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Broadcasting Jun 3

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NCTA CONVENTION
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according to Mooney
• At Large

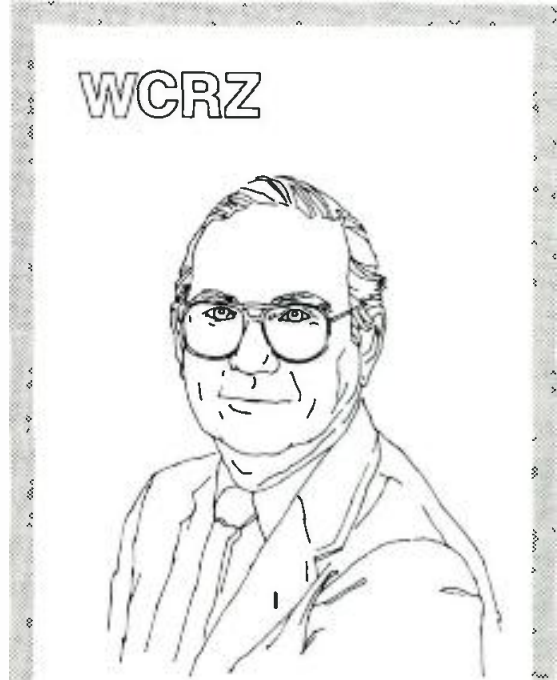
“They found the format and we went through the roof.”

“Changing formats can be risky—especially if you’re doing it just on a hunch. At WCRZ-Cars 108 in Flint (formerly WGMZ) we didn’t want to take any chances so we called in The Research Group. We had heard a lot about their successes in finding new formats.

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*A. William Lee
President
WCRZ*



*Fall 1984 Arbitron, M-S, 6A-12M, MSA

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Broadcasting Jun 3

NCTA on center stage in Las Vegas "At Large" with Tony Hoffman Gearing up for Montreux

BETTER BOTTOM LINES □ Cable industry heads to Las Vegas in upbeat mood. Arthur D. Little study to forecast expanding profitability in next five years. **PAGE 27.**

WINNING NUMBERS □ NBC wins May sweeps. Top markets log in with results. **PAGE 31.**

MONEY TALK □ In this "At Large" interview, leading communications business analyst Tony Hoffman talks with BROADCASTING editors about the current rush of Fifth Estate mergers-takeovers and the dollars and sense of escalating station prices. **PAGE 36.**

NCTA 85 □ On the eve of NCTA's 34th annual convention, BROADCASTING sat down with NCTA President Jim Mooney to review his first year in office, a year marked by the successful passage of the Cable Communications Policy Act. **PAGES 48-54.** The slowdown in the growth in pay services has forced them to re-examine marketing strategies. Pay per view also seen as a revenue vehicle. **PAGE 54.** CTAM's new executive director, Vic Parra, is out to bring the message of cable to the people. **PAGE 57.** The onset of broadcast stereo is causing some problems for cable systems. **PAGE 59.**

SOUND OF TECHNOLOGY □ International technical symposium on television set for Montreux later this week, with further refinements in digital VTR's and HDTV on the agenda. **PAGE 77.**

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RIGHTS EXTENSION □ Supreme Court extends rights of lawyers to advertise. **PAGE 84.**

KNOW WE ARE SIX □ Finansat becomes sixth applicant at FCC for authority to launch international communications satellite service. **PAGE 85.**

PLUGGING THE DYKE □ Networks prepare new summer series, specials and movies to combat audience erosion during summer months. **PAGE 88.**

PUBLIC BUSINESS □ National Public Radio board approves new business plan for noncommercial radio network aimed at making it more financially independent. **PAGE 99.**

CHITOWN MEETING □ BPME/BDA how-to show for broadcast promotion and design executives set to open this week in Chicago. **PAGE 101.**

NEGLIGIBLE EFFECT □ AEI study finds networks' reporting had little effect on outcome of 1984 election. **PAGE 105.**

REINFORCEMENTS □ Another study backs findings of Sidle panel that media should have some access to military actions. **PAGE 105.**

PUBLIC SPIRIT □ Attorney John Lane has made his living fighting the networks, earning both a reputation as a "tough minded and able" lawyer, and the respect of allies and opponents. **PAGE 127.**

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

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See us at The Las Vegas Hilton during the NCTA Convention, June 2-5.

Into the breach

Biggest news at National Cable Television Association convention in Las Vegas this week may be made behind scenes by association itself. Responding to cable operators' frustration that no one entity has yet been able to launch viable plan for scrambling cable signals—and marketing them independently to growing universe of backyard earth stations—NCTA is considering taking on that assignment itself. "Something has got to be done to get this thing off the dime," said one highly placed association source. Topic will be on agenda of post-convention board meeting Thursday, with exploration of antitrust issues given high priority.

Although NCTA as nonprofit group has nothing specific to gain from setting up cooperative—and, indeed, "would rather this cup would pass," in words of one official—it believes there's great urgency in getting project set up soon and in seeing it's "done right." It is believed NCTA would set up scrambling and descrambling mechanism but would leave contracting of relationships with programmers and marketing of signals to earth station owners up to individual cable systems. Announcement of NCTA initiative probably will not come this week but could follow soon afterward.

Barter and P&G

In what CBS and NBC network sales executives say they can't recall happening at their network in quite some time, ABC is running eight episodes of limited run summer series on barter basis in prime time. Procter and Gamble Productions, which is producing *The Comedy Factory* for ABC, set to premiere on June 21, 8:30-9 p.m. (NYT), is supplying series to network without cash license fee in exchange for keeping three 30-second spots to advertise P&G products. ABC keeps three 30-second spots to sell itself. Although barter series on networks in prime time are usually confined principally to sports specials, arrangement for regular series was described by one Madison Avenue executive as "rare animal." However, P&G official says what's rare is for program supplier also to be major sponsor, and it realizes no economic advantage by bartering series to network. Real upside, executive says, is that *The Comedy Factory*—which is anthology series using previously unproduced scripts for network pilots—might spin off pilot or discover new

talent. Two summers ago P&G supplied limited series *Reggie* to ABC under similar barter deal.

Radioactive fallout

Although top executives of both companies have kept mum, projected sale of ABC Inc. to Capital Cities Corp. is expected to result in sale of all or part of ABC Radio Networks. One source of that speculation is move by ABC Radio Division President Ben Hoberman to investigate possibility of acquiring networks through new company headed by Hoberman and other investors. Scenario also includes separate sale of ABC-Watermark, Los Angeles-based program producer and syndicator purchased by ABC several years ago. Founder Tom Rounds, who sold company to network and has stayed on as president, is considered likely prospect to re-purchase Watermark.

Going to source

Representative Mickey Leland (D-Tex.) continues to step up efforts to insure that minorities are able to purchase some of major market broadcast and cable properties to be spun off from ABC and Capital Cities Communications merger (BROADCASTING, May 20). At request of Leland, Broadcast, National Association of Broadcasters' fund to finance minority station purchases, and National Association of Black Owned Broadcasters are sponsoring meeting June 14 in New York for representatives of banking community. Leland will invite potential financial backers to meeting in attempt to generate money for major-market acquisitions.

British are coming

Rupert Murdoch is not only media baron whose money has Commonwealth accent and American tastes. Two British-based Fifth Estaters have recently made their acquisitive intentions in this country known. First is Heron Communications, whose chairman, Gerald Ronson, runs billion-dollar diversified company with interests including real estate, auto manufacturing and financial services. Heron also is major player in British videocassette market and two years ago bought U.S. videocassette concern, Media Home Entertainment, and hired away then-president of CBS/Fox, Stephen

Diener. More recently Heron has been considering other media acquisitions in the U.S. and has made recent cable-system shopping trips.

Second player is Robert Maxwell, who competes with Murdoch in British newspaper wars. Maxwell also owns British Rediffusion Cablevision, whose systems pass over million homes. In recent months Maxwell Communication & Information Corp. was established in New York, with John O'Hara, former president and chief executive officer of *Reader's Digest*, at its head. Maxwell Communications received inquiry about making bid for Warner-Amex but for time being is concentrating on print side. So far no change in citizenship for either Ronson or Maxwell is anticipated.

Travel note

Public Broadcasting Service has decided to lead public television delegation to Soviet Union next fall, filling void left by Corporation for Public Broadcasting's decision to withdraw as coordinator of trip (BROADCASTING, May 20). PBS President Bruce Christensen said last week that PBS has been in communication with Soviet Union and head of its radio-television international activities office. PBS's newly elected board chairman, Alfred R. Stern, and PBS senior vice president for programming, Suzanne Weil, will represent PBS management. Christensen, who was expected to go, will be participating in United States Information Agency trip to Brazil around that time.

Separate tables

In effort to further differentiate company's two pay cable services, Time Inc. executives are making good on promise delivered last month by Home Box Office Chairman and Chief Executive Officer Michael J. Fuchs (BROADCASTING, May 27) to move away from long-term series and often-repeated theatrical motion pictures. Home Box Office this week will announce details of major mini-series on life of Italian dictator Benito Mussolini, while Cinemax discloses plans for new half-hour comedy series and longer comedy specials accenting young comedians. Programming executive says fine-tuning is intended to attract upscale 'yuppie' audience to Cinemax and mainstream, family-oriented viewership to HBO.

Trouble ahead

It's becoming increasingly evident that the Copyright Royalty Tribunal will not survive in its present form.

House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), in a statement issued last week, said the subcommittee will hold legislative hearings on "revamping" the CRT on June 19 and July 11. "One of the core functions of Congress is to assess whether the statutory structure of a government agency is adequate and whether the agency is fulfilling its legal and constitutional obligation," Kastenmeier said. "After watching the tribunal in action since its creation in 1978, I believe it is a government agency broken beyond repair and a waste of increasingly finite taxpayers dollars."

He also suggested several alternatives to the tribunal. Copyright royalty rates, he said, might be set by a "Copyright Royalty Court composed of three federal judges appointed by the Chief Justice, by Congress itself or by arbitration." Kastenmeier, who will appear on a panel at the National Cable Television Association convention in Las Vegas on Monday, June 3, is likely to reveal more on the subject. The Senate Copyright Subcommittee is also considering holding an oversight hearing on the tribunal.

Another alternative to the CRT was set forth in an op-ed piece in the *Washington Post* last week by two communications attorneys, Daniel Toohey and Noel Gunther of Dow, Lohnes & Albertson. They recommend the establishment of a new agency, the Federal Copyright Agency, which would "relieve Congress of the need to pass detailed legislation." The new agency, they wrote, would have "broad adjudicative and administrative powers" like the FCC.

The attorneys also suggested: "The FCA should have the power to adopt compulsory licensing when negotiations between creators and distributors would be impractical. Compulsory licensing, for example, would allow cable TV systems to carry *The Cosby Show* without having to negotiate with the producers, writers and musicians who create the show. Instead, each cable system would pay a semi-annual fee to cover all the copyrighted programs it carried over the previous six months." Additionally, the agency would be authorized to resolve individual copyright disputes.

Awards show

MTV: Music Television will present the *Second Annual MTV Video Music Awards Show* live from Radio City Music Hall in New York Sept. 13 at 9 p.m. to midnight (NYT). The show, produced in conjunction with Ohlmeier Communications Companies and Radio City Music Hall Television, will include live performances by musical groups, features highlighting the year's best in video music and the presentation of 17 awards for excellence. The awards include MTV's own Video Vanguard and the Viewers' Choice

for best video of the year, the latter to be named by viewers responding via a special 900 telephone number that will be announced during MTV's regular programing for about four weeks before the show.

Japanese agreement

Group W Cable, New York, announced last week it had signed an agreement with Nihon Cable TV Consultant Co. Ltd. (NCC) of Japan, "covering various aspects of the cable TV consulting business." The announcement said NCC plans to increase its consulting activities, combining Japanese and American expertise, through cooperation with Group W, and "will approach individual cable TV operators throughout Japan in order to identify consulting opportunities for both organizations."

Zvi J. Doron, vice president of international projects for Group W, called the agreement "a step in the over-all Group W approach to the international market."

Breaking it down

Cable Networks Inc., the New York-based cable sales representative, is trying to persuade the advertising community to embrace a formula for allocating advertising dollars to cable and broadcast outlets on a product-by-product and market-by-market basis.

The formula states that for any given product, the percentage of that product's total TV budget going to cable in a given market should equal the percentage of sales of the product accounted for by cable homes (product usage index times cable market penetration) minus the percentage of the broadcast audience falling in cable households (broadcast underdelivery index times cable market penetration) divided by one minus the percentage of broadcast audience falling in cable households (see chart). The formula was developed by cable marketing consultant Richard Zackon for CNI.

Zackon stressed that the formula is for allocating ad dollars between broadcast and cable television, and is not intended to direct spending on specific channels or services. He said that while earlier cable spending allocation formulas took into account broadcast underdelivery, his is the first to consider that cable households, on average, "spend more for all goods and services." He said the formula "fixes on the percentage of the total television budget to allocate to cable so as to balance sales and advertising product skew."

Advertising agency executives reached last week said the formula itself, as one put it, appears to be "reasonably sound," although implementing it may prove difficult, given the lack of ratings data available on the local market level. Joel Kushins, senior vice president, media director, Bozell & Jacobs, said implementing the CNI formula "requires a bit of a leap of faith." He said that Bozell would not "apply the formula in the

$$C = \frac{S-A}{1-A}$$

C = the percentage of the total TV budget that would go to cable under the formula.

S = the percentage of product sales accounted for by cable households multiplied by the cable penetration in that market (figures from Simmons Market Research).

A = the percentage of broadcast advertising falling in cable households (the so-called broadcast underdelivery index) multiplied by the cable penetration in that market (figures derived from Arbitron and Nielsen).

For example, cable homes in Hartford, Conn. (with cable penetration of 36.4%), are 36% more likely to buy foreign cars. In the equation, **S** would equal 1.36 (the propensity of those homes purchasing foreign cars) multiplied by .364 (the cable penetration figure). **A** would equal 0.9 (the percentage of broadcast advertising falling in cable households as computed by Nielsen for a given daypart, in this case early news) multiplied by .364. The formula then would look like this:

$$C = (1.36 \times .364) - (0.9 \times .364)$$

$$1 - (0.9 \times .364)$$

C would compute to .249. Thus, the percentage of the advertising budget a foreign car dealership would place in cable would be 24.9%.

hard and fast sense across the board," although he did say the agency would "from time to time" use it as a tool in evaluating some of its cable budgets. He urged the cable industry to develop "more valid ratings data so we can take advantage of formulas like the one proposed by CNI."

Ratings request

J. Walter Thompson Co. is continuing its campaign to persuade Nielsen and Arbitron to include broadcast ratings in cable homes as a regular column in their local television audience reports. In a speech in Chicago at a CBS Spot Cable Sales presentation, Ronald B. Kaatz, senior vice president—U.S. Media Concepts, J. Walter Thompson Co. USA, confessed that "getting Nielsen and Arbitron to consider it [JWT's proposal] is an uphill battle." (CBS's cable Spot Sales, working out of the network's Chicago rep office, sells advertising for cable interconnects in the Chicago area.)

He reminded his audience that broadcasters and not advertisers and agencies pay the bulk of the ratings services' bills and said stations are not likely to back JWT's suggestion. He cited two reports that showed that in all dayparts some cable programs carried in Chicago topped the total

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“THAT’S MY MAMA!”





ratings while others fell below the total ratings. Kaatz contended that this information has an effect on TV viewing and urged that pressure be exerted to "bring these statistics out of the back room and into the open."

Streamlined CARS

The FCC has adopted new application procedures for cable television relay service licenses (CARS). Under the new rule, only one application must be filed for a license. Formerly one application was required for a construction permit, another for a license. The new rules require the licensee to make a station operational within one year and to notify the FCC by letter or postcard when operations begin. The new rules also permit licensees to transfer several CARS stations with a single application. The FCC also eliminated its annual reporting requirement for CARS licensees that supply program material to cable systems or TV translators stations without charge or on a nonprofit, cost-sharing basis.

Mantle's back

Mickey Mantle, former New York Yankees star and baseball Hall of Famer, has joined SportsChannel regional pay-cable sports service as a member of its cablecast crew for New York Yankees baseball. Mantle will work 25 games, essentially the remainder of SportsChannel's 1985 Yankees coverage, as an expert commentator, joining Mel Allen, Phil Rizzuto and Bill White in the booth. He started with the Yankees-Oakland A's game May 25.

HBO co-production

Home Box Office has signed a two-year agreement with Astral Film Enterprises to co-develop new *HBO Premiere Films* presentations for showing in the U.S. exclusively on HBO. Astral is a Canadian entertainment company with which HBO previously teamed to create *Draw!*, starring Kirk Douglas and James Coburn, which had its debut on HBO in 1984, and *The Park Is Mine*, with Tommy Lee Jones, which is scheduled for an HBO premiere next fall. Officials said HBO and Astral will be equal partners in a development fund for which they will jointly capitalize projects to be co-produced in Canada. They said up to five projects will be developed over the two-year period.

Art news

The Arts & Entertainment Network has added cable systems representing two million subscribers since Jan. 1, bringing its subscriber level to 14 million on 2,100 systems. Andrew H. Orgel, vice president, affiliate sales and marketing, said the 14-million subscriber figure was reached "significantly ahead of network projections for 1985." Among the systems contributing to the increase were Viacom in San Francisco; New York Times Cable in Audubon, N.J.; American Television and Communications in San Diego, and Tele-Communications Inc. in Buffalo, N.Y., and Topeka, Kan. All those systems, Orgel said, added A&E's full 20-hours-a-day service. A&E was launched on service Feb. 1, 1984. A&E also announced

that it had acquired *The Borgias*, which it described as "a lavish 10-part series of violent crime, incest and ruthless ambition" showing "the truth behind the evil dynasty that ruled from the Vatican itself in the late 15th century." The show, acquired from the BBC, starts with the crowning of the head of the Borgia family who bribed his way into the papacy.

Curtis Davis, A&E vice president, programming, said "the writers of this in-depth BBC series have told the story of this powerful and controversial family as close to actual history as dramatically possible. What emerges is a fascinating complex tapestry of Renaissance intrigue—all generated by the most powerful and violent clan in history." He said the premiere date would be announced shortly.

More than music

In a format departure, Music Television has acquired 12, 35-minute episodes of the comedy series, *The Young Ones*, from Lionheart Television International. The program premieres at 10 p.m. NYT on June 5 and MTV has picked up an option for new episodes of the BBC Enterprises production, which concerns the lives of four college roommates in contemporary England. Lionheart has also sold a London concert special featuring Howard Jones to the advertiser-supported cable program service.

Southern flank

Cable News Network's 24-hours-a-day news service will be available throughout Mexico under two agreements announced by Turner Program Services (TPS), the syndication arm of Turner Broadcasting System, CNN's parent.

Under one contract, Televisa, a Mexican broadcaster and cable operator, acquire exclusive excerpt rights to CNN for use in newscasts around the country and will also include CNN among the cable offerings to its 40,000 subscribers in Mexico City, the only part of the country now cabled. Under the second agreement, Video Sistemas, S.A., is providing CNN 24 hours a day to hotels and hospitals in several Mexican cities.

With the Mexican additions, CNN said it is now seen throughout North and Central America (except in Nicaragua), in Venezuela and Colombia and in most Caribbean nations and also in Australia, Germany, Guantanamo Bay, Iceland, Italy, Japan, Korea and the Philippines. It is scheduled to begin transmissions to Europe next fall.

Tennis signing

HBO Sports has signed tennis star Billie Jean King to a multiyear agreement continuing her participation in Home Box Office's annual coverage of the Wimbledon tennis tournament. She will again be an expert commentator, along with Arthur Ashe, and will join Ashe and host Barry Tompkins in England for HBO's 27 hours of same-day coverage of midweek match play during *Wimbledon '85*, beginning Monday, June 24 (5-8 p.m. NYT), and continuing for two weeks.

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But don't think too long before you act. The best 260 half hours of "Family Feud" are back for one big reason: popular demand!

Business Briefly

TV ONLY

Brooklyn Museum □ Arts institution is turning to paid advertising on five television stations in New York to increase attendance at museum. In unusual approach, museum has obtained corporate sponsors to pay for 30-second commercials and they receive five-second taglines at end of spot, which will run for eight weeks, starting last week. Corporate sponsors for first cycle of commercials are John Nuveen & Co., Brooklyn Union Gas Co., Bankers Trust, New York Times Foundation and Starrett City (real estate development). Commercials will be carried in all time slots and are being placed through Corinthian Communications, New York. Agency is Thomas & Thomas, New York.

Meineke Mufflers □ Five-week flight is planned for early June in about 100 markets, including Cleveland, San Francisco, Washington, St. Louis, Milwaukee and Providence, R.I. Commercials will be placed in all

dayparts. Target: men, 18-54. Agency: M&N Advertising, Houston.

Olympus Corp. □ Introduction of Quick Shooter 35 mm automated focus camera



is supported by TV spot campaign in five markets—New York, Chicago, Los Angeles, Atlanta and Boston—starting last week for four weeks. Other flights are planned throughout year but schedule has not been formulated. Commercials will be run in all dayparts. Target: adults,

25-54. Agency: Marschalk Co., New York.

Diamond Mortgage Co. □ Third-quarter campaign will begin in early July and will continue through late September in about six markets, including Chicago, Cleveland and Detroit. Commercials will be scheduled in daytime, fringe, sports and weather periods. Target: adults, 25-54. Agency: Yaffee Berline Inc., Southfield, Mich.

RADIO ONLY

Fashion Bug □ Young women's fashion store chain is planning one-week flight in about 145 markets, including Chicago, Detroit and Washington, starting in early June. Commercials will be placed in all dayparts. Target: women, 18-34. Agency: Sciaky Advertising, Philadelphia.

Rado Watches □ Co-op advertising effort by Rado Watches and Henry Birk Jewelers will be held for one week in Chicago and Minneapolis in early June. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Independent Media Services, New York.

Fuddrucker's Restaurants □ Eight-week flight is scheduled to be launched in early June in six markets, including Los Angeles and Houston. Commercials will be presented in all dayparts. Target: adults, 25-49. Agency: Marschalk Advertising, Houston.

A&W Beverages □ Soft drinks will be spotlighted in six-week flight beginning in early June in more than 50 markets, including Detroit and Philadelphia. Commercials will run in all dayparts. Target: women, 25-54. Agency: HBM/Creamer, New York.

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

PEOPLE IN THE NEWS—AP focuses on the personalities that make headline news—entertainers, politicians, athletes. This two-minute feature moves twice a day. Watch for it in the evening and before morning drive.

THE SPORTSMAN—Charles Morey introduces listeners to the people who play for pay in this regular sports personality feature. This three-take feature runs about three minutes and moves on weekdays.

AIRCHECK: AP RADIO NETWORK

HIGH-TECH HELP WANTED—JUNE 7—Dave Ross tells you which careers will be in demand in the years to come. And he explains how to break into computers and other high-powered electronic fields. Series will be fed June 7 at 1:32 p.m. ET.

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

CHIP TALK—Monday-Friday—Computers play a central role in everyone's lives and Dave Ross explains this fascinating high-tech world in his daily feature "Chip Talk." Features are 90 seconds each.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

WDSI-TV Chattanooga, Tenn.: To Avery-Knodel Television from Seltel.

□

WMGT(TV) Macon, Ga.: To Avery-Knodel Television from Adam Young.

□

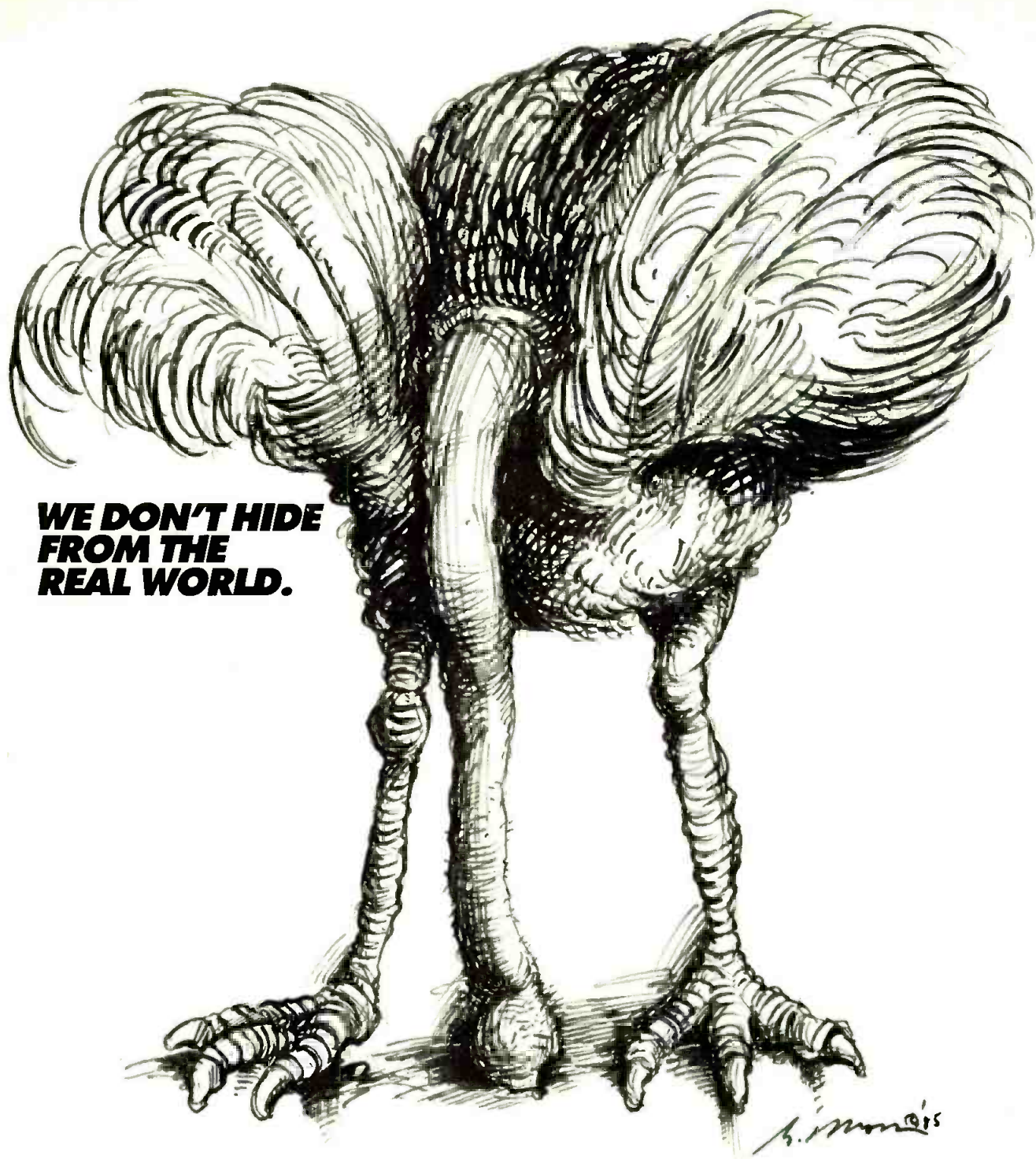
KFTY(TV) Santa Rosa, Calif.: To Avery-Knodel Television (no previous rep).

□

WMTW-TV Portland, Me.: To Petry National Television from Avery-Knodel.

□

WTHB(AM)-WFXA(FM) Augusta, Ga.: To Hillier Newmark, Wechsler & Howard from Torbet Radio.



**WE DON'T HIDE
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REAL WORLD.**

Why are there escalating world troubles? Most religious programs don't tell you.

Why the awesome progress of mankind amid appalling evils? They don't say.

On *The World Tomorrow*, we face today's tough questions with substance—not sentimentality.

That's one reason *The World Tomorrow* is one of the top rated religious programs in the country. *The World Tomorrow* takes

a realistic, nonpolitical view of today's news without asking for contributions or members.

Of course, it would be easier not to face the issues. But we don't think we should live with our heads in the sand.

THE WORLD TOMORROW
WITH HERBERT W. ARMSTRONG

The World Tomorrow is a syndicated weekly television program produced by the Worldwide Church of God and represented worldwide by BBDO.

Advantage

Battle royal. Royal Crown Co. has served notice that its RC Cola brand has declared war on number one and number two cola brands, Coca-Cola and Pepsi-Cola. RC Cola kicked off \$10-million campaign last week, largely in television, that seeks to discredit popularity claims by Coke and Pepsi as choice of consumers. Campaign is solely for RC Cola brand, pitted against regular Coke and Pepsi. Theme is: "Some people go out of their way for taste of RC." Commercials are shown on network and spot TV via 10-second messages, except for one 30-second spot. Royal Crown officials acknowledged during news conference in New York that regular Coca-Cola and Pepsi-Cola brands have tremendous lead over RC Cola in market share and outspend RC in advertising by considerable margin. They said that in past Royal Crown was content to "take crumbs that were left" by Coke and Pepsi, but no more. Agency for Royal Crown's RC Cola is Dancer Fitzgerald Sample, New York.

Rockin' with radio. Panasonic Co. will spend approximately \$500,000 in radio advertising in 1985, doubling its investment in medium over 1984. This marks second straight year in which Panasonic will place its entire national radio budget in Westwood One Radio Networks. Last year Panasonic tested network radio with fourth-quarter purchase of about \$250,000 on Westwood One. This year Panasonic will start its sponsorship in summer and continue throughout year. Westwood One spokesman said commercials will spotlight Panasonic's portable audio units. To reach target audience of adults, 18-24, commercials will run on such youth-oriented programming as *Scott Shannon's Rockin' America Top 30 Countdown*, *Future Hits*, *In Concert*, *Off The Record Specials with Mary Turner*, and other major concert events and specials. Agency for Panasonic is Ted Bates & Co., New York.

New look. SSC&B: Lintas Worldwide has been restructured into two divisions—international and United States—both reporting to William V. Weithas, chairman and chief executive officer of worldwide agency. He is based in London. Kenneth L. Robbins, chairman and chief executive officer of SSC&B: Lintas U.S.A., will become head of new international unit and has been appointed deputy chairman of board of SSC&B: Lintas Worldwide, with headquarters in London. Spencer Plavoukos, chief operating officer of SSC&B Inc., will become head of U.S. division and will be named chairman and chief executive officer of SSC&B Inc. Changes are effective Sept. 1.

LEARN TO SELL TV TIME FROM THE MAN WHO TAUGHT REPRESENTATIVES OF WPIX, WNEV, KTTV, WDVM, KTVU AND WSB.

There are 1,149 TV stations across this country. Selling their air-time is a career that's wide open.

But to learn the business you had to be in the business. Until now.

Now, Martin Antonelli, who trains representatives for some of the industry's leading TV time-sales firms and TV stations, and who helps experienced sales professionals sharpen their techniques, is offering his program to you.

In this intensive, individualized program you'll become a TV sales professional. You'll learn to speak the language of TV sales and how to evaluate programs, stations and

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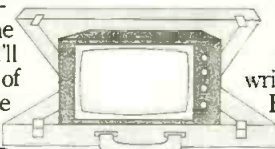
You'll learn how to maximize your revenue by using your total inventory of shows, how to present to ad agencies, and how to create a package of shows. And you'll learn how to close the sale.

The program works. Former students now successfully sell time for firms like TeleRep, Blair, Seltel, Petry and Katz. Plus dozens of major stations all across

the country.

To learn how you might work in TV time-sales, call or write for more information.

But do it today because new classes are starting soon.



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David N. Whitcombe, vice president.
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BOUGHT BY 86 STATIONS!

It's June.

Do you know where your show is?

Let's face it! By the time a new strip debuts in September, it rarely looks like the original pilot produced before NATPE.

You know it. We know it. So why take a chance on a front-loaded pilot in June when you can see actual episodes of "Catch Phrase."

While others are still showing you "pipe dream" pilots, we already have shows in the can!

Finally, what you see is what you get! And as good as our pilot was, these shows are even better!

This year, don't buy empty promises for the fall. Buy the real thing!

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The
FIRM GO
that's already going!

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This week

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

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

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

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

June 2-5—*PBS* annual press tour. Arizona Biltmore, Phoenix.

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

June 4—*National Association of Broadcasters* metro market committee meeting. NAB headquarters, Washington.

June 4—*American Women in Radio and Television, New York City chapter*, annual Pinnacle awards luncheon. Rainbow Room, New York.

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

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

June 5-9—*CBS* annual press tour. Arizona Biltmore, Phoenix.

June 6—"Blueprint for Success," TV broadcast acquisition seminar sponsored by *National Association of Broadcasters*. Westin hotel, Chicago. Information: (202) 429-5362.

June 6-7—*National Federation of Local Cable Programmers*, mid-Atlantic region, regional conference, "Making Access Work for Us." Co-sponsors: Cable Us-

ers Association of New Jersey and Newark MediaWorks. Mercer Community College, Trenton, N.J.

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

June 6-9—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Auction on June 8 at 3:30 p.m. at Hyatt Regency.

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

June 7-8—*National Federation of Local Cable Programmers* spring regional conference for Midatlantic region. Mercer College, Mercer County, Trenton, N.J.

June 7-9—*National Association of Farm Broadcasters* Southeast regional meeting. Grove Park Inn and Country Club, Asheville, N.C.

June 8-9—Camera assistants' workshop, sponsored by *Local 659, International Alliance of Theatrical Stage Employees*. Pepperdine University, Malibu campus, Malibu, Calif. Information: (213) 641-8402.

June 8-11—*American Advertising Federation* national convention. Speakers include House Speaker Thomas (Tip) O'Neill, NBC News White House correspondent Chris Wallace and FTC Chairman James Miller. J.W. Marriott, Washington.

Also in June

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

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

June 9-12—*PBS* Public Information Conference, sponsored by *Public Broadcasting Service*. Speakers include Susan Stamberg, National Public Radio program host, and PBS President Bruce L. Christensen. Pfister hotel, Milwaukee. Information: (202) 488-5032.

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

June 6-9—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

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

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

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

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

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

Major Meetings

Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

Sept. 11-14—"Radio '85: Management and Programming Convention," second annual conference jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

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

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

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

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

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

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

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

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

June 10—"1985 Wingding," sponsored by *Southern California Broadcasters Association*, featuring competition among broadcast and advertising executives in golf, tennis and racquetball. Sportsmen's Lodge, Studio City, Calif. Information: 213-466-4481.

June 10-11—*NBC* annual press tour. Century Plaza, Los Angeles.

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

June 11—"A Practical Guide to the Cable Communications Policy Act of 1984," program sponsored by *Practising Law Institute* and *American Bar Association Section of Science and Technology and Division of Professional Education*. Program will be broadcast by satellite from New York. Information: (212) 765-5700.

June 11—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

June 11-12—Video show, hosted by *General Television Network-Communication Systems Group*, video systems company based in Oak Park, Mich. Fairlane Manor, Dearborn, Mich. Information: (313) 399-2000.

June 12—*International Radio and Television Society* annual meeting and Broadcasters of the Year luncheon, honoring Ted Koppel, ABC News. Waldorf-Astoria, New York.

June 12—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: program management. National Association of Broadcasters, Washington.

June 12—*Ohio Association of Broadcasters* sales workshop. Dublin Stouffer's, Columbus, Ohio.

June 12—*New Jersey Broadcasters Association* annual spring managers' meeting. Woodlawn, Rutgers University, New Brunswick, N.J.

June 12-13—*Illinois Broadcasters Association* annu-

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

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

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

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

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

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

April 29-30, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

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

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

May 27-31, 1986—*American Women in Radio and Television* annual convention. Loew's Anatole, Dallas.

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al trip to Washington for visits with legislators and FCC. Washington.

June 13—Advertising Council of Rochester annual dinner. Guest speaker: Ted Turner, Turner Broadcasting System. Marriott Thruway hotel, Rochester, N.Y.

June 13—Women in Cable, Bay Area chapter, meeting. Topic: theft of service. Dominick's restaurant, San Raphael, Calif. Information: Michal Diltrick, (415) 463-0870.

■ **June 13—Women in Film and Video** special meeting. Speaker: Susan Seidelman, director of movie, "Desperately Seeking Susan." Harvard Graduate School of Design (Gund Hall), Cambridge, Mass. Information: (617) 489-1079.

June 13-16—ABC annual press tour. Century Plaza, Los Angeles.

June 14—Presentation of 26th annual Clio Awards for advertising. Waldorf-Astoria, New York.

June 14—"Cable Communications Policy Act of 1984: What It Means for Massachusetts," seminar sponsored by *Massachusetts Cable Television Commission* and *Commonwealth of Massachusetts*. George Sherman Union, Boston University, Boston.

June 14—Deadline for entries in *3M* New Talent Award in Music Video, co-sponsored by *American Film Institute*. Information: AFI, P.O. Box 27999, 2021 North Western Avenue, Los Angeles, 90027.

June 14-16—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Indian Lakes Conference Center, Glen Cove, N.Y. Information: (213) 851-7372.

June 14-23—American Film Institute faculty development workshop, "Interpretation of Avant-Garde Film." Center for Media Study, State University of New York, Buffalo, N.Y.

June 15—Radio-Television News Directors Association region seven meeting. Illinois State University, Bloomington, Ill.

June 17—Clio annual black-tie gala, honoring world's best TV commercials. Lincoln Center, New York.

June 17-19—CATA '85, Community Antenna Television Association annual meeting. Opyland hotel, Nashville. Information: CATA Show, P.O. Box 9893, Alexandria, Va., 22304-0479.

June 17-21—National Association of Broadcasters summer board meeting. NAB headquarters, Washington.

June 17-21—American Film Institute faculty development workshop, "Politics and the Media: Mutual Manipulation." American University, Washington.

■ **June 18**—18th annual Radio Workshop, sponsored by *Association of National Advertisers* and *Radio Advertising Bureau*. Waldorf-Astoria, New York.

June 18—Southern California Cable Association luncheon. Speaker: Charles Firestone, president, Los Angeles board of telecommunications commissioners. Marina del Rey Marriott, Marina del Rey, Calif.

June 18—Women in Cable, Bay Area chapter, seminar, "Introduction to Politics: 101." Gallagher's restaurant, Oakland, Calif. Information: Sharon Reneau, (415) 428-2225.

June 18-21—National Broadcast Editorial Association annual convention. Salt Lake Marriott, Salt Lake City.

June 18-22—Ninth annual Development Workshops and Seminars, sponsored by *The Development Exchange*, service for public radio stations. Madison hotel, Seattle. Information: (202) 783-8222.

June 19-21—Oregon Association of Broadcasters spring conference. Ashland Hills Inn, Ashland, Ore.

Information: (503) 257-3041.

■ **June 19-21**—"Satcom '85: the Domestic Market," conference sponsored by *Institute for Graphic Communication*. Stouffer's hotel, Arlington, Va.

June 20—Society of Motion Picture and Television Engineers, Committee on Video Recording and Reproduction Technology, meeting. NBC (RCA Building), New York.

June 20-22—Maryland/District of Columbia/Delaware Broadcasters Association annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 20-23—Virginia Association of Broadcasters summer convention. Cavalier hotel, Virginia Beach, Va.

June 21—"Regulating Cable TV: The Changing Picture," conference sponsored by *Union University, Albany Law School, Government Law Center*. Law school, Union University, Albany, N.Y. Information: (518) 445-2327.

June 21—Radio-Television News Directors Association region 13 meeting with Washington chapter Sigma Delta Chi, Society of Professional Journalists, Washington Hilton, Washington.

June 21-22—Radio-Television News Directors Association region four meeting with *Texas UPI*. Bahia Mahn hotel, South Padre Island, Tex.

June 21-23—"Fifth Annual Invitational Weekend: Anxieties, Pressures and Substance Abuse," sponsored by *National Council for Families and Television* in cooperation with *The Entertainment Industries Council* and *Caucus for Producers, Writers and Directors*. Speakers include producers John Markus, Al Burton and Renee Longstreet; network programming executives Bill Allen, Garth Ancier and John Barber, and production company executives Alan Courtney and Charles Keller. Ojai Valley Inn, Ojai, Calif. Information: (213) 622-0349.

June 21-23—North Carolina Association of Broadcasters summer meeting. Myrtle Beach Hilton, Myrtle Beach, S.C.

June 23-26—21st annual International Conference on Communications, sponsored by *Institute of Electrical and Electronics Engineers' Communications Society* and *Chicago IEEE section*. Palmer House hotel, Chicago. Information: (312) 922-2435.

June 24-26—Videotex '85, international conference and exhibition. New York Hilton, New York. Information: (212) 279-8890.

June 27-28—"Media Insurance and Risk Management," seminar sponsored by *Practising Law Institute*. New York Hilton, New York.

June 27-29—ShowBiz Expo '85, entertainment industry, business and computer show, sponsored by *Live Time Inc.*, educational event production company. Santa Monica Civic Auditorium, Santa Monica, Calif. Information: (213) 668-1811.

June 27-30—Florida Association of Broadcasters annual convention. Doral Country Club, Miami, Fla.

June 27-30—North Carolina/South Carolina CATV Association annual meeting. Marriott's Hilton Head Resort, Raleigh, N.C.

■ **June 29—Radio-Television News Directors Association** region 10 meeting with Kentucky and Tennessee State Broadcaster Associations. Sheraton Music City, Nashville.

June 30-July 6—Leadership Institute for Journalism and Mass Communication, program of *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

July

July 8—Deadline for entries in Maggie Awards, sponsored by *Planned Parenthood Federation of America*, for "outstanding media projects dealing with issues of contraception, abortion, sexuality education, teen-age pregnancy or other family planning concerns." Information: Maggie Awards, Planned Parenthood, 810 Seventh Avenue, New York, N.Y., 10019; (212) 541-7800.

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

July 9-12—Satellite communications, course offered by *Continuing Education Institute*, nonprofit organization providing professional development in engineering and applied science. Old Town Ramada, Alex-

Stay Tuned

A professional's guide to the intermedia week (June 3-9)

Network television □ **ABC:** *Monday Night Baseball** (season premiere), Monday 8 p.m.-end of game; *Goodbye, Charlie* (comedy), Tuesday 9:30-10 p.m.; *David Hartman... The Future Is Now* (documentary), Tuesday 10-11 p.m.; *The Fire Unleashed* (documentary), Thursday 8-11 p.m. **CBS:** *Dirty Work* (humor/adventure), Thursday 10-11 p.m. **PBS** (check local times): *Three Sovereigns for Sarah* (three-part historical mini-series), continuing Monday and June 10, 9-10 p.m.; *Seventh Van Cliburn International Piano Competition*, Tuesday 9-10:30 p.m.; *Symphonic Fantastique: A Conductor's View* (orchestra performance), Wednesday 8-9 p.m.; *Bach's Brandenburg Concertos: The Virtuoso Concerto*, Friday 9-10 p.m.; *The Yin and the Yankee* (travelogue), Sunday 10-11 p.m.



Tina Turner on HBO

Cable □ **Arts & Entertainment:** *Destination Day* (documentary), Wednesday 8-10 p.m.; *Churchill—The Man* (documentary), Wednesday 10-11 p.m.; *Glyndebourne* (musical documentary), Thursday 8:30-10 p.m.; *Sergiu Celibidache—Faure Masterclass* (profile/music rehearsal), Thursday 10-11 p.m.; *Fashion: The Inside Story: Bill Blass* (profile), Thursday 11:30 p.m.-midnight. **HBO:** *Tina Turner: Private Dancer* (concert), Saturday 8-9 p.m. **Nickelodeon:** *Turkey Television** (comedy series), Monday 4:30-5 p.m.; *The Adventures of the Little Prince** (animated series), Saturday 10:30-11 a.m. **The Movie Channel:** *Hitchcock: The Man and His Movies* (documentary), Tuesday 7-8 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Milton Berle: Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, now through July 11.

*Asterisk denotes series premiere



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WWCL

Pittsburgh
Licensed to New Kensington, PA

WZKC

Rochester, NY

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TORBET



andria, Va. Information: (301) 596-0111.

July 10-14—National Association of Farm Broadcasters summer meeting. J.W. Marriott, Washington.

July 10-14—National Association of Broadcasters Northeast regional meeting. J.W. Marriott, Washington.

July 11-13—National Federation of Local Cable Programmers national convention. Boston Park Plaza hotel, Boston. Information: (202) 544-7272.

July 14-17—New York State Broadcasters Association 24th executive conference. Stouffer Westchester hotel, White Plains, N.Y.

■ **July 15**—Deadline for entries in Frank O'Connor Memorial/1985 Student Television Awards, sponsored by Academy of Television Arts and Sciences. Information: ATAS, 4605 Lankershim Blvd., North Hollywood, Calif., 91604; (818) 506-7880.

July 15-17—New England Cable Television Association annual convention and exhibition. Dunfey Hyannis hotel, Hyannis, Mass.

July 16—Ohio Association of Broadcasters programmers' workshop. Embassy Suites, Columbus, Ohio.

July 18-19—National Religious Broadcasters Association South Central conference. Midland hotel, Memphis.

July 18-20—Louisiana Association of Broadcasters annual radio-television management session. Hilton, Alexandria, La.

July 19-21—Oklahoma Association of Broadcasters annual summer meeting. Shangri La, Afton, Okla.

July 20—Louisiana Association of Broadcasters sales seminar. Hilton, Alexandria, La.

July 20-23—Television Programming Conference 29th annual convention. Riverview Plaza, Mobile, Ala. Information: Karen Miller, (317) 924-4381.

July 21-23—"Alcohol and Drug Abuse Symposium," co-sponsored by National Council for Families and Television and The Caucus for Producers, Writers & Directors. Ojai Inn, Ojai, Calif. Information: (213) 652-0222.

July 22-23—Broadcast Financial Management Association/Broadcast Credit Association board of directors meetings. Hilton Harbour Castle, Toronto.

July 22-26—12th annual conference on computer graphics and interactive techniques, ACM Siggraph '85, sponsored by Association for Computing Machinery's Special Interest Group on Computer Graphics in cooperation with Eurographics and Institute for Electrical and Electronics Engineers' technical committee on computer graphics. Moscone Center, San Francisco. Information: (312) 644-6610.

July 24-28—National Federation of Community Broadcasters 10th annual conference. University of Wisconsin, Madison, Wis. Information: (202) 797-8911.

July 23-25—Fifth annual WOSU Broadcast Engineering Conference, sponsored by WOSU-AM-FM-TV, noncommercial stations of Ohio State University. Fawcett Center, OSU campus, Columbus, Ohio. Information: (614) 422-9678.

July 23-26—Florida Cable Television Association annual convention. Amelia Island Resort, Fla.

July 25-28—Colorado Broadcasters Association summer convention, Manor Vail, Vail, Colo.

July 28-30—California Broadcasters Association summer convention. Speakers include: Paul Kagan, Kagan & Associates; John DeLuca, The Wine Institute, and Donald B. Shea, U.S. Brewers Association. Hyatt Regency Del Monte hotel, Monterey, Calif. Information: (916) 444-2237.

July 31—Deadline for entries in World Hunger Media Awards, created and sponsored by entertainers Ken-

ny and Marianne Rogers. Information: World Hunger Year, 350 Broadway, New York, N.Y., 10013.

July 31-Aug. 4—National Association of Black Journalists convention. Baltimore Convention Center, Baltimore.

August

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

Aug. 7—Ohio Association of Broadcasters news directors' workshop. Columbus Marriott Inn North, Columbus, Ohio.

Aug. 8-18—38th International Film Festival of Locarno, Switzerland, including category for television movies. Locarno, Switzerland. Information: 093-31-02-32.

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

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

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

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

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

September

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

Sept. 6-10—International Institute of Communications 16th annual conference, "Communications: The Crossroads of Culture and Technologies." Keio Plaza, Intercontinental hotel, Tokyo. Information: (01) 388-0671.

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

Sept. 11-14—Radio-Television News Directors Association annual convention. Opryland hotel, Nashville.

Sept. 11-14—"Radio '85: Management and Programming Convention," second annual conference, jointly sponsored by National Association of Broadcasters and National Radio Broadcasters Association. Dallas Convention Center, Dallas.

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

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

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

Sept. 19-20—Institute of Electrical and Electronics Engineers Broadcast Technology Society fall broadcast symposium. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 19-23—11th International Broadcasting Convention, 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.

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

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

Sept. 22-25—Intelevent, fourth annual international



Financial reporting

EDITOR: I read with interest your May 20 report of the Broadcast Financial Management Association meeting. I would like to provide a different perspective on Hugh Del Regno's comments regarding the collection of broadcast financial statistics.

As most broadcasters are aware, the National Association of Broadcasters has been collecting broadcast financial data for nearly 30 years, long before the FCC stopped requiring annual financial reports. The response rate to our annual questionnaire has been increasing as more broadcasters recognize the value of both revenue and expense information. In 1984, we had 60% of all commercial TV stations responding, and it appears that the response rate for 1985 will exceed that. This has all been possible through the tremendous cooperation of broadcasters from across the country.

In the 1984 survey, the NAB reported market revenues and expenses for 88 markets (of 154 with at least three stations). The NAB reported market revenue and expense

totals for nine of the top 20 and 31 of the top 50 markets.

Our efforts to increase the response rate are continuing. All stations that cooperate, NAB members and nonmembers, receive a free copy of the "Television/Radio Financial Report." In addition, in several markets we are collecting quarterly revenue statistics for stations at no charge. As Mr. Del Regno noted, many broadcasters find these financial statistics essential. The NAB welcomes any group's support in collecting financial information.—John D. Abel, senior vice president, research and planning, National Association of Broadcasters, Washington.

Fan mail

EDITOR: You are to be commended in maintaining and continuing the high standards of BROADCASTING. This journal provides us with current and future news of our growing industry.

Somewhere among my archives, I still have the first issue of BROADCASTING.—Jack R. Poppele, chairman, Tele-Measurements Inc., Clifton, N.J.

Errata

FCC has changed window closing date from July 13 to July 12 for 152 vacant commercial FM channel allotments which were inaccurately listed as Docket 80-90 allotments in "Riding Gain" box in May 27 issue.

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telecommunications conference, sponsored by *Intelvent*, nonprofit corporation established to "foster dialog between international private sector and governments." Hotel Montfleury, Cannes, France. Information: (202) 857-4612.

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

Sept. 26-28—*International Mobile Communications Show and Conference*, sponsored by *Electronic In-*

dustries Association. Washington Convention Center, Washington.

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

Monday Memo

A broadcast employment commentary from Jack Ellery, WWDB(FM) Philadelphia

Termination time: Employer and employe should keep it classy

"You got fired? They told you on a Friday not to come in on Monday? Well, I guess that's the nature of the beast and your business."

That sort of acceptance, that mentality, permeates the relationship between talent and management in broadcasting. If it's not the employe being given his walking papers "of a sudden," then it's all too often the employe leaving town without adequate notice. The public has learned that these goings-on are the rule, not the exception.

Obviously, something is affecting the normal parameters of employment and its termination in our industry.

Granted, there is something unusual in being an air personality. Most radio and TV talent don't think of their work as being a job. They're stars, and they believe their fans are their mandate. It's similar to the politician who, after being re-elected a dozen times, suddenly has the electorate vote against him. How dare they turn him out? The ingrates! Faced with the possibility of this type of reaction, many a station manager has figured, "Let's pay him off and not let him on the air again, or he'll cry to his audience or worse."

There is probably a good deal of evidence to support that unfortunate conclusion.

Air talent, conversely, have established a rapport with their audiences. To suddenly cast adrift a public figure is an unkind cut. Worse, it confuses the audience. We are creatures of habit, and we don't take kindly to having someone else break us of our habit. The reaction can be violent.

It doesn't take an MIT graduate to figure out that something must be done. Radio and TV stations exist to generate good will for their clients. To have an aura of animosity between employer and employe is not only bad for both parties; it's bad for those associated with the industry.

Confronted with sudden termination, the talent tries to fight back. Where is the battlefield? The newspapers, of course. In every size market there's a radio/TV columnist who pounces on such happenings. Someone should include in every college broadcasting course a lecture on the do's and don't's of leaving a station. Blazing away in the press wins no battles, salves a few egos and makes for a lot of enemies. The public, of course, is privy to the brawl.

Naturally there has to be a delineation made here between those who are fired be-



Jack Ellery was a talk personality at WIP(AM) Philadelphia from 1983 until last month. Prior to that he spent 20 years with Greater Media, New York, playing adult contemporary music. He has also been an air personality at WNBC(AM) New York and a co-host of NBC Radio's *Monitor*. Two weeks ago he became operations director at WWDB(FM) Philadelphia.

cause they've plain messed up and those who are let go because a station is changing format or a new program director wants to surround himself with people he knows. There truly is no business like show business, and those who know the rules of the game understand that with the applause comes the fickle finger of fate. Those who are let go for cause should turn in their keys immediately. The others, whose talent had nothing to do with their termination, need better treatment.

Assuming the station wants the termination to be as amicable as possible, what are the alternatives? The station has the advantage of knowing that the parting of ways is coming. It can pave the way for a peaceful exodus in several ways. If the employe is a true professional, and he is offered a fair financial severance, and if he is given adequate opportunity while he's employed to find other employment, why not allow him to stay on the air until he leaves? Surely he understands how this is to his advantage. Will the true professional risk his reputation by doing less on his final show than he did on his first?

Another alternative to a sudden departure by firing is a contract with a restrictive clause. If the contract prohibits the employe

from working in the area for a certain time, and the station says, "Look, we'll waive that clause assuming you do your part," why shouldn't the employe stay on?

What's the advantage to the station? A smoother transition, a lack of animosity and a reputation within the industry as a fair employer.

True enough, an employe who knows his departure is coming is not the happiest of people. Most professionals know, however, they're going to be a lot unhappier if they're cut adrift. The point is, the loyal employe, the guy who has been on time every day for five years, deserves more than a fast kiss-off. Let him have his goodbye as long as it is not some long drawn-out affair where the audience has a chance to cut management to pieces on its own airwaves.

WIP(AM) Philadelphia and I recently parted company. My ratings were up as a talk host, but because of an overall situation, they changed format. They came to me on a Thursday and said: "That's it."

What followed proves that that doesn't have to be "it". The new show wasn't to start for two weeks. "Didn't they want a smooth transition?" Their answer: "Is that possible?" I reminded them I was a professional, that I had professional pride. Further, I could use the opportunity to showcase myself for potential employers. "Why," I asked, "would I possibly do anything to jeopardize a career that took so much sweat to land in a top market?"

Here I was, a talk host, getting terminated, and staying on the air. I informed my audience of the coming change. I told them that any phone calls on the situation would be kept off the air. That was that. The upshot was I gained a ton of respect, the station came up roses from a sticky situation, my general manager gave me a great letter of recommendation, the program director asked if I were available for weekend work until I landed a new job, and in general it was a no-hard-feelings departure. When the press called, WIP said: "He's not being let go for lack of talent. We're making some big changes." Thus my public discovered the truth, and so my ego was not punctured.

Will this work in every case? Of course not. The point is that there are a lot of talented people who may have to move on. Some quit; some get fired. If we all understand that roosters do come home to roost, we can all operate at a level a notch above what has become the norm for our industry.

Editor's note: Two weeks ago Ellery became operations director at WWDB(FM) Philadelphia.

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Left to right: David D. Groll of TA Associates, John M. Fowler, Drew L. Lewis (Seated), Jack L. Messman all of Warner Amex Cable Communications, Inc., and William P. Collatos of TA Associates.

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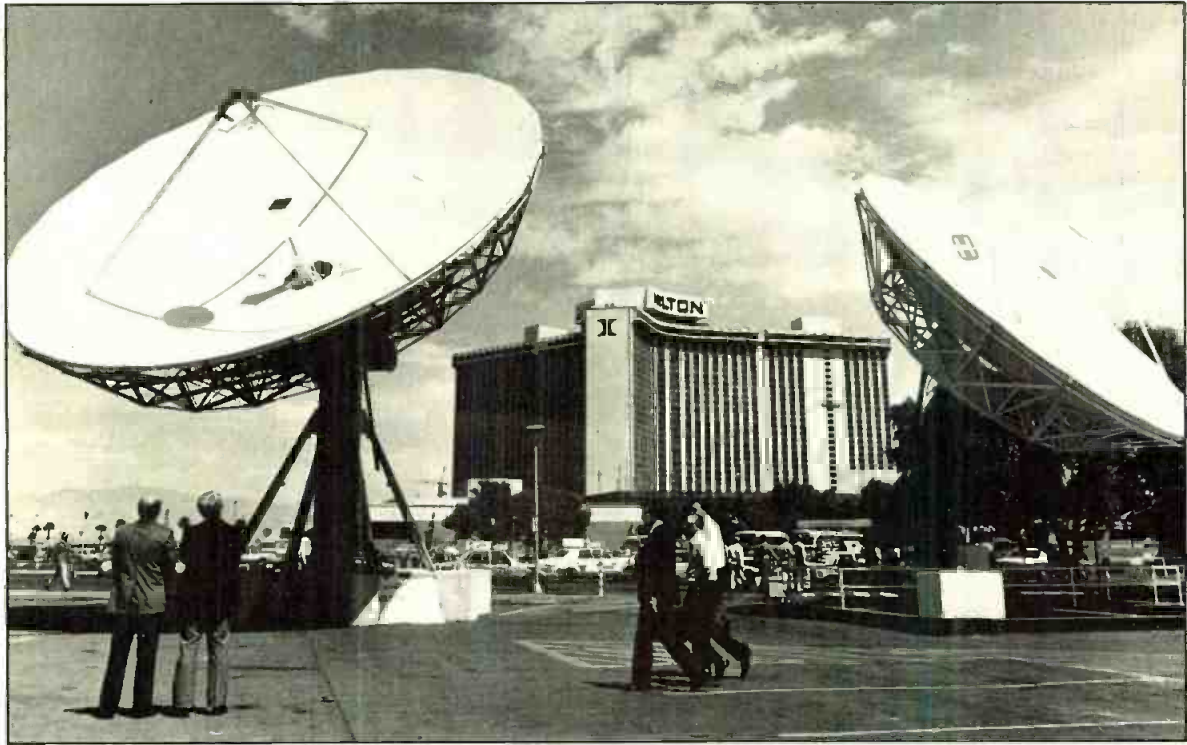
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Broadcasting Jun 3

Vol. 108 No. 22

TOP OF THE WEEK



NCTA CONVENTION

Accentuating the positive in Las Vegas

Cable industry comes on strong after years of bad-news battering; Little study will emphasize high profitability over five years; scrambling issue on all sides

"The cable industry is going to get profitable as hell over the next five years."

That statement, a paraphrase of findings from an Arthur D. Little study that will be unveiled during the National Cable Television Association convention this week, might well be the keynote of that Las Vegas event. NCTA is convinced that the health of the cable industry is good and, given the current favorable legal and regulatory environment, destined to get even better. And after two annual conventions (1983 and 1984) that were generally considered downers, it is determined to convey its positive impression of the business to its membership and to the rest of the world at the 1985 convention.

"I can summarize the state of our industry... in just one word," Chairman Ed Allen was to say in a speech prepared for delivery at the convention's opening session this

morning (June 3). "Borrowing that word from Tony the Tiger, I am pleased to be able to tell you that the state of our industry in just *great*."

Making NCTA's task of spreading the good news of cable a little more difficult is the fact that the convention is shrinking, both in terms of attendance and exhibit space. With no more than 14,800 people and 275 exhibitors expected, the show promises to be the smallest since 1980. But NCTA sees the situation—rising business fortunes, declining show—as a paradox and nothing more.

Allen and the other industry spokesmen have some good reason to believe that the industry is, as the convention's theme says, "on the move." "I've been a part of this industry for the last 27 years and I can tell you from personal experience that more good things have happened to our industry in just the last year than in all the prior 38 years of our industry's history combined," Allen said in the speech. "From all corners... we've been the grateful recipient of a virtual cornucopia of favorable and needed federal legislation, state and federal court

decisions and FCC rulings."

The federal legislation Allen refers to is the Cable Communications Policy Act of 1984. According to the NCTA, since going into effect last December, the law has unburdened cable operators of some of the more onerous regulations of municipal officials, notably rate regulation, and brought much needed stability to the business by setting due process for franchise renewals. The net effect, the NCTA says, is that the value of cable properties—as measured by the sale prices of individual cable systems and the prices of cable stocks—has shot up considerably.

The impact of the law will be discussed during the convention's opening general session by several industry leaders, including Trygve Myhren, chairman and chief executive officer, American Television and Communications; John V. Saeman, vice chairman and chief executive officer, Daniels & Associates, and John Malone, president and chief executive officer, Tele-Communications Inc. Fuel for the discussion will be provided by the NCTA-commissioned Little study on the financial outlook for the indus-

try in the post-Cable Act environment.

Aside from the new law, the hottest topic at the convention will be scrambling. Cable operators are becoming increasingly insistent that cable programmers scramble their satellite feeds to prevent SMATV operators and owners of backyard dishes from getting the services for free.

The whole issue has heated up over the past several months as dealers of dishes began moving from the rural uncabled areas into cabled small towns and suburbs. A spring survey of the home satellite marketplace by First Communications Group concluded that almost one-third of all dish installations over the past six months were in cabled areas.

The scrambling issue is complicated by the desire of some to offer C-band direct service. Once the services are scrambled, they would make addressable descramblers available to dish owners and charge them a monthly subscription for the services. Decisions on scrambling and C-band direct have to be made in tandem, for whoever pays for the scrambling is going to want to control the C-band direct business. John Sie, senior vice president, Tele-Communications Inc., is trying to put together a consortium of cable operators to pay for the scrambling and control the business. But so too are Showtime/The Movie Channel Inc., Hughes Communications and a start-up company, Satellite Broadcasting Corp.

Many of the industry's attitudes toward scrambling and C-band direct (and, perhaps, some of its plans) should emerge at a Wednesday (June 5) general session featuring, among others, Sie; Larry Carlson, senior vice president, Home Box Office; Frank Drendel, vice chairman, M/A-Com Inc., and Martin Malarkey, president of Malarkey-Taylor Associates, who will share results of the consultancy's NCTA-commissioned study of the issue.

Another concern of cable operators is piracy in their systems, which, according to industry estimates, is costing them around \$500 million a year. Cable operators and programmers along with program producers have formed the Coalition to Oppose Signal Theft (COST) to coordinate the industry crackdown on pirates. An update of the progress of COST will be presented at a Monday session, "To Catch a Thief," moderated by Richard Holcomb, ATC.

At past conventions, much of the excitement was supplied by programmers announcing new services or important new directions. A bit of that may return this year. Showtime/The Movie Channel Inc. may reveal its pay-per-view plans after a long gestation period. United Video will introduce EPG Jr., a stripped-down, lower-cost version of its Electronic Program Guide for small systems. Daniels & Associates and Los Angeles sports impresario Jerry Buss will reveal their plans for a new Southern California regional sports network and the Playboy Channel will show off its new look and discuss its pay-per-view plans.

Cable operators and programmers at the show will try to figure a way out of the industry's current pay-cable dilemma. Sub-

scribers aren't buying two, three and four services as they used to. Can the multipay subscribers be recaptured and, if not, what new source of revenue can be created to replace multipay?

The tension between cable operators and basic cable services is never far from the surface at industry gatherings. Basic services keep raising their rates, while the cable operators keep waiting—increasingly in vain, it seems—for the day when they, like broadcast stations, receive compensation from the services.

With the bulk of the industry's construction behind it, cable is trying to shift its energies and resources into marketing and customer service. Improved marketing is needed to overcome the resistance to cable by nearly half the people in any given market. Improved customer service is needed to retain subscribers.

The cable industry has been grappling for the past few years with an image problem, created, in part, by the failure of the industry to meet the expectations of many consumers. Was the Council for Cable Information's \$6-million network radio-television campaign to improve consumers' attitudes toward cable a success? The CCI will answer that at a Monday press briefing using research conducted by Opinion Research Corp. If the results are positive—and most expect they are—the CCI will move forward with a second flight of the campaign in the

fall. CCI also will introduce the cable industry's answer to the San Diego Chicken: Cosmic Cable, a character designed for benefit programs and the like.

On the business side of things, one of the big questions will be: What will become of Warner-Amex Cable Communications, the sixth largest MSO? The latest word (see below) is that TCI and Time Inc.'s American Television and Communications had made a \$750-million bid for the MSO (less its struggling Dallas franchise) that had been accepted by one of the Warner-Amex joint venturers, American Express. Warner-Amex announced last week it had sold the Dallas system to Heritage Communications (see page 128).

Apparently believing in the power of positive thinking (and speaking), the NCTA officials will be singing the praises of the industry during the convention and will be urging others to join in. "As you move about the convention during the next three days, and as people ask you how you are doing, I hope you will answer that you are doing great," Allen was to say. "As they ask you about the current state of your business and our industry, you can truly answer that our industry is doing just great. And if people ask you what you think might be the future of our industry, remember that the operative word is *great* as we are constrained only by our own imaginations and our willingness to serve our public." □

Wait-and-see on Warner-Amex

While partner American Express is amenable to TCI-ATC offer to buy MSO for \$1.25 billion, Warner is not rushing to a decision

Tele-Communications Inc. and American Television and Communications may have to wait at least two weeks more before learning whether their joint, \$1.25-billion bid for Warner-Amex has been accepted. Although the two largest MSO's have not set a deadline for an answer on their bid, they have clearly indicated they expect to hear by mid-June.

American Express has already said it would accept the offer, made the previous week (BROADCASTING, May 27). Warner now has to decide whether it will also accept the bid, try for a better offer or buy out American Express and run the number-six ranked MSO itself. Stewart Blair, vice president in charge of acquisitions and partnerships for TCI, did not rule out the possibility that ATC and TCI would simply replace American Express as 50% owner of Warner-Amex: "We try not to foreclose any possibility."

At this point the leveraged buyout proposal of Drew Lewis, Warner-Amex chairman, is not being seriously considered. One source said: "There are too many other people out there with real money," referring to the probability that the Lewis LBO proposal would require Warner and American Express to accept debt securities in payment.

Whatever the resolution of Warner-Amex's ownership, it is virtually certain that American Express will be out of the cable business one way or another. According to one source familiar with the financial services company, it will even show a return from its \$175-million initial investment at the beginning of 1980: "Not as high as they might have gotten elsewhere, but it is positive."

What kind of a deal would it be for the buyers in the transaction? Even those with inside knowledge were reluctant to say because there are other considerations besides the \$750 million cash and the roughly \$500-million assumption of debt. But that did not stop an active debate over whether the price paid is adequate or whether Warner thinks it can get a much better value.

A casual outside guess might value Warner-Amex's two-third ownership of MTV Networks at \$275 million, representing roughly 11 times 1984 operating income, or looked at another way, a premium of 57% over the current stock price. For the MSO's 19% interest in Showtime/The Movie Channel a multiple of nine applied to the pay service's reported \$32-million pre-tax operating income last year would produce a value of about \$55 million.

That seemingly leaves \$920 million to be credited to the MSO's 1.3 million subscribers, or roughly \$815 per sub. But one of those involved in the transaction said that number leaves out other considerations that

Bennett poised to buy Metromedia Producers Corp.

Robert M. Bennett, the president of Metromedia Radio and Television Inc. and senior vice president of Metromedia Inc. who suddenly had the television stations division sold out from under him by Metromedia principal John W. Kluge, says that he might have a deal by the end of this week to buy Metromedia Producers Corp., the company's program production and distribution arm. Bennett also says that he has received several offers from Wall Street sources who have the money to buy a group of television stations and are seeking an executive to run them.

Bennett, on vacation in southern California, told BROADCASTING that "I still haven't made up my mind" about what he wants to do and, in the wake of the sudden turn of events, is trying to sift through new opportunities "with a clear mind."

Bennett almost overnight became the odd man out at Metromedia when Kluge struck a deal to sell all of the company's television stations for \$2 billion to a new entity owned by 20th Century Fox owners Marvin Davis and Rupert Murdoch. Under a previous agreement Kluge had with Hearst, ABC affiliate WCVB-TV Boston was simultaneously sold to Hearst for \$450 million (BROADCASTING, May 6). Under the new ownership it is understood the six Metromedia independent stations will come under the responsibility of Barry C. Diller, president of 20th Century Fox Film Corp., although day-to-day operations will remain in the hands of Richard C. Block, executive vice president.

Bennett declined to talk about specific offers, but said they included no propositions from any of the networks. "I've had a number of things [proposed]," said Bennett, "some of them from the financial community—I wasn't expecting to hear from them so soon. There does seem to be an awful lot of money in this world to buy television stations, but you've got to find somebody to run them."

Bennett, who said he will continue to run Metromedia's broadcasting interests until the new owners take control, said until now he "never looked at MPC as a stand-alone business" and thus can't fix a value on it yet. "It was always part of the big picture," he explained "and I frankly saw it as a way to produce programs for [Metromedia's] television stations."

He admitted to some strange feelings at being separated from the broadcasting interests of a company with which he has been associated for 33 years. "I haven't jumped around a lot." (The only time Bennett left Metromedia was to rebuild and manage WCVB-TV Boston which Metromedia bought in 1981 for \$220 million, at which time Bennett re-joined the company as head of the stations division.)

Bennett said he could either buy MPC himself or in combination with a partner. He said he has been approached by about a half-dozen different sources interested in acquiring MPC. The reason for all the interest, he added, is primarily due to the company's library that includes, among other things, the syndication rights to the Aaron Spelling series, *Dynasty* and *Charlie's Angeles*, the first-run *Small Wonder*, the mini-series, *Evergreen* and *The Atlanta Child Murders*, along with scores of made-for-TV movies. "We have a strong base upon which to build. There's a lot of good inventory and a lot of good people." MPC had sales in 1984 of more than \$100 million, according to company

sources.

As for staying on with the new Metromedia owners, Bennett said, "We never talked about it." He noted that "both Murdoch and Diller see this as an exciting moment in their lives" and will have their own ways to run the company. Bennett also pointed out that he will continue to own 2% of the parent company, Metromedia Inc., which is keeping its interests in the radio stations, cellular radio and paging services, long distance telephone services in Texas and Florida, the Harlem Globetrotters and Ice Capades, plus an option to buy back the billboard business. "My obligation is still to the corporation I am a partner in."

One thing Bennett does not have to worry about is a source of personal income. "Money is no problem," he agreed, noting that he is one year into a 10-year contract with Metromedia and, although he declined to specify, sources close to the deal between Kluge and Murdoch say that Bennett's total compensa-



tory package is about \$25 million. Indeed, Bennett acknowledged that Kluge helped make him a rich man. "I was bought twice by John Kluge," he reflected with a laugh—the first time in 1963 when Metromedia bought KTTV(TV) Los Angeles where Bennett was in charge of sales and the second time when it bought the Boston station. The second time around, Bennett received almost \$10 million for his 6,600 shares of Boston Broadcasters Inc., licensee of WCVB-TV.

Despite the wealth he has acquired, Bennett is eager to take on new assignments. "I've always been motivated by my work and that's what I've got to figure out: what kind of work I want to do," he said. "I would think if I had my druthers it would be running a group of stations, but I'm also fascinated at the same time with first-run programming."

Bennett also made it clear he feels no animosity towards Kluge for selling the stations. "I don't resent Kluge at all; he's still a close, personal friend." Then, philosophically, Bennett added, "In business you do what you have to do, and I can't argue with him. The fact it knocks out my work bothers me emotionally, but I harbor no resentment. The best day of my life was the day we met."

bringing the real price closer to \$890 per subscriber or 1 1/2 times next year's estimated cash flow for the systems.

One added cost for TCI and ACT is tax recapture—where taxes reduced in previous years because of depreciation expense is repaid to the Internal Revenue Service when the assets are written up at sale time. Because the Warner-Amex transaction is a purchase of stock, that liability would be paid by the buyers.

