

Broadcasting Jun 24



*In less than a year she's ripped through the ratings books in 60 markets.
Don't be the other channel when Sally reaches your market.
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Sally Jessy Raphael



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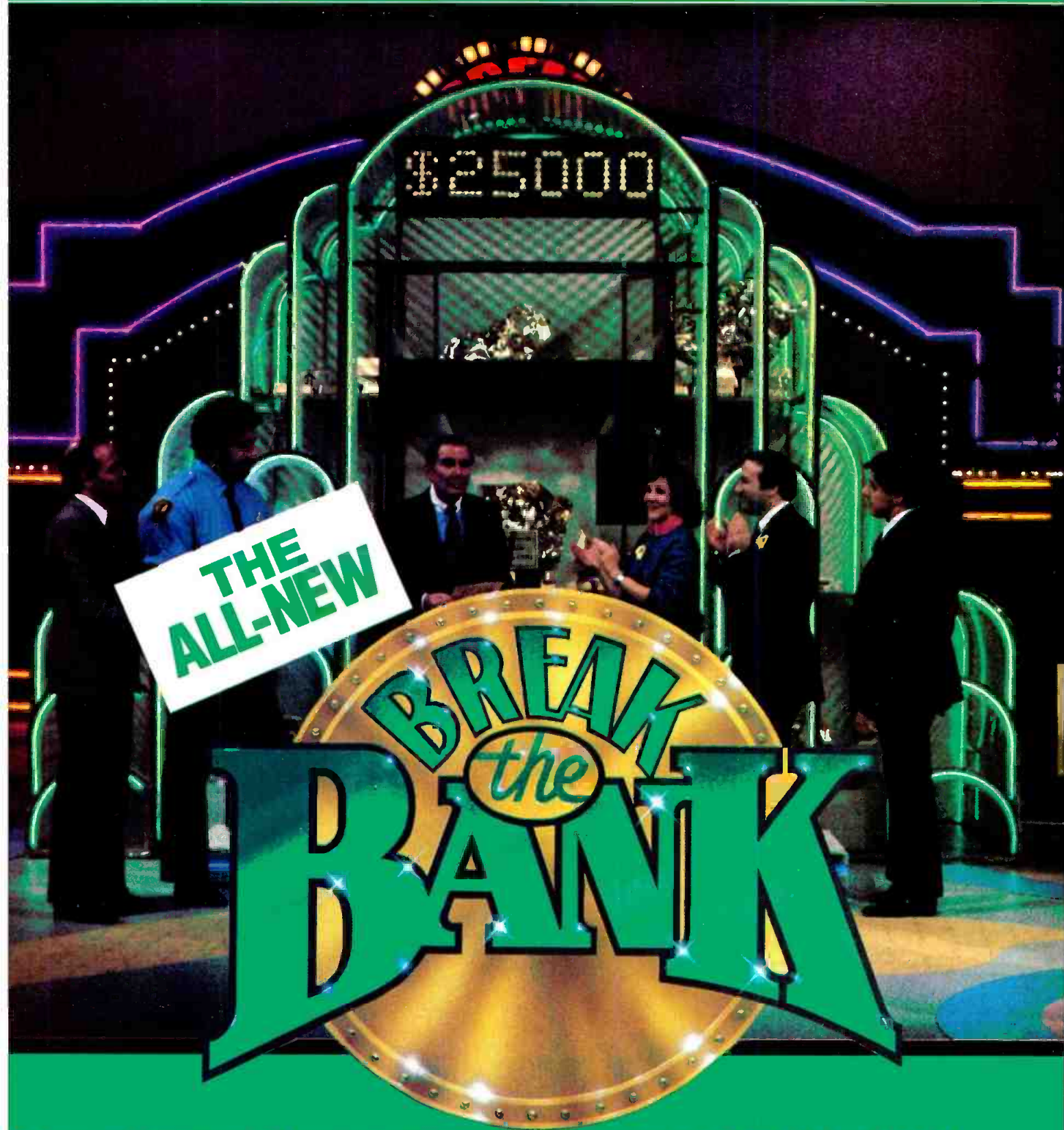
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DAILY STR

**HOST:
GENE RAYBURN**



STRATEGY · ACTION · TENSION · EXCITEMENT
FOR THE YOUNG DEMOS



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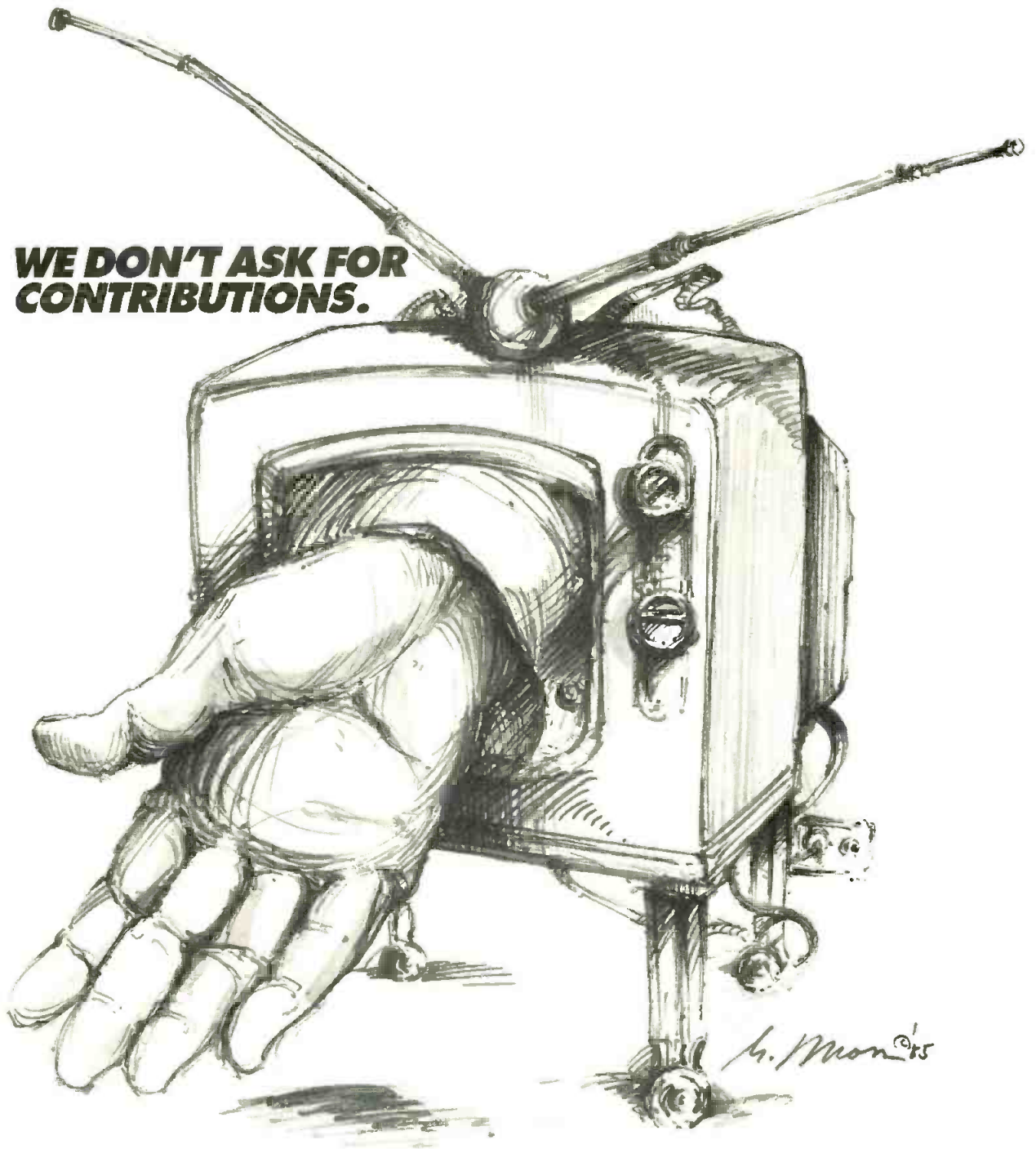
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BLAIR ENTERTAINMENT

**FIRM
GO!**

**WE DON'T ASK FOR
CONTRIBUTIONS.**



People know what to expect from The World Tomorrow. And they know we don't expect anything back.

On The World Tomorrow, we've never solicited contributions. Neither have we used television to make converts. Or take sides politically. And we never will.

What we do is deliver a message, a

message that makes sense.

The Bible message, rightly understood. That's why The World Tomorrow is one of the top rated religious programs in the United States.

**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.

Broadcasting Jun 24

Snider elected joint board chairman What to do about the CRT Covering the daily drama in Beirut

THE WINNER IS □ Ted Snider wins joint board chairmanship of NAB over Walter May. **PAGE 27.**

CBS FRONT □ Turner registration clears Securities and Exchange Commission. Speculation on street is that CBS may undertake stock repurchase plan, or has other plans in the works, to foil fakeover attempt. **PAGE 29.**

BEIRUT DRAMA □ Networks keep vigil in hijacking of TWA flight. ABC scores major coup with exclusive interview with plane's crew at Beirut airport. **PAGE 33.**

SWAP TALK □ Most commenters say FCC could not allow UHF/VHF swap without opening up channels to competing interests. **PAGE 38.**

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SETTING SAIL □ Discovery Channel, cable's first service showcasing the physical and social sciences, was launched last week. **PAGE 53.**

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LAST CHANCE □ Supreme Court rejects CNN's plea regarding ban on televised coverage of Westmoreland trial. **PAGE 73.**

LIFE'S AMBITION □ Mutual's Ron Nessen is on top of the news and right where he's always wanted to be. **PAGE 95.**

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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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The A Team at 5 o'clock will make your 6 o'clock news.

For **Affiliates** The A Team is that much sought after young adult lead-in that will enhance the loyal core of viewers already committed to local news.



The A Team at 6 o'clock will break their 6 o'clock news.

For **Independents** The A Team is the young adult powerhouse that will clobber the competition and anchor the 6 to 8 o'clock money hours.

THE **A** TEAM IS THE FRANCHISE

A Stephen J. Cannell Production

Distributed By

MCATV

Busy, busy

FCC proposal to eliminate requirement that network affiliation agreements be filed at commission, target of bad reviews from broadcasters, is expected to be resolved before commission adjourns for summer recess Aug. 9. Mass Media Bureau is reported to have had second thoughts about eliminating requirement altogether. Bureau is now reportedly planning to recommend that requirement be eliminated for radio, which generates about 80% of contracts filed, but retained for television.

Also before Aug. 9, FCC is hoping to decide extent to which it should be involved in cable franchise fee disputes, schedule en banc hearing into Ted Turner's proposed takeover of CBS, resolve rulemaking proposing to eliminate rule applying fairness doctrine to cable and put out notice of inquiry soliciting comment on role commission should play in hostile attempts to take over licensees.

