in the Pacific time zone [BROADCASTING, Feb. 3]). The National Association of Broadcasters opposed the measure. "We regret that Congress supports this extension, which will make it harder for daytime broadcasters to serve the needs of their communities," said John Dille, chairman of the National Association of Broadcasters radio board and president of Federated Media, Elkhart, Ind. Dille noted that the legislation authorizes the FCC to make such powers and operating hour adjustments that may be permitted under existing treaties. "We hope the commission will take note of this language," he said.

Senate

Christopher Bond (Republican candidate for Missouri Senate seat left vacant by Senator Thomas F. Eagleton (D)) \$500
Paula Hawkins (R-Fla., chairman, Children, Family, Drugs & Alcoholism Subcommittee) \$1,000
Ernest Hollings (D-S.C.) AC, CmS \$1,000
Robert Kasten (R-Wis.) AC, BC, CC \$1,000
Arlen Specter (R-Pa.) AC, JC \$1,000

Other

The House Leadership Fund \$500

House

Tom Daschle (D-S.D.) \$500

Motion Picture Association of America

Cash on hand: \$11,930.97
Total receipts: \$1,000
Disbursements: \$8,025

Sam Gibbons (D-Fla.) WMC \$1,000
 James R. Jones (D-Okla.) WMC \$1,000
 Raymond McGrath (R-N.Y.) WMC \$500
 Marty Russo (D-Ill.) BC, WMC \$525.80
 Ron Wyden (D-Ore.) CC \$500

Senate

Bob Graham (Democratic candidate opposing Senator Paula Hawkins [R-Fla.]) \$1,000
Ernest Hollings (D-S.C.) AC, CmS \$1,000
 Daniel Patrick Moynihan (D-N.Y.) BC \$1,000
Arlen Specter (R-Pa.) AC, JC \$1,000



Crosstown traffic

Capcities/ABC-owned KABC-TV Los Angeles and KGO-TV San Francisco have signed agreements to install Jefferson-Pilot Data Systems sales-traffic and financial management computer systems.

The supplier's JDS 2000 system, which runs on IBM System 36 hardware, is also in use at Capcities/ABC's KTRK-TV Houston and KFSN-TV Fresno, Calif. NBC- and Viacom-owned radio stations also announced plans earlier this spring to purchase the system.

JDS is a division of Charlotte, N.C.-based Jefferson-Pilot Communications Co., owner of 11 radio and two TV stations. According to a spokesman, JDS has over 300 of its computer systems in operation at broadcast and cable facilities.

The company has also introduced several

new PC-based computer software packages, including a productivity system for TV sales and research, a call-out-research system and a new sales-traffic-billing system for radio using IBM's new desktop IBM 36 PC.

Playing ball

On June 23-24, Newstar Sports, a New York-based sports marketing firm, will sponsor The Sports Conference, a series of seminars, panels and luncheons at New York's Waldorf hotel, where advertisers, business people and athletes will discuss the future of professional sports on broadcast outlets. Among those scheduled to appear are Neal Pilson, executive vice president, CBS/Broadcast Group, who will provide an overview of sports on network television and radio; Mike Roarty, executive vice presi-

dent, Anheuser-Busch, who will speak on "Sports as a Sales Tool"; INTV President Preston Padden, who will speak on the importance to sports of independent stations, and Rick White, executive vice president of Major League Baseball, who will review licensing with baseball teams.

Landau status

Former Corporation for Public Broadcasting Chairman Sonia Landau, whose term expired last March, although the White House has announced plans to renominate her to the board, has denied press reports that said she believes Senator Jay Rockefeller (D-W.Va.) is "blocking her confirmation." She told BROADCASTING last week that "I understand he [Rockefeller] is voting against me, and what other forms this takes on remains



Streets of San Francisco. More than 100,000 people turned out for the 75th running of the Bay to Breakers race on May 18. In the third year of a five-year contract, KPX(TV) San Francisco was well-prepared for the event, which is called the biggest foot race in the world as well as the oldest consecutively run contest. The station used 12 cameras and 10 personalities in various locations along the 12-kilometer route. Vehicles included four motorcycles (including the one pictured at right carrying news anchor Kate Kelly in a sidecar as



she covered the front runners in the women's race), an electric car, three helicopters and stationary cameras in cherry pickers and on rooftops. (The large balloon at left floating above the runners near the finish line was not a KPX vehicle.)

An estimated 400,000 people watched the live race coverage (an increase from 1985 of 21%, according to Arbitron, 24% in Nielsen) and saw Grete Waitz set a new women's record and Ed Eyestone set a new course record.



Annenberg honor. First Lady Nancy Reagan (left) was present at Pine Manor College, Chestnut Hill, Mass., for the dedication of its new library to Walter, Lenore and Wallis Annenberg. The Annenberg Library and Communications Center, a restored 19th century coach house, also houses new TV and radio studios.

Walter H. Annenberg (right), president of Philadelphia-based Triangle Publications Inc. and founder of *TV Guide* magazine, was ambassador to the Court of St. James's in 1969-1974. He founded the Annenberg school of communications with teaching facilities at the University of Pennsylvania in 1959 and at the University of Southern California in 1971. The Annenberg/Corporation for Public Broadcasting Project was founded in 1981. Funded by the Annenberg schools, the project provides courses on PBS stations, such as *The Brain*, *The Constitution: That Delicate Balance* and *Congress: We the People*, to students unable to attend classes.

Walter Annenberg's wife, Lenore (center), served as chief of protocol of the United States under the Reagan administration. His daughter, Wallis Annenberg, is a member of the *TV Guide* editorial staff and a member of the board of both Annenberg Schools of Communications. She spoke for the family at the dedication ceremony.

Sharon Percy Rockefeller, a member of the Corporation for Public Broadcasting's board of directors, and *MacNeill/Lehrer NewsHour* correspondent Judy Woodruff received honorary degrees at Pine Manor's 75th commencement immediately after the library dedication.

to be seen...I didn't use the word 'blocking.'" she said, adding that she "wouldn't have used that type of word." Rockefeller, a junior member of the Senate Commerce Committee, which approves the CPB board nominations, is married to CPB board member Sharon Percy Rockefeller, who was replaced as chairman by Landau. Sharon Rockefeller and Landau have often been at odds. Ira Shapiro, Jay Rockefeller's chief of staff, said last week that the senator is opposed to Landau's nomination and "will vote against it. But he is not blocking, nor delaying, committee consideration and doesn't favor such a delay."

Summer comedy

Ten new comedy writers will be chosen by the American Film Institute to participate in its Television Writers Summer Program, to be held during the AFI Television Workshop July 7-25. NBC will underwrite the program, which will allow the participants to work with TV comedy masters Allan Burns, Sid Caesar, Sam Denoff, Gary Goldberg, Mort Lachman, Bill Persky and George Schlatter. The 10 winners will spend the three weeks "developing their original comedy TV scripts with staged readings, videotaping of selected scenes and discussions moderated

by program faculty members and guest writers/producers." Applicants must submit an original comedy TV script and an application form by June 6. For an application, contact: TV Writers Summer Program, AFI TV Workshop, Box 27999, 2021 North Western Avenue, Los Angeles 90027; (213) 856-7743.

NBC announced that two minority comedy writers will be chosen from among the 10 writers to receive its newly established William H. Cosby Jr. Scholarship, "in honor of Bill Cosby's unique, creative contributions to comedy television, including *The Cosby Show*, and his acclaimed work in children's TV programs."

College costs

The Annenberg/Corporation for Public Broadcasting Project has funded about \$4.5 million for the support of three college television courses. *New Directions in Archaeology* is an eight-part series examining archaeological theory and methods to be produced by the Pennsylvania State University in association with noncommercial WQED(TV) Pittsburgh. It is expected to air in prime time on noncommercial television stations. *Master Teacher: Western Civilization* is a 26-part, hour-long series produced by noncom-

mercial WGBH-TV Boston about the history of the western world. The third Annenberg/CPB project is a pilot for *The Chemical World*, a one-semester introductory chemistry television course for nonchemistry majors. It is produced by the University of Maryland and the Educational Film Center. The Annenberg/CPB Project, a \$150-million venture, which was created to fund projects that "provide innovative uses of telecommunications and the new technologies to enhance the quality and accessibility of higher education," has contributed almost \$50 million since its inception in 1981.

Show signing

Lorimar-Telepictures has signed Sheryl Lee Ralph, former star of the Broadway show, "Dreamgirls," to join the cast of *It's a Living*. Ralph will take the place of departing cast member Ann Jillian in a new role. She joins returning cast members Marian Mercer, Gail Edwards, Crystal Bernard, Paul Krepel, Barrie Youngfellow and Richard Stahl.

Murphy and Paramount

Eddie Murphy Television Enterprises, a newly created company, has signed a long-term contract with Paramount Network Television for the development of comedic and dramatic series, telefilms and specials. Murphy will not necessarily be involved in the projects as an actor. Murphy's feature production company, Eddie Murphy Productions, formed in 1983, already has long-term contracts with Paramount.

Business source

Television and newspapers emerge as primary sources of information about business in a poll conducted for the Television Information Office by The Roper Organization. Television was chosen by 85%, newspapers by 77% and radio by 39%. (Results total more than 100% because multiple answers were requested.) Roper conducted face-to-face interviews with 1,996 adults.

To the moon time

Mattel Toys will roll out "The Honeymooners VCR Game," a word and memory game using clips from the classic series, in the next few months. The licensing and merchandising department of Viacom, which syndicates the series, handled the game, the 17th licensing deal associated with the series. Previous projects include comic books, board games and dolls. The video game is 60 minutes long and is designed to be played by two to six adult players.

Going public

The Public Broadcasting Service will air *A Program for Vietnam Veterans...And Everyone Else Who Should Care* Wednesday (May 28). The program is hosted by *Hill Street Blues* actor and Vietnam veteran, Charles ("Renko") Haid. The 90-minute show employs a "forum setting," providing an opportunity for Vietnam veterans to talk about their experiences during and after the war.

1986

is NBC's 60th anniversary year.

BROADCASTING will celebrate that occasion in its June 9 issue, on the eve of the annual affiliates meeting.

With a special report incorporating:

Six decades worth of NBC history, from Sarnoff to GE.

An oral history featuring one of the company's most senior and respected executives.

Profiles of the top executive leadership.

And the complete story of how the Cinderella network made it out of the ashes.

In words, pictures and perspective.

in
BROADCASTING
June 9

Singing praises

Gloria Monty (center), executive producer of *General Hospital*, was named Woman of the Year by the Paulist Choristers of California, a boys' choir. The choristers, who appeared on *General Hospital* in December 1985, honored Monty for her "generous support of the Paulist Chorister activities over the years, as well as for offering the choristers the oppor-



tunity to perform before a national television audience," said the chairman for the awards ceremony, Marjorie Berardino. ABC helped run the black-tie fundraiser where Monty received her honor from Brandon Stoddard, ABC Entertainment president (left). On the right is Tom Murphy, chairman of the board and chief executive officer of Capital Cities/ABC Inc.

Children's hours

About 320 people attended Broadcasters' Night at Duke Zeibert's, a charity event in Washington benefitting the Broadcasters' Child Development Center and the Washington chapter of the National Academy of Television Arts and Sciences. For \$25, attendees were treated to an open bar, buffet and entertainment provided by The Capitol Steps, a comedy troupe made up of congressional aides, and Elliott & Woodside, the morning drive team of WRQX(FM) Washington, who introduced a local television bloopers tape. About \$8,000 was raised through admissions and a raffle. Among the raffle prizes: a trip to Los Angeles to see *Cheers* and *The Tonight Show* (first prize); a trip to New York to see *The Today Show* and have breakfast with the program's meteorologist, Willard Scott (second prize); and four tickets to *The Arch Campbell Show*, a live, local entertainment show on WRC-TV Washington (third prize).

Washington Watch

Audio taping royalty. Senate Copyright Subcommittee last week passed measure, S. 1739, that would legalize home taping in exchange for royalty surcharge on audio recording equipment used for home taping of copyrighted music. Originally, measure would have placed surcharge on blank tapes and equipment, but legislation was revised before subcommittee markup. Bill will charge 5% of wholesale price of conventional recorders, 25% of dual recording machines. Bill also includes distribution formula for royalties and would exempt manufacturers from royalty fee if they install decoder chips which would make it difficult to copy records, tapes and compact disks. CBS has developed a copy-coding system that uses such decoder chips (BROADCASTING, March 31).

Happy birthday. Voice of America's Radio Marti program was year old on May 20. In press release, United States Information Agency said service had provided Cuban people with news and information unavailable from Cuban domestic media. "For example, Radio Marti informed the Cuban people about the existence of AIDS in Cuba," release said. Radio Marti is now broadcasting 17½ hours daily.

Pushed back. New date for House Telecommunications Subcommittee's second satellite scrambling hearing is June 12. Subcommittee had postponed scheduled May 21 hearing to accommodate CBS officials whom it wants to testify. CBS officials were in Los Angeles for annual affiliates meeting on May 21.

Modernization. Voice of America has signed 25-year renewable agreement with West Germany providing for VOA broadcasts over four high-powered transmitters beamed toward Soviet Union and Eastern Europe. New state-of-art transmitters and antennas will replace obsolete vacuum tube equipment, some of it acquired at end of World War II. New project is part of VOAs \$1.3-billion modernization program. West Germany's Postal Ministry will build and operate new transmitters and antennas in line with VOA specifications.

Remand renewal. On remand from Court of Appeals in Washington, FCC has reaffirmed its licence renewal of Viacom International's WLTW(FM) (formerly WVR(FM)) New York. Citizens for Jazz on WVR had alleged that Viacom had misrepresented its programming intentions in application to buy station from Sonderling Broadcasting. In originally rejecting petition to deny, FCC had found that evidence presented by Citizens had failed to raise substantial and material question of fact. Appellate court agreed with that finding but disagreed with standard FCC used in making it. So FCC reaffirmed original ruling using standard proffered by court of whether substantial question had been raised on issue.

Unenhanced. FCC has eliminated rule requiring Bell operating companies and AT&T to offer enhanced communications services—those that go beyond basic telephone services—through separate subsidiaries. But FCC also said telcos must make their facilities available to competitors wanting to offer similar enhanced services. They also would have to keep separate accounts. Consent decree with Department of Justice still bars BOC's from offering "information" services—for example, data processing and video services. Also under consent decree, AT&T is barred from offering electronic publishing services.

In Sync

Multichannel scrap

A court battle over stereo television patent rights is under way between TV receiver manufacturer Zenith and Telesonics, a Chicago-based company headed by Larry Ocker, also vice president, engineering, for noncommercial WTTW(TV).

Telesonics initiated the battle last month when it filed an action in the U.S. District Court in Chicago claiming that Zenith infringed on a patent for stereo TV transmission issued to Telesonics in 1977.

According to Telesonics attorney Gerald D. Hosier of Hosier & Sufrin, Chicago, Telesonics is seeking a court injunction against future sales based on Zenith patents, as well as damages he said would be "very, very substantial."

The Zenith system currently provides the basis for the television industry's BTSC multichannel television sound system standard, named after an Electronics Industries Association-sponsored standards committee that agreed upon Zenith transmission and dbx Inc. noise reduction technologies in De-

cember 1983.

In the spring of 1984, the FCC provided the Zenith-dbx standard with protection from interference as part of its order authorizing MTS broadcasts. Zenith currently licenses the technology royalty-free to receiver manufacturers producing stereo TV sets.

Telesonics was one of several other companies offering transmission and noise reduction systems that were not accepted for standardization by the industry group, although WTTW did broadcast in stereo using Telesonics' system under an experimental

authorization prior to the FCC approval of stereo broadcasts. The station later switched to BTSC stereo and became the first full-time stereo TV station in the country in the summer of 1984.

Two weeks ago, Zenith returned the Tele-sonics shot by filing a counterclaim in which it denied the allegations in the original complaint and argued the Tele-sonics patent had not been properly issued because the technique used by Tele-sonics for converting a television mono audio signal to stereo is identical to that used by the industry to convert FM radio signals to stereo, a technique originally patented by Zenith in 1966.

Zenith followed the counterclaim with a motion to disqualify Tele-sonics attorney Hossier, noting he was employed by Zenith for four years in the mid-1960's working on the company's FM stereo patents, and alleging he had "conspired" to seek a patent for Tele-sonics using "confidential Zenith technological data."

Hosier called the motion "an outrage on its face," and also denied Zenith claims he had a financial interest in Tele-sonics. A second attorney Zenith asked to be disqualified, Eugene M. Cummings of the Chicago firm, Lockwood, Dewey, Alex & Cummings, has a financial interest in Tele-sonics, Hosier acknowledged, but he "is not the attorney of record" in the proceeding and should not be disqualified from the case, Hosier added. Cummings has also worked for Zenith on its FM stereo patents.

"I view this motion to dismiss as nothing more than the basest attempt to destroy Tele-sonics, to deprive it of counsel and to interfere" with its attempts to license its patented stereo TV technology, Hosier said.

Zenith said the suit was initiated after it had twice rejected Tele-sonics' attempts to enlist Zenith in a joint effort to license Tele-sonics' TV stereo patent.

Time and space

The National Association of Broadcasters is considering opening its 1987 annual equipment exhibition a day early, on Saturday, March 28, according to an NAB spokesman.

No decision is expected for at least several weeks, pending review by NAB's convention committee following the board of directors meeting June 16-20, explained Henry (Hank) Roeder, NAB vice president for conventions and meetings. Contingency planning for the early opening, however, has already been set in motion, said Roeder.

NAB last year considered a Saturday exhibit opening for the show last month in Dallas, but dropped the idea after participating companies, particularly those with the largest space assignments, complained about shortened set-up time (some companies require a week or more to construct their booths). For 1987, there appears to be adequate set-up time available prior to the show.

Several considerations remain if a decision to open the show on Saturday is made by the convention committee this summer, including whether or not the show closing, traditionally on Wednesday afternoons, would be moved up to Tuesday evening.

Also under review is whether to schedule even earlier during the event the NAB engineering conference, which for the past three years has held its opening technical ses-

sions the day before the show's Sunday start.

According to Ampex's Al Fisher, NAB exhibitors advisory committee chairman, exhibitors have no objection to a Saturday opening as long as adequate set-up time is provided, as would be the case in 1987. Fisher also noted that, in general, more exhibitors favor limiting the show to four days than want it lengthened to five.

In related news, NAB Secretary-Treasurer Michael Harwood said the exhibitors advisory committee, at a meeting in early May, urged NAB staff to clarify the language describing its booth priority policy. Ampex's Fisher explained that there have been complaints the seniority system is not clear and "people are seeing inequities" in the allocation of booth location and space.

Portland appraisal

Portland, Ore., the 24th market, will be the subject of a week-long federal study of potential hazards from broadcast radio frequency radiation.

The joint FCC-Environmental Protection Agency study, scheduled to begin July 28, will focus primarily on a section of Portland's west side known as Healy Heights, although nearby areas may also be included. The survey will be similar to one conducted last year in Seattle after which eight FM's were required to make minor facility changes.

The 48-acre Healy Heights site, on the south end of a 1,500-foot-high hilly ridge, contains an antenna farm used by FM broadcasters and a number of two-way radio operations. A shared tower facility is used by the six FM's on the site—KGON, KJIB, KKRZ, KXL-FM, KPQ-FM and noncommercial KBOO.

Several hundred residents live in extremely close proximity to the site, according to a Portland FCC official, and a review conducted by the city in late 1984 on the presence of RF radiation showed the highest RF power density levels in Portland existed within and around the area. Measurements taken by the EPA in 1976, and cited by the city in its report, showed RF radiation levels far above those now allowed by the FCC under recently adopted regulations limiting public and occupational exposure.

A moratorium on new broadcast facilities on the site is currently in effect and, according to the Portland FCC official, it was being extended by the city council at least until FCC-EPA measurements are complete.

Olympic buy

CTV Television Network in Calgary, Alberta, host broadcaster for the 1988 Olympic winter games, has awarded a \$2.5-million contract to Ampex to design, build and maintain the international broadcasting center for coverage of the event, scheduled for Feb. 13-28, 1988.

Ampex will build CTV's master control center, VTR recording room, two edit suites, two production studios and quality control studio. CTV will lease from the Redwood City, Calif.-based manufacturer an estimated \$5 million in gear, including 24 VPR-6 VTR's, two ACE editing systems, three AVC switchers and four Chyron character generators.

The broadcast center, which will be con-

structed between mid-1987 and January, 1988, will handle live feeds of events provided by mobile studios and temporary production control rooms located at the games' 13 different venues. The center will also be designed to handle an additional eight edit suites for rental by visiting broadcasters, including U.S. TV rights holder, ABC Television.

Spring fling

Last month's National Association of Broadcasters annual equipment exhibition in Dallas brought Harris Corp. more than \$10.8 million in product sales, according to the Quincy, Ill.-based manufacturer.

Equipment sales included 10 television transmitters, 17 TC-85 color video cameras, nine still-store systems, Harris said. Five of the company's new FM-35K FM transmitters were also sold at the convention, as were two 50,000 W AM broadcast transmitters.

On order

Scientific-Atlanta has received more than \$800,000 in orders from United Artists Cablesystems Corp. for equipment to be used in the company's cable operation in Walnut Creek and Tracy, both California. The order is for series 6500 feed-forward amplifiers, 6800 line extenders, tapes and passives, model 8525 and 8550 set-top terminals and other addressable control hardware and software, headend receivers, modulators, signal processors and an earth station antenna.

PPV transfers

International Telesystems, a one-year-old Los Angeles communications firm, has purchased cable signal security and pay-per-view technology developed by Telescript Industries Corp. of New York. The technology transfer was made on a royalty basis, with an additional, undisclosed cash amount.

Telesystems will fund remaining development of the Telescript system, which comprises an encoder using notch filter scrambling methods and a teleconnector with a built-in decoder activated by a consumer-inserted decoding chip, and has also contracted the system's inventor, Bruno Rist of Telescript, for a maximum of one year to help design the system.

According to Telesystems president, Larry Shultz, the company plans to develop the system for antipiracy applications by cable operators, for pay-per-view and for an over-the-air scrambled service delivering programming to home videocassette recorder owners during the late-night, off-air hours of cooperating TV stations. Both the home decoders and decoding chips would be available at less than \$5 each.

Royalties of 7% or less, depending on gross, will be paid to Telescript for an 18-year period on sales of the final commercial product, according to Curt Howard, Telescript president.

Telesystems, which currently provides satellite services for satellite master antenna TV operators and plans to expand into business-to-business satellite services, is principally owned by Shultz and company Chairman Stephen Dart of Dart & Kraft. Also on

the company's board of directors, Shultz said, is George Bush, Jr.

Telescript, meanwhile, will turn its attention to continued development of its new

Twin Wire transmission technology, which uses existing telephone lines for high-speed data or television signal transmission. The company, which was originally formed by

Howard in 1957, then ceased operations in 1966, was reactivated in 1983 to develop technologies for the multichannel distribution service and private cable industries.

Journalism

At Fox: news about news

It cuts out news in Dallas and merges Washington bureau with station there, expands in Houston and New York; scheduling problems between stations and new network still to be resolved

Fox Broadcasting Co. continues to attract attention with a steady flow of announcements on its plans for a fourth network designed for independent television stations. But there are questions about the impact of those plans on the news operations at the Fox-owned television stations in Los Angeles, New York, Washington, Dallas, Houston and Chicago. Fox station executives insist, however, that their commitment to news is stronger than ever and stress that the developing entertainment network will, in the words of Fox station chief Derk Zimmerman, "conform around" the newscasts of the stations. Zimmerman also pointed out that the group is expanding news operations at three of the six Fox stations.

Two widely reported developments led to questions about Fox's commitment to local news. One was the closing earlier this month of the entire 24-person (not 40 as first reported) news operation at KDAF-TV Dallas. The other was Fox's decision to consolidate its Washington news bureau into the news operation of Fox-owned WTTG-TV there.

KDAF-TV and WFLD-TV Chicago are now the only two stations in the Fox group without news operations. That will change, in a little more than a year, when WFLD-TV moves into a new, \$22-million facility now under construction. The station is scheduled to move in March 1987, and its news operation

will be launched that June, according to Zimmerman. "The only purpose for the move is so the station can do news," he said last week, adding that the current facility is too small to handle a competitive news operation.

As for the decision to shut down the news operation at KDAF-TV, an independent UHF, Zimmerman said it was made on the recommendation of the station's general manager, Raymond Schonbak. As a Metromedia station, KDAF-TV (then KRLD-TV) depended heavily upon the resources and editorial talent of the strong all-news radio station, KRLD(AM), then co-owned. When Fox took over the television station without the companion radio station, "we could not maintain the same quality news broadcast," said Schonbak. Even with the resources of the radio station, KDAF-TV as KRLD-TV had not produced a profitable news operation in more than two years. KDAF-TV most recently was averaging between a one and a two rating for its early prime time newscast.

As for the 24 news staffers who were laid off, some are seeking positions at other news operations in the market, and Zimmerman said others will be given first considerations for openings at other Fox stations.

The station group's Washington news bureau was established by Metromedia several years ago. With a staff of eight, it feeds stories to the stations daily. However, the bureau is to be folded into the WTTG news operation shortly. The bureau and the station's news operation are in the same building, and although perhaps four of the eight bureau staffers may be displaced, Fox executives see the consolidation as more of an

administrative formality than anything else. Betty Endicott, WTTG news director, had been overseeing the bureau's activities, and WTTG will continue to feed the other Fox stations with Washington stories. The primary difference under the consolidation, said Zimmerman, will be that stories will be supplied as requested instead of in a daily feed. Most of the demand for Washington material came from WCVB-TV Boston, a Metromedia station that was sold to Hearst Broadcasting. "Since we lost WCVB-TV," said Zimmerman, "there's not as much of a need" for a separate bureau.

Two Fox station news departments are expanding. In New York, said Zimmerman, four crews will be added at WNYW-TV (formerly WNEW-TV), which already dominates the three-station independent news race. In Houston, KRIV-TV just added a half-hour newscast at midday (12:30 p.m.) in addition to its 7-7:30 p.m. newscast. In so doing, it added one producer, bringing its full-time news staff to 25 (although the station also has a handful of free-lancers it calls upon regularly).

Metromedia launched the news operation at KRIV-TV about three years ago with the prime time newscast, and the division is now profitable, Fox executives said last week.

Kim Montour, news director at KRIV-TV, said her unit just went through the budgeting process for the coming year. "We were not cut back," she said. "We were given what we need." (The station's approach, she said, is a strong focus on hard news with soft feature stories.) She said that with the poor ratings generated by the KDAF-TV news program, "it would not have been a good business decision" to keep that unit operating. But overall, she said, Fox management has shown "a real commitment to news."

Zimmerman acknowledged last week that some questions concerning possible scheduling conflicts between Fox station news and FBC entertainment programming remain unanswered. Initially, FBC is planning a weekly two-hour block of programming for Saturday night and possibly a three-hour block for Sunday night with both ending at 10 p.m. The Washington and New York newscasts could proceed with no changes in scheduling, but Fox's Los Angeles outlet, KTTV-TV, has a strong newscast at 8 p.m. and one at 11 p.m. that it's trying to strengthen. The early one would appear to conflict with the prime time blocks while the late-night newscast is now in the time slot where the new Joan Rivers talk show is scheduled to air.

Zimmerman said those scheduling concerns have yet to be addressed, but stressed

Final act. As expected, New UPI Inc., the proposed buyer of the wire service, and the group (FGI) led by the Financial News Network that lost out in a bid to acquire UPI reached an out-of-court settlement last week in their months-long legal dispute over UPI (BROADCASTING, May 19). All law suits between the two parties are being dismissed. In addition, FGI will receive a 40% interest in a company that acquired the rights to UPI's database, Comtex Scientific Corp. However, the exclusive rights to the UPI database, which former owners Douglas Ruhe and William Geissler sold to Comtex several years ago for more than \$1 million, revert to UPI. Comtex retains nonexclusive rights for a six-year period.

As a part of the settlement, FGI also receives \$350,000 to help defer the costs of the legal battle it waged (and lost) to acquire UPI. It was also agreed that executives at FNN and New UPI would explore and discuss the possibility of some sort of future "working relationship," FNN said last week. UPI, in turn, regains all rights to its database, which executives have indicated the company will use to develop and market new services to business and possibly consumer clients.

The settlement comes on what appears to be the eve of UPI's emergence from bankruptcy protection into the arms of new ownership—principally, Mexican publisher and broadcaster Mario Vazquez Rana. Creditors are now deciding whether to approve the purchase and reorganization plan. Washington Bankruptcy Court Judge George F. Bason has scheduled a confirmation hearing for June 10.

that "there are ways to accommodate both," as evidenced by Fox's reported willingness to let stations carry the Rivers show on a delayed basis (BROADCASTING, May 19). "We haven't figured it all out yet," he said. But, he added, "while there may be time period conflicts, there is no program philosophy conflict." He also said that even affiliates disrupt their evening news schedules, particularly on the weekends. "We intend to do a terrific job in news. That is our goal," he said. □

News media more believable than they believe

Washington conference finds press does not have as big a problem with credibility as some members think

Is credibility really a problem for the news media?

Sure.

That seemed to be the consensus at "Media in America: Credibility Questions," a conference sponsored by the Washington Journalism Center and the Organization of News Ombudsmen in Washington last week. But the consensus also appeared to be that credibility is not as serious a problem as some would have it. Conference panelists also said that the news media can and should take steps to tidy up their act.

Among the reasons David Shaw, media critic for the *Los Angeles Times*, offered for a lack of credibility was the perception that the media invaded privacy, were ideologically biased, inaccurate and reluctant to report on themselves. "I think the best way to overcome our credibility problem is to be open about what we do," Shaw said.

David Broder, associate editor and syndicated columnist of the *Washington Post*, thought one reason for the credibility problem was the use of unattributed quotes. "I think many of our readers think we make up those quotes," Broder said.

Paul Duke, moderator of the Public Broadcasting Service's *Washington Week in Review*, said he didn't think credibility was a serious problem for American journalism. But he offered some gripes about television journalism, and most of them seemed to revolve around the emphasis on "showbiz" and "glamour" in some TV news. "I don't know if Cronkite and Brinkley could make it today," Duke said.

Public broadcasting didn't escape his criticism. There, Duke said, "quality control" was a problem because "too often" local public broadcasters weren't qualified to make news judgments but their stories made it on the network. "They [the stories] are short on facts and long on bias," Duke said.