Antitrust objections to the merger are considered surmountable by TCI and ATC officials, especially if the Showtime/TMC interest is sold. The Justice Department has yet to look at the question of subscriber concentration in the hands of a few large MSOs. Nor have mergers eliminating overbuilding run into serious problems at the local level.

One potential concern could be the joining of W-A's 1.3 million cable subscribers with ATC, whose parent company, Time Inc.,

also owns the largest pay service, Home Box Office. But Blair likewise dismissed that as a major cause of concern: "The new company will make its own pay programming decisions clearly based on economics. It will not be a captive of HBO. TCI is Showtime's (the number-two pay service) biggest customer in the United States and we think awfully highly of the product."

Fritz Attaway, vice president and counsel of administrative affairs of the Motion Pic-

ture Association of America, said that organization has yet to consider the implications of the TCI-ATC bid: "That is not to say that we might not have some concerns if the merger is completed. As you know, in the past we have indicated concern about HBO's

position in the marketplace. Several years ago we contacted the Justice Department at one point, and in testimony on the Hill and before the FCC we expressed concern about one company dominating the pay television market." □

Upfront's pace slower than last year's

Advertisers are keeping more dollars for scatter; \$4 billion estimated to be spent in next few weeks, possibly less than last year

Close to \$4 billion will be committed by advertisers to network television in the upcoming summer weeks. The news this year is that this upfront selling will not have the impact on the sales picture that it had last year, as less of the networks' inventory will be sold and advertisers will hold back more of their money to spend in the scatter markets of the current and future quarters.

In fact, there is the possibility that the money committed during the upcoming weeks—roughly \$2.4 billion for prime time, \$1 billion for daytime and \$300 million for news—will be less than that spent last year, even discounting the Olympics. But Jake Keever, vice president in charge of sales, ABC Television Network, said that the total amount spent on upfront does not necessarily reflect the health of the network television industry: "Don't forget that at this time last year the economy was booming."

Last week other network sales and agency executives were trying to get a feel for the market as they designed their strategies. They were also engaged in preliminary psychological skirmishes with one another by making statements, often to the press, indicating either the likely weakness or strength of the upcoming market. "This side of the used camel market in Damascus, it is the most negotiated business there is," said Alan Gottesman, a securities analyst for L.F. Rothschild, Unterberg, Towbin.

Among the factors that will determine the outcome of the upfront market are the realignment of the networks in prime time; the outlook for economic growth; the continuing decline in three-network audience delivery, and the strength of advertising alternatives such as syndicated programming.

Daytime selling was already very active by Memorial Day last year, when advertisers who had been shut out of second-quarter and third-quarter scatter were determined not to let that happen again. They went into the market early, and both daytime and news inventory were bought up quickly and the networks obtained unit price gains in double-digit percentages. Prime time also went more quickly than usual, a result of pricing and the desire of negotiators to get business taken care of in time to see the Olympics.

Few of the same conditions appear to be present this year. Not that the third-quarter scatter market is necessarily weak. Marc Goldstein, senior vice president and director of network and programming for Ogilvy & Mather, said there is now "more money than

ever. My guess is that prime time scatter prices are 5% to 10% higher than upfront, and while there have been opportunities, no daypart is particularly soft."

It is generally agreed that the current quarter has been weaker than the first, and that many advertisers found they bought too much time in last year's upfront market. One indication of this is that the pickup of options—when advertisers go ahead with the 25%-to-50% of the ad package they technically have the right to turn back—has apparently been lower for both ABC and CBS in the second and third quarters than it was at the same time last year.

Advertisers usually indicate whether they intend to pick up their options about 90 days before the start of the quarter. About 90% usually do, but the estimates being thrown around suggest that for ABC and CBS it has recently been closer to 80%. Because NBC is in many cases exceeding its demographic guarantees, meaning advertisers are, in effect, getting some free audience delivery, it is not having this problem.

Richard Kostyra, a senior vice president at J. Walter Thompson, said that more advertisers were requesting "relief" beyond not picking up their options, and were asking the networks to sell spots to which they had committed.

The question, as always, is how many additional advertiser dollars there are. Related unknowns are how many new products will be introduced and what the reaction of advertisers will be to the current slowdown in economic growth. At best, answers to those questions are guesses and it is not uncommon for those guesses to be diametrically opposed.

Gottesman, who follows both the networks and advertising agency stocks, said: "I am surprised at how restrained advertising has been. In the first quarter one could pass it off as exhaustion from last year's activity, but not after that." Reduced ad pages in mass market national magazines is one of the things convincing him that advertising demand is less than exuberant: "To a great extent those advertisers are the same ones who buy national television. On trend the magazines haven't had an up week since the late February."

In the one upfront season that has already closed, children's, the networks came away with low single-digit growth, but because of unusual circumstances. Said Henry Siegel, chairman and president of LBS Communications, "Two years ago there were zero first-run animated children's strips. This year there were 12 and most of those were on a barter basis. That, in effect, doubled the number of commercial availabilities. Our

company alone has as many availabilities as one of the commercial networks."

The inflation of advertising inventory in children's programming that kept network unit price increases down reduced the bargaining power of the networks, and it is widely acknowledged that some sales were made for no price increase at all.

But there are two factors keeping that scenario from being repeated in other dayparts. One is that the \$200-million network children's market is small enough to have been greatly affected by syndication activity. The other is that syndicated programming is not increasing nearly as fast in other dayparts.

In prime time the sudden reversal of network fortunes could aid the major agency buyers. All eyes will be on NBC, which has strong delivery of young adults and therefore will set the tone for that daypart's market.

NBC will have large unit price increases if it takes full advantage of both cost-per-thousand increases and its improved demographic numbers. Rather than do so, many speculated, the network might try to protect long-standing relations with advertisers and spread out any unit price jumps over more than a year. By moderating its demands, the network would negatively affect the other two networks' ability to raise their own costs-per-thousand.

Dan McGrath, senior vice president, network negotiations, D'Arcy MacManus Masius, said he thought the current less-than-hurried approach to upfront buying might soon change. He noted that Leo Burnett has a large prime time budget this year—including McDonald's and General Motors—and has shown a previous tendency to make its buys early. That, McGrath said, could start off a rush by other advertisers.

The \$300-million upfront network news market has been the first of the adult dayparts to move. According to John Otter, senior vice president, director, national broadcast, McCann-Erickson: "There is nothing over single digit in the way of cost-per-thousand increases." This has meant a decline in unit prices for at least one network, he said. No other source was able to confirm that.

Daytime will likely move next. New syndication efforts in the time period include LBS and Tribune Broadcasting's two-hour *Inday* and Paramount's and Post-Newsweek's one-hour *America*. If such shows siphon dollars from the networks it would be particularly important for the network profit picture since that daypart has always provided a disproportionate amount of the total.

Siegel said that *Inday* should bring in roughly \$40 million in national revenue but he noted that is a small part of a \$1-billion upfront daytime market. "Instead of a 12% to 14% increase, the impact of syndication might lower it a percentage point or two."

A few percentage points usually separate the estimates of agency executives and network sales executives. Gottesman said that difference is important in calculating network earnings: "Eighty-five percent of the business will be there forever. But it's that last layer of cream. . . that is where the profit is. Whether it is sweet or curdled affects the whole taste." □

NBC grabs first place in May sweeps

Regular series and movies give network first sweep win in 11 years

For the first time since November 1974, NBC celebrated a ratings sweep victory. Based on the strength of regularly scheduled programs and especially its movies, NBC glided to a four-tenths-of-a-rating point victory over CBS in both the Arbitron and Nielsen May sweep periods. NBC achieved a national 14.5 rating and 24 share, compared to a 14.1/24 for CBS and a 12.8/22 for ABC.

NBC's rating was up 9% from the 13.3 it scored a year ago in the May sweeps when it was in third place; CBS was ahead 5% from a second place 13.4 rating, and ABC was off 14%, from May 1984 when it achieved a 14.9 to land in first place.

"This is not a fluke," pronounced NBC research vice president Gerry Jaffee, "we did it with our regular schedule. Our regular programming outrated both ABC's and CBS's."

CBS/Broadcast Group research vice president, David Poltrack, confirmed that NBC drew its strength from regularly scheduled programs—that is, all series programs in their normal time periods, including regularly scheduled movie periods. According to Poltrack, NBC's regularly scheduled programs averaged a 14.8 rating, compared to a 13.9 for CBS and a 13.2 for ABC.

"The other area NBC did very well in is movies," Poltrack noted. "One of the strategic things all three networks have executed which they have not done historically is to try and put more original movies on in the May sweep period. There's no question that NBC was very successful in that. You could say *Deceptions* [Sunday, May 26, and Monday, May 27] won the sweeps for them. Up until Sunday we were ahead." Until Sunday, May 26, Poltrack said, NBC had a 14.2 rating in both sweep periods and CBS had a 14.3 in Arbitron and a 14.4 in Nielsen.

Poltrack said that on an "overall" basis, NBC's movies outperformed CBS's by an average of six rating points.

But when it came to regular series programming—excluding movies and mini-series—CBS came out on top with an average 14.4 rating, compared to a 14.2 for NBC and a 12.2 for ABC. In addition, Poltrack pointed out that original episodes of CBS's regular series outperformed those of NBC, while NBC's repeat episodes of regular series outperformed those of CBS.

Original episodes of regular series averaged a 17.4 rating on CBS, Poltrack said, while repeat episodes averaged a 12.1 rating. However, repeats on NBC averaged a 13.7 rating, while original episodes averaged a 14.9. On ABC, original episodes averaged a 13.3 rating compared to an 11.3 for repeats. NBC's prime time schedule consisted of 57% original programs, compared to 62% for CBS and, because of a high number of special pre-emptions, 70% on ABC.

The combined network rating was 41.1 and combined share was 71, down, respec-

tively, from a 41.8 and a 73 last year. However, because of higher HUT (homes using television) levels—58.2 versus 57.6 last year—and a larger base of U.S. television households, the combined prime time network delivery was 35,150,000 households per average minute compared to 35,030,000 last year.

Poltrack said the higher HUT levels were due in part to a larger percentage of original programming on the networks during the May sweeps.

And although NBC's original episodes of regular series did not perform as well as CBS's, NBC's Jaffee said that NBC expects to win the summer ratings and build momentum going into the fall. He explained that NBC does better in the repeat season because "sitcoms repeat the best of all programs, and NBC has the most sitcoms. Soap operas repeat the worst, and if you exclude *St. Elsewhere* and *Hill Street Blues*, we have no soaps on our schedule. But what does best of all is when a program gains momentum, and we have several that are gaining. *Miami Vice*, *Highway to Heaven* and *The Cosby Show* are all programs that are actual-

ly going to have higher repeat shares than original shares. Maybe also *Who's The Boss?* on ABC, but that's all."

But, cautioned Poltrack, "Anybody who thinks the May sweep is an indicator of things to come next season should recall that ABC came in first during last year's May sweep."

Ratings cited in the following reports are not the final tabulations of Nielsen and Arbitron, but station-compiled averages of the overnight metered ratings provided to the stations by both services. Meter ratings do not measure demographics. Final results—"the book"—should begin going to stations this week, but will not be available for all markets until at least a month, when BROADCASTING will publish a complete market-by-market breakdown of sign-on to sign-off averages.

New York

Who's in first (or second or third) in New York depends on which ratings service is consulted—and the differences are no minor discrepancies. Arbitron put WCBS-TV in first

More details on Turner's takeover plan

Turner Broadcasting System last week filed an amendment to its registration statement at the Securities and Exchange Commission outlining its proposed takeover of CBS. The amendment, made at the SEC's request, described in new detail the risks that would be run by CBS stockholders who opt to exchange their shares for TBS's package of high-yield, high-risk debt securities. The amendment cautioned that TBS could not guarantee "that established trading markets for any or all of the TBS securities will develop or be maintained," although the company said it believed such markets would develop and be maintained. TBS also said it might run into long delays in completing the proposed takeover and that such delays could reduce the value of investor returns.

The proposed exchange offer itself, however, was not changed in the amended filing, which ran counter to speculation last week that TBS had been successful in raising \$500 million or more in cash with which to sweeten the deal. At this point TBS is offering no cash in its package to CBS shareholders, which has led many in the investment community to conclude that TBS has little chance of taking over CBS. If TBS had raised cash which it intended to add to its offer to CBS shareholders, it would have had to disclose that in its filing last week. One source close to the deal said, however, that TBS has had "plenty" of "unsolicited inquiries" from professional investors looking to give TBS cash support. He added that TBS may follow up those inquiries "when it's appropriate," meaning after the company has successfully met the potential myriad of regulatory, legislative and legal obstacles still to be resolved. Until then, he said, it would be fruitless to add cash to the deal with all those legal uncertainties, a sentiment generally embraced by financial analysts. And, by some accounts, it would probably take considerably more than \$500 million in cash to make a meaningful sweetener. Some analysts, including Cralin Co.'s Anthony Hoffman, believe it will take a cash additive of about \$1.5 billion, or \$50 per share, to be meaningful. Anything considerably less than that, he said, "is almost an insult."

Meanwhile, there seems to be some shifting sentiment among analysts concerning the TBS bid—not that they have any more faith than earlier that TBS will end up with a broadcast network, but that CBS may recapitalize or merge with another entity to prevent that from happening. "The sentiment is shifting toward the belief that something [along those lines] may happen," said J. Kendrick Noble, a media analyst with Paine Webber. He added, "I don't think CBS will be taken over by anybody," because of its clout, size and the fact that it's "doing pretty well" operationally.

By midday last Friday (May 31), CBS's stock had climbed almost five points for the week, to \$117.25, but was trending down in the afternoon. At deadline, the stock was down to about \$116.88.

place at 6 p.m. and 11 p.m., while Nielsen had WCBS-TV in third place during both those time periods. Moreover, WNBC-TV, which Arbitron said was in second place at both 6 and 11, was second at 6 in Nielsen but first at 11. And WABC-TV, which Arbitron had in third place at both 6 and 11, was elevated by Nielsen to first at 6 and second at 11.

As one New York station official put it, the result of the May sweeps race in New York was "utter confusion." WCBS-TV and Nielsen officials met at WCBS-TV studios on Thursday (May 30) morning to discuss the discrepancies in ratings and rank and Nielsen said it would provide follow up analysis to determine if there were any glitches in its sample.

Although the final results of the closely watched 6-7 local news periods were disputed by all three network-owned stations, there was no confusion that when it came to prime access WCBS-TV was the clear winner again with *Wheel of Fortune*.

During the soft, feature-oriented local news contests between 5 and 6, the winner was WNBC-TV, in both services. WNBC-TV's *Live at Five* earned a 6.4/17 in Arbitron (versus 6.9/18 last year) and a 6.7/17 in Nielsen (compared to last year's 6.3/15). Arbitron and Nielsen disagreed as to second place, however, with Arbitron giving it to WCBS-TV's *News at Five*, with a 6.0/16, and Nielsen giving it to WABC-TV's *Eyewitness News*, with a 5.7/14. Arbitron had *Eyewitness News* in third place between 5 and 6, with a 4.7/13, while Nielsen said third place belonged to *News at Five*, with a 4.5/11.

Independent WPIX-TV achieved a 7.3/18 with *Little House on the Prairie* between 5 and 6, which would make it the top ranked show of that time period, although Arbitron has *Little House* in fifth place with a 5.8/16. *The Dukes of Hazzard* on WNEW-TV tied for second in Nielsen with a 5.7/14, but won the 6 to 7 time period with a 6.4/17, according to Arbitron.

The real confusion began at 6, when the rating services dramatically disagreed on the rankings. Arbitron had WCBS-TV's *Channel 2 News* ranked first in the local news races with a 7.1/16, but Nielsen puts it third with a 6.4/14. Nielsen says that WABC-TV's *Eyewitness News* is first with a 7.5/16, but Arbitron says it's third with a 6.1/14. The only thing the two services agree about is that WNBC-TV's *News 4 New York* is in second place at 6 and 7. Arbitron has *News 4 New York* pulling a 6.8/15, while Nielsen puts it at three tenths of a rating point higher with a 7.1/15.

Perhaps the only stations to emerge unscathed from the often virulent local news contest were the independents. Neither rating service disputed that between 6-6:30 WNEW-TV with *Three's Company* attracted the most households in the market with a 9.1/20, according to Nielsen, and an 8.7/20 in Arbitron. And *Private Benjamin* on WPIX-TV pulled a competitive 6.2/14 in Arbitron and a nearly identical 6.3/14 in Nielsen.

Both WNEW-TV and WPIX-TV keep up their momentum between 6:30 and 7 when WNEW-TV, with *One Day at a Time*, scored an 8.7/19 in Arbitron and an 8.9/19 in Nielsen. And Arbitron gave a 6.8/15 to WPIX-TV for

Benson at 6:30, while Nielsen gave it a 7.0/15.

In prime access, between 7:30 and 8, the big winner, not surprisingly, was *Wheel of Fortune* on WCBS-TV. On that, both services agreed. Arbitron assigned *Wheel* a 13.8/26 (up from a 10/19 last year), while Nielsen gives it a nearly identical 13.8/25 (up from a 9.5/18 a year ago). But second place went to *All in the Family* on WNEW-TV, with a 10.1/19, according to Arbitron, while Nielsen has it in third place, with a 8.5/15. Instead, Nielsen says *Entertainment Tonight* on WABC-TV was second, with a 9.6/17, while *All in the Family* was third.

Both services agreed that *Family Feud* on WNBC-TV is in fourth place between 7:30 and 8, earning a 6.0/11 in Arbitron and a 7.7/14 in Nielsen. Last year, *Family Feud* scored a 4.3/23 in Arbitron and a 10.9/20 in Nielsen. WPIX-TV's *The Independent News*, between 7:30 and 8, pulled a 5.5/11 in Arbitron and a 5.6/10 in Nielsen. Between 7 and 8, WOR-TV runs *Dallas* and came in last for the time period, with a 3.4/7 in Arbitron and a 3.9/7 in Nielsen.

WOR-TV's movie between 4 and 6 and achieved a 3.9/11 in Arbitron and a 3.7/10 in Nielsen.

Between 4:30 and 5, both services agreed the winner is WNBC-TV with *People's Court*, with second place going to *The Brady Bunch* on WNEW-TV. In third place was *Divorce Court*, on WABC-TV. In Arbitron, *People's Court* earned a 6.7/20 (down from a 7/21 last year) and *Divorce Court* achieved a 5.3/16 (up from a 5/14 last year when WABC-TV has *New York Style* in that time period). Second-place *The Brady Bunch* on WNEW-TV achieved a 6.1/18 in Arbitron and a 5.7/16 in Nielsen.

During the May sweep, WPIX-TV ran a variety of animated children's programming in the 4:30 to 5 slot and averaged a 4.3/13 in Arbitron and an almost identical 4.3/12 in Nielsen.

The 11 p.m. local news race was another time period both services disagreed on the winner. Nielsen gave the top spot to WNBC-TV, with an 11/22, compared to a 10.4/20 for WABC-TV and a 9.7/19 for WCBS-TV. But Arbitron's winner was WCBS-TV, with a 9.6/21, compared to a 9.2/20 for WNBC-TV and an 8.5/18 for WABC-TV.

For the 24th consecutive sweep period, *Donahue!* on WNBC-TV at 9 a.m., was unsurpassed by the competition in both rating services. Arbitron gave *Donahue* a 4.9/24, compared to a 4.0/20 for *The Morning Show* on WABC-TV and an average 2.4/12 for both *Let's Make a Deal* and *Anything for Money* on WCBS-TV. The *The Morning Show* was up one full rating point in Arbitron from a year ago, while *Donahue* was up six tenths of a rating point and WCBS-TV was off three tenths of a rating point, when it had *Tic Tac Dough* and *Joker's Wild* at 9-10.

In Nielsen, *Donahue!* led with a 4.4/23, followed by a 3.8/20 for *The Morning Show* and an average 1.7/9 for *Let's Make a Deal* and *Anything for Money*. Nielsen had WABC-TV's *The Morning Show* up six tenths of a rating from last year, while *Donahue* was up four tenths of a rating point.

Los Angeles

The recent sale of KTLA(TV) for a record \$510 million speaks volumes about the health of independents in the Los Angeles market. Don Searle, research director at KCOP(TV), pointed out that in Los Angeles independent shares of the market have been growing, and network shares have decreased from a 58% share in May 1980 to 51% in May 1984 and 49% in May 1985.

While KTLA cancelled its Nielsen subscription last year, KABC-TV cancelled its Arbitron subscription this year, making it a Nielsen only station.

In the early news block, from 5 to 6 p.m., KABC-TV dominated again in both services, with a 7.4/17 in Nielsen and 7.4/18 in Arbitron, although those figures represented a decline from the February results—8.4/19—they were almost exactly the same as figures from last year. Perennial combatants for second place showed somewhat confusing results with KNBC(TV) edging out KCBS-TV with a 6.1/15 in Nielsen, compared to KCBS-TV's 5.6/13. The two scored a 5.2/12 and 4.9/12 in Arbitron, respectively. KCBS-TV's Arbitron figure represented a climb from its 5/11 last year, while KNBC showed a decline from last year's 6/14. KCBS's 5.6/13 in Nielsen was a decline from last year's 7/16 and KNBC's Nielsen figure was up from its 5/13 from the previous year.

Among the independents, both services showed KTTV(TV) as the clear winner between 6 and 7. KTTV had a Nielsen figure of 8/16 for *Three's Company* between 6 and 6:30, with Arbitron giving it a 10/21. KTLA's *Bosom Buddies* scored a 6.4/13 in Arbitron and a 6/11 in Nielsen. *Star Trek* on KCOP scored a 5/9 in Arbitron and a 5.9/12 Nielsen. *Hart to Hart* scored a 5.3/11 in Arbitron and on KHJ-TV. In the 7 to 7:30 slot, KCOP and KTLA were very close, with KCOP's *Wheel of Fortune* scoring a 10/18 in Nielsen and a 9/17 in Arbitron. KTTV's *Three's Company* scored a 9/16 in Nielsen rating and a 11/20 in Arbitron.

KHJ-TV received a 5.3/9 in Nielsen and a 5.1/9 in Arbitron for *Dallas*. KTLA did well with *That's Incredible*, getting a 6.6/12 Arbitron rating.

In prime access, there was a significant change, with *2 On The Town* with a 9.6/16 in Nielsen and a 6.7/12 in Arbitron, moving ahead of *Family Feud*—it had been tied in the February sweeps—with its 7/13 in Nielsen and 6.5/12 in Arbitron. *Eye on L.A.* on KABC-TV was given a 8.6/15 by Nielsen, placing it in between KCBS-TV and KNBC. But according to Arbitron, it was the winner with 7.9/14.

For independents, KTTV was the winner during the 11 to 11:30 time period, with *WKRP in Cincinnati* scoring a 7/13 in Arbitron and 8/15 in Nielsen. *Taxi*, on KTLA, was second with a 3.3/9 in Arbitron. *Barney Miller*, on KCOP, was close behind *Taxi* with identical 3/7 shares in both services. Trailing them was *The Gong Show*, on KHJ-TV, getting a 0.8/2 Nielsen number and 1.1/3 in Arbitron.

In the affiliates late news block, both ser-

vices rated KABC-TV the winner, with Nielsen giving it a 9/22 and Arbitron a 9/24. KNBC was second, scoring a 8/21 in Nielsen, compared to a 7/19 for KCBS-TV. Arbitron, however, rated it a dead heat, giving both stations a 7/19. KABC-TV was down slightly from its 9.6/27 Arbitron rating and 10/26 Nielsen rating for February. KCBS-TV's figures were down slightly from its 7.3/20 in Arbitron for February and down from 8/22 in Nielsen. KNBC's numbers were almost identical to the figures given for both services in February, with a 7.1/19.6 in Arbitron then and a 8/21.4 in Nielsen.

Chicago

In Chicago, HUT levels remained approximately the same; the three affiliates' share declined slightly against the year-earlier period, while independents held their own. The most noticeable difference was the continuing improvement of ABC-owned WLS-TV, which overtook its competition at 6. Also, Tribune-owned WGN-TV was benefitting from its televised Chicago Cubs baseball games, which through May 30, were up five share points in Nielsen and nine share points in Arbitron over last year.

In early news at 5, CBS-owned WBBM-TV continued to lead with a 9/21 in Nielsen and an 9/20 in Arbitron. WLS-TV was next with an 8/19 in Nielsen and an 8/18 in Arbitron and the full hour of news beginning at 4:30 on NBC-owned WMAQ-TV continued to hold down last place with a 7/16 and 6/15, respectively.

Although WBBM-TV is still in first at that time slot, its numbers declined from last year. Both WBBM-TV and WMAQ-TV protested that the Chicago Cubs day games were stealing some of their demographics. WLS-TV said otherwise, maintaining that even on days when the Cubs were not playing day games, it managed to tie or lead WBBM-TV in at least one ratings service.

In the head-to-head 6 p.m. news battle, WLS-TV managed to turn the tables on long time leader WBBM-TV. Arbitron had the ABC-owned station up to 9/19, up from 8/18 a year ago, while Nielsen put the numbers at 10/21 and 9/17 respectively. That put the station ahead of the CBS-owned station, which showed a 9/19 on Nielsen and an 8/17 on Arbitron.

WBBM-TV was saying that the news of WLS-TV benefitted from its 6:30 p.m. *Wheel of Fortune* lead out, which increased at least three rating points over the year-ago period while the other shows in that time slot, including those of the two major independents, declined by virtually every measurement. Nielsen had the prime time access show doubling the ratings and share of the next closest show. *Wheel* registered a 17/33 on Arbitron and an 18/35 in Nielsen. Second place *Benson* scored a 9/19 and 9/17, respectively, for WGN-TV; the second half of WBBM-TV's newscast received a 7/15 and 8/15; *Taxi* got a 7/14 and 6/12 for Metromedia-owned WFLD-TV and *The New \$100,000 Name That Tune* received a 5/9 and 5/11 for WMAQ-TV.

WBBM-TV remains in first for the 10 p.m. news slot and its numbers are still an im-

provement over the CBS prime-time lead in, but here too, the station had some slippage from a year ago. In the Monday-through-Friday measurement, Arbitron had it losing two share points to 16/26 while Nielsen showed it losing a rating point and three share points to a 19/29. WLS-TV meanwhile was given improved numbers by both Arbitron and Nielsen with a 15/25 and 16/24, respectively. Nielsen gave WMAQ-TV a 12/19, up from a year ago, while Arbitron shows it declining to 11/19.

The highly publicized hearing involving Governor James Thompson and accused rapist Gary Dotson, was given extensive coverage by WBBM-TV. Nielsen gave the CBS-owned station a weighted average audience of 8/29 for its 14 hours of coverage while Arbitron gave it a 7/24.

Philadelphia

Despite the difficulties encountered by ABC, its affiliate in Philadelphia, WPVI-TV, continued its dominance over all rivals in the early- and late-evening news blocks and prime time access period in both the Nielsen and Arbitron measurements. From sign-on to sign-off, however, NBC affiliate KYW-TV managed for the first time since 1977 to climb out of the cellar with an average 7.2/20 Nielsen, knocking CBS affiliate WCAU-TV into third with an average 6.9/19. First-place WPVI-TV averaged a 9.9/27. (Arbitron sign-on to sign-off numbers were not available at deadline.) WCAU-TV, which captured early fringe from WPVI-TV last February, held that period in the May sweep with an average Nielsen of 10/27 (10/26 Arbitron) for *Quincy* from 5 to 6, compared to an 8/22 (8/21 Arbitron) for *Merv Griffin* on WPVI-TV. KYW-TV averaged a 7/19 Nielsen (6/16 Arbitron) for *Wheel of Fortune* at 4 and a 7/18 Nielsen (5/12 Arbitron) for *Let's Make A Deal* at 4:30. The two independent stations remained well behind the affiliates in early fringe. WTAF-TV scored a 4/10 Nielsen for both *Scooby Do* (4/11 Arbitron) at 4 and *Superfriends* (5/12 Arbitron) at 4:30. WPHL-TV scored a 3/18 Nielsen with *Dancin' on Air* from 4 to 5 (2/6 Arbitron).

At 5 p.m., WPVI-TV's hour news dominated the time period with an average 13/29 Nielsen (14/32 Arbitron), compared to WCAU-TV's hour news (9/21 Nielsen and 9/20 Arbitron). KYW-TV averaged a 7/15 Nielsen at 5-5:30 with *Family Feud* (5/12 Arbitron), and received a 5.4/11 Nielsen and a 4/9 Arbitron for its half-hour news at 5:30. WTAF-TV averaged a 6/13 Nielsen from 5 to 5:30 with *What's Happening* and a 7/15 Nielsen with *Laverne & Shirley* at 5:30-6. WPHL-TV averaged a 5/10 Nielsen with *Little House on the Prairie* at 5-6.

At 6, when all three affiliates program a final half-hour of local early-evening news (which they use as a lead-in to network news), WPVI-TV trounced the competition with an average Nielsen of 17/35 (19/40 Arbitron), compared to an average 9/18 for WCAU-TV (8/17 Arbitron), and 5/11 for KYW-TV (4/8 Arbitron). Independent WTAF-TV beat KYW-TV's 6 p.m. news with *Happy Days* which scored a 7/14 Nielsen and a 6/12

Arbitron. WPHL-TV tied KYW-TV's news at 6 with a 5/10 Nielsen and a 4/9 Arbitron with *Alice*.

WPVI-TV's network news at 6:30 scored an 18/35 Nielsen and a 17/36 Arbitron, compared to a 7/14 Nielsen (7/15 Arbitron) for WCAU-TV and a 5/9 Nielsen (4/8 Arbitron) for KYW-TV. WPHL-TV scored a 7/14 Nielsen (5/11 Arbitron) for *The Jeffersons*. M*A*S*H on WTAF-TV scored a 7/13 Nielsen (Arbitron figures were unavailable).

In prime access, WPVI-TV outpaced the competition with a 14/29 Nielsen (15/31 Arbitron) for *Tic Tac Dough* at 7, and a 21/39 Nielsen (22/41 Arbitron) for *Wheel of Fortune* at 7:30. KYW-TV scored a 9/17 Nielsen (8/17 Arbitron) with *People's Court* at 7, and a 10/17 in both Nielsen and Arbitron with *Evening Magazine* at 7:30. WCAU-TV scored a 8/16 Nielsen (8/15 Arbitron) with *Entertainment Tonight* at 7 and a 7/13 Nielsen (6/12 Arbitron) with *Love Connection* at 7:30. WTAF-TV scored a 7/14 Nielsen (9/17 Arbitron) with M*A*S*H at 7 and a 7/12 Nielsen (6/11 Arbitron) with *Taxi* at 7:30. WPHL-TV scored a 5/11 Nielsen (Arbitron not available) with *Sanford & Son* at 7 and a 5/9 in both services with *WKRP in Cincinnati* at 7:30.

WPVI-TV's late night news at 11-11:30 scored a 20/38 Nielsen (17/32 Arbitron). WCAU-TV's late news scored a 13/24 Nielsen 13/25 Arbitron (its highest since 1972) and KYW-TV's late news scored an 11/21 Nielsen (12/23 Arbitron). WPHL-TV's *Video Rock* averaged about a 2/3 in the time period by Nielsen's count (Arbitron not available), and WTAF-TV averaged a 3/5 Nielsen (Arbitron not available).

San Francisco

CBS affiliate KPIX(TV) took the early news hour in Nielsen and tied for the lead in Arbitron with ABC-owned KGO-TV. At 11 p.m. KPIX again won the news slot in both services. The independents finished third and fifth in the early news and fourth and fifth at 11.

At 6-7 in the Nielsen ratings, KPIX had a 9/19, down from a 10/22 last year when it also won the period, while KGO-TV did a 6/14, off from last year's 7/15. In the Arbitron ratings, both KPIX and KGO-TV tied for the news period with 9/18, respectively. Last May in Arbitron KPIX won the period with a 10/21, as KGO-TV did in Nielsen with a 9/19. Cox Communications' KTVU(TV)'s *Three's Company* got a 7/15 at 6 p.m. in both the Nielsen and Arbitron figures. Its *WKRP in Cincinnati* at 6:30-7 did a 8/15 Nielsen and a 7/15 Arbitron. Coming in fourth for the period was KRON-TV's news hour with a 5/11 in both services. Another independent, KBHK-TV, running two consecutive episodes of *Happy Days Again*, got a 3/7 and a 4/8 in Nielsen, and a 4/8 and a 5/10 in Arbitron.

The 11-11:30 news period also went to KPIX with it scoring a 10/25 Nielsen, off a share point from last year, in comparison to a repeat of last year's 8/22 for KGO-TV and an 8/20 for KRON-TV. In Arbitron, KPIX had a 9/26 and KGO-TV a 7/20, compared to last year when KGO-TV beat KPIX's 8/24 with a 9/25 and KRON-TV posted a 7/19. Mean-

while, on KTVU, *Barney Miller* did a 4/11 in both rating services while *Mork and Mindy* on KBHK did a 2/5 in Nielsen and a 1/4 in Arbitron.

In prime time access (7:30-8), KPIX edged out KRON-TV's *Entertainment Tonight* in Nielsen by one rating point with its *Evening Magazine*, while it decisively won Arbitron. *ET* was up from a third place finish a year ago in both services. Nielsen gave KPIX a 10/18 and KRON-TV a 9/18, while in Arbitron KPIX had an 11/20 and KRON-TV did an 8/16. Last year KPIX won in both services with a 10/19. At KGO-TV the *New \$100,000 Name That Tune* did a 7/14 in Nielsen and an 8/15 in the Arbitron ratings. On KTVU, *Taxi* got an 8/15 Nielsen and a 7/13 Arbitron, and *Good Times* did a 4/8 Nielsen and a 5/9 Arbitron.

At 3-4, *Donahue* on KGO-TV won its hour in both rating services with a 5/21 Nielsen and a 5/19 Arbitron. On KPIX in both services, *Hour Magazine* received a 3/11, and on KRON-TV at 3 p.m. *Love Connection* got a 4/16 Nielsen and a 3/15 Arbitron. At 3:30, *Jeopardy* did a 5/18 Nielsen and a 4/17 Arbitron.

From 4 to 5, KPIX won in Nielsen with a 5/18 for its locally-produced talk show, *Peo-*

ple Are Talking, which got a 4/15 Arbitron. On KGO-TV, the *Channel 7 Mystery Hour* won the period in both services with a 5/17 Arbitron and a 4/15 Nielsen. *TGI 4* on KRON-TV, meanwhile, placed third in both services with a 4/12 Nielsen and a 3/10 Arbitron.

Detroit

ABC-owned WXYZ-TV Detroit ran off with first-place honors again in the Nielsen and Arbitron races for early and late news, while WDIV-TV retained its leadership position in prime-access and early fringe.

Competition heated up in the early news period but WXYZ-TV maintained its premiere spot in both Nielsen and Arbitron for the period it includes news (5-7 p.m.). The station rolled up a 10.2/24 Arbitron, down from 12/26 last year. In the second spot was WDIV-TV with a 9/21 Arbitron for its 5-6:30 news, off slightly from from 10/23 last May. WJBK-TV, the CBS affiliate, schedules news at 6-7 p.m. and weighed in with a 6/12 Arbitron, down from 7/14 last May when it programmed news at 5:30-6:30. Nielsen's figures were similar: WXYZ-TV was rated first with an 11.2/27, down from 13/30 in 1984 while

WDIV-TV registered an 8.9/22, down from 10/22 and WJBK-TV attained a 4.8/11, compared to a 5/10 last May. All stations lost some ground in the early news segment.

WXYZ-TV also garnered honors in late evening news. The station earned a 12.7/25 Arbitron, off sharply from the 18/33 amassed last year. Close behind was WDIV-TV with a 12.3/26, down from 14/26 last May. In the Nielsen contest, WXYZ-TV won more handily. Nielsen gave WXYZ-TV a 17.5/31 and WDIV-TV a 15.4/30, with WDIV-TV making inroads on WXYZ-TV in this news period. WJBK-TV managed to post a 11.3/20, up from a 9/19 in the May 1984 Nielsen book.

Running away with the prime-access period was *Wheel of Fortune* on WDIV-TV. In the Arbitron sweepstakes, *Wheel* scored a 21/41, up from 19/37 last year. Independent WKBD-TV kept its second position with a 9.2/18 for *Three's Company*, up slightly from 9/17 in 1984. WXYZ-TV was in third place with a 7/14 Arbitron for *Entertainment Tonight*.

In the afternoon fringe segment, *The Jeffersons* on WDIV-TV romped off with honors. The Arbitron book gave the comedy series a 9/24 for the 4-5 p.m. period, equal to the 9/23 registered last year by *The Jeffersons* and *All in the Family*.

Broadcast service loses out to land mobile

More UHF channels slated for land mobile operation; eligibility criteria for ITFS spelled out

The FCC last week adopted rules establishing eligibility and comparative criteria for the instructional television fixed service. In other action, it proposed to permit land-mobile operators to use more UHF television spectrum—and to relax the interference protection land-mobile operators provide to UHF TV stations.

Under the new ITFS rules, local applicants will get the first crack at the ITFS frequencies in their areas. National entities will only be considered if locals don't apply for the facilities for a full year (starting 30 days after the commission's order is published in the *Federal Register*.)

ITFS applicants would be required to carry "formal education for credit to enrolled students" on each channel and would have to provide ITFS programming for at least 20 hours per week per channel before they could lease out, or use themselves, their remaining time for profit-making non-ITFS purposes.

Under the game plan, public notice of applications for ITFS facilities would be provided, and other parties would be given 60 days to file competing applications. Mutually exclusive ITFS applicants will be awarded points on a variety of criteria.

Being local is worth four points; applications from institutions with educational accreditations are worth three; proposals to stick to four channels or fewer are worth two; ITFS operators grandfathered on frequencies that now belong to the multichannel multipoint distribution service can get one point if they are able to demonstrate a

need to change facilities to provide expanded service that can't be met on the grandfathered facilities; proposals to telecast 21 hours per channel per week of formal educational programming are worth one point; proposals to telecast 41 hours per channel per week of that same programming are worth two points; proposals to telecast 41 hours per channel a week of other ITFS programming are worth one point. The applicant with the most points wins. Ties will be broken by random selection.

(James McKinney, FCC Mass Media Bureau chief, said a similar point system might be created to replace the commission's current comparative criteria for full-power broadcasting facilities. If an appropriate point system can be designed for full-power broadcasting, "it would be a very valuable thing to try," McKinney said.)

Commissioner James Quello suggested that the money raised through leasing out excess capacity be restricted to "ITFS-related" purposes. His fellow commissioners declined to go along with him.

One branch of the FCC's proposal to permit additional land-mobile use of UHF TV spectrum is specifically targetted at eight areas. The other, a more tentative one, would permit full-power and low-power UHF television operators on channels 50 through 59 to use their spectrum for land-mobile service—and, apparently, any other services imaginable—nationwide.

The specific proposal to reallocate spectrum would result in anywhere from two to six additional UHF TV channels being made available for land mobile in the eight major urban areas.

Proposed for reallocation are UHF channels 19, 27, 28, 33 and 34 in New York;

channels 26 and 32 (or 32 and 36) and channels 42, 48, 60 and 66 in Los Angeles/San Diego; channels 41, 47, 64 and 68 in Chicago; channels 24, 28 (or 34 and 28) and 18 in San Francisco; channels 26 and 32 (or 42 and 46) in Philadelphia; channels 36 and 30 (or 39 and 35) in Baltimore/Washington; channels 41, 35 (or 63 and 69) and 16 in Houston, and channels 41, 35 (or 66 and 62) and 17 in Dallas.

The FCC proposed to drop to 40 db from 50 db the cochannel protection ratio between the desired TV signal level and the undesired land mobile signal level at the TV station's predicted grade B service contour. "This would permit a substantial amount of new private land-mobile services with minimal impact on full-service TV," the FCC said in a news release.

The FCC also said it was ending its freeze on the processing of LPTV applications within 100 miles of the 10 largest metropolitan areas. Nonetheless, it said no final LPTV construction permits that conflict with the proposed sharing plan would be issued pending resolution of the proceeding.

If LPTV applications conflict with any of the FCC's choices and cannot be amended to meet land mobile protection standards, they will be dismissed. Robert Powers, FCC chief scientist, said that anywhere from 100 to 1,000 LPTV applications could be affected by the proposed reallocation. The FCC said "any adverse impact on TV translators, LPTV or full-service TV would be offset by the additional land mobile services provided."

The FCC also approved the establishment of a joint government-industry advisory committee to study land mobile-UHF TV protection criteria. □



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The high price of leverage

Anthony Hoffman, vice president and director of corporate finance for Cralin & Co., New York, has for years been one of Wall Street's leading analysts of broadcasting, cable and entertainment stocks. An engineering graduate of Cornell, he won his masters in business administration from Harvard before entering the world of finance with Citibank; a three-year turn with Lever Bros. qualified him as perhaps the only analyst who's also bought broadcast time. In this "At Large" interview with BROADCASTING editors, Hoffman answers virtually all the questions that might be asked about the current frenzy in mergers-takeovers of major broadcast companies and the record prices being paid in television station trading.

The recent pace of station sales, group mergers, takeover attempts and other ownership activity threatens to boggle the mind. Will there be long-term, fundamental changes in the industry from this activity?

They're not the kind of things that have ever been for sale before and they're not the kind of things that are probably ever going to be for sale again. The fundamental change, I think, is that it's going to direct everybody's attention to the bottom line—not just because it's a good thing to do, but because it's a matter of survival. Most of these companies are going to be highly leveraged, having borrowed enormous sums of money to acquire these properties. They're going to have to generate exceedingly high profit margins out of these properties to be able to service that debt, which means that experimental programming, community service, anything that doesn't generate a return on investment is going to go by the boards. Which means we're probably going to have dull, going-back-to-basics broadcasting, and that will be particularly evident at the network level.

What do you think of ABC/Capcities?

Everyone thought this would have been an impossible deal—that any deal for a major network would have to be unfriendly. What they didn't bank on was that Leonard Goldenson was beginning to think very seriously about the line of succession at ABC, and wasn't totally secure in the team of people he had there, in terms of handing over the reins. And it seems obvious, in retrospect, that a lot of other people were looking at ABC from the outside. So you had Goldenson on the inside concerned about succession, and on the outside a lot of sharks circling, emboldened by the kind of leveraged buyout activity we'd seen in the oil and natural resources area, wherein the financial institutions apparently would buy any piece of paper providing the yield was high enough.

Now we have a marriage of two companies with quite dissimilar management cultures—ABC being the typical network structure, very long on staff, very short on direct accountability. Fat, if you will, in the sense of being a broadcast entity managed by committee rather than individual decision. Capital Cities, on the other hand, having the luxury of being a station operator, has a natural segregation of its business into individual station units with individual station managers responsible directly for profits—and with compensation tied to that performance. As a result Capcities has grown up with a very lean corporate staff with all the decision-making at the stations and at the publications.

Would Capcities have been one of those companies circling?

No, not at all. Capcities, as a matter of corporate policy, will not do an unfriendly transaction.

Which companies were?

No one really knows for sure, outside of the people at ABC. But Rupert Murdoch was rumored to be interested, Ted Turner was rumored to be considering ABC, although he was throwing the name of CBS around a lot at the time, and undoubtedly there were several others who were at the early stages of trying to figure out what a package like this would have to be worth.

So there's going to be a different kind of operation at ABC once Capcities takes over?

I don't think there's any question. We're seeing moves already. There are a number of people in positions of responsibility at ABC that perceive that their tenure at ABC under the new Capcities rule will depend upon their ability to slash the costs and lean down the overhead of their particular group in advance of the actual formal takeover, and there are, in fact, people now being let go, departments slimmed down, as people inside ABC interpret what they think Capcities would require of them once they're in firm control.

Is that likely to be something that will spread to the other networks?

Not immediately, no. I think that the other networks perceive that, incrementally, a lean ABC is going to be a noncreative ABC. There's going to be a concentration on the bottom line at the expense of all else. That it's going to go back to tried and true maxims of how you make money—particularly in network television—and that the old, inventive ABC, in terms of new and unique kinds of programming, is

going to be a thing of the past. Whether that's true or not, that seems to be the perception.

Do you have your own perception?

First of all, I think that Capital Cities is very mindful of the fact that they're moving into an arena that they don't know all that well, which is network, and although it may seem simple from a station's point of view, what you should do to run a network is anything but simple when you get into it and look at the minutiae of the decisions that have to be made. It's a very complicated process. As a result, I think they're probably going to take much longer to make major changes than most people would think.

I do think, however, that there is going to be a dramatic change in the way the stations are managed. ABC's O&O stations, happily, generally earned more money than those of the other networks'; they were already being run more lean than the stations run by the other two networks. However, they are nowhere near as lean as the stations that are run by Capital Cities, and if you take the average Capcities station, striving constantly to have the cash flow ratios to revenues of 50% or better, and contrast it with the normal 25% to 30% margins that are earned by the owned-and-operated stations of the three networks, you can see that the biggest area of immediate change is in the operation of those ABC stations.

If we are to buy your assumption that it was a matter of succession that persuaded Goldenson to accept the deal, or to make the deal, what does Capcities bring to the party?

They bring a management discipline which is very different than just about any other organization in broadcasting. The broadcasting business, generally speaking, has attracted people of mediocre management talent who are nevertheless highly regarded for their sales ability. In Capcities we have an organization which is renowned for its management ability, which makes it somewhat unique in the broadcasting business. Recognizing unusual opportunities to buy properties that were undermanaged has been the hallmark of what Capcities has historically done. They've stayed pretty much in the same general area. When they ran up against the FCC-imposed limits on station ownership, they moved into the next best field, as far as they were concerned, which was the publishing field, with newspapers and magazines, and when they ran afoul of what they thought were exorbitant prices being paid for major city newspapers, they began to look seriously at the cable television industry. There too they looked for undermanaged situations and found the Cablecom General systems, and bought them as a block, and that was their learning experience in cable.

I think they've learned their lessons well. They have done a pretty good job with the systems ever since they've had them. But there's no question that faced with the opportunity under the new FCC rules to go back and put both feet primarily in broadcasting, the cable systems are going to be cut loose, as probably will be many of ABC's programming ventures for cable consumption.

Capcities was one of two broadcasting companies that were conspicuously successful in stock performance, the other being Metro-media. The latter was at one time over 500; I don't remember how high Capcities got, but it was always up there in terms of price-earnings ratio. Will that kind of performance translate into the new Capcities/ABC?

I think it will be difficult for Capcities to execute the kind of earnings management it resorted to when it was just a station group operator with some publishing ventures. The new ABC under Capcities is now a very big animal, and most important, the lion's share of the revenues will now be coming in from the television network, not from the stations.

In round numbers, we're talking roughly about an ABC television network being about a \$2.5-billion business at the sales line, and the combined station group probably something on the order of a \$600-million revenue business. We're talking about a large gap here, where the network is now the tail that wags the dog.

The network, by the same token, has a very low operating margin—around 10% pre-tax or thereabouts is a pretty normal year, meaning that we're talking about a \$250-million profit pre-tax from



the ABC television network. I would guess the combined stations of Capcities will start out somewhere around \$150 million in pre-tax profits with the hope that they can rise quite significantly over the next two or three years.

The network is by far the more unstable of these entities, because its revenues and profits are affected dramatically by the ratings—and even more important than the ratings per se is where we are in the four-year cycle. ABC has been known for pretty much owning the Olympics franchise in this country and as a result, in 1984, earned a tremendous amount of money from having the Olympics that it would not have had if it hadn't had the Olympics. It actually saved what could have been a fairly disastrous year for them.

So we've got two things. We've got the quadrennial cycle, whether or not ABC continues to have the rights to the Olympics, and we've got the age-old bugaboo of trying to compete in the prime time and daytime marketplace for ratings, which is something the network has not showered itself with glory at over the last couple of years.

So it's going to be very difficult, from this point on, to take this new entity that's been created and have Capital Cities do what it does best, which is to manage the earnings in a high-teens-type growth every year. They're just not going to be able to do that.

Just looking at the deal itself, is it a good deal?

It depends from whose point of view. It's certainly a good deal for Capital Cities because it puts them in a much larger arena with an opportunity to apply their management skills to a much bigger chunk of overhead and sales, ostensibly with the result that there will be a big increment in profits coming out of it. And it's certainly a very good deal for the Capcities management, which now owns a share of a much bigger company.

It's not such a good deal for a lot of the people who are now working for ABC. Many of the staff members responsible for redundant functions—many of the luxury functions, if you will, of having specialized people doing specialized things that weren't directly connected to revenue and profit generation—are going to be out looking for a job. That's just a hard fact of life. I think there's even some question as to whether or not many of the members of the remaining senior management at ABC will be long-term employees of this new company. I think the management styles of Capcities and the management styles of some of the key ABC executives are just at odds with one another. So we may see some people staying on for a year or so during what I would call a transition phase, and then a semi-amicable departure by some of the senior members of management.

Can you foresee any change in government policy, particularly at the FCC, that might endanger any of the buyouts, the takeovers, the highly leveraged deals?

Not given the direction the FCC has been going in, which is essentially one of deregulation, one of accommodating more transactions by acting expeditiously on requests for transfer of licenses. The biggest enemy of any of these deals is time. A deal that is financed largely by institutional buying of junk bonds, as we call them,

requires that the institutions not be on the hook without commitment for too long a period of time before they're asked to put up their money, because it does restrict the institution from doing other deals. And of course, that's the name of the game here—to do a lot of deals and increase the yield on your bond portfolio.

So at this point, the time factor at the FCC is very much in favor of doing those deals rather than in frustrating them. The FCC is prepared to move quickly on the approval to facilitate the transaction, but it also appears willing to allow a year, maybe even more, for people to carry out the disposition of the properties that must be sold to bring them into conformance with regulations.

So the FCC is really bending over backwards at this point to do everything it can to facilitate transactions. It's nice for the acquirers that that's what's happening.

If we could talk for a moment about the most conspicuous of the hostile takeovers on the scene: Ted Turner's attempt to acquire CBS. What kind of odds do you place on the success of Mr. Turner's venture?

I think it's important at the outset to define what constitutes success in Mr. Turner's mind. One school of thought says that he's really after CBS and he really thinks he's got a shot at taking it. I think that, yes, he'd sure like to own CBS, but I think he's a very smart man, and he's certainly very realistic about what can be done and cannot be done in this environment, and I think he feels that not because he couldn't raise the financing, and not because of any problems that he might create because of his personality, but because of the things that CBS can do, it's probably impossible for Turner to get control of CBS. But I think that begs the question.

Is control of CBS the only outcome that would make Turner happy? I think the answer is no. Turner approached CBS a year or 18 months, two years ago, with essentially an offer to sell out to CBS. I think he still wants to do that, and I think what this whole deal is all about is a harassment of CBS into a position where it has been outmaneuvered enough so that it is faced with scorched-earth kinds of defensive tactics to save its own company—so much scorching, if you will, that it would destroy many of the aspects of CBS that it wishes to preserve. And if indeed Ted Turner is willing to sell his company to CBS for some price—half a billion or whatever the number happens to be—then the question is whether CBS would swallow its pride and do a half-billion-dollar deal, which really doesn't destroy CBS, or would it elect to go the other direction and make some changes in the structure of CBS to frustrate Turner, which might be very detrimental to the long-term future of CBS.

What might some of those structural changes be?

One obvious one would be to sell a block of voting stock to a white knight corporation. It's been rumored that General Electric has made an offer to buy 20% of CBS at \$150 a share. I don't think it's important to know whether or not that rumor is true. I think it's only important to know that there are probably 10 corporations, maybe 20, that would be willing to do that, so that if CBS could in fact park a substantial block of its stock in a quick private placement with a friendly investor, then ostensibly they, together with the internal management, Mr. Paley and some other blocks that they know of that are friendly to the company, could in effect prevent Turner from getting more than two-thirds, which is what he would need to effect changes in the management of this company.

They could, if they wanted to give up their New York Stock Exchange listing, create another class of stock, a B common, if you will, with 10 votes per share, or some such thing, and place that stock. A much smaller percentage of the company would have to be given out in order to have voting control. That could be done as well.

Would such a white knight carry a two-edged sword?

It sure would, because what looks like a white knight today could really be a dragon in disguise later. An awful lot of people will come and offer to help you out when you're in trouble, but you really have to ask yourself—as indeed is now happening between Warner and Chris-Craft—whether the white knight that you got together with has

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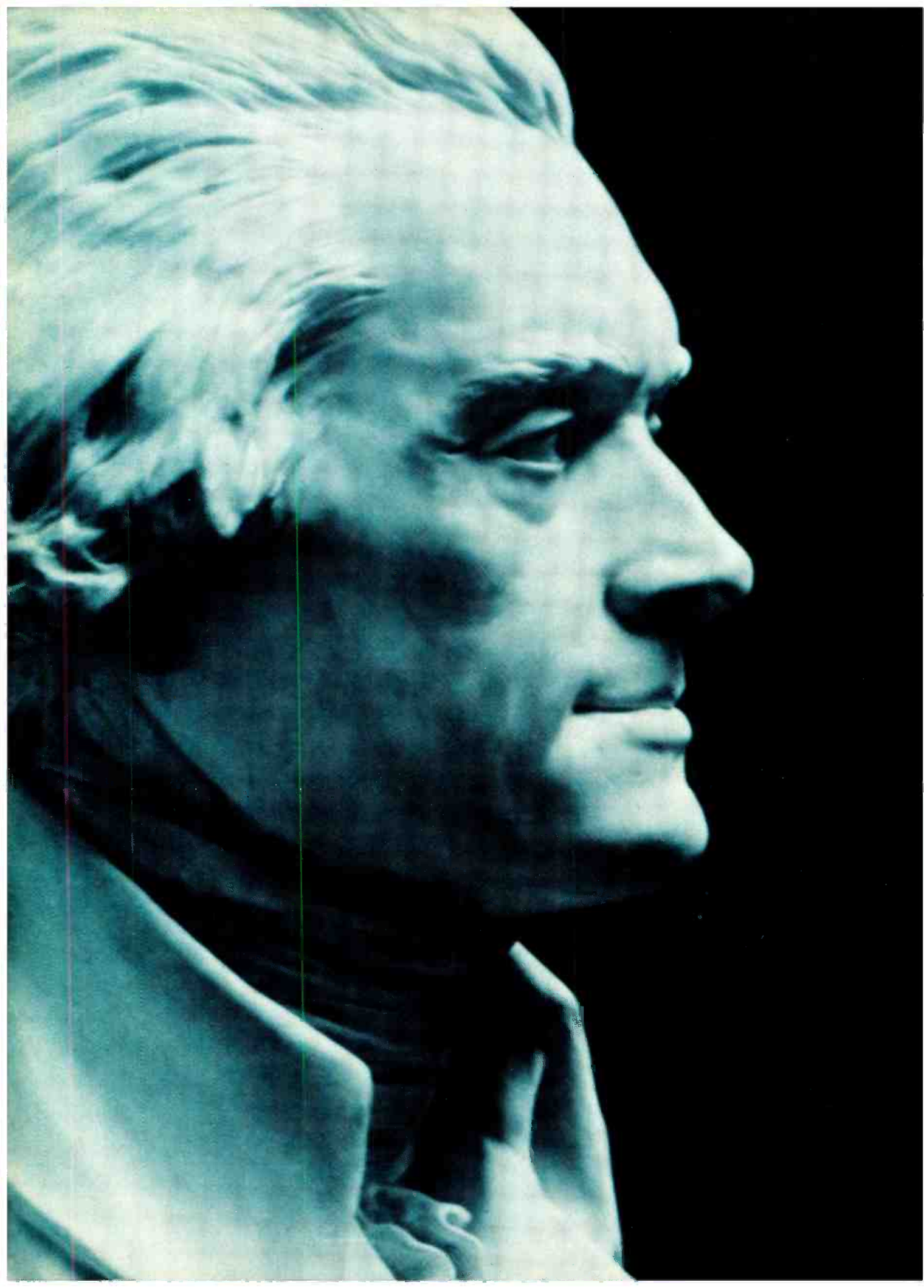
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Some people in the financial community regard CBS, because it is litigious and has filed suit against Touche-Ross and Ziff-Davis, as a little bit too high and mighty, and say the company is building up some bad will. Do you agree? And does it make any difference?

I don't think it makes much difference. I think what CBS is trying to communicate, with all of the things that it's doing, is that it's not to be trifled with. And I don't think it comes from any high and mighty attitude as much as it comes from just flexing the muscles it already has. And it's demonstrating that it does have considerable resources at its disposal to protect itself from these kinds of activity.

I wonder if this is as good a time as any to discuss the junk bonds phenomenon. A lot of people seem to take the Ted Turner bid quite lightly and think that because it has no cash in it that it therefore has no realistic chance. Do you share that view?

Not at all. We have such a sophisticated financial market now because of the institutionalization of major investing that a deal like Turner's, even if it involves no cash, is still a doable deal. And let's examine that for the moment. I don't know what CBS is selling for today, but on the assumption that it's around a hundred dollars a share, what Turner is offering is a package that has been valued by various people at anywhere from \$140 to \$165 a share. Let's pick a round number like \$150.

If you're an investor and you're offered a package of securities that the financial experts tell you is going to be worth \$150 and the stock is selling at \$100, why wouldn't you take that deal if it were offered to you in a valid offering? The answer is, you would take that deal because it would be possible for you to merely call up your broker and say, "All this paper that I get from Turner, sell it as soon as we get it." Well, any time you've got a situation where it is known that there is going to be a massive selling of that piece of paper once it's in the public market, you get what is known as a when-issued market developing in the paper. And, basically, what large institutional buyers will do is to go out and bid for large blocks of that debt so that they can acquire it as soon as it becomes available. You'll agree to sell to whoever the buyer is, at a fixed price, a certain quantity of those bonds, as soon as they're issued.

The zero coupon portion of the bonds will be heavily discounted. Say that the junk bonds bring 80% of their face value. That 80% can be realized in cash on the day the deal goes effective, because you will have contracted for the sale of those bonds in the when-issued market in a period of weeks or maybe even months prior to the actual deal closing.

The institutions will buy these bonds for two reasons. Number one, they are interested in having a high yield in their portfolio. When an institution is managing bond money for investors, it is going to attract more money to the fund—or more money under management—if the rate it earns on this entire portfolio is the highest it can be without incurring substantial risk. So in among the government bonds and the high-grade corporate bonds is a high portion of the portfolio which is invested in riskier high-yield securities, commonly known as junk bonds. So that a portfolio that's earning, say, 8% in very, very riskless corporate obligations could get up to maybe 8¼% by salting in some 16% and some 13% yield bonds. And if in fact, with all the financial rating services giving you a listing of 8¼% while somebody else has 8 because they don't salt their portfolio with these high yielding securities, chances are very good that you're going to attract a lot of new money. And that's the name of the game today.

Wouldn't the investors, however, have to consider the risk factor in the Turner deal as being substantial?

There is no risk. If you turn around and sell the entire package of paper on the day it goes effective, you don't care whether CBS goes belly-up or not. What's the risk?

Now the risk is there for the institution, but the institution is managing that risk by taking a whopping discount off the face value of the bonds. So that if you said tomorrow, OK, CBS sells every-

thing, and the stock that's left gets nothing, the institution is still OK because it only paid \$600 for a bond that agreed to pay you off \$1,000. They're going to get paid the \$1,000 in the liquidation of the company.

They don't care whether the Turner stock is worth anything. All they care about is: Is the bond package bought at a big enough discount so that there's a chance for a substantial capital gain if the company were totally liquidated? And, in the meantime, they'll be earning a very high yield over a portfolio while they're waiting for that eventuality.

Well, in the meantime, is Turner getting cash to sweeten the deal?

Yes, he is. Many of the institutions that traditionally participate in these kinds of leveraged buyouts like to do so in a more orderly market. They don't like to go into the when-issued market and actually pay up, if you will, to cover the spread between the bid and the asked. They'd rather go to the company and buy the debt directly and buy it before the deal comes at a price they consider a realistic discount. Unless some major problem is created that does not now exist, Turner should probably be able to come to market with anywhere from \$50 to \$80 a share in cash.

When would he show his hand on that?

When the exchange offer is cleared by the Securities and Exchange Commission. There's absolutely no percentage in coming out with cash now. Let CBS exhaust itself raising all the objections and then, one by one, answer them. And one of the objections, of course, is that there's no cash. If in fact Turner can solve all of the other questions that CBS has been raising and then come to the table with cash at the final hour, the chances of his being able to do the deal under those assumptions is very good, forgetting for the moment CBS's defensive tactics.

Where would Turner most likely get his cash?

Turner's cash would come, probably, from 200 to 250 institutional and quasi-institutional entities, whether it be the Saul Steinbergs or the Ivan Boeskys of the world, or whether it be the insurance companies, banks, pension funds, investment advisers, corporations with free cash. Golden Nugget, for instance, has been a participant in many of these takeover deals because it happens to be cash rich at the moment and feels it can make a very high return on its money by participating in some of these deals. And that's true of an awful lot of corporations that have a lot of cash but would decline to participate in these things because that's not the way they play the game. But there are an awful lot of them that do. And then we have the real pros, the Belzbergs, the Carl Lindners of the world, who are pros at this game.

Talking about junk bonds might be a good way to make a quick departure to Metromedia. When that company did a leveraged buyout, people thought it was tightly structured. Then there was a refinancing of the LBO, and at that time the company said that it could not even meet the payments on the original debt. And now it's been sold again with people speculating whether or not the deal was really in trouble on the refinanced debt backed by the broadcasting properties.

Will any of these deals involving broadcasting properties ever fall to the ground, or does the liquidity of the stations—the fact that they can so easily be sold—mean that they are more or less insured against problems?

Well, I think the question is how far you can keep refinancing before you have to actually pay the piper and sell some properties to pay off that debt. Virtually everyone who looked at the deal said that it was exceptionally rich for Metromedia, and that the amount of the debt—although it was a package of a lot of different kinds of securities—was just a whopping overvaluation of the properties. And, in fact, I think John Kluge certainly knew that when he went in, but the financial institutions were greedy to get their hands on some paper from an entity which had assets that were highly liquid and growing in value, as opposed to taking paper from industrial corporations whose assets, in the form of productive plant capacity, were depreci-

ating in value. Here was a chance to actually get in on a deal where the assets could be sold, literally, with a few phone calls at prices everyone would agree were right at the market price. So the banks and the other institutions that participated in the original leveraged buyout at Metromedia felt there was no risk, and they were being handsomely compensated because they were getting some paper with some very high yields. And they were getting standby fees to commit to do the deal.

What are standby fees?

That is a fee you pay an institution to hold its \$50 million or whatever it's committed until the closing. And it's important to do that in any one of these deals because prior to the Metromedia deal some of these deals had taken a year to consummate. So, if you're going to tie up an institution and have them really earmark \$50 million or more, whatever it turns out to be, for a particular deal, you've got to pay them some percentage of that to stand by, and that standby is very often a quarter to a half of 1% of the money that's being committed. Well, if you add a quarter or half of 1% to the yield on the total amount that's being invested, that very often is the difference between various institutions' performances in their portfolios. So that that, in and of itself, is a very, very important component of successful investing.

The problem was that the financial projections that were given to the banks to justify the huge amount of money that was being lent to the buyout were substantially in excess of any estimates that would have been put together by analysts following the company. They were much higher in terms of profit performance than logic would suggest. And when the banks saw the first year—the first operating year—following the buyout, the performance of the company was not up to anywhere near the projections, they have got to have been getting very nervous.

I think it was clear that there was going to have to be a partial refinancing of some of that debt to take some of the institutions out. And secondly, some plans would have to be laid for the sale of some of the assets. And when the assets were sold, then the money would ostensibly be used to pay down some of the debt.

The problem is, when you have a group of stations like Metromedia's, what do you sell? Certainly not Los Angeles, where they had much of their productive capacity for the shows that they were producing. Certainly not New York, which was kind of a flagship station of the entire package. Certainly not Chicago, which was one of the newest acquisitions, a UHF station that was on its way to getting a respectable share in that market—and certainly hadn't realized the full value. The same was true of Dallas and Houston, growing very rapidly. Nowhere near full value. Washington? No. Washington, the nation's capital—real hard to sell that station. So that the problem came around to Boston. The only really big reason for retaining Boston was the fact that it was the home base of Bob Bennett, who was running the broadcast group. And Bob didn't want to sell the station because that was his playpen. And so it became a problem.

A lot of possibilities were looked at. Internal management buyouts by people at the Boston station within the company. Leveraged buyouts by one of the specialized leveraged buyout companies were thought about. Doing a public limited partnership along the lines of the sale of the outdoor properties which Metromedia had done years before was considered. The problem with all these things is that once you start selling some of these assets, these assets were producing the cash flow that was being used to service the debt. If you sold Boston for \$450 million, which it turns out was what Hearst was willing to pay for it, what you were losing was about \$30 million worth of cash flow. Actually, more than that—\$30 million worth of pre-tax earnings, really. And that could have been used to pay the interest and get a head start on the principal of a substantial amount of debt.

So once you start selling some of these stations, you erode the cash flow base that supports the debt in the first place and calls into question the rest of the debt. So it almost became something that once you started selling stations, you really couldn't stop. And I

know people who have said that John Kluge put these stations on the block for \$2 billion the day the leveraged buyout occurred. It was only a question of finding someone who would come along with the amount of money necessary to execute the transaction, and he found someone who would.

What do you think of the somebody who turned out to do it? We're speaking not of Hearst, but of Murdoch and Davis.

I think of the two it's Murdoch, really, who is the key to this whole thing. My personal opinion is that we will not see a long relationship between Murdoch and Davis. I think that Murdoch will move into the controlling position here, will eventually reduce Davis's position to a small minority position or take him out entirely. So I think Murdoch is the key.

And Murdoch senses the time is right to create a new kind of entity, if you will. Not a fourth network in the classic sense of the word, but a group of stations which, because of the size of their



coverage, can in fact commit to about half the cost of a new program that would be created for use by the group, the balance of which can be syndicated to additional noncompetitive broadcast stations and smaller markets so that Metromedia can in fact have access to quality programming that will develop the kind of ratings that they want in the markets where they compete, and can probably make some money ultimately on the syndication of that programming to other stations around the country. And I think that's the grand scheme.

If that eventually develops into something that looks like the present network system, it may take a couple of decades for that to happen. But, as a practical matter, the profitability of the returns to Murdoch from doing what I think he's going to do could be quite substantial.

Has he paid too much or too dearly for these properties?

If you're just looking at them as individual stations, each of them being run independent of the others with no grand scheme of making use of the entire group, yes. If you look at it as the opportunity cost—the premium he paid over what each station was worth being an opportunity cost to get a powerful group of stations in the country's largest markets which offer that kind of aggregate coverage of the U.S.—it's not a group that you could put together any other way. And if it's your mission or your desire to in fact build a group like that, use it as a base for affording the production of original programming, then in fact this is the only deal you could have done that would make sense. You could have bought ABC or you could have bought CBS, if you could do that, but outside of the three network O&O groups, Metromedia is the single most powerful group of stations in

the country. And it was already put together for you, courtesy of John Kluge. Did Murdoch et al pay too much? Yes, if you're just looking at it as stations. But not if you believe in the grand plan that I'm sure he has for this group.

What about the Boston deal on a stand-alone basis for Hearst? Did it pay too much?

Yes. I can envision how one would look at the Boston station, and looking at the top line, the revenue line, 1984 was probably about a \$90-million revenue number, coming down to a pre-tax profit in the high 20's, maybe close to \$30 million. If you took as a model other major-city, affiliated TV stations such as those that are run by Capcities, it would suggest to you that 50% of revenues should be able to be brought down to the cash flow line. If in fact you did that on a \$90-million base last year, that would have suggested a \$45-million cash flow number. At 10 times 45, you're looking at \$450 million, and 10 times the cash flow number would be a very reasonable price to pay for a station like WCVB-TV.

The question comes in when you try to actually perform that fiscal magic on a station like WCVB-TV. The station was almost a family affair, if you will, for many years. As you know, it grew out of a contested license won by a devoted group of people in Boston, investors who really wanted to do something different. But basically, survival insisted on the fact that they do things pretty much the way everybody else had been doing them. Nevertheless, the station had its own individuality. It created a lot of its own programming. It would pre-empt the network offerings when it felt that the ones that it had were better. It was a very creative, very unusual group of people. And I think the esprit de corps at that station was almost unheard of in the broadcasting community before the Metromedia buyout.

It is very clear that in order to pay out the price of \$450 million, Hearst Corp. will have to run that station extremely lean in order to be able to generate the greater return that they would have to expect from that property. What will happen when you try and do that with the people that are there? I can almost predict for you that a substantial number of the key people in the success of that station are not going to be working there a year from today or 18 months from today—because they will not be able to operate the way they have been under the previous management and they'll go elsewhere and try to find an environment where they can.

How seriously they're going to change the way the station is operating we'll get a sense of as time goes on. But there seems little question that they've got to run that station very, very lean to be able to pay out the expensive purchase price.

Now we have a price even beyond that, with the \$510 million paid for KTLA by Tribune Co.

I think KTLA is an easier one to rationalize in the sense that KTLA is an independent TV station. WCVB-TV is an affiliate. The independent TV stations, as far as I'm concerned, in spite of the fact that they've made tremendous gains over the last few years, really have no upper limit on the percentage of revenues in the market that they can get. You take a KTLA with—I'd have to look at the ratings, but I'm guessing mid to high teens share of market in Los Angeles, which is a much bigger market than Boston—with a real opportunity there to extract a pretty good share of market out of that much bigger pie, and you've got a station that already was doing the kinds of numbers that would justify that kind of price.

In both these cases, you're dealing roughly with a doubling of the price in two to three years. Is this a situation that's going to continue?

No. You have to remember that the doubling of prices has come off a market where it was impossible for people to own more than seven broadcasting stations in television. Most of the major buyers who are now in the market, Capital Cities and so forth, were up to their limit. They were disqualified, effectively, from being able to purchase anything of this size, which meant that you had to look pretty far afield. You had to look for some broadcasters who were not yet a major factor in the broadcasting industry to pay these kinds of prices. And that would have been a difficult thing to accomplish.

With the change in the rules, we suddenly have all of the old group broadcasters, who were up to their limits, coming back into the market. And the new guys, who wanted to buy these stations, were suddenly forced to pay full prices for them. And it's the auction fever that's creating these prices.

A few years back, if you turned around and you were going to sell a major, top four or five market VHF affiliate, you might have three or four bidders, and probably only one that could really very easily come up with the money without straining itself severely. Today you have a relatively long list of players whenever a big station like this comes up, and what's happening is that we're having a little bit of feeding frenzy. You're not going to have major franchises in the top 10 markets. Maybe four or five of them might be for sale in the next 10 years. But that's about it.

What will be the next auction?

I don't think anyone can predict the next auction. Potentially, anybody who owns major station assets today has got to be looking over his shoulder if he doesn't own a controlling interest in his company—and very few do.

What about the possibility of a leveraged buyout by anyone who's still public?

The thing that is common to all these deals is the fact that it is possible to go out and bid for stock that is in the hands of the public. You could not execute these deals if the company being acquired were not public, because the very fact that they're public means that their shareholders are dispersed and are people who look at this as a financial transaction rather than a long-term investment opportunity. So one of the best ways to protect yourself from being taken over is to go private.

And, of course, Multimedia jumped onto that one real quick, recognizing that it was pretty vulnerable. Cox also, even though they theoretically own close to 50% of the total, jumped on it real quick too, and basically has disqualified itself from being taken over by going public. And that's about the only clear and obvious defense anyone has today.

Is this vulnerability attributable to the fact that asset values are far greater than stock price?

I don't think "far greater" is the proper term. A few years ago we would have said that, but today the values of broadcasting stocks have come up a lot in speculation over this so that when you say the values are far greater, they're greater but not that much greater any more.