Going up

Network radio revenues continue to climb with expenditures for April posting 10.8% increase over April 1984 to \$25,677,811. That's according to data from Radio Network Association (RNA), which relies on financial information collected confidentially from 10 networks each month by accounting firm of Ernst & Whinney. (Revenues in March jumped 27.9% over March 1984 [BROADCASTING, May 13]). Year-to-date, network radio business reached \$89,935,107—up 14.9% over comparable period year ago.

Hanging back

In what appears to be poker-style bidding war, neither Warner nor American Express tipped its hand last week, and fate of number-six ranked MSO, Warner Amex, was still undetermined. Roughly \$850-million cash bid publicly presented by Time and Tele-Communications Inc. had yet to be formally presented to Warner as of Friday. Reasoning behind gamesmanship, according to sources, is this: Once either of W-A's parent companies approaches other with written dollar figure, other has 20 business days either to buy or sell at that price. Thus, whoever takes first step, assuming that Warner wants to bid, is at possible disadvantage. Those commenting do not rule out possibility that Time/TCI bid will

be raised some more—it has already been raised once—before it is formally submitted.

Meanwhile other decisions at Warner Amex are sitting on shelf awaiting outcome: "It's like the hostage situation," said one official at MSO, "We just have to sit and wait while Ross [Steven Ross, chairman of Warner Communications], American Express and the others go at each other."

Not so burning issue

CBS last week said that at least 240 entities—including affiliates, unions, public interest and minority groups—have expressed concern to FCC over Ted Turner's proposed buyout of company. But if general public is losing sleep over Turner's bid, it isn't telling FCC. FCC's consumer assistance division, which gets 5,000 letters and 70,000 telephone calls from public each year, has received only one letter and five telephone calls on subject. FCC official said three phone calls were "neutral" inquiries aimed at finding out what was going on. Two telephone callers opposed Turner. Letter writer supported him.

Sold on stereo

Gannett Broadcasting Group is moving to stereo TV in big way, having begun or completed conversions at four stations in top 25 markets in past two weeks. By end of June or early July, WUSA(TV) Minneapolis and WXIA-TV Atlanta will be broadcasting in stereo and already on the air are KUSA-TV Denver and KPNX-TV Phoenix. Of 20 largest group owners, Outlet/Rockefeller is only other known to have four stereo stations: in Columbus, Ohio; Providence, R.I.; San Antonio, Tex., and Stockton, Calif.

Four-letter fringe

Insiders report producers of first-run syndicated daytime series, *America*, have been exploring possibility of adding sex educator Dr. Ruth Westheimer as regular contributor when Paramount-produced program premieres next fall, but are stumped by Westheimer's straightforward manner and use of explicit language in discussing sexual topics. Westheimer, who hosts regular sex-oriented talk shows on Lifetime cable network and NBC Radio's *The Source*, is said to be concerned about likelihood of reaching children during *America's* early-fringe time slot but says it would be difficult to tone

down her frankness. Also at issue is New York-based Westheimer's availability, given her extensive public appearance schedule.

ESPN safe

Speculation last week that Capital Cities Communications would spin off ABC's ESPN to raise cash to put against debt it will incur buying ABC was denied. High-level Capcities source said: "We have had no discussions" about spin-off of sports network. "We would love to keep it," he added. ABC paid about \$230 million to acquire ESPN in several stages.

On the scene

Noncommercial WGBH-TV Boston's Caption Center expects to open office in New York next August to begin closed captioning television commercials, Caption Center director, Mardi Loeterman, has confided.

Ambitious access

Access Syndication, Studio City, Calif., newcomer to TV program distribution, began its activities with Lorne Greene's *New Wilderness* and *The Exciting World of Speed & Beauty* and is now seeking to add to its product. Access, division of Access Entertainment Group, has become co-distributor with Colbert Television Sales of *Hollywood Close-Up*, produced by parent AEG in association with KABC-TV Los Angeles. Colbert has been selling half-hour series for cash but program now will be offered for showing in September on barter basis.

In and out

Not surprisingly, executive search firms under consideration to find successor to Corporation for Public Broadcasting president, Edward J. Pfister, who resigned in May, included MSL International (division of Hay Group). MSL's previous jobs included finding new presidents for National Public Radio, National Association of Public Television Stations and Public Broadcasting Service, as well as director of audit for CPB few weeks ago (assigned by Pfister). But at end of last week, MSL was not among several firms asked to make proposal before board search committee later this week. Committee is aiming for selection of search firm by CPB board meeting in Washington Friday (June 28).

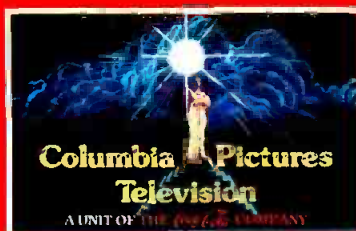


TV'S #1
OFF-NETWORK HOUR
WITH WOMEN 25-54!

HART TO HART

*Everything is better when
it comes from the Harts.*

A RONA II and Spelling/Goldberg Production
in association with



Business Briefly

TV ONLY

AQUA CHEM Pool Care Products

As part of major national marketing promotion in various media, advertiser will conduct campaign on TV from mid-



June to end of month in Sacramento and Fresno, both California; Phoenix and Tucson, both Arizona, and Tampa and Fort Myers, both Florida. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Admarketing, Los Angeles.

Dunkin' Donuts □ Four-week flight is to begin in early July in 20 to 25 markets. Commercials will be carried in daytime, fringe and prime periods. Target: women, 25-54. Agency: Ally & Gargano, New York.

Armour Meat □ More than 50 markets will be used in 10-week flight starting in early August. Commercials will be carried in daytime, fringe and prime periods. Target: women, 18-49. Agency: Bozell & Jacobs, Dallas.

Virginia Division of Tourism □ Nine-week flight is set to start on July 8 in seven markets, including New York, Pittsburgh and Washington. Commercials will run in all dayparts. Target: adults, 25-34, 25-49. Agency: Sidall, Matus, Coughter Inc., Richmond, Va.

RADIO ONLY

Bekin Van Lines □ Two-week radio flight is scheduled to begin this week in eight

markets in East and Midwest, including Boston, Cleveland, Philadelphia and Detroit. Commercials will be presented in all dayparts. Target: adults, 25-54. Agency: Meldrum & Fewsmith, Chicago.

Swift & Co. □ Three-week flight is set to start in mid-July in Minneapolis and Miami and be supported in late July by three-week effort in Los Angeles. Commercials will be slotted in all dayparts. Target: women, 25-54. Agency: Zechman & Associates, Chicago.

RADIO AND TV

Pilgrim Industries □ Company's line of chicken will be spotlighted in six-week flight starting in late June in seven to eight Texas markets and also including four-week flight in St. Louis. Commercials will run in all dayparts on radio and in daytime and fringe on television. Target: women, 25-54. Agency: Arnold Harwell Mc Clain, Dallas.

Southeast United Dairy Association □ July promotion is to begin early in that month for three weeks in 49 television markets and 47 radio markets. Commercials on television will be placed in fringe periods and on radio in segments appealing to teen-agers. Target: women, 25-54, and teen-agers. Agency: D'Arcy MacManus Masius,

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

WHERE THERE'S LIFE — This regular, 90-second feature takes a whimsical look at the fancies, follies and foibles of our fellow human beings. Watch for it every weekday before morning drive.

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

AIRCHECK: AP RADIO NETWORK

YOU'VE GOT THE WHOLE WORLD IN YOUR HANDS — Bob Radcliffe goes to the ends of the earth in conversation with National Geographic editors and photographers about life and lore in distant lands. 90-second feature shows, entitled Horizon, are fed Mon-Fri at 10:32 a.m. ET.

TV OR NOT TV — Jan Thomas's series, Eye on TV, showcases the best of the commercial networks, PBS and Cable. Find out what's worth watching each day — and what's worth missing. 60-second feature shows are fed at 6:32 and 10:32 a.m. ET.

TUNING IN TO VIDEO TECH — Bob Moon delivers news about the latest developments in home video equipment, from recorders to games. Plus, he tells you what to watch for when choosing and maintaining your video equipment. 60-second feature shows run Monday-Friday at 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

KCBR(TV) Des Moines, Iowa: To Seitel from Avery-Knodel Television.

□

WTAT-TV Charleston, S.C.: To Independent Television Sales (no previous rep).

□

KSAS(TV) Wichita, Kan., and KJLB(TV) Davenport, Iowa: To Independent Television Sales (no previous reps).

□

WCRO(AM) Johnstown, Pa.: To Republic Radio Sales from Masla Radio.

□

KLZE-FM San Jose, Calif.: To Republic Radio Sales from Roslin Radio.

□

KTUX-FM Shreveport, La.: To Republic Radio Sales (no previous rep).

□

KOSO(FM) Patterson, Calif.: To Katz Radio from Selcom Radio.

□

WZZK(AM) Birmingham, Ala.: To Katz Radio from Eastman Radio.

LIKE, TOTALLY AWESOME COMEDY... FER SURE!



Square Pegs

Captivate your youth market with the outrageous, contagious laughs of "Square Pegs." A package of 20 hysterical half hours, it's the perfect tool for summer scheduling or fall freshening. In fact, no matter where you fit it, "Square Pegs" delivers comedy to the max!
Perfect for capturing your youth market, like right now!

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EXCLUSIVELY THROUGH **TELECOMMUNICATIONS**

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260
“Family Feud”
episodes
so good that
no other
show stood
a chance
against
them



SuperFeud!

“The Best of Family Feud” is a selection of super-charged half hours to play wherever your station needs help the most. It’s 52 weeks of well rested strip programming with no repeats. And it’s available for September starts with no spots withheld and no time period restrictions.

This is the best of the super “Feud” that swept 17 sweep periods as the Number One game in syndication and reigned as the favorite game of women 18-49 in 18 sweeps.

It’s the same super show that ranked as daytime television’s Number One game for three years, in the Top Three for eight years, and attracted more women 18-49 per thousand households than any other daytime game for seven years.

It’s the show that ABC chose to put in its prime-time schedule 17 times with a resulting average national rating of 16.9 for all broadcasts.

So, wherever you choose to put “The Best of Family Feud,” you know one thing. This super package of selected episodes can win in any time period!

GOODSON-TODMAN’S

**“The Best of
Family Feud”**

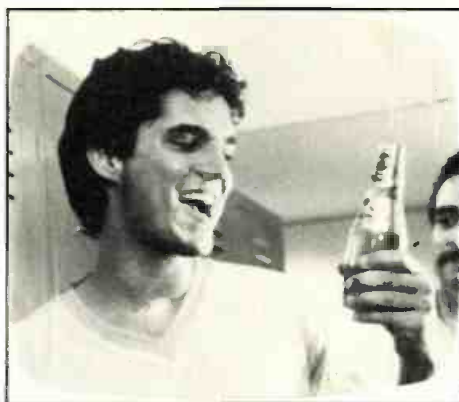
Source: syndication (NSI/ROSP, 1977-85), daytime (NTI, 11/76-84),
prime time (NTI for scheduled playdates, 1978-84).



Chicago and Atlanta.