John Seigenthaler, editorial director of *USA Today*, took issue with those who maintain that TV journalism is responsible for the lack of credibility. "It seems to me to be a mistake to use television as a crutch to lean on," Seigenthaler said.

On another tack, S.J. Micciche, assistant

executive editor and newsroom counsel for the *Boston Globe*, warned the ombudsmen in attendance to proceed cautiously in criticizing their newspapers over potentially libelous stories lest they end up in court in the uncomfortable position of testifying against their employers. Micciche also warned that public officials are filing libel suits for the sake of suing. "It's the political thing to do," Micciche said. "They win by suing."

Charles Whitney, research coordinator, Gannett Center for Media Studies, said research has indicated that the lack of responsiveness by the media organizations is what motivated those filing libel suits. "In large part, they [those who sue] say they call and

are treated rudely or shabbily... or put on hold and forgotten," Whitney said. "Training or retraining telephone operators at newspapers should be a number-one priority."

Michael Jay Robinson, of the Media Analysis Project, George Washington University, said there were several reasons journalists believed their credibility with the public to be a bigger problem than it really is. Among the causes he offered was that detractors are "far more vocal" than supporters. He also thought that, in a sense, journalists might find it "reassuring" to think that the public doesn't like them because that fits in with the "watchdog" image. □

NewsBeat

Prodding the press. Attorney General Edwin Meese thinks news organizations should come up with common policy for interviewing terrorists. At news conference in Jerusalem, Meese said whether to interview terrorists is ethical question and government shouldn't interfere. "I do know, however, that the news media itself should have some internal dialogue with the various institutions of the press as to whether this is legitimate public information activity," Meese said. On Meese's mind was NBC News's interview with fugitive and suspected terrorist, Abul Abbas (BROADCASTING, May 12). □

NBC plays pool. NBC News has established "anchor pool" of correspondents who will fill in for Tom Brokaw when he is absent. Pool will include Roger Mudd, who had been Brokaw's regular substitute; Connie Chung (who recently renewed her contract with NBC and has become co-anchor with Mudd on magazine show, *1986*); Chris Wallace; John Hart, and Garrick Utley. □

First Amendment in space. Radio-Television News Directors Association and three other media groups are seeking to insure that First Amendment values accompany American journalist into space. RTNDA, along with American Newspaper Publishers Association, National Association of Broadcasters and Reporters Committee for Freedom of Press, filed comments in response to Department of Transportation's request for comments on its "Interim Final Rules" to implement Commercial Space Launch Act of 1984. And thrust of their proposals calls for modification and clarification of those rules "to assure avoidance of conflict between the First Amendment and the department's licensing regulations." Among other things, media groups say denial of launch authority on national security or foreign policy grounds should be accompanied by written statement supporting determination "with specific findings of fact and conclusions of law on all material issues" and demonstrating that there are "no less restrictive means" by which government can accomplish its purpose. □

Narrowing down. Names of last 16 finalists in Journalist in Space program have been announced, bringing to 12 number of television finalists, with two representing radio. Newest Fifth Estate finishers—from north central and Western regions: Theresa Anzur, reporter, NBC News, Chicago; Joan Esposito, reporter, WLS-TV Chicago; A. Blaine Baggett, executive producer, noncommercial KCET(TV) Los Angeles; Richard Hart, reporter, KPIX(TV) San Francisco; Lee McEachern Jr., reporter, KGO-TV San Francisco. Selection process is being administered by Association of Schools of Journalism and Mass Communication, based at University of South Carolina, Columbia. □

Australian activity. "Murdoch now Australia's richest person," stated headline in *Sydney* (Australia) *Morning Herald*. In fact, News Corp. chairman's recent switch to U.S. citizenship is cause of recent hearings before Australian Broadcasting Tribunal, which continued to deliberate whether plan proposed by Rupert Murdoch for control of two radio stations, two TV stations and loosely styled television "network" is acceptable. Murdoch proposed that broadcast holdings be governed by board composed of four directors representing News Corp. (which is controlled by Murdoch) and four directors responsible to trust, whose beneficiaries are Murdoch's nonimmediate family. Recent presentation by News Corp. chairman before local securities brokers in Sydney caused stock to rise to \$24.50 (Australian). News Corp. shares were trading at \$9 earlier this year. *Herald* reported that remarks during presentation indicated company planned to sell *Chicago Sun Times* for \$130 million (U.S.). Also planned is sale of preference stock convertible into News Corp.'s 7.7% ownership of Reuters news service. News Corp.'s other nonpublicly traded Reuters stock is not part of sale.



O N R A D I O

Spanish accent

A new Spanish-language radio program service, Radio America, has been formed in Los Angeles by former KMEX-TV Los Angeles assistant general manager, Daniel J. Villanueva Jr., most recently president of Vanir Communications, a cable television and radio investment company.

Villanueva, who will serve as executive vice president of the new venture, said Radio America's first offering will be satellite-delivered coverage of the World Cup soccer matches May 31-June 29 from Mexico City. Under terms of an exclusive contract, the event is being broadcast on radio in the U.S. for the first time. Play-by-play for the barter-supported World Cup broadcasts will be provided by Jorge Ramos, with Luis Moreno handling color commentary. As many as six daily updates will be anchored by Fernando Schwartz, sports anchor for Mexico's Televisa network. The current World Cup U.S. radio lineup includes KWKW(AM) Pasadena, Calif. (Los Angeles); WJIT(AM) New York; WTAQ(AM) La Grange, Ill. (Chicago); WRHC(AM) Coral Gables, Fla. (Miami), and 20

other Spanish-language stations.

Additional staff and programming will be announced by Radio America soon, according to Villanueva, whose father is general manager of KMEX-TV Los Angeles, an affiliate of the Spanish International Network.

More radio talk

All the elements for a new, satellite-delivered, nighttime, talk radio network are in place, according to Sonny Bloch, real estate expert and talk show host who is also one of the organizers of the venture ("Closed Circuit," May 19).

The service, the American Radio Network, will initially feed programming from 8 p.m. to 2 a.m. NYT, Monday through Friday, from the studios of WMCA(AM) New York. It will be composed of Bloch's current WMCA program, *Action-Line America*, from 8 to 11, and WMCA's *Barry Farber Show* from 11 to 2 (Farber is a long-time New York radio talk show host). The shows will have an interview/audience participation format utilizing a toll-free 800 phone number.

The new talk network will be offered to stations via Satcom I-R through a leasing arrangement with the ABC Radio Networks, and over Westar III through an agreement with Associated Press Broadcast Services where Bloch originates a live, two-hour talk show on real estate every Sunday from 11 a.m. to 1 p.m. over AP's "Wide World" barter programming network.

Serving as president of the American Radio Network is Michael Castello, former executive producer of WOR(AM) New York's *Bernard Meltzer Show* and current executive producer for Bloch's WMCA broadcast, who was instrumental in bringing Bloch from Florida, where his 30-minute *Action Line* television program originates from West Palm Beach, to WMCA last January. (Bloch, however, is continuing both his weekday television broadcasts from Florida [he tapes several in one day] and his weekly AP radio program as well as a PBS series from Washington.)

Nine stations have signed up for the service in the last two weeks, Bloch said, projecting an affiliate base of at least 20 stations when the service is launched, probably during the first half of June. National sponsors signed include Forbes Inc.'s real estate division, Sangre Christo Ranches, and Burlington Corp.

Members of the new network's board of directors are Castello, Bloch, Farber and radio station owner Herb Saltzman, who is currently president of WFAS-AM-FM White Plains, N.Y. The network will be competing head-on for the nighttime national radio talk audience with NBC's Talknet programming composed of Bruce Williams and Sally Jessy Raphael and Mutual's Dr. Toni Grant and Larry King shows.

Transtar switch

The Transtar Radio Network is now using a Wegener Communications single-channel-per-carrier satellite distribution system to transmit its "Format 41" and "Oldies Channel" network programming to affiliates. The Wegener Series 1600 SCPC system, which uses the company's Panda II audio processing technique, provides stereo audio with 90 dB dynamic range, along with cueing and other data signals, according to the Norcross, Ga.-based manufacturer.

Joining KJOL

Legacy Broadcasting's newly acquired KJOL(FM) Los Angeles has hired long-time morning personality Roger Barkley, who hosted the morning drive time show for KF(AM) there, along with Al Lohman, for the past 23 years. (The team of Al Lohman and Roger Barkley broke up just over two weeks ago.) The announcement was made during a press conference at the Los Angeles Press Club last Wednesday (May 21). Barkley took over the morning drive-time slot late last week, replacing Burton Richardson, who was moved to a later shift. Richardson's partner, Claudine St. Claire, has been teamed with Barkley.

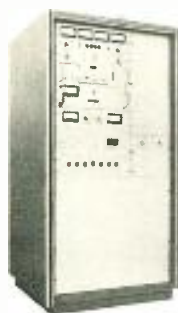
In another development, Carl Hirsch, Legacy president and co-chairman, said the company has signed singer Paul Anka to a consulting agreement calling for Anka to compose original music for the easy listening Los Angeles station that includes new theme music for a television advertising campaign. Additionally, Doug Erickson, former program director for KIMN(AM)-KYGO(FM) Denver, joined Legacy's KHOW(AM)-KPKE(FM) there as operations manager and will also serve as national program consultant for the company.

Satellite diplomacy

A live, two-way, satellite hook-up between students at Southern Illinois University in Carbondale, Ill., and students at Moscow State University in the Soviet Union was executed by National Public Radio's satellite services unit, through the facilities of NPR member station WSIU-FM Carbondale. The two-hour international exchange, which focused on contemporary life of university students in the U.S. and the Soviet Union, was cleared by some 25 public radio stations as well as Gostelradio, the Moscow-based state radio network.

Logistically, the two-way transmission used international phone circuits between Moscow and New York; a fiber optic link between NPR member station WNYC-FM New York and NPR headquarters in Washington; satellite uplinks and downlinks in New York

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and Washington, and a portable earth station in Carbondale. "This event gave us an opportunity to make use of just about every technical capability and satellite service the public radio distribution system offers," said Peter Loewenstein, vice president of NPR's distribution division.

According to NPR, it was Walter Rodgers of ABC News in Moscow who recommended Southern Illinois, his alma mater, for the May 16 broadcast after Soviet officials asked what American university might be willing to participate in a link-up with Soviet students.

Amnesty activity

The Westwood One Radio Networks, along with MTV, will simulcast a live, eight-hour concert on June 15 from Giants Stadium in

East Rutherford, N.J., in support of Amnesty International. The event is the culmination of a six-concert series designed to raise funds for AI's work for human rights.

The concerts, under the direction of promoter Bill Graham, will begin June 4 at the Cow Palace in San Francisco. Subsequent shows will take place in Los Angeles, Denver, Atlanta and Chicago before the June 15 finale. Among the performers scheduled to appear at all six concerts are: Sting, U2, Bryan Adams, Joan Baez and Peter Gabriel. Additionally, Jackson Browne, Peter Townshend, Jeff Beck, Lou Reed and Santana. The concert series has been dubbed "A Conspiracy of Hope."

Westwood said it also plans to produce a series of public service announcements detailing the work of Amnesty International to be inserted in all its regular programs for two weeks beginning June 1.

Rona ready

Mutual Broadcasting has scheduled the first of four one-hour Rona Barrett specials for next month as part of Barrett's one-year contract with Mutual's parent company, Westwood One ("Riding Gain," Feb. 17). Barrett, who files 90-second weekday reports for Mutual, *Rona Barrett's Entertainment Report*, will host *Ask Rona Barrett*, a live, telephone call-in program that will originate from Los Angeles on Sunday, June 8, at 11 p.m. NYT.

Separately, Mutual said it has signed nostalgia/MOR WNEW(AM) New York to a commercial affiliation agreement. The station, which currently airs the network's *Dr. Toni Grant Show* each weeknight, will also carry a major portion of Mutual's college football package including Notre Dame games and some college bowls.

Business

Radio programing tunes in the satellite sound

These are boon days for Transtar and Satellite Music Network, two companies leading the satellite-delivered, 24-hour radio format revolution

Just as programing distribution by satellite has shaken up the television industry—by facilitating cable and barter programing—so too has it shaken up the radio networks. Two of the long-time radio networks, RKO and Mutual, have recently been bought by two upstarts, United and Westwood One, and the latter this year is expected to be second only to ABC in radio network revenue.

Two other upstarts, Satellite Music Network and Transtar, now are undertaking their own redefinition of the radio business, even though between them they have less than 1% of the industry's \$7 billion in revenue. The two companies' 11 satellite-delivered, 24-hour formats now provide services that would otherwise have been performed by at least 5,000 disk jockeys, providing the better part of each day's programing for one in every eight radio stations*.

Assuming no major slowdown in the growth of either SMN, which now has roughly 700 affiliates, and Transtar, with about 600, it is possible their coverage of the United States could grow to one in every four stations within a few years. Such influence has already been reached in some cities, such as New Orleans, where four of the roughly 16 music-formatted stations use

one of the 24-hour satellite-delivered networks.

One of the four, WWIV(AM) New Orleans, is a stand-alone station that last September started taking the feed of SMN's "Stardust," a nostalgia/big band format. David Smith, the station's general manager, said the quality of programing and the cost-savings of "Stardust" led him to substitute the satellite-fed programing for the station's locally initiated nostalgia programing at night and on weekends: "It is tough getting part-time personnel who are knowledgeable in this format," said Smith. "Our listeners are aficionados and expect a comparable degree of knowledge from the on-air talent."

Smith also said that the nostalgia/big band network had another advantage: "One of the big things we faced was a vanishing breed of music. They can afford a better kept library, so that every cut they play, regardless of age, comes down crisp and clean."

A different perspective on the satellite-fed phenomena came from co-located WQUE(AM), which until last January was a contemporary hit station. In the morning, WQUE was simulcast with its FM companion station; the rest of the time it was "shadowcast" with the FM, running the same promotions but having a separate air staff.

WQUE was struggling, admits Bill Stoeffhaas, vice president and general manager. The switch to SMN's "Heart and Soul" format—a mix of Motown hits with other urban contemporary music—served the purpose of both changing to a format "not reached by other stations," said Stoeffhaas, and being economical.

Stations subscribing to SMN or to Transtar pay, on average, a monthly fee of just under \$1,000. SMN charges the same fee to all markets whereas Transtar alters its fee based on market size. But the big payback for both companies comes not from affiliate fees, but from the one to three minutes per

hour of advertising time received from affiliates. That time becomes part of a package each company sells to national advertisers.

Although the bartered advertising time theoretically adds up, over the course of a year, to a significant dollar figure, that inventory would not necessarily have been sold by the stations and thus may not represent a financial loss, especially when matched against the savings in program expense. The average \$12,000 that a station pays SMN or Transtar is well below the \$40,000 annually that even the smallest-market stations pay for programing and production costs, excluding news, according to the latest financial report of the National Association of Broadcasters. Programing costs can reach as high as \$2 million for a major-market AM station that does its own programing.

The 24-hour networks, in order to insure that the nationally sold ads will run in markets where there are no affiliates, will, like other networks, compensate certain stations. Terry Robinson, Transtar's chairman and chief executive officer, said it generally does not pay compensation, "with some exceptions which are very small in comparison to what other networks are paying in those marketplaces."

In a large market, a station paid to clear SMN's advertising can receive as much as a couple of hundred thousand dollars a year in compensation. And as SMN has been more aggressive in getting clearance for all markets, its costs have risen.

SMN Chairman John Tyler said he does not see those costs getting out of hand: "As the concept of full-service network programing grows we see more stations taking us full time in major markets. It will not be abrupt but I expect compensation to level off by mid-1988."

Until last month, WTX(AM) New Orleans was one of those compensated stations, plac-

* The various formats and when they were introduced are: Satellite Music Network's "Country coast-to-coast" and "Starstation," (adult contemporary) August 1981; "Stardust," May 1982; "Rock'n Hits," January 1984; "Heart and Soul," November 1985; "Pure Gold," April 1986, and "Z-Rock," planned for July 1986. Transtar's formats are "A/C" (adult contemporary), February 1982; "Country," February 1984; "Format 41," March 1984, and "The Oldies Channel," May 1986.

Stock Index

	Closing Wed May 21	Closing Wed May 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N Capital Cities/ABC	234	235	- 1	- 0.42	26	3,752
N CBS	133 7/8	136 5/8	- 2 3/4	- 2.01	25	3,139
O Clear Channel	15 1/4	15 1/4			22	44
O Gulf Broadcasting	1/8	1/16	1/16	100.0		5
O Jacor Commun.	7 3/4	6 1/4	1 1/2	24.00		44
O LIN.	43 1/2	44 1/4	- 3/4	- 1.69	33	1,151
O Malrite	15 1/4	14	1 1/4	8.92	18	127
O Malrite 'A'	14 3/4	14 1/2	1/4	1.72	21	62
A Price Commun.	11 1/2	11 7/8	- 3/8	- 3.15		111
O Scripps Howard	55 1/2	56	- 1/2	- 0.89	18	573
O SunGroup Inc.	4	4 1/8	- 1/8	- 3.03	40	6
N Taft	98 1/2	102 1/2	- 4	- 3.90	21	892
O TVX Broadcast Group	10 3/4	10 3/4			44	63
O United Television	27 1/2	28 3/8	- 7/8	- 3.08	25	301

BROADCASTING WITH OTHER MAJOR INTERESTS						
N A.H. Belo	51 1/8	51 1/4	- 1/8	- 0.24	25	591
A Adams Russell	37 1/4	37 7/8	- 5/8	- 1.65	23	230
A Affiliated Pubs	47	46 1/2	1/2	1.07	27	853
O American Comm. & TV	3/32	3/32				7
N American Family	30 5/8	31	- 3/8	- 1.20	22	1,224
O Assoc. Commun.	43 3/4	44 3/4	- 1	- 2.23		208
O Business Men's Assur.	25 1/2	26 1/2	- 1	- 3.77	11	269
N Chris-Craft	68 7/8	66	2 7/8	4.35	30	450
N Dun & Bradstreet	108	108 1/4	- 1/4	- 0.23	26	8,209
N Gannett Co.	80 5/8	78 3/8	2 1/4	2.87	25	6,473
N GenCorp	68 3/4	66 1/8	2 5/8	3.96	16	1,536
N General Cinema	48	49 3/4	- 1 3/4	- 3.51	19	1,593
O Gray Commun.	138	138			23	68
N Jefferson-Pilot	51 1/2	50 1/2	1	1.98	11	1,435
N John Blair	25 3/4	26	- 1/4	- 0.96		208
O Josephson Intl.	10 1/4	10 3/4	- 1/2	- 4.65		48
N Knight-Ridder	51 1/2	51 1/4	1/4	48	23	2,892
N Lee Enterprises	25	25 1/4	- 1/4	- 0.99	20	633
N Liberty	37 3/4	38 1/2	- 3/4	- 1.94	15	380
N McGraw-Hill	56 3/4	56 3/8	3/8	66	19	2,861
A Media General	92 3/4	92 3/8	3/8	40	20	653
N Meredith Corp.	72 3/4	73 3/4	- 1	- 1.35	14	689
O Multimedia	34 1/2	34 1/2			76	378
A New York Times	70 1/4	64 5/8	5 5/8	8.70	23	2,841
O Park Commun.	27 1/2	28 1/4	- 3/4	- 2.65	26	379
N Rollins Commun.	37 3/8	37 1/4	1/8	33	41	546
T Selkirk	25 1/4	25 1/2	- 1/4	- 0.98	54	204
O Stauffer Commun.	160	140	20	14.28	26	160
A Tech/Ops Inc.	30 1/4	28 3/8	1 7/8	6.60	5	66
N Times Mirror	57	56 1/8	7/8	1.55	16	3,674
O TPC Commun.	7/16	1/2	- 1/16	- 12.50		4
N Tribune	64 3/4	62 1/2	2 1/4	3.60	20	2,626
A Turner Bcstg.	23 1/8	24 1/4	- 1 1/8	- 4.63	292	503
A Washington Post	159	159			20	2,038

PROGRAMING						
O All American TV	6 1/2	6 1/2				7
O American Nat. Ent.	1 3/4	115/16	- 3/16	- 9.67	8	4
O Barris Indus	21 7/8	23 1/8	- 1 1/4	- 5.40	36	193
O Birdfinder Corp.	1 3/8	1 3/8				5
N Coca-Cola	105 7/8	112	- 6 1/8	- 5.46	18	13,848
N Disney	45 1/2	45 1/4	1/4	55	31	5,886
N Dow Jones & Co.	53 3/4	53 1/4	1/2	.93	25	3,467
O Financial News	8 3/8	8 1/4	1/8	1.51	104	90
O Four Star	5 3/4	6 1/8	- 3/8	- 6.12	6	4
A Fries Entertain.	7 5/8	8 1/8	- 1/2	- 6.15	14	39
N Gulf + Western	58 1/4	57 1/8	1 1/8	1.96	17	3,601
O Hal Roach	14 5/8	13	1 5/8	12.50		81
O King World	38 1/2	39 3/4	- 1 1/4	- 3.14	24	393
A Lorimar-Telepictures	30 3/4	24 3/8	6 3/8	26.15	31	981
N MCA	47 1/2	49 5/8	- 2 1/8	- 4.28	21	3,560
A New World Pictures	20	21 1/8	- 1 1/8	- 5.32	48	213
N Orion Pictures	14	14 1/4	- 1/4	- 1.75		133
O Peregrine Entertain.	17 5/8	16 3/4	7/8	5.22		24
N Playboy Ent.	7 1/8	6 7/8	1/4	3.63		67
O Reeves Commun.	13 7/8	14	- 1/8	- 0.89		173
O Republic Pictures 'A'	10	9 7/8	1/8	1.26	71	29
O Republic Pictures 'B'	9 3/4	9 3/4			69	7
O Robert Halmi	4	4 1/2	- 1/2	- 11.11	36	69
O Sat. Music Net.	6 5/8	7 1/8	- 1/2	- 7.01		45

	Closing Wed May 21	Closing Wed May 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
N Warner Communications	49 1/2	46 1/4	3 1/4	7.02	16	3,054
O Westwood One	29 3/8	28 1/4	1 1/8	3.98	45	199

SERVICE						
O Ally & Gargano	11 1/8	11 1/8				10 24
O BBDO Inc.	29 1/4	30	- 3/4	- 2.50	18	376
O Compact Video	5 3/8	6 1/8	- 3/4	- 12.24	134	23
N Comsat	35 1/8	36 1/4	- 1 1/8	- 3.10		636
O Doyle Dane B.	24	24				23 138
N Foote Cone & B.	63 5/8	63 5/8				16 242
O Grey Advertising	120	118	2	1.69	7	72
N Interpublic Group	57 3/4	57	3/4	1.31	16	629
N JWT Group	37 1/4	38 3/8	- 1 1/8	- 2.93	16	338
A Movielab	7 3/4	7 3/4				12
O Ogilvy Group	34 3/4	34 3/4				16 475
O Saatchi & Saatchi	35 1/8	36 1/2	- 1 3/8	- 3.76	20	441
O Telemation	7	6 1/2	1/2	7.69	7	8
A TEMPO Enterprises	13 3/8	10 1/2	2 7/8	27.38	37	76
O TM Communications	3 3/8	3 5/8	- 1/4	- 6.89	337	25
A Unitel Video	9 1/4	9 1/2	- 1/4	- 2.63		20

CABLE						
A Acton Corp.	2 1/4	2 1/2	- 1/4	- 10.00		13
A Cablevision Sys. 'A'	17 1/4	17 3/4	- 1/2	- 2.81		362
O Cardiff Commun.	1 1/2	1 5/16	3/16	14.28	4	3
N Centel Corp.	52	53 1/8	- 1 1/8	- 2.11	11	1,438
O Century Commun.	12 3/4	13 1/4	- 1/2	- 3.77	255	247
O Comcast	25 3/8	25 1/4	1/8	.49	36	540
N Heritage Commun.	25	25			58	434
O Jones Intercable	11 3/4	11 3/4			28	117
T Maclean Hunter 'X'	18 5/8	19	- 3/8	- 1.97	25	686
O Rogers Cable Systems	14 7/8	14 1/2	3/8	2.58		348
T Rogers Cablesystems	13 1/4	14	- 3/4	- 5.35		68
O TCA Cable TV	18 1/2	18 1/8	3/8	2.06	31	199
O Tele-Commun.	48 7/8	49 3/4	- 7/8	- 1.75	222	2,348
N Time Inc.	74 5/8	76 1/2	- 1 7/8	- 2.45	23	4,684
O United Artists Commun.	34 3/4	33 3/4	1	2.96	51	713
N United Cable TV	28 1/4	28 1/4			70	656
N Viacom	61 5/8	65	- 3 3/8	- 5.19	29	1,247
N Western Union	5 1/4	6	- 3/4	- 12.50		128

ELECTRONICS/MANUFACTURING						
N 3M	98 1/2	102 1/4	- 3 3/4	- 3.66	16	11,267
N Allied-Signal	48 1/8	49 3/4	- 1 5/8	- 3.26		8,431
O AM Cable TV	1 5/8	1 7/16	3/16	13.04		5
N Anixter Brothers	10 7/8	10 7/8			19	395
N Arvin Industries	30 3/4	31 1/4	- 1/2	- 1.60	13	496
O Birdview Satellite	3/8	3/8				3
O Burnup & Sims	5 1/4	5 3/4	- 1/2	- 8.69	262	47
O C-Cor Electronics	5 1/4	6	- 3/4	- 12.50		15
O Cable TV Indus.	3	3				9
A Cetec	7 1/2	7 7/8	- 3/8	- 4.76		15
O Chyron	5 3/4	6 1/8	- 3/8	- 6.12	25	58
A CMX Corp.	1 3/4	1 3/4				8
A Cohu	9 1/8	8 7/8	1/4	2.81	18	16
N Conrac	16 3/4	17	- 1/4	- 1.47	13	101
N Eastman Kodak	58 1/4	59	- 3/4	- 1.27	39	13,145
O Elec Mis & Comm.	2 3/4	3 1/4	- 1/2	- 15.38		11
N Gen. Instrument	22	21 1/2	1/2	2.32		712
N General Electric	76 1/2	77 1/2	- 1	- 1.29	14	34,882
O Geotek Inc.	1 1/2	1 5/8	- 1/8	- 7.69	6	5
N Harris Corp.	31 3/8	32 1/2	- 1 1/8	- 3.46	21	1,262
N M/A Com. Inc.	16 1/8	16 5/8	- 1/2	- 3.00		701
O Microdyne	5 1/2	5 1/2			50	24
N Motorola	46 1/2	46 3/4	- 1/4	- 0.53	73	5,872
N N.A. Philips	40 3/4	45 3/4	- 5	- 10.92	17	1,179
N Oak Industries	2	2 1/4	- 1/4	- 11.11		61
A Pico Products	2 7/8	2 3/4	1/8	4.54		10
N RCA	65 3/4	65 1/2	1/4	.38	15	5,930
N Sci-Atlanta	10 3/8	11	- 5/8	- 5.68	14	243
N Sony Corp.	20 7/8	21 1/2	- 5/8	- 2.90	12	4,825
N Tektronix	59 3/4	60 1/2	- 3/4	- 1.23	19	1,182
N Varian Assoc.	27 1/2	28 7/8	- 1 3/8	- 4.76	50	586
N Westinghouse	51 1/2	52 5/8	- 1 1/8	- 2.13	14	7,920
N Zenith	26 1/4	28 1/8	- 1 7/8	- 6.66		607

Standard & Poor's 400	263.22	265.57	-	2.35	-	0.88
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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.

ing the SMN spots within its locally produced "oldies" format. Now it has a locally produced morning drive show five days a week, from 6 a.m. to 10 a.m., but runs SMN's "Pure Gold"—also oldies—format the rest of the time, including all weekend.

WTIX general manager, David Gerard, said people are most interested in getting news, traffic and information during morning drive: "The rest of the time, they are just clamoring for more music."

The satellite-fed networks are expanding their market coverage at a time when network radio in general is doing well and revenue is now more than covering costs.

The continuing introduction of new 24-hour formats does not add to the inventory of radio-network advertising time because Transtar and SMN each sell advertising time as a company, not by individual formats. An ad that runs on one format will run on all the other formats as well.

Having the same ad run on different formats, possibly within the same market, is not necessarily a problem, because the formats skew to different audiences, said Charlie Trubia, senior vice president and director of the radio buying unit at Ted Bates.

Selling formats separately is, however, a future possibility, said Transtar's Robinson: "Both our audiences (Transtar's and Satellite Music Networks) are growing very quickly... but we still have a way to go to get up to where the traditional networks are... We still need to gain more muscle vis-a-vis the rest of the competition." In the latest RADAR report of radio-network audiences, SMN had 851,000 12-plus listeners per commercial (Monday through Sunday, 6 a.m. to midnight) and Transtar had 564,000 listeners. The two networks were up 36% and 59%, respectively, but both still fell far short of the leader, ABC Information network, which had 1.7 million listeners.

The marketing appeal of the satellite-fed networks is their ability to provide "gross impressions" and "tonnage," said an executive for one of the largest radio-network advertisers: "The perception is that they are very inexpensive... You can get a lot of frequency at a cost that is 15% or lower than elsewhere, measured either by cost-per-point or cost-per-thousand."

There have been and still are other companies that provide 24-hour programming to stations. Bonneville Broadcasting System sells easy listening music to about 150 stations, many in major markets, via tapes. Also included in the group of "program syndicators" is Wagontrain Enterprises, whose chairman, William Sanders, said his companies provide roughly 350 stations with a majority of their programming.

But the program syndicators do not sell advertising and Sanders does not think they are in direct competition with the satellite-fed 24-hour networks. Robinson agreed: "I think we have probably slowed their growth and certainly there has been some consolidation in that industry but I don't believe by any leap of the imagination that it is dead or dying. There is some competition for affiliates but not as often as anyone would think."

Neither Transtar nor SMN has an easy listening format that would compete directly with Bonneville, and Sanders himself owns

a station that is affiliated with SMN.

Where do the roughly 1,300 radio stations that have signed affiliate agreements with Transtar or SMN come from? Some suggest that they are stations hurting fiscally, because of competition, management inexperience or poor marketplace conditions. It may be no accident that New Orleans has a high representation of satellite-fed stations. The advertising market in that city has recently fallen on difficult times, caused in part by the premature collapse of that city's World's Fair and the drop in oil prices. The same could be said of Beaumont-Port Arthur, Tex., another city with at least four satellite-fed stations.