I think it's the very fact that even if you bought one of these companies and totally liquidated it, a single management investor or a single corporate investor could walk away with a very, very handsome return on his investment. Even if you bought a \$2-billion company and came out with a \$200-million profit after you sold everything, that would be a pretty good return on investment if you borrowed most of the \$2 billion and put very little equity in, and that's really what it comes down to. So if you don't have to put up much cash, the return on investment goes up dramatically, even if you sell everything off.

It isn't over yet. We're going to see a few more stations for sale from the top markets. I would have to say that anyone who is sitting there with a top 10 market and either a leading independent in town or particularly a VHF independent or an affiliate, who is facing the prospect that at some day, some time, they're going to want to sell their station, they really ought to sit down and ask themselves right now whether there will ever be a better time to sell the station than right now. We've got a bunch of aggressive folks here with substantial financial backing who are committed to rounding out their portfolio stations in the top 10 markets, and after that's done, after they've accomplished that, they're going to be all back up to the limit again and for all intents and purposes, we're going to have to find some new players to pay these big prices. And those players are

going to have to come pretty much from outside of the broadcasting business.

That's always proved to be a difficult problem. Very rarely do you see the prices for major broadcasting properties being paid by people who are not already in the broadcasting business. Because people outside the business have the same reaction as mere mortals who read in the paper that a station in their market was sold for hundreds of millions of dollars. They just can't believe how it could be worth that amount of money. And people who do not understand the recession-resistance, the steady growth, the very high profit margins and the relatively modest requirements for management expertise of the broadcasting business, people who don't understand that would have a difficult time coming to one of these bidding auctions and paying these top prices.

Do you have any feeling for how long this window is going to be open—of activity of the sort that we've experienced since ABC and Capcities was announced?

Well, at this point, I see very few of these companies being restricted by the lack of available capital. Which means that the operative restrictions on all these companies right now are the FCC limits—12 stations, or 25%. And whichever you reach first, the window for that company closes. As far as I'm concerned, the total window on all these transactions closes when the last company has its own personal window closed.

I think we're going to see a shift of activity out of the top 10 markets, top 15 markets, down into the top 25 where there are a lot of potential stations that could be for sale. And then, failing that, seeing some properties in the 25 through 40 category being used to round out the portfolios.

Most of our focus has been on either pure broadcasting or broadcasting-cable entities. Do you see any pure cable entities that might be ripe for some kind of takeover action?

The whole area of cable is in a bit of disarray at the moment, which is partially a function of the fact that cable has not realized some of the promise that it was supposed to. Every day there seems to be a new dark cloud on the horizon to match the sunlight that's coming over the other horizon. And it's a constant battle to try to figure it out—whether the cable industry is gaining or losing in the battle for increased audiences and increased subscriber revenues.

Certainly, the bad press that it's gotten in the major markets, the characterization of the cable industry as the media industry's cry-baby, going to the cities and saying, "Gee, we said we'd do this but now we can't afford to; please let us out of our promise," is very unsettling in the industry. When you get right down to it and look at the fiscal dynamics of cable, and the fiscal dynamics of broadcasting, if you were able to buy a cable system for 12 times cash flow, or buy a broadcast station for the same multiple of cash flow, the broadcasting station is an awful lot better deal unless you're a private company and looking to shelter income. The cost of the cable system carries with it a very low profit after you get through paying the interest on the debt and depreciating it, so that as a public company you're paying the same multiple of cash flow but you're getting very little bang at the pre-tax line for the public company. Versus a broadcast station where virtually all of the cash flow comes down to pre-tax.

So as long as we're talking about public companies getting involved in these kinds of entities, buying a broadcasting station is a lot more attractive than a cable system of similar size. So I don't think that any of these players are really interested in buying major cable properties. As a matter of fact, many of them will consider using the cable properties as a source of funds for financing broadcast station acquisitions. It would not surprise me, for instance, to see Cox using some of its cable systems as a source of funds for broadcast acquisitions. The same might be true of Tribune Co. And certainly Capcities is going to do that.

You remarked a few moments ago that you thought this looks like an awfully good time to sell. Is it not also an awfully good time to buy?

Well, it's a question of what you're trying to do. If your mission in life is to put as much money as is allowable under the rules into the

broadcasting business because you believe it's the business where you can make the highest return on your money, then it is a good time to buy. I've been relatively enthusiastic about the rates of return that are possible in the broadcast business for many years. I don't by any means suggest that you can't exceed it someplace else, but I can't think of an industry in which you can exceed it so readily as broadcasting, because it's a business that has proved itself inordinately tolerable of mediocre management expertise.

I think that's going to have to change in the future. The very nature of what's happening in station markets around the country where we've now got many independents competing for the share of audience and we've got programing of the high quality and well within the means of those stations to buy and to effectively compete with the networks, with cable increasing the penetration of the independent stations into markets outside of the markets for which they were intended, we have some very, very fundamental changes that have been going on since 1976 in the relationship of independent stations to network-affiliated stations. Those changes are going to continue.

But what is very important, I think, is to assess the competitive environment of the markets that these stations are going into. In the case of Los Angeles or New York, it isn't really likely that you're going to have successful new independent TV stations entering those markets because they're already populated with some of the best managed indies in the industry. By the time they get through picking over the programing there isn't a whole lot left.

By the same token, in certain other markets there is no independent television station. And all of a sudden one comes on the scene. Out of the blue, as it were, and it can really shake up the competitive situation. And then you've got other markets where you've got a whole slew of optimists who believe that they're going to put indies on the air and the pie is going to be big enough to carve up—like Orlando, where it's conceivable that by the end of 1986 we could have six independent television stations. There isn't room for all those.

So I think a lot more analysis is going to have to be done of these kinds of acquisitions in the future, playing the "what if" game and taking a look at markets which aren't fully satisfying the desired programing on the part of the viewers with independents and what's likely to happen when a well-managed, aggressive, independent station comes into those markets. That's the game, of course, that Kluge's been playing all his life.

Is it conceivable that 10 years from now we'll look back and think that the \$450 million paid for Boston and the \$510 million paid for L.A. were steals? Or if not that, very good deals?

It's easy to look back even from today and say of stations that were sold three or four years ago in major markets that they were steals, based on the prices that are now being paid for stations. But it's important to recognize that what we're dealing with is an industry here which grows at a very steady rate, faster than inflation, but is not going to grow forever at the high teens, as it did back in the late 70's and 80's. If we manage inflation in this country at a level of somewhere between 4% to 5% a year, we're talking about an industry that is capable of growing at about 11% or 12% every year, on average. That's better than an awful lot of industries, and provided you can manage your costs at a rate equal to or below that, it's possible to even show higher growth in earnings.

But I think what we're seeing right now is the acquisition of stations by people who are looking at the top line, the revenue line, and concluding that because people have demonstrated that it is possible to run stations at an operating margin close to if not above 50%, that therefore they ought to be able to do that too. And I would submit that the kind of performance that Capital Cities has done is not something you just go into a station and do. It is an outgrowth of their management philosophy and their practice of management, which involves very, very good people, totally decentralized management and highly incentive compensation.

And, you know, failing to have those kinds of elements in there, it is going to be difficult for many of these people to generate the kind of profit margins that they expect out of these stations that they're buying today.

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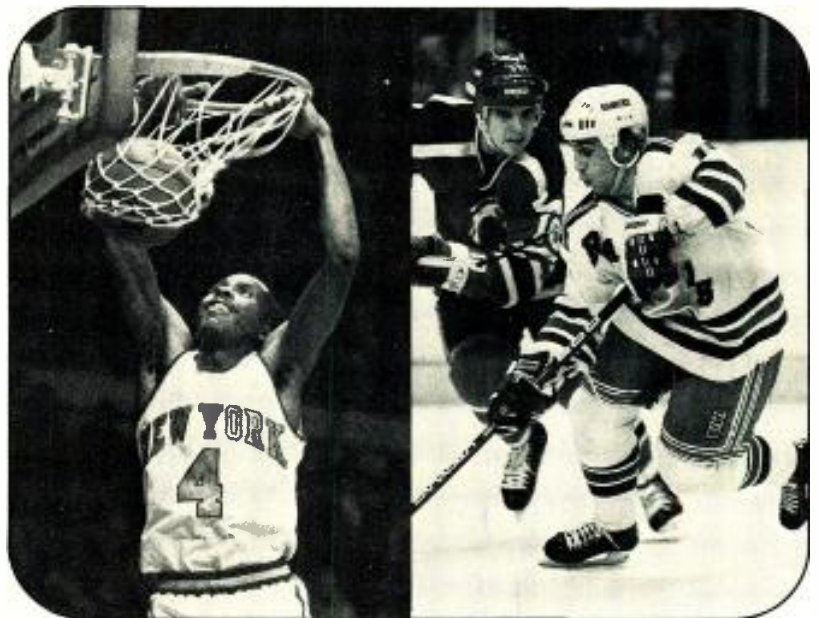
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NCTA Cable 85



Las Vegas: June 2-5

Once again the cable television industry is assembling at the Las Vegas Convention Center to take stock of the events of the past year and make ready for the future. ¶NCTA President Jim Mooney offers his thoughts on the state of the industry beginning on page 48. ¶An update on the problems and promises of pay cable starts on page 54. ¶The executive director of the Cable Television Administration and Marketing Society tells of his goals for the organization on page 57. ¶Stereo sound is presenting cable operators with new opportunities and, in some cases, complications. That story begins on page 59. ¶The complete convention agenda starts on page 61, while the list of exhibitors runs from page 64 to 75. ¶BROADCASTING's ranking of the top 50 cable MSO's appears on page 76.



Thoughts for the future from NCTA's man of the hour

Somebody up there must like Jim Mooney.

At the 34th annual convention of the National Cable Television Association in Las Vegas this week, the president of the association will be able to report, after less than one year on the job, that the industry has never been in better shape from a legal-regulatory standpoint.

The Cable Communications Policy Act, which went into effect last December, seems to have given the entire business a lift by getting municipal regulators off the backs of the cable industry. The prospects for reforming the Copyright Act and the FCC's must-carry rules in ways favorable to the industry are brighter than ever before. The courts are beginning to confer upon cable operators the First Amendment rights to which some have long insisted they are entitled. And the FCC seems intent upon doing what it can to keep the industry's regulatory load to a minimum.

Aside from the Cable Act, for which the association fought with unprecedented determination, the NCTA is not directly responsible for the industry's currently sanguine legal-regulatory situation. Still, in an interview with *BROADCASTING* just prior to the convention, Mooney seemed eager to seize the opportunities presented by it to further strengthen the industry.

If it appears that there has been a slackening in NCTA's incessant push for regulatory and legal relief, Mooney says, it is only because of the magnitude of its effort to win passage of the Cable Act. "I don't think it's reasonable of any trade association to work on any given set of problems with the intensity we experienced during the fight for the Cable Act," he says. "That's the kind of thing that comes along not too often and perhaps only once in the life of any industry."

The possibility of reforming the Copyright Act stems from the resignation of Copyright Royalty Tribunal Chairman Marianne Mele Hall last month, after it was discovered that she worked on a book that many members of Congress considered racist (*BROADCASTING*, May 13). "One of the outcomes of the Marianne Hall affair is that a great deal of congressional attention has been focused not only on the specific problems presented by Mrs. Hall's literary experiences, but also on the fact that the CRT simply hasn't functioned very well. . . . I think there is a real possibility that action of some kind will come from Congress on this."

Hope that the cable industry may soon win relief from the FCC's must-carry rules springs from Ted Turner's lawsuit challenging the

rules on First Amendment grounds in the federal appeals court in Washington. During oral arguments in April, the three judges indicated, to varying degrees, that they were sympathetic to Turner's complaint. Mooney says NCTA will wait for the decision, which is expected this month or next, before making a move.

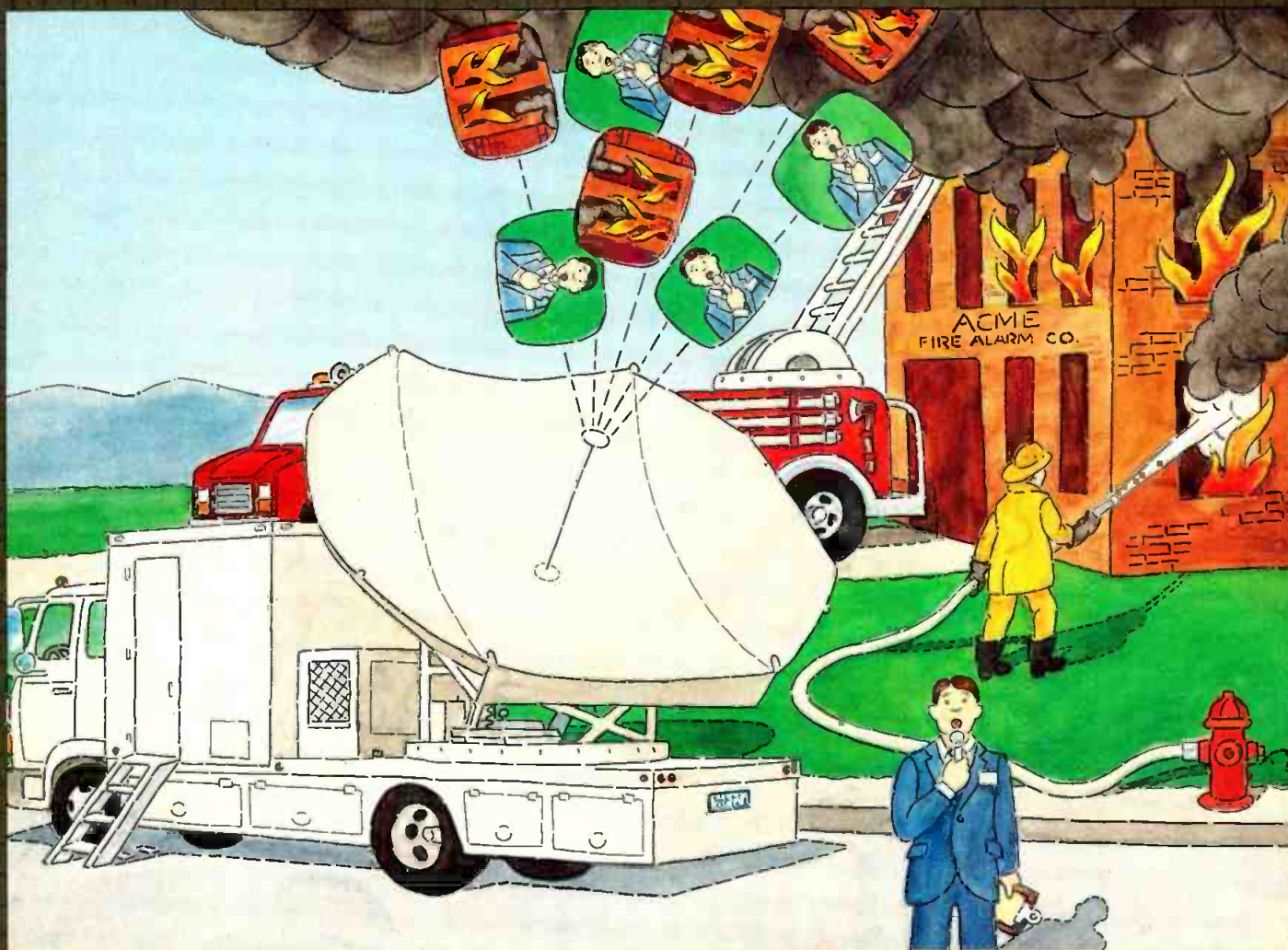
And, Mooney says, there are other issues to keep him and the staff busy. "Still unresolved is the question [at the FCC] of state regulation and cable systems' offering data transmission services," he says. "And there are a couple of defensive issues we have to be concerned about—efforts to prevent cable programming services from scrambling their signals, and the push to ban beer and wine advertising on cable. I don't think either one of those two issues is likely to come down against us in the end, but that isn't to say they can be ignored."

Despite the full regulatory agenda, Mooney says that the focus of the industry is shifting from regulatory to marketplace concerns and that the NCTA will have to shift with it. "I don't mean to suggest that we are going to get into the business of advising people on how to run their cable systems," he says. "That is something that our principals know a great deal about and that the NCTA staff doesn't know a lot about. But there are certain matters of a business nature that can be appropriately addressed on an industrywide basis and to the degree a trade association can be useful. . . . in that respect we want to be useful."

As befitting a trade association president, Mooney believes the trade has no bounds. "I think it is entirely within the realm of possibility. . . . that cable by the end of the century could become the dominant video provider in the United States."

There are now about 35 million cable subscribers, Mooney says. By the end of the year, 75% of the nation's television homes will be wired and by the end of the decade 85% will be, he predicts. And as the reach of cable grows, so will the penetration rate. "It was 55% a year or two ago," he says. "It is now closer to 57%."

The cable industry is on the move; the only question is how fast, Mooney says. "The reality of the cable industry is that it will move with reasonable speed based on the degree to which we are successful in reading the needs and wants of a market we know is there and the degree to which we successfully and promptly capitalize on that market. And it's subject to a lot of factors about which we can only speculate. How do we know and how do we predict how quickly there will be a full flowering of made-for-cable programming? Will it



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occur five years from now, 10 years from now, 15 years from now? I don't have any basis to predict with precision when that will happen. I do think it will happen. The market is there and the history of this country is that when there is a market, supply rises to satisfy the

demand."

Following is a sampling of Mooney's thoughts on some of the major issues facing cable television and the NCTA on the eve of the 34th annual convention:

On the impact of the Cable Communications Policy Act of 1984:

There has been quite a bit of impact. Quite a few cable operators have taken advantage of their ability to raise basic rates by 5%, although not all of them have. I think the attitude of the lending community toward the cable industry is significantly improved in part because of the rate deregulation provisions and in part because of the renewal provisions. The assets are now on a more sound basis than they had been prior to passage of the act. And overall I think it's fair to say that there has been a reinvigoration of enthusiasm in the industry as to its prospects simply because we are getting rid of this awful regime of regulatory feudalism that has plagued our industry for the last 10 years. There have been some instances of cities' trying to behave as if the act had never been passed and resisting the operators' right to raise their rates and a couple of court cases have occurred on that subject. For the most part, it's been relatively peaceful.

On the relative value of broadcasting and cable properties:

The value of cable systems is increasing, perhaps at a somewhat slower rate than the value of major broadcast properties. But it's still increasing and is expected to increase significantly over the next five years. . . . The sale price of single property is only one way to establish value. The trading price of stock of publicly held companies is another. I can think of several pure cable companies—TCI, Comcast, Heritage, among them—whose stock has more than doubled in the last two years. The sale of [WCVB-TV Boston to Hearst for \$450 million]. . . is more dramatic, but the result is the same. The message isn't that broadcast values are rising faster than cable or vice versa. The message is that both broadcast and cable properties are being perceived as underpriced and the market is reacting. I think it is a false measure to say that the cable industry's prospects are not as good as the broadcast industry's merely because the value of a TV station happened to double over the past year. That's kind of an irrational and stupid suggestion. The ultimate measure of the success or failure of any industry is profitability. And it is beyond question that the

cable industry is now becoming profitable and has the prospects of becoming very profitable within the next five years.

On the cable operators' push to scramble the satellite feeds of cable networks:

It's a result of the proliferation of TVRO's. You've got a million backyard earth stations out there right now and they are starting to creep into cabled areas. Now, I don't think in the long run that backyard TVRO's could offer very substantial competition to cable in terms of numbers, but if you look at the economics of the cable business, once you're clearing your costs, revenues from additional subscribers tend to go more or less directly to the bottom line and each TVRO home in a cabled area represents a significant loss to the bottom line. This is pay television and it can be difficult to have a national pay television system where the product is, effectively, being given away if only to a relatively small number of people because the loss of revenue could be used to support program development and other things that are important to the development of pay television as a medium.

Cable operators and cable programmers are all in this together. Cable operators cannot ultimately succeed without a supply of good and interesting product. And anything which tends to shut off potential streams of revenues to the development of cable programming is disadvantageous to the cable industry generally. Don't forget what we are talking about here is cable programming. It is programming that was created by and for the cable television industry. It is not something that appeared by magic up in the sky.

On whether the cable industry can legally band together to offer a C-band direct service:

I'm no antitrust expert, but I believe they can. Do you think that the antitrust laws entitle people who invest in a backyard dish to tap into the internal distribution system of cable programming and take it in for free in perpetuity?

On cable operators' attitude toward the FCC's must-carry rules:

Cable operators want to carry the

signals of local broadcast stations. The trouble we have had with must-carry is not so much the carriage of local signals, but the judgement as to what signals are local and the fact rules have required us to waste channel capacity by carrying the same [broadcast] network two or three times, the fact that the must-carry rules have required us to carry signals that are little watched inside the cable area and that all of these things put together have had, in some instances, the effect of discriminating against made-for-cable programming services.

On must-carry status for multichannel sound and teletext:

We have been dismayed by the constant attempt of broadcasters to broaden the must-carry rules for purposes that don't have anything to do with the original rationale underlying the rules. The motivation they have [with respect to must-carry for multichannel sound and teletext] is purely competitive. They don't have anything to do with preserving the local nature of broadcasters. Broadcasters habitually and a little mindlessly repeat the phrase "intrinsic to the broadcast signal" as if it were some kind of talismanic slogan, but the fact of the matter is if there is any respectable rationale underlying the must-carry rules it has to do with the carriage of the conventional television program and does not have to do with special enhancements to the program or carriage of other services that the FCC has now decided to allow the broadcasters to cram into their signals. You know if the marketplace wants multichannel sound, the cable operator will provide it. But for the life of me, I don't understand how there could be a public policy that makes multichannel sound discretionary with the set manufacturer, makes it discretionary with the program producer, makes it discretionary with the broadcaster and only applies mandatory features to the cable operator.

On the industry's efforts to reform the copyright law:

It's no secret that we have a lot of problems with the way the copyright law has been administered by both the Copyright Royalty Tribunal and the Copyright Office. I suppose that at bottom the problems we have with



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copyright are attributable to the fact that the copyright bureaucracy seems inexorably more preoccupied with the concerns of the copyright owners than it is with the concerns of the users. We would very much like to see the system modified to provide structural checks against the tendency of the copyright bureaucracy to always decide questions in favor of the copyright owners. To get specific, you have what we consider are unreasonable rates for post-Malrite signals, you have the question of the base upon which royalties are calculated—the tiering issue, you have the question of contiguous systems where many systems are required to pay copyright royalties for consumers who do not in fact receive the signal in question and we have not given up in the slightest in seeking redress on those matters from the Congress as well as in the courts. We are still in court in the District of Columbia . . . on the tiering issue.

[Eliminating the compulsory license] is too simple a solution. I think it is worth noting that [the Motion Picture Association of America] is not in fact saying, "Chuck the whole thing." I think the movie people, in particular, have gotten to be fond of the revenues they derive from the cable compulsory license.

On possible alternatives to the CRT:

There are a number which could be considered. One would be to put the CRT into some larger agency and through that device effectively force the CRT to act in a more rational and deliberate fashion. Another alternative would be to do away with the CRT altogether and put rate-adjustment functions into the hands of an arbitrator or a panel of federal judges. Still another alternative would be to change the fee basis on which royalties are paid. For example, go to a flat per-subscriber, per-signal fee in which event you wouldn't need a CRT. It would be fixed. You might from time to time have to make an inflation adjustment, but that could be a purely ministerial act, not requiring discretion of any kind.

On cable and the First Amendment:

You reach a point where although you continue to hold out hope for the ultimate vindication on your First Amendment rights, you can't wait any longer for some kind of significant relief from somewhere. And as a consequence, you make an extremely practical judgment to accept 75% of the relief you would like to have

premised not on constitutional grounds, but instead on market and effective competition grounds. And that is essentially what the cable industry did with the Cable Act. Having said that, there is nothing in the Cable Act which is capable of overriding the Constitution and the [Supreme] Court's ultimate pronouncement on what the Constitution means with respect to cable television. And now that we have the Cable Act as a kind of insurance policy against the return to the bad old days of regulatory feudalism, we are very interested in pressing on the remainder of the distance in support of



our First Amendment rights as we perceive them.

There are portions of the act about which we have grave constitutional concerns and always have had grave constitutional concerns. But as a political matter, we had to swallow somewhat watered down versions of them—leased access, for example—to obtain the immediate economic relief that the act provides and that we thought was necessary to the health of our industry. Neither cable television nor the First Amendment was invented last week. We have real hopes, especially now that the federal judiciary seems to be awakening to our First Amendment status in a very vigorous way, that our First Amendment claims will ultimately be vindicated.

On why cable is in the same league as newspapers, First Amendment-wise:

One of the points people overlook sometimes when analyzing the First Amendment rights of cable operators as compared to newspapers, is that in the newspaper world, the *New York Times*, the *Washington Post*, the *Los*

Angeles Times style of news origination and reporting is not the rule in this country. The vast majority of daily newspapers in the U.S. are made up entirely of syndicated product and wire service copy and, in that respect, are very similar to cable television.

On why cable operators don't have to fear competition from other cable operators:

A cable operator who runs a good system and provides a good service to his subscribers has nothing to fear from overbuilds. The cable industry and the world in general have been aware for the past few years that exclusive franchises were probably vulnerable under the antitrust law and that there was a real possibility that a person seeking to overbuild an established cable system could claim the right to do so under the Sherman Act. But, notwithstanding that fact, you have not seen, in practice, a great many overbuilds and I think the reason has more to do with the economics of the business than it does with whatever happens to be the state of the law at the moment.

On why cable systems are, nonetheless, not monopolies—natural or unnatural:

It is preposterous to suggest that [cable is not in competition with broadcasting]. What, for example, is all this stress we have periodically with the broadcasters about if it is not about the fact that we compete with broadcasting. In the real world, everybody knows we compete with broadcasting. It is only when you get into the ivory tower of academics and city councilmen that there is an attempt to deny that we compete with broadcasting. And I could add to the list of competitors MDS operators, videotape rental stores, possibly DBS operators as well as, on a more removed basis, concert halls, movie theaters and book sellers. We are all competing for the leisure time of the consumer.

On the troubles of the pay cable services:

I don't think the failure of the pay services, particularly the movie services, to measure up to some people's expectations is all that surprising simply because those expectations were exaggerated. The reasons multipay has not done so well aren't all that mysterious. There are not enough movies to run two 24-hour-a-

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On the overall prospects for cable programming:

Our share of viewing is gradually and inexorably moving up. An increasing number of cable programming services are moving into the black. The next five years are going to see an explosion in

the quality of made-for-cable programming. A lot of people, particularly some of the television critics, have had unreasonable short-term expectations of made-for-cable programming. It is as if they expect a full array of high-quality made-for-cable programming to spring into existence overnight. It wasn't the experience of broadcasting and there is no reason to expect it to be the experience of cable. Moreover, there is an economic sequence to these things. It is economically possible for the cable industry to construct its physical plant [even though] the programming side of the industry has not yet reached full maturity. It is not possible to expect the converse—that there should be a full array of made-for-cable programming in

the absence of an up-and-running distribution plant. Now that we are coming out of our construction period, I expect that a great deal more resources will be poured into the programming end of the business. Both HBO and Showtime have been making increasingly significant investments in production of product and I expect that to be something that will accelerate as time goes on.

On the likelihood of a merger between NCTA and the National Association of Broadcasters:

We have no plans to acquire the NAB.

On his job after year one:

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Revising the view of pay cable

Fresh marketing strategies are sought to stop the erosion of growth in pay services; P-P-V is one area of experimentation by systems

After a decade of explosive growth, the bloom may finally be off the pay-cable rose. After years of double-digit subscriber increases, pay subscriber growth has come to a screeching halt, and for the first quarter of this year actually declined—at least for the two largest services, HBO and Showtime—by about 5%. According to a recent estimate, those two services had a combined share of the pay cable market at the end of 1984 of almost 64%. Cable operators reported slight gains for Cinemax and slightly greater gains for the Disney Channel, which have market shares of 11% and 5%, respectively. The Movie Channel, which has a little more than 9% of the market, was basically flat in the first quarter, cable operators estimate, while the Playboy Channel lost some ground, although it was not clear how much.

As for what shape the pay cable industry will be in by the end of 1985, most of those offering an opinion last week were predicting little if any net growth, although in the current climate, in the minds of many operators, maintaining market share is perhaps as important as adding new subscribers.

But a new wrinkle unfolded just two weeks ago with the news that HBO's parent company, Time Inc., and Tele-Communications Inc. would jointly purchase Warner Amex Cable Communications for about \$1.25 billion (BROADCASTING, May 27; also see "Top of the Week," this issue). On one level, suggested Barbara Russell, a cable and broadcasting analyst with Prudential-Bache, that announcement may be seen as another victory for HBO over Showtime in the battle for market share, especially in a period of slowing pay growth. (By itself, HBO commands about a 46.5% share of the pay TV market, with between 14 million and 14.5 million subscribers, while Showtime holds about 17% of the market with about

5.4 million.) The strategy, in that context, she said, may be, "if you can only sell one service [to the consumer], maybe you should own the systems." Viacom, which owns 50% of Showtime, submitted a losing bid for the Warner systems. And if the Time-TCI alliance prevails, that would give HBO another 1.3 million subscribers or so with which it could position HBO as the primary pay service for single-pay-service homes. Time Inc. already owns American Television and Communications Corp., the number two MSO with about 2.5 million subscribers. TCI is the largest MSO with about 3.7 million subscribers.

And Viacom has a war chest, Russell noted, of at least \$1 billion, with which to make a counteracquisition. Potential acquisition candidates, she said, are Capital Cities Cable, with almost 370,000 subscribers, and Storer Cable with about 1.5 million subscribers, which she said will most likely be sold no matter who prevails in the current fight for control of that company's parent.

But no matter how the two biggest pay services vie for market share, the fact remains that pay cable's growth has slowed dramatically. "I think you could have concluded that we were going to experience this problem at least as far back as two years ago," said Victor Parra, executive director of the Cable Television Administration and Marketing Society. In the little more than a decade that the cable industry has been offering its own program services, said Parra, subscriber rates grew prodigiously until last year. At the end of 1983, for example, pay cable units totaled slightly more than 17 million, up 21% compared to year-end 1982. But last year pay growth fell off more than anyone anticipated, up only about 4.5% for a total of about 17.6 million pay units. "Growth just exploded in those early years," Parra added, "and it was primarily driven by construction. We didn't really have to do much to sell cable—basically lay the cable and start taking orders." Under those conditions, system operators could count on

reaching 40% or more penetration over a period of time. Now, with the industry between 80% and 85% constructed, "we don't have that fuel to drive us, so we're not growing as rapidly," said Parra. For that reason he and many others in the cable industry see the pay business entering for the first time an aggressive marketing phase to retain existing subscribers and to entice nonsubscribers to sign up.

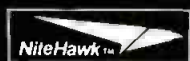
CTAM recently announced that it is developing several research report services which it will sell to cable operators and pay TV suppliers as marketing tools. Dubbed the CTAM Database Project, the reports will track subscriber behavior within a specific system as industrywide trends based on samplings of certain types of cable systems nationwide.

The slacking off of cable system construction only partially explains the current problems confronting pay cable, operators and analysts said last week. Other factors contributing to the slower growth rates, they said, include the emergence of the videocassette recorder and home video programming as a competitor, and the overpricing of pay services to compensate for what the industry saw as inadequate returns on basic services, which, until last year's passage of a new federal cable bill, were heavily regulated by municipalities. Some also cited sales techniques at the system level which bordered on the fraudulent (usually stated as "overselling" the product) and probably left a number of pay subscribers with unfulfilled expectations. Another factor affecting pay growth in ways that are widely debated is the bundling of two or more pay services into a single package, usually offered to the subscriber at a discount.

"For the first time we are enjoying the challenge of some competition" in the form of the home video industry, said Edward Bennett, executive vice president, Viacom Cable. "We now have something to compare ourselves to." Marketing aggressively against home video, the cable industry, said



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Bennett, is now in a position to pose a number of questions to what he sees as the potentially weary VCR audience, such as, "Are you tired of renting tapes? Bringing them home? Are you tired of not having the selection you want? How would you like to get all those titles plus more for only [so many] dollars a month?"

VCR penetration now stands at more than 20% of television homes and continues to climb. But Bennett points to research that suggests that after six months new VCR owners tend to rent fewer cassettes than they did initially, indicating perhaps that "the thrill wears off a little bit. Look at what happened with the video games, remember? The life cycles of the games was about six or eight months and the business looked great for three and a half years and then it just (plummeted). Now I'm not saying that is what is going to happen with the VCR. It won't be that dramatic, but I'm convinced that that's always a factor. Even if it is moderate it represents an interesting opportunity for us" to market pay services, Bennett added.

Bennett and other cable MSO executives also acknowledged that operators may be charging too much for some pay services. Gary Weik, president of Harte-Hanks Cable described the dilemma as a "price-value relationship problem," inflamed by years of basic rate regulation. "Pay has been priced too high," said Weik. "It has taken the burden of rate regulation." Charles Townsend, president of Colony Communications, agreed that some subscribers are questioning the value they are getting from dollars spent on pay television. He cited viewing data that indicates that cable audiences are watching more basic programming and less pay programming. Several years ago, on average, two-thirds of cable viewing was devoted to pay programs and one-third to basic. Currently, said Townsend, research shows that pay-to-basic viewing is about even and in some cases basic viewing accounts for as much as two-thirds of time spent watching cable. "We are charging too much for the services that aren't being used as much," he said, "so we need to realign our pricing."



Black

Second, he said, the industry has to promote viewing more effectively, so subscribers watch more. Assuming he is satisfied with the programs he is viewing, the theory goes, the pay subscriber's perceived value of the service should increase.

Most of the cable executives interviewed last week stressed the industry's need to move away from the generic marketing of pay services to program- and title-specific promotion strategies, to, in effect, tell subscribers and potential subscribers what they are (or would be) getting for their money and, just as important, when they'll be able to view what they're paying for. Viacom's Bennett said, "We believe that with the increased awareness on the part of the consumer with titles [as a result of home video promotion], we must change our advertising and marketing strategies to more prominently promote the titles that we offer with our pay services." Home video tends to promote the blockbuster of the month, noted Bennett. "We have a product stream that is far greater." He said that Viacom is working on a new direct mail piece that will list films by category, such as recent blockbusters, foreign films, award winners, etc., that are being carried by a package of pay services on the Viacom systems. "We'll list all the titles," and then make a pitch, which says essentially to the consumer: "All of these titles are yours for \$29.95 a month or \$34.95 a month." What I'm trying to do is reinforce what a great deal pay television is. I really want to tell people what's in my store. The generic approach doesn't really have the same appeal it used to have."

Joanne Black, vice president of marketing for Showtime/The Movie Channel Inc., agreed that cable programs and titles must be promoted aggressively. But she said such promotion should be done "within the context of the brand personality" of a given pay service. Black has moved to give Showtime a separate identity with the "We make excitement" campaign. She has also tried to do the same for The Movie Channel with the promotional theme, "The Heart of Hollywood." It's the responsibility of the pay services, said Black, to provide affiliates with a

constant flow of "highly targeted, exciting promotional materials. To the extent we don't do that, the whole category loses its salience."

Pay television, said Black, is similar in some marketing respects to fashion or cosmetics. "I mean entertainment is emotional food, and to the degree we do not keep that excitement and touch people emotionally, the category is going to take on the perception that it's all the same and subscribers will ask themselves, 'Who needs it?' like they did this past year. That's a clear sign [that pay TV] is entering its marketing phase." Until now the industry has not done much marketing. "The bloom is off the rose, and that's not bad—it happens in every category, and then you have to start bringing freshness to the party and in a category like ours you've got to continually keep people turned on. The operators tell us they won't get new penetration without it."

Many cable operators are exploring new pay packaging techniques as a way of stimulating growth, a trend that HBO Chairman Michael Fuchs came down hard on two weeks ago in a speech at the Southern California Cable Club. In what was really a thinly veiled shot at Showtime's "core package" concept (which calls for cable operators to offer subscribers a combination of HBO and Showtime at a reduced rate), Fuchs suggested that packaging curbed pay growth by attempting to sell existing subscribers too much while not focusing on the acquisition of new subscribers (BROADCASTING, May 27). Colony's Townsend, however, said last week he thought Fuchs's reasoning was flawed. Townsend, who recently joined Colony from United Cable in Denver, noted that the latter does not package at all but has suffered the same declining rates in pay growth as the rest of the industry. "I think he may be glossing over the fundamental issue and that is that [operators who] haven't packaged have had just as many problems. Everybody has had problems."

Despite Fuchs's concern, operators continue to explore multipay packaging strategies. At the same time, they are raising basic rates by 50% or more, while lowering pay



Bennett



Maglio

prices or keeping those prices steady. The most widely publicized package is Daniels's Showcase package of four pay services offered for \$15.95. Daniels tried the package at its Carlsbad, Calif., system from January until April of this year and received favorable results—pay units grew 35% to 27,878, and revenue per subscriber grew 11% without raising any rates, said Jerry Maglio, executive vice president of marketing and programming at Daniels. The package will be tried in several other systems later this month, said Maglio. "What we accomplished in Carlsbad was accomplished in a very poor industry quarter for pay television," he said. "So we are looking to roll the Showcase package out selectively in systems that come closer to the Carlsbad situation—systems with relatively high basic penetration and low pay penetration, the object being to raise the pay to basic subscriber ratio within the system."

Daniels and many other MSO's are also increasing basic rates substantially and in some cases lowering the pay rates at their systems. "We think this more reflects how the marketplace values our various product lines," said Maglio. "In many cases we have already moved our basic rates up to the \$15 vicinity and have lowered pay to as low as \$7. But clearly we are seeing growth in basic rates. That sometimes causes erosion in the pay services, since you have to buy through basic first. It puts more pressure on the cable subscriber to delete premium channels and it's especially harmful to pay services positioned in second or third place. But while I tell you we have seen some problems on the pay side, we can continue to increase the value of the properties by emphasizing different aspects of the business. We are reshuffling the deck a little bit."

Maglio's colleagues at other systems are watching the progress of the Showcase package with interest. But some wonder aloud what kind of pressure such discounting must be putting on the system's profit margins. Weik of Harte Hanks is just beginning to explore a number of packaging opportunities to generate greater revenue per subscriber at his systems but questions whether Maglio can make Showcase pay in the long term. Maglio's plan, he said, "is real good from the consumer's standpoint, but I think it has real problems. It's one of those things that's great in concept and very difficult in reality. He's playing with some of the fringe pay services [American Movie Channel, Showtime, Bravo and either Playboy or the Disney Channel] because they are the ones that allowed him to experiment with some of the pricing. And he's using very experimental pricing and I think it's going to be difficult for the majors to agree to it in the long term because if there is a margin squeeze, who gets squeezed? It's a question of who shoots their pig first."

How does the infant pay-per-view business fit into the pay television mix? The jury is still out, although some in the industry insist cable must head in that direction. HBO's Fuchs attacked P-P-V in his SCCC address as a business that would cannibalize pay TV. But others strongly disagree, among

them, Michael Marcovsky, a Los Angeles-based telecommunications consultant. P-P-V, Marcovsky argued, may in fact "be the savior for the cable operator who is looking at pay TV growth." Flat growth, he explained, is the result of churn and downgrading. "With P-P-V you can get pay revenues from nonpay subscribers."

Marcovsky has developed a proposal that calls for the cable industry to create a third category of cable service, in addition to basic and pay. He has labeled it, "pay-per-view access only," and it would be distributed to all homes passed within a cable system free of charge. That level of service would offer off-air signals and public access channels and the use of an addressable converter with which the viewer could order P-P-V events for the going rate.

The way Marcovsky sees it, "in a home passed without cable the operator is not getting a penny of anything," even though it costs between \$300 and \$500 in plant to pass each home. "So the operator already has the investment and no return if he's not serving them."

In a test of that concept in Rochester, N. Y., said Marcovsky, nonsubscribers with access to P-P-V events on average bought \$10 worth of P-P-V product per month, roughly the cost of pay television service.

If those results hold up generally, he said, the cable operator could get a return on the plant serving even nonsubscribing households in a couple of years at the most. P-P-V access only would also introduce nonsub-

scribers to cable and might serve as the first step in their converting to basic and perhaps pay service, he added. Marcovsky estimates that there about six or seven million addressable homes now and believes there will be almost 10 million by year's end and 16 million by the end of 1987. The potential P-P-V audience is essentially tied to the addressable universe.

Viacom's Bennett is another believer in P-P-V. "We must move in the direction of pay-per-view," he said. "Once we move in that direction we have a tremendous amount of flexibility in two areas. First, we can move more into the title-specific promotion mode. And second, we can tell subscribers that not only can they buy these titles for \$5 now, but they will be coming up six months from now on pay services. I now have greater marketing control to the extent that I get you as a pay-per-view customer and generate more information against which to position the pay services. I control both sides of the business now. I get you with either P-P-V or pay, and I haven't lost you to somebody else like the home video market."

Showtime/TMC is one pay service that has decided to make P-P-V work to its advantage. It has been formulating a plan with Warner Amex Cable to distribute P-P-V programs nationally via satellite. The two companies have refused public comment so far, but a source at one of the companies said an announcement may be forthcoming at this week's National Cable Television Association convention in Las Vegas. □

Vic Parra: cable TV missionary

CTAM executive director is out to raise the consciousness of both the industry and consumer

In Vic Parra's mind, the key to cable television's future lies not so much in enhancing the multifaceted cable product, but in figuring out how to sell and deliver it properly to the customer. And, as the not-yet-wet-behind-the-ears executive director of the Cable Television Administration and Marketing Society, Parra is ready to help cable operators sell and deliver.

"What we are trying to do overall is be a guiding force for the industry," the 36-year-old trade association executive says in his brand-new office on the edge of Washington's revitalized downtown shopping district. "I believe the regulatory issues will become less and less important. . . . We are going to have to become shrewd businessmen, not order takers. And marketing and operation are the essence of the business."

Parra is clearly enthusiastic about his new job. "The whole idea of working an organization into an industry and seeing how it fits and trying to develop a leadership role . . . is very exciting," he says. "It's particularly exciting with a new-product industry like cable. It's still developing, it's still growing, it's still evolving. With CTAM, I really feel we can play a role in shaping the future of



Parra

the product."

After graduating from the Catholic University of America in Washington in 1970 with a degree in modern language literature (he had wanted to be a translator or interpreter), the New York native took an entry level job at the Washington Board of Trade, essentially, he says, a trade association for city retailers and real estate developers. He moved up at the Board of Trade and, eventually, on to American College of Nursing Home Administrators, the Association of General Merchandise Chains and the National Time-Sharing Council, where he became executive director and where CTAM's

headhunter found him.

After three months of interviews (and a psychological test administered by a Houston firm), CTAM finally offered Parra the executive director's job. Parra accepted last December and went to Atlanta where CTAM was based at the time. But a few months later, Parra packed up the operation and moved it to Washington. (Parra succeeded Dean Waite, who joined the Disney Channel as vice president, sales and affiliate relations, Eastern division.)

According to Parra, the jump from the National Time-Sharing Council, which represents builders and sellers of time-sharing condominiums, to CTAM is not as big as it seems. Indeed, he said, there are certain parallels between his old and new jobs. "They are both relatively new product businesses," he says. "They are very service conscious. They have some image problems—time sharing probably more so than cable. But, above all, the consumer ignorance about the products is the main common denominator. Until coming aboard, that black box that sits on your TV was a mystery to me and how it worked and what I could expect in buying cable."

Parra doesn't have much first-hand knowledge of cable—the kind that comes from watching it. Like many other cable representatives in the Washington area, Parra lives where no cable is installed. "It's a little embarrassing, somewhat ironic," he says. But, he said, Media General promises to wire his home in Fairfax county, Va., within six months and solve the problem.

Of the cable programing he has seen—most of it at his brother-in-law's house in New Jersey—MTV has made the greatest impression. "If you don't admit to watching MTV and you have cable, you're lying."

CTAM was formed in 1975 and has had its ups and downs as a force in the industry over the years. It took a major organizational step forward in 1982 when it set up permanent offices in Atlanta. But it's still a tiny bureaucracy, employing five, including Parra, and operating with a budget of just around \$750,000. Most of the money comes from the registration fees of the annual conference and from the annual dues (\$100) of the society's 1,200 individual members. The substantive work of the society is done by its president (now Gary Weik, president, Harte-Hanks Cable), its board of directors and its 13 active committees.

Although the ambitions of CTAM and the National Cable Television Association have come in conflict in years past, Parra believes he can avoid them in the future. "It's important that we work together and not work in competition," he says. "The industry only has so many resources. Although they have corporate memberships and we have individual memberships, the people are the same and the money comes from the same sources."

To make sure that CTAM's activities are coordinated with those of other industry organizations, Parra supports regular meetings among the heads of the organizations. The first such meeting, he said, took place last

January in New York under the auspices of Bob Alter, president of the Cabletelevision Advertising Bureau. In attendance: Parra; Alter; Jim Mooney, president, National Cable Television Association; Kathryn Creech, president, Council for Cable Information, and Steve Effros, executive director, Community Antenna Television Association.

Recognizing that CTAM is perceived as a marketing organization, Parra said he wants to put the "A" back in CTAM. In terms of administration, Parra believes CTAM's chief task is helping the industry improve customer service. "In most cases, the only person the cable subscriber ever sees is the guy who comes to install it," he says. "What kind of impression does he make on you? What does he do to make you feel better about your purchase?"

"It doesn't take a genius to figure out that in the next five or 10 years, our largest market will be former subscribers, people who some time in their life experienced cable," Parra says. "We have a chance to affect them positively, if we start looking at the customer service angle now."



CTAM's annual conference, scheduled for Aug. 4-7 at San Francisco's Fairmont hotel, says Parra, is being planned to produce as many "take-home benefits" as possible for the more than 1,000 who are expected to attend. The theme of this year's conference: "Bridging the Gap from Strategy to Reality." The sessions will try to help cable operators not only to create, but also to implement marketing plans, he says. "There is that assumption at corporate that everything takes place as designed," he says. "We all know that is not that case."

Along the same lines, Parra says, the conference will try to create "harmony between the operations and marketing people." Not only is there a functional gap between the two groups—marketers sell, operators deliver—but there are also emotional and personality gaps, he says. "How can we get these two groups of people to work together?"

Another issue the conference organizers are working into the session is pricing. With the passage of the Cable Communications Policy Act, says Parra, "there was an initial amount of euphoria in the industry." But

now cable operators are "beginning to realize that there is some price resistance out there and that you have to be smart with your pricing strategy to optimize your penetration and revenues."

The most immediate and "severe" problem of the cable industry is the consumers' waning interest in pay television, Parra says. "We are losing pay subs continually."

Some of the loss stems from the consumer's poor understanding of cable. "There is a certain expectation that people have when they get cable," he says, "and after they get it, they are slightly disappointed. What's needed is straight-out education."

To help operators increase pay revenues, if not penetration, CTAM has hired a firm to collect data from the nation's leading cable billing services, run it through a computer and produce a record of pay connects and disconnects on a national and system-by-system basis. "Right now, system level people don't know what's happening with their subscribers."

With the CTAM subscriber-activity data, marketers will be able to measure the impact of their campaigns, Parra says. "If you do a Showtime promo during a given period, you'll be able to see exactly how your subs were affected—not only Showtime subs, but those of the other services as well."

The national figures will be broken down to show activity in various types of cable systems, Parra says. Except for summary data from the national report, the data will be sold to systems and the pay networks on a nonprofit basis, he says. CTAM plans to release details of the service this week at the NCTA convention in Las Vegas.

According to Parra, CTAM is also planning to identify the causes of pay dissatisfaction and find some cures for it. "We hope to gather some qualitative information about why people are disconnecting and some perceptions of the pay product through some nationwide focus groups," he says. Once the research is completed, CTAM plans to create a marketing campaign to discourage disconnects and test it in several markets. "Too often you receive studies which are probably very valuable but they usually collect dust on your shelf because people really aren't sure what to do with this information," he says. "We are going to take the information and actually do something with it and then point out the results. This way you don't have to spend your marketing dollars testing. You can implement a working strategy because you know it's worked in a similar market."

Parra's goal at CTAM is to get cable operators to think of their business in terms of marketing and servicing. With much of the construction completed, he says, growth will no longer come from entering new markets. "It's no longer a product-driven industry. You've got to get out of that mentality. We've got to get into a marketing orientation. We're a customer servicing business. We are really not in the business of selling cable. We are in the business of satisfying a consumer's information and entertainment needs and wants." □

Stereo sound still a question mark for cable

Some systems have no trouble delivering BTSC audio, but many are experiencing problems with incompatibility of stereo with set-top baseband converters

Cable systems in the 37 markets with TV stereo broadcasters have met with mixed success in carrying the stations' stereo signals, according to early reports from cable operators and broadcasters.

As anticipated, the biggest problem to emerge is the industry-selected BTSC multi-channel sound signals' incompatibility with the increasingly popular baseband scrambling systems. However, most cable systems seem to be able to carry stereo signals with little or no interference with mono sound of video signals. The small number of stereo receivers in the hands of consumers makes it difficult to gauge how many cable subscribers are receiving the broadcast stereo signals with full fidelity and separation.

"In a lot of cases, cable systems successfully carry BTSC sound," noted Alex Best of Scientific-Atlanta. "It boils down to the particular type and vintage of system."

Wendell Bailey, the National Cable Television Association's vice president of science and technology, commented: "My best guess is that most systems are carrying it in those cases where they haven't caused directly identifiable problems. We haven't expected much in the way of devastating problems with MTS, although there have been several reports of direct problems, like buzzing. These have been minor, but it's a big question since we still don't have many consumers with stereo TV sets out there."

The cable industry, concerned with the impact of what it believes could be hundreds of millions of dollars in upgrade costs, has focused most of its attention on set-top converters and head-end processors with which BTSC is thought to be incompatible. Best, chairman of an NCTA ad hoc multichannel sound subcommittee, explained several possible scenarios for cable systems.

One scenario where the cable operator could expect few difficulties is with systems having heterodyne signal processors at the headend, an unscrambled signal and RF set-top converters, according to Best.

But in another scenario, involving a signal scrambling scheme to defeat power decoders used by some subscribers to get pay channels for free, the stereo light of legitimate viewer's receiver could be triggered even if stereo material was not present, Best said.

The third and possibly most worrisome possibility involves the use of baseband set-top converters which modulate and demodulate the aural carrier. Baseband converters are less widely used than sync suppression-type converters made by Scientific-Atlanta, Jerrold, Oak and Pioneer, but largely because of volume control and enhanced security features, have gained in popularity since they were introduced over the past several years by manufacturers including Zenith and Jerrold's Tocom division.

Best and others in the cable industry believe baseband converters will not carry BTSC stereo at all, and Zenith, for example, has already developed a new "stereo compatible" version of its baseband converter.

Also unsure of baseband converters successfully carrying BTSC is Joe Van Loan, vice president of engineering, Viacom Cable. "A great compatibility problem awaits us in areas using the Zenith baseband converters," he said. "Although headend modifications seem to be minimal, any change to stereo-compatible converters would have to be driven by consumer demand."

Viacom cable systems operate in four markets (New York, San Francisco, Cleveland and Seattle) in which stereo TV stations are now broadcasting, Van Loan noted. In San Francisco, for instance, 100,000 baseband converters are already in place.

The number-five market also worries San Jose, Calif.-based Gill Cable, which carries the two San Francisco stereo stations, KRON-TV and KTZO. "We're carrying them in stereo to our basic subscribers," said David Large, Gill's chief technician. "But of our 107,000 subs, 35,000-40,000 have addressable converters and half of those are baseband. Those premium customers with baseband converters are not getting stereo."

Also experiencing difficulties with baseband converters is the Detroit market, where NBC affiliate WDIV began broadcasts in early May. Linc Reed Nickerson, WDIV chief engineer, noted: "We're finding the larger systems are passing the pilot, but no stereo. They're having problems with their baseband converters." According to Nickerson, however, the older 12-channel heterodyne systems, representing about 10% of the total, are successfully passing the stereo signal.

St. Louis, with stereo broadcaster KPLR-TV, has not been trouble-free either. According to Jim Wright, KPLR-TV vice president of operations, one local cable system owned by Storer is upgrading its set-top converters to provide stereo service, but other area systems are experiencing difficulties in both the headend and baseband converters.

Portland, Ore., and San Antonio, Tex., are two other markets where the baseband converters of local cable operators are not carrying stereo broadcasts. At KATU Portland, a direct RF cable feed system was devised by the station with the city's two major cable systems, Rogers Cablesystems and Liberty Cable Television, to provide the operators with KATU's stereo signal, but nevertheless, the baseband converters used by the cable systems' higher tier subscribers are not getting the stereo service.

A similar situation has arisen at San Antonio's KSAT-TV, according to David Carr, chief engineer, with local subscribers using the Zenith converter unable to get stereo.

Although baseband converters may remain a long-term issue between cable operators and stereo broadcast stations, other markets have shown better overall results in efforts to place the BTSC stereo service on

local cable systems.

In Chicago, for example, the first market to have broadcast TV stereo beginning in August 1984, PBS affiliate WTTW is now being successfully carried by local cable systems, said Larry Ocker, the station's vice president of engineering. "Yes, they are carrying it," he said. "Just one was having difficulties. It was a system with baseband converters at the headend, so they could not carry stereo and were distorting mono. That mono distortion has been resolved as far as we know since early spring."

In Denver, the situation also appears good for NBC affiliate KCNC-TV, according to David Layne, chief engineer. "I anticipated quite a few complaints after we went on the air in February, but we haven't received them."

Cooperation between cable operators and broadcasters has also helped in Jacksonville, Fla., where WTLV converted to MTS last November, and in New Orleans, where WYES-TV's stereo signal is carried with only a small loss in separation.

"The most exciting response has been from cable companies we've been visiting that realize it's the coming thing," noted Clyde Smith, WTLV chief engineer, shortly after the switch.

Problems still remain ahead, however, for the relatively new broadcast service, according to some in the cable industry. One is the capability of the first stereo TV sets to receive the service with little interference or degradation.

"We have seen problems with both mono and stereo receivers, in particular in the Seattle market," said Viacom's Van Loan. "Several mono sets were brought to our attention, and we found they had a tendency toward buzzing and popping sounds. Similar problems with a stereo set were raised, and have also been resolved."

"We've had some comments on 'scratchy' sounds on sets, as has the other stereo station in Seattle," acknowledged Charles Morris, KIRO-TV chief engineer. "The problems have generally been associated with newer units without the fine tuning knobs."

Morris believes, however, that much of the quality problems of stereo sets, including some of the 15,000-20,000 estimated to be in the Seattle market, rest with the receiver manufacturers themselves.

"TV listeners have been cheated for so many years they don't know what good sound is," he said. "Receiver manufacturers have the opportunity to improve the quality, but they need to get off their duff and get better speakers. Sound deficiencies are usually related to the tinny, resonant speakers in the sets, rather than the TV's audio system itself."

Another issue which raises questions not only for cable operators, but for broadcasters as well, is the extensive use of synthesized stereo material, due to the shortage of true, discrete stereo programming.

"Many stereo effects with synthesizers are simply not perceptible because of the low

separation figures," commented Van Loan. Large agreed: "Although we use a synthesizer ourselves and it does sound better than mono, it's used mostly to make the stereo light go on. It isn't really stereo."

KIRO-TV's Morris agreed: "There is a problem of credibility with synthesized stereo, although I'm personally enthralled with the sound. Most of our audience complaints have been on the lack of discrete material."

Another potential concern is tied to a multichannel sound service, second audio program (SAP) channel, that few broadcasters have even begun because of the relative difficulty in including it in stereo conversion. "I'm concerned with the possibility of cross-

talk with SAP," noted Scientific-Atlanta's Best. "Although all the measurements say it shouldn't be a problem, there are very few yet trying it and it concerns me."

A final reality stereo broadcasters may have to face is that local cable systems may simply decide that stereo is best presented to cable households through a non-BTSC system provided separately by the operators themselves. At least one major MSO, according to Best, is considering reformatting BTSC at the headend and offering another consumer box connected to a home hi-fi to demodulate stereo, in order to avoid any interaction between cable and BTSC signals.

Large of Gill Cable, in discussing possible

solutions to the baseband converter dilemma, commented: "We in the cable industry could all agree BTSC stinks and provide an out-of-band premium sound system with a \$100 box." Gill Cable will conduct its own listening test within the next two months, Large added, in which alternative stereo distribution methods will be checked.

What approach cable systems will eventually take with stereo TV remains a mystery at this early stage, according to Marty Lafferty of superstation WTBS, which began stereo broadcasts in Atlanta during April.

"Some want to make stereo synonymous with cable," he noted. "But by and large the cable industry has not yet figured it out." □

Broadcast stereo's place in the cable universe

State (ADI rank, 1983-84 Arbitron)	Station(s)	Affiliation	Cable Households (May 1985 Arbitron)
Tuscaloosa, Ala. (188)	WDBB(TV)	Ind	29,500
Anchorage, Alaska (unranked)	KTVA(TV)	NBC	20,000*
Los Angeles (2)	KTLA(TV)	Ind	1,458,100
Sacramento-Stockton, Calif. (20)	KOVR(TV)	ABC	288,100
	KRBK-TV	Ind	
	KXTV(TV)	CBS	
San Francisco (5)	KRON-TV	NBC	906,600
	KTZO(TV)	Ind	
Denver (19)	KCNC-TV	NBC	374,900
Hartford-New Haven, Conn. (22)	WFSB(TV)	CBS	502,300
	WTIC(TV)	Ind	
	WTXX(TV)	Ind	
Washington (9)	WRC-TV	NBC	344,800
	WDCA-TV	Ind	
Jacksonville, Fla. (63)	WTLV(TV)	ABC	204,700
Miami (14)	WPBT(TV)	PBS	524,300
Atlanta (15)	WTBS(TV)	Ind	421,700
Chicago (3)	WTTW(TV)	PBS	740,800
Des Moines, Iowa (66)	KDIN-TV	PBS	163,300
Wichita-Hutchinson, Kan. (57)	KAKE-TV	ABC	252,900
New Orleans (33)	WYES-TV	PBS	352,800
Baltimore (21)	WJZ-TV	ABC	213,900
	WMPB(TV)	PBS	
	WMPT(TV)**	PBS	
Boston (6)	WGBH-TV	PBS	796,100
	WVJV(TV)	Ind	
Detroit (7)	WDIV(TV)	NBC	498,800
St. Louis (17)	KPLR-TV	Ind	320,800
Las Vegas (99)	KRLR(TV)	Ind	67,500
	KTNV-TV	ABC	
Charlotte, N.C. (32)	WBTV(TV)	CBS	271,100
	WSOC-TV	ABC	
Greensboro-Winston-Salem- High Point, N.C. (51)	WXII(TV)	NBC	208,500
New York (1)	WNBC-TV	NBC	2,287,900
Cincinnati (27)	WCET(TV)	PBS	299,400
Cleveland (11)	WVIZ-TV	PBS	595,200
	WCLQ-TV	Ind	
Portland, Ore. (24)	KATU(TV)	ABC	335,700
Harrisburg-York-Lancaster- Lebanon, Pa. (48)	WGAL-TV	NBC	271,100
Providence-New Bedford, R.I. (39)	WJAR-TV	NBC	230,600
	WPRI-TV	ABC	
Greenville-Spartanburg, S.C.- Asheville, N.C. (37)	WAXA(TV)	Ind	235,500
	WYFF-TV	NBC	
Knoxville, Tenn. (58)	WATE-TV	ABC	208,800
Dallas-Fort Worth (8)	KERA-TV	PBS	540,100
Houston (10)	KUHT(TV)	PBS	615,300
San Antonio (44)	KSAT-TV	ABC	299,000
Wichita Falls, Tex.-Lawton, Okla. (126)	KJTL(TV)	Ind	103,100
Salt Lake City (42)	KSL-TV	CBS	176,600
	KUED(TV)	PBS	
Richmond (Charlottesville), Va. (55)	WVIR-TV	NBC	191,000
Seattle-Tacoma (16)	KIRO-TV	CBS	537,100
	KOMO-TV	ABC	

Notes: Noncommercial WNJT(TV) Trenton, N.J., is providing a reading-for-the-blind service over its separate audio program (SAP) channel, but no stereo.

* Household estimate from BROADCASTING'S own research.

** Repeats 100% programming of WMPB(TV).

Total Number of Markets = 37

Total Number of Stations = 53

Total Cable Penetration = 15,914,900

The daily agenda in Las Vegas

Monday, June 3

Opening general session. 9-10:30 a.m. Las Vegas convention center rotunda. *Cable '85—On the Move.* Speakers: Edward Allen, NCTA chairman and president of Western Communications; James Mooney, president and chief executive officer, NCTA. Roundtable discussion with Trygve Myhren, American Television and Communications. Panelists: John Saeman, Daniels & Associates; John Malone, Tele-Communications Inc.; Henry Harris, Metrovision; Dennis Leibowitz, Donaldson, Lufkin & Jenrette; Peter Shapiro, Arthur D. Little Inc.; Ralph Roberts, Comcast; Sidney Topol, Scientific-Atlanta.

Ten concurrent sessions. 10:45 a.m.-noon. *Rebuild, Upgrade or Sell?* Room A1. Moderator: Richard Ingman, Westinghouse Broadcasting. Speakers: Brian Roberts, Comcast; Arthur Hutzler, Heritage Communications; Dan Radcliff, Viacom Cablevision; Barry Elson, Cox Cable. Reactor: Ellis Simon, *Cable Marketing.*

Lowering the High Cost of Property Tax. Room A2. Moderator: Robert Weary, Weary, Davis, Henry and Troup. Speakers: Bernie Funk, TCI; Al Cavella, Group W Cable; C. Stephen Backstrom, Comcast Cable. Reactor: Fred Dawson, *Cablevision.*

Subscriber Pursuit. Room A3. Moderator: Douglas Wenger, Storer Cable. Speakers: Joanne Black, Showtime/The Movie Channel; Ron Harris, Turner Broadcasting; Mark Handler, Disney Channel; Robert Johnson, Black Entertainment Television; Tom Freston, MTV Networks; Ira Tumpowsky, Young & Rubicam; John Billock, Home Box Office; Nimrod Kovacs, United Cable.

Scrambling Satellite-Delivered Programming. Room A4. Moderator: Drew Lewis, Warner Amex Cable. Speakers: Representatives Howard Berman (D-Calif.), Michael DeWine (R-Ohio), Wayne Dowdy (D-Miss.), Daniel Glickman (D-Kan.), Matthew Rinaldo (R-N.J.) and Billy Tauzin (D-La.).

Must Carry. Room A5. Moderator: William Bresnan, Bresnan Communications. Speakers: Senator Charles Grassley (R-Iowa) and Representatives Dan Coats (R-Ind.), Cardiss Collins (D-Ill.), Michael Oxley (R-Ohio) and Bill Richardson (D-N.M.).

Trade Wars in High Technology. Room A6. Moderator: Paul Kagan, Paul Kagan Associates. Speakers: Senator Larry Pressler (R-S.D.); Representatives Henry Hyde (R-Ill.), Mickey Leland (D-Tex.), James Slattery (D-Kan.) and Ron Wyden (D-Ore.), and FCC Commissioner Henry Rivera.

Cable and the First Amendment. Room E1. Moderator: Bertram Carp, NCTA. Speakers: Senator Strom Thurmond (R-S.C.); Representatives Howell Heflin (D-Ala.), Hamilton Fish Jr. (R-N.Y.), Romano Mazzoli (D-Ky.) and Patricia Schroeder (D-Colo.), and FCC Commissioner James Quello.

Copyright: Where Do We Go From Here? Room E2. Moderator: Robert Miron, Newhouse Broadcasting. Speakers: Senators Charles McC Mathias Jr. (R-Md.), Patrick Leahy (D-Vt.) and Dennis DeConcini (D-Ariz.), and Representatives Robert Kastenmeier (D-Wis.), Carlos Moorhead (R-Calif.) and Michael Synar (D-Okla.).

The New Prohibition: Beer and Wine Advertising Restrictions. Room E3. Moderator: Walter Threadgill, Storer Communications. Speakers: Representatives Jim Bates (D-Calif.), Thomas Bliley (R-Va.), Dennis Eckart (D-Ohio), Norman Lent (R-N.Y.), Thomas Luken (D-Ohio), Howard Nielson (R-Utah).

To Catch a Thief. Room G1. Moderator: Richard Holcomb, ATC. Speakers: Richard Thomas, HBO; Chris Young, Arlington Cable Partners; Sandi Wildman, Showtime/The Movie Channel; Pat Tomaselli, Westinghouse Broadcasting & Cable. Reactor: Judy Rudrud, *Cable Television Business.*

Two concurrent engineering sessions. 10:45 a.m.-12:15 p.m. *Defeating Ingress/Egress.* Room B. Moderator: John Wong, FCC. Speakers: Ted Hartson, Capital Cities Cable; Robert V.C. Dickinson, AM Cable TV Indus-

tries; John Warren Ward Jr., Comcast Cable; William Homiller, Jerrold div./General Instrument; Ralph Haller, FCC.

Contemporary Developments in Addressability and Pay-Per-View. Room D. Moderator: Graham Stubbs, Oak Communications. Speakers: Michael Ermolovich, Jerrold div./General Instrument; Anthony Wechselberger, Oak Communications; Andrew Hospador, Jerrold div./General Instrument; Semir Sirazi, Zenith Electronics.

Nine concurrent sessions. 3:30-5 p.m. *A Field Guide to Consumer Electronics and Cable.* Room A1. Moderator: Robert Rast, ATC. Speakers: Joseph Van Loan, Viacom Cablevision; Robert Hosfeldt, Gillcable; Robert Hansen, Zenith Corp. Reactor: Bill McCloskey, Associated Press; Carson Young, Wisconsin Electronic Sales and Service Dealers Association.

The True Value of Original Fare. Room A2. Moderator: Larry Wangberg, Times Mirror. Speakers: Curtis Davis, Arts & Entertainment; Peggy Christianson, Disney Channel; Allen Sabinson, Showtime/The Movie Channel; Timothy Robertson, CBN Cable; Bridget Potter, HBO. Reactor: Jefferson Graham, *USA Today.*

Targeting the Segments. Room A3. Moderator: Victor Harrison, Storer Cable. Speakers: Curt Robinson, TCI; Lee Clayton, United Cable; Kathy Skinner, Times Mirror; William Goldberg, Harte-Hanks Direct Marketing.

Financing Options for Operating Companies. Room A4. Moderator: Phil Hogue, Daniels & Associates. Speakers: Fred Vierra, United Cable; Craig McCaw, McCaw Communications; Bernard Gallagher, Comcast Cable; James Hoak, Heritage Communications.

Equal Employment Opportunity and the Law. Room A5. Moderator: David Ochoa, Buenavision Cable. Speakers: Bruce Franca, FCC; Kevin McGuinness, U.S. Senate employment counsel; Thomas Rogers, House Telecommunications Subcommittee; John Garcia, Group W Cable; William Oldaker, Epstein, Becker, Borsody and Green.

Who's Making Money. Room A6. Moderator: Roger Turner, Cablevision Industries. Speakers: James Dovey, United Cable of Colorado; Scott Campbell, Jones Intercable; Mel Tinney, ATC; Jason Taylor, Studioline Cable Stereo. Reactor: Thomas Southwick, *Multichannel News.*

How Can You Sell If You Can't Get In? Room E1. Moderator: John Evans, Arlington Cable Partners. Speakers: Steve Durant, Martin, Ade, Birchfield & Johnson; Nancy Becker, New Jersey Cable Television Association; Emmett White, Continental Cablevision; Charles Gramlich, Warner Amex; Thomas Ryan, House Energy and Commerce Committee. Reactor: Don West, *BROADCASTING Magazine.*

Linking Up for Local Ads. Room E2. Moderator: Jack Yearwood, Bay Area Interconnect. Speakers: Jack Deitchman, Ogilvy & Mather; Virginia Westphal, Viacom Cablevision; Tom Sassos, 3M/Cable Networks; Barry Harrison, Cable Media of Michigan.

Making Money on Local Programming. Room E3. Moderator: Anne Janas, Cox Cable. Speakers: Joseph Langan, Colony Communications; Richard Derman, Group W Cable; Greg Vandervort, Suburban Cablevision; Peter Stamelman, Arts & Entertainment; Michale Egan, Cablevision Industries. Reactor: Jon Banner, *View.*

Two concurrent engineering sessions. 3:30-5 p.m. *Off-Premises Promise: Get Out of the House.* Room B. Moderator: Richard Kearns, Times Fiber Communications. Speakers: Joseph Preschutti, AM Cable TV Industries; Nancy Kowalski and James Van Cleve, Jerrold div./General Instrument; John Simons, Times Fiber Communications; W. Sherwood Campbell, ATC.

Tests, Measurements and Performance Analysis. Room D. Moderator: Dom Stasi, MTV Networks. Speakers: Lance Katzfey, Oak Communications; J.E. Mitchell, Jerrold; William Kostka, Gillcable; Lee Thompson and Lamar West, Scientific-Atlanta.

At the show. BROADCASTING's editorial and advertising staffs will be headquartered at the Las Vegas Hilton. On hand will be Kira Greene, Harry Jessell, Richard Mahler, Kim McAvo, Steve McClellan, Skip Tash, Tim Thometz and Don West.

Tuesday, June 4

Nine concurrent sessions. 9-10:15 a.m. *Immediate Solutions to the Consumer Electronics Connection.* Room A1. Moderator: John Schmuhl, Tribune-United Cable. Speakers: Kazie Metzger, Group W Cable; David

Wednesday, June 5

Andersen, Cox Cable; David Large, Gillcable; Andy Deveroux, American Cablesystems; W. Ace Hoyt, General Electric Co. Reactor: Peter Ainslie, *Time*.

Managing Rates in a Deregulated Market. Room A2. Moderator: James Cownie, Heritage Communications. Speakers: Todd Hardy, Group W Cable; James Gray, Warner Amex; Arthur Kurtze, Centel Video Services; Kathy Meier, Senate Communications Subcommittee. Reactors: Roger Werner, ESPN; Terence McGuirk, Turner Broadcasting.

Business Opportunities/Regulatory Hurdles for Nonvideo Services. Room A3. Moderator: Gustave Hauser, Hauser Communications. Speakers: Philip Verveer, Willkie, Farr & Gallagher; Albert Halprin, FCC; Mark MacCarthy, House Energy and Commerce Committee; Gene Eidenberg, MCI; John Gault, Manhattan Cable TV.

Mining the Pay-Per-View Potential. Room A4. Moderator: Edward Bennett, Viacom Cablevision. Speakers: Philip Lind, Rogers U.S. Cablesystems; Scott Kurnit, Warner Amex; Frank Biondi, Coca-Cola; Rick Kulis, Choice Channel; Jeffrey Reiss, Reiss Media Enterprises. Reactor: Wolf Schnieder, *Hollywood Report*.

Cable and the Proposed Tax Law. Room A5. Moderator: J. Patrick Michaels, Communications Equity Associates. Speakers: Philip Wiesner, Peat Marwick Mitchell & Co.; Arthur Fisch, E.F. Hutton; Stuart Blair, TCI; Leonard Bart, Dow, Lohnes & Albertson. Reactor: Alex Ben Block, *Forbes*.

Interactive Services: The New Breed. Room A6. Moderator: Charles Kadlec, Frazier, Gross & Kadlec. Speakers: Ann Kirschner, Group W Cable; Paul Maxwell, X*Press Inc.; William Lucas, Packet Technologies; Douglas Buleit, Integrated Communications Systems.

Washington Insiders on Cable Copyright Legislation. Room E2. Moderator: Edward Merlis, NCTA. Speakers: Ralph Oman and John Podesta, Senate Copyright Subcommittee.