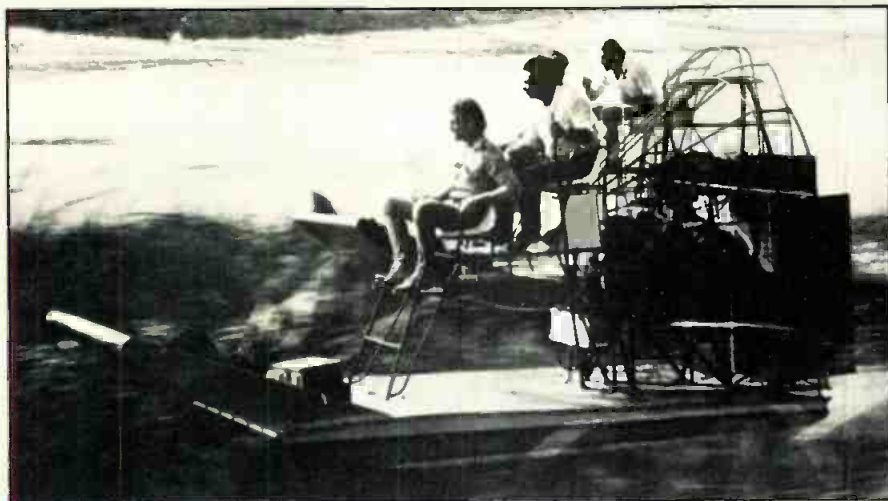
Famous Amos Diet Drink □ New products will be introduced with campaign starting in late July for six weeks in New York, Los Angeles, Chicago, Minneapolis and Miami, with other markets added as distribution expands. Commercials will run in all dayparts. Target: women, 18-34.

Champale Inc. □ Company has been promoting its Sparkling Extra Dry, Golden and Pink Champale malt beverages to Hispanic audiences in New York and Chicago, using Spanish-language radio and TV stations. Campaign will run in alternating weeks through end of year.



Commercials will be carried in all dayparts. Agency: Conill Advertising, New York.

AdVantage



Stroh's splurge. Stroh Brewery Co. unveiled new television commercial last week in its "It Doesn't Get Any Better Than This" campaign for Old Milwaukee beers. Initial display of commercial on NBC-TV's *Saturday Night Live* and ABC-TV's *Monday Night Baseball* will be followed by extensive network schedule over next year. New spot seeks to establish premium beer image by associating Old Milwaukee with places known for special food and special fun. Locale in commercial is Florida Everglades, home of airboating. Agency is BBDO New York.

□
Radio: use television. Radio stations were urged last week by Roger D. Rice, president of Television Bureau of Advertising, to advertise on TV as one way to increase listener share. Rice told Montana Broadcasters Association meeting in Billings that TV advertising enables radio stations to reach out for new listeners. He suggested that stations "pretend that they are manufacturers with product to sell and look upon television in that context."

□
More power to them. Three public utility companies were named top winners in seventh annual Television Bureau of Advertising/Public Utilities Communicators Association contest announced in Las Vegas. Recipient of Gold Awards were: Class A (500,000-plus customers)—Alabama Power Co., Birmingham, Ala., for its "Louie the Lightning Bug" television commercials, part of youth safety program; Class B (250,000 to 500,000 customers)—Portland General Electric Co., Portland, Ore., for benefit/value campaign for customers, and Class C (under 250,000 customers)—Sierra Pacific Power Co., Reno, for its program to improve customers' perception of company. All three winners made extensive use of television advertising.

□
Resolution. Six challenges to national advertising, including four on television, were resolved during May by National Advertising Division of Council of Better Business Bureaus. Reviewed and substantiated was TV commercial for Beatrice Cos. (Peter Pan Peanut Butter). Modified or discontinued were TV commercials for Colorform Inc. (Shrinky Dinks Play Set), Mattel Inc. (Rainbow Brite Dolls) and Walt Disney Music Co. (recording/cassette promotion). Three complaints were handled by NAD's children advertising review unit.

Broadcasting Publications Inc.

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HOW TO BE A BANK EXAMINER.

Follow a nose that can sniff out the best deal.

Look for eyes that see the big picture, without losing sight of small details.



Do the sleeves roll up?

Hold out for hands-on experience.

Check for reflexes that can jump at unexpected opportunities.

Size up the feet. Can he stay a step ahead of the crowd?

When you're looking for a new bank, examine its people.

Because you know a bank by the people who call on you.

At Canadian Imperial Bank Group, our account officers stand up to this test every deal they do.

Most have a minimum of 5 years hands-on experience. Many have more. So they know their business.

And equally important is that they've had a lot of experience with local industry. So they know your business.

But there's more to a good bank than just having people with the right qualities. It's knowing how to use them.

Like pouncing on a fixed rate at the right time.

Or sensing a drop-out in a shared credit soon enough to jump in.

Once you become a bank examiner, you'll see why Canadian Imperial Bank is one of the 10 largest banks in North America.

When it comes to choosing a bank for your corporate needs, examine the choices.

And see how we pass the test.

© 1985 Canadian Imperial Bank of Commerce

PUT US TO THE TEST.

↳ Canadian Imperial Bank Group

Jimirro leaving Disney

Jim Jimirro is resigning as president of The Disney Channel pay cable program service and Walt Disney Telecommunications & NonTheatrical Co. to pursue unspecified "personal challenges." According to a corporate announcement, Jimirro will remain affiliated with Walt Disney Productions as a consultant and marketing strategist, plus other possible positions. The executive will stay with The Disney Channel until a successor is named.

"We've asked Jim to reconsider at least part of his decision and to continue his affiliation with Disney in a corporate capacity," said WDP President Frank Wells. "We are gratified that, as a minimum, he will continue his relationship with the company as a consultant." Wells praised Jimirro for guiding The Disney Channel from its 1983 start-up to profitability earlier this year and developing a Disney home video business "potentially worth more than \$100 million in revenues to the company in 1985."

Saying that senior Disney management had asked him to stay on, Jimirro told reporters he will consider several job offers



Jimirro

and take a broad look at his options before deciding what position he will take next. He expressed satisfaction with his accomplishments, saying he had experienced great personal and professional growth while at the studio.

Jimirro joined Disney in 1973 as director of international sales for Walt Disney Educational Media Co., after previous sales positions with CBS Enterprises and Viacom International.

More sports

Operators serving an estimated 750,000 southern California subscribers have agreed to add the newest regional sports channel, according to backers of the yet-unnamed Los Angeles-based basic cable service. (The venture, in the works for about three years, had previously been known as Box Seat).

The service is being launched next October by sports entrepreneur Jerry Buss and multiple system operator Daniels & Associates. Three other entities originally named in the Box Seat venture—Cablevision Program Enterprises, *The Washington Post* and CBS Inc.—are not participating in the re-configured enterprise.

Buss and Daniels Cablevision President Tony Acone said commitments have been received from cable systems owned by Group W, CommuniCom, Falcon, Valley, Heritage, United, Daniels & Associates and

Hard times for 'Business Times'

The fate of *Business Times*, the business news program seen on ESPN each weekday morning (and that of the *Management Report*, a collaboration of Business Times Inc. and The Wharton School of Business, airing on ESPN's weekend schedule), hung in the balance last week as BTI chairman Denny Crimmins scrambled to obtain financing after initial investors bowed out and a deal in the works—totaling \$3 million in new support—fell through.

Both ESPN and parent company ABC have privately endorsed the programs, and have expressed their hope that some arrangement can be worked out to save them, including the possibility that ESPN may acquire the programs outright. (Currently, BTI leases time on the network and sells its own advertising.) Both Crimmins and ESPN have acknowledged that talks between them explored that possibility. A source on the network side confided that the current thinking is that "a business program will continue to exist [in the early morning time slot on ESPN] regardless of what happens" to *Business Times*. The question is, he added, "how to proceed without losing an arm and leg."

According to one inside source, the program is currently losing roughly \$400,000 per month. The source added that it is hard to calculate how much revenue the program is generating, because most of the advertising is sold for much less than the published rate of \$1,500 per 30-second spot. But he suggested that the daily program is generating perhaps \$300,000 a month or more in advertising revenue.

BTI's Crimmins would not confirm or deny those figures, but said advertising has "picked up." As to the company's current difficulties, he said that "we are pursuing a number of options," which have included talks with other potential investors and talks with ESPN exploring the possibility of its acquiring the program.

The two-year-old program was launched and has been operating on funds from a consortium of British investment companies, headed by Caznove & Co., as well as from several American

investment houses, including Morgan Stanley and Fidelity Trust. All told, those investors (and a couple of others) put up about \$10 million. But they are not prepared to put up any more money, a source close to the situation said, adding that Crimmins was banking on a hoped-for \$3-million investment from Warburg Pincus, New York, which in turn, he expected to spark additional and substantial interest from other investors. That arrangement fell through about three weeks ago, however. According to one inside source, part of the problem was that Warburg wanted Crimmins to step down as chief executive officer (while retaining the chairmanship) of BTI and bring in someone "with a more established record in running a TV operation."

Crimmins's inability to attract further funding so far has put a severe strain on daily spending. *Business Times* has halted all outside videotaping, relying solely on what it can produce in its New York studio. In addition, the *Management Report* has entered what Crimmins describes as a "best of" repeat cycle to cut costs. And earlier this year, a 16-week series it contracted to produce for the Lifetime cable network, called *Smart Money*, with Fran Tarkenton, was canceled after eight weeks. While the losses from that program were not devastating, said one insider, the project did "put a drain on cash."

Crimmins is scrambling to find investors for the program, but declined to identify any of those he has talked to or is planning to approach. But he still hopes to retain control of the company. He told ESPN President William Grimes last week he was talking with potential investors and that only after those efforts failed would he seriously discuss selling the program outright.

The network, a source said, would like to see the show continue as is, with the same staff and management, whether it remains independent or is acquired. "If there is a way to preserve things the way they are, we'd like to," the source said. But the basic problem, he said, was that the program is spending far more money than it is producing. The solution, he added, would therefore seem to demand either raising the revenue base of the program or cutting costs, or both.

Coachella Valley, among others. They predicted more than one million subscribers will be available by the fall launch date. Marketing will include parts of Nevada and Arizona in addition to southern California.

The channel plans to offer from 175 to 200 programs each week, including up to five live events. The roster includes Los Angeles Lakers basketball, Kings hockey, Lazer soccer, along with various boxing, tennis, baseball and collegiate events. Buss owns the Lakers, Kings, Lazers and Los Angeles Forum, from which music concerts may also be cablecast.

Initial advertisers include Stroh's beer and Chevrolet. Cable operators will also be asked to pay an unspecified per-subscriber fee for the service, believed to vary from 25 to 50 cents per month per subscriber. Systems will also be offered one minute of time per hour for local sale.

Meanwhile, the joint regional pay cable venture of Metromedia and the Los Angeles Dodgers, Sportsvision, announced it has reached agreements with Group W Cable and Rogers Cablesystem to offer the sports service to more than 200,000 southern California cable homes. The deals bring to more than 800,000 the number of subscribers able to receive the Dodger baseball games.

Washington woes

Things are looking bleak for cable in the nation's capital.