Neither SMN nor Transtar would deny that some of their affiliates sign up with the expressed intent of cutting programming and production costs—which, excluding news, account for between 20% and 25% of a radio station's total costs. Transtar's Robinson said: "(Signing up poorly performing stations) is not all bad, and certainly I think that is a factor in both of our growths. It was one of the strategic considerations that we looked at when we decided to go into this business in 1978."

But it is not easy to make generalizations about the satellite-fed services. Those who say the network is primarily for troubled stations might be hard put to explain why SMN's affiliate list contains roughly the same proportion of AM stations as exists nationally, although AM's have recently had more difficulty operating at a profit and might therefore be more likely clients of SMN.

Also, some relatively successful stations have adopted 24-hour formats. In particular, Transtar has had great success with "Format 41"—a "light" adult contemporary network,

developed in conjunction with Viacom and now carried by stations in over half the top-50 markets (BROADCASTING, Aug. 26, 1985). WJAY(FM) New Orleans adopted "Format 41" in August 1984. According to the station's program manager, Marcia Burns, it pays for the format and then runs the network's spots, but only uses the network's playlist, which is run by its own disk jockeys. Burns said that the research behind the format was valued, but that the station preferred to have a locally produced show. "We have more control over our guys and like having a DJ in the studio at all times... We just think it sounds better."

How large is the potential client base for SMN and Transtar? "Looking at it now," SMN's Tyler said, "there are roughly 9,400 stations. Take out the stations that we do not program for, such as news/talk and religion, plus eliminate the duplication of formats within a given market, and there is a probable prospect base for us (SMN) of about 5,500 stations." Tyler sees SMN with about 2,500 affiliates in the mid-1990's.

WTIX(AM)'s Gerard sees nothing wrong with that: "Why is radio so different from television? Your average network television affiliate puts 80% of his dollars into 20% of his programming. What else is locally produced than news." Besides his morning-drive personality, Gerard said he also has a news staffer and is "negotiating with a personality from a local TV station to do sports."

WQUE's Stoeffhaas said: "We flew in some of their (SMN's) talent for appearances at the New Orleans jazz festival. The reaction was very positive from the audience, a lot of whom were not entirely clear on the fact that their voices normally come not from New Orleans, but from Dallas." □

Bottom4Line

Changing classes. Tele-Communications Inc. increased number of authorized Class A common shares from 60 million to 200 million, and Class B common shares from 15 million to 50 million. New authorization will allow company to proceed with stock split which will be effective July 11 to holders of record as of June 14. Another recent change in Denver-based MSO's bylaws now allows Class B shareholders to convert holdings to Class A shares. Dave Humphrey, head of financial reporting for TCI, said reason for permitting conversion is that it benefits institutional shareholders who hold Class B shares which trade in narrower and less liquid market. There are roughly nine million Class B shares and 45 million Class A shares, fully diluted. Two classes trade at roughly same price, except that Class B share has 10 votes compared to one vote for Class A share. Besides allowing for stock split, Humphrey said that increased authorization would allow TCI to issue additional stock to pay for major purchases. □

Taking stock. As of May 16, Tempo Enterprises (formerly Satellite Syndicated Systems) began trading on American Stock Exchange under ticker symbol TPO. ■ Chris-Craft Industries Inc. approved increase in authorized common shares from 20 million to 50 million shares and preferred shares from two million to 10 million shares. □

King county Cowles. Spokesperson for Cowles Publishing Co. said shareholder suit scheduled for King county (Washington) court two weeks ago ("In Brief," April 28) has been postponed until May 30. Company has asked for dismissal of suit, in which Phoebe Cowles seeks to withdraw 8.8% of Cowles Publishing stock from trust. She is also seeking replacement of two company executives, and cousins, as trustees for another 3.4% in shares of Spokane, Wash.-based media company.

Changing Hands

PROPOSED

KFAC-AM-FM Los Angeles □ Sold by KFAC Inc. to Classic Communications Inc. for \$33.5 million. **Seller** is principally owned by Ralph C. Guild, George Fritzinger and Vincent J. Bellino. Guild is president of Interep National Radio Sales (formerly McGavren Guild Inc.), owns KFRE-AM-FM Fresno, Calif., and has interest in WNDR(AM) Syracuse, N.Y. Fritzinger has interest in WKAF(TV) Syracuse, N.Y., and WGGF(TV) Lebanon, Pa. Bellino is officer with no broadcast interests. **Buyer** is owned by Louis Heifetz and Edward Argow. Heifetz is sales manager of KHIS-AM-FM Los Angeles. Argow is KFAC's general sales manager. KFAC is on 1330 khz full time with 5 kw. KFAC-FM is on 92.3 mhz with 39 kw and antenna 2,910 feet above average terrain.

WGER-FM Bay City, Mich. □ Sold by Gerity Broadcasting Co. to Booth American Co. for \$4.6 million, comprising \$4 million cash, and \$600,000 noncompete agreement. **Seller** is principally owned by John J. Murtagh. It owns Bay City cable system. **Buyer** is Detroit-based group of four AM's and six FM's principally owned by John L. Booth and family. It will spin off WIOG(FM) Saginaw, Mich. WGER-FM is on 102.5 mhz with 86 kw and antenna 860 feet above average terrain.

WTHM(FM) Goulds, Fla. □ Sold by Fine Arts

Broadcasting Ltd. to Beach Communications Inc. for \$2.4 million. **Seller** is owned by Avis Primack, Frederick C. Jacob, Samuel Figenbaum, Howard N. Gilbert and Alvin R. Umans. It also owns WGWY(AM) Charlotte, Mich.; WKGN(AM) Knoxville, Tenn.; and WYGR(AM) Wyoming, Mich. **Buyer** is owned by Malcolm Kahn and George V. Delsou. It also buying WSB(AM) Boca Raton, Fla. (see below). Kahn has interest in WVBH(FM) Key Largo, Fla. Kahn and Delsou formerly owned WSBH(FM) Southampton, N.Y. WTHM is on 98.3 mhz with 1.1 kw and antenna 462 feet above average terrain.

WQFX-AM-FM Gulfport, Miss. □ Sold by Caravelle Broadcast Group to Steere Broadcasting for \$1,250,000. **Seller** is Charlotte, N.C.-based group of three AM's and three FM's principally owned by Howard Schrott, Robert Beacham and Rick Bernhardt. **Buyer** is owned by David Steere, former owner of WKMI(AM) Kalamazoo, Mich. WQFX is daytimer on 1130 khz with 500 w. WQFX-FM is on 96.7 mhz with 3 kw and antenna 245 feet above average terrain. **Broker: Chapman Associates.**

WDLT(FM) Chickasaw, Ala. □ Sold by EJM Broadcasting to JAB Broadcasting for \$1.2 million. **Seller** is owned by Edmond J. Muniz, who owns WYAT(AM) New Orleans and WLTS(FM) Slidell, La. **Buyer** is owned by Robert O'Brien, who owns WKXI(AM)-WTYX(FM) Jackson, Miss. WDLT is on 98.3

mhz with 3 kw and antenna 300 feet above average terrain.

WSBR(AM) Boca Raton, Fla. □ Sold by Gold Coast Communications to Beach Communications for \$1,050,000. **Seller** is principally owned by Steven Haas. It has no other broadcast interests. **Buyer** is purchasing WTHM(FM) Goulds, Fla. (see above). WSBR is on 740 khz with 1 kw day and 500 w night. **Broker: Blackburn & Co.**

KPPL(AM) Denver □ Sold by Linda Siderius to Radio Mex Broadcasting Corp. for \$735,000. **Seller** is trustee in bankruptcy for Golden Bear Communications. She is also trustee for KBey(AM)-KSHR-FM Coquille, Ore. **Buyer** is owned by Hugo J. Oliman, Denver investor with no other broadcast interests. KPPL is on 1390 khz with 5 kw day and 1 kw night.

WMMJ(AM)-WTSA(FM) Brattleboro, Vt. □ Sold by Southern Vermont Broadcasters Inc. to Tri-State Broadcasters Inc. for \$700,000. **Seller** is owned by John K. Healy. It has no other broadcast interests. **Buyer** is owned by John W. Kilduff, his wife, Michelle, and Edward N. Ney. Kilduff is station's morning announcer. Ney is president of New York-based advertising agency, Young & Rubicam. WMMJ is on 1450 khz with 1 kw day and 250 w night. WTSA is on 96.7 mhz with 3 kw and antenna 170 feet above average terrain.

WBRL-AM-FM Batesburg, S.C. □ Sold by The Ridge Broadcasting Co. to Hugh J. Wheeler for \$375,000. **Seller** is owned by Ed Crapp Sr., who has no other broadcast interests. **Buyer** is Douglasville, Ga.-based investor with no other broadcast interests. WBRL is daytimer on 1430 khz with 5 kw. WBRL-FM is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: R.A. Marshall & Co.**

For other proposed and approved sales see "For the Record," page 76.

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5/26/86

Moving and shaking at Gannett

Neuharth giving CEO duties to Curley; company buying KCMO(AM)-KBKC(FM) Kansas City, Mo., for about \$12 million; Bingham's papers for \$300 million; radio reorganization, move to L.A.

Allen H. Neuharth, 62, chairman of Gannett Co., announced at the company's annual shareholders meeting May 20 in Washington that he is stepping down as chief executive officer of the diversified media company, relinquishing that title and formal operational responsibilities to Gannett President John Curley, 47. That was just one of a number of newsworthy items coming from the company's busy Arlington, Va., headquarters last week.

Neuharth will continue as chairman, devoting his time to "long-term policy and planning, especially in the area of acquisitions, mergers, new ventures and other major Gannett matters." Neuharth called the move "timely and wise" for the company. He stressed that his decision had been in the

works for some time and emphasized that the transition was coming at a time of strength for the company. Curley "won't have to put out any fires," he said. Curley characterized the change as "evolutionary" and added that Newharth would be a "rough act to follow."

Neuharth will remain chairman until his contract runs out in 1989, when he will be 65. After that, he said, he will continue to serve Gannett as "reporter-at-large and an ambassador-at-large."

The surprise announcement came just one day after Neuharth made a joint announcement, with Barry Bingham Sr., of Gannett's \$300-million purchase of the *Louisville* (Ky.) *Times* and *Courier Journal* newspapers, which had been in the Bingham family since 1918. Neuharth described Gannett's third major acquisition in the past 12 months as akin to winning horse racing's triple crown. The purchase brings Gannett's daily newspaper total to 93, and writes one of the final chapters to a story of family infighting for control of the Bingham media empire that is ending with its disolution ("In Brief," Jan. 13). The Bingham's Louisville broadcast properties—WHAS-AM-TV and WAMZ(FM)—remain on the block.

One piece of news coming out of the Gannett shareholders meeting emerged inadvertently. In listing some of the changes in his 13 years as chief executive, Neuharth said: "Then, we had one television station; now we have eight. Then, we had no radio stations, now we have 18." In the prepared text of his remarks, he was to have cited only 16 radio stations, the newest being the purchase of KHIT-FM Seattle (BROADCASTING, May 19). When asked later about the discrepancy, Curley said that Neuharth had been referring to the Gannett board's unannounced agreement in principle to purchase two radio stations. BROADCASTING has learned that the stations are KCMO(AM)-KBKC(FM) Kansas City, Mo., owned by Winston-Salem, N.C.-based group owner, Summit Communications. Summit bought the pair from Fairbanks Communications in 1985 for \$11 million. Gannett will reportedly pay just under \$12 million for them. KCMO is on 810 khz; 50 kw day, 5 kw night. KBKC is on 94.9 mhz; 100 kw; antenna height 1,100 ft. Formal announcement of the sale was expected last Friday (May 23).

At the press conference, neither Neuharth nor Curley speculated on the mergers or acquisitions to which Neuharth might next devote his time. Vice Chairman Doug McCorkindale said the company will continue to seek ways to retire what remains of approximately \$1 billion in debt (not including the \$300 million for the Bingham properties, the sale of which will not close until July) already incurred by the company's most recent purchases (the \$717-million acquisition of the Evening News Association and the \$200-million purchase of the Register and Tribune Co. properties).

In response to questions about Gannett's television station division, Curley said that a possible change of call letters for Gannett's WDVM-TV Washington to WUSA-TV was under "close study." He also said that the television division's planned move from Atlanta to Washington would begin in June 1987.



Curley

In a related move, Gannett radio division president, Joseph Dorton, announced on May 22 a reorganization of the radio division into regions overseen by regional vice presidents (see box, next page), and the relocation of its headquarters, and of Dorton and Don Troutt, VP and controller of radio division, from St. Louis to Los Angeles, in facilities adjacent to Gannett's KHS-AM-FM there. KHS-FM was the company's first radio station, purchased in 1979, and Los Angeles is the largest market in radio billings.

Gannett also announced as part of the transition from Neuharth to Curley the formation of a new executive committee of the board of directors. The committee will comprise three directors from within the company: Neuharth, who will serve as chairman; Curley, and McCorkindale, vice chairman, chief financial and administrative officer. Elected to one-year terms on the committee were outside directors Julian Goodman, for-



Neuharth

mer NBC chairman, and Thomas Reynolds Jr., managing partner of the Chicago law firm of Winston & Strawn. The final two members, holding posts reserved for outside directors serving rotating three-month terms, are Andrew Brimmer, president, Brimmer & Co., a Washington financial consulting firm, and Dolores Wharton, president, Fund of Corporate Initiatives.

Neuharth joined Gannett in 1963 as general manager of its two Rochester, N.Y., newspapers. He was named executive vice president of Gannett in 1966, president and chief operating officer in 1970, president and chief executive in 1973, and chairman, president and chief executive in 1979. He relinquished the presidency to Curley in 1984.

Curley joined Gannett in 1969 as suburban editor of the Rochester, N.Y., *Times Union*. He was named chief of Gannett's Washington bureau in 1974. In 1975 he add-

May 7, 1986

D.H. Overmyer Telecasting Co., Inc.

has completed the sale of its television station

WDHO-TV

Toledo, OH

to

Toledo Television Investors Limited Partnership

A Company managed by I. Martin Pompadur and Ralph Becker

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**THE
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COMPANY** Cincinnati, Ohio

Whole lot of changin' goin' on. Gannett announced a number of appointments in the reorganization of its radio division and the relocation of its headquarters to Los Angeles: *Merrell S. Hansen*, president and general manager, KUSA(AM)-KSD-FM St. Louis, to additional responsibilities as VP, central division, overseeing St. Louis stations, WDCI-AM-FM Chicago and WCZY-AM-FM Detroit. *John R. Cook*, president general manager, KKBQ-AM-FM Houston, to additional duties as VP, South division, overseeing Houston stations; WDAE(AM)-WQQ(FM) Tampa, Fla., and KTKS(FM) Denton, Tex. *Gerald R. DeFrancesco*, VP, programming, KIIS-AM-FM Los Angeles, to additional duties as VP, programming, radio division. *Lynn Anderson-Powell*, VP, general sales manager, KIIS-FM, to VP, station manager. *William Coffey*, operations manager, KUSA-KSD adds duties of VP, station manager. *Marc Kaye*, general sales manager, KKBQ-AM-FM, adds VP, station manager duties. *Walter Clark*, president and general manager, KIIS-AM-FM, has formed Wally Clark Productions and will consult radio stations, including all Gannett properties. He will continue in his present station post until Sept. 1. Managers of West Coast stations—KIIS-AM-FM, KSDO-AM-FM San Diego and, pending FCC approval, KHIT-FM Seattle—will continue to report directly to radio division president, Joseph L. Dorton.

ed responsibility for the Gannett News Service, which won a Pulitzer prize for public service under his direction. In 1980 he joined the Gannett subsidiary, The News-Journal Co., Wilmington, Del., as president and publisher, and added responsibility as president of Gannett's mid-Atlantic newspa-

per group before being tapped in 1982 as the editor of the company's fledgling national newspaper, *USA Today*. Curley was named senior vice president and president of the newspaper division in 1983 and was made a member of the board of directors later that year. □

Transforming Europe by satellite

Study predicts television programing, including DBS-delivered fare, will boost West European satellite industry to almost \$3 billion by 1990

Television programing will account for more than half the use of Western Europe's satellite transponder capacity by 1990 and nearly

two-thirds of its space revenues, according to a study released by New York market research firm, Frost & Sullivan.

The report, which estimated 1990 revenue for the West European satellite communications industry at \$2.946 billion, up from \$711 million in 1985, said the introduction of direct broadcast satellite services would

"radically alter" European television and also predicted large increases in sales of television receive-only (TVRO) earth stations, particularly for DBS reception.

Of the 245 satellite transponders available in 1990, the company said, 125 (51%) will be used to carry TV programs, with 27% used for telephony and the remainder for business services. By comparison, in 1985 TV and telephony had nearly identical transponder usage, 44% and 43%, respectively.

European government plans for direct broadcast satellites, in France and West Germany for example, would expand the television industry's use of the technology, according to the report. At the same time, competing transmission media for telephony, such as fiber optics, would limit that businesses use of satellite services.

The report also pointed out the range of television applications for communications satellites was increasing to include reception of TV signals by earth stations linked to cable TV networks and reception of TV signals by earth stations linked to small master antenna networks (SMATV), as well as DBS.

Correspondingly, sales of satellite earth stations to consumers and others would increase by 16 times over the five-year period, Frost & Sullivan said, with total market revenues for the TVRO segment quadrupling to \$981 million, one-third of the entire industry's revenues.

DBS will have the greatest impact on TVRO sales, the report showed. Sales of DBS receivers, climbing to more than 1.7 million a year, would account for 71% of that market.

France and West Germany will represent approximately 80% of the total European earth station market by 1990, mainly because both countries have DBS satellite launches planned (France's TDF-1 is scheduled for 1986 and West Germany's TV-SAT for 1987), although neither has announced program service plans for its satellites. France will be the largest TVRO market by 1990 totalling \$508 million, although sales of DBS receivers will only reach 1.96 million. Germany is expected to have a 1990 earth station market valued at \$287 million, with 560,000 DBS receivers sold annually there.

In the United Kingdom, where early DBS projects have failed in the planning stages and broadcasters are now exploring a less costly "superchannel" project, earth station sales would account for only 7% of the West European total by 1990, with annual shipments of 165,000 receivers totaling \$63 million in revenues.

Italy and the Scandinavian countries would provide 8% of the TVRO market by 1990. Italy, which expects to begin DBS services in 1987 using transponders on the European Olympus satellite, is not expected to sell DBS receivers in large quantities until 1988, but should have some 140,000 sold between then and 1990, for an overall market value of more than \$42 million. Scandinavian plans to launch a Tele-X DBS satellite in 1987 for DBS services would bring its satellite earth station market value to \$35 million, with 90,000 terminals sold. Sales of SMATV receivers in Scandinavia by 1990 will be worth another \$16.7 million, the re-

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port added.

For the remaining countries in Western Europe, including the Benelux nations of Belgium, Netherlands and Luxembourg plus Austria and Switzerland, the value of annual shipments of earth stations will grow to \$38 million, with DBS sales accounting for 56% of the total.

Western European consumer electronics manufacturers, such as Siemens, Telefunken, Thomson and the French Portenseigne, would dominate the DBS receiver market, the company predicted.

The 328-page study includes discussions of current communications satellites in Europe, the U.S. and other countries, future satellite systems and industry structure, economics and regulation. More than five dozen tables and figures are included as well. The report, "The European Market for Satellite Communications," is available from Frost & Sullivan for \$2,450. □

Dissident Pulitzer group drops fight

But that action causes Taubman, outside bidder for company, to file suit against group, charging members broke agreement with him

Minority shareholders of Pulitzer Broadcasting, who previously had filed suit against the company, its officers and certain directors, dropped their claims last Wednesday, May 21. By doing so, Kate Davis Pulitzer Quesada and her two sons, Peter and Thomas, removed one barrier to having their shares bought out by the company. But the St. Louis-based media company was still not free to repurchase those shares since the Quesadas, along with Kate Quesada's sister, Elinor Hempelmann, had previously optioned their 20.6% of Pulitzer to Alfred Taubman, a Bloomfield Hills, Mich.-based investor.

Taubman, who made a previously rejected \$625-million bid for all of Pulitzer, was not so pleased with this partial resolution of the conflict. That same Wednesday he filed suit charging that the Quesada group had broken their agreement with him and that they had been "intentionally and maliciously" induced to do so by Pulitzer's officers and controlling shareholders.

He also charged that since the company had agreed to purchase the Quesada block, as well as another minority-ownership block for almost \$200 million, or nearly three times above the book value it theoretically needed to pay, the company's officers were guilty of "waste of corporate assets and breach of fiduciary duty." The suit said that since Taubman had the proxy to 20.6% of the company and certain other rights, he effectively had an interest in the shares, the worth of which was reduced by the company's action. To some participants the latter charge may have seemed ironic, since both Taubman and the Quesadas previously had criticized the company for failing to offer more than book value.

To make up for these alleged wrongdoings, Taubman asked the court for \$50 mil-

lion in actual damages and \$100 million in punitive damages. Taubman also asked the court to undo the agreements between Pulitzer and the two minority-ownership groups, and to undo certain corporate bylaw changes that the company had instituted prior to considering an initial public offering (BROADCASTING, March 24).

The Taubman suit said the minority shareholders were legally obliged to have informed him of their separate negotiations with the company—which might still lead to a repurchase of the minority shares. Instead, the suit said, Taubman found out about the negotiations only after they were revealed in court, May 13. A letter from Taubman's lawyer, Joseph Aviv, to the Quesada group said that its failure to inform the investment company of negotiations with Pulitzer meant it

was obliged to return to Taubman the \$10 million he paid for the stock-purchase options. The letter also said: "Our clients also believe that you... have made material misrepresentations inducing our clients' entry into the agreement (initial option agreement [BROADCASTING, March 3])."

Peter Quesada, who previously had been spokesman for the dissident minority shareholders, has declined to make any comment during the past two weeks. Neither were public comments being made either by Bernard Winograd, president of Taubman Investment Co. That company's lawsuit may result in an out-of-court settlement but it is still possible that Taubman could exercise his option and stay a long-term investor in Pulitzer, or could still pursue a purchase of the entire company. □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Cablevision Systems	First	\$36,288	8	(\$3,904)	NM	(\$0.20)
Comcast Corp.	First	\$30,937	12	\$4,353	55	\$0.19
FC&B	First	\$69,691	9	\$2,218	82	\$0.58
Jefferson-Pilot	First	\$257,559	2	\$29,251	-24	\$1.07
The Liberty Corp.	First	\$88,916	6	\$4,696	-7	\$0.47
Regency Electronics	Third	\$20,436	-30	(\$1,412)	NM	(\$0.13)
Scientific-Atlanta	Third	\$112,995	9	\$678	83	\$0.02
SFN Companies	First	\$62,516	-22	(\$23,932)	NM	NM
Tektronix	Third	\$384,514	-9	\$15,571	-35	\$0.79
TCI	First	\$150,554	8	\$2,442	571	\$0.05
Tempo Enterprises	First	\$8,241	8	\$1,370	11	\$0.24

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

Cablevision Systems had pro forma net loss of \$4.6 million in first quarter of 1985. Company went public in January. For most recent quarter, Woodbury, N.Y.-based MSO said cash flow (before depreciation and amortization) was \$14.5 million, up 24%. ■

Comcast Corp. said cash provided by operations (net earnings plus deferred income taxes, depreciation and amortization) jumped 27% to \$9.5 million. Company also said it has decided against financing purchase of Group W systems using means that would dilute company's ownership in systems: "The company intends to finance the acquisition through institutional borrowing as well as through registered offerings by prospectus of stock and/or debentures during 1986." ■ **Foote, Cone & Belding** said that U.S. revenue was up 6%, while non-U.S. revenue was up 17%. Operating income was up 71%, to \$1.3 million, while other income was up 78%, to \$2.5 million. Company attributed latter gain to "strong performance of FCB's short-term investment program." ■ **Jefferson-Pilot Communications** reported earnings increase of 3%. Company said: "Softness in national sales activity, reflecting more conservative advertising spending, affected most of the company's television and radio properties." ■ **Cosmos Broadcasting Corp.**, subsidiary of **The Liberty Corp.**, posted first-quarter revenue of \$20.6 million. ■ In previous first quarter **Regency Electronics** reported net income of \$1.7 million. Operating results in most recent quarter were affected by losses in home satellite TV equipment operation and cable TV equipment business. Gross profit was cut in half, to \$4.4 million. Indianapolis-based electronics manufacturer said it would discontinue cable TV operations, resulting in \$10 million pre-tax charge including, "provisions for warranty obligations, revaluation of inventories and the write-off of all remaining goodwill." Also affecting net income was \$8.4-million gain from subsidiary's sale of stock. ■ **Scientific-Atlanta** noted "downturn in the market for home satellite terminals," in explaining net income drop. Atlanta-based manufacturer added that it was "engaged in a broad and intensive study of its product lines. The company is developing plans to streamline its operations..." ■ **SFN Companies** has no publicly traded common stock. Net loss for first quarter of 1985 was \$25.9 million. Company attributed at least half of revenue decline to sale of WFTV(TV), Orlando, Fla., and publishing operation. Glenview, Ill.-based SFN also noted that communications (broadcasting) and information (including Broadcast Advertiser Reports) segments of company "are experiencing some softness in their markets." Operating cash flow (operating income before depreciation and amortization) was negative \$14.5 million, compared to negative \$4.2 million in 1985 first quarter. Book publishing operations of SFN typically make first-quarter results weak. Since end of first quarter, company completed redemption of \$205 million, principal amount, of notes. ■ **Tele-Communications** said that funds provided by operations before interest expense was \$65.8 million, up 12%. ■ **Tempo Enterprises** said pre-tax operating cash flow was \$3.3 million, up 15%.

For the Record

As compiled by BROADCASTING, May 15 through May 21, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—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

FM's

- **WDLT(FM)** Chickasaw, Ala. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from EJM Broadcasting to JAB Broadcasting for \$1.2 million. Seller is owned by Edmond J. Muniz, who owns WYAT(AM) New Orleans and WLTS(FM) Slidell, La. Buyer is owned by Robert O'Brien, who owns WKXJ(AM)-WTYX(FM) Jackson, Miss. Filed May 6.
- **KMGX-FM** Hanford, Calif. (103.7 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Western Sun Communications to ABS Communications Inc. for \$4,220,000 cash. Seller is principally owned by Ellen Adelstein, who also owns KMFL(FM) Nampa, Idaho, and is general partner of KSKN(TV) Spokane, Wash. Buyer is principally owned by Kenneth A. Brown and John Sinton, who also own KROD(AM)-KLAQ(FM) El Paso. Filed May 13.
- **KFAC-AM-FM** Los Angeles (AM: 1330 khz; 5 kw-U; FM: 92.3 mhz; 39 kw; HAAT: 2,910 ft.)—Seeks assignment of license from KFAC Inc. to Classic Communications Inc. for \$33.5 million. Seller is principally owned by Ralph C. Guild, George Fritzinger and Vincent J. Bellino. Guild is president of Interep National Radio Sales (formerly McGavren Guild Inc.), owns KFRE-AM-FM Fresno, Calif., and has interest in WNDR(AM) Syracuse, N.Y. Fritzinger has interest in WKAF(TV) Syracuse, N.Y., and WGGF(TV) Lebanon, Pa. Bellino is officer with no broadcast interests. Buyer is owned by Louis Heifetz and Edward Argow. Heifetz is sales manager for KHS-AM-FM Los Angeles. Argow is KFAC's general sales manager. Filed May 7.
- **KDMM(AM)** Buena Vista, Colo. (1450 khz; 250 w-U)—Seeks assignment of license from Buena Vista Broadcasters to Buena Vista Broadcasting for \$10,945.06 cash and assumption of notes totalling \$50,291.01. Seller is owned by Gary L. Zellmer and his wife, Sylvia. They have no broadcast interests. Buyer is owned by Alan Rayne and his wife, Molly. They have no other broadcast interests. Filed May 14.
- **KPPL(AM)** Denver (1390 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Linda Siderius to Radio Mex Broadcasting Corp. for \$735,000. Seller is trustee in bankruptcy for Golden Bear Communications. She is also trustee for KBEY(AM)-KSHR-FM Coquille, Ore. Buyer is owned by Hugo J. Oliman, Denver investor with no other broadcast interests. Filed May 7.
- **KGRE(AM)-KYOU(FM)** Greeley, Colo. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 92.5 mhz; 25 kw; HAAT: 470

ft.)—Seeks assignment of license from O'Kieffe Broadcasting Co. to SURCO of Northern Colorado Inc. for \$1,750,000 or 437,500 shares of Surrey Broadcasting or combination. Seller is owned by Swab-Fox Companies and The Tribune Co. Swab-Fox is owned by Robert J. Swab and G. Douglas Fox. Tribune Co. is owned by Jenkin L. Jones and family and publishes *Tulsa (Okla.) Tribune*. Neither has other broadcast interests. Buyer is subsidiary of Surrey Broadcasting. Denver-based group of two AM's and two FM's, principally owned by Kent Nichols and Campbell Stuckeman. Filed May 6.

■ **WTHM(FM)** Goulds, Fla. (98.3 mhz; 1.1 kw; HAAT: 462 ft.)—Seeks assignment of license from Fine Arts Broadcasting Ltd. to Beach Communications Inc. for \$2.4 million. Seller is owned by Avis Primack, Frederick C. Jacob, Samuel Figenbaum, Howard N. Gilbert and Alvin R. Umans. It also owns WGWY(AM) Charlotte, Mich.; WKGN(AM) Knoxville, Tenn.; and WYGR(AM) Wyoming, Mich. Buyer is owned by Malcolm Kahn and George V. Delsou. It also buying WSBRR(AM) Boca Raton, Fla. (see "Changing Hands," page 72). Kahn has interest in WVBH(FM) Key Largo, Fla. Filed May 8.

■ **WCCU-TV** Urbana, Ill. (CP)—Seeks assignment of license from Urbana Channel 27 Inc. to Springfield Independent Television Co. Inc. for \$50,000. Seller is owned by Gerald Fitzgerald, who has no other broadcast interests. Buyer is owned by Jackson Telecasters Inc., which is subsidiary of Bahakel Communications, Charlotte, N.C.-based group of six AM's, seven FM's and seven TV's, principally owned by Cy Bahakel. Filed May 14.