Teaching Customers the New Law Through Media Relations. Room E3. Moderator: Ed Dooley, NCTA. Speakers: Edwin Newman, broadcast journalist and former NBC News correspondent; Robert Russo, Daniels & Associates; Janice Snook, J. Walter Thompson Co./West; Gail Penman-Wallace, United Cable.

Is the Price Right? Room G1. Moderator: Rod Warner, The R Corp. Speakers: John Charlton, Warner Amex; Larry Miles, Times Mirror; Thomas Hohman, CBN Cable; Andrew Besch, USA Network; Lloyd Werner, Group W Satellite; Sandy McGovern, The Weather Channel; Larry Rebich, Lifetime.

Two concurrent technical sessions. 9-10:30 a.m. Audio Advantages: MTS and Digital Audio Delivery in the Cable Environment. Room B. Moderator: Joseph Van Loan, Viacom. Speakers: Colleen McGuire, Jerrold div./General Instrument; William Thomas, ATC; Israel Switzer, Cable Television & Telecommunications Engineering; Arthur Vigil, Oak Communications; Alex Best, Scientific-Atlanta; Thomas Matty, W&S Systems Co.

Fiber Optics: Reports from the Field. Room D. Moderator: Brian Garrett, M/A-COM. Speakers: Pieter Kerstens, Philips Laboratories; Robert Hoss, Warner Amex; Michael Carr, Compucon; James Chiddix, Oceanic Cablevision; Lawrence Engdahl, Times Fiber Communications.

General session. 10:30-noon. Room E1. **Meet the FCC Staff.** Moderator: Brenda Fox, NCTA. FCC staff: Daniel Brenner, Brian Fontes, Bruce Franca, Ralph Haller, Albert Halprin, Thomas Herwitz, William Johnson, Roderick Porter, Stephen Ross, William Russell, Diane Silberstein, Jack Smith, Raymond Strassburger and John Wong.

Programing session. 3:30-5 p.m. Cable Programing—The Future Is Now. Rotunda. Moderator: William Hartley, ESPN. Speakers: Ralph Baruch, Viacom; Robert Wussler, Turner Broadcasting; Michael Fuchs, HBO; Jack Wishard, Procter & Gamble; Diana Muldaur, ATAS.

Two concurrent technical sessions. 3:30-5 p.m. Square Pegs/Round Holes?: Meeting the "Cable-Ready" Challenge. Room B. Moderator: David Large, Gillcable. Speakers: Joseph Stern, Stern Telecommunications; Larry Brown, Pioneer Communications; Geoffrey Gates, Cox Cable; Tony Chen-tung Li, Oak Communications; Walter Ciciora, ATC.

Aspects of Plant Design and Architecture. Room D. Moderator: William Riker, Society of Cable Television Engineers. Speakers: Robert Blumenkranz, Jerrold/Century III Electronics; Robert Canny, Times Fiber Communications; Stanley Moote, Leitch Video; Robert Romerein, Lindsay Specialty Products; Paul Brooks, UACC Midwest.

Nine concurrent sessions. 9-10:15 a.m. Long-Range Planning for a Long-Term Relationship. Room A1. Moderator: Walter Ciciora, ATC. Speakers: Judson Hoffman, Matsushita; Dr. Bob Hopkins, Advanced Television Systems Committee; Andy Setos, MTV Networks Inc. Moderator: Steve Tuttle, *Television Digest*.

The Big Squeeze. Room A2. Moderator: Seth Abraham, HBO. Speakers: Neal Pilson, CBS/Broadcast Group; Jerry Solomon, D'Arcy MacManus Masius; Joseph Cohen, Madison Square Garden Network; William Giles, Philadelphia Phillies; Barry Frank, TWI. Reactor: Ron Alridge, *Electronic Media*.

Spending Smart To Keep Them Satisfied. Room A3. Moderator: Robert Clasen, Comcast Cable. Speakers: James Robbins, Cox Cable; David Wilson, Viacom; Thomas Willett, Continental Cablevision; Margaret Richebourg, Group W Cable. Reactor: Jane Clifford, *The Tribune*.

Getting on the Right Track for Franchise Renewals. Room A4. Moderator: Jack Clifford, Colony Communications. Speakers: Lynn Yaeger, Viacom Cablevision; John Cooke, Times Mirror; Gayle Greer, ATC; Walter McCormick, Senate Commerce Committee. Reactor: Donna Gregg, Dow, Lohnes & Albertson.

Cable's Changing Rate of Return. Room A5. Moderator: Carl Rossetti, Public Cable Co. Speakers: Dave Croll, TA Associates; J. Michael Saul, R.I. Hospital Trust; Kathy Marien, Bank of New England. Reactor: Steve Rosenberg, Paul Kagan Associates.

Get Top Dollar Returns for Your Ad Sales Effort. Room A6. Moderator: Robert Alter, Cabletelevision Advertising Bureau. Speakers: Ben Sciorino, Multimedia Cablevision; Dan Gold, Comcast Cable; George Douglas, American Cablesystems Corp. Reactor: Susan Spillman, *Advertising Age*.

Operations Efficiency Through Management Information Systems. Room E1. Moderator: Dan Benhardus, Western Communications. Speakers: Ann Burr, Oceanic Cablevision; Stephen Robertson, Summit Communications; Michelle Craft, Jacksboro Cable; Mike Johnson, Viacom Cablevision; Gerry Bennington, TCI.

Affirmative Action as a Management Tool. Room E2. Moderator: Marilyn Lee, Times Mirror. Speakers: Andrew Dixon, Continental Cablevision; Charles Johnson, Showtime/The Movie Channel; John Dawson, ATC; Barry Wilson, United Cable.

Operating Under the Act: Your Legal Rights and Options. Room E3. Moderator: Doug Watts, NCTA. Speakers: Fred Dressler, Mile Hi Cablevision; Wayne Perry, McCaw Cablevision; Michael Rigas, Adelphia Communications; Charles Walsh, Fleischman and Walsh.

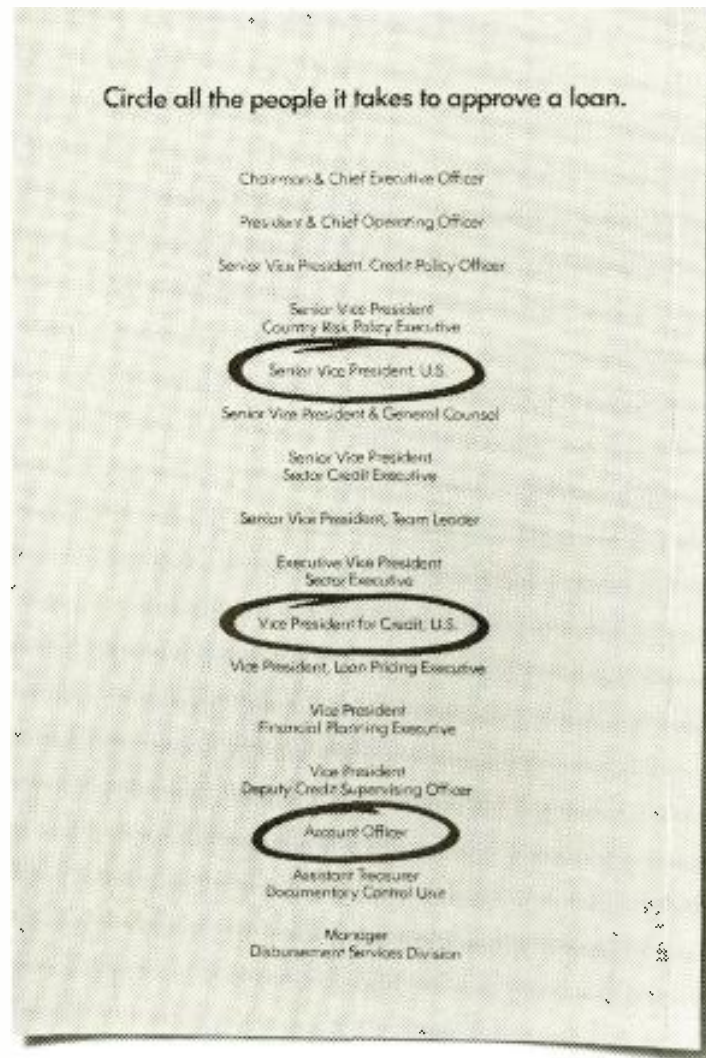
Two technical concurrent sessions. 9-10:30 a.m. Improving Customer Service. Room B. Moderator: Lawrence Janes, ATC. Speakers: Sharon Thompson, Warner Amex; Richard Clevenger, Cox Cable; Fritz Baker, Viacom Cablevision; Gregg Nydegger, Cardinal Communications; Jim VanKoughnet, Manitoba Telephone System; Stephen Johnson, UACC Midwest Inc.

Signal Relay—New Demands, New Advances. Room D. Moderator: Scott Tipton, HBO. Speakers: Peter Vogt, Hughes Aircraft Co.; Preston White III, Scientific-Atlanta; Ned Mountain, Wegener Communications; Thomas Straus, Hughes Aircraft Co.

Technical session. 10:30-11:30 a.m. Room B. The Digital Domain: Transmission Theory, Practice and Security Strategies. Moderator: Archer Taylor, Malarkey-Taylor Associates. Speakers: Niraj Jain, Philips Laboratories; Franc Stratton, Viacom Cablevision; Gregory Baxes, ATC, Anthony Wechselberger, Oak Communications.

Closing general session. 3-4:30 p.m. Star Wars: Business Opportunities from Satellite to Home. Moderator: William Strange, Sammons Communications. Speakers: Martin Malarkey, Malarkey-Taylor Associates; David Horowitz, MTV Networks; Larry Carlson, HBO; Burt Staniar, Group W Cable; Frank Drendel, M/A-COM; John Sie, TCI; Joseph Gans, Cable TV Co.; Steve Schulte, Showtime/The Movie Channel.

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PUT US TO THE TEST.

 Canadian Imperial Bank Group

A look at what's on display at NCTA

The following is a list of exhibitors at the Las Vegas Convention Center. An asterisk indicates a product new to the market.

Ad Audit 2064
901 Prince St., Alexandria, Va. 22314

Ad Systems 3908
9500 S. 500 West, Sandy, Utah 84107

CBB-1 character generator, ad insertion system, video still store device. **Staff:** Bob Hall, Jerry Van Mondfrans, Ed Waldon, Boyd Hales.

Allied Steel & Tractor 2342
5800 Harper Rd., Solon, Ohio 44139

Underground piercing tool.

Alpha Technologies 3319
1305 Fraser St., D-5, Bellingham, Wash. 98226

Standby power supplies, remote status monitoring systems, computer grade standby power units, Nexus headend receivers, processors and modulators. **Staff:** Bob Bridge, Fred Kaiser, Grace Borsari, Johan Dooyeweerd, Rich Fevola, Bill Donaldson, Bob O'Hara, Paul Kaplan, Dale Bock, Les Forwood, Randy Pattison, Don Widaman, Scott Widaman, Steve Miller, John Coiro.

AM Cable TV Industries 3412
Box 505, Quakertown, Pa. 18951

Construction services.

Amperex Electronic Corp. 3414
Providence Pike, Slatersville, R.I. 02876

Cable hybrids, MATV hybrids, low noise broadband transistors, surface mount semiconductors, custom hybrid circuits. **Staff:** Howard Hench, Jan Ramaekers, Karl Debruyn, Pieter Lok, Frans Timmermans, Cor Hack, Tom Perry, Paul Turck, Jack Cagle, Ed Feinberg.

Anixter Communications 2719
4711 Golf Rd., Skokie, Ill. 60076

Hamlin converters, Regal passives, Raychem products, Scientific Atlanta headend equipment, Utility Products pedestals, Comscope coaxial cables, Jerrold electronics, Microdyne earth station products, material management product, Raychem's EZF connector*, Regal 8 output multitaps, power inserter, line direct coupler, 600 mhz two and four output multitaps. **Staff:** Gordon Halverson, Ray Geraci, John Egan, Chuck Krone, Julie Anixter, Rich Moburg, Everett Hirsh, Gene Robinson, Tony Barclay, Frank Priebe, Ben Forrester, Scott Van Wagner, Eric Perbohner, Tom Szumny, Cheryl Bently.

Antenna Technology Corp. 3143
8711 E. Pinnacle Peak Rd., Scottsdale, Ariz. 85255

Army & Air National Guard 3640
Box 1776, Edgewood, Md. 21040

Arts & Entertainment 2922
555 Fifth Ave., New York 10017

Basic cable programming network.

Arvis div./Adams Russell 2159
1370 Main St., Waltham, Mass. 02154

Associated Plastics 3903
2626 Kansas Ave., Riverside, Calif. 92507

Staff: Jim Marshall, Bud Campbell, Pete Burt, Ray Griffith, Joe Arthur, Danny Arias, John Long, Leroy Worrell, Eugene Everage, Greg Francis.

Associated Press 2112
1825 K St., N.W., Washington 20006

AP News Plus*, AP NewsCable and AP NewsPower. **Staff:** Greg Groce, John Strachan, Mark Siebert, Mark Thayer, Roy Steinfort, John Kenney, Jerry Jackson.

Associated Production Music 3321
888 Seventh Ave., New York 10106

AT&T Communications 3521
Routes 202 & 206, Bedminster, N.J. 07921

Augat Broadband 2322
710 Narragansett Park Dr., Pawtucket, R.I.

Products from Broadband, LRC and Vittek. **Staff:** Dick Prybyl, Scott Webb, Paul Zauner, Richard Bordeaux, Michael Weaver, Dave Snelson, Steve Gallant.

Belden 2353
2200 U.S. Hwy. 27 South, Richmond, Ind. 47374

Duobond, duobond plus, and burial, coaxial, converter, messenger and multi-paired shielded cable. **Staff:** Phil Pennington, Dave Billish, Paul Miller, John Lund, Rick Webber.

Bell & Howell 3515
6800 McCormick Rd., Chicago 60645

Matthew Bender 3410
235 E. 45th St., New York 10021

Staff: Kathi Rafferty, Lou Lucarelli, Lee Bongiolatti, Fred Grant, Ben Percival.

Biddle Instruments 3907
510 Township Line Rd., Blue Bell, Pa. 19422

Long- and standard-range OTDR fiber optic test sets, TDR radar cable test sets, ground resistance test sets, ultrasonic leak detector. **Staff:** Chuck Schmidt, Graham Kemp, Ben Gallo.

Black Entertainment Television 2950
1232 31st St., NW, Washington 20007

Black cable programming service including This Week in Black Entertainment*, Video Vibrations*, Video Gospel*, On the Line with...*, Front Page: The Week in Review*, other sports, movies and enter-

tainment specials. **Staff:** Robert Johnson, Carol Coody, Paulette Johnson, Jeff Lee, Pauline Caffey, Alexis Piper, Tim Thompson.

Blonder-Tongue Laboratories 2533
One Jake Brown Rd., Old Bridge, N.J. 08857

Guardsman off-premise premium program delivery service, prefab headends, headend signal processors, modulators, bandpass filters, preamplifiers and accessories. **Staff:** Isaac Blonder, Glenn Tongue, Martin Siskel, Craig Kemper, James Fitzpatrick.

Brad Cable Electronics 3500
1023 State St., Box 739, Schenectady, N.Y. 12301

Staff: Ben Price, Robert Price, Jim D'Alaird.

Broadband Engineering 2322
211 Commerce Ln., Jupiter, Fla. 33458

Headend alarm*, line extenders, multiple dwelling amps, isolation amps, data amps, replacement electronics. **Staff:** Bill Ellis, Chuck Wise, Sherwood Hawley, Joyce Tupper, Jay Humes.

Budco 2360
4910 E. Admiral Pl., Tulsa, Okla. 74115

Staff: David Allen, Nick Allen.

Burnup & Sims Cable Products Group 1503
420 Athena Dr., Athens, Ga. 30601

Capscan Coax cable products, Lectro standby and regular power supply products, Cable Com construction services. **Staff:** Jack Arbutnott, Gary Campbell, Richard Covell, Marty de Alminana, John Dieckman, Randy Diggelmann, Bob Featherstone, Mike Filkins, Jack Forde, Bob Heinrich, Bill Howerdel, Kevin Lynch, Ray Smith, Steve Wagner, Tom Yawitt.

Business Systems 2709
One Marcus Dr., Greenville, S.C. 29615

Computerized in-house subscriber management and billing system.

Bytex Corp. 1556.57
1011 S. Myrtle Ave., Monrovia, Calif. 91016

In-room entertainment systems for hotel/motel industry. **Staff:** Ernie Bostwick, Harry Caldwell, Jack Mann, Keith Sorenson, Maggie Tunnicliff, Brian Lewis, Brian Hall, Doug Eberlen, Frank Kohoutek, Attila Voros, Steve Parsons, Dave Quasny, Majella Griffin.

Caballero Control Corp. 3905
7920 Alabama Ave., Canoga Park, Calif. 91304

Cable Call Corp.
10324 S. Dolfield Rd., Owings Mills, Md. 21117

V9001 and V9002 VX series TV/VCR audio signal adapters* to create synthesized stereo sound, VX series video switchers*, V-1000 60-channel set-top wireless remote CATV/TV tuner*, CC-4400 personal emergency and protection system. **Staff:** Barry Dennis, Steve Knepper, Mike Kovens.

Cable Communications Media 3416
203 E. Broad St., Bethlehem, Pa. 18018

Program guides. **Staff:** Russ Funkhouser, Mary Marton, Carl Kehler.

Cable Con-Tac Services 1864
1150 Eglinton Ave., Mississauga, Ont. L4W 1K5

Cable Graphic Sciences 1709
1444 W. Shields, Suite 205, Fresno, Calif. 93705

Character generator system, INFO/graphic*. **Staff:** John Giarmarco, Mike Enzenbacher.

Cable Spinning Equipment 1959
Box 248, New London, Minn. 56273

Cable TV Supply Co. 1709
10801 National Blvd., Suite 606, Los Angeles 90064

CableBus Systems 3632, 33
7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Technology for interactive communications over two-way RF cable plant, supervised monitoring systems and addressable terminals for control of security devices and control and monitoring of television units in hospital and hotel/motel installations. **Staff:** Pat Robison, Charles Sleeper, George Green.

CableData 2100
Box 13040, Sacramento, Calif. 95813

Quickdata on line processing, Cableaccountant accounting software package, phone entry processor. **Staff:** Bob Mathews, Jerry Knapp, Ray Matteson, Maggie Wilderotter, Art Hawkins, Marla Warner, Jay Wooten, Bob Crowley, Jack McDonald, Joe Aulizia, Nancy Frank, Ted Rooney, Bob Puckett, Lloyd McCreary, Christine Driscoll, Michael Bobko, John Adams, Patricia VanCeylon, Craig Hunt, Richard Scott, Ricc Sutcliffe.

Cablefacts 2312
Box 11908, Lexington, Ky. 40578

CableTV Guide Network
332 Congress St., Boston 02210

Cableview Publications 3545
111 8th Ave., New York 10011

System-specific guide format. **Staff:** Dick Sullivan, Irwin Cohen, Evan Messerges, Russell Cohen, Marida Sapi-chino.

Cadco 1957, 58
2706 National Cr., Garland, Tex. 75041

Cajun Cable Co. 3304
3150 N. 35th Ave., Phoenix 85017

Installation vehicle and equipment and character generating display. **Staff:** Kemp Dubea, James Cullen, Carlos Valles, Linda Petruso.

Cardiff Publishing 1553
6530 S. Yosemite St., Englewood, Colo. 80111

Cable business and satellite magazines. **Staff:** Judy Rudrud, Jill Marks, Ann Carlson, Jeff Baird, Sean Darnall.

J.I. Case 2330
700 State St., Racine, Wis. 53404

Catel Telecommunications 2139
4800 Patrick Henry Dr., Santa Clara, Calif. 95054

Fiber optic transmission link display, IBM PC-controlled CTM-20, headend products, cable FM audio products. **Staff:** Frank Genochio, Stan McKelvie, Tom Olson, George Benton, Bob Hammell, John Petter, Al Johnson, Dennis Donnelly, Elizabeth Holthofer.

CATV Services 1428
3270 Seldon Ct., Fremont, Calif. 94538

CATV Subscribers Services 3523, 33
108 State St., Suite 102, Greensboro, N.C. 27408

Contract services including mapping, engineering/design, construction, sales/marketing, installation and support services.

CBN Cable Network 2512
CBN Center, Virginia Beach, Va. 23463

Family-oriented 24-hour cable network of entertainment, information and inspirational programming. **Staff:** Tim Robertson, Tom Rogeberg, John Roos, Doug Greenlaw, Tom Hohman, Dan Clark, Earl Weirich, Craig Sherwood, Clay Boudreaux, Dan DeSmet, Shirley Hill, Rick Wiles, Dave Hummel, Jack Norman, Harry Young, Mark Solow, Howard Williams, Janelle Slipp, Doug Stuart, Jodie Rundle.

C-COR Electronics 1430
60 Decibel Rd., State College, Pa. 16801

Broadband distribution and headend equipment, active failsafe amplifier, 450 mhz PHD terminating bridger amplifier, stand-alone status monitor. **Staff:** James Palmer, C. Edward Harmon, Cliff Schrock, John Hastings, Bryon Brammer, Richard Faulkner.

Channel Master 1817
Box 1416, Industrial Park Dr., Smithfield, N.C. 27577

Broadband CARS microwave system, satellite, off-air and distribution equipment*. **Staff:** Michael Walker, Steve Dzier, Richard Derrenbacher, Randy Karr, Rick Klein.

Channell Commercial Corp. 1648
620 W. Foothill Blvd., Glendora, Calif. 91740

Channelmatic 3300
821 Tavern Rd., Alpine, Calif. 92001

Turnkey six-channel, 24 VCR, random access commercial insert system with computer remote programming control*, Spotmatic Jr. microprocessor controlled linear commercial insert system, dual VCR 30 cassette automatic playback system*, multiple VCR automatic playback system, self-contained audio/video switching and distribution amplifiers, custom modules to produce programmable and remote control systems. **Staff:** Bill Killion, Dwain Keller, Vern Bertrand, Mike Watson, Dick White, Roger Heidenreich, Tony Keator, Dave Mayer, Frank Steer.

Choice Channel 2133
1875 Century Park East, Suite 930, Los Angeles 90067

Christophers 3539, 40
12 E. 48th St., New York 10017

Christopher Closeup. **Staff:** Mary Jane Hopkins.

Index 3242
3150 River Rd., Suite 17, Des Plaines, Ill. 60018

Cinemax 2742
1100 Avenue of the Americas, New York 10036

Pay programming service of movies, music and comedy programming. **Staff:** Michael Fuchs, Joe Collins, Peter Frame, Dick Behars, Larry Carlson, Lee DeBoer.

Clifton Gardiner & Associates
87 Oak Way, Evergreen, Colo. 80439

Coaxial Analysts 2553
333 Logan St., Denver 80203

Advanced computer graphics systems for mapping, design and construction management, plus engineering, marketing, financial, brokerage and management services.

Comex Systems 1452
Mill Cottage, Mendham, N.J. 07945

Staff: Leo Prybylowski, Doug Prybylowski, Audrey Prybylowski.

Commercial Cable 2162
7353 Lee Hwy., Chattanooga, Tenn. 37421

CommTek Publishing 2132
Box 1048, Hailey, Idaho 83333

Cable publications. **Staff:** Eric Darling, Scott O'Neil, Cathy Welling, Fran Fuller.

Communications Equity Associates 1935
5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

Staff: J. Patrick Michaels, Harold Ewen, Don Russell, Tom MacCroy, Jay Dugan,

HEART" CAMERAS WEART HISTORY.

For all those keeping close watch on the art of video, Sony is proud to unveil a masterpiece: the BVP-30. A new 3-tube camera which, with a single stroke, has turned its technologically-advanced competitors into technologically-advanced relics.

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A tube that offers you all the advantages of the mixed-field Saticon™ tube, including the best resolution, registration and signal-to-noise ratio in the industry.

And adds to them the virtues of Plumbicon™, such as minimized lag, superior highlight handling and superb dynamic resolution.

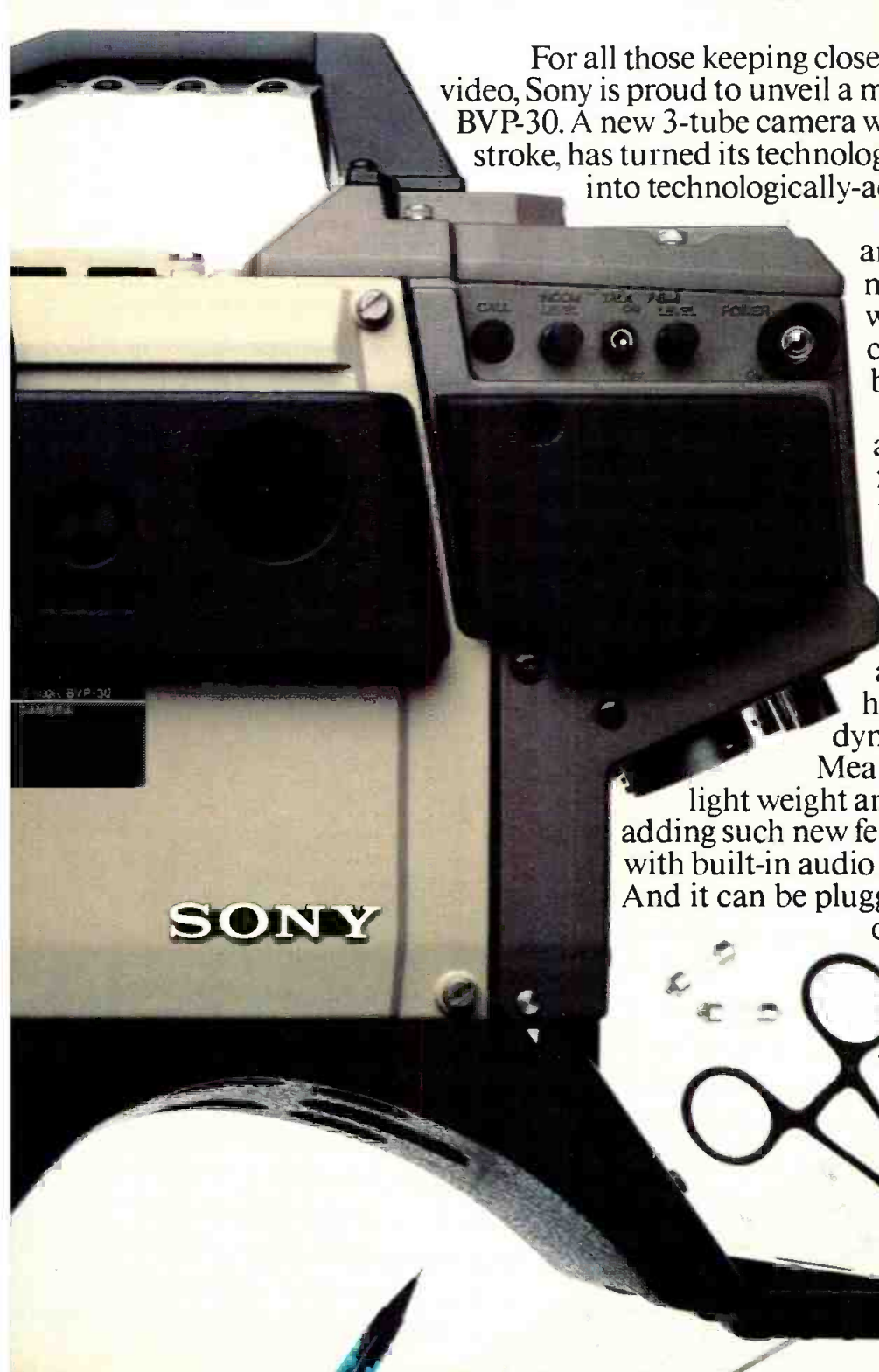
Meanwhile, the BVP-30 retains the light weight and versatility of the BVP-3, adding such new features as a 500-line viewfinder with built-in audio indicator and control.

And it can be plugged into all currently-used recording formats, including our industry-leading Sony Betacam™ system.

For an opportunity to scrutinize a camera that's making history—as opposed to becoming it—contact your Sony representative.

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Ed Frazier, John Long, Brian Sweeney, Pep Shappee, Beverly Lofley, Don Bosson, Mark Sena, Gene Gawthrop.

Compucon 3550
Box 809006, Dallas 75280-9006

Detailed propagation analysis*, market research analysis*, earth station interference analysis and coordination, FCC license application preparation, RFI measurements, CARS band analysis and coordination, frequency protection services, site location and land acquisition, marketing research services. **Staff:** Becky Shipman, Vince Dainotto, Phil Camel, Mike Carr, Phillip Lindsley III.

Computer Utilities of Ozarks 3648
103 Industrial Park Rd., Harrison, Ark. 72601

Condux International 1419
Box 247, Kingswood Rd., Mankato, Minn. 56001

Control Com 2459, 60
430 10th St., Suite S-008, Atlanta 30318

Cosmo Graphics 1662
100 E. 15th St., Suite 201, Fort Worth 76102

Country Music Television 1646
30 E. 40th St., New York 10016

Creative Data Systems 1656, 57
9300 W. 110th St., Suite 150, Overland Park,

Kan. 66210

In-house computer system for control of all subscriber services. **Staff:** Dann Kroeger, Deane Parkhurst, Lou Baker, Lenora Fowler, Linda Page.

Creative Management Services 3234
230 Main St., Box 10, Toms River, N.J. 08754

Staff: Morris Adler, Alan Meyer, Richard Alfonso, Ronald Samuel, Robert Scott, Joan Murphy, Ivan Dieu, Barry Stigers, Raymond Maxwell.

Credit Protection Association 1705
Box 802068, Dallas 75380

C-SPAN 1426
400 N. Capitol St., NW, Suite 155, Washington 20017

CWY Electronics 2223
Box 4519, 405 N. Earl Ave., Lafayette, Ind. 47903

Daniels & Associates 2509
2930 E. Third Ave., Denver 80206

Brokerage and investment services to cable, mobile communications and broadcast. **Staff:** Bill Daniels, John Saeman, Tom Marinkovich, Phil Hogue, Tim David, Jay Busch, Hugh McCulloh, Bob Holman, Jerry Maglio, Buzz Mitchell, Bill Kingery, Bob Nagel, Gerry Zimmerman, John Muraglia, Ted Taylor, Bruce Dickin-

son, Brian Deevy, Jim Tritch, Bruce Godfrey, Bruce Cranston, Chip James, Bob Russo.

Data Cable Corp. 3344
5970 S. Syracuse, Suite 157, Englewood, Calif. 80111

Data Communications Corp. 3735
3000 Directors Row, Memphis, Tenn. 38131

Three models BIAS PC cable system. **Staff:** Norfleet Turner, Dick Bruce, Doug Rother, Jamie McMahon, Kass Wood, Mike Seawright, Carl Palmer.

Del Compu-Cable Systems 1750
1736 Quebec Ave., Saskatoon S7K 1V9

Deloitte Haskins & Sells 1564, 65
28 State St., Boston 02109

Discovery Channel 1512
8201 Corporate Dr., Suite 1260, Landover, Md. 20785

Disney Channel 1948
4111 W. Alameda Ave., Burbank, Calif. 91505

Family pay programming service. **Staff:** Jim Jimirro, Neill Woodruff, Mark Handler, Duncan Murray, Oliver de Courson, Peggy Christianson, Fred Simon, Bob Williams, Kenneth Wales, Phil Hermann, Linda Palmer.

Di-Tech 1632
48 Jefryn Blvd., Deer Park, N.Y. 11729

Random access ad insertion system*, audio/video routing switchers, audio/video pulse distributor amplifiers, video equalizers, seven-day real time event computer controller, dual tone controlled systems. **Staff:** George Petrilak, Tony Bolletino.

Ditch Witch 1645
Box 66, Perry, Okla. 73077

Staff: Dave Hubble, Gene Briegge, Emory Yant, Tim Hight.

D.P. Engineering 1517
911 Westminster, Alhambra, Calif. 91803

R.L. Drake Co. 2119
Box 112, Miamisburg, Ohio 45342

ESR2240 earth station receiver*, VM2410 commercial modulator*, low noise amplifiers, LNB's*. **Staff:** Steve Ford, Varn Frank.

Durnell Engineering 3518
Hwy. 4 South, Emmetsburg, Iowa 50536

Dur-A-Lift peronal lift device. **Staff:** Mike Hermansen.

DX Communications 1421
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Eastern Cable Show 3913
5780 Peachtree-Dunwoody Rd., Suite 460,
Atlanta 30342

Eastern Microwave 2908
112 Northern Concourse, Syracuse, N.Y.
13221

WOR-TV New York superstation, ethnic audio services*. **Staff:** Arthur Perkins, Gilbert Korta, Ann Marie Russell, Laurie Prouty, Susan Geaney, Ann Forsyth, Amy Sloan, Kathleen Kelly.

Electrohome Ltd. 2056, 57
809 Wellington St., Kitchener, Ont. N2G 4J6

Electroline TV Equipment 1965
8750 Bieme Ave., Suite 2, Montreal H1Z
2W4

English Enterprises 1945
Box 6494, Orlando, Fla. 32853

ESPN 2348
ESPN Pl., Bristol, Conn. 06010

Sports programing network. **Staff:** Bill Grimes, Roger Werner, Roger Williams, Bill Ketcham, Al Wieder, Chip Harwood, Bill Zaccheo, Charlie Mills, Shirley Rohn-Saito, Michael Nickerson, Joan Wright, Bruce Blair, Michael Fleming.

Eternal Word Television Network 1753
5817 Old Leeds Rd., Birmingham, Ala.
35210

Catholic cable network offering religious and family entertainment programing (four hours nightly), other satellite services. **Staff:** Mother Angelica, Virginia Dominick, Marymell Ford, Matt Scalici, Debra Windham, Father Vince Connor.

Fairchild Data Corp. 3553
350 N. Hayden Rd., Scottsdale, Ariz. 85257

Falcone International 3645
404 Clay St., Marietta, Ga. 30060

Financial News Network 2934
2525 Ocean Park Blvd., Santa Monica, Ca-
lif. 90405

FiQuench Fire Systems 2123
708 S. 10th St., Blue Springs, Mo. 64015

First Data Resources 2946
7301 Pacific St., Omaha 68114

Micro delivery option billing and manage-
ment system, Profitrack. **Staff:** Margaret
Ludemann, Jay Oxton, Jim Coury, Jim
Perkins, Bob Hall, Roger Bottazzi, Matt
Gates, Rusty Rau, Barb Farrell.

Fort Worth Tower 1909
Box 8597, Fort Worth 76124

Guyed and self support towers, prefabricated equipment buildings. **Staff:** Tom-
my Moore, Betty Moore, Fred Moore,
Cheryl Moore, Carl Moore, Valinda

Moore, Roy Moore, Deanne Moore.

Furukawa Electric America 1458
1270 Avenue of the Americas, Suite 2915,
New York 10020

FRP parabolic antenna, distribution am-
plifier for SMATV, connector fitting tool.
Staff: Koichi Kobayashi, Michitoyo Kur-
okawa, Shinichi Kitano.

General Cable 3706
One Woodbridge Center, Woodbridge, N.J.
07095

Coaxial cable. **Staff:** S.L. Hallock, R.L.
Schwager, J.A. Kaye, S.S. Lee.

General Electric 2519
One College Blvd., Portsmouth, Va. 23705

Staff: Fran Scricco, Ron Polomsky, Doug
Howe, Rich Boule, Paul Dodge, David
Conro, Ron Hess, Hugh Willard, Tom
Gilchrist, Lauriston Hardin, Irv Negrin,
John Reichner, Brad Donovan, George
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grade. **Staff:** Frank Hickey, Rein Narma,
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Fletcher, Dan Hoy, Charlie Cooper, Ted
Watkins, Tom Roberti, Don Burns, Pete
Morse, Stan Burg, Bill Lambert, Michael
Corboy, Larry Fry.

Gilbert Engineering 2216
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Staff: Robert Spann, Rex Porter, Robert
Hayward, Bill Down, Dave Smith, Ron
Stoneburner, Don Arndt, Joe Dolan, M.J.
Jackson, Larry Massaglia, James Mou-
lin, Tony Ramsey.

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Home Satellite Systems 1412
10801 National Blvd., Suite 606, Los Angeles 90064

Home Shopping Channel 1718
1529 U.S. 19 South, Clearwater, Fla. 33546

Cable shop-at-home service. **Staff:** Lowell Paxson, Charles Bohart, Barbara Paxson, Sandra Bohart, Roy Spear, Richard Speer, Keith Halford.

Home Sports Entertainment 2356
2080 N. State Hwy. 360, Suite 260, Grand Prairie, Tex. 75050

Home Theater Network 3326
465 Congress St., Portland, Me. 04101

Family programing service. **Staff:** Peter Newman, Kathy Peterson, Jan Pearce, Milt Underwood, Corinne Coen, Monika Schaaf, Tom Jenkins.

Howard Electronics 2262
221 Liberty, Crystal Lake, Ill. 60014

Ben Hughes Co. 2164/65
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Hex crimp tools, dielectric coring tools, stripping/coring tools, quantum reach coring tools, accessory items. **Staff:** Jean Hughes, Deborah Morrow

Hughes Aircraft Co. 2953
Box 2940, Torrance, Calif. 90509

Hughes Communications 3246
Box 92424, Los Angeles 90009

IBM 1522
1133 Westchester Ave., White Plains, N.Y. 10604

ICM Video 2130
10 N. Lee St., Oklahoma City 73102

SR-4650P block satellite receiver*, VC-2500P automatic video processor*, 4 ghz satellite receiver, video processors, vid-

eo/audio distribution amplifiers. **Staff:** Mike Janko, David Broberg, Mike Schueder.

Information Systems 2212
3773 NW 126th Ave., Coral Springs, Fla. 33065

INTEC Systems 1526
400 Australian Ave., West Palm Beach, Fla. 33401

Cable marketing and management information system. **Staff:** Kent Arett, Joe Hipple III, Lou Pangle, John Tremmel, Gil Cammeau, Barbara Berger, Ralph Gorga, Joel Lamb.

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International Tapetronics/3M 2221
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International Thomson 2264, 65
600 Grant St., Suite 600, Denver 80203

Jackson Enterprises 2153
Box 6, Jacks Ln., Clayton, Ohio 45315

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JVC Company of America 3230
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Kanematsu-Gosho 1905
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Kennedy Cable Construction 1562, 63
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Computerized billing and management system. **Staff:** Eldon Pequette, Randy Provan.

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Audio transmission equipment for cable, satellite and microwave, stereo processors for satellite TV and FM audio services, headend equipment* for Studio-line. **Staff:** Frank McClatchie, Stan Serafin, Keith Rauch, Jim Leaming, Rob Leaming.

Learning Channel 3150
1200 New Hampshire Ave., NW, Washington 20036

Informational programing service. **Staff:** Hal Morse, Hank Schlenker, Noflit Williams, Rob Shuman, John McLaurin.

Leitch Video of America 3353
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Sync pulse generator systems, video processing amplifiers, sync subcarrier monitors, digital and analog multiple test generators, video, equalizing, clamping, pulse and switchable delay distribution amplifiers, master clock systems, vertical interval processors, video source identifiers and audio distribution amplifiers. **Staff:** Bob Lehtonen, John Walter, Bernie Poullin.

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Aerial and underground maintenance tools, coring and stripping tool*. **Staff:** Glenn Miller, Bob Brantlinger.

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Lindsay Specialty Products 3316
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Staff: Susan Grant, Jim Lang, Neil Smith, Judy Spurgeon, Dave Wyllie, Christopher Seymour, Maureen Foley, Richard Harper, George Pupala.

Mai Communications 1414
141 Shreve Ave., Barrington, N.J. 08007

Visual graphics of construction and converter repair, turnkey services and technical training. **Staff:** P.J. Otten, Marty Greenberg, Bob Mai Jr., John Fowler, Robert Mai Sr., Tom Girard.

Malarkey-Taylor Associates 2107
1301 Pennsylvania Ave., NW, Suite 200, Washington 20004

Cable communications consultants for business, financial, regulatory and engineering applications. **Staff:** Martin Malarkey, Archer Taylor, Robert Jones, Gary Hurvitz, Judith Bean, Dr. Samuel Book, Jim Wilson, Barry Culman, Rebecca Sims, Charles Hookey, Roseanne Penedo.

Manufacturers Hanover 1407
270 Park Ave., New York 10017

Electronic banking services. **Staff:** Aaron Philips, Herman Clark, Suzanne Frieze, Lee Madden, Linda Amir.

MCI Communications
1133 19th St., NW, Washington 20036

McIntosh Computer Systems 2065
472 S. Salina St., Syracuse, N.Y. 13202

Melita Electronic Labs 1660
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Microdyne 3506
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Midwest Corp. 1403
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Harris three-meter delta gain antenna. **Staff:** Joe Mack, Dave Thomas.

Miralite International 3910
4050 Chandler Ave., Santa Ana, Calif. 92704

Modern Satellite Network 1453, 54
5000 Park St., North, St. Petersburg, Fla. 33709

Let's Travel, Modern Maturity. **Staff:** Patrick Swonger.

Moore Corp. 3639
1441 Sunshine Ln., Lexington, Ky. 40505

Motorola Semiconductors 3239
725 S. Madison Dr., Tempe, Ariz. 85281

MPCS Video Industries 1962
514 W. 57th St., New York 10019

MTV Networks 2500
75 Rockefeller Pl., New York 10019

VH-1, Music Television and Nickelodeon.

Staff: David Horowitz, Robert Pittman, David Hilton, John Reardon, Mark Booth.

Muscular Dystrophy Assoc. 2115
810 Seventh Ave., New York 10019

Subscriber acquisition program, 1985 cable/MDA program materials and information. **Staff:** Keith Haynes, Steven Getz, Sandy Freeman, Chris Murray, Tom Boyle, Doreen Moore, Joe Schmidt, Carolyn Schmidt.

Nashville Network 2926
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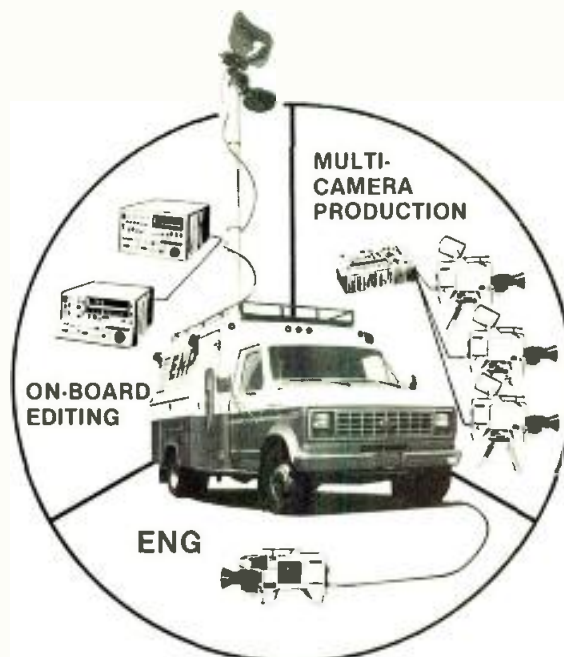
Basic cable country music network. **Staff:** Kathy Canavan, Craig Chambers, Paul Corbin, Cheryl Daly, Greg DePrez, Peter Gayton, Tom Griscom, David Hall, Tom Hawley, Roy Mehlman, Harlan Rosenzweig, Evelyn Sias, Donna Sparks, Lloyd Werner.

National Association of Minorities in Cable 1759
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National Weather Service 1856
8060 13th St., Rm. 1325, Silver Spring, Md. 20910

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16516 Via Esprillo, Rancho Bernardo, Calif.
92127

Ortech Electronics 1460, 61
297 Talmadge Rd., Edison, N.J. 08817

Packet Technologies
10411 Bubb Rd., Cupertino, Calif. 95014

Paine Webber
100 California St., San Francisco 94111

Panasonic Corp. 3535
One Panasonic Way, Secaucus, N.J. 07094

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27117

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Pirelli Optronics 2058
300 Research Pkwy., Meriden, Conn. 06450

Fiber optic cable supertrunk. **Staff:** Alan Kent, Bill Jensen, A.C. Deichmiller, Bob Leroux, Dale DeLancey, Stan Johnson.

Playboy Channel 2335
100 Crossways Park West, Woodbury, N.Y.
11797

Playboy Enterprises 2526
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Portac 2442
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Precise Mfg. 3421
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Raychem Corp. 2719
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RCA Americom 1822
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Reiss Media Enterprises
30 E. 40th, Suite 507, New York 10016

Reliable Electric 2126
11333 Addison St., Franklin Park, Ill. 60131

Pedestals, closures, apartment box and hardware. **Staff:** Rick Siemens, John Muntean, Matt Leschinger, Anita Phipps, Susan Gehrke, Lee Keating, Pete Torres, Roy Clingman, Doug Frassrand.

Resource Recovery Systems 1964
14127 Langbourne, Houston 77077

Reuters 3312
1700 Broadway, New York 10019

News-View, financial news channel.
Staff: Jim Outman, John DePrez, Ellen Haskett.

RF Monolithics 1423
4441 Sigma Rd., Dallas 75234

Ripley Co. 1420
46 Nooks Hill Rd., Cromwell, Conn. 06416

Riverside Manufacturing 3703
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Staff: Arthur Fink, Ray Perez, Lee Heller, Michael Soloman.

RMT Engineering 3712
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505 8th Ave., New York 10018

SAT Guide 2132
Box 1048, Hailey, Idaho 83333

Satellite Syndicated Systems 2135
8252 S. Harvard, Tulsa, Okla. 74137

Satellite Program Network, Star Ship Stereo, Electra teletext magazine. **Staff:** Selman Kremer, R.B. Smith, Ray Klinge, Jim Trecek, Steve Olsen, Phyllis Veters, Mark Dempsey, Sharon Ferguson, Terri Johnson, Kevin Chambers.

Saxe Walsh 2443
42 E. 75th St., New York 10021

Markets list and data base products with CableData Inc., demographic segmentation analysis of current subscribers, Telemarketing consulting, multipay previews. **Staff:** Andrew Saxe, Mark Walsh, Paul Forringer.

Scientific-Atlanta 2307
Box 105027, Atlanta 30348

Earth stations, headend electronics, distribution equipment, coaxial cable, addressable set-top terminals, broadband data modems, CATV security and mini-cable systems.

Seeburg Music 2060
5706 New Chapel Hill Rd., Raleigh, N.C. 27607

Showtime/The Movie Channel 2726
1633 Broadway, New York 10019

Showtime and Movie Channel pay programming services comprising mix of movies, specials and mini-series. **Staff:** Neil Austrian, Peter Chernin, Ron Bernard, Fred Schneider, Allen Sabinson, Joanne Black, Jay James, Jack Heim, Jim Miller, Stephan Schulte, Ken Kaufman, Jeffrey Wade, Mike Wheeler, Richard Ingebrand, Art Gusow, Dennis Balthazor.

Signal Vision 3153
22732-B Granite Way, Laguna Hills, Calif. 92653

Low profile amplifiers pedestals, apartment moulding, safe security boxes. **Staff:** Neil Phillips, Brian Dickey, Mike Thatcher, Nick Ferolito, Russ Brown.

**SIN Television Network/
Galavision** 3512
460 W. 42d St., New York 10036

Galavision and Spanish-language programming network. **Staff:** Fred Landman, Andrew Goldman, Susan Catapano, Starrett Berry, John Figueroa, Danny

Huertas.

Society of Cable TV Engineers 1756
319-J Westtown Rd., Box 2389, West Chester, Pa. 19382

Sportschannel Network 2335
100 Crossways Park West, Woodbury, N.Y. 11797

Standard Communications 1642
Box 92151, Los Angeles 90009

Agile 24S, 24M, 24SC, 24SK, 24PC*, ODC-24, ODC-4*, LNBC-4*, LNBC-24, C-band DBS systems*. **Staff:** Mason Truluck, Diane Hinte, Roy Place, Tom Cameron.

Studioline Corp. 2912
11490 Commerce Park Dr., Reston, Va. 22091

Studioline Cable Stereo, nine-channel pay music service, stereo delivery via compact disk, decoders and related equipment. **Staff:** John Humphreys, Jason Taylor, Stuart Segal, Ed Burakowski, Norma Young, Mike Pandzik, Ann Stookey, Dan Mulvenon, Howard Lieberman, Jack Taddeo, Edie Shore.

Synchronous Communications 2142
1701 Fortune Dr., Suite O, San Jose, Calif. 95131

Taft TV and Radio Co. 2343
85 Merrimac St., Suite 502, Boston 02114

Occasional use satellite time, program distribution, uplinking and playback, Kansas City Teleport. **Staff:** Jack Morse, Lauren Manera, John Owen, Bud Turner.

Telecom Electronics 3551
7100 N. Broadway, Suite 2D, Denver 80221

Telecrafter Corp. 2465
Box 30635, Billings, Mont. 59102

Converter warden security seal* and drop control box*, cable markers, audit control box, control lock and seal system, products for tap to converter security. **Staff:** Peter Mangone, Dorit Herman, Tim Reilly.

Tele-Wire Supply Corp. 3503
7 Michael Ave., East Farmingdale, N.Y. 11735

Distribution of earth stations, headend, distribution, construction, safety and tools, drop material, test equipment and wire and cable. **Staff:** Don Wyckoff, Martin Ingram, Jim Ruh, Joe Cordani, Sy Guttenplan, Sylvia Guttenplan.

Television Digest 1409
1836 Jefferson Pl., NW, Washington 20036

Television Editorial Corp. 1459
1270 Avenue of the Americas, Suite 502, New York 10020

Texscan Corp. 2900
3102 N. 29th Ave., Phoenix 85017

Passive and active cable equipment, test equipment, character generators, commercial inserters, stand-by power supplies, headends, remote addressable converters, set-top converters and MDS equipment. **Staff:** Carl Pehlke, Tom Holder, Raleigh Stelle, Bob Shannon, Charles Aver, Dick Taylor, Bob Freedlund, Gail Vaughan, Jan Pappas, Bick Remmey, Nick Meko, Tom Gingrich, Carl Rodney, Gary Adams, Tom Shevlot.

Time Manufacturing 3509
7601 Imperial Dr., Waco, Tex. 76702

Times Fiber Communications 2548
358 Hall Ave., Wallingford, Conn. 06492

Mini-Hub II off-premise addressable system, coax cables*—T4 drop, RG611 and V5 low loss semiflex. **Staff:** Ab Potter, F. Hamilton, R. Hillburn, D. Neal, J. Morton, M. Kearns, J. Oldham, J. Patterson, D. Keene, R. Canny, B. Fanning, R. Kearns, M. Blecker, J. Schuder, T. Christensen.

Toner Cable Equipment 2317
969 Horsham Rd., Horsham, Pa. 19044

Distributors of CATV equipment, including headend, earth stations, antennas, towers, security cabinets, passives, distribution gear, tools, character generators, multitaps, computer billing/management information.

Toshiba America
2900 MacArthur Blvd., Northbrook, Ill. 60062

Transworld Systems 3924
6160 N. Cicero, Chicago 60646

Staff: Jerry Palmer, Richard Zelvin, Mike Conroy.

Trinity Broadcasting Network 1939
Box A, Santa Ana, Calif. 92711

Triple Crown Electronics 3314
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

Satellite receivers, indoor and line amplifiers, addressable products, standby power supplies; and TV and FM modulators, processors and demodulators. **Staff:** Charles Evans, Karl Poirer, David Emberson, David Fear, Earl Russell, Werner Krajicek.

TRW RF Devices 2219
14520 Aviation Blvd., Lawndale, Calif. 90260

RF linear hybrid amplifiers and feed forward modules. **Staff:** Jim Calder, Fred Sturm, Dan Faigenblat, Georg Leutgenau, Bob Keasler, Dan Brayton.

Turner Broadcasting System 1930
1050 Techwood Dr., NW, Atlanta 30318

Cable News Network, CNN Headline News, superstation WTBS.

TV Decisions 2753
200 Park Ave., New York 10166

Cabletext magazine, electronic program

guides. **Staff:** Joe Brunner, John Gabor, Mark Burns, Bill Goodwyn, Fran Hession, Rob Arango, Brenda Cook, Theresa Cunningham, Barry Craddock, Frank Guttman, Paul Levinson, Tony Merriman, Kevin McDemott, Earlene McMichael, Beth Newman, Bob Newell, Carolyn Parker, Chris Partners, Bill Reed, Gloria Rich, Johanna White.

TV Guide 3718
4 Radnor Corporate Ct., Radnor, Pa. 19088

TV Guide magazine. **Staff:** Eric Larson, Herb Zucker, Merrill Panitt, William Hammack, Debra Disch, Kathleen Clow, Jean Fuller, Celeste Herpel, Patricia Baughman.

TV Host 3542
Box 1665, Harrisburg, Pa. 17105

TVSM 2938
201 Gibraltar Rd., Horsham, Pa. 19044

Cable Guide. **Staff:** Neil Heller, Allen Turner, Irv Kalick, Marci Herman.

UEC Manufacturing Co. 3308
100 N.E. 53d, Oklahoma City 73105

Van mounted aerial device. **Staff:** Bill Barrett, Ron Rowland.

United Video 2326
3801 S. Sheridan Rd., Tulsa, Okla. 74145

Superstations WGN Chicago, WPX New York, KTVT Fort Worth and WFMT Chicago, electronic program guide, Zephyr weather transmission service, SportsTracker. **Staff:** Roy Bliss, Bob Price, Jeff Treeman, Virgle Smith, Chris Bourne, Joan Rickett, Morgan Lambert, Bill Sullivan, Jamie Witmer, Reuben Gant, Anne Wilkerson, Leanne Knowles, Terri Sontag, Leisha Haworth, Rebecca Woods.

U.S. Air Force 1663
6400 N. Central Expwy., S. 319, Dallas 75206

Public service materials. **Staff:** Lt. E. William Stephenson.

U.S. Army Reserve 3912
Office of the Chief, Army Reserve, Washington 20310

Documentary on the reserve. **Staff:** Major Arthur House.

USA Cable Network 2733
1230 Avenue of the Americas, New York 10020

Variety programming network. **Staff:** Michael Alexander, Andrew Besch, Jody Crabtree, Betsy Dirnberger, Gil Faccio, Douglas Holloway, Mark Hotz, David Kenin, Barbara Kirbach, Kay Koplovitz, Linda Mauskopf, Carolyn McCrory, Jamie Padnos, Alice Rose, John Silvestri.

U-TEL Supply 1405
2900 E. LaJolla Rd., Anaheim, Calif. 92806

Valentino Production Music Library 3548, 49

151 W. 46th St., New York 10036

Vermeer Manufacturing 3715
Box 200, New Sharon Rd., Pella, Iowa 50219
Trenchers and cable plows.

Video Data Systems 3342
205 Oser Ave., Hauppauge, N.Y. 11787

Viewsonics 3709
170 Eileen Way, Syosset, N.Y. 11791

Amplifiers*, inverters, filters, passives*, security systems, Ultra security apartment boxes, oscillators*. **Staff:** Abram Ackerman, Cynthia Brown, John Cooke, Tony Passanesi.

Vitek Electronics 2322
901 South Ave., Horseheads, N.Y. 14845

Traps and tracers. **Staff:** Michele Dilmore, Bernard Thyssen.

Wavetek 1658, 59
5808 Churchman, Beech Grove, Ind. 46107

Cable TV test equipment, system analyzer, system sweep, signal level meters. **Staff:** John Shaw, Phyllis Thompson, Tony Shortt, Greg Marx, Terry Bush, Larry Dolan, Tony Barnard.

Weather Channel 1507
2840 Mt. Wilkinson Pkwy., Atlanta 30339

Weather forecasts and information. **Staff:** John Janas, John Wynn, Mike Eckert, Sandra McGovern, Dawn McCall, Carter Maguire, Nicole Browning, Louis Ryan, Ron Qurashi, Mimi Jones, Wendy Holbrook, Lance Dickens.

Wegener Communications 2156
150 Technology Park, Norcross, Ga. 30092

Stereo processors, digital audio head-end equipment, stereo synthesizers, audio and data subcarrier equipment for microwave and satellite. **Staff:** Bob Placek, Ned Mountain, Jon Thrasher, Roger Doering, Neil Kohn, Peggy Placek.

Western CATV Distributors 2362
3430 Fujita Ave., Torrance, Calif. 90505

Westinghouse Electric 1812
6 Gateway Center, Room 1064, Pittsburgh 15222

Women In Cable 1760
2033 M St., NW, Suite 703, Washington 20036

World Video Library 2738
2747 Airport Freeway, Fort Worth 76111

X-Press Information Services 3144
5970 S. Syracuse, Suite 157, Englewood, Colo. 80111

Zenith Electronics Corp. 2918
1000 N. Milwaukee Ave., Glenview, Ill. 60025

Zeta Laboratories 1762
3265 Scott Blvd., Santa Clara, Calif. 95054

Dear Miss Manners:

I have a friend who uses the phrase, "Let me be honest with you." I say it is an unnecessary and ill-mannered phrase. Your opinion?

Gentle Reader:

In today's usage, this is a warning that your friend is about to insult you to your face, for your own good. It is therefore not the statement, but everything which follows it, that is rude.

Miss Manners[®]

Timely, witty advice for your news or talk show.

Produced by Post-Newsweek Stations Inc. in association with United Media Productions

FOR MORE INFORMATION CONTACT:

Cluster Television Productions (301)561-5500

Cluster
TELEVISION PRODUCTIONS

BROADCASTING's Top 50 MSO's

	<i>Company</i>	<i>Basic subscribers</i>	<i>Homes passed</i>	<i>Basic penetration</i>	<i>Pay units</i>	<i>Total homes in all franchises</i>
1	TCI (Dec. 31, 1984)	3,578,000	6,297,000 est.	58.2	2,612,000	N/A
2	ATC (Dec. 31, 1984)	2,500,000	4,500,000	55.5	2,300,000	N/A
3	Group W (March 31)	2,039,794	3,854,003	52.9	1,557,407	4,600,000
4	Cox	1,510,869	2,702,501(Dec. 1984)	55.9	1,449,817	N/A
5	Storer (March 31)	1,500,000	2,737,000	54.8	1,454,000	3,294,000
6	Warner Amex	1,204,419	2,716,537	44.3	900,970	2,865,133
7	Continental (March 31)	1,033,000	1,880,000	54.9	1,171,000	2,150,000
8	Times Mirror (March 31)	978,340	1,985,860	49.2	848,428	N/A
9	Newchannels	916,822	1,496,001	61.3	972,179	N/A
10	United	834,000	1,481,000	56.3	729,000	N/A
11	Viacom (March 31)	798,528	1,486,200	53.7	619,722	1,651,500
12	UA Cablesystems	713,000	1,184,000	60.2	555,000	N/A
13	Sammons (April 24)	659,719	1,075,284	61.3	597,691	N/A
14	Cablevision	595,657	1,176,587	50.6	1,648,215	N/A
15	Rogers (March 31)	590,948	1,209,184	48.9	743,901	N/A
16	Comcast	480,884	842,668	57.1	487,381	N/A
17	Jones Intercable (March 31)	466,514	736,717	63.3	356,357	940,207
18	Telecable	456,833	746,004	61.2	478,066	N/A
19	Heritage	452,303	805,621	56.1	313,407	848,864
20	McCaw (March 31)	382,300	615,000	62.2	248,500	800,000 est.
21	Cablecom	375,000	569,000	65.9	165,000	578,000
22	Prime Cable	335,329	403,395	83.1	373,196	450,000
23	Century	310,000	450,000 est.	68.8	200,000	N/A
24	Wometco	304,000	541,400	56.2	235,400	650,000 est.
25	Daniels & Associates	300,569	593,258	50.7	352,554	N/A
26	Centel (May 10)	299,867	475,242	63.1	231,410	N/A
27	Multimedia	271,000	471,187	57.5	262,166	472,779
28	TCA Cable TV	270,611	350,000	77.3	91,443	355,000
29	Cablevision Industries	262,769	289,838	90.7	180,685	359,814
30	American Cablesystems	261,399	461,580	56.6	343,612	514,200
31	Maclean-Hunter	244,600	494,600	49.5	310,600	515,000
32	Scripps Howard (March 31)	234,742	445,916	52.6	286,772	N/A
33	Colony	215,186	413,431	52.0	220,652	470,800
34	Service Electric	210,000	300,000	70.0	75,000	N/A
35	Tribune	200,000	433,000	46.2	187,000	735,000
36	Adelphia	195,434	296,498	65.9	172,054	326,148
37	Rollins	194,500	312,900	62.2	162,040	359,600
38	Comm. Services (Sept. 1983)	175,000	N/A	N/A	99,500	N/A
39	Harron	173,446	250,000	69.4	111,294	300,000
40	Western	154,251	209,047	73.8	84,288	N/A
41	Cableentertainment	153,013	206,165	74.2	78,585	N/A
42	Adams Russell	144,227	252,333	57.2	144,969	304,003
43	Harte-Hanks	140,555	298,641	47.1	123,771	349,754
44	McDonald (May 1983)	139,585	179,789	77.6	87,028	N/A
45	NY Times	123,134	230,840	53.3	122,507	N/A
46	Midwest (Sept. 1983)	120,000	220,000	60.0	62,000	N/A
47	Harris (March 31)	117,846	212,750	55.4	99,820	325,000
48	Televents	112,100	155,800	71.9	69,600	160,000 est.
49	Armstrong	111,797	158,445	70.6	73,374	N/A
50	Lenfest (March 31)	111,388	232,000	48.0	100,863	329,000

BROADCASTING's annual roundup of the top 50 cable MSO's shows Tele-Communications Inc. increasing its margin as the nation's largest, aided by new purchases (Tele-Media, for instance) and joint ventures. Should TCI and number-two ranked American Television and Communications purchase Warner Amex (BROADCASTING, May 27), their margin over the other cable companies would increase significantly.

The figures for United Artists Cablesystems include its purchase of

General Electric's cable systems, which moved UA from 20th last year to 12th.

The slowdown in pay services is evident in the chart. This year, as last year, 13 companies had more pay units than basic subscribers.

Figures for United include 100% of all co-ventures. The figures for McCaw include the company's pending acquisitions. Scripps Howard figures include its percentage share of joint ventures.

All figures are as of April 30 unless otherwise noted.

Montreux: A view to TV's future

World's best and brightest minds on TV engineering and technology set to gather in Switzerland later this week

When the world's leading television engineers gather every two years in the mountains of Montreux, Switzerland, for the International TV Symposium and Technical Exhibition, their view usually takes in more than nearby hilltops. It often extends to the pinnacles the industry next must climb.

In 1979, for instance, Montreux saw the earliest versions of digital television tape recorders (DTTR), five years before achievement of the now nearly-standardized system. In 1983, high-definition television hit the top of the agenda, with the first major showings of internationally produced HDTV program material.

At the 1985 symposium, to be held June 6-12, engineers will continue to work their way up the HDTV and DTTR slopes. HDTV, in particular, is nearing peak activity with standardization efforts on production and program exchange likely to culminate at international standards meetings next fall. The several thousand engineers expected at Montreux will also discuss two other major topics: electronic news gathering and computer graphics.

The first of 16 technical sessions (which include more than 70 presentations) will begin Thursday (June 6) with an opening roundtable on the impact of microelectronics in broadcasting, followed by an afternoon program on ENG equipment innovations. The ENG session, likely to be one of the more heated, features papers on Betacam, M-format and quarter-inch systems, and a roundtable with Julius Barnathan of ABC. Steve Bonica of NBC and European broadcasters.

Advances in DTTR development, with international agreement on major parameters near completion, will be reviewed during a Saturday (June 8) session on recording and processing in the digital component domain, chaired by Jock Diermann of Ampex. Speaker topics include DTTR interface within component studios, as well as component production switchers (digital, analog

or hybrid) and image processing.

HDTV and extended-definition systems are covered by a pair of sessions on Monday (June 10). The morning program is highlighted by a panel featuring Joseph Flaherty of CBS, along with other HDTV experts from Germany, Great Britain, Japan, Italy and the Soviet Union. Speakers at an afternoon program will review scanning considerations, transmission methods and studio cameras.

Graphics technology, a topic of keen interest to the international television community, gets full treatment during three separate programs, which also cover certain production considerations. A Friday morning (June 7) session features Great Britain's John Baldwin on post-production in a component environment. Analog and digital production/post-production topics, such as CCD imagers and videodisks, are covered in the afternoon program.

Speakers at a Saturday morning session on computer graphics, animation and special effects include NBC's Dave Rabinowitz, ABC's Max Berry and Harvey Dubner of Dubner Computer Systems.

Broadcast transmission technologies are also to be explored during the symposium, with a June 7 session on terrestrial transmission and a June 8 program on direct broadcasting and distribution satellites moderated by Dan Wells of Comsat. The latter includes a panel, chaired by Wells, with Robert Butler of NBC and representatives from France, Great Britain and the People's Republic of China.

Cable sessions, running from Monday (June 10) to Wednesday (June 12), cover a range of concerns from advances in cable networks to the evolution of home terminals. The cable network panel on Monday afternoon features an overview by USA Network's Israel Switzer, and speakers on national systems development in Great Britain and Germany. A session on programming and marketing for new services is also being held Monday morning.

National Cable Television Association's Wendell Bailey will moderate a Tuesday afternoon program on new or extended cable



Dear Miss Manners:

My friend always wears mirrored sunglasses, indoors or out. I say this is rude, he says it makes him feel at ease. Isn't this bad manners?



Gentle Reader:

Not if you consider the treat that he is giving you to look at while you talk to him.

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Timely, witty advice for your news or talk show.

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services, including papers on stereo services by Alex Best of Scientific-Atlanta and a look at software downloading and cabletext. Rounding out the cable sessions on Wednesday will be programs on optical broadband networks and interactive cable.

One long-term policy issue up for discussion during the conference is, in the symposium organizer's terms, the shifting emphasis "from supply to selection." "The Viewer's Choice," a Sunday (June 9) colloquium, a panel of television industry leaders from the U.S., Great Britain, Japan, France, Canada, Germany, the Soviet Union and other nations, will assess the impact on viewers of new technologies and services, such as direct satellite broadcasting and videocassette recorders. A "living room of the future" will also be assembled as part of the morning program.

For those attendees interested in viewing hardware during the conference, nearly 200 equipment exhibitors will be present.

The following is a list of the principal U.S. exhibitors at Montreux 1985. An asterisk indicates a product new to the market.

Agfa-Gevaert

275 North St., Teterboro, N.J. 07608

Ampex 528

401 Broadway, Redwood City, Calif. 94063

ADO 2000*, ACE Micro*, ADO-AVC switcher interface*, AVC switcher audio system*, ADO Infinity*, VRC-2 remote controller*, ADO 3000, ACE, AVC switchers, 4100 switchers, Creative Command Center, magnetic tape products, VPR-3, VPR-6, VPR-80, VPR-5, AWA-3, ESS-3.

Staff: D. Atkins, A. Bergman, W. Bjorklund, D. Bogue, M. Candelier, D. Chapman, R. Crippa, M. D'Amore, R. Ekrom, S. Faught, D. Kleffman, C. Moggs, A. Pywell, M. Salter, M. Sanders, W. Scullion, C. Steinberg, R. van der Leeden, J. Williamson.

Angenieux

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

Anton Bauer 115

One Controls Dr., Shelton, Conn. 06484

One-hour mobile charger*, 12 volt lighting system, LPS-4 linear snap-on power pack*, dual battery holder, UltraLight modular lighting system, Pro Pac 90 VTR battery, Lifesaver 8-hour single and quad chargers. **Staff:** Anton Wilson, Joseph Lantowski, John O'Keefe, John Corrigan.

Audio Kinetics 573

Kinetic Centre, Theobald St., Boreham Wood, Herts

Eclipse audio editor*, Q.lock 4.10 synchronizer*, timelink electronic gearbox*, mastermix computer assisted mixing.

Staff: David Neal, Chris Braclik, Tim Whiffin, Martin Capp.

Beyer Dynamic

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

Robert Bosch Corp.

2300 S. 2300 West, Salt Lake City 84119

BCN 21/51/52/100 videotape recorders, quartercam KBF-1, KCF-KCP cameras, FDL-60 and FRP-60 transfer and color corrector, FGS-4000 computer graphics system, TAS-TVS 2000 switcher, MCS-2000 master control switcher, MCBA 51/37 monitors, RME 51/61/102 production switcher—film to tape. **Staff:** Dietmar Zieger, Hi Jensen, Cliff Eggink, Doug Harrison, Susan Crouse-Kemp, K. Jayaraman, Jeff Davis, Phil Lucht, Larry Riddle.

Broadcast Electronics 218

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

AX-10 AM stereo exciter, 5400 three-deck tape cartridge machine. **Staff:** Lawrence Cervon, E.L. Corujo.

Canon

One Canon Pl., Lake Success, N.Y. 11042

Central Dynamics

401 Wynn Dr., Huntsville, Ala. 35805

CMC Technology

2650 Lafayette St., Santa Clara, Calif. 95050

Replacement VPR heads for one-inch C-format videotape machines, dynamic parallel tracking VPR head, Videomax TD-800 bulk tape demagnetizer, quad video and audio heads and VTR accessories. **Staff:** Bill Fitts, Tony Mlinaric, Jim Whiteley, Jim Goehring, Rich Winger.

Crosspoint Latch 414

95 Progress St., Union, N.Y. 07083

Video production and post production switchers, computer controllers. **Staff:** H. George Pires.

Digivision

4980 Carol Canyon Rd., San Diego 92121

Dolby Laboratories

346 Clapham Rd., London SW9 9AP

731 Sansome St., San Francisco 94111

CAT 221, 226 and 234, model 380 noise reduction modules/products for Ampex and Sony VTR's, 360 and SP series single and multichannel noise reduction units. **Staff:** Elmar Stetter, Peter Seagger, Mark Yonge, Kevin Dauphinee, David Robinson.

Droid Works/Acquis 507

Box CS 8180, San Rafael, Calif. 94912

EditDroid video editing system and SoundDroid digital audio editing and mixing station. **Staff:** Charles Lipow, Ruhama Lipow, Mary Sauer.

Dynair Electronics 104

5275 Market St., San Diego 92114

System 23 machine control system*, series 25 video and audio switcher*, series 1600 video and audio switching systems*, series 5300 distribution equipment, various control schemes for routing switchers and machine control. **Staff:** Bob Vendeland, Tom Meyer, Martial Lehar, Garry Gramman.

Eastman Kodak

343 State St., Rochester, N.Y. 14650

Eastman professional videotape in one-inch, three-quarters and half-inch formats, professional/motion picture films* for origination and duplication, Kodak instagraph instant slides*. **Staff:** William Koch, E. Royal Hanna, Guy Cruzillard, Gary Borton, Peter Milson, Dennis Kimbley, John Croft, Antonio Carletti, Lars Jevbratt, Norbert Hertach, Werner von Kranichten, Jean LeGras, Bernard Jubard, Jean LeRoy, Hans Nolting, Hans Escher, Sonia Camara.

EECO

1601 E. Chestnut Ave., Santa Ana, Calif. 92702

EEV

7 Westchester Pl., Elmsford, N.Y. 10523

For-A-Corp.

49 Lexington St., West Newton, Mass. 02165

PVM-500 production video mixer*, FXM-500 EXTROL effects memory*, ENC-110 color encoder*, VTW-100 video typewriter*, CE-10P character effects interface*, TSG-2000 sync generator*, TGR-3300 timecode generator/reader*, AVR-1001 routing switcher*, CVM-500 component video mixer, TSG-5000P sync pulse generator with CB-5000 color background generator, DEC-100P color decoder, FA-400PS digital TBC with VEC-400 video effects controller, FA-410P digital TBC, FA-430P digital TBC with image processor and dropout compensator, FA-450P component TBC. **Staff:** K. Kiyohara, R. Kitahara, C. Baker, D. Acker.