District Cablevision Inc., Washington's cable franchisee, told the city council that it was not economically feasible to build and operate the cable system that it had promised in the franchise agreement signed four months ago (BROADCASTING, March 4), and asked for major concessions.

According to DCI's letter to the council, the cable company wants to put off the wiring of homes in areas that would cost more than \$500-per-home to wire and the activation of the institutional network. It also asked to cut back the number of channels and public-access facilities and funding and charge higher initial rates. DCI is a minority-controlled corporation head by Bob Johnson, president of Black Entertainment Television.

"It's a very difficult situation," said Richard Maulsby, the city's head cable administrator. "I wouldn't underestimate the gravity in terms of their losing the franchise....The fact of the matter is, they are much closer today to having their franchise revoked than they are to getting these concessions."

DCI's big problem is its desire not to provide universal service. "There is simply absolutely no way that we will stand by and allow them to build a cable system that is just for part of the city," Maulsby said.

DCI said it will provide service to homes that are not wired with satellite earth stations, Maulsby said, but it doesn't provide any details for the plan. "I don't think the whole thing has been thought out."

Under the terms of the franchise agreement, Maulsby said, DCI must come up with \$250,000 for the franchise-award fee and a security fund of \$2 million (\$100,000 cash and an irrevocable letter of credit for the balance) within the next few weeks. DCI has asked the city to extend the deadlines until after it has won the concessions of the city council, he said. If the city doesn't make

the concessions and DCI misses its deadlines, he said, the city will have grounds to begin revocation proceedings.

Maulsby said DCI has been unable to finance the construction of its system as it had originally planned—\$35 million through the sale of limited partnership shares and \$50 million in bank debt. But, he said, DCI has said that Tele-Communications Inc., which now holds a 20% interest in DCI, is willing to put up the necessary equity of \$30 million if the city grants the concessions.

The problem with TCI stepping in to provide all the capital, Maulsby said, is that it has a "real devastating impact on minority control and ownership of the cable system" which is mandated by the city law. According to Maulsby, TCI President John Malone is already "calling all of the shots."

Dual twist

Showtime/The Movie Channel Inc. is encouraging affiliates to market both services as a dual pay package and is making it easier for them to do so. Stressing The Movie Channel's all-movie format in combination with Showtime's varied entertainment offerings, the campaign positions the two program services as "The Heart and Soul of Show Business," highlighting essential elements of TMC's "Heart of Hollywood" and Showtime's "We Make Excitement" advertising campaigns.

"The goal of this campaign is to offer operators who package or plan to package Showtime and The Movie Channel a potent and cohesive program to support that package," said Joanne Black, Showtime/TMC senior vice president, marketing and creative services. "It is not designed to promote Showtime/The Movie Channel to the exclusion of all others, such as the Showtime-HBO package, which continues to work successfully in many systems."

Showtime/TMC officials said they were making available to affiliates a full range of customizable materials, including TV and radio spots, print-ad slicks, direct mail, bill-stuffers and four-color front-office posters. They said the concept for the campaign was developed by J. Walter Thompson, with design and execution by Mayo-Infurna of New York.

In another matter, Showtime/The Movie Channel Inc. said it has sent headend registration forms to all affiliates in preparation for the nationwide scrambling of Showtime and The Movie Channel signals. Officials said a completed registration form, plus a business relationship with Showtime/TMC dating back to last March 1, will entitle each affiliate in good financial standing to one free primary descrambling unit per satellite receive site. Cable systems that affiliate with Showtime or The Movie Channel after March 1, 1985, will also be required to fill out headend registration forms and will be able to purchase decoders as needed. The company said it will begin shipping decoders after all headend registration has been completed, and that this will be followed by a period of systemwide testing and then by full nationwide scrambling.

Co-op guide

The Cabletelevision Advertising Bureau has published what it says is the industry's first guide to cooperative advertising plans by manufacturers for use in cable. Titled "Advertiser Co-op Plans Approved for Cable," the 50-page guide lists more than 1,000 manufacturers with cable-approved co-op plans covering 36 major product categories. A separate section lists manufacturers that offer 100% co-op reimbursement plans. The manual also provides a primer on understanding co-op and tips on selling its value to local merchants.



A party and program for Cousteau. Ted Turner hosted a party at George Washington's Mount Vernon, Va., home near Washington on June 16 to celebrate Jacques Cousteau's 75th birthday and provide footage for a two-hour retrospective on the career of the oceanographer and filmmaker. On hand for the ceremony (l-r): Jean-Michel Cousteau (Jacques's son); Cousteau; Turner; Robert Wussler, executive vice president, Turner Broadcasting System, and John Denver, singer-songwriter.

The retrospective, *Jacques Cousteau: The First 75 Years*, was scheduled to have its premiere last night (June 23) on superstation WTBS(TV) Atlanta and syndicated through Turner Program services on 104 broadcast stations, representing coverage of 91% of U.S. TV homes. Jean-Michel Cousteau, co-leader of the Cousteau expeditions, was host on the special, which included appearances by celebrities such as Denver, Jack Lemmon, Stefanie Powers, Ben Veree, Louis Malle and Loretta Swit. Jose Ferrer was narrator.

Cousteau and TBS have a five-year agreement providing for a minimum of four hours per year, or 20 hours throughout the term, of original Cousteau programming. New expeditions are expected to include Haiti, Cuba, Australia, the Philippines, the China Sea and relatively uncharted areas of the South Pacific.

Datebook

This week

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 25-27—Computer Graphics '85 West, sponsored by *National Computer Graphics Association*. Los Angeles Convention Center, Los Angeles.

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, Hilton Head, S.C.

June 28-29—*Radio-Television News Directors Association Region 10* conference with AP broadcasters of Tennessee and Kentucky. Music City Sheraton, 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 7-13—Film/TV documentation workshop, sponsored by *American Film Institute*. Louis B. Mayer Library, AFI, Los Angeles.

■ Indicates new entry

sored by *American Film Institute*. Louis B. Mayer Library, AFI, Los Angeles.

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 8**—*American Bar Association* annual meeting. Theme: "Emerging Competitive Forces in International Communications: Satellites and Cables." Keynote speaker: Dean Burch, chairman, U.S. delegation to World Administrative Radio Conference. Washington Hilton, Washington.

July 8-10—*Television Bureau of Advertising/Sterling Institute* performance management program for account executives. McCormick Center, Chicago.

July 8-24—*A Salute to Nicholas Meyer*, tribute to the award-winning film and television director, screenwriter and novelist, sponsored by UCLA Film, Television & Radio Archives. Melnitz Theater, UCLA Campus. Information: (213) 825-8263.

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

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

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

July 12-14—Economics conference for journalists, co-sponsored by *Foundation for American Communications, Capital Cities Communications* and *Detroit News*. Hyatt Dearborn, Dearborn, Mich. Information: (213) 851-7372.

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 Boulevard, 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 16—*Southern California Cable Association* roundtable on engineering and technical issues. Marina del Rey Marriott, Marina del Rey, Calif.

July 17—Archival screening of *Texaco Star Theater*, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

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. Speakers include Louisiana Congressmen Billy Tauzin (D), John Breux (D), Henson Moore (R) and Buddy Romer (D). Hilton, Alexandria, La.

■ **July 19**—*American Bar Association* annual meeting, "The Evolution of Competition and Private Ownership in Telecommunications: A Comparative Analysis." Britannia, London.

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*

Cable Programming Conference. Dallas. Future conventions: May 17-20, 1987, Las Vegas.

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

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

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

Major Meetings

31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

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

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

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

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

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

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

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

March 16-19, 1986—*National Cable Television Association* annual convention, including National

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

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

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

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

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

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

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

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

Nov. 20-22—*Television Bureau of Advertising*

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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 *Kenny 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 orbit-

arc. Some 150 countries expected to attend. Geneva. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

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

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

Aug. 13-15—Computer graphics show, sponsored by *National Computer Graphics Association*. Boston Bayside Exposition Center, Boston.

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. 20—Southern California Cable Association seminar on systems operation and management. Marina Marriott hotel, Marina del Rey, Calif.

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

Aug. 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.

September

■ **Sept. 6**—Deadline for entries in 1985 Gabriel Awards competition, sponsored by *UNDA-USA*. Information: Jay Cormier, Merrimack College, North Andover, Mass.

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

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

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

Stay Tuned

A professional's guide to the intermedia week (June 24-30)

Network television □ **ABC:** *Midas Valley* (drama), Thursday 8-10 p.m.; *The Wind in the Willows* (animated adventure), Sunday 7-9 p.m.; *Call to Glory: JFK* (docudrama), Sunday 9-11 p.m. **CBS:** *On Our Way* (light drama), Saturday 9-10 p.m. **NBC:** *The First Lady, Nancy Reagan* (profile), Monday 10-11 p.m.; *Reaching For the Stars* (musical special), Wednesday 9-11 p.m. **PBS** (check local times): *Cat On a Hot Tin Roof* (drama), Monday 9-11:30 p.m.; *The Military and the News Media: A Matter of Intelligence* (case study), Tuesday 9-10 p.m.

Cable □ **Arts & Entertainment:** *The Father* (play), Tuesday 8-10:30 p.m.; *So You Want to Be a Conductor* (documentary), Thursday 8:30-9:30 p.m. **ESPN:** *Spirit of Excellence: The 1984 Los Angeles Olympic Games* (175-hour commemorative), beginning Saturday 7:30-11 p.m., approximately 11 hours per day, through July 14. **HBO:** *Wimbledon '85* (27 hours of tennis coverage), Monday-Friday 5-8 p.m., continuing July 1-3, 5-8 p.m., and concluding July 4, 9 a.m.-noon.

Museum of Broadcasting (1 East 53d Street, New York) □ *Sixties Comedy with Woody Allen and Pre-Monty Python*, Woody Allen TV variety hour special (1969) and 1968 spoof of TV conventions by Monty Python founders, Tuesday through Saturday at 12:30 p.m., 2:05 p.m. and 3:45 p.m., and Tuesday at 5:30 p.m. *Milton Berle: Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, now through July 11.

Errata

Headline to June 17 lead story on page 27 ("Barter taking \$450-million bite out of spot") overstated barter's impact. **ABC study claimed** that if it were not for recent growth of barter programming **there would be additional \$300 million available annually to stations and \$150 million available for network.**

□ Sale price for **WTAQ(AM) La Grange, Ill., was \$3 million**, not \$1,650,000 as incorrectly reported in "For the Record," June 10. FCC approved sale on May 22.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Sept. 30-Oct. 3—Sixth annual Nebraska Videodisk Symposium, sponsored by *University of Nebraska-Lincoln's Nebraska Videodisk Design/Production Group*. Nebraska Center for Continuing Education and Cornhusker Center on campus of University of Nebras-

October

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

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

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

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

Oct. 9-11—*National Religious Broadcasters* Midwest conference, "Building Relationships." Midland hotel, Chicago. Information: (312) 668-5300.

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

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

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

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

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

Oct. 13-15—*National Religious Broadcasters Association* Southwestern conference. Holidome, Dallas.