■ **KCLF(AM)** New Roads, La. (1500 khz; 1 kw-D)—Seeks assignment of license from Citywide Broadcasting Corp. to D&L Broadcasting Ltd. for \$70,000. Seller is principally owned by Peter Moncrieffe. It also owns colocated KQXL(FM). Buyer is owned by Jack E. Davenport and his wife, Katherine, and John B. Camp. It has no other broadcast interests. Filed May 6.

■ **WNTR(AM)** Silver Spring, Md. (1050 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Interstate Communications Inc. to Alpha Capital Corp. for \$755,000. Seller is owned by Gary Portmess and his wife, Judy. Buyer is non-profit corporation headed by James McCotter. It has no other broadcast interests. Filed May 8.

■ **WGER-FM** Bay City, Mich. (102.5 mhz; 86 kw; HAAT: 860 ft.)—Seeks assignment of license from Gerity Broadcasting Co. to Booth American Co. for \$4.6 million, comprising \$4 million cash, and \$600,000 noncompete agreement. Seller is principally owned by John J. Murtagh. It owns Bay City cable system. Buyer is Detroit-based group of four AM's and six FM's principally owned by John L. Booth and family. It will spin-off WIOG(FM) Saginaw, Mich. Filed May 12.

■ **KCDQ(FM)** Belgrade, Mont. (96.7 mhz; 2.9 kw; HAAT: 195 ft.)—Seeks assignment of license from Deirdre Caughlan, trustee, to Christian Enterprises Inc. for \$225,000. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Harold Erickson, president. It also owns KGLE-AM-FM Glendive, KGVW(AM) Belgrade, and KURL(AM) Billings, all Montana, and KUYO(AM) Evansville, Wyo., and has interlocking directorship of KALS-FM Kalispell, Mont. Filed May 12.

■ **KRSB-FM** Roseburg, Ore. (103.1 mhz; 2.75 kw; HAAT: 310 ft.)—Seeks assignment of license from W.R.R. Inc. to Michael R. Wyatt for approximately \$94,000 in assumption of liabilities. Seller is owned by Martha Karen Worden and her husband, John. It has no other broadcast interests. Buyer is general manager of KRSB-FM, and has no other broadcast interests. Filed May 13.

■ **WBMK(AM)** Knoxville, Tenn. (1430 khz; 5 kw-D)—Seeks assignment of license from Broadcast Media of Knoxville Inc. to Sunstar Inc. for \$215,000. Seller is Dr. Thomas C. Crawford. It has no other broadcast interests. Buyer is owned by Robert Pachaly, who also owns WLVA(AM) Lynchburg, Va. Filed May 6.

■ **KKAP-AM-FM** Floydada, Tex. (AM: 860 khz; 250 w-D; FM: 94.3 mhz; 3 kw; HAAT: 235 ft.)—Seeks assignment of license from Allredge Broadcasting Co. to Charles Wesley Boles for \$235,000 note, payable at 12% in monthly installments of \$3,000. Seller is owned by Robert L. Allredge and his wife, Charlene, who have no other broadcast interests. Buyer, with his wife, Susan, owns 49.99% of KWGH(AM) Big Lake, Tex. Boles's brother, James Gail

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*Subject to FCC approval

Boles, owns KPOS(AM) Post, Tex. Filed May 2.

■ WMMJ(AM)-WTSB(FM) Brattleboro, Vt. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 96.7 mhz; 3 kw; HAAT: 170 ft.)—Seeks assignment of license from Southern Vermont Broadcasters Inc. to Tri-State Broadcasters Inc. for \$700,000. Seller is owned by John K. Healy. It has no other broadcast interests. Buyer is owned by John W. Kilduff, his wife, Michelle, and Edward N. Ney. Kilduff is station's morning announcer. Ney is president of New York-based advertising firm, Young & Rubicam. Filed May 7.

New Stations

FM's

■ Oxford, Ala.—Trinity Christian Academy seeks 91.3 mhz; 0.126 kw; HAAT: 1853 ft. Address: Rt. 7, Box 335, Oxford, Ala. 36203. Principal is nonprofit corp. headed by Rev. C.O. Grinstead, pastor. Filed May 12.

■ Orlando, Fla.—Pruitt and Owen General Partnership seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 616 Columbia Highway, Greensburg, Ky. 42743. Principal is owned by Len R. Pruitt (51%) and George E. Owen (45%). Pruitt owns WKEQ(AM)-WJDJ-FM Burnside, Ky., and is app. for new FM in Rapid City, S.D. Owen owns WKXJ(AM)-WCKQ-FM Campbellsville, Ky. Principal is app. for new FM's in Shawnee, Okla., and Corydon, Ind. Filed May 14.

■ Orlando, Fla.—Pereira Communications Inc. seeks 98.9 mhz; 3 kw; HAAT: 309 ft. Address: 5513 Bay Side Dr., Orlando, Fla. 32819. Principal is owned by Julio Pereira (51%) and Rose C. Perry (49%). It is app. for new FM in Bay Shore, N.Y. Filed May 14.

■ Orlando, Fla.—Reddick Communications Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 725 South Goldwyn Ave., Orlando, Fla. 32805. Principal is owned by Alzo Reddick, president. Reddick has interest in app. for new TV in Orlando. Filed May 14.

■ Orlando, Fla.—Benjamin Macwan seeks 98.9 mhz; 3 kw; HAAT: 309 ft. Address: 47-01 Newtown Rd., Long Island, N.Y. 11103. Macwan is app. for new FM's in Smyrna, Del.; Standish, Mich.; Coal City, Ill.; and Upper Arlington, Ohio. He has interest in app. for new FM in Hardeesville, S.C., and Arlington, N.Y. Filed May 14.

■ Orlando, Fla.—Sun Broadcasting Limited Partnership seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 7700 Arlington Blvd., Falls Church, Va. 22043. Principal is owned by Vincent Forte (42.5%), John O'Hara (42.5%) and Kenneth Fields (15%). It has no other broadcast interests. Filed May 14.

■ Orlando, Fla.—Skinner Broadcasting Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 4117 Van Buren St., Hollywood, Fla. 33021. Principal is owned by J. Rodger Skinner, president. Skinner is app. for five LPTV's. Filed May 14.

■ Orlando, Fla.—Oscar Juarez & Associates Ltd. seek 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 105 East Robinson Street, Orlando, Fla. 32801. Principal is owned by Oscar Juarez (20%) and Robert T. Rowland Sr. (80%). It has no other broadcast interests. Filed May 14.

■ Orlando, Fla.—Kossmo Broadcasting Co. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1000, Bushness, Fla. 33513. Principal is owned by Roberta Roe Johnson of Webster, Fla. She is app. for new AM in Bushnell, Fla. Filed May 14.

■ Orlando, Fla.—Charisma Radio Partners seek 98.9 mhz; 3 kw; HAAT: 281 ft. Address: P.O. Box 73274, Orlando, Fla. 32854. Principal is owned by Wanda D. Cooper (51%) and her husband, Charles (49%). It also has interest in WKOR-AM-FM Starksville, Miss., and in app. for new FM in Marion, Miss. Charles Cooper owns WFEZ(AM) Meridian, Miss. Filed May 14.

■ Orlando, Fla.—Orlando FM Group Limited Partnership seeks 98.9 mhz; 3 kw; HAAT: 327 ft. Address: 801 Brickell Ave., Miami, 33131. Principal is owned by United Communications Inc. (49%), Samuel Thomas Jr. (30%), Irving Miller (18%) and program director to be hired locally (2%) United Communications is also limited partner in pending apps. for new FM's in Richmond, Va.; Vicksburg, Miss., and Charleston, S.C. Filed May 14.

■ Orlando, Fla.—Nicolas Garza seeks 98.9 mhz; 3 kw; HAAT: 300 ft. Address: 316 West Fifth St., Apopka, Fla. 32703. Garza is radio producer for WONO(AM) Orlando. He has no other broadcast interests. Filed May 14.

■ Orlando, Fla.—HIS Communications Ltd. seeks 98.9 mhz; 3 kw; HAAT: 327 ft. Address: P.O. Box 14345, 32857. Principal is owned by George G. Rodriguez, general partner, and James M. Creech, limited partner. It has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Morgan Media Ltd. seeks 98.9 mhz; 3 kw; HAAT: 327 ft. Address: 4763-H Walden Circle, 32811. Principal is owned by Jerome Morgan, who has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Kenneth E. Harris seeks 98.9 mhz; 3 kw; HAAT: 317 ft. Address: 2155 Penobscot Bldg., Detroit, 48226. Principal has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Claire Tow seeks 98.9 mhz; 3 kw; HAAT: 309 ft. Address: 65 Locust Ave., New Canaan, Conn. 06840. Principal is wife of Leonard Tow, president of Century Communications, New Canaan, Conn.-based group of 26 cable systems. Tow is 50% owner of WJVS(AM)-WSTO(FM) Owensboro, Ky. She also has apps. pending for new FM's in Shepherdsville, Ky., and Orlando, Fla. Filed May 7.

■ Orlando, Fla.—Orlando Media Ltd. seeks 98.9 mhz; 3 kw; HAAT: 281 ft. Address: 2158 Palm Crest Dr., Apopka, Fla. 32712. Principal is owned by Lillie Fenderson (31.5% general partner), Betty Yates (5.5% general partner), Fred Lanten and his wife, Shelley (31.5% joint limited partners), and Harry Burnett (31.5% limited partner). Yates is salesperson at WBW-FM Orlando. Other have no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Barber/Gardner seeks 98.9 mhz; 3 kw; HAAT: 327 ft. Address: 11064 Clipper Court, Windermere, Fla. 32786. Principal is owned by William S. Gardner and William S. Barber. It has no other broadcast interests. Filed May 6.

■ Orlando, Fla.—BMS Communications of Orlando seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 2696, Jacksonville, Fla. 32203. Principal is owned by James E. Martin, Gary S. Smithwick, William G. Brown and Clifton G. Moore. It has interest in WRFM(FM) Homestead, Fla., and WQSC(FM) Andrews, S.C. Smithwick is Washington communications attorney. Brown and Moore own WTL-F(AM) Tifton and WLYZ(FM) Nashville, both Georgia. Filed May 7.

■ Orlando, Fla.—Better News Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 3734 Bay Dr., Turkey Point, Md. 21037. Principal is owned by Wayne W. Ricks and Fred Huenfeldt. It has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—American Radio Broadcasting Network Inc. seeks 98.9 mhz; 3 kw; HAAT: 204 ft. Address: 305 S. Warren, Syracuse, N.Y. 13204. Principal is group of five headed by Thomas Poitier. It has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Judith F. Watson seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 2417 S. Dundee Blvd., Tampa, Fla. 33692. Principal has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Franklin D. Graham seeks 98.9 mhz; 3 kw; HAAT: 281 ft. Address: 301 Guinea Rd., Stamford, Conn. 06903. Principal has no other broadcast interests. Filed May 5.

■ Orlando, Fla.—WNKI Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 211 Pinewood Dr., Maitland, Fla. 32751. Principal is owned by D. Nicolai Sarnier, director of community affairs, at WCPX-TV Orlando. Filed May 7.

■ Orlando, Fla.—Orlando Skywave Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 3352 Wax Berry Court, Windermere, Fla. 32786. Principal is owned by Robert L. Billingslea and Daisy W. Lynum. It has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Sandra H. Weiss, Benjamin McKenzie, Romelle Acheley and Linda Acheley a General Partnership seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 454 Stonewood Lane, Maitland, Fla. 32751. Principals have no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Rebecca Radio of Orlando seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 3530 NE 25th Terrace, Fort Lauderdale, Fla. 33308. Principal is owned by Rebecca A. Fulton and Kathleen D. Walker. It has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Florida Broadcasters seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 2483 John Young Pkwy., Suite R, 32804. Principal is owned by George Arroyo and his wife, Esperanza. It also owns WONO(AM) Orlando and WBRO(FM) Cidra, P.R. Filed May 6.

■ Orlando, Fla.—Orlando Broadcasting Foundation seeks 98.9 mhz; 3 kw; HAAT: 325 ft. Address: 1503 Asbury Ave., 32807. Principal is group of five headed by Kathy Winfield. It has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Primemedia Broadcasting Foundation Inc. seeks 98.9 mhz; 3 kw; HAAT: 323 ft. Address: 3328 Prospect St., N.W., Washington, 20007. Principal is owned by John Metelski, who has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—A BCD Broadcasting Co. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 6231 I-40 W #205,

Amarillo, Tex. 79106. Principal is owned by George W. Drain and his wife, Sharon; Louis B. Burke and his wife, Mary Joan, and Wayne Collins. Collins owns KDHN(AM) Dimmitt, Tex. Filed May 7.

■ Orlando, Fla.—Hispanic Radio of Orlando Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 3254 Cimmaron Dr., 32825. Principal is owned by Hector R. Ball, who has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Orlando Vision Broadcasting seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 5004 Downing St., 32809. Principal is owned by Edward B. Jennings, account executive at WOKB(AM) Orlando. Filed May 7.

■ Orlando, Fla.—Urban Broadcasting Corp. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 6479 Las Flores Dr., Boca Raton, Fla. 33433. Principal is owned by Dr. Ron Lovell, Hilda Dawson and Jose Oaks. It has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Gladiator Broadcasting Inc. seeks 98.9 mhz; 2.81 kw; HAAT: 328 ft. Address: 1323 S. Park Ave., Apopka, Fla. 32703. Principal is owned by Wilhelmina Ford and Jerome Swain. It has no other broadcast interests. Filed May 14.

■ Orlando, Fla.—BFJ Timm seeks 98.9 mhz; 3 kw; HAAT: 281 ft. Address: P.O. Box 1874, Tallahassee, Fla. 32302. Principal owns four AM's, seven FM's and 1 LPTV in Douglas, Ga. Filed May 2.

■ Orlando, Fla.—PN Radio Co. seeks 98.9 mhz; 3 kw; HAAT: 281 ft. Address: 157 W. 57th St., New York 10019. Principal is app. for nine new FM's and over 100 LPTV's. Filed May 7.

■ Orlando, Fla.—98.9 Ltd. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 4906 Hopespring Dr., 32835. Principal is owned by Fred Robinson, Richard E. Adams and John T. Rutledge, who have no other broadcast interests. Filed May 6.

■ Orlando, Fla.—FM Orlando Ltd. Partnership seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 5295 Stone Harbour Rd., 32808. Principal is owned by David C.S. Chong and George Lindemann. It has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Bristol Communications Ltd. seeks 98.9 mhz; 3 kw; HAAT: 327 ft. Address: 125 S. Court St., 32801. Principal is owned by Dorothy V. McCaskill, general partner and three limited partners. It has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—James L. Gardner seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 6777 SW Chaucer Dr., Lawton, Okla. 73505. Principal has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Orlando Broadcasters Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 1173 Spring Centre S., Altamonte Springs, Fla. 32714. Principal is owned by Frances Hicks Alexander and three others. It has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—O.F. Limited Partnership seeks 98.9 mhz; 3 kw; HAAT: 289 ft. Address: 191 Lake View Dr., Apt. 206, Fort Lauderdale, Fla. 33326. Principal is owned by Alberto Ferro, general partner. It has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Sergio Lezcano seeks 98.9 mhz; 3 kw; HAAT: 300 ft. Address: 4819 43rd St., Apt. 56, Woodside, N.Y. 11377. Principal has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Orlando Broadcast Group Ltd. Partnership seeks 98.9 mhz; 3 kw; HAAT: 309 ft. Address: 1218 Alki SW, Seattle, Wash. 98116. Principal is owned by James R. Wilson and Kenneth M. Kohl. Wilson is commercial producer. Kohl is news manager at KOMO(AM) Seattle. Filed May 7.

■ Orlando, Fla.—J&M Communications Ltd. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 4488 Marshall St., 32811. Principal is owned by Ann K. Morris, general partner, and Errol W. Johnson, limited partner. It has no other broadcast interests. Filed May 7.

■ Orlando, Fla.—Innovative Broadcasting Inc. seeks 98.9 mhz; 3 kw; HAAT: 327 ft. 4825 Perrier St., New Orleans, 70115. Principal is owned by Tracy Lewis, who has interest in WYLD-AM-FM New Orleans and WJYL(FM) Louisville, Ky. Filed May 7.

■ Jefferson, Iowa—Lyon Co. Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 116 E. State, 50129. Principal is owned by Jack Lyon and his wife, Diane. It has no other broadcast interests. Filed May 6.

■ Jefferson, Iowa—Susan I. Coloff seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 506 N. Clark, Forest City, Iowa 50436. Principal owns 50% of KIOV(FM) Forest City, Iowa. Filed May 7.

■ Topsham, Me.—Deborah M. Brooks seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 405 W. 149th St., New York

331. Principal has no other broadcast interests. Filed May

■ **Topsham, Me.**—Mainly Music Ministries seeks 95.5 mhz; 3 kw; HAAT: 327.7 ft. Address: P.O. Box 432, Freeport, Me. 04032. Principal is group of 12 headed by Thomas Starkey. It has no other broadcast interests. Filed May 12.

■ **Topsham, Me.**—Lights Communications Corp. seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 50 Monument Square, Portland, Me. 04101. Principal is owned by Gwendolin S. Warren and J. Maurice Princiville. It has no other broadcast interests. Filed May 7.

■ **Topsham, Me.**—Dennis H. Curley seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 41-G Horicon Ave., Glens Falls, N.Y. 12801. Principal has interest in WBZA(AM) Glens Falls and WNIQ(FM) Hudsons Falls, N.Y. Filed May 6.

■ **Topsham, Me.**—Bruce S. and Ruthanne F. Hamlin seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 1829 Chantilly Court, Virginia Beach, Va. 23451. Principal has no other broadcast interests. Filed May 7.

■ **Topsham, Me.**—Kirkley Paige Beal seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 1829 Chantilly Court, Virginia Beach, Va. 23451. Principal has no other broadcast interests. Filed May 7.

■ **Topsham, Me.**—Peggy Lee Tallyn seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 715 Northeast Dr., Milton Manors, Fla. 33305. Principal has no other broadcast interests. Filed May 7.

■ **Topsham, Me.**—Stevens Communications seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 95 Park St., Lewiston, Me. 04240. Principal is owned by Alfred C. Frawley, who has no other broadcast interests. Filed May 7.

■ **Salisbury, Md.**—Thompson's Radio Limited Partners seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 4560 Texas Avenue S.E., Washington 20019. Principal is equally owned by Joseph O. Thompson Sr., Brian E. Thompson, Constance M. Thompson and John E. Dettra. Dettra is 50% owner of WQRA(AM) Warrenton, Va., and has apps. pending for new FM's at Bridgewater and Richmond, Va. Filed May 14.

■ **Salisbury, Md.**—Trias Salisbury Co. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 42 Challenger Court, Walkerville, Md. 21793. Principal is owned by Marlene Powell Levering. She has no other broadcast interests. Filed May 14.

■ **Salisbury, Md.**—Impulse Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: Spector 26D, 77 Fullerton St., New York 10038. Principal is equally owned by Diane Janet Wolsk and Arthur Stepanyants. They have no other broadcast interests. Filed May 14.

■ **Salisbury, Md.**—Bruce D. Blanchard seeks 98.9 mhz; 3 kw; HAAT: 308 ft. Address: 3903 Atlantic Ave., #103, Ocean City, Md. 21842. He has no other broadcast interests. Filed May 14.

■ **Salisbury, Md.**—Salisbury Broadcasting Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 111 Downtown Plaza, Salisbury, Md. 21801. Principal is equally owned by Linda Fritz Bell and Harry E. Bovaz Jr. They have no other broadcast interests. Filed May 14.

■ **Salisbury, Md.**—Salisbury FM Broadcasting Co. seeks 98.9 mhz; 3 kw; HAAT: 327 ft. Address: 1020 Adams St., Unit 2A, Salisbury, Md. 21801. Principal is owned by Marcia Hull (51%) and Samuel S. Carey (49%). They have no other broadcast interests. Filed May 14.

■ **Salisbury, Md.**—David L. Steel Jr. seeks 98.9 mhz; 3 kw; HAAT: 325 ft. Address: Box 177-D, Rutledge Rd., Queenstown, Md. 21658. Steel is app. for new FM in Upper Arlington, Ohio. Filed May 14.

■ **Salisbury, Md.**—William A. Mallery d/b/a Salisbury Broadcasting seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 405 Pinchurst Ave., Salisbury, Md. 21801. Principal has no other broadcast interests. Filed May 14.

■ **Salisbury, Md.**—First Minority Broadcasters of Salisbury Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: Route 3, Box 245B, Danwood Dr., Delmar, Md. 21875. Principal is corporation headed by Edward M. Scandrett, president. It has no other broadcast interests. Filed May 14.

■ **Salisbury, Md.**—Gallus Radio Broadcasting Inc. seeks 98.9 mhz; 3 kw; HAAT: 225.5 ft. Address: 1003 Debeck Dr., Rockville, Md. 20852. Principal is corporation headed by Kenneth R. Strawberry, president. It has no other broadcast interests. Filed May 14.

■ **Grand Rapids, Mich.**—Richard Culpepper seeks 98.9 mhz; 2.35 kw; HAAT: 370.6 ft. Address: 1834 Linden SE, J9507, Principal owns WKWM(AM) Kentwood, Mich. Filed May 5.

■ **Grand Rapids, Mich.**—Capitol Cities Broadcasting Co. seeks 98.9 mhz; 3 kw; HAAT: 327.9 ft. Address: 2407 Enfield Rd., Austin, Tex. 78703. Principal is Austin-based

group of four AM's and five FM's, principally owned by Richard Oppenheimer. Filed May 5.

■ **Grand Rapids, Mich.**—FM Grand Rapids Ltd. Partnership seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 2260 Saginaw Rd., SE, 49506. Principal is owned by Robbie Butler and George Lindemann. It has no other broadcast interests. Filed May 7.

■ **Grand Rapids, Mich.**—Don H. Barden seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 1249 Washington Blvd., Detroit 48226. Principal owns four Michigan cable systems and is app. for 10 new FM's. Filed May 7.

■ **Grand Rapids, Mich.**—Haith Broadcasting Corp. seeks 98.9 mhz; 3 kw; HAAT: 327 ft. Address: 2511 Normandy Dr., SE, 49506. Principal is owned by Linda Haith, who has no other broadcast interests. Filed May 7.

■ **Grand Rapids, Mich.**—Stone Communications Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 5055, Petosky, Mich. 49720. Principal is owned by Richard D. Stone, who has no other broadcast interests. Filed May 7.

■ **Grand Rapids, Mich.**—Grand Rapids 98 Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 700 McKay Tower, 49503. Principal is owned by Benjamin L. Hogan, Christian S. Ferguson and Margie R. McNutt. It has no other broadcast interests. Filed May 7.

■ **Grand Rapids, Mich.**—David S. Kuiper seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 84 Westmont NW, 49504. Principal has no other broadcast interests. Filed May 7.

■ **Vassar, Mich.**—Don H. Barden seeks 89.9 mhz; 3 kw; HAAT: 290 ft. Address: 1249 Washington Blvd., 21st fl., Detroit, 48226. Principal owns four Michigan cable systems and is app. for 10 new FM's. Filed May 14.

■ **Vassar, Mich.**—Julie G. Wrenn seeks 89.9 mhz; 3 kw; HAAT: 290 ft. Address: 231 Sackett St., Box 5, Brooklyn, N.Y. 11213. She has no other broadcast interests. Filed May 14.

■ **Vassar, Mich.**—Michael Joseph Shumpert seeks 89.9 mhz; 3 kw; HAAT: 328 ft. Address: 2526 Chevrolet Ave., Flint, Mich. 48504. Principal is senior account executive for WDZZ-FM Flint, Mich. He has no other broadcast interests. Filed May 14.

■ **Kingsford, Mich.**—Alice Slater and her husband, Dr. Edward Slater, seek 98.9 mhz, 1.79 kw; HAAT: 406 ft. Address: 1115 Stockbridge, Iron Mountain, Mich. 49801. Principal is owned by Alice Slater (90%) and Edward Slater

(10%). Edward Slater is on board of directors of noncommercial WRVM-FM Suring, Wis. Filed May 7.

■ **New Prague, Minn.**—Kingsley H. Murphy Jr. seeks 95.5 mhz; 3 kw; HAAT: 327.4 ft. Address: 207 Textile Building, 119 North Fourth St., Minneapolis 55401. Murphy also owns WISS-AM-FM Berlin, Wis., and KCHK(AM) New Prague, Minn. Filed May 14.

■ **New Prague, Minn.**—New Prague Broadcasting Co. seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 308, Prior Lake, Minn. 55372. Principal is equally owned by Phyllis O. Markley and Judith M. Clarine. Markley owns 10% of Voyageur Broadcasting Co. jointly with her husband, David L. Markley. Voyageur owns WMIN(AM) Maplewood, Minn. Filed May 14.

■ **New Prague, Minn.**—Joanna Kalyvas seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: Route 4, Maple Acres #10, New Prague, Minn. 56071. She has no other broadcast interests. Filed May 14.

■ **Windsor, N.C.**—Franklin Broadcasting seeks 98.9 mhz, 3 kw; HAAT: 327.7 ft. Address: 237 Western Blvd., Jacksonville, N.C. 28540. Principal is owned by Charles E. Franklin, who has interest in WBQZ(AM) Camp Lejeune, N.C., and WETC(AM) Wendell-Zebulon, N.C., and is app. for 10 new FM's. Filed May 7.

■ **Windsor, N.C.**—David G. Perry seeks 98.9 mhz, 3 kw; HAAT: 328 ft. Address: Rt. 2 Box 111, Windsor, N.C. 27983. Principal has no other broadcast interests. Filed April 24.

■ **Wishek, N.D.**—Mary Verkest seeks 100.3 mhz; 100 kw; HAAT: 1,000.6 ft. Address: Route 8, Hayward, Wis. 54843. She is 50% owner of M&M Broadcasting Inc., which owns WFCL-AM-FM Clintonville, Wis., and is applicant for new FM's in Baraga, Mich., and Redfield, S.D. Filed May 14.

■ **Niles, Ohio**—Geri Taczak seeks 106.1 mhz; 3 kw; HAAT: 328 ft. Address: 7226 Warren Sharon Road, Brookfield, Ohio 44403. Taczak is owner of WOKG(AM) Warren, Ohio, and has app. pending for new FM in Upper Arlington, Ohio. Filed May 14.

■ **Niles, Ohio**—WNIO Broadcasting Inc. seeks 106.1 mhz; 3 kw; HAAT: 328 ft. Address: 5380 West Webb Rd., Austintown, Ohio 44515. Principal is owned by Robert Doane (63%), Dominic A. Baragona (32%) and Garry Zocolo (5%). It owns WNIO(AM) Niles, Ohio. Filed May 14.

■ **Niles, Ohio**—D.J.R. Corp. seeks 106.1 mhz; 3 kw; HAAT: 328 ft. Address: 3172 Clearwater, Warren, Ohio 44485. Principal is owned by David Grubbs, Judy Miller, Ron Brown (25% each), Jackie Pleasant (15%) and Cindy Thomas (10%). It has no other broadcast interests. Filed May 14.

■ **Upper Arlington, Ohio**—New World Broadcasting seeks 98.9 mhz; 0.538 kw; HAAT: 780 ft. Address: 844 South Front Street, Columbus, Ohio. Principal is owned by Andrew Love (30%) and Sheridan Broadcasting Corp. (70%). Sheridan owns WAMO-AM-FM Pittsburgh and WUFO(AM) Amherst, N.Y. It also has interest in apps. for new FM's in Richmond, Va., and Corydon, Ind. Filed May 14.

■ **Upper Arlington, Ohio**—Benjamin Macwan seeks 98.9 mhz; 3 kw; HAAT: 308 ft. Address: 47-01 Newtown Road, Long Island, N.Y. 11103. Macwan is app. for FM's in Smyrna, Del., Standish, Mich., Coal City, Ill., and Orlando, Fla. He has interest in new FM in Hardeesville, S.C., and new FM in Arlington, N.Y. Filed May 14.

■ **Upper Arlington, Ohio**—G.C. Communications seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 6030 Springburn Dr., Dublin, Ohio 43017. Principal is general partnership headed by Earl Harris, which also has interest in app. for new FM's in Anchorage and Orlando, Fla. Filed May 14.

■ **Upper Arlington, Ohio**—Mary Storer Mahaffey seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 4359 Shire Cove Rd., Columbus, Ohio 43220. Principal has no other broadcast interests. Filed May 14.

■ **Upper Arlington, Ohio**—PN Radio Co. seeks 98.9 mhz; 3 kw; HAAT: 327.4 ft. Address: 157 West 57th St., New York 10019. Principal is general partnership owned by Private Network Radio Inc. (51%) and Broadcast Data Corp. (49%). It has applied for nine other new FM's. Filed May 14.

■ **Upper Arlington, Ohio**—Claire Tow seeks 98.9 mhz; 3 kw; HAAT: 308 ft. Address: 65 Locust Avenue, New Canaan, Conn. Tow is 50% owner of WVJS(AM)-WSTO(FM) Owensboro, Ky. She also has apps. pending for new FM's in Shepherdsville, Ky., and Orlando, Fla. Principal is wife of Leonard Tow, president of Century Communications, New Canaan, Conn.-based group of 26 cable systems. Filed May 14.

■ **Upper Arlington, Ohio**—Walker Broadcasting Co. seeks 98.9 mhz; 0.87 kw; HAAT: 596 ft. Address: 1819 Franklin Park South, Columbus, Ohio 43205. Principal is headed by Ann B. Walker, president. It has no other broadcast interests. Filed May 14.

Summary of broadcasting as of Feb. 25, 1985

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	195	3,065
UHF translators	1,821	295	2,116
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	295	7,725
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	186	3,022

* Includes off-air licenses.

■ Upper Arlington, Ohio—Mirage Broadcasting Co. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 1350 North Wells St. #D109, Chicago 60610. Principal is headed by Sandra F. Scheld, president. It has no other broadcast interests. Filed May 14.

■ Upper Arlington, Ohio—Donna Y. McDonnell seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 2454 North Washington Ave., Scranton, Pa. 18509. Principal has no other broadcast interests. Filed May 14.

■ Upper Arlington, Ohio—FM Telecommunications of Columbus Inc. seeks 98.9 mhz; 2 kw; HAAT: 400 ft. Address: 124 South Washington Ave., Columbus, Ohio 43215. Principal is owned by William T. Johnson. He has no other broadcast interests. Filed May 14.