Fuji Photo

350 Fifth Ave., New York 10118

GEC McMichael

Sefton Park, Stoke Poges, Slough, England SL2 4HD

8260 E. Raintree, Scottsdale, Ariz. 85260

NewsHawk satellite newsgathering fly-away satellite earth terminal*, ACE standards converter, Marconi telecine line array machine, broadcast color and monochrome monitors (Grade I and II), comb filter decoders, Pal synchronizers, Ku band transportable and fixed earth stations and systems. **Staff:** Mike Crabtree, Granville Cooper, Steve McGuinness, Dave Garrood, Tony Nowak, Eric Schechter, Mike Tribe, Phil Alaway, Bernard Goulden, Peter Burch, Martin Boulton, Alaistar Hamilton, Roger Crawshaw, Andy Williams.

Grass Valley Group

Box 1114, Grass Valley, Calif. 95945

Harrison Systems 506

437 Atlas Dr., Nashville 37211

PRO-7 video edit suite and production console*, AIR-7 on-air broadcast transmission console*, MX8 rack mount euro-card format mixer series*, ARS-9 audio routing switcher system*, TV-3 and 4 stereo teleproduction console. **Staff:**

Claude Hill, Bill Owen, David Purple, Tom Leis.

Hitachi Denshi

175 Crossways Park West, Woodbury, N.Y. 11797

Hughes Aircraft

Box 2999, Torrance, Calif. 90509

Ikegami

37 Brook Ave., Maywood, N.J. 07607

JVC

41 Slater Dr., Elmwood Park, N.J. 07407

3M

3M Center Bldg., 225-3s-05, St. Paul 55144

M/A COM

63 Third Ave., Burlington, Mass. 01803

Marconi

Longacres, St. Albans, Hertfordshire, AL4 0JN

Staff: Dave Willats, Chris Foreman, Tim Griffin, Simon Kierick, Gilles Coutombeau.

Microtime

1280 Blue Hills Ave., Bloomfield, Conn. 06002

Midwest

819

One Sperti Dr., Edgewood, Ky. 41017

M-11 four-wheel drive, two-camera ENG vehicle. **Staff:** David Barnes, Chris Summey, Chris Siddell.

NEC Corp.

512

NEC Bldg., 33 1 Shiba Gochome Minatoku, Tokyo 108

MNC-100 ENG color camera, digital video effects E-FLEX II and Optiflex, FM exciter, model 865 ECS use TVRO, model 862 DBS, 50 ghz FPU pasolink 50, 230w TWTA for DBS, 12/14 ghz low noise receiver. **Staff:** H. Yoshida, Y. Ushiyama, T. Emori, J. Hirate, M. Imai, H. Yamada, K. Nakazato, T. Koike, S. Orme, Y. Kitagawa, K. Scaller.

Nurad

2165 Druid Park Dr., Baltimore 21211

2.5 ghz compact transmitter* and antenna*, 13 ghz compact transmitter* and parabolic antenna*, central ENG/EJ receiver antenna systems, frequency agile central receivers, digital remote controls, airborne systems, automatic tracking systems for airborne operations, remote transmit systems portable transmit and receive systems, STL/ICR systems. **Staff:** Fred Hock, Ron Merritt, David Fairley, John Osborne.

Otari Corp.

4-29-18 Minami Ogikubo, Sugunami-ku, Tokyo 167

MTR-90II/24/24, MTR-12II, MX-70, BTR-5*, MTR-20*, MX-5050-BII2 and MX-5050-MKIII* professional audio tape recorders, DP-4050 cassette copying machines. **Staff:** K. Ichikawa, H. Viering, A. Okuma, G. Bauer, H. Wild, E. Mizut-

sugu, K. Habaya.

Paltex

412

948 Great West Rd., Brentford, Middlesex TW8 9ES

Esprit videotape editing system*, interfacable with C, B and betacam format VTRs, Edit Star and ABR-1 edit systems*, turnkey systems and training. **Staff:** Roger Bailey, Michael Pembury, Roy Watson, John Wagner, Sheila Bailey, Barry Fane, Greg Griffiths, Kevin Fane, Tony Waters, Ashley Brown, Neil MacKenzie.

Panasonic

1 Panasonic Way, Secaucus, N.J. 07094

Philips

529

Box 41, Coldhams Ln., Cambridge CB1 3JU

LDK 54 portable cameras*, LDK 7020 high resolution 20-inch monitor*, component video effects and graphics equipment*, television camera range, monitors, SPG, component video effects, component video graphics, studio assignment systems*, stereo sound-in-sync*, UHF and VHF transmitters*, AM and FM radio transmitters*, studio production video switchers, master control switchers, color generators, modulators and VITS generators, studio architectural design and civil works contractors, specialist camera cables, video cables, professional audio studio compact disk players* and editors, component divisions of Philips Elcoma and NKF-Group B.V.

Quanta Corp.

221

2440 S. Progress Dr., Salt Lake City 84119

Quantapaint* electronic video paint system, Quantafont* teleproduction graphics and titling system, single or dual channel teleproduction graphics and titling system, Quantanews newsroom computer system. **Staff:** Leonard Zaller, David Hughes, Gerrit Bulten, Mary Zaller, Rex Davis, Rob Corsetti.

Rank Cintel

511

Watton Rd., Ware, Heerts, England

Graphics tablet for slide file, shot change detector, high definition flying spot telecine. **Staff:** Chris Waldron, Alan McIlwaine, Jack Brittain, Ron Munford, Ken Clark, Peter Swinson, C. Ritchie, Lyn Gardine.

RCA

306

Box 900, Gibbsboro, N.J. 08026

CCD-1 camera in both NTSC and PAL versions, Silverlake TCR-500 automatic cassette system*, M-format VTR and editing systems. **Staff:** J.E. Smith, J.C. Volpe, K.G. Johnson, K. Gee, J.S. Griffin, F. Davenport, R.B. Alleger, P. Borgeaud, T. Cowie, J.M. Durand, B. Jones, S. Koenig, C. Musson, R. West, J. Shipley, P. Hughes-Whiting, A.J. Gargano, C.R. Thompson.

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Tapecheck 6120 evaluator and cleaner for one-inch videotape*, Tapecheck 320 high speed inspector/cleaner for VHS videocassettes*, VT evaluator/cleaners for three-quarter, VHS and Beta cassettes. **Staff:** Ray Short Jr., Tom Boyle, Jonathan Banks, Francois Meyer, Jean-Alec Ducros.

Rohde & Schwarz
13 Nevada Dr., Lake Success, N.Y. 11042

RTS Systems
1100 W. Chestnut St., Burbank, Calif. 91506

Rupert Neve 556
Berkshire Ind. Park, Bethel, Conn. 06801
Melbourne, Royston, Hertsfordshire, SG8
6AU England

Demonstration of Necam automatic system, 51 series multitrack audio console available in 12 different configurations from 16-channel 4-bus version to 48-input 8 bus console, examples of the 542 range of TV audio editing consoles. **Staff:** K.B. Smith, A.B. Cornwell, T.S. Belshaw, P. Harrison.

Sachtler
400 Oser Ave., Hauppauge, N.Y. 11788

Sennheiser
48 W. 38th St., New York 10018

Shintron 112
144 Rogers St., Cambridge, Mass. 02142

Empress 2000 composite switcher*, 390 component switcher, MC-1 intermatrix converter*, 12X series routing switcher*, 270 audio follow video routing switcher*, 690 ET everything timecode. **Staff:** Shin-taro Asano, Jacques Kuchler.

SMPTE
862 Scarsdale Ave., Scarsdale, N.Y. 10583

Sony Broadcast
1600 Queen Anne Rd., Teaneck, N.J. 07656

Soundcraft Electronics
1517 20th St., Santa Monica, Calif. 90404

Studer International 520
Althanstrasse 10, CH-8105 Regensdorf,
Switzerland

A820 stereo mastering recorder with center track time code, A800 multitrack recorder, AB10 stereo mastering recorder, 900 series console with master mix automation. **Staff:** Dr. Willi Studer, E. Spoerri, B. Hochstrasser, H. Stierli, W. Hodel, P. Joss, J.P. Ruch, P. Meisel, H. Schiess, B. Kohler, R. Breitschmied, L. Keller, J.F. Raoult.

Tektronix
Box 500, Beaverton, Ore. 97077
1711B waveform monitor*, TSG-300

component analog test signal generator*, 1751 waveform/vector monitor*, Lightning component analog waveform monitoring*, 1434 noise generator*, 1450-2 modified television demodulator, 118-AS audio synchronizer and F02 upgrade kit, 1741 waveform/vector monitor, 1980 answer automatic measurement set. **Staff:** Paul Dubery, Rex Ferbrache, Larry Kaplan, Steve Kerman, Jeanine Navarra.

Thomson
37 Brownhouse Rd., Stamford, Conn. 06902

Thomson-CSF Electron Tube
301 Rt. 17 North, Rutherford, N.J. 07070

Utah Scientific
1685 W. 2200 South, Salt Lake City 84119

Varian
301 Industrial Way, San Carlos, Calif. 94070

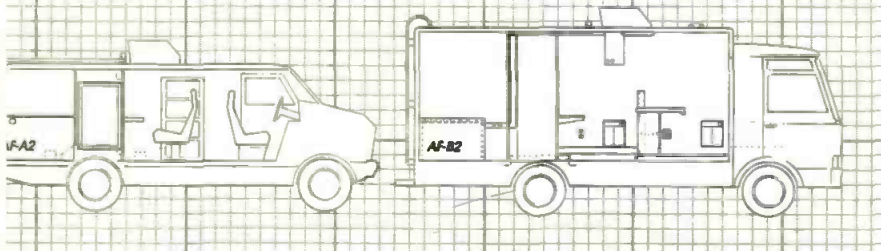
Videotek 219
243 Shoemaker Rd., Pottstown, Pa. 19464

800 series modular video distribution amplifiers*, RS-183A/P 18 X 1 computer-controlled audio follow video routing switcher*, PVS-6A/P 6 X 1 passive audio follow video switcher*, APM-2RS/P stereo audio program monitor*, VIS-1200/P 12 X 1 routing switcher*, TSM-5A/P PAL broadcast waveform monitor, VSM-5A/P PAL broadcast vectorscope, DAs, audio program monitors, routing switchers. **Staff:** Phil Steyaert, Peter Choi.

Winsted
9801 James Cr., Minneapolis 55431

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1438 NORTH GOWER STREET HOLLYWOOD CA 90028

All-Star game stars: stereo and Skycam

NBC telecast in July will be engineer's dream with new audio and video effects

Viewers tuning into 1985's baseball All-Star game, carried by NBC from the Hubert H. Humphrey Metrodome in Minneapolis on July 16, will see (and hear) much more than an ordinary sports production.

Stereo audio, inaugurating the start of NBC's regular stereo feeds, will bring the sounds of the game's crowd and play to a new level of realism, while Skycam, a free-flying, high-wired video camera to be used for the first time in professional baseball, will provide unusual perspectives from previously improbable locations.

"Experimental" is how Ken Aagard, vice president of operations, NBC Sports, characterizes the use of both new technologies, in a several-hundred-thousand-dollar prime time production which also will feature a full lineup of a dozen cameras (two hand-held), a pair of Chyron character generators, 10 videotape decks and an RCA CCD Slo-Mo camera.

Aagard said the network performed its first tests of the stereo application for baseball several weeks ago at a game in New

York's Shea Stadium. "We'll do another test and maybe a third, so hopefully by the time we get to the All-Star game we'll know what we want to do."

For the game at Shea, NBC recorded the stereo audio on a separate 24-track mixer, with three microphones each at first base, third base and home plate, to provide audio production personnel with a variety of perspectives, according to Jack Bennet, director of engineering for sports. Ambient sounds from the crowd were also part of the test, as were announcers recorded both in center track and separate left-right.

"Where it really hits is in the music," Aagard noted. "In intros and bumpers there is a crisp and zing. You get a chill up and down your back. It's something you're just not used to."

"But we're still dabbling," he added. "Baseball is the most difficult, compared to sports like football and basketball. We're just beginning, so it won't be perfect by the All-Star game. But the whole thing makes a hell of a difference, bringing the effects more to the forefront. I expect it to really start to evolve with football."

The All-Star game production is expected to be helped by the use of an indoor stadium, which Aagard describes as "like one large studio," providing generally truer audio and more control. Also, an initial review of the Shea test by production personnel revealed a general consensus to avoid "gimmicky" effects, like announcers on left and right channels, he added. Left-right separation seems better suited to effects such as ambient crowd sounds, Aagard explained, although PA noise can be a problem.

Stereo perspective difficulties are among those expected when audio is matched to video, commented Bennet, forcing audio personnel "to stay on their toes." But these complications should eventually be solved, Aagard believes, by advanced techniques that tie camera movements, such as zooms, to switchers that automatically adjust sound perspective. That level of sophistication, however, is not expected in time for the All-Star game.

"It's like when NBC went color," he said. "You've got to start someplace and learn more as you go along."

Learning will be the order of the day, as well, with the network's use of the Skycam, according to producer Harry Coyle. "We'll use it sparingly in a way to achieve the best results. We don't want a piece of equipment to interfere with the game. We're all new to it," he commented.

The unit, comprising a Panasonic video camera and a support system suspended by four steel cables and manipulated with a sophisticated computer-controlled winch system, is the brainchild of Garret Brown, inventor of the Steadicam camera-stabilization device. Skycam, which according to a representative of its supplier, Skyworks Inc. of Ashton, Pa., will take up to a day or more to set up and costs \$25,000-\$30,000 to operate. It has been previously used by NBC for football and soccer games (BROADCASTING, Dec. 31, 1984), and by CBS and ABC.

The All-Star game represents the first use of the system for professional baseball, and that was approved just two weeks ago after a careful evaluation by representatives of Ma-

ior League Baseball, who were concerned about the potential of its wire support systems and rapid movements (up to 27 miles per hour) to interfere with play.

According to Bryan Burns, executive vice president of broadcasting, Major League Baseball, the baseball commissioner's office arranged for an extensive demonstration of the system at a college baseball game April 10 at Philadelphia's Veterans Stadium. "We watched the unit operate for two to three hours," he said, "because we're concerned that there be no interference with the baseball in play. Also if the unit is too close to the players, we're concerned about their ability to work as usual."

"The flip side," he added, "is that some things done with the camera were breathtaking."

Noted Aagard: "The All-Star game is a perfect place for its introduction into baseball, since it's an exhibition game. Although the shots may not be as effective as with football where it can be used over the field, it gives an impressive look and shows things you don't normally see."

Examples of possible shots, which generally exclude coverage of live action, include moving perspectives along the periphery of the infield, moving into the field after a play, and following a player into the dugout or a pitcher out of the bullpen.

"The Skycam has got a great future if used correctly," said Coyle. "But we'll take a slow approach and develop it into a good thing. This is an All-Star game with the Skycam, not the Skycam show with an All-Star game." □

Oldies but goodies.

Special Sealed bid auction
by the City of New York:

- Two inch video tape machine, AMPEX, type 1200B s/n 0346520. Purchased in June 1973.
- Two inch video tape machine, AMPEX, type 1200B s/n 1416242 with mark II edition. Purchased in April 1971.
- Two inch video tape machine, AMPEX, type 1200B s/n 1595897 with mark II edition. Purchased in June 1969.
- Two inch video tape machine, AMPEX, type 1200B s/n 0346519. Purchased in June 1973.
- All of the above with options: Amtec, Colortech, VHO, dropout compensator. Velocity compensator. No video or wave for monitor; is side car configuration.
- Two inch video tape machine, AMPEX, type 1200B s/n 8135313 with options: Amtec, Colortech, VHO, dropout compensator. Velocity compensator. Overhead configuration. Purchased in July 1967.

Each bid must be accompanied by a deposit for 10% of total amount of bid in cashier's check, certified check or money order (no cash) payable to "Director of Finance, City of New York". No personal checks. Deposit of successful bidders applied as partial payment; others returned.

**For Bid Proposal Packets Contact: Gordon Shaw
669-8548. Sealed bid opening June 27, 1985.**

**For inspection of equipment, contact Stuart M. Lefkowitz,
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25th Floor, 1 Centre St., New York, NY 10007. Telephone (212)
669-7709.**

**The City of New York
Department of General Services
Division of Municipal Supplies
Robert M. Litke, Commissioner**

Comsat upset by Colino's correspondence with Fowler

Charyk and Goldstein say exchange is damaging to U.S. image overseas

Comsat officials, who have been in lockstep, publicly at least, with Intelsat on the separate satellite systems issue, appeared to have drawn the line at Intelsat Director General Richard Colino's hostile exchange of letters with FCC Chairman Mark Fowler. Comsat's chairman and chief executive officer, Joseph Charyk, said it hurts "the image of the U.S." in international telecommunications. And President Irving Goldstein said the exchange creates a false impression, worldwide, that the U.S. government is taking an anti-Intelsat position.

The exchange has precipitated considerable reaction among government officials and private interests involved in the separate systems issue. It began early in April, with a letter from Colino taking exception to Fowler's testimony before a congressional committee that Intelsat is "stirring anti-Americanism" and is "opening its arms to the Soviet Union." Colino asked the FCC chairman to correct his "misperceptions" on the public record. In response, Fowler complained of what he said was Intelsat's "inconsistent" approach to the establishment of separate systems, one he suggested treated the Soviet Union's proposals more kindly

than the U.S.'s. And that, Colino said, in another letter, revealed a "colossal misperception" regarding the Soviet Union and its Intersputnik satellite system (BROADCASTING, April 29, May 6).

The matter came up at a dinner meeting Charyk and Goldstein had with reporters, when Charyk was asked whether the exchange caused Comsat, as the U.S. signatory to Intelsat, any "embarrassment." Charyk said it was "unfortunate" that it had been carried on publicly. "We're talking about an image of the U.S. in the world in the telecommunications business, and that kind of thing doesn't help our cause very much," he said. "The United States gets enormous credit around the world for making satellite technology available to the world for better and lower-cost communications. . . . It's unfortunate that you have to get informal, written correspondence between the director general and the FCC chairman." Goldstein said the exchange creates the incorrect impression around the world that the U.S. government "is in favor of hurting Intelsat," an impression that he said is incorrect.

He said that contributing to that impression is the director general's role as "the defender of the faith—he does a good job of that."

But Goldstein turned the discussion in an-

other direction. "We have an interest in making sure" that the issues raised in the exchange of letters "are resolved in the right way," he said. And to Comsat, he said, that means proper implementation of the President's policy statement authorizing the establishment of separate satellite systems. "We are concerned that the President fleshes out" the President's policy correctly, he said, so "that it gives us the flexibility to compete if and when those separate systems" are authorized, that it impose an "absolute" ban on the participation of those systems in public switched services, the business that generates most of Intelsat's revenues.

In that connection, Charyk and Goldstein endorsed legislation now moving through Congress that would, among other things, write into law the conditions the President's declaration of policy would impose on the applications granted to separate systems: that they would not engage in public switched services and would participate with a foreign partner in coordinating their proposals with Intelsat. "It [the legislation] simply says there is a concern in Congress that the President's conditions be applied," Charyk said.

However, there are other provisions that go beyond those conditions—among them, a section of a House amendment to a State Department authorization bill calling on the U.S. to support a change in Intelsat's pricing policy, which now requires the system to average its prices globally, and a provision in a report accompanying a House supplemental appropriation bill that would prohibit the commission from granting a construction permit until the coordination process had been completed.

The Reagan administration says the amendment is unnecessary and runs counter to U.S. foreign policy interests; and separate systems applicants say they could not secure a foreign partner with whom to seek coordination unless they had been granted a construction permit.

Among other matters touched on at the dinner, Goldstein outlined five goals for Comsat in the coming months. And one reflects a determination not to give up on the direct broadcast satellite business, despite Comsat's abandonment of plans to participate in such a service with CBS. Comsat's Satellite Television Corp. signed a \$113-million contract in 1982 with RCA for two high-powered satellites. Comsat has virtually dismantled STC, but Goldstein said of the satellites, which are still under construction: "We believe we'll have an opportunity to use them in a way that would be meaningful and profitable." He said he was not prepared "at this time to be more specific," but added, "We will have a number of things in the works. Hopefully, we'll have more to say in

LPTV grants. Using lotteries, the FCC has tentatively granted the low-power television applications of Capitol Telecasters, ch. 63, Mesa, Ariz.; International Cultural Network, ch. 38, Hauppauge, N.Y.; LPTV Services, ch. 45, Park City, Utah; Worldwide Enterprises, ch. 42, Fort Wayne, Ind.; Gaudalup Carmona Cantu, ch. 47, Farmington, N.M.; Jo Ann's Balloon Boutique, ch. 11, Grand Rapids, Mich.; American Television Network, ch. 4, Evansville, Ind.; James Connell, ch. 30, Cortez, Colo.; Evarista Romero, ch. 7, Falfurrias, Tex.; Owen Broadcasting, ch. 20, Elgin, N.D.; Nightwood, ch. 31, Elgin, N.D.; Second Local Power Television, ch. 51, Olean, N.Y.; Tel Radio Communications, ch. 20, Brownwood, Tex.; KOAT Television, ch. 12, Hobbs, N.M.; Meyer Broadcasting, ch. 65, Crosby, N.D.; Minerva Rodriguez Frias, ch. 7, Eagle Pass, Tex.; Brooks Broadcasting, ch. 7, Manhattan, Kan.; Owen Broadcasting, ch. 13, Uvalde, Tex.; Lidia Rodriguez, ch. 4, Manteo, N.C.; BTU, ch. 9, Williamsport, Pa.; Trinity Broadcasting, ch. 28, Key West, Fla.; Mountain TV Network, ch. 26, Kingman, Ariz., ch. 45, Denison, Iowa, ch. 22 and ch. 32, both Poplar, Mont., ch. 43, Malta, Mont., ch. 61 and ch. 67, both Battleview, N.D., ch. 30, Poplar, Colo., and ch. 40 and ch. 24, both Lewiston, Mont.; Community Television, ch. 63, New Orleans, La.; Arapahoe County TV Club, ch. 44, Virginia City, Mont., and ch. 24, Penroy, Mont.; Oralia Lozoya, ch. 11, Altus, Okla.; Black Media, ch. 60, Hopkinsville, Ky.; M&M Communications, ch. 61, Nashville; Heidi Terrill, ch. 5, Honolulu; Rosa Moreno Maroquin, ch. 21, Portsmouth, Ohio; Minerva Rodriguez Frias, ch. 11, Bend, Ore.; Oralia Lozoya, ch. 10, Boise, Idaho, and Southwest Radio Enterprises, ch. 50, Vero Beach, Fla.

The FCC also has tentatively granted the applications of Mountain TV Network for chs. 35 and 39, both Beaver, Utah; ch. 35, Grangeville, Idaho; chs. 28, 34 and 38, all Council, Idaho; chs. 35 and 41, both Weiser, Idaho; chs. 45 and 53, both Scipio, Utah; chs. 39 and 57, both Steel City, Neb.; ch. 14, Dillon, Mont.; chs. 42, 62 and 64, all Pioche, Nev.; chs. 28, 34 and 22, all Tonopah, Nev.; chs. 35, 31, 25, 23 and 41, all Winnemucca, Nev.

It also has tentatively granted applications of Sunshine Television Inc., ch. 13, Klamath Falls, Ore.; SWC Network Inc., ch. 57, Santa Fe, N.M.; Arapahoe County TV Club, ch. 35, Stanton, Neb.; Joe F. Bryant M.D., ch. 11, Lebanon, Tenn.; Benny Carle Broadcasting Inc., ch. 3, Florence, Ala.; Communications Engineering Inc., chs. 35 and 41, both Nevada Test Site, Nev.; John F. Craven III, ch. 60, Smith, Nev.; *Brainerd Daily Dispatch*, ch. 2, Brainerd, Minn.; Kentel, ch. 21, Rawlins, Wyo., and State of Alaska, ch. 16, Trapper Creek, Alaska.

Media help. Congress has designated July 25-31 as "National Disability in Entertainment Week." The resolution passed by the Senate and House states that "the continued involvement of the media/entertainment industry is vital to changing the stereotypes of people with disabilities," and that already "the media/entertainment industry has been making long strides in increasing both the quantity and quality of the portrayals and employment of people with disabilities in the media."

The resolution was a result of the efforts of the Media Office of the California Foundation on Employment and Disability, based in Los Angeles, which also sponsors annual media awards, an official casting clearinghouse, showcases of talent and scholarship programs.

the coming months."

Among the other goals Goldstein cited:

- Make "a major play" in the end-user international common carrier business, a market the FCC has only recently permitted Comsat to enter. It is operating in that market through Comsat International Communications Inc., under William Taylor, formerly with ITT.

- "Make a significant improvement over last year" in its manufacturing operations.

- Secure new customers among major networks for Comsat General. Goldstein said Comsat, which has a contract to deliver NBC's programming to the network's affiliates and is involved in a joint venture with Holiday Inns to provide video and teleconferencing services to the chain's hotels, is "emerging as the premier designer and implementer of major networking systems for large customers."

- Another effort Comsat will make this year, Goldstein said, will be to put "our regulated businesses—particularly the Intelsat business"—on a more stable basis. "There's been a lot of confusion and a lot of uncertainty in the last year and a half," he said. "What I'm looking forward to now, I hope, is a period of stability where we can once again maintain that position of a solid, highly profitable business." □

Supreme Court extends lawyers' right to advertise

Although case pertained to newspaper ads, decision's effect will probably spill over into broadcast media

Three years ago, a lawyer in Ohio decided to take advantage of the Supreme Court decision striking down state bans on lawyer advertising to promote himself aggressively—too aggressively, in the view of the Ohio supreme court. The court publicly reprimanded him for an ad he ran in 36 newspapers soliciting clients to sue the manufacturer of the Dalkon Shield intrauterine

do you know!

INFORMATION ABOUT SAVING YOUR ELECTRONIC EQUIPMENT

Your Broadcast Operations are in Danger!



The danger is serious and ever-present. In a split second you could be off the air...or operating with a scrambled program-control system...or totally shut down with equipment catastrophically damaged. It's a threat you live with day after day and one that merits your closest attention.

The Threat Abnormal voltage surges that occur on AC power lines, communications lines and data lines are a major cause of misinformation and equipment failure for the broadcaster. Broadcasting equipment is especially vulnerable, with tall antennas reaching up into the skies and with electronic units of unusual sensitivity.

Difficulties manifest themselves in two ways: (1) as physical damage...this is obvious damage that occurs directly as the result of an electrical storm, or less obvious failures that seem to occur almost at random; (2) as misinformation... where the power surge is coupled into the equipment causing improper events to occur or incorrect data to be presented.

These problems are familiar ones to broadcasters. And now, with the ever-expanding dependence on computer control and the corresponding increase in the susceptibility of these sensitive devices to damage from voltage surges, overvoltages must be controlled and eliminated.

*Allen & Segal/IBM, 1974

MCG
ELECTRONICS INC.

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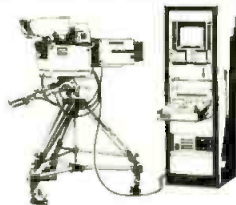
Specialists in Circuit Protectors, Transients, Lightning & Surges.

The Causes Transient power problems originate outside buildings from lightning, ground faults, and public utility switching, and inside buildings from inductive loads, transmitters, air conditioners, fluorescent lights, etc. A study at IBM* identified transients as the cause of 88.5% of all line disturbances. Transients, sudden and extreme "spikes" in voltage, can be as short as a few nanoseconds or as long as several milliseconds. Their effect can range from total failure to the gradual degradation and breakdown of electronic components or systems.

The Solution MCG Electronics provides total protection against these transients for your broadcasting operation. AC power lines and data lines that serve your internal communications network are guarded day and night.

AC Power Line Protection

MCG's Surge-Master™ provides high speed (5ns), heavy-duty protection that limits AC overvoltage spikes to safe levels. Surge-Master protectors are your first line of defense, and are available in configurations designed to meet your needs, from complete building protection to individual equipment protection.



Data Line Protection

Interfaced between network equipment and data lines, MCG's Data Line Protectors provide a sophisticated blend of high speed (less than 5ns) and brute force protection against induced transient voltage surges. Available in multiple configurations, they are designed to meet your every need, and will keep your data network out of danger.

MCG Protectors Your most cost effective insurance against downtime and data loss caused by voltage surges and transients.

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FREE CATALOG



Washington Watch

contraceptive and for an ad seeking clients among motorists who had been arrested for drunk driving. Last week, the U.S. Supreme Court, although badly split on the issues raised, reversed the state court—not in all respects, but in a manner that is regarded as expanding lawyers' right to advertise.

The case involving Columbus attorney Philip Q. Zauderer deals with print advertising, and none of the eight participating justices in the three opinions that were filed expressed a view as to how the court's opinion affects radio and television advertising by lawyers. The court has been asked to review a lawyer-advertising case involving television in an appeal from a decision of the Iowa State Bar Association's committee on professional ethics and conduct. But one of the public interest lawyers representing Zauderer, David Vladeck, said the high court's opinion last week reaffirming "the extent of First Amendment protection to truthfulness in advertising" and to the use of illustrations "will have some spillover effect" on broadcast advertising.

Zauderer's ad seeking clients to sue A. H. Robbins Co., of Richmond, Va., manufacturer of the Dalkon Shield, was effective. It generated 106 suits by women who joined thousands of others claiming the device produced serious pelvic infections that resulted in tubal damage, hysterectomies and infertility. The ad advised potential clients it was not too late to sue, contained a line drawing of the Dalkon Shield, and said cases would be taken on a contingency basis—fees would be charged only in the event a suit was successful. The state court held the ad violated rules against a lawyer recommending himself and giving unsolicited legal advice in an ad and using illustrations. It also said the assertion regarding contingent fees was deceptive in that it did not make clear that clients could be charged court costs if their suits were unsuccessful.

The Supreme Court, in the opinion written by Justice Bryon White, affirmed that aspect of the state court's ruling. "To a layman," White wrote, the ad as prepared "would suggest that employing [Zauderer] would be a no-lose proposition in that his representation would come entirely free of charge." The state's requirement that a client's liability for costs be disclosed is a reasonable one, White said. Since the extension of First Amendment protection to commercial speech is principally because of the value to consumers of the information provided, White said, Zauderer's protection "in not providing any particular factual information is minimal."

But as for the other aspects of the state's decision, White, supported by four other justices, held that they were unconstitutional. "An attorney may not be disciplined for soliciting legal business through printed advertising containing truthful and nondeceptive information and advice regarding the legal rights of potential clients," White said. Arguments the state used to defend the rules—the difficulty in distinguishing between deceptive and nondeceptive advertising and concern that the advertising at issue would "stir up litigation"—were not persuasive, White said. White was similarly unimpressed with the argument used to defend the

Only option. ABC, CBS and NBC have told FCC that there is no alternative to Comsat for provision of international television service at this time. "Until effective competition develops in the provision of space and earth station television service, Comsat should remain subject to traditional... tariff and facilities regulation," networks said in comments at FCC. Comments came in response to rulemaking aimed at reducing regulatory requirements for "nondominant" providers of international communications services.

Underwater fibers. FCC has issued two cable landing licenses to Tel-Optik Ltd. for first private, trans-Atlantic, fiberoptic undersea cable system. Commission approval of project that is to be undertaken in conjunction with Great Britain's Cable and Wireless came on May 17, three days after State Department authorized grants (BROADCASTING, May 20). Northern cable is scheduled to become operational in June 1989, southern cable in early 1990's. Ronald D. Coleman, chairman of Tel-Optik, said commission's action will permit "flexible and competitive range of service offerings to trans-Atlantic telecommunications users." Sir Eric Sharp, chairman and chief executive officer of Cable and Wireless, said that commission ruling "is another step toward the introduction of competitively priced, high quality trans-Atlantic digital service, and we are pursuing this venture with confidence and enthusiasm."

Change in attribution. Acting on reconsideration, FCC has expanded involuntary acquisition exception of its attribution rules to include interests temporarily acquired "as a result of the prudent and necessary exercise of foreclosure, conversion, creditor or other similar rights." FCC affirmed decision to exempt from attribution limited partners who are sufficiently insulated from influencing or controlling partnership affairs. It dropped use of Revised Uniform Limited Partnership Act of 1976 as standard, but it included guidance on kind of insulation between general partner and limited partner necessary for exemption of limited partner from attribution. At Commissioner Mimi Dawson's suggestion, FCC also voted to include "edit" in order making clear that presumption that media properties owned by husband or wife are owned by both can be challenged. It also voted to exempt all partnerships composed solely of individuals, not corporate entities, from filing annual ownership reports.

Cumberland U. In summary decision, FCC Administrative Law Judge Byron Harrison has granted application of Gary D. Terrell for new UHF station on ch. 65 in Cumberland, Md., after dismissing competing application of Rita L. Young. Judge dismissed Young's application for "failure to prosecute." Terrell is assistant promotion and public service manager for KTVE(TV) El Dorado, Ark. He has no other media interests.

Domsat proposal. FCC has proposed to toughen qualifications showing required of applicants for domestic communications satellites. In rulemaking, FCC proposed that applicant for domsat "unequivocally demonstrate, prior to grant, that it has firmly committed financial resources to meet the estimated costs of proposed construction, launch and other initial expenses, as well as the estimated operating expenses for a year." FCC also proposed that applicants requesting "expansion" satellite be required to demonstrate that additional satellite will be 80% filled within three years of launch. Comments are due June 7.

Stay denied. FCC has denied request by Stella Pappas for stay of lotteries for multichannel multipoint distribution service licenses involving female applicants. Pappas, MMDS applicant, had requested stay pending resolution of commission's proceeding considering whether women should be considered as minorities and receive lottery preferences. But FCC said Pappas had not made showing requisite for stay.

Penalty. FCC has fined Cate Communications Corp. \$20,000 for alleged unauthorized transfer of control of KXRQ(AM) Trumann, Ark., to SWR Enterprises Inc. FCC also alleged "several" reporting violations in purchase agreement with SWR and other subsequent purchasers.

Intelsat upset. Intelsat has accused FCC of demonstrating "once again" it does not understand obligation of U.S. under Intelsat Agreement. Jose Alegrett, Intelsat deputy director, made charge in statement on special temporary authority commission gave Cable News Network to receive Soviet Union's Intersat news feed via Intersputnik satellite without coordinating that use with Intelsat. Commission's special temporary authority permitted CNN to receive Intersat news coverage of Soviet Union's 40th anniversary celebration of end of World War II, on May 8-9. Alegrett said FCC does not have authority to determine technical compatibility with or economic harm to Intelsat of CNN's use of Intersat feed. He said those are factors to be determined by Assembly of Parties as part of coordination process. FCC official disputed charge; commission order "speaks for itself," she said. Order says CNN decision was consistent with precedent set

rule barring illustrations—a rule that, he said, the state suggests is designed “to insure that attorneys advertise ‘in a dignified manner.’” “The use of illustrations or pictures in advertisements serves important communicative functions,” White said.

But the high court endorsed the state’s reprimand of Zauderer for his ad addressed to persons arrested for drunk driving. The ad said clients’ “full legal fee [would be] refunded if [they were] convicted.” The ad ran in only one newspaper, in 1981, and was withdrawn after two days, when Zauderer was informed it might violate the state rule against offering to represent criminal defendants on a contingent-fee basis. The state court found that the ad was misleading since it did not mention the common practice of plea bargaining, with the result that a client might be both guilty of a lesser offense and liable for attorney’s fees if not found guilty of drunk driving.

Zauderer claimed he was denied procedural due process, in that the court based its decision on grounds other than those cited in the complaint—that the ad proposed a con-

tingent fee in a criminal case. But White said Ohio rules provide “ample opportunity for response” to such complaints, and the notice and opportunity to respond afforded Zauderer “were sufficient to satisfy the demands of due process.”

The case, in which Justice Lewis F. Powell Jr. did not participate, produced three opinions. White wrote for himself and Justices Harry A. Blackmun and John Paul Stevens. Justices William Brennan and Thurgood Marshall joined in those portions of the opinion reversing the Ohio court’s reprimand of Zauderer. As for the holding affirming the state court on Zauderer’s failure to make clear that clients in Dalkon Shield cases might be liable for costs, Brennan, in an opinion in which Marshall joined, concurred in part and dissented in part, contended that the state’s disclosure requirement is unduly vague. Brennan and Marshall also dissented from that portion of the opinion regarding the drunk driving ad, on the ground the punishment violated “fundamental principles of procedural due process.”

Chief Justice Warren Burger and Justice

Sandra Day O’Connor concurred in most of the court’s opinion but dissented from the holding that the rules barring unsolicited legal advice to attract clients is unconstitutional. O’Connor, joined by Burger, said that “the use of unsolicited legal advice to entice clients poses enough of a risk of overreaching and undue influence to warrant Ohio’s rule.” □

Finansat: newest addition to ranks of proposed global satellite services

Company files with FCC to provide ‘private, interactive, customized’ financial data communications services

A new would-be provider of international communications satellite service has emerged. Financial Satellite Corp. (Finansat), which has become the sixth applicant for FCC authority to provide such service, intends to launch a system that would serve both the Atlantic and the Pacific regions with two C-band satellites in orbit and one spare on the ground. It plans to offer its transponders for sale or long-term lease to major financial and other business institutions exclusively on a private, noncommon carrier basis. Its proposed market, Finansat says, is growing rapidly—and Intelsat services, it adds, are not sufficiently specialized to meet the changing needs.

Finansat’s application follows those filed over the past two years by Orion Satellite Corp., International Satellite Inc., Cygnus Satellite Corp., RCA Americom and Pan American Satellite Corp.—and comes five months after President Reagan’s determination that such systems are required in the national interest, provided conditions are met to insure that the launching of those systems would not adversely affect the economic viability of Intelsat.

It also comes at a time when debate over separate systems’ possible impact on Intelsat has moved to Congress, where legislation has been approved in the House that Intelsat backers say is needed to assure protection for the global system and administration officials and backers of the separate systems say is intended to stall if not block their emergence. Last week, Rene Anselmo, chairman of the board of PanAmSat, wrote to members of the Senate Foreign Relations, Appropriations and Commerce Committees, urging them to reject language in a report accompanying a House supplemental appropriations bill he says would stymie development of alternative satellite systems.

“Neither this country, nor any other country . . . has anything to fear from U.S. alternative systems,” Anselmo wrote. “The President’s directive spells that out emphatically. We do have much to fear, however, when the decision-making and legislative process of this country can be so abused and manipulated against the country’s own best interests.” (Anselmo noted he was writing the letter even though the report language

in transborder satellite cases, under which U.S. and Canada are free to use non-Intelsat service where Intelsat could not provide required service or where service by Intelsat would be uneconomical or impractical. Commission noted that service provided by Intelsat would be “cost prohibitive,” while Intersputnik news feed is available via Intersputnik satellite at no cost. Thus, commission said, choice was between Intersputnik service or no service. It also said two days of service, plus one of testing, via Intersputnik, would have no “cognizable impact” on Intelsat system.

□

Merging lawyers. New Washington communications law firm, Blair, Joyce & Silva, has been created through merging of established firm, Bilger & Blair, and communications law practice of Leonard S. Joyce. Joyce was senior partner in now dissolved firm of Daly, Joyce & Borsari, and has practiced communications law for over 25 years. Bill Silva, FCC attorney for 14 years before joining Bilger & Blair, becomes partner in new firm.

□

U’s for V’s. Peggy Charren, president of Action for Children’s Television, has urged FCC Chairman Mark Fowler to oppose commission proposal that would permit noncommercial television operators to swap their VHF’s for commercial UHF’s. In letter to Fowler, Charren said swaps would result in smaller public TV audience. “With a smaller audience, there will be fewer children served by the alternatives public broadcasting provides,” she said.

□

Saber rattling. Washington Legal Foundation has contended that pair of statements former Democratic vice presidential candidate Geraldine Ferraro allegedly made on ABC’s *Good Morning America* May 8 constituted personal attack under FCC rules. In letter to show co-host, David Hartman, foundation objected to Ferraro statement allegedly maintaining that WLF had filed lawsuit against her. It also objected to her contention that WLF was funded by Fund For Conservative Majority Foundation said both statements were false. WLF requested formal opportunity to respond. But WLF also said it would “consider settling this matter if you would broadcast a correction of Mrs. Ferraro’s false statements and attacks on a future *Good Morning America* show.”

□

Reconsideration denied. FCC has denied petitions by Henry Geller, former head of National Telecommunications and Information Administration, and Black Citizens for Fair Media seeking reconsideration of commission’s elimination of regional concentration rule. “We continue to believe that the public interest is best served by repeal of the regional rule,” FCC said.

□

ADL antiguidelines. Anti-Defamation League of B’nai B’rith has joined ranks of those opposed to FCC’s proposed use of processing guidelines in monitoring equal employment opportunity compliance of cable operators (BROADCASTING, May 27). “Regardless of the intentions behind a set percentage goal, such figures, no matter how carefully constructed, inevitably function to artificially limit opportunities for individuals,” ADL said in comments at FCC.

□

FCC rules converted. FCC has converted its broadcast and cable rules to metric system.

Space WARC'ers. The White House has released the names of 56 members of the delegation the State Department has selected to represent the U.S. at the five-week Space WARC (World Administrative Radio Conference), beginning in Geneva on Aug. 8. Former FCC Chairman Dean Burch will serve as the delegation chairman and Harold Kimball, of the State Department, will be executive director of the delegation.

Eight vice chairmen include two from the private sector—Stephen E. Doyle, Aerojet Liquid Rocket Co., and Ronald Stowe, Satellite Business Systems. Other vice chairmen are Kimball, Richard E. Shrum and Donald C. Tice, all from the State Department; Ronald Lepkowski, FCC, and Richard Parlow and Frank Urbany, both National Telecommunications and Information Administration.

Government advisers include Ambassador Diana Lady Dougan, Robert Bulawka, Susan Drake, Harold Horan and Dean Olmstead, all State Department; FCC Chairman Mark Fowler and FCC Commissioners Mimi Dawson, Henry Rivera and Dennis Patrick; David Markey, head of NTIA, and William Hatch, Bruce Kreselsky, David Macuc and Thomas Walsh, all Commerce Department; William Cook, Robert F. May and Vernon McConnell, all Department of Defense; Cecily Holiday, Edward R. Jacobs, Alex C. Latker, Steven Lett, Anthony M. Rutkowski, Steven Selwyn and Thomas Tycz, all FCC; Howard Hardy, USIA; John W. Kiebler and Edward Miller, both NASA, and Gilbert Rye, National Security Council.

The private sector is represented by 19 advisers, including three from Comsat—Jeff Binckes, James Potts and Hans Weiss. The others are Perry G. Ackerman, Hughes Aircraft Co.; John F. Clark, RCA Corp.; O.C. Foster, AT&T Communications; Richard Gould, Telecommunications Systems; Robert Hedinger, Bell Telephone Laboratories; Paul Heimbach, HBO; Donald Jansky, Jansky Telecommunications Inc.; Steve Levy, attorney, Arent, Fox, Kintner, Plotkin & Kahn; David F. Long, General Telephone & Electronics—Spacenet; Michael Mitchell, Satellite Business Systems; Jay Ramasastry, CBS; Edward Reinhart, Satellite Television Corp.; Raul Rodriguez, attorney, Leventhal & Senter; Robert T. Schmidt, Communications Technology Management; Ralph Schrader, Booz, Allen & Hamilton, and Roman Zaputowycz, Western Union.

had been amended to exclude PanAmSat, which is intended to serve only the western hemisphere.) Neither Intelsat nor Comsat, the U.S. signatory to the global system, had any comment on the appearance of the Finansat application.

Finansat, which is headed by Myer Feldman, a top aide to Presidents Kennedy and Johnson, said it would not cause Intelsat economic harm. It said it does not propose to offer public switched message service—the type of service that generates most of Intelsat's revenues and from which the executive branch would bar alternative systems. The application noted Finansat's transponders would be made available "primarily for the establishment of private, interactive, 'customized' financial and intra-corporate data communications networks services."

Furthermore, it said, "The Finansat system, operating in conjunction with small, privately owned, inexpensive earth stations and customer premises equipment, will provide coverage and interconnection capabili-

ties not technically possible through the Intelsat global system."

Finansat plans to locate its first satellite at 47 degrees west longitude, which will provide coverage of the continental U.S., Canada, Western Europe, and the southeast portion of South America. Finansat's second satellite is to be located at 178 degrees west longitude, to provide coverage of the Far East, Australia, Mexico and the western portion of the U.S. Those locations would permit full interconnection between the two satellites from a central point in the U.S.

Finansat said its primary service capability will be point-to-point data distribution and interactive data transmission through small, low-cost earth stations located at customers' premises. It believes that most of its customers will use the transponder capacity they buy or lease for private international institutional communications services, such as secure data and computer communications, electronic mail and document distribution. Finansat will also sell or lease excess capaci-

MMDS lotteries. The FCC will conduct its first series of lotteries to award construction permits for multichannel multipoint distribution service on June 28. Markets up for luck of the draw will be Boston (67 applicants for the E group of channels, 60 for the F group), New York (64, 87), Chicago (85, 75), Cleveland (33, 87), Denver (46, 102), Dallas (89, 77), Detroit (46, 106), Houston (108, 37), and Kansas City, Mo. (75, 34). Two lotteries will be held for each area, one for each of the two four-channel blocks of frequencies. Petitions to deny will be accepted for 30 days after the lotteries are held; only those filed against the lottery winners will be reviewed. If the winner is not found fully qualified, another lottery for the area and channel group will be scheduled. If the winner is qualified, the FCC will issue an authorization.

In a public notice, the FCC said parties who have filed multiple applications in an area are in violation of FCC rules and are subject to criminal prosecution. The FCC said it didn't intend to take action against parties who withdraw those conflicting applications within 15 days of the public notice, which was issued May 28. "However, parties who are found to have violated this rule after this 15-day period will subject all their applications to dismissal in addition to other potential liability," the public notice said.

In yet another public notice, the FCC said parties that intend to settle should notify the commission no later than two business days before the lottery. (The FCC said that means that if the lottery is held on a Friday, notification of the settlement must be stamped as received by 5:30 p.m. on the preceding Tuesday.)

ity to other customers on a noncommon-carrier basis.

In describing its marketing strategy, the applicant notes that the generalized demand for international satellite services has been growing steadily and that Intelsat has spent \$92 million to transform its general-purpose satellite network into one that would "offer more specialized services." But, it contends, "the existing and planned Intelsat services are not . . . sufficiently specialized or numerous to satisfy the changing demands of the international business community, particularly those of financial institutions." And that, Finansat adds, at a time when "the growth of international banking has been phenomenal."

Citing figures compiled by the Organization for Economic Cooperation and Development, Finansat said net international bank lending increased at an average annual rate of 32.9% between 1975 and 1981, while the net size of the Eurocurrency market increased by 21.6% in the same period. Foreign business for OECD banks as a whole rose from 12.1% of assets in 1970 to 23.7% in 1981, and from 11.3% of liabilities in 1970 to 23.4% in 1981. The OECD figures also show that the number of banks with overseas branches and agencies, worldwide, increased from 112 in 1961 to 387 in 1978; the number of branches and agencies of foreign banks in the U.S. increased in the same period from 34 to 241—and to 452 in 1983.

Finansat bases its assertion regarding the unmet telecommunications needs of that burgeoning international financial community on a 1981 report prepared by Martech Strategies Inc. for the National Telecommunications and Information Administration. It said that in response to a question as to what services they would like to see available internationally, banking/foreign exchange and brokerage category users, among others, indicated a desire for international private networking via satellite using direct customer premises equipment. Finansat cites the report in stating that "over one-half of international telecommunication users anticipated difficulties in getting the services they desire by 1985, citing lack of facilities and/or technology as major obstacles."

Finansat estimates its total capital requirements for the proposed system at \$237.2 million. That would pay for three C-band satellites, based on the Hughes HS-376 satellite design, or its equivalent, with 24 10-watt transponders each; two launches, insurance for the launches, and a ground segment that would include tracking, telemetry and control earth stations and a network control center. Finansat said it will obtain the necessary capital from bank financing, equity investments and transponder sales.

Feldman, who is a 15% owner of Finansat, is chairman of the board and secretary. He is a senior partner in the law firm of Ginsburg, Feldman & Bress, a principal owner and member of the executive committee of NS&T Bank, an officer and director of M.T.G.E. Mortgage Co., a part owner of WLLH(AM)-WSSH(FM) Lawrence-Lowell, Mass., and WLAM(AM)-WKZS(FM) Lewiston, Me., and a member of the boards of Lazare-Kaplan Inc., a diamond and jewelry produc-

er, and Music Fair Group, a theatrical producer and owner of two theaters. He served as counsel to the President during the Kennedy and Johnson administrations.

The largest owner of Finansat, with 35%, is Louis Beck, president and director of the applicant. He is president of Veterans Construction Corp. and Earle Management Corp., chairman of the board of Veterans Mortgage Corp., general partner and substantial limited partner of Forest Green Venture, president of B&B Holding Corp., president of Memorial Management and Sales Corp. and director of Computer Assistance Corp.

The other principals: Horst Susskind, executive vice president, director and 25% owner, is president of Golden Sands International Inc., an international real estate development company. He has served as president and chairman of Unicofam Inc., an international trading company, and as president of Can-Unicofam Ltd., a Canadian-based international brokerage firm dealing primarily in textiles, and as chairman of the board of N. V. Handelsoerneming Massi, Holland, an international textile firm. And Kenneth R. Susskind, senior vice president, director and 25% owner, is an attorney in the communications field with experience in the international satellite and space commercialization areas.

The Finansat application was prepared by former FCC Chairman E. William Henry, a partner in the Ginsburg, Feldman & Bress law firm and head of its communications section. □

Broadcasters urge new standards for FM-ch. 6 problems

Representatives of noncommercial and commercial broadcasters last week jointly recommended new criteria for granting noncommercial FM's on that portion of the band reserved for noncommercial broadcasting (channels 200-220) where those operations might create interference to television stations on channel 6.

In a filing at the FCC last week, the Association of Maximum Service Telecasters, the National Association of Broadcasters, Taft Broadcasting, McGraw-Hill Broadcasting, the Corporation for Public Broadcasting, National Public Radio and the National Federation of Community Broadcasters proposed a rule under which no application for FM channel 200 would be accepted if it would cause "objectionable" interference to TV channel 6 operations.

Applications for new noncommercial FM's on channels 201-220 not authorized by Dec. 31, 1984, would have to demonstrate that the predicted interference resulting from the proposed operation would affect no more than 3,000 persons. (Up to 1,000 persons could be subtracted from the population predicted to receive new interference if, for each person subtracted, the applicant, as a condition on his construction permit, "effectively" installs an "effective and noninjurious filter" on a TV receiver located within the predicted interference area.)

ious filter" on a TV receiver located within the predicted interference area.)

Noncommercial FM stations that were operating on channels 201-220 as of last Dec. 31 aren't affected unless they propose changes that will increase the predicted interference to channel 6 reception or propose to modify their ratios of vertically polarized to horizontally polarized transmissions. Applicants for modifications, who would be required to give written notice to affected channel 6 stations, must demonstrate that for each person predicted to receive new interference, existing predicted interference to two persons would be eliminated. (Up to 1,000 persons may be subtracted from the population predicted to receive new interference if, for each person subtracted, the ap-

plicant, as a condition on his construction permit, effectively installs an "effective and noninjurious filter" on two TV receivers located within the proposed predicted interference area.)

Applications for modifications and new facilities located four-tenths of a kilometer or less from a channel 6 station would, according to the proposed rule, be granted if the effective radiated power does not exceed certain specified limits. Applications for modifications and new facilities will not be subject to any of the restrictions if they can get the consent of each affected channel 6 station in writing.

Involuntary modifications would be considered by the FCC on a case-by-case basis. □

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Networks battle summer drain on viewing

CBS readies four new series, NBC looks for comedy repeats to do well and ABC plans movie specials to counteract trend of lower HUT levels during summer months

The television networks are looking to cure the summertime blues—that time of year when temperatures go up and HUT levels go down. To stave off viewer defections to pay cable, independent stations and the beach, all three networks are readying a slate of new first-run shows to replace series that often perform poorly in repeats.

At present, only CBS has formally announced its summer plans—four new summer series on the prime time schedule (BROADCASTING, April 15). But both ABC and NBC are also planning to introduce new series this summer and offer substitute specials, although perhaps not to the extent of CBS.

CBS plans to broadcast this summer three

entertainment series and a new news magazine series, *West 57th*. The three entertainment series include two one-hour comedies, *Hometown* and *I Had Three Wives*, and a half-hour sitcom, *One Hogan Place*. *Hometown* is about a group of 60's college students who have joined the 80's establishment. *I Had Three Wives* concerns a "charming, roguish" detective who is assisted in his work by three still admiring ex-wives. *One Hogan Place*—CBS's first prime time entertainment series produced in-house since 1976—is about a Midwestern-born Manhattan female attorney and the people in her professional and personal life.

And although spokesmen for ABC previously said that network plans no original series programing this summer—ABC experimented with the idea in the summer of 1983 by launching five prime time limited-run series, none of which made it on a full-time basis the following fall—they now say ABC will premiere on June 21 at 8:30 a new

half-hour series, *The Comedy Factory*. The weekly series features a resident company of young comedians who call themselves "The Comedy Factory Players," who will host the show along with various guest stars. *The Comedy Factory* comes from P&G Productions in association with Al Rogers Inc. Rogers has formerly produced such specials as *An Evening with John Denver*.

Jack Wishard, vice president at Procter & Gamble Productions, said eight episodes of *The Comedy Factory* will air over the summer on Fridays between *Webster* and *Benson*. He described the series as an "anthology of sitcoms" composed from scripts for network pilots that were never produced. And although Wishard said it was not in the "game plan" to see *The Comedy Factory* on the fall schedule, he noted it could pay off in other ways, including an encore first-run flight the following summer or the possibility that one of the individual sitcoms or stars could be spun out in a regular series if it

Syndication Marketplace

King World Enterprises is distributing *Stroh's Circle of Sports*, a 13-week, two-hour sports magazine, set to premiere the weekend of June 15-16. The show, which features a magazine format with one current event segment each week, will be hosted by Robert Conrad, and is being sold on a cash-plus-barter basis with King World retaining 11 minutes of commercial time and stations getting 13 minutes. Ohlmeyer Communications is the series producer. It is hoped that the show will develop into a one-hour strip. The show has been cleared on the USA Cable Network, accounting for 37% of the country, as well as broadcast stations covering 40% of the rest of the country. Another 10% of the country is hoped for. The show will be aired during prime time, or at 1-3 p.m. on weekends. ■ **ITC Entertainment**, as part of its "aggressive pursuit of product" to acquire properties for television syndication, has bought U.S. and Canadian distribution rights to theatrical "All of Me," starring Steve Martin and Lily Tomlin. In addition, ITC acquired worldwide distribution rights to theatricals "Halloween" and "What Waits Below." ITC also acquired made-for-TV titles "The Vegas Strip War," "Nairobi Affair," "Family Secrets" and "Amos." Availability dates will be announced later. ■ **Viacom Enterprises** announced that it has signed former *Dynasty* star Pamela Sue Martin as co-host along with Bruce Jenner in a celebrity sports series, *Star Games*, set to premiere in September. The weekly series is cleared in 70% of the U.S., said Viacom. Don Ohlmeyer's OCC Productions is serving as "creative consultant." ■ **Worldvision Enterprises** said that "due to the success" of its animated *The Jackson Five* series during its first year of advertiser-supported syndication, Worldvision is accepting second year renewals effective June 1. Worldvision said that according to Nielsen's February syndicated programing and occasional network report, *The Jackson Five* scored an 8.4 national rating among children, age 2-11.

■ **On the Air** is distributing the two-hour special, *Years of Danger, Years of Hope*, a "retrospective on the four decades since World War II." The special is being distributed on a cash-plus-barter basis for two runs with stations keeping 16 minutes and On the Air keeping three. The window for broadcast of the program, hosted by Carroll O'Connor, will be from Aug. 5 to Sept. 30, coinciding with the anniversary of the Allied victory in Japan and the end of the war. Thus far, the program has cleared in 52 markets, or 43% of the country, including WOR-TV New York, KHJ-TV Los Angeles, WGN-TV Chicago, WJVI-TV Boston and WTTG(TV)

Washington. ■ **Fox Lorber Associates** has just hit 45% coverage of the country with sales of *The Beatles' The Magical Mystery Tour* in 45 markets. The show is being sold on a barter basis, with five minutes being retained by Fox/Lorber and seven minutes going to stations. All American Media Sales will handle barter advertising for Fox that, based on a five or six national rating, opens at \$20,000 per 30-second spot. Among the stations carrying the show are WGN-TV Chicago, WDIV(TV) Detroit, WQIX(TV) Miami, KPLR-TV St. Louis and KWGN-TV Denver. ■ **Columbia Pictures Television** has cleared *What's Happening Now*, an up-dated first-run version of an older series available for the fall of this year, in over 70 markets, or 60% of the country, including all of the top 20 markets. There will be 22 first-run episodes, airing twice a week, available for one run, produced and distributed by Columbia. Terms of sale are cash-plus-barter, with national sales rep, LBS, selling three minutes and local stations getting three-and-a-half minutes. Columbia has also cleared *Carson's Comedy Classics*, outtakes from the *Tonight Show*, in more than 45 markets, including all of the top 10 markets. The show, available for cash in the fall, comes in a package of 130 episodes for a variable number of runs, depending on the terms of sale. Some of the stations carrying the show are WPIX(TV) New York, KTLA(TV) Los Angeles, WGN-TV Chicago, WPHL-TV Philadelphia and WTVU(TV) San Francisco. ■ **Access Syndication** has entered the syndication marketplace with three half-hour programs, all offered on a barter basis with two and-a-half minutes for national sale and three-and-a-half for local sale. The three new programs are □ *New Wilderness*, with host Lorne Greene, now in its third year of production and appearing on 110 stations, or 75% of the country, including WOR-TV New York, KCBS-TV Los Angeles, WFBN(TV) Joliet, Ill. (Chicago), KYW-TV Philadelphia, and KRON-TV San Francisco. □ *The Exciting World of Speed and Beauty*, an auto and water sports magazine which starts production in June with 26 episodes. There are 40 stations taking the show including, WOR-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WRBV(TV) Vineland, N.J. (Philadelphia) and WDIV(TV) Detroit. □ *Hollywood Closeup*, a behind-the-scenes look at Hollywood, produced by KABC-TV Los Angeles, has been cleared in 20 markets, including all five ABC owned stations. Beginning in September all sales of the show will be for cash. The series is currently being seen at 7 p.m. on independents and at 7:30 on affiliates.

Added Attractions

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

June 10 ■ **Post-NCTA...** A panel by panel and booth by booth look at the 34th annual cable convention. Saturation coverage of the industry's annual taking on of new information and new gear. The next best thing to being there.

July 1 ■ **The Awards Issue.** Annual retrospective on the best and brightest performances and achievements in the Fifth Estate, as established by recognition of their peers.

July 8 ■ **Satellite Special Report.** BROADCASTING scans the heavens where the action of the 80's is taking place. A comprehensive look at how this powerful communications medium is being used in television and radio with the spotlight on such recent developments as C-band direct and Ku-band satellite newsgathering.

July 22 ■ **The Radio Issue.** State of the art for the Fifth Estate's oldest medium. A complete update on where the business is, who the hottest syndicators are and what the latest trends appear to be.

Aug. 5 ■ **The Football Issue.** The annual review of the rights contracts that networks and local broadcasters have committed to for fall's college and professional games.

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

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appealed to the audience.

In addition, the spokesman added, ABC will pre-empt several Wednesday and Thursday night lineups to present *ABC Movie Specials*. Although the titles on the special movie nights will also be repeats, the spokesman said, they are expected to repeat better than the network's regularly scheduled programming, which on Wednesday includes serial dramas *Dynasty* and *Hotel*. ABC's Thursday night schedule was the lowest rated nightly average of any network this past season.

NBC is also reviewing its options. The only summer series it is committed to run so far is *Michael Nesmith's Television Parts* for a seven-week run. It is tentatively scheduled to premiere Friday, June 14, at 8 p.m. Also, as previously reported, NBC News will launch a new prime time news magazine series hosted by Roger Mudd, *American Almanac*. The program will broadcast monthly during the fourth quarter and perhaps will have a weekly slot by the "second season."

NBC sources confirmed also that NBC Entertainment President Brandon Tartikoff is reviewing two other possible summer replacement series, *Motown Review* and *Our Time*. The former would be hosted by Smokey Robinson, and the latter by Karen Valentine. *Motown Review*, from Motown Productions, is a made-for-television revival of the Motown roadshow that traveled the country in the 1960's, while *Our Time*, from Carson Productions, is described as a young adult-oriented variety show appealing to upscale-minded viewers.

Embassy Television's *Double Trouble* will return to the schedule on Wednesday, June 5, at 9:30-10, replacing the canceled *Sara*, for an unspecified number of repeat broadcasts.

Finally, NBC has bought five one-hour episodes of *OceanQuest* from Guber-Peters Productions in association with Centerpoint Television, which is described as an "investigation of the ocean in dramatic form" hosted by a former Miss Universe. The limited

series could run in August, sources said.

The networks' principal reason for introducing new series during the summer is to prevent viewers from turning to alternate media, particularly pay cable and independent stations, which usually experience an increase in ratings during the summer months. Over the last five years, HUT levels have remained stable over the "elongated" summer season—the stretch between April and September—while the combined network share has fallen 18%. The combined network rating has dropped seven points between 1979 and 1984, so that despite a 14% growth in the number of U.S. television households over the same period, 1.3 million fewer households are watching network television today than five years ago.

According to CBS/Broadcast Group President Gene F. Jankowski, CBS has no choice but to offer audiences the option to view first-run programming if the network wants to remain competitive during the sum-

NBC racks up another post-season win

NBC won the prime time ratings victory for the week ending May 26, slightly edging CBS in the ratings and tying it in share. Based on Nielsen's National Television Index (NTI), NBC had a 13.8 rating and a 25 share, while CBS scored a 13.7/25. ABC was third for the week with a 12.5/22.

Although ABC finished third, it won three nights—Monday, Wednesday and Saturday. But its ratings on Tuesday, Thursday, Friday and Sunday—it finished last each night—brought it down to third. CBS also won three nights, Thursday, Friday and Sunday. That left Tuesday night for NBC, but the network finished in second or tied for second on five nights to edge CBS for the top spot.

There were five regular series, three specials and two movies in the top 10, four of them repeats. The previous week, one special and two repeats were in the top 10, as a number of season finales reached the top spots. The two highest-rated shows two weeks ago, the season finales of *Dallas* and *Dynasty*, did not appear on the schedule this week.

In all, there were 31 repeats and 16 specials among the 55 programs that aired this week. HUT levels were up 4% from last year's 54.4 to 56.5, despite the generally low ratings for the week.

Monday night witnessed a dramatic rise in the ratings of ABC's two-part *Deadly Intentions*, with its second part getting a 21.3/32. The show placed second for the week and helped ABC to its win that night. The two-night average came to 17.3/27. The second part of *Christopher Columbus* on CBS fell from its first-part performance to a 15.8/25, giving the two parts an average of 16.6/27. The second highest-rated program of the night was NBC's *Prime Time Boxing* (18.5/29), the sixth-ranked show of the week, featuring Larry Holmes in his

heavyweight title defense.

Tuesday night belonged to NBC, as the 10th-ranked *A Team*, plus *Riptide* and *Remington Steele*, outperformed the competition, which included the eighth-ranked *CBS Tuesday Night Movie*, "Do You Remember Love."

An *ABC Theater* presentation, the fifth-ranked "Right To Kill" (19/31), 9-11 p.m. NYT, was the highest-rated show on Wednesday and managed to fill the place of *Dynasty*, giving ABC the Wednesday win it has often enjoyed. ABC's only real competition came from a two-hour *Highway to Heaven* on NBC, which scored a 16.6/28, ranking 11th for the week.

CBS won Thursday with the number one-ranked show of the week, the season finale of *Knots Landing*. The show was helped by its ninth-ranked lead-in, *Simon and Simon*. The strength of NBC's regular lineup prevailed at 8-9:30, with the third, seventh and 13th-ranked shows, *The Cosby Show*, *Family Ties* and *Cheers*, but they were not enough to overcome CBS.

On Friday, CBS won with the season finale of *Falcon Crest*, which ranked 12th for the week, besting a two-hour episode of *Miami Vice* on NBC, which finished 20th. After last week's finale, CBS pre-empted *Dallas* with the movie, "Caddyshack."

On Saturday, the only programs to make it into double-digit ratings were on ABC, as *T.J. Hooker* and the *ABC Movie Special*, "International Airport," prevailed.

Although NBC had the fourth-ranked program of the week, *NBC Sunday Night Movie*, "Deceptions, Part I," 9-11 p.m. on Sunday, CBS still won the night with its four regularly scheduled hours. A re-broadcast of the Indianapolis 500 on ABC scored only a 9.7/18.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Knot's Landing	CBS	22.9/38	20.	Miami Vice	NBC	14.4/27	38.	St. Elsewhere	NBC	10.6/17
2.	Deadly Intentions II	ABC	21.3/32	21.	60 Minutes	CBS	14.3/34	40.	Double Dare	CBS	10.4/18
3.	The Cosby Show	NBC	21.1/38	22.	Trapper John, M.D.	CBS	14.3/26	41.	Webster	ABC	10.2/22
4.	Deceptions, pt. 1	NBC	19.9/36	23.	Who's The Boss?	ABC	14.0/23	42.	T.J. Hooker	ABC	10.1/24
5.	Right to Kill	ABC	19.0/31	24.	Crazy Like a Fox	CBS	13.9/26	43.	Indianapolis 500	ABC	9.7/18
6.	Boxing, Holmes vs. Williams	NBC	18.5/29	25.	One Too Many	ABC	13.9/24	44.	Mike Hammer	CBS	9.2/19
7.	Family Ties	NBC	18.1/31	26.	TV Bloopers and Prac. Jokes	NBC	13.4/22	45.	Goldie and the Bears	ABC	9.0/19
8.	Do You Remember Love?	CBS	17.4/29	27.	International Airport	ABC	13.0/27	46.	Jimmy the Kid	NBC	8.6/19
9.	Simon & Simon	CBS	17.1/27	28.	Hill Street Blues	NBC	12.9/22	47.	Scene of the Crime	NBC	8.6/18
10.	A Team	NBC	16.8/29	29.	Chiller	CBS	12.6/20	48.	Hunter	NBC	8.6/17
11.	Highway to Heaven	NBC	16.6/28	30.	20/20	ABC	12.5/21	49.	Airwolf	CBS	8.0/17
12.	Falcon Crest	CBS	16.4/30	31.	Magnum, P.I.	CBS	12.3/22	50.	V	NBC	7.2/15
13.	Cheers	NBC	16.1/28	32.	Caddyshack	CBS	12.2/24	51.	Punky Brewster	NBC	7.0/16
14.	Riptide	NBC	16.1/26	33.	Hail to the Chief	ABC	12.2/19	52.	Ripley's Believe It Or Not	ABC	6.9/16
15.	Christopher Columbus, pt. 2	CBS	15.8/25	34.	Dom De Luise & Friends	ABC	11.8/20	53.	Generation	ABC	6.5/12
16.	Remington Steele	NBC	16.4/26	35.	Battle of Network Stars	ABC	11.0/18	54.	Silver Spoons	NBC	5.9/15
17.	Hardcastle & McCormick	ABC	15.3/25	36.	Yearbook: Class of 1967	CBS	10.8/19	55.	Cover-Up	CBS	5.3/13
18.	Night Court	NBC	15.3/24	37.	Fall Guy	ABC	10.8/19				
19.	Murder, She Wrote	CBS	14.4/30	38.	Benson	ABC	10.7/22				

*Indicates premiere episode

mer months. "The Olympics demonstrated that the audience is available [in the summer] if you give people something they want to watch," Jankowski said. He noted that money was budgeted from the outset for the development and ordering of limited summer series and represents part of CBS's "investment in programing." And even if none of the summer series pan out to join the regular season schedule down the line, Jankowski will not judge the venture a failure. "The real failure would be not to try."

(CBS, when it unveiled its 1985-86 prime time schedule several weeks ago, announced that one of the summer series, *Hometown*, had indeed been picked up for the network's fall prime time schedule.)

Observed Phil Burrell, vice president of network programing at Dancer Fitzgerald Sample, "whether or not the programs CBS selected have the clout to get viewers back to the set is conjecture at this point. But these are programs that were put in traditional prime time development and were never set aside with the summertime label on them, so we have to presume they've probably been developed and nurtured more along the lines of what we traditionally expect for the fourth quarter."

But many ratings analysts believe NBC will be the leader in prime time ratings this summer because of the higher repeat value several of its regular series are expected to show. "We've already forecast we're probably going to be number one this summer," said Gerald Jaffee, vice president of research at NBC, "based on our repeat series. When CBS starts repeating *Dallas*, *Falcon Crest* and *Knots Landing*, they're going to see tremendous declines in their performance level."

Jaffee pointed out that NBC's *The Cosby Show* and *Miami Vice* have done better in some repeat episodes than they did the first time around earlier this season. Part of the reason for that, he explained, is that both shows are against serial dramas on the competition that tend to perform poorly in the repeat cycle despite high ratings on the first episode. "I expect *Miami Vice* to be one of the top five series of the summer," predicted Jaffee.

Another program network handicappers are predicting will do well in repeats, is ABC's sitcom *Who's The Boss?* "Obviously those programs that don't depend heavily on intricate plots or storylines repeat better," said Marvin Mord, vice president of marketing and research for ABC. "The serials are notorious as the poorest performers of repeats. Most viewers over the course of the season have sampled a series or not, so that *Dynasty* or *Dallas* in repeats are unlikely to find new viewers."

Mord noted that while made-for-TV movies in nearly all cases outperform theatricals in the ratings, it's a different story when those movies are repeated. Because of the often "contemporary" theme of many made-for-TV movies, Mord said, a lot of them are already dated by the time they have been rested and are available to be repeated. On the other hand, he added, although theatricals tend to perform poorly the first time on network television because of previous exposure on cable and home video market,

they tend to pull a higher rating when repeated. Mord said that ABC has a good supply of

rested theatricals available for special movie presentations this summer. □

Tube-watchers tubby? There is a strong link between television and obesity in adolescents, according to a study published in the May issue of *Pediatrics* journal. The study, conducted by Dr. William Dietz Jr. of New England Medical Center with Dr. Steven L. Gortmaker of Harvard's School of Public Health, found that 10% of teen-agers watching an hour or less per day were obese, compared with 20% of those watching five hours or more. In addition, children who watch large amounts of television are more likely to become obese adolescents: 30% of the surveyed adolescents who watched five hours or more between the ages of 6 and 11 were obese, compared with only 17% of those who had watched one hour or less. And the incidence of obesity increased by about 2% for each additional hour of television watched per day by those adolescents.

The researchers suggested that heavy watchers of television may become heavy television watchers because they eat more in front of the set and exercise less as a result of being there.



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Case settled

The lawsuit in which NBC and a TV affiliate charged a Corpus Christi, Tex., cable operator with illegally transmitting portions of NBC-TV's 1983 Super Bowl coverage has been settled and dismissed, NBC and the affiliate, Gulf Coast Broadcasting, licensee of KRIS-TV Corpus Christi, announced last week.