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

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

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

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

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

Oct. 20-23—*American Children's Television Festival*, being held for first time by *Central Educational Network* and *noncommercial WTTW-TV Chicago*, supported by grants from *John and Mary Markle Foundation*, *Lloyd Fry Foundation* and *Coleman Foundation*. Drake hotel, Chicago. Information: (315) 545-7500 or (312) 583-5000.

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

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

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

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

Oct. 24-26—*National Religious Broadcasters Association* Eastern area conference. Marriott Airport, Philadelphia.

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

November

Nov. 1-3—Advanced economics conference for jour-

nalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

Nov. 3-6—*Missouri Broadcasters Association* fall meeting. Lodge of the Four Seasons, Lake of the Ozarks, Mo.

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

Nov. 11-14—*National Association of Regulatory Utility Commissioners* annual convention. Marriott Marquis hotel, New York.

Nov. 13—*Ohio Association of Broadcasters* financial managers' meeting. Holiday Inn East, Columbus, Ohio.

Nov. 14-16—16th annual Loyola National Radio Conference, sponsored by *Loyola University* and *noncommercial WLW(FM) Chicago*. Holiday Inn, Mart Plaza, Chicago. Information: (312) 670-3207.

Nov. 14-17—*National Association of Farm Broadcasters* annual meeting. Crown Center hotel, Kansas City, Mo.

Nov. 18-20—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Anatole, Dallas.

Nov. 19—*Southern California Cable Association* seminar, with *National Academy of Cable Programming*, "A Salute to the Ace." Marina del Rey, Marina del Rey, Calif.

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas.

Nov. 25—*International Emmy Awards* and gala, sponsored by *National Academy of Television, Arts and Sciences*. Sheraton Centre, N.Y.

December

Dec. 4—*Ohio Association of Broadcasters* sales workshop. Embassy Suites, Columbus, Ohio.

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

Dec. 10-13—General assembly of *Unda-USA*, national Catholic association of broadcasters and allied communicators, including 20th annual Gabriel Awards banquet. St. Anthony Intercontinental hotel, San Antonio, Tex. Information: (215) 668-9842.

January 1986

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

Jan. 9-10—*Virginia Association of Broadcasters* winter convention. Marriott hotel, Richmond, Va.

Jan. 17-21—*NATPE International* 23rd annual convention. New Orleans Convention Center, New Orleans.

February 1986

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

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

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

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

March 1986

March 12—*American Women in Radio and Television* Commendation Awards luncheon. Waldorf Astoria, New York.

April 1986

April 9-13—*Alpha Epsilon Rho, National Broadcasting Society*, 44th annual convention. Sheraton North Park, Dallas.



Clutter comments

EDITOR: The June 10 letter from Carl H. Weiner of New York struck a raw nerve with me and I'm sure with many broadcasters. Mr. Weiner was concerned with "commercial clutter" on radio stations and quoted an ancient philosopher who said: "Enough is enough."

Broadcasters in small and medium markets have been quoting Mr. Weiner's philosopher for years, but advertisers, both local and agency, listen with deaf ears. The emphasis is on "beating down the rate." We continue to explain our limited avail policy and our reasons for having it but the time-buyer always reacts with: "Yes, but I need you to trim that rate for me."

The fact is that we cannot sell cheap radio without operating even cheaper, and that drives the audience away. I don't know what Mr. Weiner was paying for his remote promotion, but if he is like the majority of time-buyers that this broadcaster has had to deal with, the bottom line was: "Give me mine cheap." I hope some timebuyers will read this and realize that everybody wants theirs "cheaper" and that makes for "commercial clutter." To quote my favorite ancient philosopher: "To ignore reality is like trying to kiss

a mule: You won't enjoy it under the best positioning and you'll regret it under the worst."—*Tom Joyner, Joyner Broadcasting Co., Goldsboro, N.C.*

EDITOR: Carl Weiner complains about "clutter" on radio these days. He defines clutter as too many ads.

Actually, there are far too many stations that don't have enough ads, either because their sales staff doesn't know how to market the medium, or because the individual station's programming department has too much authority.

Listening to a station that merely segues records is a terribly dull experience. Ads for local retailers are not only informative, but quite interesting. Listeners like them.

The print medium has understood the demand for ad content for years. In many towns, the local shopper, which is nothing but ads, enjoys far greater acceptance than the local newspaper.

Until radio understands that listeners like ads and expect them to be part of a station's format, radio will be an also-ran in the advertising world, managed largely by programmers who can't agree on what an "appropriate" number of ads is.—*Rick Charles, vice president and general manager, KLQL(FM) Luverne, Minn.*

A Copyright Royalty Tribunal commentary from Bruce Forrest, Farrow, Schildhouse, Wilson & Rains, Washington

Coming to the defense of the Copyright Royalty Tribunal

The necessity of a Copyright Royalty Tribunal and the role of the compulsory license have been the subject of fair-minded debate for some time. There have also been less useful *ad hominem* attacks on the tribunal members and their decisions. The tribunal's commissioners are called "political hacks" and "incompetent," their rulings "plucked out of thin air," sometimes "outrageous." Cries for abolition or reform have recently been propelled by an episode (the resignation of the tribunal's chairman) which, in the long run, should prove irrelevant to the tribunal's work. Making funeral plans for the tribunal has become something of a Washington parlor game.

It is time to take more objective stock of the tribunal. If one takes into account the agency's difficult, and very subjective, functions and the records put before it, I submit that one will find that the tribunal has done precisely what Congress told it to do, and it has done its job quite well.

Reform may well be in order. But it must be based upon careful review of the tribunal's statutory role and analysis of its performance based upon the records the parties put before it. Anything short of this will surely make things worse.

One must appreciate the nature of the tribunal's work. It sets fees for intellectual property created by a population of artists as diverse as our culture. It then allocates the collections among competing claimants.

The tribunal inherited three low-balled statutory rates which were nothing more than political compromises. The legislative history of the two-and-three-quarter-cent song fee for "mechanical recordings" shows that Congress rejected a proposal to maintain that rate pending the occurrence of "relevant factors" after enactment. The \$8 fee set for each jukebox for each year was absurdly low. The statutory fees for cable television signals were premised upon the FCC's anti-cable operator restrictions of distant-signal carriage and the syndicated program deletion option given to local broadcasters. The new tribunal was directed to commence proceedings to adjust the phono record and jukebox fees to make them "reasonable." The cable television fees were to be adjusted, again to be "reasonable," when the FCC's anticipated deregulation steps took place.

It was assumed that substantial upward adjustments of fees would occur. But the tribunal was given only very blunt instruments to decide by how much.

Setting fees for compulsory copyright li-



Bruce G. Forrest joined the Washington office of the Oakland, Calif., law firm of Farrow, Schildhouse, Wilson & Rains in December 1984. Before that, he was with the appellate staff of the Justice Department's civil division. While at Justice, Forrest defended a number of the Copyright Royalty Tribunal's administrative decisions before the courts.

censes is not like setting rates for a public utility. The tribunal is not determining a reasonable rate of return on capital investment, or remunerating the cost of service.

For cable television, Congress was even less helpful. The tribunal was specifically told only to consider the "economic impact" on copyright owners and users in setting the new fee after repeal of the FCC's distant-signal rules. And for its distribution cases, Congress candidly declined to give the tribunal any guidelines at all.

The tribunal's struggles to explain "in detail" the reasons for its decisions have been met with scorn. But anyone who participated in drafting this statute should be dissuaded—or at least embarrassed—from criticizing the tribunal for vagueness.

In the first two tribunal rate proceedings (the "mechanical fee" for the record industry and the juke box fee), the copyright users largely relied upon an attempt to impose a burden of proof on anyone seeking to change the statutory fee levels, and poormouthing about the plight of their industry. But by any measure those fees were inadequate. If inflation alone were used to adjust the mechanical phono record fee, it would have risen to 14 cents per song. The jukebox fee was a small fraction of comparable fees charged in a wide variety of western nations. No one should have been surprised when the agency declined to impose a burden of proof on copyright owners or when it refused to require copyright owners to subsidize copy-

right users by suppressing rates.

Counsel for the cable industry were fully aware of these matters when the tribunal entered its most controversial proceeding: the setting of cable rates in light of FCC deregulation. The cable operators put on an affirmative case to show that the rates were already high enough. But this presentation was successfully rebutted by the coordinated presentations of many copyright owners' groups. They proved overwhelmingly that a very substantial rate increase was in order.

The reviewing courts have unanimously affirmed the tribunal's rate decisions substantially in their entirety. The reviewing courts were correct because there was ample evidence of record to support tribunal decisions.

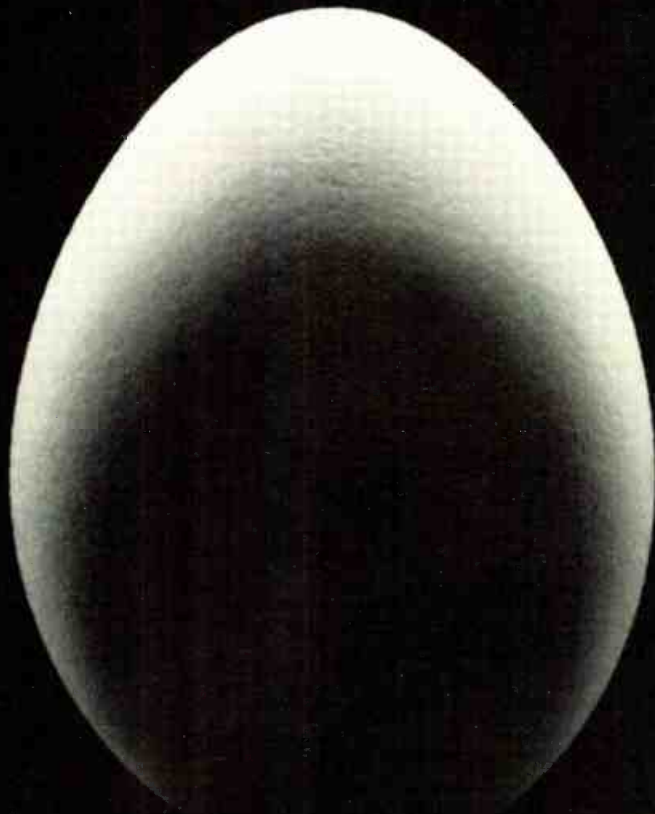
Whether the compulsory licenses should be abolished is a policy question beyond the purview of this note. But proposals to keep the compulsory licenses, and to replace the tribunal with a Federal Copyright Agency ("Cablecasting," June 3), or move its function to the Department of Commerce or the Library of Congress, should be scrutinized most carefully. In absence of changes in the substantive statutory guidelines, it should not be assumed that a different decision maker would have made a substantially different decision. Based on the records I've seen, the tribunal's decisions were not at all surprising.

The worst route, which all interests should avoid, is the delegation of any initial decisional authority to the courts. Any lawyer familiar with the range of personalities and judgments available from the judicial branch will shudder (perhaps gleefully) at the prospect of courthouse shopping battles.

Ideally, legislation will fix compulsory license fees and negotiation will divide the pool. The cable television fee schedule, especially, needs revision. Even if overall receipts are maintained, the schedule is too roco, and it dictates results based more on history than economic reality.