■ Upper Arlington, Ohio—Christine Michael Broadcasting Inc. seeks 98.9 mhz, 1.6 kw; HAAT: 425.9 ft. Address: 2007 Scottswood Ave., Toledo, Ohio 43620. Principal is owned by Michael K. Girocco (20%) and Christine Woodward (80%). Girocco is sales manager for WSPD(AM)-WLQR(FM) Toledo, Ohio, which are 40% owned by his father, Thomas Girocco. Woodward is general manager of WENS-FM Shelbyville, Ind., and owns less than 1% of its stock. Her father, Willard Schroeder, owns 45% of WSPD(AM)-WLQR(FM). Filed May 7.

■ Upper Arlington, Ohio—Geri Taczak seeks 98.9 mhz, 3 kw; HAAT: 328 ft. Address: 7226 Warren Sharon Rd., Brookfield, Ohio 44403. Principal has interest in WOKG (AM) Warren, Ohio, and is also app. for new FM at Niles, Ohio. Filed May 7.

■ Upper Arlington, Ohio—DDB Communications Ltd. seeks 98.9 mhz, 3 kw; HAAT: 328 ft. Address: 338 Olen-tangy Forest, Columbus, Ohio 43214. Principal is owned by general partners Reginald Davis and Debra Davenport (25.5% each) and limited partner George G. Beasley (49%). Beasley has interest in six AM's, 10 FM's and North Carolina cable system. He is app. for four new FM's and one new TV. Filed May 7.

■ Upper Arlington, Ohio—David L. Steele Jr. seeks 98.9 mhz, 0.5 kw; HAAT: 780 ft. Address: Box 177-D Rutledge Rd., Queenstown, Md. 21658. Principal is app. for new FM at Salisbury, Md. His sister, Meredith M. Steele, is app. for new FM's at Cambridge, Mass., and Charleston, S.C. Filed May 7.

■ Upper Arlington, Ohio—Johanna S. DeStefano seeks 98.9 mhz, 0.6 kw; HAAT: 613.6 ft. Address: 156 Lazelle Rd., Worthington, Ohio 43085. Principal is app. for five LP/TV's. Filed May 7.

■ Upper Arlington, Ohio—Loretta Marie Madved seeks 98.9 mhz, 3 kw; HAAT: 328 ft. Address: 494 Howland Drive, Gahanna, Ohio 43230. Principal has no other broadcast interests. Filed May 6.

■ Upper Arlington, Ohio—Kenneth F. Harris seeks 98.9 mhz, 3 kw; HAAT: 308 ft. Address: 2155 Penobscot Bldg., Detroit, 48226. Principal is app. for new FM's at Lafayette, La., and Orlando, Fla. Filed May 7.

■ Upper Arlington, Ohio—Haynes Broadcasting Group seeks 98.9 mhz, 3 kw; HAAT: 328 ft. Address: 6465 Mountaineer Trail Ct., Reynoldsburg, Ohio 43068. Principal is owned by general partner Douglas Haynes (25%) and limited partners Ragan Henry (55%) and Florence Odita (20%). Henry has interest in three AM's and three FM's. Filed May 7.

■ Upper Arlington, Ohio—Marlene V. Borman seeks 98.9 mhz, 0.670 kw; HAAT: 626.4 ft. Address: 6720 Lakeview Dr., Carmichael, Calif. 95608. Principal has interest in app. for Bernalillo, N.M. Filed May 7.

■ Upper Arlington, Ohio—Upper Arlington Broadcasting Inc. seeks 98.9 mhz, 3 kw; HAAT: 328 ft. Address: 775 Brittingham Ct., Columbus, Ohio 43214. Principal is owned by Marka Meisse, who is account executive with WMNI(AM) Columbus, Ohio. Marka's father, Gunther Meisse, who has nonvoting interest in app., is general manager and minority stockholder of WVNO-FM Mansfield, Ohio, and has interest in WWWY(FM) Columbus, Ind. Filed May 5.

■ Upper Arlington, Ohio—American Radio Broadcasting Network Inc. seeks 98.9 mhz, 0.9 kw; HAAT: 510 ft. Address: c/o 305 S. Warren, Syracuse, N.Y. 13204. Principal is group of five headed by Thomas Poitier, president. It has no other broadcast interests. Filed May 7.

■ Upper Arlington, Ohio—Carol Hechter-Harris seeks 98.9 mhz, 3 kw; HAAT: 327.4 ft. Address: 45 Franklin Park West, Columbus, Ohio 43205. Principal has no other broadcast interests. Filed May 7.

■ Upper Arlington, Ohio—BMS Communications of Upper Arlington seeks 98.9 mhz, 3 kw; HAAT: 328 ft. Address: P.O. Box 2696, Jacksonville, Fla. 32203. Principal is owned by general partners James E. Martin Jr. and Gary S. Smithwick, and William G. Brown and Clifton G. Moor. It has interest in WRFM(FM) Homestead, Fla., and WQSC(FM) Andrews, S.C. Smithwick is Washington communications

attorney. Brown and Moore own WTIF(AM) Tifton and WLYZ(FM) Nashville, both Georgia. Filed May 7.

■ Upper Arlington, Ohio—First Ohio Broadcasting Corp. seeks 98.9 mhz, 3 kw; HAAT: 327 ft. Address: 1301 N. Courthouse Rd., Arlington, Va. 22201-2538. Principal is owned by M.H. Ratheford, who has no other broadcast interests. Filed May 7.

■ Upper Arlington, Ohio—Scioto Broadcasting Ltd. seeks 98.9 mhz; 670 w; HAAT: 626.4 kw; Address: 38290 Quail Hollow Dr., Columbus, Ohio 43228. Principal is owned by David Gordon. It has no other broadcast interests. Filed May 7.

■ Upper Arlington, Ohio—raKel Communications Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 125 Caldwell Ave., P.O. Box 746, Tiffin, Ohio 44883. Principal is principally owned by Robert A. Klepper. It has no other broadcast interests. Filed May 7.

■ Upper Arlington, Ohio—Knight Communications Corp. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 63 Bay State Rd., Boston, Mass. 02215. Principal is owned by Norman Knight, who owns cable systems in the Virgin Islands. It owns four AM's and four FM's. Filed May 5.

■ Upper Arlington, Ohio—Upper Arlington Broadcasting Co. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 106 Heischman Ave., Worthington, Ohio 43085. Principal is owned by Paul L. Marshall. It has no other broadcast interests. Filed May 6.

■ Upper Arlington, Ohio—Richard L. Plessinger seeks 98.9 mhz; 1.175 kw; HAAT: 454.6 ft. Address: P.O. Box 13069, Hamilton, Ohio 45013. It has no other broadcast interests. Filed May 7.

■ Upper Arlington, Ohio—Tri-Village Broadcasting Association seeks 98.9 mhz; 48 kw; HAAT: 783 ft. Address: 2424 West Lane Ave., Columbus, Ohio 43221. Principal is group of four headed by Christine Saeger and her husband, John. It has no other broadcast interests. Filed May 6.

■ Upper Arlington, Ohio—Innovative Broadcasting Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 4825 Perrier St., New Orleans, La. 70115. Principal is owned by Tracy Lewis, who has interest in WYLD-AM-FM New Orleans and WJYL(FM) Louisville, Ky. Filed May 7.

■ Okmulgee, Okla.—Brewer Communications Inc. seeks ch. 44; ERP vis. 2,796.8 kw; aur. 59.4 kw; HAAT: 1,251 ft.; ant. height above ground: 372.93 ft. Address: 410 W. 6th St., 74447. Principal is owned by James R. Brewer, who also owns colocated KOKL-AM-FM. Filed May 9.

■ Sweet Home, Ore.—Nannette Markunas seeks 107.1 mhz; 0.675 kw; HAAT: 670 ft. Address: P.O. Box 2576, Montauk, N.Y. Markunas has applied for new FM's at Broadway, Va., and Reedsport, Ore. She is 90% owner of Peconic County Telephone Co. which has applied for new FM's in Fort Plains, N.Y.; Killington, Vt.; Lyndon, Vt., and Ridgeburg, Pa. Filed May 14.

■ *Dublin, Pa.—Golden Rule Organization Workshop Inc. seeks 91.5 mhz; 0.064 kw; HAAT: 1,203.76 ft. Address: 201 Progress Street, Blacksburg, Va. 24060. Principal is nonprofit corp. headed by Virginia L. Baker, president. It has no other broadcast interests. Filed May 14.

■ Millersburg, Pa.—WQIN Limited Partnership seeks 98.9 mhz; 0.759 kw; HAAT: 647 ft. Address: 419 Market Street, Lykens, Pa. 17048. Principal is limited partnership headed by William B. Helwig, president. It owns WQIN(AM) Lykens, Pa. Filed May 14.

■ Bayamon, P.R.—Bayamon Christian Network Inc. seeks ch. 36; ERP vis. 1,480 kw, aur. 148 kw; HAAT: 895 ft.; ant. height above ground: 124 ft. Address: Ave Castiglioni Esq Calle, #21 Urb. Bayamon Garden, 00619. Principal is owned by David Perez, Luciano Rodriguez and Wilfredo Diaz. It has no other broadcast interests. Filed May 8.

■ Robertstown, Tex.—Cotton Broadcasting seeks 105.1 mhz; 3 kw; HAAT: 299.92 ft. Address: 115 West Ave., Robertstown, Tex. Principal is equally owned by Humberto, Minerva and Carlos Lopez. Humberto and Minerva Lopez are 25% owners of Capi Spanish Broadcasting Inc. which is licensee of KXTO(FM) Oden, Tex. Filed May 14.

■ *Bluefield, Va.—Bluefield Educational Broadcasting Foundation seeks 91.1 mhz; 1 kw; HAAT: 1,164.4 ft. Address: 1939 Virginia Ave., Bluefield, Va. 24605. Principal is nonprofit trust headed by Melvin Cox, James Money and Johnny Cregger, trustees. It has no other broadcast interests. Filed May 14.

■ Broadway, Va.—Massanutten Broadcasting Co. seeks 95.5 mhz; 0.7 kw; HAAT: 680 ft. Address: 166 Main St., Broadway, Va. 22185. Principal is owned by David M. Eshleman (35%), Lewis Strie, Donald Showalter, Preston Moyers, Marilyn Burkholder and Roy Simmons (13% each). Company is licensee of WBTX(AM) Broadway/Timberville, Va. Filed May 14.

■ Broadway, Va.—Massanutten Radio Limited Partnership

seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Principal is 163 Third Street, Broadway, Va. 22185. Principal is owned by Wanda D. Wilt (34%), E. Warren Denton Jr. (33%) and John E. Dettra Jr. (33%). Dettra owns 50% of Gold Cup Broadcasting Inc. which owns WQRA(FM) Warrenton, Va. Dettra and Denton both own 33% of College Town Radio Limited Partnership which has app. pending for new FM at Bridgewater, Va. Filed May 14.

■ Broadway, Va.—Gloria A. Bennis seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 1403 Hickman Road, Virginia Beach, Va. 23452. She has no other broadcast interests. Filed May 14.

■ Broadway, Va.—Nanette Markunas seeks 95.5 mhz; 1.257 kw; HAAT: 549 ft. Address: P.O. Box 2576, Montauk, N.Y. Markunas has applied for new FM's at Sweet Home and Reedsport, Ore. She is 90% owner of Peconic County Telephone Co. which has applied for new FM's in Fort Plains, N.Y.; Killington, Vt.; Lyndon, Vt., and Ridgeburg, Pa. Filed May 14.

■ Lawrenceville, Va.—William Carlton Link seeks 98.9 mhz, 3 kw; HAAT: 155 ft. Address: Route 1 Box 16, Lawrenceville, Va. 23868. Principal also owns WLES(AM) Lawrenceville, Va. Filed May 5.

■ Lawrenceville, Va.—Thurman Louis Hardgrove Sr. seeks 98.9 mhz, 3 kw; HAAT: 328 ft. Address: P.O. Box 44, Alberta, Va. 23821. Principal is individual with no other broadcast interests. Filed May 7.

New TV

■ Indianapolis, Ind.—Kingdom of God Ministries Inc. seeks ch. 69; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 922 ft.; ant. height above ground: 875 ft. Address: 100 Berkely Rd., 46208. Principal is nonprofit corporation headed by Paul E. McClure. Filed May 7.

Facilities Changes

Applications

AM's

Tendered

■ KWUN (1480 khz) Concord, Calif.—Seeks CP to increase night power to 5 kw and install DA-2. App. May 14.

Accepted

■ WNTY (990 khz) Willimantic, Conn.—Seeks CP to change TL. App. May 13.

■ WAWB (810 khz) Hahira, Ga.—Seeks CP to change TL. App. May 15.

■ WLOB (1310 khz) Portland, Me.—Seeks CP to make changes in ant. sys. App. May 13.

FM's

Accepted

■ KCDA (103.1 mhz) Coeur D'Alene, Idaho—Seeks CP to change TL and change HAAT to 328 ft. App. May 13.

■ WBKJ (105.1 mhz) Kosciusko, Miss.—Seeks CP to change ERP to 100 kw. App. May 13.

■ WAZZ (101.9 mhz) New Bern, N.C.—Seeks mod. of CP to change TL. App. May 13.

■ WZID (95.7 mhz) Manchester, N.H.—Seeks mod. of CP to change ERP to 12.5 kw and change HAAT to 988.59 ft. App. May 13.

■ KEBQ (96.5 mhz) Ardmore, Okla.—Seeks CP to change freq. to 96.5 mhz; change TL, and change HAAT to 328 ft. App. May 13.

■ WIOQ (102.1 mhz) Philadelphia—Seeks CP to change TL and change HAAT to 669.12 ft. App. May 13.

■ KOOV (103.1 mhz) Copperas Cove, Tex.—Seeks mod. of CP to change ERP to .76 kw and change HAAT to 629.76 ft. App. May 13.

■ KITV-FM (92.9 mhz) San Antonio, Tex.—Seeks CP to change TL; change HAAT to 1,015.82 ft., and make changes in ant. sys. App. May 13.

■ KSEJ (99.5 mhz) Bountiful, Utah—Seeks mod. of CP to change TL; change ERP to 19.96 kw, and change HAAT to 3,924 ft. App. May 13.

■ KQMB (102.7 mhz) Midvale, Utah—Seeks mod. of CP to change TL; change ERP to 24 kw, and change HAAT to 3,847.11 ft. App. May 13.

■ WTUJ (103.1 mhz) Waterbury, Vt.—Seeks mod. of CP to change TL; change ERP to .41 kw, and change HAAT to 899

ft. App. May 13.

TV's

Accepted

- KCEO-TV (ch. 28) Oroville, Calif.—Seeks MP to change ERP to vis. 4.466 kw; change HAAT to 2,129 ft.; replace ant., and change TL. App. May 13.
- WLJC-TV (ch. 65) Beattyville, Ky.—Seeks MP to change ERP to vis. 92.75 kw, aur. 9.275 kw and change HAAT to 665.84 ft. App. May 13.
- KTVN (ch. 2) Reno—Seeks CP to change ERP to vis. 89.1 kw, aur. 8.9 kw; change HAAT to 2,152.34 ft.; replace ant., and change TL. App. May 15.
- WETG (ch. 66) Erie, Pa.—Seeks MP to change ERP to vis. 35.81 kw, aur. 3.58 kw; change HAAT to 884.6 ft.; replace ant., and change TL. App. May 13.
- WWLF-TV (ch. 56) Hazelton, Pa.—Seeks MP to change ERP to vis. 26.1 kw, aur. 2.61 kw and replace ant. App. May 15.

Actions

AM's

- KTOR (1570 khz) Grover City, Calif.—Granted app. to change TL and make changes in ant. sys. Action May 9.
- KPLA (770 khz) Riverbank, Calif.—Granted app. to change TL. Action May 9.
- KMBD (760 khz) Thornton, Colo.—Granted app. to change TL. Action May 9.

- KWBE (1450 khz) Beatrice, Neb.—Granted app. to make changes in ant. sys. Action May 9.
- WKZE (1020 khz) Sharon, Conn.—Granted app. to change TL. Action May 9.

FM's

- *WAMF (90.5 mhz) Tallahassee, Fla.—Dismissed app. to change freq. to 90.3 mhz; change ERP to 100 kw; change HAAT to 782 ft., and change TL. Action March 31.
- WIXV (95.5 mhz) Savannah, Ga.—Granted app. to change TL and change HAAT to 980.72 ft. Action May 8.
- WNVF-FM (106.1 mhz) North Vernon, Ind.—Granted app. to use former facilities as aux. Action May 8.
- WCKQ (103.9 mhz) Campbellsville, Ky.—Granted app. to change ERP to 1.85 kw and change HAAT to 411 ft. Action May 9.
- KRGK (104.9 mhz) Carthage, Mo.—Granted app. to change TL and change HAAT to 462.48 ft. Action May 9.
- *KLYT (88.9 mhz) Albuquerque, N.M.—Granted app. to change TL and change HAAT to 4,172.16 ft. Action May 9.
- *KNTU (88.1 mhz) Denton, Tex.—Granted app. to install aux. sys. Action May 2.

TV's

- WBFF (ch. 45) Baltimore—Granted app. to change ERP to vis. 1,589 kw, aur. 79.5 kw; change HAAT to 1,056.16 ft., and change TL. Action May 12.
- *WNEQ-TV (ch. 23) Buffalo, N.Y.—Granted app. to change ERP to vis. 971 kw, aur. 97.1 kw; change HAAT to 992 ft., and change TL. Action May 12.

Call Letters

Applications

Call	Sought by
New FM	
KEPG	Yolanda G. Dorsett, Victoria, Tex.
Existing AM's	
KTLD	KRDZ Grand Lake Broadcasting Inc., Granby, Colo.
WFHM	WDVL Clear Communications Inc., Vineland, N.J.
Existing FM's	
WVLT	WKQV Clear Communications Inc., Vineland, N.J.
WTRG	WFMA Capitol Broadcasting Corp., Rocky Mount, N.C.
WIAV	WWGH Resort Broadcasting of Virginia Inc., Cape Charles, Va.

Grants

Call	Assigned to
New AM's	
KBCB	Bott Broadcasting Co., Overland Park, Kan.
WRIX	AM 1020 Inc., Homeland Park, S.C.
New FM's	
WBFJ	B.F.J. Timm, Apalachicola, Fla.
KQLX-FM	Sheyene Valley Broadcasting Inc., Lisbon, N.D.
New TV's	
*KWEW	Western Educational Coalition, Coalinga, Calif.
KBCP	Butte Creek Communications Co., Paradise, Calif.
WGBZ	Gator Broadcasting Limited Partnership, Gainesville, Fla.
KJHL	John H. Leland, Pittsburg, Kan.
KWNM-TV	KOAT Television Inc., Silver City, N.M.
*KHCE	Hispanic Community Educational TV Inc., San Antonio, Tex.
Existing AM's	
KDON	KLCZ Grace Broadcasting Inc., Salinas, Calif.
WLJA	WLEJ Lee Broadcasting Co., Ellijay, Ga.
WFVR	WGAF Faver Broadcasting Group Ltd., Valdosta, Ga.
WRBN	WVIJ Televiewers Inc., Warner Robins, Ga.
KWDF	KBLA Ball Broadcasting Co., Ball, La.
WWCK	WGMZ Gencom Corp., Flint, Mich.
KCNN	KRRK KRAD Inc., East Grand Forks, Minn.
KKJC	KBSM Easter Jackson County Broadcasting Corp., Blue Springs, Mo.
Existing FM's	
KDON-FM	KDON Grace Broadcasting Inc., Salinas, Calif.
WLJA-FM	WLJA Lee Broadcasting Co., Ellijay, Ga.
KRTS	KBZE Radio K-57 Inc., Agana, Guam
WNTM	WCXI-FM Fritz Broadcasting Inc., Detroit
WWCK-FM	WWCK Gencom Corp., Flint, Mich.
KOMJ	KOFM KOFM Inc., Oklahoma City

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RADIO

HELP WANTED MANAGEMENT

General manager and/or equity partner for fulltime in wealthy Southeastern suburb. Prefer experience in nostalgia or MOR. Must be able to sell. Outstanding opportunity for right person. 404-953-1798.

General sales manager. Aggressive AM/FM is looking for a GSM that is capable of becoming GM quickly. Must be a leader, streetfighter and ARB wise. Be able to plan and deliver results. Send detailed resume, salary history to Box D-82.

Immediate opening: Tennessee radio station seeks manager for only radio station in the market (near Nashville metro). This is a small market with exceptional growth. Send resume requirements and references to Box D-90.

Sales manager for small market radio station AM/FM combination with Billboard company. To motivate and manage 5-6 person sales force and sales promotions. Will carry a strong list. Experience with RAB consultancy helpful. Box D-118.

Retail development manager. Interested in retail vendor sales specialist with TV or radio experience for company based in New York City. Job requires extensive travel, ability to hire and teach all phases of new business development. Good presentation and writing skills a must. Send resume to Box D-111.

Minn. med market FM needs an aggressive sales manager for a market leading station. You must be able to hire, motivate, and help set up sales promotions along with carrying a list. Pay starts at \$30,000 plus. Box D-109.

Station manager/instructor for new 50kw ERP FM at University of Maryland Eastern Shore. Needed: advanced communications degree, 3 years non-commercial radio experience, demonstrated management capability in personnel and fund raising, instruction and proctoring of students, recruiting and supervision of staff. Construction in process for Fall start-up. Competitive salary and benefits. Letter, resume, academic transcripts, audition tape, 3 references to Dr. Herman Franklin, Vice Chancellor for Student Affairs, University of Maryland Eastern Shore, Princess Anne, MD 21853. Materials to be received by June 13, 1986. Affirmative action employer.

Sales oriented general manager for AM/FM in South Carolina medium market. Will replace strong GM who is moving up within group. Resume to Box D-126.

Winning track sales manager for suburban Chicago AM/FM. Healthy package and challenge for experienced on-street leader. You direct sales staff your way, and enjoy pay-off. Stimulating environment. Call Dean Phelps, 815-459-7000. EOE-M/F.

HELP WANTED SALES

AM & FM combo in Texas panhandle city of 30,000 seeking sales person with strong production. Must be sharp, self starter and understand commission. One year experience. Resume and tape and photo to Darrell Sehorn, Box 1779, Pampa, TX 79065. 806-669-6809.

Small market comboman specialist or beginner willing to learn and take over owners account list. Southeast near major market. Box D-30.

America's newest all music adult contemporary Christian station will serve the Denver/Colorado Springs markets beginning July. Now seeking experienced sales people. Send resume only, P.O. Box 1385, Monument, CO 80104.

\$\$\$Attention\$\$\$ Greedy radio salespeople add to your income by providing leads. \$100.00 and up per client. For more information call toll free 1-800-446-7344.

Northeast Texas FM, Country. Sales position open, sales experience required. Draw plus incentives. Resume/references to General Manager, KEMM, Box 1292 Greenville, TX 75401. EOE/MF.

Sales position: If you are presently employed and you are an aggressive street fighter but desire to make a change to the beautiful Central Valley of California, we have an excellent list with great potential waiting for you. Call 209-268-8801. M/F EOE.

Aggressive salesperson looking to move up. 100kw AOR in sunny Southwest seeks experienced closer with management potential. The sky's the limit. Call W. White, 806-273-7575.

Southern California: Top 100. Easy Listening station in California's fastest growing city is seeking a professional salesperson with background in direct and agency sales. Salary plus commission, established accounts, expenses plus other benefits. Contact Steve Katomski, KGFM, Box 260, Bakersfield, CA 93302. 805-842-5436. EOE.

WRFA, Tampa: (Serving Florida) wants self-starters for this new 50,000 watt powerhouse. Contact Robert Stoehr, c/o WRFA, 800 S.E. 8th Avenue, Largo, FL 33541. 813-581-7800.

Are you ready to move up? Small market AE's who know the basics and can sell ideas and concepts, wanted by Midwest and New England station(s). Learn more while you earn more. Rush confidential resume, provable income for 1st qtr. 86' - Sell us. Box D-121.

Radio leader in growth market seeks goal oriented over-achiever for lucrative career opportunity in sales. Submit resumes in confidence to KCOL AM/FM Box 1339, Fort Collins, CO 80522. No phone calls please. EOE.

HELP WANTED ANNOUNCERS

We'll pay big bucks for great CHR morning person to blow market apart! We're number one and wanna stay there. Show prep and good production are musts. Send cassette and resume now to: Walt Speck, PD, 95 Triple X, Box 9530, South Burlington, VT 05401.

Top N.E. market: morning person for "lite" AC. No comics, rockers or golden voices. Voice must be compatible to lite format with ability to communicate in word economy. No calls. Tape and resume to Roslin Radio Productions, 509 Madison Ave., New York, NY 10022. Att: Marvin Roslin. EOE/MF.

Announcer. Weekends & Fill-in. Restricted Radiotelephone Operator's permit required. Some experience preferred. Call Bill, 205-543-9229. Equal opportunity employer.

HELP WANTED TECHNICAL

FM chief engineer, South Florida. Major group owner, proven track record as chief. Salary and resume in confidence to: Box D-79. EOE, M/F.

Chief engineer: Top 100 West AM-FM. Must be experienced in all areas of maintenance and repairs. Salary commensurate with experience. Contact Lindy Williams, engineering director, Lotus Communications Corp. 213-461-8225.

HELP WANTED NEWS

Newsman for full service FM in South Carolina medium market. A high visibility position with only news department in town. Must gather, write and deliver. Resume to Box D-127.

News director, Harrisonburg, VA. WMRA-FM is looking for an individual to provide a quality news service for the Shenandoah Valley; to train communication students; teach related news course and supervise internship and practicum students. Must have working knowledge of news gathering, writing and a full understanding of communicative skills; on-air presence and working knowledge of station equipment. Must have valid FCC operators permit; Master's Degree in Radio/Television or equivalent; 2-3 years minimum. Salary \$18,000 plus full benefits; EOE. Deadline is June 30, 1986; send resume, audition tape and three letters of recommendation to: Jim Miskimen, Station Manager, WMRA-FM: James Madison University, Harrisonburg, VA 22807.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PD & morning personality for adult contemporary FM. Send air check, spot samples and resume to: James Hoff, DJ-92. 3FM, 5640. South Broadway, Eureka, CA 95501.

Operations/program director for 24 hour Christian AM eastern North Carolina. Come grow with us! 301-747-0592.

Small market FM station, MOR, partially automated 24 hours, heavily involved in community, salary and incentive. Box D-119.

Talented copywriter wanted. Hit Radio 100, KOKU-FM, number one in the market on the tropical island of Guam, is looking for a premiere professional. We want an ideal individual to write copy, ramrod production, and work on station marketing in all media. We need a team player who likes to write--and write well. DO YOU SELL NUMBERS? Hit Radio 100, is looking for an account executive who knows more than selling. We want someone who knows the value of service and can deal with demographics and CPM. Fifteen percent commission with guaranteed base means unlimited potential. We want someone who can close the sale when the client says "NO". Send resume to Ernie Galito, General Manager, Hit Radio 100, 530 W. O'Brien Dr., Agana, Guam 96910.

SITUATIONS WANTED MANAGEMENT

Management pro: Strong on administration, sales, programming. Eighteen years GM experience. Looking for long term association with stable medium or small market station or group. Prefer southeast, midwest or southwest. Available immediately. 215-759-5303.

Vice President of sales seeks similar position with growing Northeastern group. I am a top trainer, motivator and want to lead by example, that means carrying a list of my own. Box D-58.

Experienced, profit minded, sales-oriented manager wants to relocate in Florida. All offers considered. I will do it your way and be successful. Box D-81.

Experienced working general mgr. seeks position in FM/AM station with potential for buy-in and ownership. Future purchase or participation a must! Contact Ted Smith, 97 Rt. 202, Suffern, NY 10901. 914-357-9425 or 914-356-7060.

Problem stations. Could you use an additional \$30,000 per month? 18 year management, sales, programming pro seeks challenging small market GM opportunity. Give your station a professional edge. Box D-120.

Experienced general/sales manager. Street seller, motivator and sales trainer. Small market. 15 years experience. 444 Palace Street Aurora, IL 60506.

Successful top 100 general manager seeks advancement. 15 years radio, 10 years management. Mid 30s, family man with great track record: Profits, programming and people. Box D-105.

One to ten station markets. No desk jockey. Excellent motivator, management experience. In Midwest now. Box D-22.

Successful manager. Strong leader with excellent track record and references. Well versed in all phases of radio. Three jobs in last 20 years and presently employed. Experience includes sales manager of daily newspaper. Box D-123.

Problems? Let semi-retired manager help. 40-years small/medium market experience. Modest costs. Interim management, consultancy, sales direction. Write Box 33, Hastings, NE 68901.

GM: Former Group V.P. looking for situation in New England. Knows all phases including finance. Box D-129.

SITUATIONS WANTED ANNOUNCERS

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave anytime, 201-777-0749.

All sports PBP and more. 7 years preps and major college. Nothing too small. Pete, 414-822-3529.

Call me! Need a change, no future here. Can do production, and more than time and temp. Will relocate anywhere. After 3 CDT. Mark, 915-697-0948.

SITUATIONS WANTED TECHNICAL

Stable dependable engineer with many years of experience desires to move up. AM/FM combo, digital, automation. 812-336-8306.

Let my experience work for you! 15+ years C.E. all phases-major market/good audio/organizer/pro! Southwest/West dry climate major/medium market only! Call 512-726-0130.

SITUATIONS WANTED NEWS

News director: Looking for reporter's position in medium-large market. IL, IN, KY, MO, OH, TN. 309-833-3129.

Sportscaster. 11 yrs experience Award winning major college PBP, news and sports reporting. Looking for new challenges. Box D-53.

25 year pro seeks position in serious broadcast news operation. Phone 618-548-6933.

Sports director, with PBP. Minor league baseball, junior college basketball network experience. Wants move up. David, 618-627-2844.

Qualified beginner, BS, SDSU. Would like to start on SE coast. Sales Director for college station, intern #1 news station in market. Strong news writing and presentation. Scott Chapin, 619-583-1683, 4560 60th St. #18, San Diego, CA 92115.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

PD/music director: 6 years announcing. Ready to advance. Trained in management. Light rock, AC preferred. Small/medium market. Jim, 615-896-4271.

Assistant program director: Afternoon drive from highly successful WEZC, Charlotte seeks position as program director. 16 yr pro. Steve Sutton, 404-479-4145.

Seeking active partnership. Small market. Northeast/Southeast. Mention money first letter. Box D-114.