The cable operator, Athena Cablevision of Corpus Christi Inc., had been charged with picking up and transmitting parts of a "live" or "clean" feed—one without commercials—that it was not entitled to use. The feed had been intended for Home Box Office executives for their own viewing, NBC said, and was being transmitted that Sunday on a cable satellite transponder that Athena was authorized to receive on weekdays only.

The settlement announcement by NBC and KRIS-TV said that "Athena expressly recognizes the exclusive right of NBC and those authorized by NBC to such clean or live feeds and acknowledges that such feeds are subject to federal copyright protection."

The announcement also said that "Athena has not admitted any liability, but it has recognized that it was not authorized to receive or to transmit the clean feed and has expressed its regret for its inadvertent and accidental reception and transmission of the Super Bowl XVII clean feed," and "has also adopted additional operational procedures to minimize the possibility of any similar inadvertent transmission in the future."

Other sources said Athena also agreed to make a "monetary payment," reportedly amounting to \$25,000, to be divided between NBC and KRIS-TV.

Ribbon cutting

Hofstra University announced last week that its new, multimillion-dollar Hofstra Television Institute will begin operations in September as "the largest, most advanced noncommercial production facility in the East."

Hofstra, at Hempstead, N.Y., plans to hold a formal inauguration for the institute in November with a major conference on "Television 1985-86: Issues for the Industry and the Audience."

The institute is housed in a 35,000-square-foot building with 9,700 square feet of studio space. Officials said the largest two studios feature broadcast-quality equipment. The largest is a 50-by-70-foot drive-in facility equipped with self-climbing grids that operate to a maximum effective height of 28 feet.

The building is also said to include complete downlink satellite facilities, and is to

be augmented by a mobile van with three cameras.

Hofstra is currently looking for a manager for the facility and for engineers and faculty members to augment existing staff.

Among the participants scheduled for the November conference, Hofstra said, are Bruce Christiansen, president of the Public Broadcasting Service; Charles Dolan, general partner, Cablevision; James Duffy, designated president of the office of communications, ABC Broadcast Group; Neil Hickey, New York bureau chief, *TV Guide*; James Rosenfield, senior executive vice president, CBS/Broadcast Group; Frank Stanton, president emeritus, CBS Inc., and Brandon Tartikoff, president of NBC Entertainment.

Hofstra said the conference will also feature historic TV programming, through the cooperation of the Museum of Broadcasting. The university hopes to present major portions of the conference to the public via cable or public stations or both.

Dr. J.R. Block, assistant to the Hofstra president for information systems, is conference director and will oversee operation of Hofstra Television Institute. He said that although the institute focuses on teaching it will also be used for production, with facilities made available to outside organizations.

Chinese examination

On June 12 at 8 p.m. (NYT), PBS's *Adam Smith's Money World* will broadcast a special hour-long edition, "Adam Smith in China: From Marx to Mastercard?" The show will review the rapid changes taking place in that country's economy, society and relationship with the world. The trip was made at the invitation of the Chinese government and was underwritten by Metropolitan Life. George Goodman (who is "Adam Smith") pointed out at a press conference in New York that the Chinese invited *Adam Smith's Money World* to China "because of the size and quality of its audience" and because of the program's potential to attract investors



to that country. The story, said Jay Iselin, president of WNET(TV) New York, "deserves sophisticated coverage" that is "not readily available on television." The program is a joint production of WNET and Alvin H. Perlmutter Inc.

Women at work

The phenomenon of the working woman will be the focus of a three-week campaign of concentrated programming on CBS-owned WCBS-TV New York beginning today (June 3). Under the umbrella title "Project: The Working Woman," the station's news, programming, editorial and station services departments will concentrate on the subject in special and regular broadcasts, full-length studies and 30-second vignettes, editorials and booklets. The project is sponsored entirely by the Bowery Savings Bank of New York.

"Women are a vital part of the work force, and through our three-week effort we hope to illuminate some of the most important issues facing working women today," said Roger Colloff, WCBS-TV vice president and general manager. This is the latest in a series of WCBS-TV "Projects" that started in 1978 with a study of urban crime and has received a number of Emmy and other awards, including a duPont-Columbia citation.

Highlighting this year's campaign will be a one-hour, prime time special, *Project: The Working Woman*, with WCBS-TV news anchors Michele Marsh and Carol Martin as co-hosts, Thursday (June 6) at 10-11 p.m. (to be repeated June 22 at 7-8 p.m.). *Channel 2 the People*, the station's weekly public affairs series, will devote two special editions to the topic, also repeating each, and the news department will present a half-hour *Working Woman* special at 11:30 p.m. June 12.

Daybreak, the station's early-morning discussion series, will devote two weeks to women's issues at 6-6:30 a.m., running from today through June 14, and throughout the three-week period 30-second spots will be presented as a series of vignettes spotlighting women who have been successful in the working world. Special editorial commentaries and news reports will also be broadcast throughout the campaign.

The WCBS-TV station services department has produced a booklet, "Project: The Working Woman: a WCBS-TV Guide to Resources for the Working Woman," which is being published by the station in conjunction with the Bowery Savings Bank and which will be distributed free to the public at all 26 branches of the bank. The booklet includes sections on choosing a career, child care, money management, financial planning, equal wages, sexual harassment and pregnancy discrimination, and also offers tele-

phone numbers and addresses for further information on women-related topics, professional associations and advocacy groups.

Introducing 'Innovation'

Noncommercial WNET(TV) New York's new half-hour series, *Innovation*, premiered on the Public Broadcasting Service last Saturday (June 1). Hosted by former host of NBC-TV's *The Today Show*, Jim Hartz, the 26-week series examines advances in health, high technology and science, WNET said. Each program presents an on-location "mini-documentary," featuring "pertinent national research developments and a conversation segment in which Jim Hartz interviews a prominent guest to discuss the social, moral and ethical implications of the scientific breakthroughs examined during the program," the station said.

Asian connection

ABC Video Enterprises will co-produce a 10-hour television documentary on China's Yellow River for international broadcast and possible use in the U.S. by public television or the ABC-backed Arts & Entertainment Network basic cable service. Development, financing and distribution of the program will involve ABC Video Enterprises, China Central Television (the government's television service) and the Japan Broadcasting Corp. (the state-owned Japanese television authority).

The production, scheduled for completion in April 1986, will document the impact of the 3,600-mile river on the Chinese throughout history. A portion of *The Yellow River* may air on ABC-TV in 1987, according to a spokesman.

The project represents the first participation by a U.S. television network in a Japanese-Chinese co-production and only the second time the two Asian neighbors have engaged in a joint venture. China's CCTV plans to air 40-50 hours of documentary material now being shot by an international crew, with some segments to be taped using high definition television equipment developed by Japan's NHK.

Italian time

Municipally owned WNYC-TV New York, a public station on channel 31, said it has received approval from the city's Board of Estimate to lease air time to RAI Corp., the North American representative of Italy's RAI network, for the presentation of Italian-language programs.

The contract is the first awarded in Phase II of WNYC-TV's leased-time program, under which the station obtains revenues to help support its prime time noncommercial schedule by leasing time in other dayparts to commercial broadcasters. Leases with several other broadcasting firms were approved earlier this year.

WNYC-TV said RAI Corp. is leasing 6-8 p.m. Monday through Friday and 8 a.m. to 2 p.m. on Sundays, from next Sept. 1 to Dec. 31, 1986, at an average rate of \$1,400 per hour. The station estimated its maximum revenue from the lease would be \$1,550,000. Programming to be presented by RAI, all in Italian, is said to include news and live soccer games from Italy via satellite, documentaries, interviews of Italian and

Italian-American personalities, cooking lessons, historical and musical variety shows and full-length Italian feature films.

WNYC-TV said it is currently negotiating with an American independent production company and expects to submit this contract to the Board of Estimate later this month.

'Kideo' video

LBS Communications, DIC Enterprises and Mattel have joined forces to develop *Kideo TV*, a two-hour block of animated children's series consisting of four half-hour programs designed for Sunday mornings. The premiere is set for September 1986. DIC will develop the four half-hours, to be accompanied by 60-second pro-social program segments on the half-hour. LBS will distribute and sell the national advertising units.

Up first

The 34th MONY Tournament of Champions will be the first televised tournament of the 1986 Professional Golf Association Tour, Arthur A. Watson, president of NBC Sports, and PGA officials announced last week. NBC-TV will present exclusive live coverage of the championship round Saturday, Jan. 11, from the La Costa Country Club in Carlsbad, Calif. The scheduling, NBC noted, insures no conflict with coverage of the National Football League's conference championship games, set for Sunday, Jan. 12.

Deal

Viacom Productions and The Mount Co., an independent production company based in Beverly Hills, Calif., have made an exclusive production agreement for series and long-form television programming.

Live! from D.C.

A live remote TV service to help stations throughout the country with their coverage of Washington is being offered by Westinghouse Broadcasting & Cable Inc. It's called DC LIVE!, and it includes booking a remote crew and equipment, reserving satellite and uplink time and providing the linkages to get the coverage from the Washington event to the participating stations.

WB&C officials estimated that DC LIVE! could save the average station nearly 40% of

Public opinion. The examination by CBS's *60 Minutes* of the movement by citizen groups to ban beer and wine commercials (BROADCASTING, May 13) has generated an "unusual amount of mail," according to a CBS spokesman. Although the network is still processing the mail, the spokesman said that so far, 80 letters have addressed that segment with "seven-to-one in favor of the ads." Only eight of the 80 letters complained about the commercials, he added. Much of the favorable correspondents said that they enjoyed the ads and enjoyed watching the various celebrities that appear on them. And, said some viewers, if beer and wine commercials are banned, "what's next?"

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the cost of doing a standard newscast or talk show with a live Washington insert. They said live and taped remotes can be obtained from "almost any of the classic Washington, D.C., exterior locations," and that in addition to live coverage, the service will provide studio editing and production facilities for participating stations.

"Group W has been covering the nation's capital for local stations for more than 30 years," said Richard P. Sabreen, vice president in charge of television news operations for WB&C. "The convenience and economy of DC LIVE! will enable local stations to better serve their viewers with direct information from Washington."

Sabreen saw the new service as a natural for local talk shows: "Frequently, Washington-based officials simply aren't available to travel to a local market to appear in a local talk program. Now any Washington guest that a local station wants to integrate into its program can appear live from Washington without the unnecessary time and expense of sending a crew to the capital."

DC LIVE! will be managed by Gregg

Risch, Group W Television's Washington bureau chief. It will be headquartered at 1111 18th Street, N.W., with the Washington bureau of Group W's Newsfeed network. Officials said rates would be provided on request.

Group W's made-for

The best-selling book, "The Mafia Princess," will be filmed by Group W as a made-for-television movie for NBC. The production marks Group W's entry into made-fors, the company said. The book, by Antoinette Giancana and Thomas C. Renner, concerns Giancana's experience as the daughter of Sam Giancana. Jack Farren will be executive producer of the show, to be written by Robert W. Lenski.

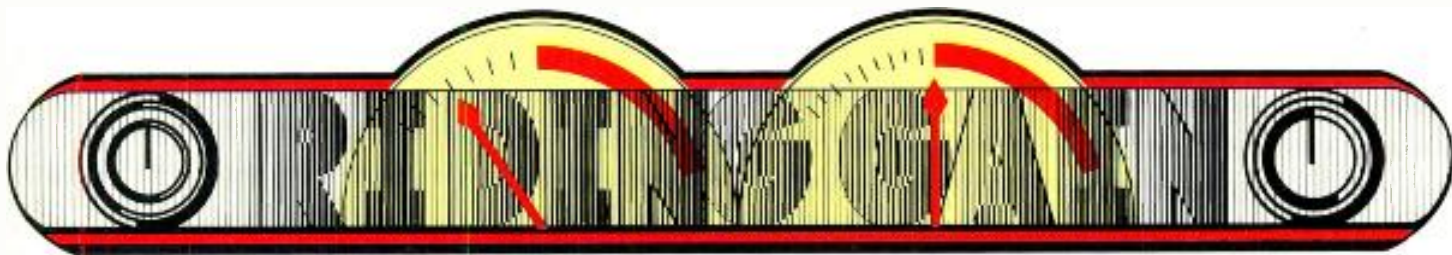
Mixed media

Los Angeles-based Pro Video News Service is launching *The Book Report*, a twice-monthly, five-minute television news feed featuring interviews with leading authors about their recently released books. The ser-

vice is available starting this month via the Telstar 301 and 650 satellites. Shapian & Associates is representing *The Book Report* with an initial client list that includes Simon & Schuster, Crown Publishing, The Viking Press and Summit Books. Calling itself a "supplementary life-style news agency," Pro Video News Service currently distributes *Spotlight: Hollywood*, a weekly entertainment news feed, and *Corporate-America*, a bimonthly business and consumer information round-up.

Source

The second edition of "Talk Show Guest Directory" is now available from Broadcast Interview Source, a Washington-based media resource organization. The directory includes 1,068 public interest groups, corporations, national associations, PAC's and public affairs sources, cross-indexed to 1,457 topics. For a copy of the \$25 directory, write Mitchell P. Davis, editor, Broadcast Interview Source, 2500 Wisconsin Avenue, N.W., Washington, D.C. 20007, or call (202) 333-4904.



The week's worth of news and comment about radio

Joint proposal

National Radio Broadcasters Association President Bernard Mann has sent a letter to Elaine Stienkemeyer, president of the National Parent-Teachers Association, proposing a joint effort between the two organizations in conducting a national program against alcohol abuse and drunk driving.

In a letter dated May 22, Mann told the NPTA president that "we invite your organization to join with the 9,000 radio stations in the United States to design and implement a national radio campaign which can reach virtually every young person in America. . . I will gladly meet at a time and place of your choosing, with you or your representatives. . .," Mann said.

As of late last Wednesday, Stienkemeyer had not yet received the letter, and had no comment, a NPTA spokeswoman said.

Talk satire

Talktalk, a two-hour live talk-show spoof heard Sunday nights on public radio stations, will also become available to commercial radio stations in early July, according to Jeff Kryz, executive producer of the nine-year-old program. It is to be distributed via Satcom I-R through a lease with ABC Radio Networks.

Talktalk is produced in Cincinnati and features Jerry Galvin, local ad agency executive, as host. Associates describe it as "a scam-filled program where listeners are invited to play along with Jerry on the week's tongue-in-cheek topic." Among recent top-

New radio lineup introduced. The American Public Radio network's new lineup of programs—including a half-hour weekday roundup of world news, opera and a live children's call-in show—were introduced at APR's 1985 affiliate conference in Vail, Colo., May 17-19. *Monitorradio*, a new daily news program premieres next fall, adding "an international perspective" to noncommercial radio's daily news coverage, APR said. Beginning in October will be *Sound Money*, an hour-long, live call-in program linking listeners with guest financial experts throughout the country. Plans to test market *Kids America*, a daily live radio program geared toward children aged six to 12, were also announced in Vail. In addition, APR announced plans to develop programs in jazz, science, radio drama and "forum programming" and to transmit more live trans-Atlantic broadcasts. APR distributes programming to 296 affiliated stations. Based in St. Paul, Minn., the network receives no federal funding.

ics: "Dirty Laundry," "The Answering Machine Show" and "The National Eulogy to Billy Tipkemper." Galvin was also the creator, for members of the Greater Cincinnati Radio Broadcasters Association, of the fictitious "Plummet Mall" campaign to demonstrate radio's ability to communicate ("Monday Memo," April 15).

The show is being offered to commercial stations on a barter basis. Representatives said it will be the first public radio series to be carried simultaneously on commercial and noncommercial stations. It is produced by Talktalk Productions and is underwritten by Cincinnati Microwave, manufacturer of Escort and Passport radar warning receivers. It airs at 9-11 p.m. NYT.

New player

In a bid to become a major provider of long-form radio programming, Los Angeles-based Ron Cutler Productions has announced a new product slate that includes three week-

ly series and an adult contemporary music format. "We want to become the Steven Spielberg of radio," President Ron Cutler told BROADCASTING last week, referring to the Hollywood motion picture producer responsible for "Jaws" and "E.T." "We want to provide the most innovative and exciting radio programming possible."

Cutler, who until recently served as producer of a weekly top 40 countdown show hosted by Rick Dees, said the first new series from his company is *That's Love*, premiering the weekend of July 4 under Westwood One's marketing and distribution aegis. The three-hour advertiser-supported series will have a "relationships and romance" theme and will feature adult contemporary music, particularly love songs. According to Cutler, *That's Love* is being produced with 57 elements, including a complete scoring package (with theme song) written by Alan O'Day. Designed for weekend scheduling, the series will be co-hosted by Dick Summer in New York and a female personality to be named in Los An-

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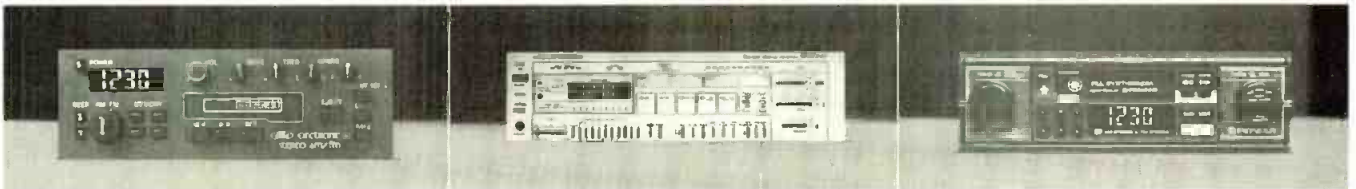
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geles. Interview segments will be kept short, Cutler emphasized, with "at least 11 songs scheduled per hour."

Projects in development include:

■ *Rock Confidential*, a weekly two-hour CHR music show to premiere Oct. 1 on a network yet to be determined. The series is described as a "fast-paced review of current CHR releases and an inside scoop on CHR artists," with produced music elements. A pilot has been produced and is currently being circulated among potential distributors. Although not a countdown show, the series will highlight the 20 hottest CHR records of the week.

■ *The National Flash*, a three-hour weekly series premiering in late 1985 and highlighting contemporary music and comedy. The series will feature 10 or 11 songs per hour, intermixed with comedy routines based on a central theme. Separate comedy bits will be available for broadcast during individual disk jockey programs, said Cutler. An in-house pilot has been produced, with a full pilot expected by midsummer.

■ *Flow* (working title), an adult contemporary format available next August or September and designed for use by stations on either a full or part-time basis. "It is intended to address the problem that many adult contemporary stations are having from 7 p.m. to midnight," Cutler said, and may run during that block only on some outlets. The package includes 72 imagery pieces (jingles, themes and music beds) and is targeted toward the female, 25-to-34 demographic. Cutler disclosed his company may offer a money-back guarantee to clients based on anticipated rating increases after imple-

Noncommercial information. National Public Radio's *All Things Considered* co-anchor, Susan Stamberg, will present the 1985 PBS Public Television Promotion Awards at the Public Broadcasting Service Public Information Conference at the Pfister hotel in Milwaukee. This year's meeting, June 9-12, will feature discussions of public and press relations, advertising, on-air promotion and community outreach, PBS said. About 200 noncommercial television station personnel are expected to attend, with conference sessions on "The Marketing Approach," "A Case Study: Marketing the National Geographic Specials" and "This Space Condemned: Spaces Between Programs." Stamberg is also the host of the new PBS summer entertainment series, *Alive From Off Center*.

mentation of the new format.

The company continues to produce *Musical!*, a weekly, three-hour series highlighting Broadway show tunes and motion picture music that is distributed by Westwood One domestically and ABC/Watermark overseas.

Future renewed

Remy Martin, which makes cognac, has underwritten a second, 13-week series of National Public Radio's *Future Forward*. The program, which is now carried on 107 NPR stations, is a series of three-minute commentaries on the performing and visual arts, cable and life in the 1980's. *Forward* is produced by noncommercial WNYC-FM New York. It is the first NPR program Remy Martin has sponsored, a spokeswoman for the company said. Remy has contributed more than \$50,000 to the series since January.

Research role

Drake-Chenault Enterprises has retained Custom Audience Consultants to provide ratings-based quantitative research on behalf of the radio program and format distributor's consulted stations in their markets. Washington-based CAC will provide Drake-Chenault clients with "a more complete picture of their strengths and areas that could be further strengthened by a detailed analysis of Arbitron results," said Denny Adkins, president of the Canoga Park, Calif., company. In addition, "CAC will help us evaluate our own performance and consulting efforts."

Radio reading award

The Corporation for Public Broadcasting was awarded the C. Stanley Potter Award, named after the founder of the Association of Radio Reading Services, for its "ongoing interest and involvement" in that field. CPB partially funds the ARRS, which provides radio reading services for the blind and serves more than a million radio listeners daily through more than 100 local centers. CPB's support of the development of new radio reading services includes a "how-to" manual for new services and day-to-day studio functions, and the distribution of more than 14,000 hours of taped reading material.

Playback

TM Communications, Dallas, has signed six stations for its new, 25-54-year-old targeted "contemporary adult" format called "Prime-Demo" ("In Brief," April 8). The stations are WIS(AM) Columbia, S.C.; WBIG(AM) Greensboro, N.C.; KBOX(AM) Little Rock, Ark.; KBUR(AM) Burlington, Iowa.; WJOL(AM) Joliet, Ill., and WJTN(AM) Jamestown, N.Y. The new format has five "accent" music libraries, each with 200 selections.

□

Barnett-Robbins Enterprises, an Encino, Calif.-based radio program supplier, is offering two July 4 holiday music programs. *Rhythm Revolution* is a two-hour, urban contemporary special featuring interviews with, and the music of, the Mary Jane Girls, the New Edition and DeBarge. The second offering, *Rock 'n' Roll Revolution*, is a two-hour retrospective of rock history.

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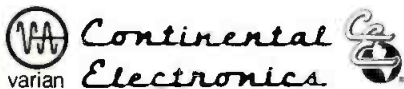
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Price accord. The Mutual Radio Network has signed an affiliation agreement with three Price Communications stations: WTIX(AM) New Orleans, WOWO(AM) Fort Wayne, Ind., and KOMA(AM) Oklahoma City. All three stations will begin their affiliation with Mutual on June 10, said Ben Avery, vice president/station relations, Mutual. Pictured closing the deal are (l-r): Avery, and Frank Osborn, senior vice president, radio, Price Communications.

Stock Index

	Closing Wed May 29	Closing Wed May 22	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	111 1/4	110 3/4	1/2	0.45	17	3,217
N Capital Cities	212 1/2	214 1/2	- 2	- 0.93	21	2,729
N CBS	115 1/8	109 7/8	5 1/4	4.78	14	3,421
O Clear Channel	17 3/8	17 7/8	- 1/2	- 2.80	20	51
N Cox	75	75 3/8	- 3/8	- 0.50	25	2,117
A Gross Telecast	17 1/8	17	1/8	0.74	4	14
O Gulf Broadcasting	14 7/8	14 7/8			62	652
O Jacor Commun.	4 3/8	4 3/8			25	
O LIN	30	30 3/8	- 3/8	- 1.23	26	631
O Malrite Commun.	16 7/8	17	- 1/8	- 0.74	21	141
O Orion Broadcast	1/32	1/32			2	
O Price Commun.	9 7/8	10 1/4	- 3/8	- 3.66	49	
O Scripps-Howard	39	39			23	403
N Storer	74 3/4	74 1/2	1/4	0.34	44	1,226
O SunGroup Inc.	3 1/2	3 1/2			2	
N Taft	74 3/4	74 3/4			16	677
O United Television	22 5/8	23 3/4	- 1 1/8	- 4.74	37	249

	Closing Wed May 29	Closing Wed May 22	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	28 7/8	28 7/8			23	176
A Affiliated Pubs	46 3/8	47	- 5/8	- 1.33	14	377
N American Family	31 5/8	31 1/8	1/2	1.61	16	623
O Assoc. Commun.	26 3/4	27	- 1/4	- 0.93		128
N A.H. Belo	54 7/8	56 1/2	- 1 5/8	- 2.88	20	634
N John Blair	20	20 3/4	- 3/4	- 3.61	12	160
N Chris-Craft	50	49 1/2	1/2	1.01		320
N Gannett Co.	60 1/4	57 7/8	2 3/8	4.10	24	4,829
N GenCorp	44 1/4	45 1/8	- 7/8	- 1.94	12	950
O General Commun.	87	85	2	2.35	19	43
N Jefferson-Pilot	44	44 3/4	- 3/4	- 1.68	13	1,408
O Josephson Intl.	9	9 3/8	- 3/8	- 4.00	69	44
N Knight-Ridder	36 3/4	36 1/8	5/8	1.73	18	2,379
N Lee Enterprises	39 5/8	40 7/8	- 1 1/4	- 3.06	22	528
N Liberty	31 5/8	31 1/8	1/2	1.61	15	317
N McGraw-Hill	49 5/8	50 1/8	- 1/2	- 1.00	19	2,491
A Media General	84 1/2	85	- 1/2	- 0.59	16	589
N Meredith	72 1/4	71 3/4	1/2	0.70	18	681
O Multimedia	56 3/4	56 5/8	1/8	0.22	25	947
A New York Times	47 5/8	47 3/4	- 1/8	- 0.26	21	1,882
O Park Commun.	35 1/4	35 1/4			25	324
N Rollins	24 1/2	24 3/8	1/8	0.51	36	358
T Seikirk	25	24 1/2	1/2	2.04	54	203
O Stauffer Commun.	64	64			11	64
A Tech Operations	55 3/8	55	3/8	0.68	19	51
N Times Mirror	52 1/2	52 1/8	3/8	0.72	16	3,607
N Tribune	44 5/8	45 7/8	- 1 1/4	- 2.72	20	1,802
O Turner Bcstg.	22	22 1/2	- 1/2	- 2.22	440	448
A Washington Post	120	118	2	1.69	22	1,679

	Closing Wed May 29	Closing Wed May 22	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMMING						
O American Nat. Ent.	1 9/16	1 9/16			8	4
O Barris Indus	18	17 1/4	3/4	4.35	300	103
N Coca-Cola	66 3/4	67 7/8	- 1 1/8	- 1.66	14	8,839
N Disney	84 3/4	83 1/2	1 1/4	1.50	139	2,859
N Dow Jones & Co.	46 3/4	46 1/2	1/4	0.54	23	3,005
O Four Star	5 1/2	5 1/2			6	4
A Fries Entertain.	8 5/8	8 7/8	- 1/4	- 2.82	16	29
N Gulf + Western	36 5/8	37 1/4	- 5/8	- 1.68	11	2,562
O King World	27	26 1/4	3/4	2.86	37	135
O Robert Halmi	2 5/16	2 1/4	1/16	2.80	46	39
A Lorimar	34 7/8	36	- 1 1/8	- 3.13	17	247
N MCA	52 3/8	53 1/8	- 3/4	- 1.41	23	2,539
N MGM/UA	14 1/2	14 1/8	3/8	2.65	17	720
N Orion	10 7/8	11 5/8	- 3/4	- 6.45	24	102
O Reeves Commun.	10	10			37	124
O Sat. Music Net.	9	9 3/4	- 3/4	- 7.69		61
O Telepictures	23 1/8	23 3/4	- 5/8	- 2.63	21	178
N Warner	28 7/8	27 5/8	1 1/4	4.52		1,751
A Wrather	20	20 1/2	- 1/2	- 2.44		137

	Closing Wed May 29	Closing Wed May 22	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	51	51			14	322
O Compact Video	4 1/8	4 1/4	- 1/8	- 2.94		18
N Comsat	31 3/4	32	- 1/4	- 0.78	13	574
O Doyle Dane B.	24	24			20	128
N Foote Cone & B.	55 3/4	57	- 1 1/4	- 2.19	11	191
O Grey Advertising	183	190	- 7	- 3.68	12	109
N Interpublic Group	42 1/4	42 1/2	- 1/4	- 0.59	14	457
N JWT Group	32	30 1/8	1 7/8	6.22	9	191
A MovieLab	8 3/8	8 1/4	1/8	1.52		14
O Ogilvy & Mather	44 1/2	43 1/4	1 1/4	2.89	19	407
O Sat. Syn. Syst.	7 3/8	7	3/8	5.36	11	42
O Telemation	5 1/4	5 1/2	- 1/4	- 4.55	5	6
O TPC Commun.	5/16	1/4	1/16	25.20		1
A Unitel Video	6 1/8	5 7/8	1/4	4.26	11	13
N Western Union	10 5/8	10 3/4	- 1/8	- 1.16		256

	Closing Wed May 29	Closing Wed May 22	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	3 5/8	3 7/8	- 1/4	- 6.45		21
O AM Cable TV	2	2			7	
N American Express	46	45 1/2	1/2	1.10	24	9,907
N Anixter Brothers	14 1/2	15 1/2	- 1	- 6.45	18	264
O Burnup & Sims	8 3/8	8 3/4	- 3/8	- 4.29	120	75
O Cardiff Commun.	7/8	7/8			88	4
O Comcast	28 5/8	28 5/8			33	353
N Gen. Instrument	16 3/4	17 1/8	- 3/8	- 2.19	17	542
N Heritage Commun.	17	16 7/8	1/8	0.74	32	129
O Jones Intercable	6 7/8	6 1/2	3/8	5.77	21	61
T Maclean Hunter X	13 1/2	13 1/4	1/4	1.89	19	497
A Pico Products	4 1/8	4 3/8	- 1/4	- 5.71	19	14
O Rogers Cable	8 1/8	8 1/4	- 1/8	- 1.52		182
O TCA Cable TV	23	22 5/8	3/8	1.66	44	154
O Tele-Commun.	30 1/8	30 1/4	- 1/8	- 0.41	97	1,260
N Time Inc.	52 5/8	54 3/4	- 2 1/8	- 3.88	18	3,193
N United Cable TV	40	39 1/2	1/2	1.27	67	440
N Viacom	44 1/4	44 1/4			18	598

	Closing Wed May 29	Closing Wed May 22	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N Arvin Industries	22	21 1/8	7/8	4.14	6	166
O C-Cor Electronics	7 1/4	7 1/2	- 1/4	- 3.33	104	22
O Cable TV Indus.	4 3/8	4 3/8			26	13
A Cetec	6 1/2	6 1/2			8	14
O Chyron	7 3/8	7 1/8	1/4	3.51	13	68
A Cohu	9 1/2	9 1/4	1/4	2.70	10	16
N Conrac	13 1/2	13 5/8	- 1/8	- 0.92	13	83
N Eastman Kodak	43 1/4	43 3/4	- 1/2	- 1.14	8	7,130
O Elec Mis & Comm.	10 3/8	11	- 5/8	- 5.68		30
N General Electric	60 1/2	61 3/8	- 7/8	- 1.43	13	27,388
O Geotel-Telemet	1 3/4	1 7/8	- 1/8	- 6.67	19	5
N Harris Corp.	26 7/8	27 3/8	- 1/2	- 1.83	13	1,073
N M/A Com. Inc.	20	20 3/4	- 3/4	- 3.61	25	865
O Microdyne	6 5/8	6 7/8	- 1/4	- 3.64	19	30
N 3M	76 1/2	77 3/4	- 1 1/4	- 1.61	13	8,955
N Motorola	32 7/8	33 1/2	- 5/8	- 1.87	11	3,892
N N.A. Philips	40 3/4	41 1/2	- 3/4	- 1.81	10	1,170
N Oak Industries	1 1/4	1 3/8	- 1/8	- 9.09		20
A CMX Corp.	2 1/4	2 1/4			5	
N RCA	42 1/2	42 7/8	- 3/8	- 0.87	13	3,482
N Rockwell Intl.	36 1/2	35 7/8	5/8	1.74	12	5,428
N Sci-Atlanta	11 3/8	11 3/8			23	264
N Signal Co.S	40 1/2	40 1/2			17	4,416
N Sony Corp.	16 5/8	16 3/8	1/4	1.53	16	3,838
N Tektronix	57 3/4	58 1/4	- 1/2	- 0.86	9	1,111
A Texscan	2 3/4	2 5/8	- 1/8	- 4.76	4	18
N Varian Assoc.	31 1/2	31	1/2	1.61	12	679
N Westinghouse	34 1/8	35 1/8	- 1	- 2.85	12	5,974
N Zenith	22 3/8	22 7/8	- 1/2	- 2.19	8	494
Standard & Poor's 400	207.95	208.97	-	- 1.02	-	0.49

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.

NPR endorses new business plan

Move is seen to help make public radio network more financially independent; Goldwater and 'Prairie Home's' Keillor take top awards; ABC's Jennings discusses role of noncommercial broadcasters to journalism; effect of present criticism on Fifth Estate

The noncommercial broadcasters attending National Public Radio's convention in Denver May 19-23 faced, as one there described it, "a pretty weighty agenda." However, by the conclusion of NPR's annual Public Radio Conference, the broadcasters were equal to the task and approved a business plan that radically alters the funding pattern for public radio.

In the aftermath of the resignation of the Corporation for Public Broadcasting's president and the ensuing turmoil the week before (BROADCASTING, May 20, 27), the nation's public radio executives faced their own watermark—adoption of a new business plan that was first set forth by NPR's board of directors last February (BROADCASTING, Feb. 11). Under the plan, NPR would be taken out of direct competition for federal funds from CPB and would rely on its member stations for financial support.

NPR Chairman Donald P. Mullally called it "an important point in the history of public broadcasting" and said the plan "reconfirmed the public radio system's faith in its network." Said NPR President Douglas Bennet, it "demonstrates the public radio system's ability to address difficult issues. Collectively, we have agreed upon bold initiatives and fundamental changes that will allow us to bring new vitality to what is best in public radio."

Agreement was not swift, however. On Monday (May 20), Mullally began the formal discussion of the plan at the PRC, cautioning those attending the meeting to "remember that whatever we decide...we must come together so that there will be the strength and mutual confidence to make the most of the step we are about to take." During Monday's session he reviewed the plan "from beginning to end," introducing each section, and then moderating about 20 minutes of comments and questions from the conferees.

On Wednesday (May 22)—during what became a seven-hour business meeting—NPR's 251 full members considered 10 amendments to the plan and approved two. (The plan had been revised from its original form by the board during its meeting in Utah May 4.) The plan passed, 159-5, with four members abstaining.

As approved, the plan calls for all federal radio dollars to be sent directly to public radio stations, beginning in fiscal year 1987,



Mullally



Bennet

"except for dollars which CPB may withhold in a separate fund," NPR said. The fund "is designed to support production of innovative and experimental national radio programming, as well as programming that meets the mandate of public broadcasting to serve minorities and other under-represented groups, and include the work of independent producers," NPR said. Additionally, the plan proposes a \$3-million fund—about 7% of all federal dollars available to public radio in FY 1987, NPR said. The plan also calls for the fund to be administered "under the mechanism which fosters autonomy and insulation, and provides for station and system participation in the decision-making process."

Also included in the approved plan is an amendment authorizing an annual budget-setting process, two years in advance of each fiscal year, to set the operating budget for NPR. The board will, at the same time, as-

sess member station dues for NPR programming and representation services. The plan also established two fees. One covers all NPR programming, representation, development, legal and engineering services, and money toward NPR's working capital fund. The second covers the cost of station services as well as national representation before Congress, the FCC and other federal agencies. The latter fee is for stations not interested in purchasing NPR programming.

Said Tom Thomas, former president of the National Federation of Community Broadcasters, who helped write a position statement on financing NPR by the noncommercial radio station resource group (BROADCASTING, May 20): The stations "collectively crafted a very workable plan for the future of public radio that makes the best out of what remains a fairly adverse situation in which we're working"—the "dramatic inadequacy" in federal funds. It

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was "one of the best, most informed business sessions I've ever seen at a radio conference," Thomas said. "The membership of NPR was facing fundamental issues about the nature of the network, about its relation to them; major questions of fiscal planning, the role of CPB and the future of the program environment for public radio. . . . Sure it was heated at times," Thomas said. "These are important things. But it wasn't acrimonious. The overwhelming majority in support of the plan is testimony to the satisfaction" that most stations had with it.

Ironically, the CPB board meeting in San Francisco may have helped the case for approval of the NPR plan. Said Thomas, that meeting helped encourage "some of those who were faint of heart—not being willing to take on these financial responsibilities for the network—that the independent economy the relationship would foster, was a particularly timely incentive and important step for the radio system to take."

It is "no secret," Thomas said, "that one of the driving forces that led to the plan in the first place has been the difficult relationship between CPB and NPR, and the inability of NPR to secure what it deems to be the minimally necessary resources from CPB. I think the questions and concerns about the future of CPB in the wake of the San Francisco meeting helped to underscore that those problems probably weren't going to get solved very swiftly if things had sort of lurched forward under existing relationships," he said.

Not all discussion was about the NPR

business plan. ABC *World News Tonight* anchor Peter Jennings, who called himself "an unabashed fan" of NPR, told the NPR members that he "sympathized deeply" with the public radio network's struggle for funding, adding that "because you do offer it so often on a shoestring, you are required to make, in many ways, much more sophisticated and subtle judgments than we in the commercial media do," he said.

On a broader subject, he told the conference attendees that although some of the criticism leveled against the media is often both "ill-founded" and "based on flimsy evidence," he thought it is not "all that bad." It has led, he said, "to a largely thoughtful dialogue, so far, between the public and us, which has begun to lead, in turn, to improvements in the way we do business." Nonetheless, he said, "journalism has traveled a very long way from the days of the press lords in this country. And despite the intense publicity given to Tom Murphy and Rupert Murdoch and Ted Turner, they do not represent modern incarnations of Hearst. I don't think for a moment the public could tolerate that in America today."

He told the noncommercial broadcasters they were "influential in setting the agenda for other members of the media," and urged them to be "more world sensitive." Jennings accused many in the U.S. of being ethnocentric—a view he called "somewhat out-of-date."

He said the media often creates "such stereotypes that we make it immensely difficult for our fellow citizens to grasp the import of



Jennings

often more significant trends. . . . It is always important to remember," Jennings said, that "when we are with the crises, whatever they are, that have such enormous emotional and passionate impact in the country, that if we do a bad job, because of our relationship with government, there is a very good chance that government will do a bad job." Jennings said the media tend to ignore trends until "some powerful personality comes along to dominate it. And then we pounce, like hungry wolves, on the personality. And very often we miss the whole backdrop that the personality is standing against. . . ."

Finally, the commercial broadcaster added a remark about "passion." He said he has often been asked why, on the occasion of a very emotional story, he tends "to deadpan it." It is in part, he said, because there is so much emotion in what is covered that "we do not need to contribute to it. I'm not quite so sure this applies as much to you as it does in commercial broadcasting," but in the latter, he said, "it seems to me that one of the ways to get ahead these days is to be a 'personality.' I mean, it makes me throw up. . . . And there's nothing that offends me more than those of us who have our hands on this enormous public trust, that we take advantage of the emotion and passion of that which we cover in order to benefit our individual selves."

Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, told the PRC attendees that America's future telecommunications policy must be geared toward economic competition and efficiency. "I believe," he said, "that these goals hasten new inventive technology and give consumers a broader choice." Additionally, the lawmaker said, "important cultural values and principles," such as diversity, access and opportunity, "must be pursued."

He praised NPR, calling the public radio stations "the key to future diversity, access and opportunity in the radio marketplace. In a radio market increasingly dominated by all-music formats," Wirth said, "at the expense of news, public affairs and cultural programming, NPR is the public's great hope of an alternative service providing a true di-

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versity of information sources.

CPB President Edward Pfister appeared briefly at the PRC, but left before delivering his speech.

□

In other business, Senator Barry Goldwater (R-Ariz.) received the 1985 Edward E. Elson Award, NPR's top honor, for his "outstanding contributions to public broadcasting." Last year's winner of the annual award, named for a former NPR board chairman, was Mullally.

Garrison Keillor, creator and host of Minnesota Public Radio's *A Prairie Home Companion*, was honored May 22 at the PRC with the Edward R. Murrow Award—CPB's highest radio award. Upon presenting the award, CPB Chairman Sonia Landau praised *Prairie Home*, which provides a weekly selection of traditional and contemporary music mixed with humor and philosophy about what's going on in the fictional town of Lake Wobegon, Minn. Keillor, she said, "has the voice of a born story-teller: soft, friendly, as if he were talking just to you." He and Murrow "rank as masters of the same art: the art of making you feel what it's like to be there." (Last year's Murrow award winner was National Public Radio's *Morning Edition* anchor, Bob Edwards.)

Additionally, four independent producers and two noncommercial radio stations won the 1985 CPB Public Radio Program Awards. The winners were selected from 177 entries in three categories—news and public affairs, arts and humanities and target audience. Winners in the first category were: Independent Broadcasting Associates Inc., Concord, Mass., Julian Crandall Hollick, producer for *The World of Islam: Resurgent Islam Today*; Elisabeth Perez-Luna, Toucan Productions, Philadelphia, for *Latin USA: A Tale of Four Cities: San Antonio*. Winners in the second were: ZBS Foundation, Fort Edward, N.Y., Thomas Lopez, producer and Phoenix associate producer, for *Aura*; non-commercial KCHO(FM) Chico, Calif., Sam Edelman, project director, and National Theater of Chicago, M'Lou Zahner Ollswang, associate producer, for *Cultural Resistance to Genocide*; and Reel Women Productions, Harriet Baskas, producer, for *Daguerreotypes: Portraits of Working Women's History*. Winner of the target audience category was noncommercial WBEZ(FM) Chicago, Johanna Wolken, producer, for *The Question Show*. □

BPME/BDA plan a 'how-to' show

Record attendance expected at annual gathering in Chicago; ABC's Duffy to give keynote

The Broadcast Promotion and Marketing Executives (formerly the Broadcasters Promotion Association) and the Broadcast Designers Association will gather this week (June 6-9) at Chicago's Hyatt Regency hotel in Chicago for their annual seminar and business meeting with a record crowd estimated at 1,600, up from 1,450 last year,

expected to attend. It is the 30th annual meeting for BPME and will be a homecoming of sorts for the organization which in November 1956 held its first convention—attendance 300—at the Sheraton hotel in Chicago.

At press time last week, according to BPME President Lee Pocock, director of marketing and promotion, KSL(AM) Salt Lake City, 1,330 had registered—about 300 of whom were BDA members, up from about 225 last year—and he expected to add another 200 by the start of the convention. There are also about 50 paid exhibitors, he said, and more than 70 exhibitors in all.

The keynote speaker will be James Duffy, president, communications, ABC Broadcast Group, who will address the opening lun-

cheon on Thursday. He is expected to talk about ABC's current television promotion campaign spots in which he is featured. Duffy is former director of advertising and promotion for ABC. Following Duffy's speech, the second half of the luncheon program will feature a retrospective, "On-Air Creative: Where We've Been, Where We Are, Where We Might Go," produced and presented by NBC-TV vice presidents, John Miller and Chuck Stepner, on promotion and advertising from the 1940's to the present.

Scheduled to address a Friday breakfast is the Rev. Jesse Jackson, who has been asked to speak on the image of broadcasting in America. Other speakers include Mike Cafferata, creative director of Needham, Harper & Steers; Phil Dusenberry, vice chairman

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and executive creative director of BBDO, and puppeteer Burr Tillstrom, accompanied by Kukla and Ollie, who will speak at the Sunday closing session.

On Friday, Gene Siskel and Roger Ebert, film critics and co-hosts of Tribune's *At the Movies*, will host "At the Promos" in which they will review randomly selected station promos. The session was originally scheduled for Saturday, concurrent with two other sessions, but was moved to a solo spot on Friday—at 1:15—to give everyone a chance to attend. According to Lance Webster, seminar executive director for BPME, response to BPME's call for spots to be reviewed was far greater than expected. Several hundred were submitted, he said.

What kind of convention will this 30th gathering be? Says Pocock: "We like to be seen as a working convention. There's a lot there. It's hands on. People are there to learn and be taught. We feel strongly that it's not a playing convention. We stayed away from Hawaii and some other locations for that reason."

The seminar has no official theme this year, but Pocock hopes it will reflect the expanded role of promotion and marketing executives in the business of marketing and the growth of the position as a line management job. "We are putting a lot more emphasis on the how-to," says Pocock, "as opposed to 'Here's what I did at my station last year.'" And, says Pocock, "Chicago gives us something that we haven't had in other years, which is a lot of big companies with their marketing people in Chicago. In the



past, we kind of inbred ourselves, talking about broadcast marketing. Now we are trying to spread out and say: 'What's true for those guys is also true for us.' We're able to draw on the major ad agencies based in Chicago."

Jerry Cappa, art director of WABC-TV New York, who is immediate past president of BDA and seminar agenda chairman, sees the convention as a great learning experience, both through the seminars and through meeting other art directors. The exchange of ideas is valuable, whether it's during a session or after hours, he says.

While BPME and BDA have separate sessions, says Pocock, "BDA members are free to go to our sessions, and our members to theirs. The only exceptions would be the

actual business meetings." Cappa pointed out that BDA members could find BPME sessions helpful: "At most TV stations the art department works for the promotion department, and in those cases their [BPME's] sessions are very good because they help the artist learn what the promotion manager is thinking and that helps them work together better."

There will be separate awards ceremonies on different nights this year. The combined ceremonies had gotten too long, says Pocock. At the ceremonies, BDA will present 40 gold and silver awards, while BPME will hand out a record 117 Gold Medallion awards.

Workshop and session topics at the convention range from a number on computer graphics and animation to "Promoting the New Independent" and "Nuts and Bolts of Radio Sales Promotion." Among others scheduled are:

- "Marketing Strategies for the 80's"—subtitled "New Tech and What You Can Do About It"—deals with "the effects of VCR and cable penetration on broadcast and appropriate marketing methods to counteract them." Panelists include David Poltrack, CBS research vice president; Dr. Edward Forrest, Florida State University, and Monica Faeth, of Florida State's noncommercial WFSU-TV Tallahassee. Moderator is Lynn Graz of the Television Information Office.

- "Promoting First Run TV Programming" will examine the challenge of promoting "unheard of" programs without network help. It will feature Rick Weidener, vice president, Paramount; Phyllis Seifer, WNEW-TV New York; Carolyn Collins, noncommercial WGBH-TV Boston, and moderator Andy Yocum, WTTW-TV Chicago.

- "TV Advertising—State of the Art" will be addressed by Steve Sohmer, senior vice president, NBC-TV, and Pete Barrett, vice president, advertising and promotion, ABC-TV, who will offer "highly personal" selections of the trend-setting commercials and promos of the past year.

Veteran comics Bob and Ray will receive BPME's annual Industry Achievement Award for "many years of creative, imaginative radio ads, and for setting a standard for two-man radio teams that remains to this day."

Few large gatherings are without logistical headaches, and BPME/BDA is no exception. "One problem we are having" says Pocock, "is that we book our hotels four and five years in advance and we have grown faster than we anticipated. We are using maximum rooms in Chicago. Unfortunately there are also some other conventions in town and it will be tight getting all the people in. We've made an adjustment for the future so that we have more rooms committed in the major hotels for upcoming seminars. "The official airline of the convention is United, which has been in the midst of a pilot strike, but Pocock says he is not too concerned since Chicago is so centrally located that there are "10 other airlines available," adding, "hopefully it will be solved by then."

NBC and ABC will hold affiliate promotion meetings in Chicago concurrent with the seminar. □

1985 Television Sales To Date*

WREX-TV	Rockford, Illinois	\$21,000,000
WPDE-TV	Florence - Myrtle Beach, South Carolina	\$14,500,000
WSVI (TV)	St. Croix, U.S. Virgin Islands	\$ 4,350,000
WITN-TV	Washington, North Carolina	\$25,000,000
KCBR (TV)	Des Moines, Iowa	\$ 8,300,000
WFSL-TV	Lansing, Michigan †	\$ 9,000,000

* Subject to FCC approval

† Closed January 1985

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Changing Hands

PROPOSED

KENZ(AM)-KSAC(FM) Sacramento and KSJQ(FM) Manteca, both California □ Sold by Jonsson Communications Corp. to Commonwealth Broadcasting Co. for \$12 million, comprising \$4 million cash and remainder note. **Seller** is Santa Monica, Calif.-based station group of two AM's and three FM's, principally owned by Kenneth A. Jonsson and family. It also owns *Sacramento Magazine*. **Buyer** is owned by Dex Allen, Michael Thorsnes, Vincent Bartolotta, John McGuire and Michael Padilla. It also owns **KMEN(AM)-KGGI(FM) San Bernardino, Calif.** KENZ is on 1270 khz with 1 kw day and 250 w night. KSAC is on 96.9 mhz with 50 kw and antenna 500 feet above average terrain. KSJQ is on 96.7 mhz with 3 kw and antenna 320 feet above average terrain. *Broker: Chapman Associates.*

WLLT(FM) Fairfield, Ohio □ Sold by H&W Communications Inc. to KDW Radio Associates for lease agreement of \$4.5 million with option to purchase for additional \$2 million. **Seller** is Honolulu-based station group of one AM, four FM's and two TV's, principally owned by Cecil Heftel and family. Heftel is Democratic congressman from first district of Hawaii. **Buyer** is equally owned by Heftel and Kenneth D. Wolt. Wolt is general manager of station. WLLT is on 94.9 mhz with 27 kw and antenna 640 feet above average terrain.

KKAT-FM Ogden, Utah □ Sold by First Omni Communications Inc. to Brown Broadcasting Co. for \$2.8 million cash. **Seller** is owned by Terry A. McRight and Dr. Robert C. Mohr, who have no other broadcast interests. It purchased station in 1983 for \$760,000 ("For the Record," Aug. 29, 1983). **Buyer** is owned by Willet H. Brown, his son, Michael, and Phil Melrose. Browns own **KPQP(AM)-KGB-FM San Diego, KXOA-AM-FM Sacramento and KYNO-AM-FM Fresno, all California.** Melrose is group operations manager. KKAT is on 101.9 mhz with 27.5 kw and antenna 3,750 feet above average terrain. *Broker: Chapman Associates.*

KRLB-AM-FM Lubbock, Tex. □ Sold by KRLB Inc. to Broadcast Holdings Inc. for \$1,450,000, comprising \$500,000 cash and remainder note at 10% over 20 years. **Seller** is owned by Don Workman, who has no other broadcast interests. **Buyer** is owned by Jack Rich, who also owns **KKMJ(AM)-KEZB(FM) El Paso.** KRLB(AM) is daytimer on 580 khz with 500 w. KRLB-FM is on 99.5 mhz with 46 kw and antenna 630 feet above average terrain.

WFKZ(FM) Plantation Key and WPLC(FM) Marathon, both Florida □ Sold by, respectively, Key Largo Radio Inc. and FM 106 Inc. to G&A Corp. for total of \$1,125,000, \$800,000 for WFKZ, comprising \$75,000 cash and remainder note, and \$325,000 for WPLC, comprising \$50,000 cash and remainder note. **Seller**, Key Largo, is owned by John T. Galenses (51%) and Frank R. Kulisky (49%). **Seller**, FM 106, is owned by Kulisky (51%) and Galenses (49%). **Sellers**

have no other broadcast interests. **Buyer** is equally owned by Rudy Gresham, former owner of **WXVQ(AM) Deland, Fla.**, and Louis D. Atchley, owner of Deland-based appliance store chain. WFKZ is on 103.1 mhz with 3 kw and antenna 210 feet above average terrain. WPLC is on 106.3 mhz with 3 kw and antenna 185 feet above average terrain. *Broker: Chapman Associates.*

WELP-AM-FM Easley, S.C. □ Sold by Pickens County Broadcasting Inc. to American Communications of Greenville for \$1,150,000 cash. **Seller** is owned by Cleatus O. Brazzell, who has interest in **WHAT-FM Swaynesboro, Ga.** **Buyer** is owned by Robert W. Harrison, who also has interest in **WTMP(AM) Tampa, Fla.**, and **WWWZ(FM) Summerville, S.C.** WELP(AM) is daytimer on 1360 khz with 1 kw. WELP-FM is on 103.9 mhz with 3 kw and antenna 204 feet above average terrain. *Broker: Raymond-O'Grady Associates.*

KCCN(AM) Honolulu □ Sold by Lee Optical & Associated Companies Pension Plan Trust to B.J. Glascock for \$695,840. **Seller** is headed by Oscar Lindemann and has no other broadcast interests. **Buyer** owns **KFJZ Fort Worth and KSEY-AM-FM Seymour, both Texas,** and **KNTS(AM) Mesa, Ariz.** KCCN is on 1420 khz full time with 5 kw. *Broker: Chapman Associates.*

KUBB(FM) Mariposa-Merced, Calif. □ Sold by

Sierra Foothills Broadcasting Inc. to Buckley Broadcasting Inc. for \$640,000 cash. **Seller** is owned by Dennis T. Cresswell, who has no other broadcasting interests. **Buyer** is Greenwich, Conn.-based station group of five AM's and six FM's principally owned by Richard D. Buckley. KUBB is on 96.3 mhz with 2 kw and antenna 2,080 feet above average terrain. *Broker: Broadcast Properties West Inc./SFO.*

KSVP(AM)-KTZA(FM) Artesia, N.M. □ Sold by Artesia Broadcasting Inc. to Carl M. Adams and Sam F. Beard for \$600,000. **Seller** is owned by Martin Yates and family, who have no other broadcast interests. **Buyer**, Adams, owns **KNCY-AM-FM Nebraska City, Neb.**, and **WHAP(AM) Hopewell, Va.** **Buyer**, Beard, owns **KLVR(AM) Wichita Falls, Tex.** KSVP is 990 khz with 1 kw day and 250 w night. KTZA is on 92.9 mhz with 50 kw and antenna 1,090 feet above average terrain. *Broker: Communications Brokers Inc.*

KDMC(FM) Dyersville, Iowa □ Sold by Anamosa Broadcasting Inc. to Diversified Media Corp. for \$350,000 cash. **Seller** is owned by Steven Goldin, who also owns **KLEH(AM) Anamosa, Iowa.** **Buyer** is owned by Charles P. Hilliard and his wife, Shirley. It has no other broadcast interests. Hilliard owns Hilliard Advertising Agency in Spokane, Wash. KDMC is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain.

WVWV(FM) Covington, Ind. □ Sold by Covington Area Broadcasting Co. to Benton-Weatherford Broadcasting of Indiana Inc. for \$325,000, comprising \$30,000 cash and

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remainder note. **Seller** is owned by Don E. White, who has no other broadcast interests. **Buyer** is equally owned by Larry Weatherford and Gary Benton. It also has interest in WSQR(AM) Sycamore, Ill., and WМУF(AM) Paris, Tenn. WVVV is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

WQRL(FM) Benton, Ill. □ Sold by Bend Lake Broadcasting Co. to Lanmar Broadcasting Inc. for \$280,000 cash. **Seller** is owned by Bert W. Beatty, who has no other broadcast interests. **Buyer** is owned by Thomas S. Land (25.5%), his son, David H. Land (25.5%), and G. Martin Riemenschneider (49%). Lands own WFTW-AM-FM Fairfield,

Ill., where David is general manager. Riemenschneider is station manager of WKDQ-FM Henderson, Ky. WQRL is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

KGHX(AM)-KRKR(FM) Fairbanks, Alaska □ Sold by The Great Alaska Electric Radio Co. to Pacific Rim Broadcasters for \$225,000. **Seller** is owned by Dean M. Gottehrer and eight others. It has no other broadcast interests. **Buyer** is principally owned by Gregg K. Clapper and Howard S. Trickey. It also owns KVOK(AM)-KJZZ(FM) Kodiak, Alaska, and KKGR(FM) Anchorage. KGHX is 1300 khz full time with 1 kw. KRKR is on 95.9 mhz with 3 kw and antenna 1.6 feet below average terrain. *Broker: Blackburn & Co.*

For other proposed and approved station sales see "For the Record," page 107.

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS **
Acton	First	\$6,766	39	\$1,319	NM	\$0.22
Artel	First	\$1,406	64	\$157	35	\$0.04
John Blair & Co.	First	\$228,103	69	(\$7,846)	NM	\$0.98
C-Cor	Third	\$7,576	17	\$40	-88	\$0.01
Cohu	First	\$7,449	37	\$386	25	\$0.22
Josephson	Third	\$82,130	14	(\$2,225)	NM	\$0.46
Foote Cone & Belding	First	\$63,233	6	\$1,220	-40	\$0.32
Liberty Corp.	First	\$83,653	12	\$5,035	10	\$0.49
McGraw-Hill	First	\$323,716	8	\$28,617	7	\$0.57
MGM/JA Home Ent.	Second	\$61,460	26	\$11,809	11	\$0.40
Rogers Cablesystems	Half	\$171,700	20	(\$9,700)	NM	\$0.49
Signal Companies	First	\$1,354,500	-9	\$66,100	9	\$0.58
United Television	First	\$15,696	9	\$322	-64	\$0.03
Washington Post	First	\$243,590	11	\$24,927	175	\$1.78
Zenith	First	\$420,500	13	\$7,700	-45	\$0.35

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

■ **Acton** reported net loss of \$904,000 in first quarter of previous year. ■ In first quarter of 1984, **John Blair & Co.** reported net income of \$1 million. Revenue for owned broadcasting stations increased 4% to \$18.8 million. Broadcast representation revenue increased 12% to \$13.2 million. ■ **C-Cor** earnings were reduced by write-down of certain off-premises converter inventory. ■ In third quarter of 1984, **Josephson** reported profit of \$682,000. ■ **Liberty Corp.** said Cosmos Broadcasting subsidiary had revenue of \$19 million, 12% increase over previous first quarter, with national revenue up 11% and local up 18%. Net income was \$1.6 million, compared to \$368,000 in first quarter of 1984. Company attributed income jump to revenue gain and sale of radio paging operations. ■ All operating companies of **McGraw-Hill** reported both increased revenue and profits, except for broadcasting, company said. It cited absence of Olympics, "which in 1984 contributed significantly to first quarter results" (two of four TV stations are ABC affiliates). ■ **Rogers** figures are reported in Canadian dollars. Company had net loss in first half of last year of \$12.1 million, \$9.5 million of which came from continuing operations, as did all of this year's first-half loss. Operating income in first half increased 42% to \$59.9 million. Company said there were 1,970,000 basic subscribers and 1,045,000 "discretionary service" subscribers. ■ **United Television** noted that operating income fell 18% to \$1.8 million from \$2.2 million in first quarter of 1984, "due primarily to large increases in programming expenses." ■ Net income for **Washington Post** included \$11 million in after-tax gains from sales of SportsChannel and cellular telephone interests. Loss from equity investment in affiliates dropped from \$4.4 million to \$148,000, which company partly attributed to "substantially lower SportsChannel losses." Television station revenue rose 15% in first quarter. Company's operating profit was up 22% to \$25.8 million. ■ **Zenith** said lower earnings were "due to lower selling prices in all product areas." Sales of cable products declined to \$24 million from \$54 million in first quarter of previous year and \$25 million in immediately preceding fourth quarter.

O'Neill and Miller among speakers set for AAF convention

Annual gathering in Washington is expected to attract 700

"Be Dazzled. Be Enlightened. Be There."


That's the theme of this year's American Advertising Federation convention June 8-11. About 700 executives are expected to attend the annual meeting at Washington's J.W. Marriott hotel.

AAF President Howard Bell and AAF chairman and Nabisco Brands USA vice president, Lee Abbott, will welcome the conference participants on Sunday morning (June 9). Bell will present a wrap-up of AAF's activities, including a report on government relations and alcohol advertising. Abbott will speak on "AAF—the Association for Advertising Freedom." NBC White House correspondent Chris Wallace will also address the group Sunday afternoon, providing "A View from the White House."

Speaker of the House Thomas P. (Tip) O'Neill (D-Mass.) is the scheduled luncheon speaker on Monday, following James L. Ferguson, chief executive officer and chairman of General Foods Corp., who will discuss "Advertising as a Public Trust." Federal Trade Commission Chairman James C. Miller III will also address the group. Other speakers include Jayne Zenaty, manager, media research, Leo Burnett Co., who will speak on "Advertising in the Year 2000," and Burt Manning, chairman and chief executive officer, J. Walter Thompson, who will present "The Last Speech You Will Need to Hear about Creativity."

Monday night the national advertising creative excellence awards, the Addys, will be presented. More than 1,300 entries in 15 categories are competing this year. And the winner of the National Student Advertising Competition will be announced Saturday night (June 8), chosen from more than 100 college teams that presented their budgeted \$100-million advertising/marketing plans for this year's sponsor, Burger King.

Additionally, AdFair, the AAF convention trade show, which first appeared at last year's conference, will feature 17 exhibits. □



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Article says press had little effect on election

AEI scholar finds that media were not biased, networks did not lean to left in 1984

For those who believe the television networks had an undue influence on the outcome of the 1984 presidential election—that their allegedly left-leaning reporters and producers attempted to favor Democratic candidates and support Democratic positions—an article in the current issue of the American Enterprise Institute's *Public Opinion* has an answer: Not true—not at all true. Essentially, the networks' coverage was responsible. And CBS is as innocent as ABC and NBC.

It wasn't that the networks were free of practices that could be viewed as less than objective. Reporters would employ what the article refers to as "spin" (innuendo and comment about a candidate's leadership qualities) on a story. And they tried to establish a campaign-issues agenda. In both regards, the Republican ticket suffered. But, the article says, "spin" and the campaign-issues agenda did not overcome "real events, real conditions and real style." In short, the coverage was "so 'responsible' that it carried almost no weight in the general election."

The article, the second in a two-part series called "The Media in Campaign '84," was written by Michael J. Robinson, a visiting scholar at AEI who directs the Media Analysis Project at AEI and George Washington University. And its thesis is that, other than providing hard news and facts, networks "have far less influence on voters than most critics—and most campaign managers—assume." The heading clues the reader: "Wingless, Toothless and Hopeless."

Robinson says that although the networks subjected the Republican ticket to somewhat "tougher" treatment than the Democratic, "they gave the GOP an equal chance to make its case; they gave the public a clear indication that the GOP was winning; and they gave [President] Reagan opportunities to flash his smile and use his one-liners. Compared with news spin and campaign-news agenda, these things would almost certainly permit the Republican ticket to carry the day and the electoral college. And so it was."

Nor was the kind of coverage Robinson saw in 1984 different from that he says occurred in 1980. He believes network journalists behave the same year after year. It is the political leaders who behave differently, he says, "and that changes news practice," since "networks follow the leaders in any campaign—acerbically, to be sure, but in such a way that any impact on opinion choice is the exception, not a binding rule."

The only area where networks attempt to influence events—where they "get uppity"—in Robinson's view, is in attempting to establish campaign issues. But it is on

those matters that the networks waste their time, according to Robinson. "Nobody ever cared about Watergate, at least not in 1972," he said, adding, "Networks, like all national news sources, exhaust themselves on the sorts of campaign issues that the electorate finds ho-hum, assuming it finds them at all."

Robinson says critics of the networks, those operating from the left as well as the right, are wrong in the criticisms they voice. He says Walter Mondale is wrong in saying that Reagan won on the basis of his performance on the free media. Robinson notes that at a time when Senator John Glenn (D-Ohio) was still a candidate for the Democratic nomination, he was leading Reagan in the polls by 10 points. And, Robinson adds, "If John Glenn can lead you in the polls, you are not . . . a political Houdini." He also believes the network news people are wrong in insisting they covered only "reality." Giving nine times as much attention to unproved charges of "Reagan's dirty tricks and ties to hecklers in California" as to the real question of Mondale's health is not, he suggests, giving reality its due.

But he says the largest mistakes about network news coverage are made by the conservatives, Republicans and "those network baiters, especially those sympathetic to Jesse Helms and his war against CBS." For, he contends, "there is virtually no ideological bias on evening news. There is no partisan bias on evening news. There is bias against incumbents and front-runners, but that is journalism, not partisanship." And he says the conservative fear that news spin or news agenda affects the outcome of elections "is almost as far from the truth as Helms's indictment of Dan Rather."

What does it all mean? Robinson feels it means that, even for the losers, there is some good news in the 1984 election: "Four reasonably responsible candidates spoke through three reasonably responsible networks to one reasonably responsible elector-

ate. What need is there for the conservatives to blame the networks, the Democrats to blame television, or the rest of us to blame the system? It was a pretty good show on network news in 1984, and it was even a little bit more than that." □

Media should be insured access to military actions

That's one conclusion of study by 20th Century Fund; it urges that 'culture divide' between military and journalists be eliminated

A second major study on wartime military-media relations was released last week and reached mostly the same conclusions as those published by the Defense Department's Sidle panel (BROADCASTING, Aug. 27, 1984). Procedures should be established to insure media coverage of military operations, consistent with national security and troop safety, said the report issued last Tuesday by sponsor 20th Century Fund, a New York-based nonprofit research foundation.

Entitled "Battle Lines," it differed from the Sidle report in analyzing the exclusion of journalists during the first four days of the U.S. invasion of Grenada in late 1983.

Edward N. Costikyan, chairman of the 13-member panel that authored the report and a partner in the New York-based law firm of Paul, Weiss, Rifkind, Wharton & Garrison, said it was Grenada that led to the 20th Century fund study. Grenada was a shock to everyone, Costikyan said, in luncheon remarks, last Tuesday in New York. The military was shocked, he said, because of the reaction critical to its decision barring journalists for the first four days. The public

April, 1985

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was shocked because it had no clear picture of what was going on: "I think it is probably still true that a lot of people still are not sure what happened there." And the press was shocked, Costikyan said, because the public initially showed no outrage at journalists being kept out.

He said the U.S. military command may have taken a page from British treatment of journalists during the Falkland Islands conflict. However, the Falklands battle was an "inappropriate precedent" for the U.S. military, Costikyan asserted: "The British don't have a First Amendment and we don't have a military secrets act."

"Battle Lines" concluded that to avoid future Grenadas, not only must military procedures be established to insure media participation but broader issues must be addressed as well.

The report said media coverage of military operations must be guaranteed by political leadership: "The task force believes that just as the President and his civilian deputies bear the responsibility for prosecuting a war, so must they assume responsibility for policy decisions on press access and censorship."

The two broadcast journalists on the panel were Edward M. Fouhy, executive producer, NBC News, and a Saigon bureau chief during the Vietnam War, and Charlayne Hunter-Gault, national correspondent for the *MacNeil-Lehrer NewsHour*.

While broadcast and print journalism were usually treated as one in the report, the limited television-only section occasioned some of the rare dissents by panel members that were written into the report.

Three on the panel disagreed when the report said waning public enthusiasm for U.S. involvement in Vietnam was not a result of television coverage.

The report added that, in fact, both supporters and detractors of television attributed too much impact to the medium: "Accordingly, this task force urges both the critics and champions of television's alleged role in Vietnam to take a closer look at the evidence and to forgo mythology in discussing future military-media arrangements."

And Hunter-Gault found the following conclusion on television to be discriminatory: "Television is not, per se, a threat to the security of U.S. military operations. Potential problems with live transmission of vid-

eotape that might pose a hazard to U.S. combat forces can be resolved through mutual agreements. So can arrangements for pooling and transporting television crews. The field commander must be the final arbiter of what constitutes a threat to the security of his operations. Advised by civilian authorities and guided by his public affairs officer, he must decide when and how to accommodate television camera crews. In the heat and confusion of battle, words—spoken and written—are often the most efficient means of communicating complex information to the public; pictures are, of course, a useful adjunct."

The *MacNeil-Lehrer* correspondent responded: "This passage seems to suggest acceptance of a different standard for television journalists than for print—to wit, if there are only three seats on the plane, the priority is print, and then the field commander can do whatever he wishes with the television people. Even if you don't buy that old chestnut that 'A picture is worth a thousand words,' to say that a picture is merely 'a useful adjunct' seems to me at least arguable, and in this context certainly an unnecessarily provocative assertion."

Others members on the 20th Century Fund panel were Charles Corddry, defense correspondent for the *Baltimore Sun*; author/historian Shelby Foote; Jerry Friedheim, executive vice president, American Newspaper Publishers Association; Roswell Gilpatric, a partner with Cravath, Swaine & Moore and former deputy secretary of defense; Samuel P. Huntington, professor of political science and director, Center for International Affairs, Harvard University; Robert Murray, lecturer in public policy and director of National Security Programs, Harvard University; Colonel Harry G. Summers Jr., professor of military research, Army War College; Craig R. Whitney, assistant managing editor, *New York Times*, and Admiral Elmo Zumwalt, president, Admiral Zumwalt and Associates, and former chief of naval operations.

NBC's Fouhy said that like many studies and reports, "Battle Lines" might meet with mixed success. He thought that the military would probably read it and take action on the recommendations. But journalists, he worried, are already inundated with information and might let the report "sit around" gathering dust. □

Evans and Novak libel case turned down by Supreme Court

The Supreme Court last week let stand the decision of the U.S. Court of Appeals in Washington holding that syndicated columnists Rowland Evans and Robert Novak could not be sued for libel for a statement in a column the appellate court said was opinion (*BROADCASTING*, Dec. 17, 1984). But the issue appeared to have caused controversy among the Supreme Court justices, as it had among the 11 members of the D.C. Circuit Court of Appeals. The appeals court divided 6-5 on the case, which generated three separate opinions. Two members of the high court—Chief Justice Warren E. Burger and Justice William E. Rehnquist—voted to accept the case for review and, in a statement written by Rehnquist, called the result reached by the majority of the lower court "nothing less than extraordinary." However, they were unable to secure the two other votes needed to hear the appeal.

At issue was an Evans and Novak column published in May 1978 attacking an avowed Marxist professor of political science at New York University, Bernard Ollman. An appointment as head of the department of government and politics at the University of Maryland was denied Ollman after the column appeared. Ollman sued Evans and Novak for libel, claiming he was denied the job because of the column, and seeking \$6 million in damages.

The case boiled down to a paragraph in the column, in which an unnamed "liberal" professor was quoted as saying that Ollman "has no status within the profession, but is a pure and simple activist." The question that generated 145 pages of opinions was whether material published in a format clearly labeled opinion but suggesting, at least, a factual statement, could be libelous. The majority held that the statement was opinion and, therefore, immune from the charge of libel. The court noted that the Supreme Court has held that "under the First Amendment, there is no such thing as a false idea," that society depends on the marketplace of ideas, not on judges and juries, for the correction of even "pernicious ideas."

But Rehnquist, in a statement in which Burger joined, said the opinion in which that sentence appears—an opinion in which he had joined—was intended to refer to "opinion" in the political sense and to support the idea that "the test of truth for political ideas is the marketplace and not the courtroom." But, he added, it appears lower courts have seized on the word "'opinion' to solve with a meat axe a very subtle and difficult question."

He said a review of both the First Amendment and the history of common law libel makes it impossible for him to disagree with Judge Patricia Wald, in one of the two dissenting opinions to emerge from the appeals court in the case, that Ollman's lack of status "is an assertion of fact for which its authors can be made to answer, consistent with the requirements of the First Amendment, in a suit for libel." □

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For the Record

As compiled by BROADCASTING, May 22 through May 29, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ KPGE(AM)-KXAZ(FM) Page, Ariz. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 93.5 mhz; 3 kw; HAAT: 145 ft.)—Seeks assignment of license from Paranto Broadcasting to Far Western Broadcasting Inc. for \$475,000, comprising \$85,000 cash and remainder note at 12% over 10 years. Seller is owned by Stephen G. Paranto and his father, John, who has no other broadcasting interests. Buyer is owned by Bill J. Meyers, and his son, Mark, and his daughter, Elizabeth Lavino. It has no other broadcast interests. Filed May 17.

■ KFFB(AM) Fairfield Bay, Ark. (106.3 mhz; 3 kw; HAAT: 390 ft.)—Seeks assignment of license from Fairfield Bay Inc. to Robert Holiday and his wife, Rosemary, for \$175,000, comprising \$25,000 cash and remainder note at 12% over 20 years. Seller is owned by Steve Jumper, who also owns four stations in Arkansas. Buyers have no other broadcast interests. Filed May 16.