Meanwhile, absent statutory change, copyright users should still be able to substantially improve their evidentiary showings before the agency. The tribunal has discounted the "marketplace" analogies presented by copyright owners, finding that resulting fees would be unfairly high. Certainly some effort should be made to better quantify the value of these differences. Experience with current fee levels should provide valuable information as to whether those fees were set at levels that were too high or too low.

But absent statutory changes or improved administrative presentations, don't expect new commissioners or new bureaucratic structure to satisfy complaints about performance under this statute.



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Vol. 108 No. 25

TOP OF THE WEEK

'House is in order'—NAB board

After two years of divisiveness and change, association declares itself on track; Fritts leadership unquestioned; Snider defeats May for joint board chairmanship; Turner, Kizer, Dille, Brown assume key television, radio posts

The National Association of Broadcasters declared itself in good shape and "getting better" last week as NAB's joint board of directors adjourned its annual summer meeting. With a new executive committee in place, the directors left Washington with an overwhelming sense of satisfaction that NAB's house is in order and with manifest confidence in the administration of NAB President Eddie Fritts.

Those sentiments were summed up by the new joint board chairman, Ted Snider of KARN(AM)-KKYK(FM) Little Rock, Ark.: "We're optimistic and pleased with our progress in many areas. But there is also a new sense of vigilance and a determination to be proactive." Snider succeeds Gert Schmidt of Harte-Hanks Communications, who stepped down after two years as joint board chairman.

Most of the news occurred on Friday when Snider won the joint board chairmanship, 28-19, over Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky. All week long NAB's halls were alive with conversation, speculation and politicking. Snider insisted all along that he had 31 votes. (Two of his supporters were unable to vote on Friday.) At the beginning of the week sources close to May said he had 27 votes, that Snider had 11 and that candidate Edward Giller of Gilcom Stations, who later pulled out, had four, with eight directors remaining undecided. And on the eve of the election, May's camp was claiming 29 votes.

"It was truly a surprise," said one radio director. "I thought it would be closer. It was a clear mandate that the board is not as dissatisfied as earlier perceived." Snider's victory, by nine votes, is the largest in recent NAB history. The last contested race for joint board chairman was won by Schmidt, 22-19, in 1983.

The race for joint board chairman has dominated much of NAB's activity since its board met in January. It was viewed by many as indicative of the two forces at work on the board: the establishment satisfied with the status quo and an antiestablishment advocating change. Nonetheless, the outcome of last week's race bore no traces of acrimony and



New Chairman Snider



New lineup. Newly-elected members of NAB's executive committee gathered outside the association's headquarters after the conclusion of its week-long summer board meeting. Pictured, front row, l-r: Peter Kizer, Evening News Association, TV vice chairman; Eddie Fritts, NAB president, and Gert Schmidt, Harte-Hanks Communications, past joint board chairman. Back row, l-r: Bev Brown, KGAS(AM) Carthage, Tex., radio vice chairman; Robert McConnell, CBS, Washington, network representative; John Dille, Federated Media, radio chairman, and Bill Turner, KCAU-TV Sioux City, Iowa, TV board chairman.

the executive committee is prepared to proceed with its agenda.

Indeed, the election, Snider said, "indicates that, generally, the board agrees with the direction the executive committee has been moving." At the same time, he is "mindful that there were 19 people who voted the other way, which really increases my determination to be very sensitive to the concerns various directors raise."

The Snider-May race, however, was not the only attention grabber. On the television side, a close contest developed between Peter Kizer, of the Evening News Association, and Wallace Jorgenson of Jefferson-Pilot Broadcasting for TV board vice chairman. Kizer won, 9-7.

"I believe that the directors' vote indicates they would have been pretty satisfied with either candidate," Kizer said. As TV vice chairman, he is next in line for the joint board chairmanship although he said he has not given any thought to that post.

"I think this executive committee has a potential high level of energy to begin to carry out and build on the great foundation laid by Gert Schmidt and his administration," Kizer said. "I think the people who were elected have a sense that the board of directors wants the executive committee to be an aggressive, forward-looking, action kind of organization," he added.

Former TV Board Vice Chairman Bill Turner, KCAU-TV Sioux City, Iowa, who ran unopposed for TV board chairman, was unanimously returned to that post. Turner believes the competition for seats on the executive committee "bodes well for the association and its future." It's significant, he went on to say, "that we now have people interested in working in association matters." He sees NAB becoming a more active, rather than reactive, association. "This meeting showed very, very clearly, that Eddie [President Eddie Fritts] has a complete grasp on the affairs of the association, the board is extremely comfortable with his stewardship," Turner said.

There was even more competition for executive committee seats on the radio side. John Dille of Federated Media, Elkhart, Ind., was elected radio board chairman, 25-8, defeating Clyde Price, WACT-AM-FM Tuscaloosa, Ala. Dille is equally enthusiastic about his service on the executive committee. "I think we've turned the page. Ted has been part of this organization, there is a certain continuity from his vice chairmanship to chairmanship to joint board chairmanship. I

think it is a very positive thing, so I am looking forward to it."

Bev Brown, KGAS(AM) Carthage, Tex., won the radio vice chairmanship 24-9 over Dick Oppenheimer, Central Texas Broadcasting, Austin. "This executive committee might be a little more outspoken across the table. I don't mean that as a criticism. It may mean there might be increased sensitivity to the wishes of the board," Brown said. "NAB used to be perceived as some folks sitting up in an ivory tower, water cooler in the morning and golf course in the afternoon. But I think the Fritts era will be characterized more and more as one where grassroots broadcasters will really develop a closer rapport with their board members, hence the executive committee. I think the NAB is going to become increasingly effective on the Hill, at the commission and with the public."

Although politics overshadowed much of the gathering, the directors also focused on a communications audit, conducted by Guttenberg & Co., on the general perception of NAB and its public affairs efforts. The results of the audit, which examined the association's public affairs activities and how it communicates with its members, was reviewed by the executive committee earlier this month. The committee then presented a series of recommendations to the board. It, in turn, adopted them last week and instructed the executive committee to implement them and report back in six months.

The report found the association was suffering from what one board member called an "old guard versus new guard mentality with no clear set of goals." NAB, viewed from the outside, was considered too reactionary and defensive and incapable of dealing professionally and authoritatively in the give and take of the political process. Moreover, the report indicated that the jury is still out on NAB's new theme of "make love not war," and whether the performers will equal the promise. Indeed, Guttenberg pointed out that the issue is one of "style." At one point, he quoted Coco Chanel: "When a lady is wrongly attired you notice the dress... but when she's well put together you notice the lady."

NAB's public affairs efforts were described as "disjointed and inconsistent." It was viewed as having no coherent program. The report also found the public affairs staff was considered highly competent in dealing with the press. One of the recommendations called for public affairs to have more coordination with government relations.

Fritts was rated as being "reasonably good and getting better with a good deal of potential for growth."

According to the executive committee's memo on the audit, the general finding states that: "The NAB and its public affairs appear to be in better health than some may believe. Certainly the association is generally held in better regard today than it was a few years ago and there is a sense that the trend is upward."

The memo also includes the audit's general recommendations. The board, it suggests, "should establish explicit public affairs goals

for the association and buttress them with appropriate policy and periodic review." Therefore, the executive committee is recommending action in "five critical areas": policy, planning, management, execution and feedback.

In the area of policy, the committee thinks responsibility for the association's public affairs should be with the board. "Specifically, this invites the board to thoughtfully select NAB's broadest public affairs goals and give them statutory blessing. Further, that the board should review these goals periodically—gauging how well they are being achieved in the short run and their validity over the longer pull." Additionally, Guttenberg proposed that NAB hold a retreat for incoming and outgoing board members to "raise sensitivity, as well as capture and share knowledge and experience regarding



Report author Guttenberg

the public affairs mission of the full association."

Executing the goals falls under the direction of the public affairs department, the audit said. Indeed, Guttenberg found that NAB's public affairs staff received high marks, especially in media relations and the ability to manage issues. "Needed is a public relations program for local stations including strategies and materials to enable them to project locally industry image initiatives, greater control over graphic output and a bolstering in personnel and resource to achieve more effective communication to broadcasters and equipping them with materials of value in operating their stations."

The executive committee adopted the report's proposal and is renaming NAB's public affairs department the public affairs and communications department.

Guttenberg also recommends that NAB use field surveys and ongoing audit reports to "establish on a regular basis how the association is perceived." And he notes that NAB ought to seek out public service opportunities similar to the drunk driving campaign to create a more positive image—"not to appear to be habitually seeking relief from Capitol Hill, but also to be offering help and to demonstrate citizenship to our communi-

ties."

Among other recommendations were:

- Conduct a readership survey to ascertain where broadcasters get their information and to test NAB communications vehicles, such as *Highlights* and others.

- Create a program of how-to materials for local use by broadcasters.

- Consolidate print operations to insure graphic and stylistic integrity.

- Retain public relations and communications assistance as needed to provide outside counsel for specified missions.

A key matter of discussion for the radio board, and later for the joint board, was a proposal to add two new "at large" seats on the radio board for major market broadcasters. The radio board, after a lengthy debate, voted to add the seats. The two directors will be "appointed by the executive committee as at large directors representing broadcast groups which own and operate radio stations within the major markets." Moreover, according to the bylaws change, the terms of the two seats shall be determined by the executive committee and reviewed by the board every two years.

And following the suggestion of board members Randall Bongarten, NBC Radio, and Ben Hoberman, ABC Radio, the radio directors also agreed to recommend the establishment of an ad hoc committee to study the question of board structure. The joint board later approved both proposals.

During the radio board debate, William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N. Y., made an ardent plea for increasing metro market representation on the board and for future examination of the composition of the board. "I am hopeful that we can support Randy Bongarten and Ben Hoberman's call for a commission to again study the size and structure of the board," O'Shaughnessy said. "And while they are at their deliberations they should also, I think, in a creative, bold and generous way, begin to think, for example, how many board seats we might want to give to our president to invest and put on the table in future discussions which I hope will occur with National Radio Broadcasters Association and maybe even the Radio Advertising Bureau—if, by some miracle, we can finally achieve a breakthrough in this and get past the egos," he added.

Among the other board actions taken:

- Authorized funds to continue the efforts of NAB's task force on alcohol and drug abuse to combat not only the problems associated with drunk driving but the "numerous other consequences of alcohol and drug abuse."

- Re-established its task force on public broadcasting to assist in developing appropriate supplemental funding measures. The board also directed the task force to work closely with House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) in its pursuit of funding alternatives.

- Authorized NAB's research department to conduct whatever studies are necessary to determine the impact of the FCC's must-carry rules on broadcasters and cable systems.

- Agreed to extend the operation of the

radio audience measurement task for another year.

■ Agreed to create two separate committees from NAB's local radio and television audience measurement committee, one for radio, and one for television. And authorized funds to operate the committees and hire someone to coordinate their activities.

■ Urged NAB to participate in two FCC tariff proceedings concerning private line phone increases. And called on NAB members to report to the association any "unrea-

sonable increases."