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Radio station owners/managers. Do you need or want additional billing in '86-'87? Marketing Success Formulas can sell new clients and significantly increase your station revenue! To determine how much, run through this simple exercise: Avg. local unit rate \$... x\$300=\$...x15=\$...x4=\$...(if either of your last two answers represents a figure that will help, we should talk today.) For market availability and information call extension #3 @ 1-800-44MSF44 (in Indiana call collect 1-219-484-9383).

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager, major market independent. If you're a creative, effective marketer with a strong background in print, on-air and radio, send resume, tape and 3 best print ads to: M. Stopnick, WDZL, 2055 Lee Street, Hollywood, FL 33020. EOE. Interviewing at BPME.

Local sales manager: KRIV-TV, Fox Television, Houston, has an opening for a local sales manager. Prior television sales management required. Vendor and co-op experience preferred. Send resume to KRIV-TV, 3935 Westheimer Rd. Houston, TX 77027, Attn: G. Brammer VP/GSM EOE.

General sales manager for group-owned Midwest small market affiliate. Requires background in local and national TV sales, plus strong leadership and organizational skills. Quality location, excellent benefits. Send complete resume to Ed Hutchings, Vice President - General manager, KTTC Television, Inc., 601 1st Ave. SW, Rochester, MN 55902. EOE.

Director of development. New Hampshire Public Television, a rapidly growing three-station network with 395,000 viewing households in portions of four states, seeks strong, innovative development professional. Senior manager position oversees \$2 million program including 24,000 members, major corporate underwriting effort, annual auction and statewide volunteer force. Lead a staff of 7 skilled specialists. Emphasis on developing new initiatives to capitalize on growing audiences in expanding market. Minimum qualifications: Bachelor's degree and five years development/fund raising experience. Preference given to individual with demonstrated marketing/sales and management leadership skills. Salary range \$29,070 to \$45,410 commensurate with experience. NHPTV is located on the seacoast 60 miles north of Boston and anticipates completion of its new broadcast center in May 1987. Send resume and salary requirements by June 13, 1986 to: General Manager, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer.

Director of development. WEDU-TV, Tampa, Florida seeks creative person to direct Development Department including auction, program underwriting, planned giving, special events, travel club. Proven record in marketing, fund raising, sales; skill in oral & written communications; departmental leadership and supervision essential. Knowledge of public television helpful. Resume, including desired salary range to General Manager, WEDU-TV, P.O. Box 4033, Tampa, FL 33677-4033. Deadline June 20. Equal opportunity employer.

Operations manager: Immediate opening at top 40 VHF affiliate in beautiful mountain resort city. Create and maintain budget, supervise staff of 22 in commercial production, station operations and location specials. Minimum three years experience at managerial level. Working knowledge of 1", 3/4", ADO and other technical operations. Pros only! Send resume, tape and salary requirements to Personnel Director, WLOS, P.O. Box 2150, Asheville, NC 28802. EEO employer.

HELP WANTED SALES

Syndication sales persons wanted to sell syndicated television retail automobile package featuring unique personality. New package but proven tremendously successful in two medium and major markets. Reputable firm with track record. High commissions paid to right individuals. Seeking motivated sales persons with experience, VHS or Beta portable tape machines. Big commission checks, most markets open at this time. Send letter to Good Advertising, Inc. Communications Arts Building, Box 400, Olney, MD 20832.

Account executive: WJKS-TV/NBC, Jacksonville, Florida needs a heavyweight sales person to handle major account list, minimum of three years of electronic media sales. Must have a proven record of excellence and possess a thorough knowledge of all aspects pertaining to television spot sales. Send resume to Ernest E. Rhyne, Local Sales Manager, PO Box 17000, Jacksonville, FL 32216. A Media General station, equal opportunity employer.

Opportunity knocks. Television salesperson wanted for small market affiliate in western state. Sales experience required. EOE Box D-75.

Kansas LPTV needs aggressive advertising representative to handle local retail accounts. Takeover and increase underdeveloped list. Experience preferred-entry level for right person. Resume/salary to K6KZ-TV, P.O. Box 129, Junction City, KS 66441.

Orlando independent seeks account executive with successful track record. Must be highly motivated and hard worker. Minimum of two years experience. \$50K plus potential. Contact Wayne Croasdel, LSM, WMOD-TV43, 5125 Adanson St., Ste. 650, Orlando, FL, 32804. Tel. 305-628-0403.

Southeast affiliated and aggressive broadcast company has an immediate account executive opportunity. Please send resume and brief career outline to Louis Wall, Local Sales Manager, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. A Television Station Partners station. EEO.

Local-regional sales manager: Midwest CBS affiliate seeks a creative, self-motivator with the skills & desire to lead a young, aggressive sales team. If you possess a proven track record and can demonstrate a leadership role in TV sales, send resume & salary requirements to GM, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

Top job, top money, top 25 We're looking for an aggressive, energetic, personable salesperson to take over one of our best lists and make it better. We're going to pay top dollar to someone exceptional who'd find it challenging to move to a strong station in a strong market to demonstrate their selling skills and management potential. We've got good people for you to work with and good people to work for. Send resume and references to a first-rate VHF affiliate with first-rate group ownership in an attractive top 25 Eastern market. EOE/MF. Send replies to Box D-122.

Local or national sales manager wanted for major market independent TV station. Must have between 4-5 years TV sales experience. Management experience preferred; knowledge of independent television a must. If you're a proven leader who can motivate & direct a solid sales team in a highly competitive market, and are familiar with all phases of research and marketing tools, send resume to: General Sales Manager, KITN-TV, 7325 Aspen Lane N., Minneapolis, MN 55428.

HELP WANTED TECHNICAL

Maintenance engineer: Telemation Productions/Chicago has two immediate openings due to retirement and advancement. Applicants should possess a minimum of 5 years maintenance experience with all types of studio equipment. Equipment includes: CMX 3400 editors, Ampex ADO, Ikegami cameras, Utah-Scientific routing, Aurora computer graphics, 4 camera/3 VTR remote truck. Interested persons should contact: John W. Gebhard, Chief Engineer, Telemation Productions, Glenview, IL 60025, 1-800-323-1256.

Chief engineer for telecommunications center: Responsible for engineering supervision, planning and maintenance. Facilities include public broadcasting stations WTVP-TV and WCBU-FM, CCTV, ITFS and satellite systems. Typical duties will include: Maintain high level of technical standards; specify, design, acquire or construct required technical facilities; administer departmental budgets; supervise staff and part-time engineers; advise management on technically related matters; maintain and operate equipment as necessary; ensure compliance with FCC regulations. Written and oral communication skills essential. Require minimum of B.A. in related field. Salary is dependent on qualifications and experience. By June 1, 1986 please send a current resume, including 5 professional references to: Joel L. Hartman c/o WCBU-FM/WTVP-TV, Bradley University, 1501 W. Bradley Avenue, Peoria, IL 61625. 309-676-7611 Ext. 235.

Production crew member: Ability to operate studio and ENG camera, grip, light and stage with experience in stereo audio production essential. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

Maintenance engineer/studio engineering supervisor needed by PBS/NPR affiliate. FCC General Class license, experience with 2, 1, and 3/4 inch formats, LDK-6 cameras, and other studio equipment. Salary range \$20,000 to \$25,000. Apply in writing to Peggy Pfaff, Executive Secretary, WKNO-TV/FM, Box 80,000, Memphis, TN, 38152. For information contact Pat Lane, Chief Engineer, WKNO-TV/FM, 901-458-2521.

Maintenance engineer for Christian TV station. FCC General license required. Minimum 2 years television experience. Knowledge of Quad, Helical; VTRs, switchers, cameras, etc. UHF transmitter experience helpful. Opportunity to become Ass't. Chief. Reply to Chuck Saffell, C.E. WTBY-TV, 534, Fishkill, NY 12524. EOE.

Maintenance trainee for Christian TV station. Tech school training, hands-on experience helpful. Troubleshoot, repair audio/video equipment. Learn UHF transmitter operation. Reply to Chuck Saffell, C.E. WTBY-TV, Box 534, Fishkill, NY 12524. EOE.

Broadcast maintenance engineers needed immediately to work in mid-atlantic major market television station. Excellent salary and benefits for the right technicians. 3-5 years experience in maintenance required. Send resume to Box D-104.

Chief engineer: For small market ABC affiliate in resort area. UHF transmitter and microwave experience along with supervisory and maintenance experience. Studio upgrading in progress. Send resume and salary requirements to Michael Khouri, WGTU/WGTQ, 201 East Front Street, Traverse City, MI 49684.

Maintenance engineer: Award winning New England UHF independent seeking qualified studio and transmitter technician. Must have minimum of three years experience and FCC license. Please send resume to: Chief Engineer, WHCT-TV, 18 Garden Street, Hartford, CT 06105.

Maintenance engineer for Los Angeles production facility and UHF independent. Ability to troubleshoot state of the art equipment to the component level. Excellent opportunity in friendly, professional environment. Compensation based on experience. Send resume to: Steve Glickman, Director of Engineering, KSCI-TV, 1954 Cotner Ave., Los Angeles, CA 90025. No phone calls please.

Electronic technician wanted: Studio chief engineer wanted at WOWK-TV, Huntington, WV, to be responsible for maintenance of studio equipment and supervision of studio technicians. Heavy electronic equipment maintenance and repair background required. Salary plus profit sharing, retirement plan, excellent benefits package. Please write to General Manager, WOWK-TV, 555 Television Center, P.O. Box 13, Huntington, WV 25706-0013. An equal opportunity employer.

Maintenance engineer for expanding educational television station. Two year degree in electronics and at least two years experience in troubleshooting and repair of 2", 1" and 3/4" tape machines, TBCs, switchers, microwave and transmitting equipment. Must work independently. Send resume to Dave Burgess, DOE, WVPT, Harrisonburg, VA 22801, equal opportunity employer.

9th market independent seeks transmitter/maintenance engineers. 3-5 years experience desired. Send resume to Robert Thurber, Director of Engineering, Hill Broadcasting, 12276 Wilkins Avenue, Rockville, MD 20852. An equal opportunity employer.

Chief engineer: Leading Northern California CBS affiliate looking for strong leader with maintenance and supervisory experience desirable. Resumes to Box D-116. EOE.

Operating engineer. WFSB, a Post-Newsweek station, seeking engineer experienced in the operation of teleproduction equipment such as 3/4" editing equipment, camera, videotape, audio and video switching. Technical degree and/or FCC license preferred. Resume to: Personnel Department, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Television maintenance engineer: WDIV/Post-Newsweek in Detroit, has an opening for two television maintenance engineers. Prefer applicants having at least six years experience in maintenance of television equipment, ENG, studio, video tape, and a working knowledge of digital equipment, still store, frame sync, and video effects. A minimum of two years technical schooling is preferred. Send resume to WDIV, Personnel Department, 550 W. Lafayette, Detroit, MI 48231. EOE.

WTAE-TV engineering has an opening for a television broadcast editor/technician. Applicants should have at least two years of 1" videotape computerized editing experience with a technical background and the creative skills to keep a new Ampex high-end editing suite in high gear. Creative involvement in the production of station promotions, specials and commercials is vital. No phone calls, please. Send demo reel with resume to Ray Coleman, Personnel Manager, WTAE-TV, 400 Ardmore Blvd., Pittsburgh, PA 15221. EOE, M/F.

HELP WANTED NEWS

Co-anchor/producer in small western vacation market. Successful VHF net affiliate needs the best to complement male anchor on early & late weekday news. Escape city hassles in beautiful town near mountains. Fun-loving, hard-working department, well-equipped. Pays more than you'd think. Box D-45.

Malrite Communications Group needs certified meteorologist. Must be an experienced communicator. No beginners. Send tape and resume to: David Malmberg, K102/WDGY, P.O. Box 4485, St. Paul, MN 55104.

Aggressive new company operating a statewide network needs senior newscast producers. Medium market Midwest affiliates need experienced, take-charge evening news producers. Judgement, leadership, writing skills, problem-solving of major importance. Team players, able to view newscast as a whole, not just a story rundown. Competitive salary & benefits. Ground-floor opportunity. Letter and resume to Box D-93.

Co-anchor. Still seeking warm, energetic person to join our anchorman at 6 and 10 weekdays. Excellent writing, reporting, live skills essential. Experience required. Tape, resume to: Bob Allen News Director, KCRG-TV, Cedar Rapids, IA. EOE.

South Florida affiliate needs creative news photographer/editor. 2 years experience, minimum. Top-notch operation with visual emphasis. Send tape and resume to: WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

Brand new TV station (NBC affiliate) now interviewing for sharp, experienced on-air personalities in all categories. Send resume, demo tape and salary requirements to: KTGF, P.O. Box 1219, Great Falls, MT 59403.

Weekend co-anchor/reporter. Must be a strong journalist first and a presenter second. Two years experience a must. We're number 1 in our market, aggressive, innovative and caring. If you are too, send a tape and resume to: Jim Holland, News Director, WTVH-TV, 980 James Street, Syracuse, NY 13203. No phone calls please. We are an equal opportunity employer.

Assignment editor/producer. Medium market station looking for person who knows the value of a hard news story to supervise a motivated staff that includes a Washington bureau. The right person will also produce the 5:00 news show. No air work. Two years experience preferred. Tape and resume to Alres Hendershott, WIFR-TV, P.O. Box 123, Rockford, IL, 61105. No phone calls. EOE.

Weathercaster: Weathercaster needed for "The News at Ten." A degree in Meteorology is preferred and comprehensive knowledge of Colorgraphics data system is essential. Applicants should have two to three years experience in a medium to major market. Please send resume/tape to: Jack Fitzgerald, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125. EOE.

Producer to take charge of two major daily newscasts. Strong writer with firm organizational skills a must. One year experience needed to produce visually exciting newscasts and to deal with a high powered professional staff. Resume, news philosophy, salary requirements and three references to: Jim Bennett, News Director WINK-TV, PO Box 1060, Fort Myers, FL 33902. Absolutely no phone calls and only non-returnable tapes accepted.

Weekend anchor/reporter: Complement male anchor for station on the move in very competitive market. ENG reporting and editing experience necessary. Send resumes. Box D-107.

Weathercaster. Award winning weather department is looking for a new leader. We are a Tornado Alley NBC affiliate who takes weather seriously. We are very aggressive and competitive. When severe weather breaks, the weather department takes over. Interested? Send tape and resume to Bob Wright, News Director, KRBC TV, Box 178 Abilene, TX 79605.

Assignment manager. WFSB, Post-Newsweek station, is seeking an assignment manager whose primary responsibilities will include the selection of stories to be covered, assignment of reporters and photographers and coordination of their efforts and supervision of other assignment editors. Responsibilities also include: keeping current on regional news developments, story innovation, and maintaining budget control records. Three to five years experience in newsroom operations is helpful and a degree in Communications/Journalism is desirable. Send resume to: WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

News director: Leading Northern California CBS affiliate looking for aggressive people oriented individual with minimum two (2) years news director experience. Excellent salary and benefits. Resumes to Box D-115. EOE.

News producer. Immediate opening for bright, aggressive, innovative, well-organized producer capable of developing meaningful, competitive, tightly-timed newscasts. Send resume and salary history to Box D-131. EOE.

News director/anchor small market, sunbelt-CBS affiliate. We're looking for organizational abilities, enthusiasm, the ability to lead young, aggressive news staff. Experience in previous situations as assistant news director, weekend/late block anchor - participatory knowledge of all aspects of news/sports/weather function sought. This is a chance to build a team, grow and gain experience for future moves. Send resume and demo tape to: Robert Horton, General Manager, P.O. Box 5185, Meridian, MS 39301.

Anchor: Mature, authoritative journalist. Excellent writing and ability to work on or off set. This is not a position for a reader. Must have 3-5 years experience. Send tape, resume and salary requirements to Bill Knowles, News Director, WCTI-TV, PO Box 2325, New Bern, NC 28561.

News assignment manager: WDIV/Post-Newsweek in Detroit has an opening for a news assignment manager in the news department. Reporting directly to the News Director and working closely with the Executive Producer of News. Must demonstrate proven supervisory experience in broadcast news management. Minimum five years experience in broadcast news. Also previous television newswriting, field, and news production experience required. Send resume to WDIV, Personnel Department, 550 W. Lafayette, Detroit, MI 48231. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Television director: WRAL-TV, Raleigh, NC is looking for an experienced director with strong news background. Must have a minimum of (2) years directing experience. If you're creative, aggressive, technically oriented and have strong management skills and want to work at the leading station in an exciting, growth-oriented market, send your resume and reel today to: Human Resources Department, WRAL-TV 5, 2619 Western Boulevard, Raleigh, NC 27605. EOE/M/F.

Production manager: Top 100 CBS affiliate seeks take charge type to manage a progressive commercial production unit. Organizational skills a top priority. Send resume and salary requirements to Box D-78. EOE/M/F.

Videographer/editor. In addition to shooting and editing, duties will include lighting as well as training production assistants in these areas. Bachelor's Degree; 2-5 years as a videographer/editor; training or industrial background helpful. Salary \$18,000 - \$22,000. Send resume, three letters of recommendation, official transcript(s) and demo-tape by June 6 to: Donald Nickason, Monroe Community College, 1000 East Henrietta Road, Rochester, NY 14623. AA/EOE/SUNY.

Studio supervisor: Responsible for set up, lighting and strike of studios. Hire, train, schedule and supervise student crew. Construct sets and maintain studios and scene shop. Occasional directing. BA preferred. Must have demonstrable skills in basic carpentry and TV lighting with knowledge of current TV production technology. Minimum of 2 yrs current experience. Send resume by June 9, 1986 to William Lewis, Wright State University, 102 TV Center, Dayton, OH 45435. EOE/AA.

Senior field producer for aggressive ABC affiliate in highly competitive 57th market. Requires strong creative abilities, excellent writing and production skills, 3 to 5 years commercial production experience, and successful track record with clients. Resume, tape and salary requirements to Hiester Smith, WEAR-TV3, P.O. Box 12278, Pensacola, FL 32581.

Producer/director: Minimum 3-5 years' experience in heavy commercial, industrial and program production. Also must be able to direct and switch fast-paced news programs. Send tape and resume to Lester Keats, Production Manager, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An equal opportunity employer.

Diverse reports, the UK's most controversial public affairs program, is looking for an outstanding person to take over the editorial chair. Write immediately to: David Graham, Executive Producer, Diverse Production Ltd., 4-12 Gorleston St., London, W148XS, UK.

Senior commercial producer. We are looking for a creative, hardworking individual with at least two years experience in both commercial production and news. Can you switch a fast-paced, dual anchor, graphic intensive newscast? Do you have expertise with commercial clients? Can you create dazzling images for our viewers? We invite you to strut your stuff. Send your resume and reel along with writing samples and salary history to: Production manager, KARK-TV, 201 W. Third Street, Little Rock, AR 72201. EOE.

News graphics designer. KXAS-TV, Dallas/Fort Worth, has an immediate opening for a news graphics designer. 3-5 years experience as a broadcast designer in either a network affiliate or independent television station in a top 100 market. Ability to work quickly and meet daily newscast deadlines. Experience with electronic graphics tools required. Send resume, no tapes to: Art Director, KXAS-TV, P.O. Box 1780, Fort Worth, TX 76101. No phone calls please. EOE.

Experienced editor: All formats, great with clients. Lots of creativity, ideas and technical ability. Dave, 518—393-9987.

Associate producer/associate director. New England small market station seeking highly motivated, imaginative individual. Duties include heavy commercial/promotional production. Some directing. Minimum one year experience or degree with good production skills. Graphic skills a plus. Resume to Production Manager WAGM, P.O. Box 1149, Presque Isle, ME 04769. Tape a plus.

Northwest CBS affiliate seeks creative, innovative commercial director. Ability to direct field/post production and news a must. Minimum two years experience as a commercial director. Send resume and tape to Scott Blair, Operations Manager, KREM-TV, 4103 South Regal, Spokane, WA 99203. No calls, please. EOE/MF.

Video editor: Top-rated, major market station wants creative, energetic videotape editor for weekly magazine and other projects, with some camera or audio field work possible. News and teamwork a must. Send resume and tape (no phone calls) to Michael Cascio, Director of Public Affairs, 4100 City Line Avenue, Philadelphia, PA 19131. EOE.

Producer/host: Must have field production abilities, sharp interview techniques, studio skills, and top-notch writing. Must also be well-organized, creative, hard-working and able to enjoy both off-air and on-air work. News experience helpful. Send tape and resume (no phone calls) to Michael Cascio, Director of Public Affairs, 4100 City Line Avenue, Philadelphia, PA 19131. EOE.

Producer/director: Create, direct and co-produce major local weekly magazine format series for top notch PBS affiliate. Minimum two years comparable professional experience. Must be technically oriented and have solid directing background. Resume to WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

Electronic graphics artist. WSOC-TV, Charlotte wants take-charge electronics graphics artist to help form and execute total station look. Call Bill Smart, Art Director, 704—335-4828. EEO, M/F.

SITUATIONS WANTED MANAGEMENT

Cable TV GM/regional manager seeking move to MSO where practical experience in franchising, governmental relations, customer service and marketing can be put to use for benefit of all concerned. Call Walt, 213—466-0290.

Television production/programming. Diversified experience in directing, executive producer, operation/production management (extensive management and finance) and sales in commercial and public broadcasting. Box D-112.

Chief engineer, effective leader can straighten union problems without confrontation and improve productivity. 20 years television experience, studios & transmitters. Your confidence will be honored. Box D-124.

Production/operations manager. Organizer, motivator, teacher, with start-up experience. Strong on production, air operations, budgets, and cost effective utilization of manpower. Seeking new station or turnaround that needs creative, quality conscious leader. 412—683-7712.

President/general manager independent TV seeking new challenge. Solid professional with successful record of performance. 15 years experience: strong financial, sales programming/promotion and people skills. Ready to move on or about June 15, 1986. Respond Box D-130.

SITUATIONS WANTED ANNOUNCERS

If your TV station needs a talk show host with personality, glamour and style, Call Debbie. I'm eager to relocate and experienced in TV and radio. 412—378-3520.

SITUATIONS WANTED TECHNICAL

Maintenance engineer. B/M engineer 34, FCC 1st, A.S. electronics, Sony school. Desires engineer position in TV station or postproduction company. Al Chaney, PO Box 3413, El Centro, CA 92243. 619—355-2789.

Experienced technician desires television entry maintenance. Strong troubleshooter, digital, and microcomputer electronics. H. Roedell 8163 Avery, Indianapolis, IN 46268.

TV operations engineer needs a change and challenge. 2 1/2 years in cable, 3 1/2 years in commercial TV. Energy and ideas for you. Call me now at 701—293-5379.

Super engineer, 20 years experience good leadership works very well with other departments motivates staff to make better station, can clean up most any operation. Full hands on maintenance experience studio & transmitters, Box D-125.

SITUATIONS WANTED NEWS

Weathercaster: Currently employed, 7 years experience. AMS Member (seal eligible) NWA Certified. Award winning. Great references. Seeks either number 1 or 2 position, no reporting. Reply in confidence. Box D-94.

News photographer. 3 solid years of European and American experience. Will relocate. Call for resume, tape. John, 201—725-5677.

TV meteorologist position sought. Creative, outgoing University of Chicago student graduating June 14 with TV experience in meteorology. Call Rick Sindler, 312—955-9316.

News or weather. Penn State educated and one year radio experience. Solid writing and on air skills. After 1 call 717—838-6076.

Cameraman with video gear available. Good rates. Will travel anywhere, anytime. Just returned from Central America. 11 years experience. Ray, 503—429-6945.

Sportscaster: I eat, breathe and sleep sports and will probably die someday from sports. I've got heart and 5 years radio sports exp. Want swift transition into TV. All markets considered. Have video w/anchor and field work. Call Fred, 803—583-4661.

Meteorologist in top 50 TV market looking to move up. Successful career as morning announcer and programmer + meteorology degree (Magna Cum Laude) + several years success with daily TV weathercast = personally delivered weather including the "why." If my qualifications and your needs coincide, let's talk. Box D-106.

Twenty year media vet seeks anchor/news director combo in small to medium market. Background includes ten years anchoring and major graduate school journalism instructing. Seth Michaels. 312—266-6217.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Audio/visual specialist: interested in job with corporation, or educational institution. Great experience in all phases of quality audio, video, and slide/tape programs. Call 314—474-7969.

MISCELLANEOUS

National Directory of Television News Directors. Indispensable for job hunting. Send \$19.95 to: JD Associates, Box 3654, Richmond VA, 23235.

News and program directors! I have featured interviews with everyone from Burt Reynolds to Meryl Streep, 2 to 5 minutes. Great filler for movies, excellent feature for news! All pieces edited and ready for air. Call Earle, 201—368-1770.

Primo People now seeking authoritative, accurate, personable anchors from all markets. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT. 06870-0116. 203—637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast instructor: Jacksonville, FL. Instructor to teach variety of broadcasting courses for mass communications degree program at Black southern college. Send resume, letters of application and recommendations (three) by June 6 to Sonja Williams, Edward Waters College, 1658 Kings Road, Jacksonville, FL 32209. 904—355-3030.

Instructor/Asst. Professor of Broadcasting: Master's degree in communications. Professional broadcast news experience, university teaching and doctorate preferred. Will teach electronic news gathering, writing and reporting, communication studies, and oversee radio laboratory. Send letter of application, resume, transcripts, and three letters of recommendation before June 27, 1986 to: Dr. Clifton L. Warren, Dean, College of Liberal Arts, Central State University, Edmond, OK 73034. (Hiring is contingent on the availability of funds.) An equal opportunity/affirmative action employer.

Faculty position: Radio/TV instructor to teach Audio and Video Productions, Broadcast Copywriting, Advertising and Public Relations. Master's degree preferred. Bachelor's degree plus experience considered. Apply by June 20, 1986 to: Dean of the College, Herkimer County Community College, Reservoir Road, Herkimer, NY 13350, AA/EOE.

HELP WANTED MANAGEMENT

General manager wanted for small, top flight video production facility in metro NY area. Post production, electronic graphics, and remote location equipment in place: shooting, teleconferencing, and live performance space in planning stage. Applicant should be a person with extensive experience in facilities management, personnel supervision, and marketing who believes that quality service, technical impeccability, imagination, and human values are consistent with a strong bottom line. Palace Production Center, 29 N. Main St., S. Norwalk, CT 06854.

HELP WANTED SALES

Regional sales manager: Television broadcast products. Growing high-tech broadcast equipment manufacturer with established brand name searches for regional sales manager. We are looking for an experienced professional in high-tech sales. Experience in field sales essential. Contact: Lee O'Keefe, Secretary to President, SHINTRON Co., Inc., 144 Rogers Street, Cambridge, MA 02142. Telephone: 617—491-8700.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Telecine colorist. Progressive teleproduction facility is seeking highly motivated colorist with excellent communication skills and a strong television background. Minimum two years experience in negative film-to-tape color correction is required. Must be handling skills are a must. Send resume to: Video Tape Associates, Tony Fox, Facility Manager, 2040 Sherman Street, Hollywood, FL 33020.

INSTRUCTIONAL SERVICES

Radio sales school: positions available, most complete available, 3 days \$250. 6/21-23, Results Radio, P.O. Box 851743, Richardson, TX 75085-1743.

RADIO AND TV 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: Looking at Satcom 1R live call in program from New York. Free(barter)-Nighttime 8PM-2AM. ET. Available live or tape delay; take all or parts. Featuring two of America's hottest talk show hosts. Consumer and issue oriented. To clear your market exclusively. Call Michael, 212—586-5700.

MISCELLANEOUS

Wanted! College graduates who want to become anchors, reporters, producers, photographers, writers, editors. Don't let the lack of experience keep you from getting that first job. Call now! 619—944-6864.

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 VHS 3/4", 1" and 2" videotapes. Cash paid for all lengths. No defectives. Call Andy Carpel, 301—845-8888.

Cash for used towers. 800' minimum, recognized manufacturer, good condition. Call Larry Magnuson, 712-239-2100.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—884-0888.

Complete FM station, all equipment 1 year old, Harris 2.5K w/MS-15, Optomod, monitors, 3-bay ERI, Cable, 2 studios, EBS, Call M. Cooper/Transcom 215-884-0888.

AM & FM transmitters 5kw FM Bauer 605B (1984), 5kw FM RCA 5E1 (1979), McMartin 3.5k (1981), Sintronics 1.5 FM (1980), Collins & Gatest 1 kw FM's "AM" Gates 5P2 (1966), ITA 5kw (1964), Harris SX1 (1983) Sparta SS1000 (1979), Collins, 820D1 (1972), RCA 1kw AM (1960), Gates & Collins 250W. Call Transcom 215—884-0888.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404—324-1271.

RCA 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404—324-1271.

Videomedia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen. Quality Media, 404—324-1271.

Silverline UHF transmitters new, best price, latest technology, totally redundant. Bill Kitchen. Quality Media, 404—324-1271.

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen. Quality Media, 404—324-1271.

New RCA TTG-30H HI-band VHF transmitter. RCA closeout. Fast delivery. Price: \$225,000. Bill Kitchen. Quality Media, 404—324-1271.

Quality broadcast equipment. AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people: Call Ray LaRue, Custom Electronics Corp. 813—685-2938.

118 AM-FM transmitters: AM-50Kw, 10Kw, 5Kw, 2.5Kw, 1Kw, 500 watt, FM-25Kw, 20Kw, 10Kw, 5Kw, 3Kw & 1Kw. All our own inventory. BESSCO Internacional 5946, Club Oaks Dr., Dallas, TX 75248. 214—630-3600.

FM transmitters: 25, 20, 15, 10, 5, 1, and .25Kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314—664-4497.

ITC triple deck stereo Delta III cart machines new (3) \$4,195.00 each. Kidd Communications, 916—961-6411.

Technics turntables SP-15, \$549.00, SP-25 \$309.00 SL-1200MKII \$309.00. RS-1500US half-track \$1,399.00, in stock. Kidd Communications, 916—961-6411.

Harris FM 10K transmitter with MS-15 exciter. Excellent condition. \$16,000. Call Mike Topoll, 414-694-7800.

LA-cart automatic cassette playback system. Like new condition. Less than one year old. 3/4 inch decks with Fortel component processing. \$85,000. John McNally, KWTW, 405—843-6641.

Magnafax 1/4" tape duplicator model TM-79-ft. Full track 5 place 60ips. New condition. \$5,500 or B.O. Call 915—268-3000.

VR 1200 parts for sale, includes head wheels, switches, and more. Negotiable. Please call 617—725-0814.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials resumes student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.99. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc. 301—845-8888, or toll free 800—238-4300.