■ KIIO(AM)-KVEE(FM) Grand Junction, Colo. (AM: 1100 khz; 50 kw-D; 10 kw-N; FM: 92.3 mhz; 30 kw; HAAT: minus 42 ft.)—Seeks assignment of license from Western Slope Broadcasting Co. to Western Slope Broadcasting Inc. for \$1.1 million, comprising \$300,000 cash, and remainder note at 10% over 10 years, with balance due in six years. Seller is owned by Lucille Howell, Marlene Hoskin, Ruth Kendrick and her husband, Dr. J.J. Kendrick, and Carl Q. Anderson. Buyer is owned by John C. Culpepper (51%) and Barry Turner (49%). Turner has interest in KAGC(AM)-KKYS(FM) Bryan, KDOK(AM) Tyler, KEYP-FM Whitehouse, all Texas; WSKD(AM)-WPFM(FM) Panama City, Fla., and KAFE(AM)-KKSS(FM) Santa Fe, N.M. Culpepper owns KIYS(FM) Meridian, Idaho, and WTBB(FM) Bonifay, Fla. Filed May 15.

■ WNVR(AM) Naugatuck, Conn. (1380 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Naugatuck Valley Radio Inc. to Sage Broadcasting Corp. of Naugatuck Inc. for \$158,000 cash. Station is silent. Seller is principally owned by Albert Primo, who has no other broadcast interests. Buyer is owned by Gerald M. LeBow (20%), Gerald A. Poch (20%), Leonard J. Fassler (35%) and Kenny Karen (25%). It has no other broadcast interests. Filed May 21.

■ WREE(AM) College Park, Ga. (890 khz; 2.5 kw-D)—Seeks assignment of CP from Clayton Communications Corp. to Atlanta Radio II Inc. for \$40,000, comprising \$30,000 for license and \$10,000 for transmitter site. Seller is subsidiary of Price Communications Corp., New York-based, publicly owned station group of five AM's, three FM's and two TV's, headed by Robert Price. It is also purchasing WIBA-AM-FM Madison, Wis. (see below). Buyer is owned by Ellek B. Seymour (100%). It owns WETT(AM)-WWTR-FM Bethany Beach, Del.; WSVS-AM-FM Crewe, Va.; WVBS-AM-FM Burgaw, N.C.; WRCS(AM)-WQDK(FM) Ahsokie, N.C., and WYAK-AM-FM Surfside Beach-Garden City, N.C. Filed May 16.

■ WQRL(FM) Benton, Ill. (106.3 mhz; 3 kw; HAAT:

300 ft.)—Seeks assignment of license from Bend Lake Broadcasting Co. to Lanmar Broadcasting Inc. for \$280,000 cash. Seller is owned by Bert W. Beatty, who has no other broadcast interests. Buyer is owned by Thomas S. Land (25.5%), his son, David H. Land, and G. Martin Riemenschneider (49%). Lands own WFIW-AM-FM Fairfield, Ill., where David is general manager. Riemenschneider is station manager of WKDQ-FM Henderson, Ky. Filed May 17.

■ WVWV(FM) Covington, Ind. (103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Covington Area Broadcasting Co. to Benton-Weatherford Broadcasting of Indiana Inc. for \$325,000, comprising \$30,000 cash and remainder note at 12% for first five years, 13% for second five years and 14% for final four years. Seller is owned by Don E. White. It has no other broadcast interests. Buyer is equally owned by Larry Weatherford and Gary Benton. It also has interest in WSQR(AM) Sycamore, Ill., and WMUF(AM) Paris, Tenn. Filed May 14.

■ KEII(TV) Dubuque, Iowa (ch. 16; ERP vis. 1,399.6 kw; aur. 1,39.9 kw; HAAT: 235 ft.)—Seeks assignment of license from Powell Broadcasting Co. to Metro Program Network. Contract will be filed in amendment. Seller is owned by Harry C. Powell, who is app. for two new TV's and 16 LPTV's. Buyer is owned by Gerald Fitzgerald, who also owns WCMM(TV) El Dorado, Ark., and WLEI(FM) Hudson, Mich., and owns new TV's in Cedar Rapids and Ames, both Iowa, and Urbana, Ill. He is also app. for new TV in Minneapolis. Filed May 22.

■ KDMC(FM) Dyersville, Iowa (99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Anamosa Broadcasting Inc. to Diversified Media Corp. for \$350,000 cash. Seller is owned by Steven Goldin, who also owns KLEH(AM) Anamosa, Iowa. Buyer is owned by Charles P. Hilliard and his wife, Shirley. It has no

other broadcast interests. Hilliard owns Hilliard Advertising Agency in Spokane, Wash. Filed May 14.

■ KNIC(AM) Winfield, Kan. (1550 khz; 250 w-D)—Seeks assignment of license from J&F Communications Inc. to Courtney Broadcasting Co. for assumption of liabilities. Seller is owned by Judith Miller and her husband, Frederick. It has no other broadcast interests. Buyer is owned by Ira E. Courtney and his wife, Betty. It has no other broadcast interests. Filed May 16.

■ WVRD(FM) Belzoni, Miss. (107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Humphreys County Broadcasting Co. to Heart of Dixie Broadcasting Corp. for \$16,000 cash. Seller is owned by Herb L. Guthrie, who has no other broadcast interests. Buyer is owned by Buford B. Strange and his wife, Mayme Stone Strange. It also owns KDXI(AM)-KJVC(FM) Mansfield, La., and KWCL-AM-FM Oak Grove, La. Filed May 17.

■ WTAA(FM) Charleston, Miss. (94.3 mhz; 2 kw; HAAT: 364 ft.)—Seeks assignment of license from Tallahatchie Broadcasting Systems to Charleston Broadcasting Co. for \$8,750 cash. Seller is owned by Keith Bloodworth, who has no other broadcast interests. Buyer is owned by J. Boyd Ingram and Bobby B. Anderson. Ingram owns and Anderson is program director of WJBI(AM)-WBLE(FM) Batesville, Miss. Filed May 15.

■ KAMI(AM)-KOAC(FM) Cozad, Neb. (AM: 1580 khz; 1 kw-D; FM: 104.5 mhz; 100 kw; HAAT: 360 ft.)—Seeks assignment of license from Tri-City Broadcasters Inc. to VectoRadio Inc. for \$560,000. Seller is owned by Dean Dorsey, who also owns *Tri City Tribune*, Cozad. Buyer is owned by Charles Larsen, president and general manager of KQWB(AM) Moorhead, Minn. Filed May 15.

■ KQEO(AM)-KZZX(FM) Albuquerque, and



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KVOR(AM)-KSPZ-FM Colorado Springs, Colo. (KQEO: 920 khz; 1 kw-D; 500 w-N. KZZX: 99.5 mhz; 19.5 kw; HAAT: 4,134 ft. KVOR: 1300 khz; 5 kw-D; 1 kw-N. KSPZ: 92.9 mhz; 25 kw; HAAT: 2,130 ft.)—Seeks assignment of license from KQEO-AM Inc. to PCC of New Mexico Inc. for \$5.4 million, comprising \$4.9 million cash and remainder note. Seller is owned by Sunbelt Communications. Colorado Springs-based station group of three AM's and three FM's, principally owned by C.T. Robinson and William Moyes. Buyer is subsidiary of Penn Communications, principally owned by brothers Richard K. Penn and Morgan Penn. Richard Penn is former senior vice president, NBC Radio. Morgan Penn is New York stockbroker. Filed May 23.

■ KSGO(AM) Oregon City and KGON(FM) Portland, both Oregon (KSGO: 1520 khz; 50 kw-D; 20 kw-N; KGON: 92.3 mhz; 100 kw; HAAT: 920 ft.)—Seeks assignment of license from Western Sun Inc. to KSGO/KGON Inc. for \$6,750,000 cash. Seller is owned by Des Moines Register & Tribune, Des Moines, Iowa-based newspaper publisher and station group, headed by David Krudeiner. It is in process of divestiture and has sold last remaining broadcast property, WIBA-AM-FM Madison, Wis. ("Changing Hands," March 11 and below). Buyer is owned by Ackerly Communications, Seattle-based station group of one AM and four TV's principally owned by Barry Ackerly, who also owns Seattle SuperSonics, professional basketball team, and outdoor advertising companies in five states. It has also recently purchased KVOS-TV Bellingham, Wash. ("Changing Hands," March 11). Filed May 17.

■ WLLT(FM) Fairfield, Ohio (94.9 mhz; 27 kw; HAAT: 640 ft.)—Seeks assignment of license from H&W Communications Inc. to KDW Radio Assoc. for lease agreement of \$4.5 million with option to purchase for \$2 million. Seller is Honolulu-based station group of one AM, four FM's and two TV's, principally owned by Cecil Heftel and family. Heftel is democratic senator from Hawaii. Buyer is equally owned by Cecil Heftel and Kenneth D. Wolt. Wolt is officer of H&W Communications and general manager of station. Filed May 20.

■ WMOA(AM) Marietta, Ohio (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Washington Technical College to Quiet Radio Inc. for assumption of debts and \$30,000 note. Seller is educational institution which also owns new FM in McConnessville, Ohio. Buyer is owned by John A. Wharff, who has no other broadcast interests. Filed May 16.

■ WPDE(TV) Florence, S.C. (ch. 15; ERP vis. 1,290 kw; aur. 129 kw; HAAT: 1,940 ft.)—Seeks assignment of license from Eastern Carolinas Broadcasting Co. to Diversified Communications for \$14.5 million cash. Seller is owned by Jerry Condras and 15 others. It has no other broadcast interests. Buyer is Portland, Me.-based station group of one AM, one FM and two TV's principally owned by Horace Hildreth and family. Filed May 17.

■ KDLT(TV) Mitchell, S.D.; KEVN-TV Rapid City, S.D., and KIVV-TV Lead, S.D. (KDLT: ch. 5; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,510 ft.; KEVN: ch. 7; ERP vis. 262.7 kw; aur. 26.3 kw; HAAT: 672 ft.; KIVV: ch. 5; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,851 ft.)—Seeks assignment of license from Dakotaland Broadcasting Co. to Heritage Broadcasting Group Inc. for \$15.5 million, comprising \$10.2 cash, assumption of \$3.3 million indebtedness, and \$2 million note at 10% over 10 years. Seller is equally owned by Sherwood L. Corner and Gilbert Moyle. It has no other broadcast interests. Buyer is subsidiary of Heritage Communications, publicly owned Des Moines, Iowa-based cable MSO, serving 440,000 subscribers. It is headed by James M. Hoak, president (2.7%). It owns 20.387% of Diversified Communications, which recently purchased WPDE-TV Florence, S.C. (see above). Filed May 23.

■ WLYQ(AM) Kingston, Tenn. (1410 khz; 500 w-N; 1 kw-D)—Seeks assignment of license from WYLQ Inc. to Hometown Broadcasting Corp. for \$50,000 cash. Seller is owned by Vance Winstead (70%) and Jerry Shepard (30%). It has no other broadcast interests. Buyer is owned by William J. Miller (40%); his uncle, William Tullock (20%), and his wife, Beverly A. Sweeney (40%). Miller is general manager of WSEX(AM)-WMYU(FM) Sevierville, Tenn. Filed May 15.

■ WKCH-TV Knoxville, Tenn. (ch. 43; ERP vis. 55 kw; aur. 5.5 kw; HAAT: 1,150 ft.)—Seeks transfer of control of Knoxville Family Television Inc. from James A. Halsam (26.33% before; none after) to remaining stockholders for \$451,000 cash. Seller has no other broadcast interests. Buyer is equally owned by Martha D. Kent, H. Bernard Dixon and David Gooch. Dixon has interest in Media Central Inc., Chattanooga-based station group of five TV's, and has interest in WDBD(TV) Jackson, Miss. Others have no other broad-

cast interests. It has concurrently filed short form app. for assignment of station to wholly owned Family Television Ltd. Filed May 23.

■ KRLB-AM-FM Lubbock, Tex. (AM: 580 khz; 500 w-D; FM: 99.5 mhz; 46 kw; HAAT: 630 ft., CP for 100 kw and HAAT: 589 ft.)—Seeks assignment of license from KRLB Inc. to Broadcast Holdings Inc. for \$1,450,000, comprising \$500,000 cash and remainder note at 10% over 20 years. Seller is owned by Don Workman, who has no other broadcast interests. Buyer is owned by Jack Rich, who also owns KKMJ(AM)-KEZB(FM) El Paso. Filed May 16.

■ KLBK(AM)-KISN(FM) Salt Lake City (AM: 570 khz; 5 kw-U; FM: 97.1 mhz; 26 kw; HAAT: 3,650 ft.)—Seeks assignment of license from Carman Corp. to Sun Mountain Broadcasting Inc. for \$4.5 million. Seller is owned by Frank Carmen, who has no other broadcast interests. Buyer is owned by Ballard Smith, president of San Diego Padres professional baseball team, and his wife, Linda, daughter of late Ray Kroc, owner of McDonald's restaurant chain and Padres. Filed May 22.

■ WIBA-AM-FM Madison, Wis. (AM: 1310 khz; 5 kw-U; FM: 101.5 mhz; 50 kw; HAAT: 450 ft.)—Seeks assignment of license from Badger Broadcasting Inc. to Dane Broadcasting Corp. for price determined by product of cash flow for period in February times 7.5, (approximately \$5.6 million) comprising \$1 million cash and remainder note. Seller is subsidiary of Des Moines Register & Tribune Co. (see above). Buyer is subsidiary of Price Communications, which is selling AM CP in College Park, Ga. (see above). Filed May 15.

Actions

■ WPYK(AM) Dora, Ala. (1010 khz; 5 kw-D)—Granted assignment of license from Mid-Way Radio to Jasco for \$150,000, comprising \$25,000 cash and remainder note at 10% over 10 years. Seller is owned by Ivous Sisk, his wife, Olvie, and Joel E. Camp. It is Fulton, Miss.-based station group of five AM's and two FM's. Buyer is owned by James O. Powell, who has no other broadcast interests. Action May 17.

■ KMJD-TV Pine Bluff, Ark. (ch. 38, independent; ERP vis. 2,698 kw; aur. 269 kw; HAAT: 1,951 ft.; ant. height above ground: 1,936 ft.)—Granted assignment of license from Pine Bluff Broadcasting Inc. to Television Corp. of Arkansas for about \$200,000 cash. Seller is owned by A.G. Kasselburg (25.5%), and his sister, Chloe Poag (25.5%), who has no other broadcast interests. Buyer is owned by sellers (9% each) and Television Corp. Stations, which is selling WRLH(TV) Richmond (see above). Action May 15.

■ KPAG(AM) Pagosa Springs, Colo. (1400 khz; 1 kw-D; 250 w-N)—Granted assignment of license from San Juan Broadcasting Inc. to RODMAR Inc. for assumption of liabilities. Seller is owned by Robert Gourley and his wife, Linda Jean. It also has interest in KSLV-FM Monte Vista, Colo. Buyer is owned by Robert Roddy and Wayne Marcy. Marcy has interest in KKBK(AM) Aztec, N.M. Action May 6.

■ WGGG(AM) Gainesville, Fla. (1230 khz; 1 kw-D; 250 w-N)—Granted assignment of license from U.S. Broadcasting Inc. to Micanopy Broadcasting Co. Inc. for \$500,000 cash plus 700,000 shares of stock in buyer. Seller, debtor-in-possession, is principally owned by Frederick C. Mezey, who also owns KQAK(FM) San Francisco, which has been sold, pending FCC approval. Buyer is owned by American Communications and Television Inc., Gainesville-based station group of one FM and three TV's and owner of SMATV systems in Florida, principally owned by Mark K. Goldstein, Harvey M. Budd and Thomas G. Sonsini. It owns two LPTV's, is app. for seven LPTV's and is app. for new TV's in Gainesville and Palatka, both Florida. Action May 2.

■ WZIP(AM) South Daytona, Fla. (1590 khz; 1 kw-D; 500 w-N)—Granted assignment of license from Creative Broadcasting Inc. to D&H Radio Inc. for \$335,000, comprising \$70,000 cash, \$260,000 note and \$5,000 noncompete agreement. Seller is principally owned by Frank Canale, who has no other broadcast interests. Buyer is owned by David N. Feldman (30%), Howard C. Griboff (30%) and five others. It has no other broadcast interests. Action May 17.

■ WTTB(AM) Vero Beach, Fla. (1490 khz; 1 kw-D; 250 w-N)—Granted assignment of license from WTTB Inc. to Treasure Coast Broadcasting Inc. for \$550,000, comprising \$300,000 cash, and \$250,000 note at prime over two years. Seller is principally owned by Harry L. Reiner and family, and Simon Goldman. Reiner has interest in WLBE(AM) Leesburg, Fla. Goldman has interest in WJTN(AM)-WWSE(FM) Jamestown, N.Y.;

WMVT(AM) Burlington, and WSYB(AM)-WRUT(FM) Rutland, both Vermont. Buyer is owned by Howard Cohen and four others. It has no other broadcast interests. Action May 17.

■ WAOK(AM) Atlanta (1380 khz; 5 kw-U)—Granted assignment of license from Atlanta OK Broadcasting Co. to DKM-Atlanta Broadcasting Corp. for \$4 million cash, including \$100,000 noncompete agreement. Seller is owned by Ragan Henry, principal owner of Philadelphia-based station group of four AM's and two FM's. Buyer is subsidiary of DKM Communications Corp., which is owned by Robert R. Dyson and family, John A. Moran and family and two others. It owns five AM's and six FM's. It is selling co-located WPLO(AM) (see below). Action May 17.

■ WPLO(AM) Atlanta (590 khz; 5 kw-U)—Granted assignment of license from DKM-Atlanta Broadcasting Corp. to Capital Cities Communications Inc. for \$6,850,000 cash. Seller is also buying WAOK(AM) (see above). Buyer is publicly owned, New York-based station group, publisher and cable MSO, headed by Thomas Murphy, chairman. It is buying American Broadcasting Companies Inc. for \$3.5 billion (BROADCASTING, March 25). Action May 17.

■ WWWW-FM Columbus, Ind. (104.9 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Bartholomew County Broadcasting Inc. to Mid-State Media Inc. for \$391,000, comprising 36,000 cash and remainder \$55,000 noncompete agreement. Seller is principally owned by Edward W. Roehling, Gene H. Kinman, Paul D. Ford and Daniel R. Billman. It also owns WRCR(AM) Rushville, Ind. Buyer is owned by Gunther S. Meisse (80%) and Glenn Cheesman (20%). Meisse has interest in, and Cheesman is general manager of, WVNO-FM Mansfield, Ohio. Action May 15.

■ KBOE(AM)-KOSK(FM) Oskaloosa, Iowa (AM: 740 khz; 250 w-D; FM: 104.9 mhz; 2.9 kw; HAAT: 285 ft.)—Granted assignment of license from Oskaloosa Broadcasting Co. to Jomast Corp. for \$850,000, comprising \$250,000 cash and remainder in note at 10% over six years, note amortized over 10 years with balloon payment in seventh year. If gross revenue growth exceeds 5%, bonus payment of \$16,790 required. Seller is owned by Catherine E. Winkler, Don Hemphill, Roy Seeger, estate of Phyllis Day Herman, Dr. C.C. Kitchen, estate of Harold J. Fleck, Earl R. Jones and E.G. Wenrick. Only Wenrick has other broadcast interests, with interest in WMEN(AM) Menomonie, Wis., and KTTN(AM) Trenton, Mo. Buyer is owned by John A. Muhl, president, and family. It has no other broadcast interests. Muhl is owner of soft drink bottling plants in Oskaloosa and in Salinas, Kan., and Norfolk, Neb. Action May 17.

■ WFDF(AM) Flint, Mich. (910 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from WFDF Corp. to Flint Metro Mass Media Inc. for \$700,000, comprising \$500,000 cash and remainder note at 9% for first two years and 12% for last three years. Seller is owned by Elmer A. Knopf, who has no other broadcast interests. Buyer is owned by Vernon Merritt, who also owns WDZZ-FM Flint, Mich. Action May 17.

■ KDAL-FM Duluth, Minn. (95.7 mhz; 100 kw; HAAT: 803 ft.)—Seeks assignment of license from The Snee and Associates Limited Partnership to Radio Station of Duluth Inc. for assumption of debts. Seller is owned by John R. Snee and his wife, Geraldine, who have no other broadcast interests. Buyer is subsidiary of Duchossois Communications Co., with 10% of nonvoting stock in KDAL owned by Rolland C. Johnson. It is station group of two AM's and one FM, principally owned by Richard Duchossois. It recently purchased KCBRTV Des Moines, Iowa. Johnson also has interest in WBWB(FM) Lafayette, Ind. Filed March 21.

■ KSZN(AM) Pampa, Texas (1340 khz; 1 kw-D; 250 w-N)—Granted assignment of license from Golden Eagle Communications to Four Star Communications Inc. for \$331,664.10, comprising \$27,500 cash and remainder assumption of notes. Seller is owned by Phillip T. Zeni, Cecil J. Koonce, and estate of Phillip S. Moore. It also owns KKDI(AM)-KKBE(FM) Sheridan, Ark. Buyer is owned by Robert Taylor and his wife, Clara (50%), and Glenn Dawkins and his wife, Julia Marie (50%). Clara Sailor is general manager of KSZN(AM) Pampa, Tex. Dawkins is Pampa, Tex., farmer. Action May 17.

■ KEDO(AM)-KLYK(FM) Longview, Wash. (AM: 1400 khz; 1 kw-D; 250 w-N; FM: 105.5 mhz; 3 kw; HAAT: minus 21 ft.)—Granted assignment of license from KEEDOH Inc. to Longview Broadcasting Corp. for \$750,000, comprising \$150,000 cash and remainder note at 11% over 10 years. Seller is Bellevue, Wash.-based station group of seven AM's and five FM's, prin-

ipally owned by Frederic A. Danz and family. Buyer is owned by Gary L. White, Walter H. Meyer and Rodney J. Etherton. It also owns KITI(AM) Centrailla-Chehalis. Wash. Action May 6.

■ WAQE-AM-FM Rice Lake, Wis. (AM: 1090 khz; 5 kw-D; FM: 97.7 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Red Cedar Broadcasters Inc. to WAQE Broadcasting Associates for \$1.2 million cash. Seller is owned by Thomas F. Betscha and Willard Weegman, who have no other broadcast interests. Buyer is owned by Mark E. Pecan, who owns American Broadcast Securities Inc., Chicago-based advertising time sales firm. He has no other broadcasting interests. Action May 2.

New Stations

FM's

■ Fort Mitchell, Ala.—Bohanan Broadcasting Inc. seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: 1069 Access Rd., Covington, Ga. 30209. Principal is owned by O. Dan Bohanan. It also owns WGFS(AM) Covington, Ga. Filed May 6.

■ Mt. Bullion, Calif.—New Life Enterprises Inc. seeks 99.9 mhz; 1.87 kw; HAAT: 2,085.3 ft. Address: 3636 N. First St., Fresno, Calif. 93726. Principal is owned by N. James Patterson. It owns KGDP(AM) Santa Ynez, Calif., and KIRV(AM) Fresno, Calif. It is also app. for new FM's in San Diego and Woodlake (see below), both California, and Honolulu. Filed May 3.

■ Woodlake, Calif.—New Life Enterprises Inc. seeks 104.1 mhz; 2.14 kw; HAAT: 2,541 ft. Address: 3636 N. First St., Fresno, Calif. 93726. Principal is owned by N. James Patterson. It owns KGDP(AM) Santa Ynez, Calif., and KIRV(AM) Fresno, Calif. It is also app. for new FM's in San Diego and Mt. Bullion, (see above) both California, and Honolulu. Filed May 3.

■ Kennebunk, Me.—Kennebunk Communications Group seeks 99.3 mhz; 3 kw; HAAT: 328 ft., 162 Woodstock Ave., Rutland, Vt. 05701. Principal is equally owned by Burton K. Barlow; his wife, Lori; Gary Wheelock, and Eric Elmendorf. Barlow has interest in WVNR(AM) Poultney, Vt. Filed May 16.

TV's

■ Ozark, Ala.—Shelley Broadcasting Co. seeks ch. 67; ERP vis. 100 kw; aur. 50 kw; HAAT: 497 ft.; ant. height above ground: 399 ft. Address: 535 Simmons Ave., 36360. Principal is owned by H. Jack Mizell, who also owns WRJM(FM) Troy, Ala. Filed May 21.

■ Anchorage, Alaska—Minority Broadcasters of Alaska seeks ch. 41; ERP vis. 1,412.5 kw; aur. 141.25 kw; HAAT: 4,188 ft.; ant. height above ground: 200.7 ft. Address: P.O. Box 3130, 99510. Principal is owned by Dan Mahoney, who is app. for new FM in San Diego and new TV's in Albuquerque, N.M., and Superior, Wis. (see below). Filed May 20.

■ Havre, Mont.—Rick Davies seeks ch. 9; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 888.88 ft.; ant. height above ground: 699 ft. Address: Highway 2 West, Chinoook, Mont. 59523. Principal owns KRYK(FM) Chinoook, Mont. Filed May 14.

■ Albuquerque, N.M.—Minority Broadcasters of Albuquerque seeks ch. 41; ERP vis. 1,412.5 kw; aur. 141.25 kw; HAAT: 4,188 ft.; ant. height above ground: 200.7 ft. Address: P.O. Box, 87100. Principal is owned by Dan Mahoney, who is app. for new FM in San Diego and new TV's in Anchorage (see above) and Superior, Wis. Filed May 20.

Actions

AM's

■ Siesta Key, Fla.—Granted app. of J&K Broadcasters for 780 khz; 5 kw-D; 1 kw-N. Address: 613 S. La Grange Rd., LaGrange, Ill. 60525. Principal is equally owned by Patricia A. Kranz and Robert A. Jones. Jones is LaGrange, Ill.-based consulting engineer with interest in WJJQ(AM) Tomahawk, WPRQ(AM) Baraboo, both Wis. Action May 1.

■ Umatilla, Fla.—Returned app. of RER Broadcasting for 1120 khz; 5 kw-D. Address: 508 Highgrade Terrace, Silver Spring, Md. 20904. Action May 21.

■ Mt. Carmel, Tenn.—Granted app. of Carmel Com-

munications Corp. for 1200 khz; 10 kw-D; 250 w-N. Address: 5224 Foxfire Pl., Kingsport, Tenn. 37644. Principal is owned by Mark M. Nickels and his wife, Paula. Action May 22.

■ Bridge City, Tex.—Returned app. of Jane F. Filler for 1120 khz; 5 kw-D. Address: P.O. Box 61002, Sacramento, Calif. 95860. Action May 21.

FM's

■ Cairo, Ga.—Dismissed app. of Collins-White Broadcasting Co. for 102.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 486, 31728. Action April 12.

■ Daytona Beach, Fla.—Returned app. of Valusia Public Radio Inc. for 90.1 mhz; 5 kw; HAAT: 132 ft. Address: 957 Tall Pine Dr., Port Orange, Fla. 32019. Action April 29.

■ Brooklyn, N.Y.—Dismissed app. of Westchester Council for Public Broadcasting Inc. for 91.5 mhz; 20 kw; HAAT: 165 ft. Address: 21 Brookside Lane, Dobbs Ferry, N.Y. 10522. Action May 14.

■ Frederick, Okla.—Granted app. of Southwest Christian Media Inc. for 91.5 mhz; 100 kw; HAAT: 390 ft. Address: 1309 S. Main, 73542. Principal is nonprofit corporation headed by Richard Hazel, president. Action April 24.

TV's

■ Marianna, Fla.—Granted app. of Marianna Television Inc. for ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 586.4 ft.; ant. height above ground: 473 ft. Address: P.O. Box 777, 32446. Principal is owned by Joseph E. Davis and William H. Hopkins. It also owns WTYS(AM) Marianna, Fla. Action April 30.

■ Bloomington, Ind.—Granted app. of Area Christian Television Inc. for ch. 42; ERP vis. 3,013 kw; aur. 300 kw; HAAT: 954 ft.; ant. height above ground: 771 ft. Address: 440 E. Main St., Ellenville, Ind. 47429. Principal is non profit corporation headed by J. Wesley Powell, president. Action March 21.

■ Bloomington, Ind.—Dismissed app. of Haynes Communications for ch. 42; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 545 ft.; ant. height above ground: 455 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. Principal is owned by Jack Haynes. Action March 21.

■ Bloomington, Ind.—Dismissed app. of Mississinewa Communications Corp. for ch. 42; ERP vis. 1,959 kw; aur. 195 kw; HAAT: 803.6 ft.; ant. height above ground: 455 ft. Action March 11.

■ Virginia Beach, Va.—Dismissed app. of Virginia Beach Family Television Ltd. for ch. 43; ERP vis. 5 kw; aur. 500 w; HAAT: 1,639 ft.; ant. height above ground: 1,640 ft. Address: Two Northside 75, Suite 302, Atlanta 30381, Action May 2.

■ Virginia Beach, Va.—Dismissed app. of Tidewater Broadcasting Co. for ch. 43; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 522 ft.; ant. height above ground: 521 ft. Address: 5110 Nichols Ct., Norfolk, Va. 23503. Action May 14.

Facilities Changes

Applications

AM's

Tendered

■ WMIN (1030 khz) Maplewood, Minn.—Seeks CP to increase night power to 1 kw; change nighttime TL, and make changes in ant. sys. App. May 24.

Accepted

■ WMLB (1550 khz) West Hartford, Conn.—Seeks MP to change TL and change hours of operation to unlimited. App. May 24.

■ WDCQ (1200 khz) Pine Island Centre, Fla.—Seeks MP to change SL to Del Prado Blvd., Cape Coral, Fla. App. May 24.

■ KMNS (620 khz) Sioux City, Iowa—Seeks MP to augment radiation pattern. App. May 28.

■ WKGM (940 khz) Smithfield, Va.—Seeks MP to make changes in ant. sys. App. May 24.

FM's

Accepted

■ WSSP (104.1 mhz) Cocoa Beach, Fla.—Seeks CP to change TL. App. May 24.

■ KRTR-FM (96.3 mhz) Kailua, Hawaii—Seeks mod. of CP to change HAAT to 2,145.12 ft. and make changes in ant. sys. App. May 24.

■ WLTE (102.9 mhz) Minneapolis—Seeks mod. of lic. to install new transmission sys. App. May 24.

■ WKBN-FM (98.9 mhz) Youngstown, Ohio—Seeks CP to change ERP to 5.9 kw. App. May 21.

■ KFMJ (96.9 mhz) Grants Pass, Ore.—Seeks mod. of CP to change HAAT to 2,226.46 ft. App. May 21.

■ WZLD-FM (96.7 mhz) Cayce, S.C.—Seeks CP to operate formerly authorized facilities as aux. App. May 28.

■ KEYI (103.5 mhz) San Marcos, Tex.—Seeks mod. of lic. to move SL outside community of lic. App. May 28.

TV's

Accepted

■ KTIE (ch. 63) Oxnard, Calif.—Seeks MP to change ERP to vis. 1,782 kw, aur. 392 kw. App. May 24.

■ KCEC (ch. 26) Pueblo, Colo.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,250 ft., and change TL. App. May 24.

■ WOFL (ch. 35) Orlando, Fla.—Seeks CP to move SL outside community of lic. App. May 21.

■ WGOT (ch. 60) Merrimack, N.H.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 935.9 ft.; replace ant., and change TL. App. May 28.

■ WRCB-TV (ch. 3) Chattanooga—Seeks CP to replace ant. App. May 21.

Actions

AM's

■ WASG (1140 khz) Atmore, Ala.—Granted app. to increase power during critical hours to 50 kw-D. Action May 20.

■ KBBA (690 khz) Benton, Ark.—Granted app. to change TL and SL. Action May 14.

■ KLRA (1010 khz) Little Rock, Ark.—Granted app. to operate by remote control from main SL. Action May 20.

■ KXZI (1030 khz) San Luis Obispo, Calif.—Granted app. to change TL and make changes in ant. sys. Action May 16.

■ WKRT (1300 khz) Cocoa Beach, Fla.—Granted app. to make changes in ant. sys. Action May 20.

■ WONQ (1140 khz) Orlando, Fla.—Granted app. to increase power to 2.5 kw and change TL. Action May 21.

■ KKIC (950 khz) Boise, Idaho—Dismissed app. to change TL. Action May 15.

■ WMRO (1280 khz) Aurora, Ill.—Granted app. to augment daytime directional pattern. Action May 20.

■ WEEF (1430 khz) Highland Park, Ill.—Granted app. to change daytime TL and make changes in daytime ant. sys. Action May 20.

■ KBRL (1560 khz) Imperial, Neb.—Dismissed app. to increase power to 5 kw. Action May 15.

■ WINS (1010 khz) New York—Granted app. to make changes in ant. sys. Action May 16.

■ KRMG (740 khz) Tulsa, Okla.—Granted app. to make changes in nighttime parameters. Action May 20.

■ WKQW (1120 khz) Oil City, Pa.—Granted app. to make changes in ant. sys. Action May 20.

■ WXPX (1300 khz) West Hazelton, Pa.—Granted app. to change hours of operation to unlimited and augment nighttime standard pattern. Action May 20.

■ WAPP (1150 khz) Chippewa Falls, Wis.—Granted app. to change SL to 944 Harlem St., Altoona, Wis. Action May 16.


FM's

■ KIHx-FM (106.3 mhz) Prescott Valley, Ariz.—Accepted

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for filing app. to change TL and change HAAT to minus 219 ft. Action May 14.

■ KQLH (95.1 mhz) San Bernardino, Calif.—Accepted for filing app. to change ERP to 50 kw. Action May 6.

■ KARA (105.7 mhz) Santa Clara, Calif.—Granted app. to move SL to Story Road and Lucretia Street, San Jose, Calif. Action May 17.

■ *KRCC (91.5 mhz) Colorado Springs—Granted app. to change ant. site; change ERP to .055 kw. and change HAAT to 2,102.48 ft. Action May 16.

■ WHQT (105.1 mhz) Coral Gables, Fla.—Accepted for filing app. to change ERP to 72 kw. Action May 17.

■ WWAV (102.3 mhz) Santa Rosa Beach, Fla.—Granted app. to change HAAT to 328 ft. Action May 15.

■ WLYZ (95.3 mhz) Nashville, Ga.—Accepted for filing app. to change ERP to 1.8 kw and change HAAT to 413.28 ft. Action April 30.

■ WNVF-FM (106.1 mhz) North Vernon, Ind.—Granted app. to change TL and change HAAT to 486 ft. Action May 16.

■ KMGK (93.3 mhz) Des Moines, Iowa—Granted app. to change TL; change HAAT to 1,055 ft., and make changes in ant. sys. Action Nov. 14, 1984.

■ KWKS (94.3 mhz) Winfield, Kan.—Granted app. to change freq. to 94.3 mhz. Action May 20.

■ WAYV (95.1 mhz) Atlantic City—Granted app. to change TL and change HAAT to 293 ft. Action May 21.

■ *WBXL (90.5 mhz) Baldwinsville, N.Y.—Returned app. to change ERP to .195 kw and change HAAT to 195 ft. Action May 17.

■ WPLJ (95.5 mhz) New York—Granted app. to change ERP to 6.9 kw and change HAAT to 1,335 ft. Action April 18.

■ *WCWS-FM (91.9 mhz) Wooster, Ohio—Granted app. to change ERP to .89 kw; change HAAT to 75.44 ft., and replace ant. Action May 14.

■ KSDW (100.9 mhz) Sulpher, Okla.—Granted app. to move SL outside community of lic. Action May 17.

■ WHHR (106.3 mhz) Hilton Head Island, S.C.—Granted app. to install new transmission sys. Action May 15.

■ WWLT (92.1 mhz) Bamberg, S.C.—Granted app. to change HAAT to 310 ft. Action May 20.

■ WTWE (92.5 mhz) Manning, S.C.—Granted app. to install aux. sys.; change freq. to 92.5 mhz; change ERP to 98.24 kw; change HAAT to 1,170 ft., and change TL. Action May 20.

■ KBEV-FM (104.3 mhz) Milbank, S.D.—Dismissed app. to change TL; change ERP to 100 kw, and change HAAT to 378.51 ft. Action May 17.

■ KJQN-FM (95.5 mhz) Odgen, Utah—Dismissed app. to change TL; change ERP to 75 kw; change HAAT to 2,292 ft., and make changes in ant. sys. Action May 14.

■ WVCM (107.1 mhz) Miami, W. Va.—Accepted for filing app. to change TL; to change ERP to 23.71 kw, and change HAAT to 665.84 ft. Action May 15.

TV's

■ KMJD-TV (ch. 38) Pine Bluff, Ark.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw and change HAAT to 1,945 ft. Action May 15.

■ WDV1 (ch. 61) Wilmington, Del.—Granted app. to change ERP to vis. 3,000, aur. 300 kw; change HAAT to 957 ft.; replace ant., and change TL. Action May 17.

In Contest

Review Board made following decisions:

■ Naples Park and Golden Gate, Fla. (Mark L. Wodlinger and Nathan L. Goetz) FM proceeding. Scheduled oral argument on exceptions to initial decision of ALJ Edward Luton granting Wodlinger's app. for new FM station at Naples Park and denying Goetz's app. Each party has 20 minutes for argument. Goetz may reserve part of his time for rebuttal. By letter, April 29.

■ Freeport, Tex. (Freeport Broadcasting Co. and Willis Jay Harpole) FM proceeding. Scheduled oral argument on exceptions to initial decision of ALJ Edward Luton granting Freeport's app. for new FM station at Freeport and denying Harpole's app. Each party has 20 minutes for argument. Harpole may reserve part of his time for rebuttal. By letter, May 6.

ALJ Joseph Chachkin made following decision:

■ Midland Tex. (Midland Telecasting Co. Inc., et al) TV proceeding. By separate orders: granted motion by Plains Telecasting Ltd. and dismissed with prejudice app. for assignment of lic. from Midland to Plains; granted bureau's motion and dismissed with prejudice Midland's app. for lic. renewal; granted West Texas Communications's app. for new TV station at Midland, and terminated proceeding. By order and MO&O, May 14.

ALJ John H. Conklin made following decisions:

■ Mobile, Ala. (Mobile TV 61 Inc. and South Alabama Telecasters) TV proceeding. Granted motion for summary decision by South Alabama and resolved air hazard issue in its favor. By order, May 6.

■ Los Angeles (RKO General Inc., et al) AM and FM proceeding. Granted motions by Belvedere Broadcasting Limited Partnership and Hobart Broadcasting Limited Partnership and dismissed their apps. with prejudice. By orders, May 6.

ALJ John M. Frysiak made following decisions:

■ Lake Worth, Fla. (Lake Worth Communications, et al) TV proceeding. Granted joint request for settlement agreement by Hispanic Broadcasting Inc. and Minority Television Inc. and dismissed Minority's app. with prejudice. By MO&O, May 9.

■ Vero Beach, Fla. (De Beau Broadcasting Inc., et al) FM proceeding. By separate orders: granted motion by Florida Coastal Broadcasting Inc. and dismissed De Beau Broadcasting Inc.'s app. with prejudice and granted motion by Central Communications Inc. and dismissed its app. with prejudice. By MO&O, May 10 and by order, May 16.

■ Bethesda, Md., and Washington (RKO General Inc., et al) AM and FM proceeding. Granted motion by Washington Metropolitan Broadcasters Inc. and dismissed its AM and FM apps. with prejudice. By order, May 7.

■ Las Vegas (Way of the Cross of Nevada, et al) TV proceeding. Granted joint requests for settlement agreement by Rebel Broadcasting Corp. and People of the Fire Ltd. and settlement agreement by People of the Fire and LV Pictures, and dismissed apps. of LV and Rebel with prejudice. By MO&O, May 9.

ALJ Joseph P. Gonzalez made following decision:

■ Tyler, Tex. (Big Six-O TV, et al) TV proceeding. By separate orders: granted motion for summary decision by Vestcom Broadcasting and resolved air hazard issue in its favor; granted joint request for settlement agreement; dismissed with prejudice apps. of Big Six-O TV, Minority TV of Tyler Inc., and Channel 60 Corp.; granted Vestcom Broadcasting Inc.'s app. for new TV station at Tyler, and terminated proceeding. By MO&O, May 10 and May 14.

ALJ Byron E. Harrison made following decision:

■ Helena, Mont. (John R. Powley and Haynes Communications Co.) TV proceeding. Granted joint request for settlement agreement; dismissed Haynes' app. with prejudice; granted Powley's app. for new TV station at Helena, and terminated proceeding. May 13.

ALJ Edward Luton made following decisions:

■ Hyannis, Mass. (Puopolo Communications Inc., et al) FM proceeding. Granted motion and dismissed Cape Cod Broadcasters's app. with prejudice. By order, May 14.

■ New York (RKO General Inc., et al) AM and FM proceeding. By separate orders: granted motion by BCCL Radio and dismissed its app. with prejudice and granted motion by First City Communications Inc. and dismissed its app. with prejudice. By order, May 14.

■ Carolina, P.R. (Educational Television of Carolina and R. y F. Broadcasting) TV proceeding. Granted motion for summary decision by R. y F. Broadcasting and resolved air hazard issue in its favor. By order, May 14.

■ Lebanon, Tex. (Wilson County Broadcast Services Inc., et al) AM proceeding. Granted motion for severance and grant of app. by Wilson County. By MO&O, May 14.

ALJ Walter C. Miller made following decision:

■ Boston (RKO General, et al) AM and FM proceeding. Granted motion by Fenway Broadcast Associates and dismissed its AM app. with prejudice. By order, May 3.

ALJ Joseph Stirmer made following decision:

■ Paducah, Ky. (Johnny G. Box, et al) TV proceeding. By separate orders: granted motion for summary decision by TV-49 and resolved air hazard issue in its favor; granted joint request for settlement agreement; dismissed apps. of Johnny Box and Amos Communications Inc. with prejudice; granted TV-49's app. for new TV station at Paducah, and terminated proceeding. By MO&Os, May 6 and May 7.

ALJ James F. Tierney made following decisions:

■ Port Huron, Mich. (Brian Haskin, et al) TV proceeding. Granted joint request for settlement agreement; dismissed apps. of Brian Haskin and TV 46 Corp. with prejudice; granted Haney Communications' app. for new TV station at Port Huron, and terminated proceeding. By MO&O, May 6.

■ Gallup, N.M. (Keith E. Lamonica and Connie T. Catsis) FM proceeding. Granted joint request for joint settlement agreement; dismissed Lamonica's app. with prejudice; granted Catsis's app. for new FM station at Gallup, and terminated proceeding. May 6.

■ Raleigh, N.C. (Charles Ray Shinn, et al) TV proceeding. Granted motion for summary decision by The L Broadcasting Co. and resolved air hazard issue in its favor. By MO&O, May 15.

Call Letters

Applications

Call Sought by

New FM's

WCJX Constance J. Wodinger, Miramar, Fla.
KZBL Barron Broadcasting Inc., Natchitoches, La.
KTRA Dewey Matthew Runnels, Farmington, N.M.

Existing AM's

WEGZ WGGG Micanopy Broadcasting Co., Gainesville, Fla.
KWOF KLEU Michael Facciani Ministries Inc., Waterloo, Iowa
WBEM WWBR Baughman Media Inc., Windber, Pa.
KDSI KOPY Jefco Enterprises Inc., Alice, Tex.

Existing FM's

WLKQ WGCO Buford Broadcasting Inc., Buford, Ga.
WKXX WJBM-FM Gateway Radio Partners, L.P., Jerseyville, Ill.

Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

KKHJ KRSN-FM Community Broadcasting Co., Los Alamos, N.M.
WWLI WPJB-FM Providence Broadcasting Corp., Providence, R.I.
KOPY KDSI Jefco Enterprises Inc., Alice, Tex.

Grants

Call Assigned to

New AM

WECC Lois V. Casey, St. Marys, Ga.

New FM's

KSUR-FM Anita L. Levine, Greenfield, Calif.
WOVU Ocean View Broadcasting Co., Ocean View, Del.
WJQZ Scenic Sounds Inc., Wellsville, N.Y.
*KIEW Patricia Ann Silva Educational Broadcasting Foundation, Newport, Ore.
*KTDN Waco Educational Broadcasting Foundation, Palestine, Tex.
*WWWP Alpha Educational Broadcasting Foundation, Franklin, Va.

New TV's

KAWK Miller Broadcasting Inc., Lawrence, Kan.
KRWF Hubbard Broadcasting Inc., Redwood Falls, Minn.
WFLI-TV WFLI Inc., Cleveland, Tenn.

Existing AM's

WRBK WPIK Gulf Communications of Alabama Inc., Flomation, Ala.
WWJZ WMHN Mount Holly Radio Co., Mount Holly, N.J.
WMYT WHNI Twinstar Broadcasting, Mebane, N.C.
WBLO WORG Radio Orangeburg Inc., Orangeburg, S.C.
KJJQ KVA A Sioux Valley Broadcasting Co., Volga, S.D.
KHVN KSAX EGG Dallas Broadcasting Inc., Fort Worth, Tex.
KTNS KXVI NMR Inc., Plano, Tex.

Existing FM's

KFSO KNTN Americom II, Visalia, Calif.
WQKK WHCG Radio Metter Inc., Metter, Ga.
KZFN KRPL-FM KRPL Inc., Moscow, Idaho
WKMO WYFE-FM Town and Country Radio Inc., Winnebago, Ill.
KLZC KDEZ KQEZ Inc., Crookston, Minn.
WTGY WTAA Tallahatchie Broadcasting Systems, Charleston, Miss.
KIXQ KPBT J.R. Communications Co., Webb City, Mo.
WKSJ WRQK Robins Communications Inc., Greensboro, N.C.
WKML WGSS Beasley Broadcasting of Eastern North Carolina Inc., Lumberton, N.C.
*WOTL WFTD Family Stations Inc., Toledo, Ohio
WWSH WVCD The Luzerne Co., Hazelton, Pa.
WNEF WWON-FM Panda Enterprises Inc., Woonsocket, R.I.
KKQQ KVXL Sioux Valley Broadcasting Co., Volga, S.D.
KTXK KDCI Hamon Broadcasting Inc., Devine, Tex.
WZZR WPUF Hanover Radio Inc., Mechanicsville, Va.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager needed for top 50 market. Resume and salary should be sent to Box K-98.

Community Club Awards, (CCA), 30-year-old sales promotion plan, has immediate openings for multi-state sales representatives. Fulltime travel (mon./Fri.). Radio/TV management experience required. Draw against substantial commission. Write for personal interview enclosing resume, references. John C. Gilmore, President, P.O. Box 151, Westport, CT 06881, 203-226-3377.

General manager for NPR station licensed to San Francisco Unified School District. Responsible for compliance with FCC regulations, implementation of long range programming & educational goals for station. Requires five years' broadcast management experience, including at least two years in public broadcasting with demonstrated skills in financial planning, administration, staff supervision, grant writing, and fundraising, & thorough knowledge of FCC/NPR policies. Resume to Henry Marshall, Associate Superintendent, SFUSD, 135 Van Ness Ave., San Francisco, CA 94102. SFUSD, is an EOE.

Group broadcaster needs strong, take charge general manager for AM/FM country leader in Northwest major market. Must have strong sales background and know history to William Fowler, VP/Radio Operations, P.O. Box 550, Ithaca, NY 14850. EOE.

General manager needed, small market. South. Must have sales experience. Great first opportunity for sales manager to general manager. AM/FM combo. Current GM moving up to ownership. Resume to Box M-111.

General sales manager. New AM/FM combo, great Florida medium market, both with hot Transtar formats. Must have successful history as GSM, able to train and motivate. Great growth opportunity, promotion to GM in near-term possible. Stock ownership as bonus available. Send detailed resume/earnings history, references first letter in confidence. EOE. Box M-112.

Charlottesville, Va. General sales manager. Great college town to live in; great station with solid existing sales staff to lead. Colin Rosse, VP, WINA/WQMC, 804-977-3030.

General manager. 100 KW FM, southeastern Montana. Great opportunity for person with proven sales record who can manage. 60 W. Fourth St., St. Paul, MN 55102.

Are you already managing a successful sales effort in a small market? Worcester is the 94th largest radio market in the country. There are only seven radio stations selling in a market of over 360,000 people. No TV to speak of, either. Newspaper charges about \$50 a column inch. It's great! WORC was the underdog of the market until new owners took over 8 months ago. Since then a heavy investment in new equipment and promotion has launched a growing country audience & sales increase of 300%. Best of all, our advertisers are getting results directly attributable to our station. There's lots of room to keep this kind of growth rolling on. Sales force of seven people, and a general manager now need some help, getting very busy, time to add a sales manager. Call Don Fitzgibbons, 617-799-0581. EOE.

General manager. Aggressive, sales oriented GM needed for well-established Midwest combo. Excellent salary, benefits, equity incentives. Great opportunity for creative sales manager looking to move up. Box P-24.

HELP WANTED SALES

GSM. Top notch marketing pro needed for new class C FM, Fayetteville, NC. Country format. Bruce Cotton, Beasley Broadcasting, 919-739-6056.

Sales manager for world wide religious/commercial radio group. Excellent opportunity. Salary plus commissions. Extensive travel required. Advancement to VP/GM possible. Call Jim Slaughter, Beacon Broadcasting, 404-324-1271.

Lincoln opportunity for qualified sales rep. Immediate opening. Excellent growth potential in competitive market. Very good earnings if you're professional. Rush resume to Station Manager, Box 6477, Lincoln, NE 68506.

Radio, TV, cable, print advertising agency seeks self-starter to sell great product. Resume to Dir. of Sales, Radio Works, Inc., 16411 Deer Park Ave., Deer Park, NY 11729, 516-595-2929.

Account executive. Sunbelt medium market. Need self starter, eager to make money. Minimum two years' sales experience with direct & agency accounts. Excellent sales opportunity, chance to grow with dynamic Southwest broadcast group. EOE. Resume to Box M-96.

HELP WANTED ANNOUNCERS

Talk host. Need dynamic talk host for strong, California group owned station. Tape/ resume to Bruce Marr & Associates, Broadcast Consultants, 1855 Del Monte Lane, Reno, NV. 89511.

Adult MOR (prefer 35+) personality with strong abilities on creative, credible live commercial delivery. Metro pay. Showcase station. Contact Tom Jones, KNXR, Rochester, MN, 507-288-7700.

Non-commercial Christian station seeking afternoon drive host/ community relations director. Tapes/ resumes by 6/ 15 to Dave Phelps, WUNN, Box 288, Mason, MI 48854. EOE.

Talk host—salesperson. Combination position: sales duties plus interview community leaders on public affairs programs. Mail resume. No calls. WMJS, Box 547, Prince Frederick, MD 20678.

Production/ air personality with contemporary format station. Work with pros. Good opportunity! Tape, resume, references to Station Manager, Box 6477, Lincoln, NE 68506.

Classical music announcer for New York City station. Must have at least 5 years commercial radio experience & very solid knowledge of classical music pronunciation. Having worked other formats a big plus. No beginners. WNCN is a different type of classical music radio station looking for a very special type of announcer. No Calls. Tapes/resumes only to Mario Mazzo, WNCN, 1180 Ave. of the Americas, New York, NY 10036. EOE.

Fulltime position available for qualified communicator. Top pay. Benefits. Beautiful city. Modern facility. Tape & resume to Program Director, WZOE, Broadcast Center, Princeton, IL 61356. EOE.

Communicator wanted: leading East Texas AM/FM combo needs an experienced, talented announcer. Duties would include early morning anchor position on AM, limited FM air work, plus extensive production which should be highly professional. Aircheck, sample spot announcement production, resume to KOOL/KEBE Radio, P.O. Box 1648, Jacksonville, TX 75766. EOE.

HELP WANTED TECHNICAL

Chief engineer. Suburban NYAM/ FM. Must be experienced at studio construction & maintenance, remote broadcasts, transmitter & antenna construction/ maintenance. Resume/ references: Box P-10.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor,
MI 48106

Radio maintenance technician. Group W seeks rare individual qualified for audio and RF technical tasks for its all news station in Los Angeles, KFWB. Individual will be expert in audio, RF, digital design/ repair and station operations, plus have working knowledge of trades and skills from telephony to electronic construction techniques. Individual will be effective communicator, both verbally and in writing, a proven troubleshooter, proficient at thorough schematic documentation, & sensitive to human engineering and service orientation requirements of a technical department at major market station. Applicants should have minimum of an Associated degree in broadcast electronics along with three years station experience in maintenance & construction, or six years' solid station technical background with proven performance record. Certificates as a senior broadcast engineer by the SBE will be regarded favorably, as will a background in hobbies such as amateur radio, electronics, or personal computers. Successful applicant will receive competitive pay, superb benefit package, and a chance to help shape the future of all news radio. Resumes/ questions regarding this position should be directed to Richard Rudman, Engineering Manager, KFWB, 6230 Yucca St., Los Angeles, CA 90028. Telephone inquiries refused. Group W Broadcasting and Cable, Inc./ KFWB, an equal opportunity employer.

HELP WANTED NEWS

News director—Aspen, CO. Expanding news department seeks trainer, motivator, leader. Resumes/tapes/salary requirements: David L. Johnson, KSNO AM/FM, 620 E. Hopkins, Aspen, CO 81611.

News/ sports director. Professional FM near Dallas. Play-by-play, interviewing. Good future for right person. Tape/resume to Mel Price, KDXE, P.O. Box 564, Sulphur Springs, TX 75482.

News director. California group owned powerhouse needs the best. Tape/ resume to Bruce Marr & Associates, Broadcast Consultants, 1855 Del Monte Lane, Reno, NV 89511.

Pending maternity leave requires we recruit news director. High profile news department. Gather, write, deliver news. True radio journalism. T&R: Manager, KARS Radio, Box 860, Belen, NM 87002.

News director. Sub. NY metro AM/ FM combo seriously committed to news. Tape/ Res./ Sal. to GM, WNNJ/ WIXL-FM, Box 40, Newton, NJ 07860. EOE.

HELP WANTED PROGRAMMING PRODUCTION, OTHERS

Program director. 5-10 years' experience. 5KW regional AM/100KW FM. Creative production. Tape, resume, salary needs to Jerry Black, KSEN/KZIN-FM, Box T, Shelby, MT 59474. EOE.

Program director. NE market. A/C format. Airshift required. Resume to Box M-127.

Music director. Noncommercial, classical music radio station serving Charlotte, NC, metro market. Solid classical music background with demonstrated skill in programming, production, on-air presentation & two yrs.' overall professional experience. Believe classical music should be accessible to listeners through informal, conversational announcing style, and that the listener is the key. Want to play major role in promoting local arts as well as programming music. Salary competitive but attractive, with excellent benefits. Cover letter, resume, references (ph. #s), recent audition tape, programming sample to John Clark, WDAV Radio, Davidson College, Davidson, NC 28036, by June 14. Affirmative action/equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Top management, sales and programming pro-consultant. Available select markets. Research, post ARB diary analysis. Positioning, marketing, sales goals and achievement. Bobby Majic, 216-257-5004; 601-863-3522.

Attention station owners group owners. General manager, 21 years' successful management. Expertise includes leadership, motivation, programming. High achiever of goals; profit oriented. Strong sales development ability. Excellent credentials. Box M-85.

Public broadcasting commitment. Experienced, versatile broadcaster w/ degree seeks admin./ mgmt. position. On-air combo OK. Mark, 417-782-8134.

Multiple station GM. 30 yrs. revenue, ratings success. Small, top 5 mkts. Turnaround expert. Sales, programming, training, motivation. Community involvement. Self starter. Money maker for absentee owner. Piece of the action? \$50,000 minimum. Confidential replies to Box P-4.

Problem solving, money making GM. 25 yrs. all mkts. You'll get results, not excuses. Box P-9.

General manager—Large Eastern market. Experienced all areas. Major market background. Seeks relocation. All market sizes considered. Box P-15.

Winner GM. Hands-on leader. Knowledgeable all phases of daily operation; sales expert. Presently employed as GM of AM/ FM with over 25 employees. Large medium, small market experience, mid-30s, Southeast only. Box P-20.

Experienced medium market GSM wishes to relocate. Solid background in local, regional, & national sales development. Box P-23.

SITUATIONS WANTED SALES

10-yr. mkt. salesman seeks intermediate market station. Good company man; seeking right firm to settle down with. Terry 209-935-1470.

Secure medium market salesperson seeks similar position, New England states. Eight years experience. Relocating. Box M-124.

Need sales management help? I can show you the way, reach your objectives, new method for open minds. Proven, results guaranteed. P.O. Box 851743, Richardson, TX 75085-1743. Results radio.

SITUATIONS WANTED ANNOUNCERS

Recent college grad, 3 years' on-air/ production experience. Will relocate. Any shift. Please call Jim, 312-598-8543.

Professional sounding announcer seeks position. Eager, dependable, sports minded. Will relocate. Rudi, 414-442-6066.

SITUATIONS WANTED NEWS

Experienced newscaster/reporter, great voice, authoritative delivery, excellent writing skills. BA degree in journalism and radio. Box M-105.

Experienced sportscaster in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

Major market sportscaster with Division One experience seeks football & basketball PBP position for next season. Write Box M-97.

Experienced news-sports reporter with PBP seeking opportunity. Hardworking, dedicated. Prefer Midwest. 412-922-0704, EDT, nights.

Sports/ news position sought. Accurate/ objective PBP, relevant, solid reporting skills and credentials. 201-763-5587.

Sports PBP announcer and packager with division one experience seeks football/ basketball PBP or sports director's position. Vast experience in sports reports/ sports talk. Will consider sales combo position. Contact John Rebenstorf, 714-525-2475, days, 714-526-6517, evenings, (PDT); write P.O. Box 9097, Brea, CA 92621.

Sportscaster. Major market pro. Vast experience in PBP, talk, anchoring, documentaries. All offers welcome. 818-888-3019.

Tired of single station mkts. where my talent goes unappreciated. Solid, exciting PBP, all sports. 3 yrs. on-air exp., 20 yrs. sports knowledge. Know what I'm talking about. Box P-26.

Hardworking female pro, 9 yrs. on-air experience, seeks news anchor/ reporter position. Will relocate. Box P-27.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Responsible, dedicated professional with on air experience at Q107 in DC, 96Rock in Atlanta, on air/ MD/ assistant PD at EZ104, Richmond, VA, seeks small market. Will consider announcing position in medium to large market. J.T. Stevens, 804-272-1522.

TELEVISION

HELP WANTED MANAGEMENT

Station manager /general sales manager. Promotion within corporation provides outstanding opportunity for creative, dynamic sales professional. Need experienced manager to supervise top notch sales department & work closely with president in station management. Contact Dennis West, WIFR-TV (CBS) P.O. Box 123, Rockford, IL 61105, 815-987-5300. MF/EOE.

Director of Broadcast Operations. Prefer both engineering and production background. Looking for experienced person with management/strong leadership ability. Prefer minimum three years' management experience. Network affiliate. Excellent benefits. Resume/salary to Box M-129.

News director. Need leader for top-rated group owned (Capital Cities) dominant news operation, central California. Last three news directors moved up to larger markets. Candidate should have college degree, be currently employed in some TV news department management role. Resumes to Marc Edwards, KFSN-TV, 1777 G. St., Fresno, CA 93706. Equal opportunity employer.

National sales manager. WKRC-TV, Cincinnati, seeks aggressive, energetic, career-oriented national sales manager. Applicant should have minimum three years' local, national, and/or rep TV sales experience or equivalency. An excellent opportunity for advancement. Please submit resumes/references to John Dawson, General Sales Manager, WKRC-TV, 1906 Highland Ave., Cincinnati, OH 45219. EOE.

If you're now a sales manager! If you're bright, tough, motivated! If you're ready to prove yourself as a GM! Convince us! Call Mr. George, 615-894-4980. Major independent group. Equal opportunity employer.

President/general manager. Greater Dayton Public Television, Dayton, Ohio, seeks CEO to plan, implement, & evaluate all phases of operation for WTPD and WPTO. Responsible for management of 40-person staff, \$2.5 million annual budget, and working closely with community oriented board. Position requires substantial senior administrative broadcasting experience; demonstrated experience in financial management. Strong management/communication skills. Willingness to participate in community activities to support fund development. Bachelor's degree required; MA or PhD preferred. Application deadline: 6-15-85, or until filled. Letter of application, resume, references to Doris Ponitz, Search Committee Chairperson, GDPT, 3440 Office Park Dr., Dayton, OH 45439. EOE.

General sales mgr. SW small/medium mkt. seeks high yield mgr. Must have intense desire to succeed & history that reflects it. Position created by promotion. Reply Box P-21.

HELP WANTED SALES

Regional sales manager. KYTV, NBC affiliate, ranked number 1 in Springfield, MO. Must have either local TV sales experience or previous management experience within broadcast industry. Resumes to Donald J. Hicks, KYTV, P.O. Box 3500, Springfield, MO 65808.

Account executive -WJKS-TV, rapidly growing NBC affiliate, Jacksonville, Florida, seeks experienced, team-oriented person with proven record of excellence in TV sales. Please send resumes to Eddie Rhyme, Local Sales Manager, P.O. Box 17000, Jacksonville, FL 32216. A Media General station. EOE.

Fantastic opportunity! Sunny Florida, big account list! Major market. Resumes to Box M-80. EOE.

Local sales manager. Sunbelt seacoast top 50 network affiliate seeking experienced local sales manager to handle veteran staff in extremely competitive market. Chance to join growing group ownership corporation. Resume to Box 109. Affirmative action/equal opportunity employer, M/F.

Sales manager and account executives needed for established network TV station in Montana. Please send resume to Dana L. Kehr, Station Manager, P.O. Box 22268, Billings MT 59104, 406-252-4004. EOE.

Graduating seniors. Put your college credentials to work for you now at this entry-level TV sales position. We'll give you an excellent product to sell, (full power UHF TV station) sales training, & supportive environment. We'll expect your maximum effort and above-average revenue production. Cover letter/resume to Stephen Turner, WCVX-TV58, 737 W. Main St., Hyannis, MA 02601. Equal opportunity employer.

Account executive. KOB-TV, NBC affiliate, Albuquerque, NM. Seeking team-oriented person with TV Sales experience or broadcast background. Excellent opportunity in exciting growth market. Apply in writing to Bob Evans, General Sales Manager, KOB-TV, P.O. Box 1351, Albuquerque, NM 87103. EOE, M/F. No Phone calls accepted.

We're looking for aggressive, go-getting GSM who has proven track record in street sales and loves to work with AEs on sales calls. Must be energetic, enthusiastic, able to produce results! If this describes you, and you've dreamed of living along Florida's Emerald Coast, send resume/ references, and your current success record to WPAN-TV, 11 Tupelo Ave. SE, Ft. Walton Beach, FL 32548. EOE/ MF.

National sales manager. TV station, top 40 market, Southeast, network affiliate, has opening for national sales manager. Two years station/ rep experience required. Sales management experience preferred. Write Box P-2. EOE, M/F.

HELP WANTED TECHNICAL

Chief engineer. UHF independent seeks individual with hands-on and supervisory experience. Minimum seven years' experience in commercial broadcasting. Must have extensive knowledge of all technical aspects of TV station operations. Resume/salary history to Personnel, P.O. Box 13268, El Paso, TX 79912

Chief engineer. 7 years' experience in technical and operations area of broadcast TV station, including minimum 3 years' supervisory experience. Must be capable of "hands on" repair and instruction of engineering staff. Salary range depends on expertise and qualifications. Excellent benefits. Resume/salary history to Vince O'Connell, WHSV-TV, Box TV3, Harrisonburg, VA 22801, 703-433-9191.

Senior maintenance engineer. Experienced on state of the art broadcast equipment, 3/4 & 1" VTR's, TBC's, Cameras, switchers, etc. Operation & repair. Ed Murphy, VP-Eng., P.O. Drawer 6607, W. Palm Beach, FL 33405, 305-732-7850.

Southern California. Christian satellite and broadcast network has opening for master control operators. Minimum two years experience required. Resume to personnel Department, Trinity Broadcast Network, Inc., P.O. Box "A", Santa Ana, CA 92711. Equal opportunity employer.

Technical director/editor. Middle Atlantic major market TV station/production house seeks TD. Experience must include CMX editing, Chyron IV, DVE, Quad/1" set up, 3/4" editing, live audio, studio camera a plus. FCC license required. EOE. Resume to Box M-103.

State-of-the-art mobile unit needs engineer in charge. Experience on TK-47-s, BVH-2000's. Abekas digital systems, Chyron 4100 necessary. Competitive salary, benefits. Mobile unit supported by large established production facilities. Contact Hal Lipman, E.J. Stewart, Inc. 215-626-6500. EOE/MF.

Immediate opening for commercial photographer with three to five years experience in commercial field production. Responsible for commercial, promotional, public service material. Must have proven expertise in lighting techniques and post-production editing. Resume, tape, salary, requirements to Personnel, WGHPTV, Box HP-8, High Point, NC 27263. EOE.

Assistant chief engineer. Ground floor opportunity with growing group broadcaster. Experience helpful with Ampex VPR 80's, Sony BetaCart, and RCA TK27. Southwest independent. New studio and offices. Contact Dick Stafford, KJTV, P.O. Box 15610, Amarillo, TX 79105. EOE.

TV switcher/maintenance engineer. Meyer Broadcasting Co., Western ND, has opening for TV board operator, with equipment and maintenance experience. Prefer first class license holder. EOE. Resumes to Cherie Olson, GM, KUMV-TV, Box 1287, Williston, ND 58802.

Chief engineer. New 5,000 KW UHF, Northeast market, serving Hudson Valley. Construction from ground up. Semi-turnkey at studio and transmitter. All new equipment. First class station with remote production van, 120 KW Comark transmitter, ST&L, IC&R, remote pickup microwave, complete production studio plus master control, TVRO satellite installation. Prefer 3 to 5 years hands-on experience state-of-the-art equipment for installation & supervision. General class FCC license. Knowledge of FCC rules/regulations. Resume/salary requirements to P.O. Box 1609, Kingston, NY 12401. EOE. M-F.

Associate director, satellite operations. PBS seeks engineering professional with strong background in satellite knowledge and experience to manage PBS's main origination terminal and repair depot operations. Key position requires demonstrated managerial and technical skills. We offer competitive starting salary & excellent benefits. Interested candidates should submit letter of interest, resume, salary requirements to PBS, attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. AA/EOE.

Southeast Alabama UHF ABC TV station seeking engineer with varied experience. Position to be filled immediately. Please reply: Betty Marshall, P.O. Box 6237, Dothan, AL 36302, or call for appointment: 205-793-1818.

Maintenance engineer. Large Philadelphia TV production facility. Excellent pay/benefits. Background in Sony 1100, 2000, HL-79E, and Digital desired. Also ADO, Paint Box, Dubner, Chyron IV & CMX helpful. Call Clint, 215-568-4134.

Large independent station operator ready to invest in several bright, creative, energetic engineers to train for management. Mr. George, 615-894-4980. Equal opportunity employer.

Transmitter and maintenance engineer with general, class license and minimum 5 years' experience in maintenance of VHF and AM transmitters. Knowledge of Ampex, Grass Valley, and Tektronix equipment also needed. Satellite earth station and microwave skills helpful. Salary \$27K-30K, DOE. Resume to Les Secrest, Northern Television, 455 3rd Ave., Ste. 200, Fairbanks, AK 99701. EOE.

Expanding video production facility, minutes from downtown Washington, DC, has immediate need for video engineer with 5 years' experience in camera shading/set up. We're also looking for a maintenance engineer who has 3 years' experience with 1" VTR's and microprocessor based editing equipment. Qualified candidates call Don Powell, 703-823-2800.

Chief engineer. UHF-TV. New England market seeks knowledgeable engineer, strong on maintenance, ready to assume responsibilities of chief. Experience with UHF transmitters essential, plus hands-on skills with studio equipment and ENG. We're looking for a dedicated professional who's ready for responsibility, plus the opportunity to join growing group operation. Contact George Rousseau, WVNY-TV, 100 Market Square, Burlington, VT 05401, 802-658-8022. EOE.

Satellite technician. PBS seeks satellite technician to coordinate uplink switching & operate/maintain satellite transmission equipment. Minimum 2 years' experience in satellite communications with emphasis on transmitter & microwave operation and maintenance. Salary commensurate with experience. Interested candidates should submit letter of interest, resume, salary requirements to PBS, Attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. AA/EOE.

CMX editor. Established facility seeking junior editor for night shift. Excellent benefits. Growth opportunity. Experience required. Reel/resume to Frank Anthamatten, Southern Productions, 900 Division St., Nashville, TN 37203. 615-248-1978.

Qualified TV broadcasting engineer for multi group owner. Must have good management leadership experience, as well as hands on ability, both RF and studio equipment. Experience of at least 8-10 years' required. Resume to Box P-1.

Mid-Atlantic independent in hunting, fishing, winter-sports area, looking for top maintenance engineer. Must have experience on Ampex 1200s, 3/4", TK-28s. First phone or equivalent necessary; emphasis on maintenance. Growing chain offers opportunity for advancement to right individual. Reply Box P-16. EOE.

HELP WANTED NEWS

Weather anchor. Small market TV station with state of the art weather graphics seeks weather anchor/Meteorologist preferred. Tape/resume to Ron Heller, News Director, KTVO-TV, P.O. Box 949, Kirksville, MO 63501. EOE.

Director of news and public affairs. Public TV station seeks experienced news director to supervise news department and produce/host public affairs series and specials, teaches reporting class to advanced broadcasting students who are primary people in this news operation. Supervises daily 30 minute news broadcast. BA/BS in communications or related field and 4 years TV news experience required. Master's degree and management experience preferred. Salary: minimum \$22,000. Apply: WUFT-TV Search Committee, Weimer Hall, University of Florida, Gainesville, FL 32611. Deadline: June 12, 1985. WUFT-TV, an equal opportunity/affirmative action employer, encourages applications from women/members of minority groups.

News writer/producer for nation's news capitol. Must have exceptional writing skills and strong local news judgement. Resume to Executive Producer, WJLA-TV, 4461 Connecticut Ave., NW Washington, DC 20008. Absolutely no calls. WJLA-TV, an equal opportunity employer.

Reporters, anchors, weathercasters & sportscasters. Immediate, unadvertised openings currently available through our service. APR-Broadcast. 919-756-9244; a service of American Professional Relations, Inc.

Micronesia. Work in booming, tropical Guam! Dominant station in island market accepting applications for future hiring. Magazine show producer, news photographers, reporters. Tape/resume to John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agana, GU 96910

Investigative reporter. WFSB, a Post-Newsweek station, seeks aggressive broadcast journalist who can develop and air investigative stories for southern New England's number one newscast. Requirements include ability to tell compelling stories that utilize 1985 production techniques, self-starter who wants to be on-the-air at least once a week. 3 to 5 years' experience in local news and investigative reporting preferred. Tapes/resumes to Mark Efron, News Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Executive producer. Top 30 net affiliate needs experienced executive producer to help lead reporters and producers. Strong emphasis on writing, story production. Just work well with people. Prior experience as reporter and newscast producer a must. Resume to Box M-114. Equal opportunity employer.

Sportscaster openings. Interested? Send tape/resume to Steve Porricelli or Barbara Bresnan, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

News director. 100+ market. Coordinate stories, organize personnel. Experienced pro needed to push for more local stories. Great opportunity for larger market reporter looking to move into management. Resume/salary requirements to Larry Patton, KSWO-TV, P.O. Box 708, Lawton, OK 73502.

Washington reporter. Daily business news show voted best news show on cable. Experience covering Washington a must. Would like experience covering business. Cover Washington from business angle. Must produce sophisticated stories on quick turnaround for daily headlines. Resumes/tapes to David Neustadt, Managing Editor, Business Times, 727 11th Ave., NY, NY 10019.