■ Urged NAB staff to continue to work actively with radio manufacturers to encourage the improvement of the quality and fidelity of AM radio receivers. And the board urged all AM radio stations to provide stereo service to their listeners at the earliest possible date. It also called on NAB to work to the promotion and growth of AM stereo service.

■ Refined the process for electing directors to the board. To simplify the process, they changed the terminology used to de-

scribe the three stages of the election.

■ Agreed to a basic format for changing the TV dues structure, although they did not approve any specific numbers.

NAB's winter meeting in Palm Springs was the setting for several visits with congressional leaders. This time, however, there appeared to be less emphasis in general on legislative issues and fewer legislators present during the meeting. Although NAB held a congressional reception one night, the turnout was surprisingly low." □

Rumors of antitakeover move by CBS heat up

As Turner registration statement clears SEC, reports persist that CBS will counter with defenses that may include recapitalization, 'poison pill'

The first of the regulatory clearances Ted Turner needs for his proposed takeover of CBS Inc. came last Friday (June 21) when the Securities and Exchange Commission released his registration statement for the offering of debt securities that he will ask CBS stockholders to exchange for CBS stock.

A Turner Broadcasting System announcement of the SEC clearance said that a prospectus containing the exchange offer would be mailed to CBS stockholders "shortly." The announcement noted that Turner's application for approval of the transfer was still before the FCC. An amendment to the prospectus will be mailed to CBS stockholders "at or about the time of actual or anticipated FCC approval," the TBS announcement said.

The exchange offer is conditioned on FCC approval, on the tender of at least 67% of CBS stock and on a rescission of a CBS by-laws change, adopted last April 4, that would prevent Turner from calling a special meeting of shareholders even if he acquired two-thirds of the stock. The by-laws are being challenged in court by Turner.

Another positive sign for Turner last week was the investment community's reaction to his latest filing at the FCC (see story, page 44). CBS stock gained a point and a half—to \$118.50—after his filing. With the stock

now trading at roughly 16 times 1985 projected earnings—a multiple roughly double that of just six months ago—investors were said to be evaluating the company on more than its near-term operating prospects. The asset valuation of CBS is now being estimated by many at \$200 per share so that even the strong price rise still left the stock trading at a 40% discount from its asset value.

CBS officials were keeping to their code of silence on defense moves, but outside speculation focused on a scenario that had the company buying back between one-third and one-half of its 29.7 million outstanding shares as part of a program of resistance.

It was speculated that the share repurchase, perhaps at somewhere between \$135 to \$150, would contain a "poison pill" provision, perhaps requiring that any hostile takeover be required to immediately pay off the corporate debt. CBS has already acquired certain lines of credit with such a provision, which TBS is challenging in court.

It was also suggested that CBS could recapitalize by distributing preferred or convertible securities into friendly hands. Other possibilities include CBS finding a white knight, such as a General Electric or Gulf + Western, or a leveraged buyout of the company. The role that William Paley, executive committee chairman and company founder, is taking in the defensive deliberations is not known. Paley is reliably reported to have been ailing recently—ulcer problems have sent him to the hospital at least once in the past few months.

Last week's FCC filing detailed how TBS vice president of finance, William Bevins, thinks the cash flow from operations and from disposal of assets would cover interest payments and capital requirements of a combined TBS/CBS (see chart below). The consensus of several analysts was that Bevins's assumed net gains from the sale of CBS assets, such as the publishing company, were conservative. Those sales would, the filing said, be used to retire some of the debt securities ahead of schedule and thereby reduce the drain of interest payments.

Bevins and the security analysts giving the proposal a passing grade assume that revenue will continue to increase (Bevins uses an 8% annual increase) and do not discuss possible decreases from defections (employee or affiliate) or from managerial mistakes.

John Bauer III, a securities analyst with Oppenheimer & Co., downplayed the impact of employee or talent defections: "The general thinking is that there are only three networks. If Ted Turner takes over and you are in charge of docudramas and mini-series where are you going to go? ABC is already scaling back. NBC can afford to be a little sloppy, but they and Hollywood can only absorb so many people."

CBS still wants to make a major issue of the financial soundness of Turner's proposal and will do so when it files final reply comments next week at the FCC, according to an informed source. The financial issue could, in fact, serve as the basis of its claim that the

TBS/CBS pro forma financial statements

(In millions of dollars)

The Turner Broadcasting System says its proposed leveraged buyout of CBS Inc. is financially viable. The chart below, based on TBS's FCC filing (see page 44), highlights some of TBS's projections as to how the

combined company, after selling off \$2.6-billion worth of its nontelevision broadcast businesses during the first two years, will fare through 1994.

	1986	1987	1988	1989	1990	1991	1992	1993	1994
Beginning cash balance	\$57.2	\$477.7	\$2,068.9	\$770.7	\$1,001.3	\$902.4	\$717.9	\$896.5	\$635.2
Net income	(403.7)	(211.2)	(81.8)	39.2	1.3	59.9	101.4	131.3	176.1
Operating income	809.2	829.4	708.3	793.8	867.9	945.0	1,002.5	1,060.6	1,110.3
Cash flow from operations	79.9	181.8	199.6	347.2	339.3	363.2	377.7	431.5	428.8
Proceeds from asset sales	1,050.0	1,507.5	—	—	—	—	—	—	—
Total sources of funds	1,129.9	1,689.3	199.6	347.2	339.3	363.2	377.7	431.5	428.8
Debt repayment	371.7	1.0	1,391.8	1.1	311.8	410.3	50.1	530.9	605.8
Net cash flow	420.5	1,591.2	(1,298.2)	230.6	(98.9)	(184.6)	178.6	(261.3)	(352.1)
Ending cash balance	477.7	2,068.9	770.7	1,001.3	902.4	717.9	896.5	635.2	283.1

FCC should hold evidentiary hearings.

On other fronts, depositions may start by the end of this week in the suit and countersuit between Turner and CBS. Turner is asking the court to rescind a by-law change made by CBS directors in April eliminating the right of 10% or more of the shareholders to call a special meeting. An early meeting is important to his bid because any delays increase the cost of the deal and Turner continues to say that rescission of the by-law change is a prerequisite for his tender offer taking effect. CBS is charging Turner with manipulation of its stock and asserts that the proposed combination of the two companies would violate antitrust laws.

Added to the jockeying before the commission and courts was a movement in the Senate, with Senator Thomas Eagleton (D-Mo.) in the lead, to require the FCC to hold evidentiary hearings on hostile takeovers of any network (see story, page 46).

Eagleton's announcement of his takeover bill omitted mention of his long-standing personal ties to CBS Chairman Thomas H. Wyman, that according to a CBS official. Both are from St. Louis, born two months apart in 1929; both attended St. Louis Country Day School, and both went to Amherst College.

The senator has rarely shown interest in broadcasting matters, according to one of his aides. The last time appears to be when the Senate voted a six-month moratorium on the FCC's proposed changes in the financial interest and syndication rules (BROADCASTING, Oct. 31, 1984). At the time, Eagleton, who was on an appropriations subcommittee overseeing the FCC and other government agencies, sided with the networks in a losing vote. Eagleton has since resigned his appropriations seat, having switched two of his

committee assignments, and instead sits on the Senate's Foreign Affairs and Select Intelligence Committees.

From Turner's point of view, the news last week was not all good. The rise of the price of CBS stock narrowed the spread between it and the assumed value of Turner's offering, which securities analysts have put at about \$135. CBS stock was trading in the low 100's when Turner first made his play.

An increase in Turner's offer is likely, according to Michael Arends, an investment analyst with Kemper Financial Services: "If you are a Ted Turner, do you walk in with your top bid or with your lowest bid?"

Among the ways Turner could improve the "quality" of his offer would be to offer some cash or to bring in a corporate partner or both. The recent decline in interest rates, Arends said, has already improved the look of Turner's bonds.

A few analysts were lowering their 1985 earnings estimates for CBS. Both Bauer and Arends lowered their estimates to \$7.50 per share. Bauer said his revision came because of continuing bad news from the record division and from lower than expected performance of publishing. He also noted that fighting Turner will be expensive for the company. □

NCTA, MPAA closing in on license terms

New proposal would use fixed per-subscriber, per-month payment plan to replace current percentage system; distant signals still to be calculated; opposition expected from broadcasters and sports interests

The National Cable Television Association and the Motion Picture Association of America have the same idea for improving the way cable operators determine their compulsory license royalties: implementation of a fixed per-subscriber, per-month fee for each superstation or other distant broadcast signal.

The new scheme would replace the current one in which royalties for each signal are based on percentages of the operators' gross revenues and are subject to unpredictable periodic adjustments by the Copyright Royalty Tribunal.

The so-called flat-fee approach appears to

have emerged simultaneously from both the NCTA and the MPAA. Representatives of the two organizations have held preliminary talks about it and seem to agree that the shift from the old to the new plan should be, as President Reagan might say, "revenue neutral."

"There are a lot of details that would have to be worked out, but as a general concept, it's fine with us," said Fritz Attaway, vice president, MPAA. The current use of the revenue-based formula has caused a lot of problems for MPAA members, who are the principal recipients of the royalties, he said. "If we could get rid of all those problems, make the whole process easier for all concerned and still collect the same amount of money, we would be happy."

"The intent behind this is not to raise more money, but to raise the same amount in a simplified manner," said NCTA Chairman Ed Allen. "It has an advantage to the operator in that he would look at it just as he looks at the fee for ESPN or CNN. You run it out into the market and see if the operators think that much of that distant signal that they are willing to pay that fee."

With the flat-fee payments, cable operators would only "pay for the eyeballs who view the signal while they are viewing the signal," said Allen. "The concept gets rid of what I call the 179-day problem where you carry a signal for one day and drop it and still have to pay for 179 more days because of the semiannual reporting periods. Also, it gets rid of the prorating problem. Today, if you've got a tier with five signals on it and one is a distant signal, you have to pay copyright fees based on the revenue of the full tier."

The challenge now before the NCTA and the MPAA is to come up with actual amounts for distant signals so that the bottom line is no greater or smaller than it would have been under the current system. "The flat-fee approach makes a whole lot of sense in the abstract," said Attaway. "But what has to be done if it's going to go any place is to agree on what the numbers are—how many cents per subscriber. It will be very complicated."