New and used radio broadcast and microwave towers. Complete nationwide sales and service erection specialists Bonded with 25 yrs experience (Turnkey Operations). T.M.C.I. 402—467-3629.

Tektronix: New, save 25% on 1740, 528A-also-demo units; 528, 1420, 1470 sync/test set. Save on Tektronix. Call Video Brokers 305—851-4595.

Sony BVU-800: Low time, very clean. Call Video Brokers. 305—851-4595.

Sony BVH-2000: w/TBC, looks new. 1-left-save. Video Brokers. 305—851-4595.

3-Sony BVH 1100A: w/TBC-2000, DT head, full console, w/Tektronix 528, 1420. Conrac color-monitor, low hours. Looks new. Video Brokers. 305—851-4595.

Grass Valley: 1600 - 3K w/edit interface, 3ME, DSK, Digital border generator. Full blown. Video Brokers 305-851-4595.

RCA TCR-100s available. Excellent condition! Many tapes and parts available. Also TR-600s with AE-600 editors, excellent condition. HL-79DAL, HL-79DA, HL-79A, BVP-3 with CA-3 adapter. Sony BVH-1100/1100A Slo-mo controllers (4 left). Grass switchers from \$19,000. Call to sell or buy Media Concepts. 919—977-3600.

3 year old Moseley 505-C, never failed, frequency 949 mhz, includes Coax & 2 Scala PR450u antenna. TFT FM EBS RCV tone decoder & generator. TFT Telco 7610-C remote control system, 10 channel. X-mitter end & 2 studio ends. Best offer over \$6,000. 904—824-0833.

For sale: 1Kw-AM RCA-BTA-IR transmitter now in operation; 5kw. Gates AM P2 transmitter in very good condition; 40kw 3 phase Detroit diesel generator manufactured by General Motors, 220-240 volt, in excellent condition. Call 215—826-2100 or write: Radio WYNS, P.O. Box 195, Palmerton, PA 18071.

CETEC 7000/GLS with Audiofile, 4 Cartel/Carousels, 3 Otari playbacks, CRT Logging Package. Liva Assist Package. Dale Hendrix - 215—866-2131. Holt Technical Services, a division of The Holt Corporation.

RADIO Help Wanted Management

Help Wanted Management Continued

EXCITING OPPORTUNITY

For energetic person interested in leading a growing sales staff in one of America's vibrant markets. We're looking for someone truly special who wants to win big. Resume and letter to GM, P.O. Box 35695, Richmond, VA 23236. We're WKHK/WPVA, and we're an EOE.

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Suppose you were able to call on radio stations to offer a guaranteed \$25,000 to \$250,000 in new sales, in one week or less! Could you sell this? TMCI Regional Managers do. In a big way! TMCI offers products that make radio stations a lot of money. We need a professional Broadcaster to sell our products in portions of the Central and the Southeastern United States. Our Regional Managers earn \$50,000 to \$80,000 PLUS in annual income! We pay all business expenses and offer an ideal working environment in Dallas, Texas. If you are a sales-oriented, disciplined and professional executive, we invite you to explore this opportunity with us by sending your picture and resumé to Bob May, V-P Director of Marketing.



TM Communications, Inc.

1349 Regal Row • Dallas, TX 75247 • 1-800-527-7759
In Texas 214-634-8511

Help Wanted Sales

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Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel--this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details from Charlie Strickland or Bob Bruton.

VP-SALES/ MARKETING

The industry's fastest growing market research firm is looking for an exceptional sales professional. Position reports to CEO. Candidate should have successful track record in sales. Radio management background also preferred.

We offer you the opportunity to work in an exciting, challenging entrepreneurial environment. You'll represent a firm committed to providing clients with the highest-quality research services available.

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Qualified sales professionals only, please send resume, salary history, and references to:

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STRATEGIC RADIO RESEARCH
211 E. Ontario
Chicago, IL 60611

Help Wanted Announcers

WHYT power 96 fm

A Capital Cities/ABC, Inc Radio Station
6-10 PM Night Personality

Join one of America's greatest CHR Radio Staffs! If you're ready to Rock the Motor City nites from 6-10, we'd love to hear from you! 3-5 years' medium/major market experience is necessary for this key on-air position.

Tapes & resumes to:

Gary Berkowitz, Operations Manager
WHYT
2100 Fisher Building
Detroit, Michigan 48202

Capital Cities/ABC, Inc. is an equal opportunity employer

Help Wanted Technical

FM CHIEF ENGINEER

Major broadcast group seeks proven radio broadcast engineer with recent experience as chief for our south Florida facility. Resume and salary history in confidence to: Box D-80. EOE, M/F.

CHIEF ENGINEER

AM/FM, NY, NJ area seeks fulltime take-charge engineer experienced and well-versed FCC regulations. Send resume to Box D-133.

Help Wanted Programing, Production, Others



A Capital Cities/ABC, Inc Radio Station

Assistant Program Director/ On Air Talent

Detroit's number one radio station, 50,000 Watt WJR, is looking for an assistant program director with knowledge of full service radio, including news, personalities, talk, music & sports. Programing & AC/MOR on air experience, with the ability to work with top flight staff is essential.

Tapes and resumes to:

Gary Berkowitz, Operations Manager
WJR Radio
2100 Fisher Building
Detroit, Michigan 48202

Capital Cities/ABC, Inc. is an equal opportunity employer

WRITERS

Average Fee \$2,000.00

World Class Writers wanted for Short Form Radio: Sports, Business, Health, Travel, Home Repair Programs, etc. Send all information and samples to:

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- K-101 San Francisco - 9th to 1st, 25.54.
- KLLS San Antonio - 14th to 1st, 25.54.
- BJ-105 Orlando - 5th to 1st, #1 5 of 6.

Adult Demos. Program Executive. Commercial Pilot-Aircraft Owner. On-Air Talent. Seeks New Challenge.

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Great opportunity for right person to grow with new full-power indie in sixth largest market. Must have prior sales management experience. Call at once:

Arnie Ginsburg, General Manager
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111 Speen St., Framingham, MA 01701

Help Wanted Technical

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Comark Communications, Inc., a leading manufacturer and distributor of television broadcast transmitters and RF systems, is expanding its marketing efforts and now has openings for experienced, professional RF sales managers in several U.S. regions. Sound technical background and proven experience in RF system sales a must. These are fulltime, salary-plus-bonus positions. Resumes only to:

Director of Marketing
Comark Communications, Inc.
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Colmar, PA 18915

WPCQ-TV, the NBC affiliate in America's most beautiful city, offers you a chance to become a part of its success story.

We're starting a news operation from scratch...looking for the most creative people we can find on both sides of the camera. We need everyone but a News Director- -that's who you send your tapes and resumes to...

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WPCQ-TV
Post Office Box 18665
Charlotte, NC 28218

Join Charlotte's fastest-growing television station. EOE.

Help Wanted News

TELEVISION STAFF ANNOUNCER

Major market, network-owned television station seeks experienced staff announcer. Prior free lance or staff announcer experience preferred. Position requires highly versatile voice for following projects: news; programing, public service and promotion. Both female and male candidates will be considered. Please send resume to Box D-101. Equal opportunity employer, M/F.

REPORTERS

Top 30 market station looking for general assignment reporters. Send resume to: Box D-100. An equal opportunity employer, M/F.

Help Wanted Programing, Production, Others

CO-HOST

Top Northeast station, looking for co-host for #1 magazine show. Must have feature reporter or magazine co-host experience. Producer/writer experience necessary. Please send tape and resume to: P.O. Box 4861, Baltimore, MD 21211.

Equal opportunity employer

Help Wanted Programing, Production, Others Continued

PM Co-host



We've got a great female co-host and are looking for a counterpart who's just as bright, articulate and fun.

So if you like people and have a warm, outgoing manner... if you enjoy finding great stories and producing them yourself... then send resume and reel to:

Jim Lutton
Program Manager
WFSB TV3
3 Constitution Plaza
Hartford, CT 06115



We're a Post-Newsweek station, #1 in the 24th market and an Equal Opportunity Employer.

PRESS REPRESENTATIVE

Creative person with strong communication skills and writing background needed for network station. Previous experience required; TV/radio background helpful. Send resume with salary requirements in confidence to:

WCAU-TV

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ALLIED FIELDS

Help Wanted Sales

Help Wanted Instruction

BROADCASTING PROFESSOR

The Medill graduate program in broadcasting has opened a search for an outstanding classroom teacher in the television news area. We seek a creative broadcast journalism professional with extensive national or major market experience in television reporting or news production and the ability to develop new academic programs, including cable news broadcasts. Applicants should be capable of teaching writing for broadcasting, production, editing and reporting to undergraduate and graduate journalism students. Full-time, tenure track, assistant professor or higher.

WRITING PROFESSOR

Senior journalist to teach basic and advanced reporting, and feature and magazine writing. We seek a news professional or academic with extensive industry experience to teach both graduate and undergraduate journalism students. Applicants should have research interests and goals as well as excellent rapport with people. Fulltime, tenure track, assistant professor or higher.

EDITING PROFESSOR

Senior editor to teach copy and creative editing to undergraduate journalism students. This position offers potential to develop program in advanced editing for graduate journalism students. Applicants should be interested in management research as well as teaching. Fulltime, tenure track, assistant professor or higher.

Applicants should send complete vita to: Dr. Donna Leff, Medill School of Journalism, Northwestern University, 750 North Lake Shore Dr., #665, Chicago, IL 60611. The policy of Northwestern University is not to discriminate against any individual on the basis of race, color, religion, national origin, sex, age or handicap.

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United Press International announces newly created sales positions available NOW for highly motivated individuals with prior successful news, media and/or sales experience.

Strong organizational and selling skills mandatory. Positions available in **Boston; Columbus, OH; Houston and Indianapolis.** Excellent salary plus commission and benefits.

Send resume and cover letter with salary requirements for the above positions or for upcoming further expansion of sales department (state availability to relocate) to:



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Help Wanted Programing,
Production, Others

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Digital, with its unique line of fully compatible products and systems, is launching itself into the broadcast industry.

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This is an exciting industry and one which is fully complimented by our exciting range of systems.

You will be responsible for designing and initiating industry marketing studies and developing marketing campaigns including tradeshow and seminars. It will be your job to focus attention on our offering throughout the broadcast industry.

You will need an in-depth knowledge of one or more segments of the broadcast industry and preferably a knowledge of Digital products. A technical bias would also be useful.

Please send your resume to Colleen Kenny,
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Written evaluation of your resume & tape just \$30.

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THE BEST JOBS ARE ON THE LINE

If your job hunting is stymied by stale leads for jobs that opened up three or four weeks ago, you need MediaLine. It's the broadcast industry's only daily updated job listing. Get fresh job leads. Get MediaLine. 312/855-6779.

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Public Corp. seeks to acquire LPTV CP's. Write with full details Box D-18.

FM CP's WANTED

CASH OR EQUITY POSITION.

Global Communications Corporation

Mark D. Olson, President

(818) 966-3333

SMALL-MEDIUM MARKET

AM/FM combo or FM only property sought by experienced owner/operator team. Coastal locations between Carolinas and the Keys preferred, but our minds are open. All replies will be treated with confidence. Box D-108.

For Sale Stations

Very profitable AM with excellent ratings that will have a new companion AM on the air shortly. Located in a nicely growing, family-oriented, mild-climate Land of Sunshine. Cash flow will service payments after normal down. Nicely priced at \$1,400,000. Reply to Blackburn & Company, Inc., 213-274-8151.

IDEAL FOR CHRISTIAN STATION

or Mom 'n Pop operation. 1kw AM in northern Alabama. Good real estate included. For details, Box D-84.

MIDWESTERN COMBO

Small market Midwestern Class B FM with AM companion. Single station market. Will sell for \$1,250,000. Box D-103.

MID-ATLANTIC

Broadcast School. Top 10 market. Profitable with cash flow. Asking \$1,150,000 with \$350,000 down. Contact Mitt Younts, 202-822-8913.

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Bob Marshall, President

Fulltime AM station in rapidly growing top 100 Southwestern market with format opportunity available. \$1.0 million.

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Washington Office:
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Falls Church, VA 22042

Box 2869
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Winchester, VA 22601

MID-ATLANTIC

Class B FM with fulltime AM. FM signal over major market. Owner retiring - Asking \$2.3 million. Seller financing available. Contact Ron Hickman, 401-423-1271.

C **CHAPMAN ASSOCIATES**
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OHIO

Stand alone AM on the North Coast. Successful format has increased billings three times in last two years. Great opportunity to start your own broadcast company. Super location, super town, super price. Box D-132.

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AM/FM single station market \$310,000.
Class B FM CP \$422,500.
AM with good real estate - good cash flow \$425,000.
AM in fast growing market \$600,000.
Large single station AM \$700,000.
AM/FM single station market \$1,100,000.
AM/FM (class B) \$1,400,000.

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

Ralph E. Meador

MEDIA BROKER
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

UPPER GREAT PLAINS

AM with Class C FM in medium market. Asking \$975,000 with terms. Contact Bill Lochman, 816-941-3733.

C **CHAPMAN ASSOCIATES**
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Radio stations from \$160K to \$8M in Tex., La., Ark., Miss., Okla., Mo., Tenn., Kan., Ariz., Ill., and Ala.

Radio spoken here

Over 60 years combined broadcasting and brokering experience.

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CLASS A FM

Class A FM located in small PA market. Asking price of \$450,000 CASH equals less than 2.5 times gross. Box D-102.

MIDWEST CLASS A FM

Excellent opportunity for first-time owner/operator. This profitable station is located in attractive lake/recreational setting. Call Charlie Kurtz at Blackburn & Company, 202-331-9270.

WESTERN NORTH CAROLINA

Single station market. Fulltime AM. Good starter. Asking \$300,000 with 10% down, terms. Real estate. Contact Mitt Younts, 202-822-8913.

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FOR SALE

Country music station in south Mississippi. 250w AM, 3000w FM. Excellent properties. A STEAL at \$100,000.00. CASH. Reply to P.O. Box 3468, Jackson, MS 39207/601-352-7215.

CLASS 4 AM; TOP 50 MARKET

Sale by owners, full-time, 1,000 watts. Positive cash flow, strong sales. Valuable real estate included. Network affiliation and Cincinnati Reds. Priced for immediate sale. Principals only. A unique broadcast opportunity. Write Box D-72.

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
SE	Met	AM	\$2500K	Cash	Mitt Younts	(202) 822-8913
Mid.All.	Met	FM	\$2200K	Cash	Mitt Younts	(202) 822-8913
SW	Sub	AM	\$1825K	Terms	Bill Whitley	(214) 680-2807
TX	Sm	AM/FM	\$1400K	Cash	Bill Whitley	(214) 680-2807
CO	Sm	AM/FM	\$1150K	\$300K	David LaFrance	(303) 234-0405
Rky.Mtn.	Med	AM/FM	\$1100K	\$175K	David LaFrance	(303) 234-0405
MN	Med	AM/FM	\$900K	Cash	Bill Lochman	(816) 941-3733
IL	Med	AM/FM	\$725K	\$175K	Bill Lochman	(816) 941-3733
KA	Sm	FM	\$600K	Terms	Bill Lytle	(816) 941-3733
UT	Sm	AM	\$225K	\$35K	Greg Merrill	(801) 753-8090

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



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Suite 700
Beverly Hills CA 90212
(213) 275-9266

SOUTH
6201 Powers Ferry Road
Suite 455
Atlanta GA 30339
(404) 956-0673
HAL GORE, Vice-pres.

SOUTH CAROLINA

AM/FM combination strong growth area - medium market - includes real estate and accounts receivable. \$825,000.00, \$275,000.00 cash down - balance on long terms.

SOUTH CAROLINA

Fulltime AM - Small market billing over \$135,000.00 yearly. Includes good real estate - \$200,000.00 - 10% down - balance long terms. Write for details to Ted J. Gray (Broker), P.O. Box 475, Altavista, VA 24517.

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MEDIA BROKERS • CONSULTANTS
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Encino, California 91426
Area Code (818) 981-3201

CLASS A FM IN MISSISSIPPI

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Colorado Combo
serving three county area. \$25,000 down

512/327-9570

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- Can go 1kw night
- 80-90 FM channel
- Single station
- SC market area
- Write Box D-117

- AM/FM in west TN. Good multiples and real estate. \$800,000. Terms.
- FM plus 2 LPTVs. SE TX. Same sales force for all three. \$560,000. terms.
- AM/FM south NY state. Bargain at \$1.75 million.

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615-756-7635, 24 hours

MAJOR MARKET

MID SOUTH, FULLTIME AM, NEW EQUIPMENT, TOWERS, GROUND SYSTEM, PHASER, TRANSMITTERS AND LAND. UNDERPRICED AT \$460,000 with \$150,000 DOWN, SIX YEARS yers @ 10%. Cut for cash. Brokers invited. P.O. Box 28904, Memphis, TN 38128. 901-872-0955.

FORT LAUDERDALE

Tunnel Radio Station for sale, \$100K. Also, new Tunnel Radio start-ups available in tunnel of choice. Expert application preparation for new Doc. 80-90 FM channels & LPTV. TRA, Inc., Communications Consultants, 3590 S. 60th Ave., Suite 9, Hollywood, FL 33023 305-981-8480.

TOP QUALITY SOUTHWEST CLASS C FM

Station dominates fast growing resort area. Asking \$1.6 million—about 7.5 X 1985 cash flow. Contact Elliot Evers, 415-495-3516.



BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

CBS is making three executive changes: **Nancy Widmann**, vice president-general manager, WCBS(FM) New York, to president, CBS Owned AM Stations, replacing **Eugene Lothery**, who is moving to WCBS-TV New York as station manager. Taking over for Widmann will be **Rod Calarco**, currently vice president and general manager, company-owned KRQR(FM) San Francisco. Widmann is 14-year veteran with CBS. Lothery has been with company for more than 20 years. Calarco joined CBS in 1973.



Widmann



Joslin

Mickey Hooten, general manager, television, Hearst Broadcasting, New York, named VP of parent, Hearst Corp. **Ray Joslin**, president of Hearst Cable Communications division, and member of board of directors of Hearst/ABC Viacom Entertainment Services, named VP of Hearst Corp.

Ronald Philips, president and general manager, WRLH-TV Richmond, Va., joins WSTM-TV Syracuse, N.Y., as VP and general manager.

John Purcell, VP and general manager, WGHP-TV High Point, N.C., joins WHTM-TV Harrisburg, Pa., as VP and general manager.

Wayne Phillips, general manager, WILS-AM-FM Lansing, Mich., joins KIMN(AM)-KYGO(FM) Denver as VP and general manager. **Bob Call**, program director, KYGO, named operations manager of stations.

Mike Shields, director of sales, KTAR(AM)-KKLT(FM) Phoenix, joins WCFI(FM) Daytona Beach, Fla., as VP, general manager.

Carlos Fernandez, program director-operations manager, Staufer Communications' WIBW-TV Topeka, Kan., named general manager of co-owned KMIZ-TV Columbia, Mo.

Bobbie Imbragulo, sales manager, WSLI(AM)-WYYN(FM) Jackson, Miss., named general manager.

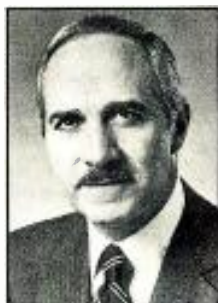
Robert Wallen, VP, prime time sales proposals, ABC-TV, New York, named VP, revenue planning and sales administration.

James Duffy, president, communications, ABC Broadcast Group, since June 1985, and former president of ABC-TV, named VP, Capital Cities/ABC Inc., and president, communications, for its network and broadcast divisions.

Chick Butler, from Daniels & Associates,

Denver, joins Simmons Communications, Stamford, Conn., as VP, chief financial officer. Simmons is multisystem cable operator with systems in six states.

Terry Schroeder, controller, KPIX(TV) San Francisco, joins Taft Broadcasting, Cincinnati, as VP, television business affairs.



Frisoli

John E. Frisoli, VP, human resources, ABC Inc., New York, named VP, human resources, Capital Cities/ABC Inc. **David S. Loewith**, assistant controller, Capacities/ABC, named VP and assistant controller.

Wright Thomas, senior VP of finance for Park Communications,

Ithaca, N.Y., named executive VP.

Eric Weiss, director of business affairs, Mutual Broadcasting, Washington, named director of business affairs for parent, Westwood One, based in Los Angeles.

Mary Jones, executive secretary, WJBF-TV Augusta, Ga., named assistant to president.

Lori Silberger, from CBS Inc., New York, joins Price Communications Corp. there as assistant controller.

Charles King, VP, affiliate affairs and acquisitions, ABC Radio Networks, New York, joins United Stations Radio Networks there as VP, affiliate relations.

Nicholas Marra, audit manager, Arthur Young & Co., Cleveland, joins Malrite Communications Group there as controller.

Roberta McCarthy, acting director of development, noncommercial WGBH-FM-TV Boston, named director of development.

Lamont McLoughlin, director of development, noncommercial WYES-TV New Orleans, joins noncommercial WMVS(TV) and WMVT(TV), both Milwaukee, as executive director.



Sharpe

as VP, station relations. **Peter Doyle**, VP, regional manager, McGavren Guild Radio, named executive VP, Eastern and central di-

visions. **George Pine**, VP, regional manager, McGavren Guild Radio, named executive VP, New York region.

Named VP's, Campbell-Ewald, Detroit: **Gerard Burton**, senior writer; **David Dreschel**, senior broadcast producer; **Christopher Firestone**, art director-producer; **Kathleen Speck**, copy supervisor, and **David Szopa**, senior writer.

Colleen Gowl, senior VP, management supervisor, William Esty Co., New York, joins Foote, Cone & Belding there as senior VP, group management director.

Gary Nichols, account supervisor, D'Arcy Masius Benton & Bowles, New York, named VP.

Michael Drexler, executive VP, director of media and programming, Doyle Dane Bernbach, New York, joins Bozell, Jacobs, Kenyon & Eckhardt there as executive VP, national media director.

Roy Trimble, creative director, Luckie & Forney, Birmingham, Ala., named senior creative director. **Linda Rountree**, associate media director, L&F, named media director.

Andy Goldman, director of sports sales, Katz Television, New York, joins ESPN there as account executive. **Brad Fox**, affiliate representative, Group W Satellite Communications, joins ESPN, Bristol, Conn., as affiliate marketing representative.

Ann Parker, broadcast production coordinator, Dawson, Johns & Black, Chicago, named broadcast production manager.

Art Berke, manager, presentation writing and sports sales development, ABC-TV, New York, named director, sports and prime time sales development.

Sal DeVito, senior art director, Chiat/Day, New York, joins HCM/NY there as VP, senior art director.

Muffy Bullock, VP and senior copywriter, William Esty Co., New York, named senior VP.

J. Patrick McCaffrey, senior VP, finance and administration, Richardson Myers & Donofrio, Washington, joins Henry J. Kaufman & Associates there in same capacity.

Larry Magill, VP, Direct Response Broadcasting Network, Philadelphia, named chairman and chief operating officer, succeeding **Bernard Kramer**, retired.

Barry Cook, client service executive with market research firm of Eric Marder Associates, New York, joins NBC there as managing director, special media research, NBC.

David Boretti and **Lori Rehbock**, network planners, Needham Harper Worldwide, Chicago, named network supervisors.

Lance E. Jones, Atlanta regional marketing representative, Disney Channel, joins Sunbelt Cable Ltd., Palm Beach county, Fla., as VP, marketing.

Thom Sutton, VP, manager, Houston office, Eastman Radio, named VP, manager, Chicago office.

Sara Kauffman, freelance media planner and buyer, joins USA Network, Los Angeles, as account executive, advertising sales, Western region.

Bonnie Manders, account executive, Katz, Los Angeles, joins TeleRep there in same capacity.

Brenda Brinz, account executive, Republic Radio Sales, New York, joins Select Radio Representatives there as account executive.

Mike Lee, news graphics director, KUTV(TV) Salt Lake City, joins KCPQ(TV) Seattle as art director.

Mike Girocco, national sales manager, WSPD(AM)-WLQR-FM Toledo, Ohio, named general sales manager.

David Harbert, from Jefferson-Pilot Retail Services, Charlotte, N.C., joins WRDW-TV Augusta, Ga., as general sales manager.

Robert Visotcky, national sales manager, KTKS(FM) Denton, Tex., joins WFIL(AM) Philadelphia as general sales manager.

Mark Bisgeier, national-regional sales manager, WFDF(AM)-WDZZ-FM Flint, Mich., named general sales manager.

Henry Callahan, general sales manager, WRKS-FM New York, joins WAXY(FM) Fort Lauderdale, Fla., as general sales manager.

Maria Tully, sales manager, Storer Television Sales, Chicago, joins WITI-TV Milwaukee as general sales manager.

Joe Cooper, national sales manager, WMC-TV Memphis, named general sales manager.

Yolanda Rodriguez, co-op director, KTSa(AM)-KTFM(FM) San Antonio, Tex., named retail marketing director.

Mary Rankin, senior executive, WAVA(FM) Washington, named sales manager.

Frank Carter, regional sales manager, Hillier, Newmark, Wechsler & Howard, Houston, joins KTKS(FM) Denton, Tex., as sales manager.

Dejon Coffin, account executive, WNYW-TV New York, named national sales manager.

Tim Gilbert, from KUSA-TV Denver, joins KTSP-TV Phoenix as local sales manager.

Lon Rudolph, account executive, WLUK-TV Green Bay, Wis., joins WTMJ-TV Milwaukee in same capacity.

Programming

Appointments, The Disney Channel, Burbank, Calif: **Christine LaValle**, program scheduling director, to director of programming administration. **Victoria Fraser**, program scheduling supervisor, to program scheduling administrator; **Joanne Crawford**, supervisor, special projects, to manager, special projects, and **Rich Cooper**, copy chief, to manager, copy.

Michael Brockman, VP, daytime and children's programs, CBS Entertainment, named VP, daytime, children's and late night programs.

James McGee, production representative, *Defenders of the Earth*, King Features Entertainment, New York, named head of production.

Leigh Brecheen, associate with law firm of O'Melveny & Myers, Los Angeles, joins Paramount Domestic Television and Video Programming there as director, business affairs, legal.

John Litvak, VP, current dramatic programs, NBC Entertainment, and VP, dramatic development, NBC Productions, Los Angeles, joins MTM Enterprises there as producer, *Hill St. Blues*.

Anne Sweeney, manager of program services and commercial clearances, Nickelodeon and Nick at Nite, MTV Networks Inc., New York, named director of acquisitions for Nickelodeon and Nick at Nite. **Dee LaDuke**, programming manager, Nickelodeon and Nick at Nite, named to newly created position of director, creative planning.

Paul Stager, VP and legal counsel, Lorimar, Los Angeles, named senior VP, studio general counsel.

Larry Aidem, director, area marketing, Home Box Office, New York, named VP, area marketing.

Raymond Rajewski, VP, television business affairs, broadcast group, Taft Broadcasting, named senior VP, finance, and chief financial officer, Taft Entertainment, Los Angeles.

John Morse, supervisor of marketing research and planning of new technology, ABC, New York, joins Financial News Network, Santa Monica, Calif., as director of research.

Seymour Kaplan, VP, affiliate relations, Dallas office, Lifetime Cabletelevision, named VP, affiliate relations, with overall responsibility for that division.

Jon Anderson, from WHTT-FM Boston, joins SuperSpots, Chicago, as VP, client relations. **Tammy Kinzer**, from WIOT-FM Toledo, Ohio, joins SuperSpots as VP, executive producer.

Allen Bestwick, from Mutual Broadcasting, Washington, joins Motor Racing Network, Daytona Beach, Fla., sports radio programming company, as director of affiliates.

Richard Melcombe, West Coast consultant to WTBS(TV) Atlanta, based in Los Angeles, named VP, program development, based in Los Angeles.

Barbara Smith, program director, WDZL-TV Hollywood, Fla., joins Broadcast Media Services Inc., Tampa, Fla., as corporate program director.

Kent Cornish, assistant news director, WIBW-TV Topeka, Kan., named program director, succeeding Carlos Fernandez, named general manager of co-owned KMIZ-TV Columbia, Mo.

Jay Randolph, sports broadcaster, NBC Sports, New York, signs new multi-year contract with network.

Art Cabot, director of programming-promotion, WIBF-TV Augusta, Ga., named VP, programming. **Gerald Levy**, public service director, WIBF-TV, named VP, community relations.

Ralph Sanabria, music director, WPAT-AM-FM Paterson, N.J., adds duties as program director.

Stephen Lama, programming coordinator, non-commercial KCET(TV) Los Angeles, named broadcast programming manager.

Nina Blackwood, host of nightly program, MTV: Music Television, Los Angeles, resigns at end of June to pursue other interests.

Dean Goss, air personality, KRTH(FM) Los Angeles, joins KMET(FM) there in same capacity.

News and Public Affairs

Tom Wayne, news director, WTOG(TV) Tampa-St. Petersburg, Fla., joins WPCQ-TV Charlotte, N.C., as news director.

Appointments, WNSR(FM) (formerly WRFM-FM)), following format change from beautiful music to soft rock: **Ted David**, Direction network correspondent, ABC Radio Network, New York, to news director and morning drive anchor; **Kathy Karpin**, afternoon drive anchor, WRFM, to same capacity, and **Carol Colman**, public affairs director, to same capacity.

Margaret Sandwick, from MTV Networks, New York, joins Lifetime there as VP, public affairs.

Becky Oliver, from WEEK-TV Peoria, Ill., joins KTSP-TV Phoenix as general assignment reporter.

Tim Heller, from KDUB-TV Dubuque, Iowa, joins WIFR-TV Rockford, Ill., as reporter-weekend weathercaster. **Anna Werner**, from noncommercial WNIU-FM De Kalb, Ill., joins WIFR-TV as general assignment reporter.

John Sandifer, editor-reporter, *Top Story*, KING-TV Seattle, named reporter, police and court beats.

Sharon Wright, consumer reporter, WBZ-TV Boston, joins WMAQ-TV Chicago in same capacity. **Ray Suarez**, from CNN, Los Angeles, joins WMAQ-TV as general assignment reporter.

Mike Settonni, weekend anchor-reporter, WECT-TV Wilmington, N.C., named noon news anchor-host.

Debbie Del Rio, member of news staff, KELT(FM) Harlingen, Tex., named news and public affairs director.

Valerie Coleman, morning anchor, CBS-owned KCBS(AM) San Francisco, joins co-owned KCBS-TV Los Angeles as general assignment reporter.