Business news reporter. Daily business news show voted best news show on cable. Knowledge of business & finance a must. Must produce sophisticated stories on quick turnaround for daily headlines. Resumes/tapes to David Neustadt, Managing Editor, Business Times, 727 11th Ave., NY, NY 10019.

Earn daily minimum fee of \$200. Emerging national broadcast research firm seeks consultants news, promotion, sales, management. 15 years or more experience ideal candidates. Prompt reply assured. M/F. Letters to Box P-5.

Reporter. Midwest 50s-market top-rated station, nationally reknown for excellence. Must have college degree, at least one year TV reporting experience, outstanding writing and field producing skills, polished on-air delivery, strong work ethic. Prefer candidates with medical beat experience. Resume to Box P-6.

Weekend anchor. Number-one 50's station, Midwest. Successful candidate will have one or more years' anchoring experience, extremely solid journalistic skills, college degree, great proficiency at field reporting and writing. Newscast production background desirable. Resume to Box P-7.

Anchor. Experienced professional. Co-anchor early and late news on medium market Midwest station. Resume/salary requirements to Box P-25. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director. If you're creative, innovative, and assertive, a challenging position in California awaits you. Immediate opening. Independent TV programming experience required. Resume/salary history to Box M-83. EOE.M/F.

Attention all NYC camerapeople with proven news-magazine experience. Please send your written resume to Box M-115.

Creative service writer-producer. Top network affiliate seeks experienced creative copywriting talent for broadcast and print. Proven broadcast production capability with 3-5 years experience in TV, radio, and print advertising. Resume/video/radio/print samples to On-Air Promotion Manager, WBZ-TV 4, 1170 Soldier's Field Rd., Boston, MA 02134. No phone calls accepted. Westinghouse Broadcasting & Cable, Inc., an equal opportunity employer.

Assistant promotion manager. Major market network affiliate seeks take-charge individual for #2 position in depts. Must have strong writing, hands-on editing, & producing skills. Minimum two years' experience in all phases of broadcast promotion including on-air, print, & radio. Managerial experience a plus. Resumes/tapes to Cyndie Reynolds, Promotion Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Promotion manager. WJKS-TV, the up and coming NBC affiliate in sunny Jacksonville FL, has excellent opportunity for experienced promotion pro. If you have strong creative skills, experience in managing/budgeting a promotion department, & can demonstrate a production background with a major market look, we want to talk to you! Reply in confidence with resume/tape to Russ Myerson, Director of Programing & Operations, WJKS-TV, 9117 Hogan Rd., Jacksonville, FL 32216. M/EOE. WJKS-TV, a Media General station.

Production director. Small Midwest affiliate. Excellent opportunity for current hands on producer/director to move up. Organization, creativity, writing skills a must. Ability to switch and supervise all local production essential. Letter, resume/salary requirements to Box M-123.

Production manager opening at WV's #1 independent, 43rd ADI. Candidate should have at least 4 years' commercial & station directing experience. Station needs person who works well with others and to oversee 15-member department. Position requires someone who has strong station operational skills. Candidate may be a creative director ready for move into management, or a production manager ready for a new challenge at young, growth-oriented, group operation. EOE/MF. Resume/salary requirements to Manager, WVAH-TV23, 23 Broadcast Plaza, Hurricane, WV 25526.

Production manager. Aggressive PBS station seeks self-motivated individual for this leadership role. Responsibilities include: Supervision of all production personnel including directors, photographers, and editors; supervise remote & studio production; maintain internship program; work with commercial clients; produce/direct program and commercial length material as needed. Requires experience as producer/director and/or production supervision. Must have thorough knowledge of studio and remote production techniques & ability to pass such knowledge on to others. Must be team player, able to achieve optimum utilization of facilities. Resumes only to Production Manager Position, WGBY-TV, 44 Hampden St., Springfield, MA 01103. Part of WGBH Educational Foundation. Closing date: June 17, 1985. EOE.

Production manager/director. Opportunity for experienced director to move into management position. Will continue directing duties while overseeing production crew. *Must be creative, possess leadership skills.* Resume/tape to David Murphy, Operations Manager, WRBL, Box 270, Columbus, GA 31994. EOE.

Large market TV station has immediate opening for production manager. Applicants must have production management/directing experience. EOE/MF. Write Box P-11.

Art director. Top twenty market, East. Must have administrative experience, be proficient in all aspects of electronic art, print, set design. EOE/M-F. Resume to Box P-12.

TV station has opening for producer/writer. Knowledge of production, writing skills necessary. EOE/M-F. Resume to Box P-13.

Marketing director. Top 50 market network affiliate seeks creative marketing director with strong leadership and some hands on TV production/print experience. Resume to Box P-22. If possible, contact prior to BPME. EOE/M-F.

Assistant to the director of creative services. TV syndicator. Strong background in publicity and advertising. Resume to Box P-28.

Production manager for Washington, DC facility. Excellent growth potential. Must have 3-5 years' production background. Management/sales skills desirable. Clients from programming, commercial, corporate, training fields. Candidate must be detail conscious, a self starter, and have ability to manage. Respond to John Marcus, Fax Productions, 301-652-7800.

TV promotion manager—Cleveland's newest independent seeks promotion manager with strong on-air experience in promotion production. Writing/editing skills must be superior. Other responsibilities eventually will include radio and print production, radio and print placement, sales promotion, event promotion. Address inquiries to R. Afe, Program Director, WOIO, 2720 Van Aken Blvd., Cleveland, OH 44120.

News promotion producer. Experienced, aggressive individual wanted to promote #1 newscast in Washington, DC. Excellent opportunity to sign on with creative promotion team. Must have 3-5 years' promotion experience. Tape/resume to Mark DeSantis, Promotion Mgr., WDVN-TV, 4001 Brandywine St., NW, Washington, DC 20016, or see me in Chicago.

SITUATIONS WANTED MANAGEMENT

Public broadcasting commitment. Experienced, versatile broadcaster w/degree seeks admin./mgmt. position. On-air combo OK. Mark, 417-782-8134.

"Yes, I can," develop #1 biller, market leader, and success. Veteran broadcaster. Experience includes: group VP-GM, GSM, Publishing, TV, extensive sales including: Jennings, Welsh, Lontos, Youngs, Walker & Company, RAB, International Newspaper Institute, and Television Advertising Bureau, training. Available June 1. Prefer West, salary negotiable. 208-234-4224.

Sales professional with national & local sales management background desires opportunity as GM or GSM. I'm a mature go-getter with start up indy and affiliate experience. Write Box P-3.

SITUATIONS WANTED ANNOUNCERS

On-air creative, experienced, attractive male desires magazine, talk, weather, commercial talent position. Call now: 813-299-2331.

SITUATIONS WANTED NEWS

Sports anchor/reporter. Award winning sports anchor/reporter/writer/editor, 15 years' solid experience, including reporting, show host, PBP, as well as own videotape editing in nation's #2 market. If you want an exciting, dedicated approach to sportscasting, I'm your man. Will work weekends and/or reporting if weekdays not available. Call Walt, 415-992-0669; write 783 Skyline Dr., Dale City, CA 94015.

Experienced, talented, glamorous news anchor/reporter. Able to produce top-notch newscasts. Strong writing skills. BA degree. Box M-106.

Small mkt. sportscaster looking to move up the ladder. Anchor or report. Can shoot and edit with the best. Available now. Box M-67.

Dedicated newsmen, two years' radio/TV experience, wants small market job that can use my reporting/camera skills. 413-323-6796.

Reporter. Hardworking, enthusiastic. Need break into TV news. Seek entry level market. B.S. broadcast journalism, U. of Utah. Doug, 714-530-2421.

Reporter with national and Northwest awards and 10 years' experience seeks same position in TV or radio. George, 509-575-5333.

20 year veteran reporter. Top awards for government and business news. Administrative experience also. Wayne Sorge, 915-584-7748.

Veteran sportscaster. Vast experience PBP (football, basketball, major league baseball, boxing, & gymnastics) and interviewing. Some anchoring. All offers welcome. 818-888-3019.

Anchorman. Network/local. News director/bureau chief. 18 years on-air TV news experience, 615-573-6397.

TV weathercaster seeks weekday position. Three years experience with computer graphics & radar. Excellent on-air presentation. Box P-18.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Award winning jazz dancer, excellent voice/appearance. Looking for station to perform exercise fitness show. Box M-107.

Remember your first break? June graduate looking for position as production assistant. Some cable production experience. Intelligent, ambitious. Will relocate. Christopher, 312-684-0833.

Producer/director, 3 valuable years small market production & management experience, looking to move up. Creativity and dedication are pluses: there are no minuses. Box P-19.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast instructor - assistant professor. Active school of journalism has opening beginning Sept. 1, 1985. Responsibilities include teaching intro, broadcast news writing, all aspects of limited news production including directing, audio, switching, & ENG/video tape editing, student advisement. Qualifications: Master's degree required, professional & teaching experience helpful. Salary competitive. Contact Dean, School of Journalism, Troy State University, Troy, AL 36082. Include resume/references. Deadline for applications July 21, 1985.

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.

Need used 10 KW or 30 KW UHF TV transmitter, UHF antenna for channel 41, and other used TV equipment. Also 500 foot tower. Good condition only. Please include asking price. Box M-122.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

New TV start-ups. Fast, cost effective construction. Top quality equipment at lowest costs. Business plans, financing available. Quality Media, 404-324-1271.

New UHF transmitters. Silverline 60kw high-efficiency UHF transmitters, dual exciters, Pulsar, all standard, at an amazing price. Quality Media, 404-324-1271.

Used TV transmitters- 30 and 60 kw UHF, Dual 38 kw Harris HI-Band VHF, 1kw Emcee UHF LPTV, call for your needs. Quality Media Corporation, 404-324-1271.

RCA TCR-100 2" cart - (2) available with 2,000 tapes. Call for details and low price. Quality Media Corporation, 404-324-1271.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

New 100 watt solid state UHF LPTV transmitter. Time proven modules. Sales, rentals, loaners. Quick delivery, best prices. Call CommTele, 713-479-1614, anytime.

Automation-Schafer 803; 4 Scully decks, 2 IGM cart machines, 3 carousels, racks. In use; in good working condition. Price reduced. \$8,500. Call Robert Ewing, 601-442-2522, WMIS Radio. No collect calls.

FM transmitters: 20, 10, 7.5, 5, 3.5, 1, and .25 KW. Continental Communications, Box 78219, St., Louis, MO 63178. 314-664-4497.

AM transmitters: 50, 5, 2.5, 1, 250 and .05 KW Continental Communications. Box 78219. St. Louis, MO 63178. 314-664-4497.

20KW FM-Harris FM 20 K w/MS-15 & spares—2X RCA BTF-20E1 (1974) w/Moseley—CCA 20,000 DS (1971) w/10DS, RCA BTF-10E w/Moseley. Call M. Cooper-Transcom Corp., 215-379-6585.

Emcee 1KW IDA—1000A Amplifier, HTU-100 UHF translator, Tektronix 529 waveform monitor, Sony VCR's BVU-50, BVU-100, V02860, ECS-1B, RM 400 editors. For further information, contact Rick Melamed, ABC-TV, 212-887-4981.

Sony M3 camera, like new, low hours, extras incl. w/o lens. Best offer. 305-864-5489, 9A-5P EDT.

Two RCA, TK-46, studio cameras with Angenieux, 10 x 1 lens, including extenders, 200 feet of cable, excellent condition. Best offer. Chyron III, character generator, with font compose, good condition. Best offer. 815-963-5413.

ISI Model 1205 studio switcher with 2 mix effects & 1 program buss, 20 inputs, 2 RGB chroma keyers, matrix wipe, quad split, down stream keyer. Removed from service in Feb. '85. Five years old. EEY Vidicons - 3 each 8134V1 and one 844OV1, excellent condition. Installed in RCATK-27 for only one week. Clay Spurrier, 301-742-4747.

Chem Farm towers for sale—200 ft., 250 ft., in good condition. Ken Gardner, WLF1-TV, 317-463-3516.

RCA TK 76 A cameras w/ Angenieux 10X1 servo lens. Good condition. \$5,000 each. 3 available. Chyron 3A w/ offline editor, 2 spare drives, \$10,000. 813-922-0777.

Over 50 AM-FM transmitters. All powers, all manufacturers, all spares, all books, all our inventory Crystals for your freq. World leader in broadcast transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. R.E. "Dick" Witkovski, owner. 25th year of service to broadcasters.

Used cart machines. Bargains! Good condition. Mono record/play \$195. Play only \$125. Write for list. Box 213. Dunkirk, MD 20754.

Dubner CBG 2 rebuilt by manufacturer to new unit specifications. One year warranty parts and labor by manufacturer. \$95,000. Chyron III \$6,500. Adda 750C still storer \$45,000. 201-444-2911.

Optimod 8000A. Bought new 1976, just recently (4/85) taken out of service, then factory reconditioned. Sold as is for \$2,200 cash. Pete Low, WGLL FM, 717-597-9000.

Thomson MC-701 camera w/ Fuji 14X1, excellent condition. \$15,500. 818-705-7362.

1046' new FM tower. PiRod solid, hot dip galvanized, 52" face. Never erected. Ship now. 612-222-5555, Paul.

Videotape! Evaluated blank 3/4", 1", & 2" broadcast quality videotape stock. They look and work like new. All lengths available. Fully guaranteed! Call collect, Carpel Video, Inc., 301-845-8888.

1" editing suite—RCA TH100's, GV1600 with E-Mem, CMX edge, Yamaha console, GV sync and proc. Conrac monitors, Tektronix test equipment consoles, etc. Cube vans—video and tape. Five triaxed cameras, GV1600, GV400 routing, Chyron 4000, VPR2's with Slo-Mo. Yamaha console, RTS Intercom, generators. Excellent condition. Gerstenslager 38' van. Three axle, recently rebuilt, new interior, excellent condition. Tek 465 and 475 scopes, 25X and 22X lenses, TK760, TK-76 cameras, 1" C used video tape, video monitors, etc. Jack Taylor, WVSCO, 215—367-2800.

MISCELLANEOUS

Free. See 10-minute videotape of 5-day conference held in 1984 at the University of Florida on agriculture & the humanities. With a grant from the W. K. Kellogg Foundation, UF makes available a tape showing conference of 430 representatives from every major land grant university & 50 private colleges. It was designed to make students in all fields aware of the social significance of agriculture. You pay only return postage. Charges for unreturned tapes: \$50 for 3/4", \$35 for 1/2" VHS or 1/2" Beta. No charge if tapes are returned within 1 month of shipping date. Specify format when writing to Rosemarie Van Camp, Agriculture/Humanities Tape, Information & Publications, 545 Weil Hall, Gainesville, FL 32611.

Time sales training manual. Improve sales performance. Everything salespeople should know: technical information, attitude, organization, follow-up, packaging, independent TV, specials, prospecting. Written by professional with 20 years' experience. Antonelli Media Training Center, 212—206-8063.

New! Spanish name pronunciation. Easy to use tape/booklet shows you how. Send \$9.89 to Fiesta, Box 518, Athena, OR 97813.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303—795-3288.

CBS Mystery Theatres - 760 shows on reels or cassettes. Fastest service, highest quality. Catalog \$1.00. Edgar Cole, P.O. Box 3509, Lakeland FL 33802.

CONSULTANTS

Signing on or just bought a station? Satisfied with your sales staff's performance? Line-up make best use of your programming? Develop salespeople, only to lose them? Rate card maximize dollars? Difficulty finding salespeople with attitude and training? We are experts at selling, training, and managing people. We know this business and can help you. A consulting relationship with us will produce immediate benefits. Antonelli Media Sales Consultants, 20 W. 20 St., NY, NY 10011, 212-206-8063.

RADIO

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR

Professional with country and full service experience needed for Florida giant. 813—576-6090; send resume to 9720 Executive Center Dr., Ste. 200, St. Petersburg, FL 33702. A Taft Co.



Help Wanted Sales

Radio Account Executives

CBS Radio Representatives is anticipating future opportunities for Account Executives. You can be part of the CBS Radio Representatives team if you are:

- a proven achiever
- a self-motivated sales producer
- management-minded
- goal-oriented

We'll provide the environment for your success. You provide the hard work and enthusiasm it requires to attain your ambitious goals.

A minimum of one year proven local radio sales success and good presentation skills can be your key to a rewarding future with CBS.

For prompt, confidential consideration, please send your resume to:

BOX P-14

CBS RADIO REPRESENTATIVES

Men and Women of All Races Desired

Help Wanted Announcers

CAPITAL CITIES COMMUNICATIONS

Is expanding in Atlanta. Personality air talent needed for future openings: 10am—3pm; 7pm—midnight; midnight—5am. Tapes/resumes to Neil McGinley, c/o WKHX, 360 Interstate North, Ste. 101, Atlanta, GA 30339. EOE.

Situations Wanted Announcers

OWNERS/MANAGERS

You're a phone call away from a morning entertainer with major market experience. Seeking on-air/PD position with great, people oriented company. Available after Arbitron. Become your market's next #1. 609—737-1421.

Situations Wanted News

NEWS DIRECTOR

15 year Los Angeles newsmen available June 10 for radio news directorship in major market. Experienced in all facets of radio news including news/talk. Excellent managerial skills. Top references. Recipient of many awards. Write Box M-132.

TELEVISION

Help Wanted Programing, Production, Others

WBZ-TV 4

CREATIVE SERVICE SENIOR PRODUCER

Top network affiliate seeks marketing professional with at least five years video/film production experience. Proven creative script writing, post production, radio and print capability a must. Previous management experience preferred. Send resume and video/radio/print samples to:

Creative Services Director
WBZ-TV 4
1170 Soldiers Field Road
Boston, MA 02134

No phone calls accepted. Westinghouse Broadcasting and Cable, Inc. is an equal opportunity employer.

**Help Wanted Programing,
Production, Others Continued**

EDITOR **evening**
magazine
GROUP
WBZ-TV

WANTED: The World's Best Magazine Format Editor. Must have at least three years editing experience, two of which must include a magazine format program. This is a tremendous opportunity for a rising star editor to work at a top Group W station, with the nation's best and brightest magazine staff. Candidates must be inventive and ready to add a creative editing spark to our program. Send tape and resume to:

Roger Maroni
Evening Magazine, WBZ-TV 4
1170 Soldiers Field Road
Boston, MA 02134

Westinghouse Broadcasting and Cable, Inc. is an equal opportunity employer.

Help Wanted Sales

ACCOUNT EXECUTIVES

If you have a proven track record in TV or radio sales, we encourage you to apply to this full power UHF start up on Cape Cod. Cover letter/resume to Stephen Turner, WCVX-TV58, 737 W. Main St., Hyannis, MA 02601. Equal opportunity employer.

Help Wanted Technical

MAINTENANCE ENGINEER

Northeast UHF-TV station needs all-around maintenance engineer. Hands-on experience with studio & transmitter a must. Great opportunity. Good salary. Company benefits. Resume to Box P-17.

**Help Wanted Technical
Continued**

ENGINEERS

2 positions open at expanding independent UHF station. Outstanding market and station. Assistant chief engineer and maintenance engineer—both requiring excellent knowledge of TV system maintenance to component level. TV station experience a must. This could be your opportunity. State position being applied for and salary requirement. Contact: Bob Jeu Devine, CE, WDRB-TV, Independence Square, Louisville, KY 40203. EOE.

Help Wanted News

**PRODUCER
EARLY AND LATE
TV NEWS**

Must be experienced. We're after a rare person. Someone who has what it takes to make it big as a producer in TV news, but who hasn't already been snatched by the big guys. We're not in a big market, but we will have shows that would compete in larger markets. If you're someone who can help (not just try), call me. We've just installed a news computer system, new set, new studio cams, Grass Valley 300, lots more ahead to work with. This is a job that demands you become good enough to make your next move to the top. Excellent writer? Creative? Innovative? Call me. Greg Baker, WTHI-TV, Terre Haute, IN, 812-232-9481. No on-air work. Immediate opening. EOE.

**Help Wanted News
Continued**

**WANTED: RESUMES/TAPES
OF TV INVESTIGATIVE REPORTERS
INVESTIGATIVE MINI-DOCUMENTARIANS**
CNN Special Assignments is establishing an active file for potential hiring of investigative reporters and investigative mini-documentarians. We'd like to see the work of people with TV experience producing quality work with speed and professionalism. Please send your resume/tape to: Barbara Davis, CNN Special Assignments, 2133 Wisconsin Ave. NW, Washington, DC 20007.

NEWS DIRECTOR

Progressive small market station with large coverage area. Fine facility with good deal of state of the art equipment, excellent reputation, ratings, and product. Individual we need will enjoy a good, competent staff and a station which places priority on its news effort. We're looking for a good, stable person with at least six years news experience (two in TV), management experience, good leadership ability, and cooperative attitude toward station goals. Computer knowledge helpful, not required. Prefer someone with genuine interest in the mid-south and its lifestyles. Please send resume, goals, ideas, salary history, cover letter to Box M-118. An excellent growth opportunity with a growing company. EOE.

CO-ANCHOR

Need experienced journalist to replace female who's leaving our top-rated independent to join major market network affiliate. In addition to anchoring weeknight news, position requires daily reporting, series work, live shots. Absolute 2 years' experience in all of above. Looking for warm, intelligent journalist who's well-informed, a self-starter, can dig for stories, and wants to be part of a quality, dedicated news operation in the 13th market. Tape/resume to Penny Parrish, News Director. KMSP-TV, 6975 York Ave. S., Mpls., MN 55435. No phone calls. EOE.

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...in our satellite communications complex. This complex will provide programming to the continental U.S. satellite communications network (KU band) consisting of over 1,000 hotels.

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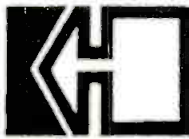
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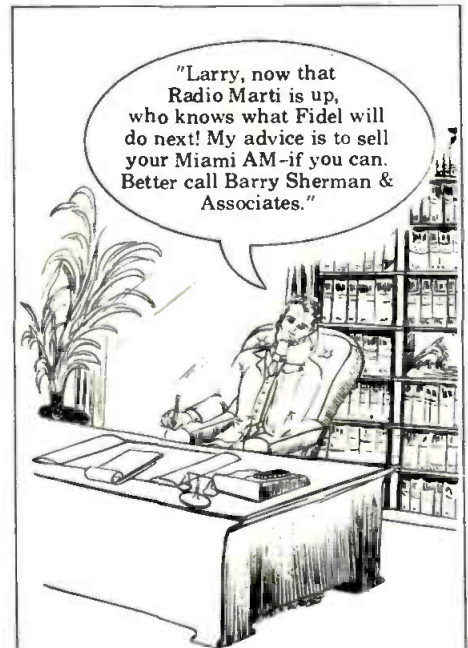


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CO	Sm	AM/FMcp	\$690K	\$125K	David LaFrance	(303) 534-3040
TN	Maj	AM	\$550K	\$50K	Ernie Pearce	(615) 373-8315
OK	Sm	AM/FM	\$535K	\$115K	Bill Lytle	(816) 941-3733
PA	Sm	AM	\$495K	Cash	Warren Gregory	(203) 364-5659
TX	Sm	AM/FM	\$390K	\$90K	Bill Whitley	(214) 680-2807
WV	Sm	AM/FMcp	\$350K	Cash	Ron Hickman	(401) 423-1271
IL	Sm	FM	\$210K	\$50K	Ernie Pearce	(615) 373-8315
AL	Sm	AM	\$150K	\$45K	Ernie Pearce	(615) 373-8315

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

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Rocky Mountain metro AM daytimer, growing market. Terms negotiable.

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10,000 watts day & night non-directional. Exclusive "windward side" of Hawaii. Honolulu just 8 miles. Fully turned around except for sales. \$750,000. A steal for this powerhouse in paradise. Attention investors: 20% might be available at \$160,000. 805-262-6988, before noon PDT.

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Class A with unimproved signal that falls within 20 mi. of major Southern growth market. Tower move and freq. change possible. Well-equipped w/music on cart and excellent audio chain/xmitr. Perfect first station for "mom 'n' pop" or great turnaround station for experienced group operator. Station billed \$180K with 1 part-time salesperson. Absentee mgmt. Price: \$350K, firm; some terms. Write Box M-133

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Fast growing northern Colorado market. Unlimited potential. Annual revenue in excess of \$400,000. Asking \$1,150,000, with 29% down, bal. on terms, only principals need apply. 303-484-7037, owner.

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Excellent growth potential. Attractively priced. Reply with phone # & qualifications to Box P-8.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be

addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.



Hood winners. NBC News team was winner last week of Edwin M. Hood Broadcast Award presented by National Press Club for excellence in reporting in American foreign policy and related issues. Chief diplomatic correspondent Marvin Kalb, executive producer Anthony Potter and producer William Turque (l-r) won award for NBC's hour-long documentary, *The Real Star Wars—Defense in Space*, broadcast last September. Award honors late Edwin M. Hood, who was diplomatic correspondent for Associated Press and who was founding member of National Press Club.

National Association of Broadcasters **executive committee** meets Tuesday, June 4, to discuss audit conducted by Guttenberg Associates on **general perception of NAB**. Meeting is being held at Canterbury hotel in Washington and committee is expected to discuss report with John Guttenberg and make final recommendations to board during June 17-21 meeting.

General Electric's **Comband**, which transmits two separate video signals over single cable channel, **can be marketed to cable operators**, FCC ruled last week. FCC rejected arguments made by National Association of Broadcasters and Association of Maximum Service Telecasters concerning potential degradation of broadcast signals with Comband, and said system's equipment and signal processing techniques are not subject to commission's prior approval, although individual claims of degradation with Comband could be considered.

Turner Broadcasting System is expanding contacts with Soviet Union, with two-year agreement under which TBS and USSR's State Committee for Television and Radio (Gosteleradio) will exchange news, entertainment and sports programming. Agreement, which TBS called "pioneering move for international television," was signed in Moscow by TBS Chairman and President Ted Turner and USSR State Committee Chairman Sergei Lapin. "This is a tremendous accomplishment for TBS," Turner said, according to news release issued by TBS. "It is our hope that through program exchange, we can further peace, understanding and friendship between our nations." Parties have agreed not only to exchange wide range of programming and to work together in televising major sports events but also to cooperate in production of six-hour documentary, *Portrait of the Soviet Union*. Under news-exchange provision, Turner's Cable News Network will become first American news organization to work directly with Intervisio, Eastern bloc news consortium.

Last Thursday, United States Football League (**USFL**) announced that it has court date for its **\$1.3-billion suit against NFL**, for among other things, conspiring in "unfair domination of the airwaves," which it says has taken place for last 40 years. Tentative trial date is February 1986. Depositions in case will include those by number of network executives, including **Roone Arledge**, president of ABC news and sports. Announcement represents amendments to charges originally filed last October. Since that time, league had been searching for law firm to examine history of NFL conduct on broadcast rights. Usher said that "sweetheart deals" between networks and NFL, can no longer be tolerated. Networks are not listed as co-defendants in suit.

Five broadcaster shareholders of Broadcast Music Inc. have requested special shareholders meeting to consider and vote proposed amendments to BMI's by-laws in addition to adopting certain shareholder resolutions. Amendments include decreasing number of BMI directors to from 16 to 12 effective next annual meeting, usually held in October; that license agreements and renewals with broadcasters must be approved by 75% of board, and that no more capital stock shall be issued "without prior approval by the holders of a majority in number of the issued and outstanding shares of the corporation." Filing with BMI also proposes two resolutions. First is establishment of "rate court" to arbitrate between TV broadcasters and BMI when parties cannot come to terms on new license agreements or renewals; second proposes maintaining *status quo* between BMI and TV broadcasters whereby latter continue to pay BMI 58% of annual license fee payments made to ASCAP until parties are able to agree on rate-setting mechanism.

Turner Broadcasting System Chairman **Ted Turner was criticized** last week for behavior during live interview with KMTV(TV) Omaha, Neb., reporter Deborah Ward on May 22 (Turner was in town to present award to *Omaha World Herald* for series of articles on world population). As Ward was doing introduction to interview after award presentation, Turner was seen on camera waving his hands over Ward's head. Then, Ward told BROADCASTING last week, he began making "[suggestive] hand gestures [out of] camera range in front of my dress." During approximate three-minute interview, she said, Turner answered most questions seriously, although his opening response was non sequitur: "Hi, mom."

State Department may have overcome at least some of concerns in Senate that have stalled State's proposal to expand and upgrade to bureau status **Office of International Communication and Information**. Letter from State's assistant secretary for legislative and intergovernmental affairs to Senate Appropriations Subcommittee on Commerce, Justice, State and Judiciary "seems to satisfy" concerns of subcommittee member Ernest Hollings (D-S.C.), according to Hollings aide.

Public Broadcasting Service President **Bruce Christensen** joined **Charles Wick**, director of the U.S. Information Agency, and **Al Snyder**, director of USIA's Television and Film Service, last week on **first experimental live television satellite broadcast to three cities in Brazil**, as part of agency's satellite network, Worldnet. Christensen, who plans to go to Brazil in fall under USIA auspices, was interviewed on program about public television programming and technology.

'A' rights. According to station sources, prices being paid for A Team, being sold by MCA, range from \$10,000 to \$60,000, depending on market. In a number of markets, final agreed upon price per episode was less than asking price or price paid for previous record hour, MCA's *Magnum*, P.I.

WPWR-TV Aurora, Ill. (Chicago) has paid approximately \$60,000 per episode, falling short of the record \$63,250 per episode paid for *Magnum* in that market. KTZO(TV) San Francisco has paid \$40,000 an episode. Asking price was \$50,000 per episode. In Atlanta, WVEU(TV) has paid \$45,000 and episode. The price falls short of the record \$58,000 an episode paid for *Magnum*, P.I. Sale was done on bid basis. KDNL-TV St. Louis has paid between \$10,000 and \$15,000 per episode, falling short of market record of between \$15,000 and \$18,000 per episode for *Magnum*. Asking price for series was said to be \$20,000. WTTV(TV) Bloomington Ind. (Indianapolis), has paid a record \$32,000 per episode. The previous record for *Magnum* was \$25,000. There were only two bids on show in the market. KTVI(TV) Dallas-Fort Worth has reportedly paid \$52,000 per episode, surpassing *Magnum* record of \$45,000.

Other stations to buy A Team but for which prices could not be determined at press time were KNXV-TV Phoenix, and KZAZ-TV Tucson, both Arizona, and KQVR(TV) Sacramento, Calif.

Editorials

Cable on a roll

The dealers in Las Vegas are accustomed to seeing both winners and losers—more, conspicuously, of the latter than the former. This week they'll be playing host to an industry that looks as though it can't lose.

We speak, of course, of cable television, as personified by the National Cable Television Association and the 34th annual convention thereof. Virtually every regulatory and legislative obstacle that a determined bureaucracy could erect has fallen to the lobbying onslaughts of James P. Mooney and his predecessors, culminating in the pivotal Cable Communications Policy Act of 1984. The result has been to present the cable industry with a playing field so level that few excuses remain to those who would apologize for nonaccomplishment.

Coincidentally, cable has begun to arrive at a maturity of its own—marketplace maturity, as it extends its horizontal reach to most of the places it's destined to claim and now turns to the not inconsiderable challenge of filling in the blanks. Coincidentally too, cable is coming increasingly into its own as a programing force, a circumstance that can only serve to accelerate all the other growth curves of the medium.

"The cable industry is going to get profitable as hell over the next five years," is the quote with which BROADCASTING begins its lead story this week. That's the kind of good news we'll look forward to confirming five years from now.

Needed: word from the top

With the release last week of the 20th Century Fund's report, civilian and military panels are in agreement that in times of hostility, journalists ought to be given maximum assistance in covering the action, consistent with military security. The 20th Century task force of civilians repeated the conclusion reached last August by the Pentagon's Sidle Commission. Last week's report put special emphasis, however, on the need for political leadership, not the military, to guarantee media access to the scenes of combat. That emphasis was missing in the Pentagon's issuance of the Sidle report.

"The task force believes," said the 20th Century report, "that just as the President and his civilian deputies bear the responsibility for prosecuting a war, so must they assume responsibility for policy on press access and censorship." Translated into practical action, that passage means that Secretary of Defense Caspar Weinberger ought to assert a stronger role in the implementation of the Sidle Report—which was ordered by the chairman of the Joint Chiefs of Staff—than he has assumed to date. So far as is known here, the civilian leadership of the Defense Department has left it to the military to work out details of pool arrangement of the kind that failed miserably during a military exercise in Honduras six weeks ago.

The Honduras failure must be charged to inexperience and a lack of understanding by both military and media of how the other works. The failure could be repeated in real combat if the military's handling of news coverage is to be left to lower-level planning.

At the release of the Sidle report last year, Weinberger ordered its implementation and announced he would appoint a panel of "eminent journalists and former war correspondents to advise me on ways to meet these objectives." The panel was appointed and has met, but nobody has heard much from the secretary of de-

fense on the subject of combat coverage since his original announcement.

There are hints at lower levels in the Pentagon that meetings have been held since the Honduras experiment to devise ways to avoid repeating its flaws and that another test will be conducted. However the next test turns out, the process could only be advanced if the secretary would reassert an interest in a news presence at future military operations.

A natural

Dennis Patrick was 32 years old when President Reagan nominated him the first time to be an FCC commissioner. That was in October 1983. He was almost 33 before the Senate confirmed his nomination, in April 1984. Through no fault of his own, he had been held hostage to a ploy, unsuccessful, by Senator Barry Goldwater (R-Ariz.) to obtain another White House appointment for a friend.

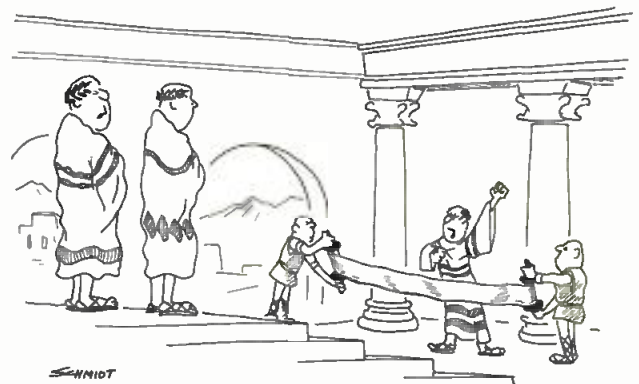
In the interval, Patrick took office as a recess appointee and has been on the job long enough now to be evaluated. In the judgment of a good many communications lawyers known to this page, Patrick is among the more competent members to serve on the FCC in recent memory.

The prevailing word in Washington at the time of his original appointment—to the unexpired portion of the term of the resigned Anne Jones—was that he was picked to be an automatic vote for Chairman Mark Fowler. That word has been proved wrong. Although he and Fowler share common views on regulation by the marketplace, they have diverged at times, and Patrick has occasionally saved the chairman from carrying ideology beyond the boundaries that are likely to be drawn by appellate courts.

It is no secret that Patrick would like to succeed Fowler as chairman of the FCC. So presumably would Mimi Dawson. For the White House that will be a tough choice to make if the two are still in contention when Fowler leaves the office, and the decision will not be suggested here ahead of time.

Meanwhile, it is enough to say, now that Patrick has been nominated to serve a full, seven-year term, that he has earned it.

Whatever the future, common courtesy requires Goldwater this time to hold the necessary hearing promptly and expedite the Senate's confirmation of one of Reagan's better nominees.



Drawn for BROADCASTING by Jack Schmidt
"Flavius needs a teleprompter."

Fates & Fortunes

Media

Fred Young, VP and general manager, WTAE-TV Pittsburgh, named director of broadcast operations for parent, Hearst Corp.



Hoker

Jay Hoker, VP, radio operations, Belo Broadcasting Corp., Dallas, resigns to form Hoker Broadcasting, Dallas, serving as president and chief operating officer. Hoker Broadcasting's first purchase is KCFX-FM Kansas City, Kan. (see "Changing Hands," this issue).

Gregory Stahl, VP and general manager, Centel Cable Television of Texas, Dallas, named VP and general manager, Centel Cable Television Co. of Kentucky. **Michael Small**, general manager, Centel Video Productions, Chicago, succeeds Stahl.

John Newcomb, station manager, WPDS-TV Indianapolis, joins Outlet Communications, Providence, R.I., as VP, planning.

Craig Scott, VP and general manager, WGKX(FM) Memphis, joins KCMO-AM-FM Kansas City, Mo., as VP and general manager.

Donald Schlosser, senior consultant, telecommunications section, Arthur D. Little, Cambridge, Mass., joins King Videocable Co., Seattle, as VP, finance.

John J. Porteus, general manager, WING(AM)-WGTZ(FM) Dayton, Ohio, joins KEEL(AM)-KMBQ(FM) Shreveport, La., as general manager.

Milt McConnell, general sales manager, WNDE(AM)-WFBQ(FM) Indianapolis, named general manager.

Dick Beach, from WSBK-TV Boston, joins WXNE-TV there as operations manager.

Michael Lennon, station manager and general sales manager, WHSV-TV Harrisburg, Va., named general manager.

Colleen Clark, promotion manager, KETV(TV) Omaha, joins KDRV(TV) Medford, Ore., as operations-program manager.

Tom Schlosser, general manager, WANR(AM)-WANJ(FM) Wheeling, W.Va., joins WKWK(AM) there as station manager.

Daniel Stokes, finance director, Lane Bryant, New York, joins LIN Broadcasting there as corporate controller.

Jack Ellery, air personality, WIP(AM) Philadelphia, joins WWDB(FM) there as operations director.

Johnny Burke, program director, WTRX(AM) Flint, Mich., named operations manager.

Dan Sheldon, operations manager, KQXT(FM)

San Antonio, Tex., joins KMEQ-AM-FM Phoenix in same capacity.

Marc Hildreth, controller, Maine Mack, Portland, Me., joins WPOR-AM-FM there as chief accountant.

Judy Cyphers, director of development, University Library, Northwestern University, Chicago, joins noncommercial WETA-TV Washington as development officer, major gifts.

Marketing



Garred

Dallas Garred, copywriter, Dancer Fitzgerald Sample, New York, named VP, creative group head.

James Cannon, senior VP and chief financial officer, BBDO, New York, elected to board of directors.

Ellen Bringardner, manager, financial services, D'Arcy

MacManus Masius, Chicago, named VP.

Paul Bernard, Fletcher/Mayo/Associates, Chicago, joins D'Arcy MacManus Masius there as senior copywriter. **Amy Pansick**, assistant manager, financial systems, news division, CBS, New York, joins DMM, Chicago, as senior financial analyst.

Randy Gaynes, senior copywriter, J. Walter Thompson, Chicago, joins Tatham-Laird & Kudner there as associate creative director. **Bill Heard**, art supervisor, Leo Burnett, Chicago, joins T-L&K there as art director.

Vincent Bellino, chief financial officer of McGavren Guild Radio and its parent holding company, Interep, New York, named VP and head of newly created broadcast financial services division.

Frank Boehm, Western sales manager, RKO Radio Networks, Los Angeles, joins Satellite Music Network there as head of new West Coast affiliate sales office.

Terry Davis, media director, Madison, Unger & Webb Advertising, Tallahassee, Fla., joins Cargill, Wilson & Acree, Atlanta, as media planner.

Dick Kelley, account executive, United Stations, New York, named director, Eastern sales.

Nancy Stepien, assistant regional manager, Nationwide Cable Rep, Cleveland, named regional manager.

Richard Geyer, VP and account supervisor, William Esty Co., New York, joins Kornhauser & Calene there in same capacity. **Thomas Korzelius**, from N W Ayer, New York, joins Kornhauser & Calene there as account executive.

Orson Munn, account executive, Dancer Fitzgerald Sample, New York, joins HCM, New York, as account supervisor.

Donald Jay Barnett, general manager, non-commercial WFUV(FM) New York, joins LBS Communications there as account executive, station sales.

Kathleen Dennis, media buyer, Valentine-Radford, Kansas City, Mo., joins Barkley & Evergreen, Shawnee Mission, Kan., as media planner-buyer.

Langhorne Chipley, administrative assistant, Cargill, Wilson & Acree, Atlanta, named traffic coordinator.

Jennifer Mabry, senior account executive, KENS-TV San Antonio, Tex., joins Selcom Radio, Houston, as general manager.

Anne Janas, manager of cable network programming, Cox Cable Communications, Atlanta, named director of marketing communications.

Mel Rustom, from Benton & Bowles, New York, joins Kenyon & Eckhardt there as art director.

Bart Lamb, director of programing and promotion, WRAU-TV Peoria, Ill., joins TV Log Advertising, Chicago, as account executive.

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Karla Keyser, from Nationwide Cable Rep, Los Angeles, joins TV Log there as account executive.

Susan Samuels, program officer, noncommercial WNET-TV New York, joins Arts & Entertainment Network there as account executive.

Martha Hanny, advertising director, Empire of America bank, Buffalo, N.Y., joins Weightman Advertising, Philadelphia, as account executive.

Sally Weston, account executive, Spot Time, New York, joins Katz Independent Television there as account executive.

Eric Zapla, advertising director, Glenro Advertising, Rochester, N.Y., joins Blair/BBDO there as assistant account executive.

Sherry Smerling, associate account executive, Kenyon & Eckhardt, Birmingham, Mich., joins W.B. Doner, Southfield, Mich., as account executive.

Mark Weaver, from law school, University of Detroit, joins Katz Continental Television there as account executive.

Bill Robinson, from Grey Advertising, Los Angeles, joins Katz American Television there as account executive.

Frank Taylor, district sales manager, Union Carbide, New York, joins WAPI-AM-FM Birmingham, Ala., as general sales manager.

Sarah Kennard, national sales manager, WBT(AM)-WBCY(FM) Charlotte, N.C., named general sales manager.

George Stoltz, local sales manager, KABL-FM San Francisco, named general sales manager.

Jeffrey Kuether, account executive, WTMJ(AM) Milwaukee, named general sales manager.

John Dawson, local sales manager, WKRC-TV Cincinnati, named general sales manager.

Don Sullivan, account executive, WSIX-AM-FM Nashville, named sales manager.

John Hogan, account executive, WGST(AM) Atlanta, named national sales manager for WGST-WPCH(FM) and Georgia Radio News Service. **Donna Atwater**, account executive, WGST, named local sales manager for WGST and GRNS.

Kirk Bogos, account executive, WQAL(FM) Cleveland, named local sales manager.

John Frey, account executive, KMEX-TV Los Angeles, named national sales manager. **Cindi Hagley**, account executive, WHLO(AM) Akron, Ohio, joins WQAL(FM) in same capacity.

John F. Feeser III, account executive, WGAL-TV Lancaster, Pa., named national sales manager.

Rick McCue, account executive, WJKS-TV Jacksonville, Fla., joins WSPA-TV Spartanburg, S.C., as national sales manager.

Jocelyn Chan, from Golden West Television, Los Angeles, joins KTLA(TV) there as director of research.

Jane Collins, director of research, KTLA(TV) Los Angeles, joins KTTV(TV) there in same

capacity.

Jacqueline Comeau, director of research, WNEV-TV Boston, named VP, research.

Roger Rabalais, national sales manager, Recreation Broadcasting, Aspen, Colo., joins KSNO(AM) there as account executive.

Tim Crumley, from Katz Television, Memphis, joins WSOC-TV Charlotte, N.C., as account executive.

Ed Merrifield, account executive, WRLH-TV Richmond, Va., joins WPMT-TV York, Pa., as account executive.

Brad Wood, media buyer, Montgomery, Zuckerman & Davis Advertising, Indianapolis, joins WRTV(TV) there as research director.

Brian Buhler, recent graduate, University of Wisconsin, Sun Prairie, Wis., joins WMAD(FM) Sun Prairie, Wis., as account executive. **Rob Ferraro**, from Vocational Educational Alternatives, Madison, Wis., joins WMAD(FM) as account executive.

Maris Corush, from WFYR(FM) Chicago, joins WFLD-TV there as account executive.

Ron Sandilands, from KKNU(FM) Fresno, Calif., joins KMJ(AM)-KNAX(FM) there as account executive.

Susan Morenstein, account executive, WMCA(AM) New York, joins WPLJ(FM) there in same capacity.

Brian Bell, owner of Bri's Quality Restaurants, Portland, Ore., joins KCNR-FM there as account executive.

Janet Fouhy, account executive, The Information Professionals, Concord, Mass., joins WEEI(AM) Boston as account executive.

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Programing



Daniels

Thomas Daniels, director of creative affairs, first-run syndication, Columbia Pictures Television, Los Angeles, joins Paramount Pictures Corp. there as VP, daytime network and special projects, for Paramount Domestic Television and Video Programing.

Jerry Gottleib, senior VP, MGM/UA Television, Los Angeles, joins Lorimar there as senior VP. **Lucy Johnson**, independent producer, joins Lorimar as VP.

Robin Montgomery, VP, marketing and sales, Embassy Home Entertainment, Los Angeles, named senior VP, acquisitions, production and corporate marketing.

Lynne Betner, supervisor, production finance, Paramount, Los Angeles, named manager of administration, Paramount Domestic Television and Video Programing.

Bruce Waters, member of law department, Universal City Studios, Los Angeles, joins MCA TV there as assistant general counsel.

Deborah Taylor-Bellman, production assistant, Merv Griffin Productions, Hollywood, joins Wescom Productions there as director of development.

Glenn Adamo, associate producer, NBC Sports, New York, named producer.

Abby Melamed, producer, KGO-TV San Francisco, joins *PM Magazine* national office there as consulting producer.

JoAnn Giacalone, from NATPE International, New York, joins All American Television there as administrative assistant to president.

Herb Lehr, accounting manager, Columbia Pictures, Los Angeles, joins The Burbank Studios there as manager, cost control.

Mike Zimet, freelance sportscaster, WCBS(AM) New York, named play-by-play commentator for new U.S. Basketball League, carried on Madison Square Garden Network. **Ed Ingles**, sports director, WCBS(AM), named color commentator for USBL games. Both retain positions at WCBS.

Bernie Kimble, from WPXY-AM-FM Rochester, N.Y., joins WHK(AM) Cleveland as program director.

Carol Wonsavage, program director, Arkansas Educational Television Network, Little Rock, Ark., named director of programming and promotion.

Melanie Gerig, from WXXA-TV Albany, N.Y., joins WTXX(TV) Waterbury, Conn., as program director.

Quincy McCoy, assistant program director, WKTU(FM) New York, named program director.

Sonny Daniels, air personality, WKJJ-FM Louisville, Ky., joins KRMG(AM) Tulsa, Okla., in same capacity.

D.J. Dawn, air personality, KRNA(FM) Iowa City, Iowa, named assistant music director.

Bill Rizzo, production assistant, *A.M. Chicago*, WLS-TV Chicago, named associate producer.

News and Public Affairs



Zortman

Bill Tell Zortman, VP, news, WDAM-TV Laurel, Miss., named corporate VP, news, for parent, Beam Communications, overseeing WDAM-TV, KYEL-TV Yuma, Ariz., and WCFE-TV Tuscaloosa, Ala.

Appointments, Associated Press: Peggy Walsh, from adminis-

trative position, Atlanta, to assistant bureau chief, Los Angeles; **Larry Siddons**, assistant sports editor, New York, to deputy sports editor; **Bob Wade**, Atlantic City correspondent, to Tennessee news editor, Nashville; **Dean Golembeski**, staff member, Hartford, Conn., to Connecticut news editor there; **Dan Day**, news editor, Omaha, to correspondent there; **Kurt Repanshek**, correspondent, Morgantown, W. Va., to correspondent, Cheyenne, Wyo.; **Eileen Putman**, Tennessee news editor, Nashville, to New York state regional reporter, Washington, and **David Pace**, supervising night editor, Atlanta, to regional reporter, Georgia and Alabama, based in Washington.

John Morvant, managing editor, KATC(TV) Lafayette, La., joins Guam Cable TV and KOKU-

(FM) Agana, Guam, as news director.

Dennis Wilden, executive producer, *EXTRA* segments (short news stories), News Information Weekly Service, Telepictures Corp., New York, named managing editor. **Susana Foster**, coordinating producer, N.I.W.S. International, named coordinating producer, N.I.W.S. *EXTRA*.

Mort Meisner, director of news operations, WLS-TV Chicago, joins KSDK-TV St. Louis as news assignment editor.

Leigh Anne Volas, 6 p.m. *Newsroom Report* producer, KMOX-TV St. Louis, named newsroom assignment manager. **Darryl Konter**, writer-editor and field producer, KMOX-TV, succeeds Volas.

Joel Munson, assignment desk assistant, KSL-TV Salt Lake City, named southern Utah correspondent.

Janet Yee, reporter, KFSN-TV Fresno, Calif., joins KGO-TV San Francisco in same capacity.

Sean Callebs, from WSAZ-TV Huntington, W. Va., joins WIS-TV Columbia, S.C., as education reporter.

Linda Church, from WTNH-TV New Haven, Conn., joins WKYC-TV Cleveland as weekend weathercaster.

Hank Allison, bureau chief, UPI, Chattanooga, joins WKRN-TV Nashville as reporter.

Doug Kramer, from legal department, Tribune Co., Chicago, joins WISN-TV Milwaukee as consumer-legal affairs reporter.

Keith Bandolik, product manager, switches, Switchcraft, Chicago, named national sales manager.

Jeff Utschig, partner, Video Wisconsin, Brookfield, Wis.-based post-production facility, named VP.

Jon Banks, chief engineer, WMZQ-AM-FM Washington, joins WLTT(FM) there in same capacity.

David MacCarn, product engineer, data communications systems, BBN Communications, Cambridge, Mass., joins noncommercial WGBH-TV Boston as director of engineering.

John Keating, from WZZM-TV Grand Rapids, Mich., joins KMGH-TV Denver as sports reporter. **Gary Cruz**, from KUSA-TV Denver, joins WZZM-TV as sports reporter.

Technology

Jack Neitlich, director of television broadcast operations, broadcast operations and engineering, West Coast, ABC, named VP and general manager, BO&E, West Coast.

Emanuel Fthenakis, executive VP, Fairchild Industries, Chantilly, Va., named president and chief operating officer, succeeding **Edward G. Uhl**, who remains chairman and chief executive officer.

Doreen Jakubcak, government systems analyst, government communications services group, RCA American Communications, Princeton, N.J., named manager, federal systems, government network services.

David Deardorf, general manager, semiconductor division, Raytheon Co., Mountain View, Calif., named VP.

Jim Holt, from American Sterilizer, Erie, Pa., joins Electro-Voice, Buchanan, Mich., as director of marketing.

John F. Locke, from M/A-Com, Burlington, Mass., joins Avantek, Santa Clara, Calif., as director of sales and marketing, commercial communications products, telecommunications group.

James Mosley, video engineer, Lowell Cable TV, Lowell, Mass., joins Copley/Colony Harbor Cablevision and Copley/Colony Cablevision of Lomita, Wilmington, Calif., as video engineer.

Lori Wood, traffic coordinator, computer services department, KNTV(TV) San Jose, Calif., named ENG van technician.

Bill Wilson, news director, KDFW-TV Dallas, joins Custom Video Corp., Indianapolis, as president.

Promotion and PR

Richard Bencivengo, independent producer-director, joins Showtime/The Movie Channel, New York, as director of production, creative services.

Vince Manze, communications director/executive producer, specials, WCAU-TV Philadelphia, joins KNBC-TV Los Angeles as director of advertising and promotion. **Sandra Willis**, manager, press, publicity and community re-

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lations, KNBC-TV, named director, press, publicity and community relations.

Martin Blair, assistant director of public relations, noncommercial WHYY-FM Philadelphia-WHYY-TV Wilmington, Del., joins WCAU-TV Philadelphia as publicity coordinator.

Joseph Sokirka, director of on-air promotion, noncommercial WVIA-TV Scranton, Pa., joins WOLF-TV Scranton and WWLF-TV Hazleton, both Pennsylvania, as director of promotion.

William Manning, promotion producer, WATE-TV Knoxville, Tenn., named director of creative services.

Kathy Atkinson, programing administrative assistant, Arkansas Educational Television Network, Little Rock, named public information officer. **Glenn Bolick**, public relations director, Glasscock & Associates, Little Rock, joins AETN as public information officer.

John Baldwin, director of creative services, WATE-TV Knoxville, Tenn., named promotion manager.

Shelley Smythe, director of marketing, Denver-Denver nightclub, Denver, joins KRZN(AM) Englewood, Colo.-KMJI(FM) Denver as promotion director.

Nicholas van Hoogstraten, promotion manager, WKBD-TV Detroit, resigns to produce stage production in Los Angeles.

Michael Grant, advertising-promotion manager, WTVN-TV Columbus, Ohio, joins KXTV(TV) Sacramento, Calif., as marketing-promotion manager. **Sheila Gumtow**, promotion manager, WKOW-TV Madison, Wis., joins KXTV as assistant marketing-promotion manager.

Allied Fields

Carmen Fields, reporter, WNEV-TV Boston, and **Mary Lou Finlay**, Canadian Broadcasting Corp., Toronto, have been awarded Nieman Fellowships at Harvard University in 1985-86.

A. Anthony Kelsey, general counsel, Arbitron, New York, named VP and general counsel.

Myron Kandel, financial news editor, CNN, Atlanta, received Columbia Journalism alumni award from Columbia University School of Journalism. Award is for "the advancement of responsible journalism in all its forms in a lifetime of service."

Paul Beard, national sales manager, Nielsen Station Index, A.C. Nielsen, New York, named VP, marketing manager, agency-advertiser service. **David Traylor**, marketing operations manager, Nielsen Station Index, named marketing operations manager.

Elected officers, New Mexico Broadcasters Association, Albuquerque: **Doug Milligan**, KRZY(AM)-KRST(FM) Albuquerque, president; **Joe Carriere**, KBIM-TV Roswell and KCBD-TV Lubbock, Tex., president-elect, and **Kenny Kendrick**, KENN(AM)-KRNW(FM) Farmington, treasurer.

David Dick, correspondent, CBS News, Dallas, retires after 19 years to become associate



New board. Elected to NBC affiliates board of advisers at affiliates meeting in Los Angeles. Seated (l-r): Amy McCombs, president and general manager, WDIV(TV) Detroit; C.E. (Pep) Cooney, president and general manager, KPNX-TV Phoenix, re-elected vice chairman; James Lynagh, president, Multimedia Broadcasting, Cincinnati, re-elected chairman; Marvin Reuben, executive VP and general manager, WDAM-TV Laurel, Miss., vice chairman; James Edwards Sr., president and general manager, WJAC-TV Johnstown, Pa., secretary-treasurer. Standing (l-r): Robert Leider, vice president and general manager, WSVN-TV Miami; Tom Goodgame, vice president and general manager, WBZ-TV Boston; Harold Crump, president, broadcast division, H&C Communications, Houston; Eric Bremner, vice president, Broadcasting, KING Broadcasting, Seattle; Bruce McGorriell, executive vice president, Maine Broadcasting, Portland, Me., and Jim Seferl, president, Cosmos Broadcasting, Greenville, S.C.

professor of journalism at University of Kentucky, Lexington.

Ernest Myers, general counsel, Recording Industry Association of America, New York, organization he co-founded in 1952, retires. He will remain adviser to RIAA. **Joel Schoenfeld**, associate general counsel, RIAA, succeeds Myers. He will remain director of antipiracy operations.

Chris Cameris has resigned his post as director of public and media relations at Intelsat to join British bank, National Westminster Bank, USA, in New York, as vice president and head of corporate communications department. Cameris became member of Intelsat staff six months ago, after serving as vice president, public relations, Bank of America, in San Francisco.

Elected officers, Association of Federal Communications Consulting Engineers, Washington: **Warren Happel**, Scripps-Howard Broadcasting, president; **Charles Gallagher**, consulting engineer, vice president; **Ronald Rackley**, du Treil-Rackley Consulting Engineers, secretary, and **Alan Gearing**, Jules Cohen & Associates, treasurer.

Paul Glist, from Hogan & Hartson, Washington, joins communications law firm of Cole, Raywid & Braverman there as partner.

Deaths

Howard W. (Bill) Maschmeier, 67, owner-manager, WKKO(AM) (now WJZK) Cocoa, Fla., from 1975 to 1984, and before that general manager, WNHC-TV New Haven, Conn., died of cancer May 9 in Cocoa Beach, Fla. After working at WRAL(FM) Raleigh, N.C., and WPTR(AM) Albany, N.Y., Maschmeier

joined Triangle Publications as sales manager for WFIL(AM) Philadelphia in 1953. He was successively executive assistant to broadcast vice president and Eastern sales manager before being named general manager of Triangle's WNHC-TV in 1958. He was past chairman of ABC Affiliates board of governors, was president of Connecticut Broadcasters Association and won Sigma Delta Chi and Ohio State awards for national news commentary. He is survived by his wife, Jane, son and daughter.

Ron Hallaian, 58, owner of Hallaian & Associates advertising agency and producer of KGER(AM) Long Beach, Calif.'s, *Listeners' Guide*, died of heart attack May 17 at St. Mary's Medical Center, Long Beach. Survivors include his wife, Sharon, son and one daughter.

William R. Kelley, 64, assistant sales manager, WTAE-TV Pittsburgh, died May 18 at Pittsburgh hospital of injuries sustained in automobile accident in Pittsburgh. He had been with station for 20 years, starting in 1965 as local sales manager. He is survived by his wife, Helen.

Charlie Dugdale, 61, staff announcer, KCBS-TV Los Angeles, and radio and television actor, died of leukemia May 18 at St. Joseph's Medical Center, Burbank, Calif. In addition to station announcing, Dugdale had done numerous television and radio promotion spots, and as television actor had appeared in series including *Dick Van Dyke Show*, *McHale's Navy*, *The Fugitive*, *The Doris Day Show*, *Bewitched* and *The Odd Couple*. He began his broadcast career at KOIL(AM) Omaha, and in San Francisco, had his own program on KPIX(TV), and was air personality on KSFO(AM) and KCBS(AM). He is survived by his wife, Mickey.

His own drummer

John Dennis Lane, partner in the Washington law firm of Wilkes, Artis, Hedrick & Lane, has been a moving force in communications law for almost 30 years. William Baker, president of Westinghouse Broadcasting's television group and chairman of Group W Satellite Communications, a group Lane has represented for most of those years, calls Lane "the dean of Washington communications attorneys. He's a public spirited lawyer with a social conscience. He has my deepest personal and professional respect."

Lane may have competition for the title of "dean," but there is no doubt of his prominence in the communications bar or his closeness to Westinghouse Policy. "He is more than a lawyer; he's part of the family," commented Wallace Dunlap, senior vice president for Group W.

The admiration is mutual. "I've really been lucky," said Lane. "The kinds of people that I've represented allowed me to do the kinds of things I wanted to do.

"I credit Westinghouse Electric, the leadership of that company over the years, for being farsighted," Lane reflected. "They allowed people like Don McGannon [the late president and chairman, Westinghouse Broadcasting] to have fairly sizable allocations of resources to buy stations, to build them, to run them the way he thought they should be run. And to follow the kinds of longer-term policies, like serving the local community. They felt the public interest should have meaning. They could still make money and serve the public at the same time. When you have clients that believe in these things, it makes your job not only more interesting but a lot of fun."

The 63-year-old Lane grew up in Norwalk, Conn., and graduated from Georgetown University's foreign service school in 1943. He had enlisted in the Marines in 1941, but his service didn't begin until after he graduated. By the end of World War II—he served in the Pacific—Lane had "all the foreign service I wanted" and decided to go to law school. He graduated from Georgetown law school in 1948 and joined the office of the chief counsel of the Bureau of Internal Revenue.

Realizing that tax law was not for him, Lane moved to Capitol Hill, serving as administrative assistant to the late Senator Brien McMahon (D-Conn.).

McMahon "was one of my idols," said Lane. "I used to read about him as a youngster; he was always in the front pages. He was a very exciting individual."

As an aide to McMahon, Lane became involved in congressional debates on communications policy. He sat in on discussions of spectrum allocations and the establishment of a color television standard. It was a speciality Lane found fascinating, but he



JOHN DENNIS LANE—senior partner, Wilkes, Artis, Hedrick & Lane, Washington; b. Nov. 23, 1921, Norwalk, Conn.; BA, Georgetown University, 1943; JD, Georgetown University law school, 1948; attorney, office of chief counsel, Bureau of Internal Revenue, Washington, 1948-49; executive secretary, Senator Brien McMahon (D-Conn.), 1949-50; administrative assistant, Senator McMahon, 1950-52; private practice, 1953, Washington and Norwalk, Conn.; partner, Hedrick and Lane, 1954 to present; m. Elizabeth J. Galliher, April 28, 1949; children—Betty, 34; John, 29; Peggy, 28; Robert, 25; Paul 21.

was not to put it into practice for a while. Lane's tenure on Capitol Hill was cut short in 1952 by McMahon's death, which Lane took as a personal loss. A photograph of McMahon is prominently displayed in his office today.

In 1953 he moved his family to Norwalk where he opened his own practice, with an office in Washington. The tilt was to the latter city, and in 1956 he moved back. (He still runs a law office in Norwalk.) Within a year, Lane formed a partnership with F. Cleveland Hedrick Jr., a tax lawyer. (In 1982 the firm merged with Wilkes & Artis.)

Lane's association with Westinghouse began in 1958, when McGannon asked him to represent the company before a congressional committee investigating several Group W radio stations for alleged payola. As the hearings developed, there was no case against Group W, said Lane. But it was the start of a relationship that would span more than 25 years.

As one of Group W's chief strategists, Lane played a significant role in the formulation of numerous communication policy decisions on the Hill and at the FCC. His ability as a "shrewd negotiator," said one Washington attorney, was particularly evident during the debate over the proposed prime time access rule of which Westinghouse was a prominent advocate. He argued the case before the FCC and later helped defend it in the courts. The result was the

FCC's access rule that prevents affiliates from airing nonnews network programming between 7 and 8 p.m. and the financial interest and syndication rules, which exclude networks from domestic program syndication and from ownership in independently produced programming.

Indeed, Lane devoted so much time to the issue that his family began to call him "Joe Prime Time." In his hindsight, it was worth it. "We have three strong networks, and a whole new programming industry has come into being."

He's made his living fighting the networks. When the FCC proposed to repeal its financial interest and syndication rules two years ago, Lane was active once again in the resistance effort that finally succeeded. During those battles he has earned the "grudging respect" of his adversaries, said one Washington observer. Lane is "tenacious and very hard to budge," said NBC's Howard Mondener, vice president, law. "He's tough minded and very able."

Although Lane's work for Group W may overshadow some of his other accomplishments, he is also recognized for his representation of Motorola, which he represented before Group W came along.

Over the years Lane has earned a reputation as something of a maverick. He "marches to his own drummer," said Andrew Schwartzman, executive director of the Media Access Project, who has been both an ally and a foe. Lane's representation of a local group competing for TV channel 9 in Orlando, Fla., for example, later became the leading case in establishing minority rights in comparative hearings. The FCC's Review Board, in a decision affirmed by the commission, said no advantage could be given to blacks and that the "Communications Act was color blind," Lane said. In the Washington appellate court, Lane won a reversal of the decision. The court said the FCC could give a comparative merit to an applicant containing blacks. The Supreme Court refused to hear the FCC's appeal.

Lane and Group W have shared other unconventional views. Unlike the majority of broadcasters, Group W is a staunch supporter of the fairness doctrine. It also opposes the use of exit polls for election projections.

But Lane also has ties to the broadcasting establishment. He provided office space for the creation of the Television Operators Caucus, a new association formed to act as a special presence of television station groups in Washington apart from the National Association of Broadcasters.

Lane's friends describe him as a "workaholic," and he says he regrets not having spent more time with his wife of 36 years, Elizabeth, and with his five children. "That's one of the sacrifices you make in pursuing a career like this, but I've been very fortunate to have an understanding wife. I wouldn't have done it any differently." ■

Warner-Amex's long-awaited **sale of its troubled Dallas-area cable system** was completed last week with **Heritage Communications** purchasing 80,000-subscriber system for **\$110 million**. System, with 3,000 miles of plant, reportedly lost \$40 million last year. Des Moines, Iowa-based Heritage, with some 480,000 subs, has pursued aggressive acquisition strategy recently, buying three television stations and purchasing 20% of Portland, Me.-based MSO and group owner Diversified Communications. Last week also saw completion of \$35-million sale of Storer Communications' suburban Minneapolis systems to MSO headed by former Warner-Amex Chairman Gus Hauser. Systems serve 32,000 subscribers. Miami-based Storer said since 1984 it has sold 20 systems for \$154 million. New York-based Hauser Communications currently has systems serving 67,000 subs.

President Reagan last week formally **renominate FCC Commissioner Dennis Roy Patrick for seven-year term**. Senate Communications Subcommittee staffer said confirmation hearing had not yet been scheduled. "I imagine it will be held on a timely basis," source said. "I don't anticipate him having any problems."

FCC has approved Taft Broadcasting's \$755-million acquisition of Gulf Broadcasting's broadcast properties. FCC also gave Taft temporary waiver of one-to-market rule to retain Gulf's WTSP-TV Tampa-St. Petersburg, Fla., and its WSUN(AM)-WYNF(FM) in same market on condition that Taft divest itself of radio stations within one year. Taft already has proposed to sell those two radio stations—and three others that otherwise would have created cross-ownership difficulties for it—to CBS for more than \$100 million (BROADCASTING, May 6).

New nine-member board of Storer Communications, finally set at five incumbent directors and four members of dissident shareholder group, Coniston Partners, **had brief meeting last week**. Earlier in week, Storer management had filed suit in Ohio court challenging auditor's tally of results in election for directors but withdrew motion after federal judge instead supported Coniston counter-motion. Five incumbent directors had previously voted to support proposed leveraged buyout involving management and New York-based investment firm and group owner Kohlberg, Kravis, Roberts & Co. Coniston nominees include three partners of firm and David H. Strassler, former chairman of UA-Columbia Cablevision.

Hearing set for today, Monday, June 3, in court of common pleas, Greenville, S.C., for both **Multimedia Inc.** and suitor, **Jack Kent Cooke**, was **adjourned to Friday**. Change in plans was made to give both sides more time to review subject of hearing—Cooke's suit requesting temporary injunction against recapitalization plan proposed by Multimedia management. Cooke last week also requested securities commission of South Carolina to review management's proposal to determine if company had provided "full and fair disclosure" to shareholders concerning recapitalization plan and his more than \$65-per-share bid.

In plea agreement, **Louis Lucas**, former chief counsel to **William B. Tanner Co.** (now Media General Broadcast Services Inc.), **has pleaded guilty to two counts of conspiracy to defraud U.S. government** in connection with federal government's probe into operations of company under its former head, William B. Tanner. Lucas could receive up to 10 years in prison and \$20,000 fine. Tanner already has been sentenced to four years in prison and \$16,000 fine ("In Brief," May 13). Tanner is scheduled to begin serving his sentence at Maxwell Air Force Base in Montgomery, Ala., June 10.

Communications Equity Associates, Tampa, Fla., has tapped **Diane Healey**, vice president of marketing development, NBC, **to head its new broadcasting arm** as senior vice president of broadcast services. Under Healey's direction, CEA will provide for broadcasters same services they have been providing to cable operators: brokering and appraisals, corporate finance and investment banking. Healey, who will join firm July 1, will set up office in Washington.

Expanding into broadcasting was natural for CEA, said CEA Chairman Rick Michaels. "Many of our existing clients have substantial broadcast interests, especially in television, and have encouraged us to expand our services in that area. Additionally, many of the lenders and investors with whom CEA has ties are active in the broadcast industry."

Copyright Royalty Tribunal is soliciting comments on Turner Broadcasting petition to adjust 3.75% post-Malrite distant signal fees. Turner is requesting CRT to exempt cable systems carrying Turner's superstation WTBS(TV) Atlanta from paying 3.75% rate (BROADCASTING, April 22). Comments are due July 8 and reply comments Aug. 8. CRT also issued decision last week to distribute 50% of 1983 cable copyright royalty fees at request of copyright holders. Copyright holders are in dispute over distribution of nearly \$80-million pool, however. They agreed to distribute half of fees now and divide remainder after CRT rules on their claims. Parties agreed to refund later if any claimant received overpayment.

FCC Common Carrier Bureau ruled on Friday that Comsat may not charge ratepayers for expenses incurred in lobbying on whether international communications satellite systems that would compete with Intelsat and Comsat are in national interest. Order applies not only to expenses Comsat incurred in its own behalf but those incurred by Intelsat for which Comsat pays its 23% ownership share. In thus rejecting argument made by Comsat and Intelsat that global system's representatives, who have been very active on Capitol Hill, were engaged in "educational" activities, not lobbying, bureau ordered Comsat to remove from its jurisdictional accounts all such lobbying expenses incurred after Nov. 28, 1984. That was date President Reagan issued determination that separate international satellite systems are required in national interest (BROADCASTING Dec. 3, 1984).

Objective of single world standard for high-definition television production was reaffirmed last Monday (May 27) at meeting of U.S. Advanced Television Systems Committee and European Broadcasting Union liaison group. But two issues remained to be resolved, representatives agreed, before 60-hertz system recommended by U.S. could be accepted. First is quality and economics of conversion to European terrestrial and direct broadcast satellite 625-line, 50-hertz systems. Second is long-term implication of broadcasting HDTV in 625/50 areas, group said in joint statement released after meeting in Venice, Italy.

ABC has exercised option of running World Series games in evening or afternoon by choosing to have weekend Series games at night, when advertising time will go for higher dollars. That means **entire World Series will be played at night**. Contract stipulates that weekday games be played at night, with scheduling of weekend games for day or night left to ABC. The option clause is reported to be result of Major League's acquiring six-year contract from ABC and NBC for \$1.125 billion. Last two years, Series has generated average ratings of 25.6 on weeknights versus 19.2 rating for weekend day games.

U.S. judge presiding at **espionage trial** in Los Angeles of two Soviet immigrants who were arrested along with former FBI agent, ruled that **news media are entitled to access to video and audio tapes** as well as to transcripts of those tapes introduced as evidence. Judge David Kenyon said he had used "a balancing process" to weigh media's First Amendment rights against defendants' Fourth Amendment rights to a fair trial.

Report that **election of next joint board chairman of National Association of Broadcasters** would be advanced from Friday, June 21, to Tuesday, June 18 ("Closed Circuit," May 27), has been denied by incumbent chairman, Gert Schmidt, who said candidates had expressed concern. Misunderstanding arose among members of executive committee, some of whom felt decision to move was final.



WHAT MAKES A COMMUNITY?

We Americans pride ourselves on our rugged individualism. We honor diversity of opinion. Yet Webster's defines "community" as "a unified body of individuals."

Clearly our strength comes from unity. But how can that unity be nourished?

Unity grows from mutual understanding between diverse individuals.

And that understanding comes from the free and unhindered transmission of information.

Information helps make a community.

James S. Gilmore, Jr.
*Chairman and
Chief Operating Officer*



THE GILMORE BROADCASTING CORPORATION

Corporate Offices:
162 East Michigan Ave., Kalamazoo, MI 49007

WEHT TV
Evansville,
Indiana
Katz

WREX TV
Rockford,
Illinois
Settel

KODE TV
Joplin,
Missouri
Settel

WLVE FM
Miami Beach,
Florida
Torbet

WIVY FM
Jacksonville,
Florida
Torbet

WSVA
Harrisonburg,
Virginia

WQPO FM
Harrisonburg,
Virginia

ROCHESTER

Last year we turned
Milwaukee radio around.

Guess who's next.

It started with Detroit. Our first broadcast property, our first successful station turnaround. Then came our stations in Norfolk and Columbus. Same story. Josephson's style of broadcasting led to increased audience share. Last year, the trend continued at Milwaukee's Magic 96.5 FM.

As for our newest station in Rochester, KC 99 FM... a modest prediction.
You're next.



Josephson[®]
RADIO