Jerry Brown, weather anchor, WLVI-TV Boston, joins WCVB-TV there as weekend weather anchor.

Harvey Levin, legal issues reporter, KNBC(TV) Los Angeles, resigns.

Technology

Michael Campbell, senior VP, law and administration, American Satellite Corp., Rockville, Md., named president, government services division.

Saul Walker, VP, marketing and product development, Straight Wire Audio, Arlington, Va., joins Mitsubishi Pro Audio Group, New

York, as manager, broadcast marketing.

Jack Andrews, VP and controller, Prestolite battery division, Bendix Corp., Toledo, Ohio, joins C-Cor, State College, Pa., as VP, finance and treasurer. **Mark Robertson**, VP, operations, C-Cor, Anaheim, Calif., named VP, operations and manufacturing, based in State College.

Michael Pirrone, manager of telecommunications planning, ABC-TV, New York, joins marketing and sales division, Comsat International there, with responsibility for sales of international broadcast services.

Jim Gimbel, national sales manager, defunct RCA Broadcast Division, Gibbsboro, N.J., joins Broadcast Systems Inc. as north central states regional sales manager, based in Laurel, N.J.

Bill Meacham, director, engineering and construction, C4 Media Corp., Vienna, Va., based cable MSO, named regional engineer, mid-America region.

Promotion and PR

Susan Zimmer, director of advertising and publicity, All American Television, New York, named director of creative services.

Betty Cohen, manager, on-air promotion, Nickelodeon, MTV Networks Inc., New York, named director, on-air promotion, Nickelodeon and Nick at Night.

John Russel, account executive, Cluster Television Productions, Baltimore, assumes additional responsibilities as director, advertising and promotion.

Douglas Knopper, director of marketing, Thanksgiving Parade Foundation, Detroit, joins WNIC-AM-FM there as promotion director.

Margaret Mohr, from KSAT-TV San Antonio, Tex., joins WRLH-TV Richmond, Va., as promotion manager.

Stan Pederson, creative director, Young & Co. Advertising, Springfield, Mo., joins KYTV(TV) there as promotion director.

Barbara Thacker, assistant promotion director, United Broadcasting's WYST-AM-FM Baltimore, joins co-owned WDIY(FM) New York as promotion director.

Allied Fields



Wierzynski

Gregory Wierzynski, correspondent and executive with *Time* magazine, joins Radio Free Europe, Munich, as director. Radio Free Europe is one of two major divisions of RFE/RL. It broadcasts in nine languages to Eastern Europe and Baltic states. Other division, Radio Liberty, broadcasts to Soviet Union. Wierzynski took leave of absence from *Time* in 1983 to serve as advisor to assistant secretary of defense, Richard Perle, on East European security is-



Wood in 1960's

CBS-TV from February 1969, through April 1976. As president, Wood presided over changes that, as he described them, "took the wrinkles off the face of the network." He dropped a number of network staples that were still getting good ratings but skewed toward older audiences—*The Ed Sullivan Show*, *The Red Skelton Show* and *The Jackie Gleason Show* for example—and replaced them with shows, especially situation comedies, geared to younger audiences; among those shows were *The Mary Tyler Moore Show*, *M*A*S*H** and *All in the Family*. In 1971, Wood successfully resisted pressure from advertisers, affiliates and some viewers to remove *All in the Family* from the schedule, believing the program would help expose the evils of bigotry. He resigned in 1976 to enter independent production with his own Los Angeles-based company, Nephi Productions. He served as president of Metromedia Producers Corp. in 1979-83 before returning to Nephi. Wood was a past president of the Southern California Broadcasters Association. Survivors include his wife, Laura, son and daughter.

Robert D. Wood, 61, independent television producer and former president of CBS-TV, died of a heart attack May 20 at St. John's hospital, Santa Monica, Calif. In announcing Wood's death during the CBS-TV affiliates meeting, network president Anthony C. Malarra called him "a man who had a great deal to do with building the CBS family." Wood began his 27-year association with CBS in 1949 as an account executive at KNX(AM) Los Angeles. In 1951-55, he held sales positions with KNXT(TV) (now KCBS-TV) Los Angeles and CBS Television Station Sales in New York. Wood became general sales manager of KNXT in 1955 and was named vice president, general manager, of the station in 1960. In 1966, he was named executive vice president of CBS Television Stations Division, and was promoted to the presidency of the division in 1967. Wood was president of

sues. RFE/RL, funded by the government, broadcasts over 1,060 hours weekly in 21 languages.

David Unger, VP and controller, managed investments division, Communications Equity Associates, Tampa, Fla., named VP, office of chairman, CEA.

Gerald Udwin, VP, Westinghouse Broadcasting & Cable, named director of National Press Foundation, Washington.

Chris Gable, station manager, WEAN(AM)-WWLI(FM) Providence, R.I., joins Harris Communications, Bryn Mawr, Pa.-based radio consulting firm, as VP, programing.

George Wead, associate dean, College of Communications, University of Texas, Austin, joins James Madison University, Harrisonburg, Va., as head of department of communication.

Lydia Hofer, political action committee director, Independent Insurance Agents of America, Washington, joins National Association of Broadcasters there as executive director of its Television and Radio Political Action Committee.

Nancy Peterson, information analyst, McKinsey & Co., New York consulting firm, joins Media General Broadcast Services there as administrative assistant to company president, L. Donald Robinson.

Associated Press has chosen 12 black and Hispanic college students for its 1986 minority intern program (bureaus where they will serve appear in parentheses): **Sally Cantu**, University of Texas (Houston); **Adriana Colindres**, University of Illinois (Chicago); **Michael Corbin**, Hofstra University (Detroit); **Robert Davila**, UCLA (Los Angeles); **Katherine Hicks**, Bradley University (Little Rock, Ark.); **Sandra Jaramillo**, University of Miami (Miami); **Edwin Lake**, Ohio University (Columbus); **Anthony Marquez**, Columbia University (Minneapolis); **Kim McLarin**, Duke University (Raleigh, N.C.); **Ines Pinto**, University of Georgia, (Columbia, S.C.); **Sonya**

Ross, Georgia State (Atlanta), and **John Yearwood**, University of Connecticut (Hartford).

Bruce Mansfield, national sales manager, 2B System Corp., Madison Heights, Mich.-based producer of plastic card promotions, named general manager.

Elected officers, radio division, Southern Educational Communications Association, Columbia, S.C.: **Reva Ezell**, WABE(FM) Atlanta, chairman; **Bill Oellermann**, KETR(FM) Commerce, Tex., vice chairman; **Stephen Steck**, WMFE-FM-TV Orlando, Fla., secretary; **John Dozier**, WSCI(FM) Charleston, S.C., treasurer, and **William Giorda**, KUT-FM Austin, Tex., member at large.

Deaths

Lockwood Richard Doty II, 65, executive VP, Washington Broadcast News, Washington-based nationwide satellite radio news service, since company's founding in 1982, died of heart attack May 15 at Alexandria, Va., hospital. Doty was director of public relations and marketing, Mutual Broadcasting System, Arlington, Va., in 1977-82, and before that he had spent 15 years in Miami and Fort Lauderdale, Fla., part of that time as bureau chief for WTVJ-TV Miami in Fort Lauderdale, Fla. He also founded his own public relations firm, Dick Doty & Associates, in Fort Lauderdale. His broadcast career included stint as commentator for NBC News, New York. He is survived by his wife, Mary, and two daughters.

Larry Harding, 53, VP, public affairs and editorial board chairman, Jefferson-Pilot Communications Co., Charlotte, N.C., died of heart attack May 17 at his home in Charlotte. Harding joined Jefferson-Pilot in 1959, and was named VP, public affairs, in 1974. He was president of National Broadcast Editorial Association in 1982-83. He is survived by his wife, Donna, son and two daughters.

Turner Broadcasting's right-hand man

In 1973, Ted Turner was losing \$50,000 a month on a rattle-trap UHF independent in Charlotte, N.C., WRET-TV, where salesmen joked about selling time "for a dollar a holder." When Turner asked the staff of WTCG (now superstation WTBS), his relatively prosperous UHF in Atlanta, for volunteers to go to Charlotte and help bail the station out, Terry McGuirk, fresh out of college and "low man on the totem pole," stepped forward, went to Charlotte and started selling spots. (With McGuirk's help, the station turned into a money maker, which Turner was able to sell to Group W in 1979 for \$20 million. The proceeds provided the seed money for CNN.)

"I don't think [Turner] ever forgot that," says McGuirk, now vice president/special projects for Turner Broadcasting System. His volunteering for the Charlotte duty "while everybody else hid in the men's room and under their desks," McGuirk says, won him Turner's loyalty and friendship and set the foundation for a career that has put him at Turner's right hand. "It's sort of like the lion, the mouse and the thorn. If you help [Turner] in a little way, it comes back ten-fold."

McGuirk, still a few months shy of 35, is, as he puts it, one of the few people Turner trusts to help run his company. Over the years, he says, he has worked closely with Turner, functioning "as everything from confidant to strategist to executor of plans."

His title doesn't come close to describing his job, which, he says, is really a variety of jobs accumulated over 13 years. His principal responsibilities include getting Turner's cable services—superstation WTBS, CNN and CNN Headline News—into every cable home; covering the corporation's flanks in Washington, where the wrong law or regulation can undo a business, and securing the satellite time needed to extend the reach of Turner's programming not only throughout the U.S., but around the world.

Within the cable and satellite communications industries, McGuirk is seen as Turner's surrogate, with the authority to make deals. McGuirk sees himself as some sort of Turner alter ego. "I understand the way he thinks," he says. "From having worked with him for so long, I can be presented with a set of variables and nine times out of 10 give you the same answer he would have given you."

Although McGuirk may have developed the same kind of business head as Turner, their personalities are different—"complementary," McGuirk says. McGuirk may be just as driven as Turner, but, if he is, it doesn't show. McGuirk is even-tempered, well-mannered and laughs easily. He recognizes the differences, especially in the way each makes decisions. "Where I'm a little more reflective, Ted will jump on something immediately. As soon as the kinetic energy



TERENCE FOSTER MCGUIRK—vice president, special projects, Turner Broadcasting System Inc., Atlanta; b. Aug. 21, 1951, Bayshore, N.Y.; BA, history, Middlebury (Vt.) College, 1973; with TBS since 1973: account executive, WTBS(TV) (formerly WTCG) Atlanta, 1973; account executive, WRET-TV Charlotte, N.C., 1973-75; director, cable relations, 1975-78; director, special projects, 1978-79; present position since 1979; m. Nancy Davis, June 26, 1982; children—Margaret (Meggie), 2; Terence Foster III, 10 months.

hits the idea, he's off and running."

McGuirk is no sycophant. If Turner has a lousy idea, McGuirk says, he tells him so. "Sometime he overrules me and sometimes he listens to me." And, he says, they are close enough that they can tell each other what's really on their minds. "It's like a marriage; we make each other mad occasionally."

McGuirk was introduced to broadcasting and, in a way, to Turner by his father. The elder McGuirk, also named Terrence (with two "r's"), retired last fall after a long career capped at Knight-Ridder Broadcasting, where he was president and chief operating officer. For many years, while Terry was growing up on Long Island, the elder McGuirk worked at CBS in New York in sales and affiliate relations.

Around 1967, he moved his family to Atlanta to take charge of WAGA-TV there for Storer. In 1972, he advised Terry, who was looking for a summer job between his junior and senior years at Middlebury College, to talk to the aggressive young outdoor advertising executive named Turner who had taken over Atlanta's lone independent station. "The senior McGuirk was somewhat impressed by Turner," the son now says. The younger McGuirk went to see Turner. They hit it off and McGuirk began his long association with Turner selling spots for WTCG.

McGuirk is currently excited by the prospects for basic cable services like superstation WTBS and CNN. For the first time, cable industry leaders like John Malone, president of Tele-Communications Inc., and Trygve Myhren, chairman and chief executive officer, American Television & Communica-

tions, are talking about putting real dollars into developing programming exclusively for cable.

The attitude of the operators is dramatically different than it was in the past when they used every negotiating trick and all of their leverage to limit what they had to pay the programmers for their services, McGuirk says. Over the years, he says, he has crossed swords with Malone and others in negotiations over carriage of the Turner services and what they should pay for them. But, in the past year, he says, the antagonism has disappeared. "We are actually working to really bring the industry together behind some commonly financed programming," he said. "Malone and Turner and people who have been on opposite sides of the fence are now united behind one idea, and, boy, it is strength."

According to McGuirk, at least three factors have contributed to the operators' turnaround: operators' cash flow has increased as construction and other start-up expenses have dwindled, a new federal law is giving operators the freedom to raise basic cable fees next year, and operators have recognized that basic cable, not pay cable, will be "the engine to pull cable."

McGuirk and Turner were brought closer together by their common interest in sailing. Between 1976 and 1980, when Turner gave up competitive sailing, McGuirk served on Turner's crew in a number of races, but not in the 1977 America's Cup series, which Turner won. McGuirk says he told Turner he wanted to take several months off to join Turner in the America's Cup, but Turner would have none of it. "He told me, 'There are two types of people who do the America's Cup—millionaires and bums—and you're neither.'"

With the company consuming more and more time as it grows, most recently with the acquisition of MGM, neither Turner nor McGuirk has time for competitive racing. And with a wife and two children now, McGuirk says, he hardly has time for recreational sailing. What free time he has, he says, is spent with the family or exercising, which nowadays takes the form of squash, tennis, jogging or wind surfing.

McGuirk envisions himself one day in the "chief executive's role," if not at TBS then at some other company. "I think I could play it pretty well."

If he does take on such a role, he'll be relying principally on what Turner, his mentor, has taught him. And his success or failure will be a measure of whether Turner is as good a teacher as he is a doer. Regardless, he says, he is "plenty lucky" for having known and worked with Turner. "I consider him one of the most incredibly successful businessmen in the U.S. in the past 10 years. There are simply not that many people who have taken a couple million dollars and turned it into a couple billion dollars in that time period."

Jacor Communications Inc., Cincinnati-based radio group operator, signed letter of intent last Tuesday (May 20) to buy **Republic Broadcasting's five radio properties**: WLW(AM)-WSKS(FM) Cincinnati, WYHY (FM) Nashville and WSEV(AM)-WYUU(FM) Knoxville, Tenn., for approximately \$34 million. Jacor currently owns 11 radio stations in six cities as well as Georgia Radio News Service in Atlanta. Jacor will need to spin off WSKS because company recently acquired WEBN-FM Cincinnati from Circe Communications, headed by Frank Wood, for \$12.3 million. In separate development, Wood has joined Jacor as president and chief operating officer. Jacor's chairman and chief executive officer is Terry Jacobs.

Network radio continues to register dramatic revenue gains, posting **28.2% increase in billings in April** over April 1985 to \$32,924,248. That's according to data released by Radio Network Association, which relies on financial information collected from network companies each month by accounting firm of Ernst & Whinney. Regionally, network radio business in West had largest percentage gain in April, jumping 96.6% over same period year ago to \$2,399,506.

House last week passed legislation reducing terms of five **FCC commissioners from seven to five years**. Measure would adjust terms of two seats to insure that one term expires in 1989 and another in 1990, but will not affect existing terms of any sitting commissioners (BROADCASTING, March 17). Passage of bill clears way for Senate to confirm nomination of Patricia Diaz Dennis for seat vacated by former FCC Commissioner Henry Rivera. Senate Democrats, however, are insisting that measure be signed into law before Dennis confirmation vote takes place. Earliest Senate Commerce Committee can act on measure would be June 3.

U.S. Court of Appeals in Washington **Judge J. Skelly Wright** has informed President Reagan that he **will step down from active status June 1**, enabling Reagan to nominate replacement. Wright, 75, will maintain office at court and continue working on cases but at reduced level under "senior" status. (Justices under that status may not vote on whether to review decisions of court panels *en banc*, but they may sit *en banc* to review decisions by panels of

Must-carry update. Public Broadcasting Service President Bruce Christensen issued a statement last week concerning his meeting two weeks ago with representatives of the National Cable Television Association and the National Association of Broadcasters on the must-carry compromise pending at the FCC (BROADCASTING, May 19). Christensen noted that NCTA President James Mooney "stated that the cable industry would be willing to guarantee must-carry for one public television station on all cable systems covered by the existing commercial agreement." In responding to that, Christensen said there is "no reason to exempt any cable system from a must-carry obligation for public television, regardless of the cable system's size, and under the existing commercial agreement, systems with 20 channels or less are exempt from any must-carry provision. Second, a must-carry guarantee for only a single public television channel is simply an inadequate solution for the diversity of programming services offered by public television stations." However, a source close to the meeting said cable proposed carrying one public station on all cable systems without exempting any systems. But, Christensen said, that was not his impression of what had been discussed. It was something, he said, "they said they were willing to talk about, but not something they were offering." Despite PBS's rejection of the proposal, the statement said it does not mean public television is "uninterested in pursuing proposals that address public television's must-carry needs." At NCTA, Executive Vice President Bert Carp said he did not know that any specific offer was made by NCTA. And he said that the question that needs to be asked is: "What's he [Christensen] willing to propose?"

which they were members.) He has served more than 24 years on court. With departure of Wright and filling of current vacancy, Reagan appointees will have majority on 12-member court.

Department of Justice announced last week that it **won't seek to block General Electric's** proposed \$6.3-billion acquisition of RCA (BROADCASTING, Dec. 16, 1985). Douglas Ginsburg, assistant attorney general in charge of Justice's antitrust division, said proposed merger would not result in "any significant loss of competition in any market other than vidicons," electronic tubes used in TV cameras to convert optical images into electrical current. GE has agreed to divest vidicon business, and Ginsburg said antitrust division would file civil suit and consent decree incorporating divestiture of vidicon business. FCC approval of acquisition is anticipated before end of June.

RKO General sent memorandum to advertising agencies last week saying company has determined "**payback formula**" by which it will make "**voluntary restitution**" to advertisers who may have been misled as result of clearance data practices relating to RKO's former radio network subsidiary, **RKO Radio Networks**. (Networks are now owned by The United Stations). RKO's move to repay advertiser follows its own internal investigation on matter after it was revealed in FCC testimony last spring and summer that some employees of RKO Radio Networks altered audience clearance information ("Riding Gain," Nov. 11, 1985). RKO review centered on practices pertaining to RADAR ratings, "Y" reports, which tell advertisers which stations cleared spots and at what time, and RADAR post-buy analyses. It concluded that, in many cases, "advertisers did not receive audience and clearance levels shown on clearance data furnished by RKO networks." RKO said it will use "uniform approach" in paybacks to advertisers because of inability to reconstruct how advertisers were affected on "case-by-case basis." RKO General President Shane O'Neil said payment should be completed by Aug. 1.

New York office of **BROADCASTING** received by mail last week "**manifesto**" of person claiming to be "**Captain Midnight**" who disrupted HBO satellite feed on April 27. There's no evidence writer is same person claiming to be Captain Midnight who sent audio tape to satellite television programming service in California two weeks ago ("In Brief," May 19). One-page typewritten photocopy mailed from New York said that charging dish owners to receive satellite feed is "extortion." "Our team of high-tech followers," letter said, has formed Better Program Interception (BPI), new program service that it will beam free to cable systems. It also said group will superimpose warning over programming on satellite it deems to contain "excessive sex, sleaze [sic] or violence." Letter also contained telephone number ([212]-246-3811, ext. 179), which rang call forwarding device and, through it, telephone answering machine. Man claiming to be Captain Midnight and refusing to reveal his real name called BROADCASTING back. He said he could not prove he was same person responsible for jamming HBO. He said he is part of group of about 12 with between 25 and 30 backers in U.S. and Canada. Group, he said, will begin transmissions of BF programming and warnings in June by overpowering satellite feed of cable programmers. He said group has at least two uplinks, one of which is "off-shore." He said it used "land-based mobile unit" for April 27 jamming of HBO.

Saying it had "little choice" given earlier decisions by its two competitors to proceed, **NBC said last week it will offer stand-alone 15-second spots starting in September**. "After months of review and study," said network television President Pier Mapes, "NBC [has decided to] accept a limited number of isolated 15-second spots: all dayparts." Not only are CBS and ABC offering stand-alone 15's said Mapes, but so are "the majority of NBC's affiliates." Stand-alone 15's will be limited to one spot per two-minute pod to start although network will experiment with 15's in smaller pods later.

Want to be famous video jockey? **MTV is looking for three VJs** two to fill slots that will be vacated shortly and third to fill new six jock slot. Network said last week it had "decided not to renew

contract of Nina Blackwood, effective June 30, but would not say why. J.J. Jackson is apparently leaving of his volition in early July, but is scheduled to do occasional "special projects" for MTV. Guest VJ's will fill in until slots are filled.

Joseph Indelli, president of television distribution at Columbia Pictures Television, resigned last week to take job as head of distribution for MTM. In past, MTM series have been distributed by Victor Television. Replacing Indelli at CPT will be Robert King, partner in television Program Source. King is former president and chief executive officer of King World. MTM's move to handle syndication internally follows announcement by Stephen Cannell to form internal syndication operation.

indications are that long-time broadcast Music Inc. executive Frances W. Preston, who is currently executive vice president and chief operating officer for organization, may soon replace Ed Cramer as president ("Closed Circuit," May 19). Move would be culmination of what is said to be growing dissatisfaction among some BMI board members with Cramer's leadership late. Cramer, who has been in present position since 1968, has about three years left on current contract, which roughly pays him \$185,000 to \$200,000 annually. Sources indicate that Cramer was in negotiations with board late last week concerning provisions of his contract. Preston has been with BMI since 1958, when she opened organization's Nashville office. In her current position, she oversees day-to-day operations of BMI's New York, Los Angeles and Nashville offices.



Playboy Enterprises, American Booksellers Association and Council for Periodical Distributors Association have filed suit against Attorney General Edwin Meese and executive director and 11 members of his pornography commission, alleging that commission has acted to suppress distribution of Playboy magazine and other "awful and constitutionally protected publications" in violation of their First and Fifth Amendment rights. Plaintiffs allege in 20-page complaint that commission sent letter to "numerous" companies saying it had heard testimony alleging they were involved "in the sale or distribution of pornography" and offering companies chance to respond before it drafted its "final report section on identified distributors." After receiving letter, some companies, including Southland Corp. (franchiser of 7-Eleven stores), stopped selling Playboy and other magazines, complaint said, and others have considered doing same. Christie Hefner, president of Playboy Enterprises Inc., said in prepared statement, "The letter, which was brought to light through the efforts of the American Civil Liberties Union, was threatening in tone, and undoubtedly intimidated those who received it, coming as it did, from the chief prosecutorial arm of the U.S. government. The harassment of legitimate business recalls a kind of 'McCarthy blacklist,' with pornography serving as the 1980's version of the 'Red Menace.'"

U.S. Information Agency (USIA) continued to press for supplemental appropriations for fiscal 1986 before Senate Appropriations subcommittee. USIA Director Charles Wick asked subcommittee for \$12 million in supplemental funds for construction of RIAS-TV station to broadcast in East and West Berlin as complement to existing radio service and \$5.3 million to implement U.S.-Soviet cultural exchange accord signed at Geneva Summit. House Appropriations Subcommittee rejected request. USIA also asked for \$59.2 million appropriations for fiscal 1987, increase of \$104.5 million above FY 1986 funding. Wick said about one-third of its request for increase would be used to continue modernization of office of America that began in 1983.

FCC has rejected arrangement between Pan American Satellite Corp. and Cygnus Satellite Corp. that would have allowed Panamsat to place its satellite in orbit at 45 degrees west longitude and use its six Ku-band transponders to provide service between U.S. and Europe. FCC said arrangement was "unacceptable" because it involved Cygnus exchanging rights to Ku-band frequencies at 45 degrees west slot, which it holds under conditional construction permit, for equity interest in Panamsat. To cement such deal, rules require Cygnus and Panamsat go through formal assignment-of-permit process, FCC said. In unrelated announcement, Panamsat announced that Emilio Azcarraga has relinquished his 20% interest in company. It's now owned, it said, by Rene Anselmo (80%) and Fred Landman (20%). Azcarraga is president of Televisa S.A., Mexican broadcast network, and SIN Inc., parent of SIN Television Network and Galavision, Spanish-language pay service. Anselmo resigned as president of SIN Inc. two weeks ago ("In Brief," May 19).

Derk Zimmerman, president of Fox Television Stations, will join National Association of Broadcasters television board as director representing Television Operators Caucus. Leavitt Pope, president of WPIX-TV New York, also joins TV board as Association of Independent Television Stations representative.



Literacy campaign. Project Literacy in the U.S.—PLUS—was introduced to representatives of 35 national associations in Washington last week. The television and radio campaign, announced last Dec. 10 by Capcities/ABC and the Public Broadcasting Service (BROADCASTING Dec. 16, 1985), is a cooperative effort deemed "a historic first partnership between commercial and public stations" by James Duffy, president, communications, Capcities/ABC.

PLUS's objective is to raise national awareness of the problem of adult illiteracy and to set up community outreach programs to aid the more than 23 million Americans who are functionally illiterate. Duffy announced that ABC's "visibility" campaign will begin Sept. 3 at 10 p.m. with a television documentary narrated by ABC news anchor Peter Jennings. It will continue throughout the 1986-87 season with news reports, storyline development in daytime dramas and prime time series, programming during the ABC Afterschool Special, and possible development of a two-hour drama to be shown at the end of the season. Local and national public service announcements will be produced for radio and television, for airing both on ABC affiliates and PBS member stations, and PBS will produce its own television literacy programming through a grant from the Corporation for Public Broadcasting. ABC and CPB each said the money it has committed to the effort is "in six figures," not including the value of program time. But Duffy stressed that the "enormity of the visibility [of the campaign] is what really counts."

Asked whether the organizations had approached other networks about joining in, Duffy said they hadn't, but that: "If they would join us, I would be most pleased." He said he thought the other networks would probably carry on their own efforts.

Above, project participants John Harr, vice president, office of communication, Capcities/ABC; Margot Woodwell, vice president, noncommercial WOED-TV Pittsburgh, and PBS PLUS project director; Duffy, and Martin Rubenstein, president and chief executive officer, CPB.

Editorials

Wrong targets

William J. Casey, the CIA director, has been doing a slow burn for years over what he fancies as transgressions by journalists covering the intelligence community. A couple of years ago, it may be recalled, he unsuccessfully petitioned the FCC to find ABC-TV in violation of the fairness doctrine for reporting that the CIA had attempted to arrange the assassination of an unwanted partner. His temperature has risen by several degrees since the FCC turned him down.

Now Casey has asked the Justice Department to begin a criminal prosecution of NBC-TV for mentioning on the *Today* show that a former National Security Agency employee, on trial as a spy for Russia, was accused of revealing secrets about the use of U.S. submarines to intercept Russian communications. Casey was also considering whether to ask Justice to prosecute the *Washington Post* for publishing a longer version of the same story. As published, the story omitted some material that appeared in an original version to which Casey had raised objections during a meeting with senior editors of the *Post*.

To put this in context, it must be noted that Casey is reflecting a general attitude among Washington officials who yearn for a tamer press. Indeed the President of the United States in person telephoned Katharine Graham, head of the Washington Post Co., to ask that the original version of the *Post's* spy story be killed. Throughout the military, there has been a conviction, ever since Vietnam, that the press is less an adversary than an enemy.

It must also be noted that the Fourth and Fifth Estates have brought some of the criticism upon themselves. Although the CIA attempted a gross abuse of governmental power when it tried to get ABC cited for a fairness violation, it remains an undisputed fact that ABC went on the air two nights with the story of CIA connivance in attempted assassination and waited nearly two months to admit that the charge could not be confirmed.

A different form of journalistic enterprise, the NBC News interview with a fugitive accused of terrorism (BROADCASTING, May 12), drew mixed reviews among journalists themselves. To officials such as Casey the stipulated concealment of the whereabouts of a man wanted by three governments and carrying a \$250,000 price on his head cannot be excused.

The guess here is that cooler heads will prevail in the Justice Department and that neither NBC nor the *Washington Post* will be taken to court over their reports of the spy trial. The evidence at hand suggests that neither disclosed any information that was not already widely known. If at some point there was a compromise of legitimately secret material, the leaker in the government ought to be the target for today.

How about attacking the problem at its source?

Call to righteous arms

The advertising, radio, television, cable and print communities have united to declare war on illegal drugs. Their weapons: \$1.5 billion (with a "b") in antidrug advertisements over the next three years. Advertising agencies will produce the spots, with the media donating time and space, including a "goodly number" of prime time spots from the broadcast networks.

The pervasiveness of the media has more than once been cited as a quasi-vice by its critics. But the power of the communicated word, combined with that pervasiveness, may be the best weapon available against illegal drugs. If an industry with the power to

put "Where's the beef?" on the nation's lips, masses to make the use of drugs unpopular, it just might make cocaine go out of style.

This page would add its voice to that of U.S. Attorney General Edwin Meese III, in his videotaped message to the American Association of Advertising Agencies convention: "Your program to match the skills of America's best communicators with the media will have an enormous impact on how Americans make [their choices]. There is a nationwide movement to fulfill our dream of a drug-free society. Working together we can make that dream real."

Tough act

Gannett is getting a new boss. Chairman Al Neuharth is yielding up his chief executive mantle to John Curley. And while their offices will be side by side, and insiders suggest Neuharth's continued input on decisions will not be insubstantial, the torch is on its way. It has burned brightly in the 13 years that Neuharth has been in charge.

When he took over as chief executive in 1973, Gannett was a provincial newspaper company with a single television station. Today it owns 91 newspapers—not counting the *Louisville (Ky.) Courier-Journal* and *Times* it just contracted to buy—eight television stations and 16 radio stations, 18 counting the impending purchase of a Kansas City AM-FM combination (see story, page 72), not to mention its Gannett Productions subsidiary, its participation with four other group owners in a programming consortium, The New Program Group, or its joint venture with Robert MacNeil and Jim Lehrer in producing public television's *MacNeil/Lehrer NewsHour*.

Unlike some recent venturers in the Fifth Estate, Gannett has been a media company from the start. It has been less a trader than a builder and operator. No company has been more acquisition-minded, but Gannett has satisfied its urge to grow by growing in its own field.

If at one time Gannett was thought by the outside world to have a warmer heart for its counting house than for the newsrooms in its command, that reputation is disappearing with its purchase of media institutions with distinguished histories and staffs.

Neuharth said last week that in his new job he would keep busy with, among other things, acquisitions. His record to date will be tough to beat.



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