According to Allen, the NCTA staff is now looking at 50 different cable systems in an attempt to come up with the appropriate monthly per-subscriber fees. Allen said he

FIM steps up anti-CBS activity

Fairness in Media last week announced a print and video advertising campaign aimed at encouraging conservatives to buy CBS stock to end what FIM contends is that network's "liberal" bias. At a news conference in Washington, Representative Philip Crane (R-Ill.) said the campaign would "expose Dan Rather's anti-Reagan bias." As of last Thursday morning (June 20), the group said it had bought space for one ad in the *Washington Post*, but that it was also "negotiating" with other newspapers and cable companies. Jim Cain, FIM co-founder, alleged that CBS ads promoting the objectivity and fairness of its network news and Rather had raised a controversial issue of public importance. As a result, Cain said the group thought CBS should carry FIM's video ads under the fairness doctrine. "But we're certainly not putting all our eggs in that basket," he said. Cain said there was a "possibility" that the ads will run on the Turner Broadcasting System's Cable News Network: "If we can air it on TBS, we would like to do that." Crane said he thought ABC was the most objective and fair network. "I really think Ted Koppel is the best professional in the business," Crane said. Crane also said that, even though Turner's credentials as a "conservative" have been questioned, a Turner CBS would be preferable to the current one. "My only argument is that you can't fall off the floor," Crane said. "Anything is preferable to the existing management of CBS." Cain reiterated that FIM is not in league with Turner, and that FIM will continue its campaign to get conservatives to buy CBS stock even if Turner's takeover plans are successful. "We don't know what he [Turner] will do," Cain explained. If Turner fails, FIM will "redouble its efforts," Cain said.

The FIM ads allege that CBS News has cast the Reagan administration in a negative light more often than ABC or NBC. The ads carry the slogan: CBS News is "Rather Biased."

Searching for a CRT alternative

When Copyright Royalty Tribunal Chairman Marianne Mele Hall resigned last month under fire from Congress for her part in the controversial book, "Foundations of Sand," congressmen involved in copyright issues decided almost as one that it was time to reform the CRT, eliminate it or replace it with something else.

Many alternatives to the CRT were aired last week on Capitol Hill before the House Judiciary Subcommittee. The most elaborate scheme came from Subcommittee Chairman Robert Kastenmeier (D-Wis.) in the form of H.R. 2784, the Copyright Dispute Resolution and Royalty Act. The bill would essentially substitute federal judges for the CRT commissioners, creating the Copyright Royalty Court to replace the CRT. Under provisions of the bill, the Chief Justice of the U.S. would designate three district or circuit court judges to sit on the CRC for six-year terms, tapping one to be the chief judge for two years.

Although the Administrative Office of the U.S. Courts would take care of all the CRC's administrative needs, the bill would allow the CRC to hire an attorney and whatever other help it felt it would require.

Under the bill, parties could appeal CRC decisions to the U.S. Court of Appeals for the District of Columbia—the same place appeals of the CRT have been heard.

The bill would require disputing parties to try to settle their differences before coming to the CRC through "mediation, negotiation, arbitration, appointment of a special master or otherwise." If the parties couldn't agree on a procedure, the CRC would mandate one. The CRC would give the parties no more than six months to settle out of court.

Significantly, the bill instructs the CRC to take into account in its decision-making factors that would tend to make its decisions more favorable toward cable. The court shall consider, it said, "the extent to which television broadcast stations compensate copyright owners for the secondary transmission of their signals by cable systems located outside their respective local service areas, the extent to which the value to cable systems of additional distant signals decreases or increases as such signals are carried, the impact of the rates on cable subscribers both as to the availability and cost of receiving copyrighted materials and the impact of the rates on competition with television broadcast stations."

Bruce Lehman, the former majority counsel of the subcommittee who is now in private practice, offered nine options for fixing the CRT. Of the nine, he said he preferred a scheme in which the CRT would be reduced to one full-time chairman and one general counsel. They would take care of the economic and legal analysis, record keeping and liaison with the public, he said. The other part-time commissioners would convene only to resolve disputes, he said.

Among Lehman's other suggestions: abolish the compulsory



Michael Remington, majority counsel; Chairman Kastenmeier; Carlos Moorhead (R-Calif.), and Tom Mooney, minority counsel.

license and, hence, the need for the CRT; place the CRT in the Department of Commerce and give the secretary of commerce the power to appoint the CRT commissioners; place the functions of the CRT within another regulatory agency like the FCC or the Federal Trade Commission; give a federal court the power to appoint CRT commissioners; make the commissioners' posts part-time jobs; abolish the CRT and substitute a private arbitration procedure; give the CRT greater statutory guidance, and, as the Kastenmeier bill would do, transfer the CRT function to the federal judiciary.

Irwin Karp, counsel for the Authors League of America, said that what the CRT needs most is "technical" help in conducting its rate-making procedures. He recommended that the CRT be given authority to use administrative law judges. "Bolstered by this essential resource," he said in his prepared testimony, "we believe the CRT could effectively perform the essential functions assigned to it by the Copyright Act." The use of an ALJ, he said, "would reduce the length of hearings, certainly make for a best record and initial report and probably reduce the number of appeals (or at least the number of issues presented)."

Acting Register of Copyrights Donald Curran set forth five options of the subcommittee, singling out two as seeming to be best. The first is to "retain and modify" the CRT. He cited H.R. 6164, an attempt to reform the CRT in the 98th Congress. That bill would have reduced the number of commissioners from five to three, allowed the CRT to hire a general counsel and chief economist and further defined the CRT policy objectives with regard to its cable television proceedings. "A bill on that order, perhaps including instructive language about commissioner qualifications, partisan divisions, and full-time employment of tribunal members might merit serious consideration today," he said.

Curran's other "better" alternative was abolition of the CRT and a move to "passive ratemaking" in which adjustments in royalties would be made by voluntary agreements or by tying them to "some objective measure of the price level in the economy." To simplify the procedure for cable, he suggested, royalties could be based on a "simple percentage of gross receipts or a fee per subscriber."

feels the fees should decrease for each additional signal on a particular cable system. "I believe that each additional signal is worth less than the one that was on before it."

Once the MPAA and NCTA get down to hard negotiations, Allen anticipates that there may be some "tussling" over the year upon which to base the revenue-neutral fees. The NCTA may insist on the year in which the scheme is implemented, he said, while the MPAA may push for a later year when revenues are higher.

Small cable systems (designated as Form 1 and Form 2 systems under the current law), Allen suggested, should be exempt from any flat-fee scheme. A per-subscriber, per-month fee would have a much greater impact

on them than it would on the large (Form 3) systems, he said.

Allen also suggested that no fee or a discounted fee should be set for superstation WTBS(TV) Atlanta if it can be proved that it already pays national copyright fees directly to program suppliers as it claims.

The coming together of the MPAA and the NCTA on flat-fee copyright royalties comes against a background of growing interest on Capitol Hill in reforming the Copyright Royalty Tribunal, the agency created by the Copyright Act of 1976 to periodically adjust the percentages upon which the current royalties are now based to reflect changes in the marketplace and in FCC rules and to divvy up the collected royalties among the various

copyright holders. The reformation movement was instigated by the resignation of CRT Chairman Marianne Mele Hall after it was publicized that she had worked on a book that some members of Congress considered racist (BROADCASTING, April 29 et seq.).

As envisioned by NCTA, Allen said, the per-subscriber fees would also be fixed, changing periodically through some simple formula only to keep pace with inflation. "If something like this is adopted," he said, "you wouldn't need a heavyweight fix on the Tribunal because you may not need it except to carve up the royalties" among the copyright holders.

If the NCTA and the MPAA can get to-

gether on the flat fee, finding powerful proponents for it in Congress should not be difficult. At a panel at the National Cable Television Association convention during the first week of June and at a hearing called by the House Copyright Subcommittee last week to explore alternatives to and reforms of the CRT, Carlos Moorhead (R-Calif.), the ranking minority member on the subcommittee, indicated his support for the concept. And following the hearing, Subcommittee Chairman Robert Kastenmeier said he was impressed by the simplicity of the approach, adding that its implementation would make the need for the CRT or some similar agency "far less pressing."

A big obstacle to any copyright legislation will be the broadcasters and the sports interests. "If [MPAA and NCTA] come up with anything," said Tom Mooney, the subcommittee's minority counsel, "broadcasting and sports will want to take a close look, probably be dissatisfied and want to get their two cents in."

Broadcasters are likely to drag the must-carry issue into any legislation to revise the copyright law, said Attaway. "It would complicate the whole thing immensely, but they have a concern that I certainly recognize."

If MPAA and the NCTA can come to an agreement and accommodate other interested parties, Allen feels that a bill containing the flat fee could be on its way to becoming law late this summer. According to key Congressmen and congressional aides at the NCTA convention, he said, they may be "looking for something to do in the lull between the biggies." With attention focused on copyright reform by the Marianne Hall affair, he said, "this is the time to strike... to do something." □

Broadcasters ordered to pay \$10 million in back fees to ASCAP

Money represents license fee increases while 'Buffalo Broadcasting' case was pending; new BMI licenses begin arriving at stations

A federal magistrate has ordered television broadcasters to pay the American Society of Composers, Authors and Publishers an interim license fee increase for a four-and-a-half-month period representing the time during which Buffalo Broadcasting unsuccessfully sought to have its antitrust suit heard by the U.S. Supreme Court. Although the magistrate's decision is not a final one and is subject to change pending a final determination by the court of "reasonable" license fees for that period, ASCAP estimates that retroactive payments by television broadcasters could total about \$10 million.

At the same time, television stations began receiving in the mail new license agreements from Broadcast Music Inc. for the period after July 1. Television stations have been paying BMI at the 1980 blanket music license rate on a month-by-month basis since all appeals in the Buffalo Broadcast case became exhausted and left standing a September 1984 appeals court decision that found blanket licenses did not violate antitrust laws. According to the All-Industry Television Station Music License Committee, the new BMI blanket music license rates call for a 60% increase over the old *Shenandoah* rate and a 150% increase over the frozen 1980 rates.

Magistrate Michael H. Dolinger ordered that television broadcasters base their retroactive payments for blanket music licenses to ASCAP covering the period between November 16, 1984, and March 31, 1985, on the so-called *Shenandoah* formula that ties licensee payments to a percentage of a station's revenue. Since February 1983, when district court Judge Lee P. Gagliardi rolled back and froze the rates television broadcasters were paying to ASCAP and BMI to 1980 levels while the Buffalo Broadcasting case was on appeal, payments have been totaling about \$57 million annually to both licensing organizations.

Earlier this year the U.S. Supreme Court declined to hear a six-year-old antitrust suit brought by Buffalo Broadcasting Inc. that claimed blanket music licenses violated antitrust laws. That decision has since paved the way for both music licensing organizations to go back to the courts to obtain the difference in fees they say are owed them by television broadcasters while the antitrust case was on appeal.

However, according to the committee, Dolinger's order is limited only to the four-and-a-half month period during which a U.S. district judge's decision to terminate the rolled-back 1980 fee levels went into effect through 30 days after the appeals court issued its mandate. The committee pointed out that Dolinger's order does not "immediately affect" the other periods for which stations have been continuing their payments to ASCAP at the 1980 levels. Those include the appeal period from February 1983 through November 15, 1983, and from April 1, 1985, forward—a period for which a new rate is pending determination by the rate court. For those periods, the committee said, stations should continue to pay at the 1980 level while both proceedings are before the rate court.

Last week also saw the continued legal skirmishing between a group of dissident BMI shareholders and the BMI board of directors and management regarding a special shareholders meeting the former has called to propose and vote on changes in BMI's by-laws. BMI has sued the five dissident shareholders, the All-Industry Television Station Music License Committee along with its chairman, Les Arries, and charged them that holding such a meeting would violate antitrust laws because the dissident shareholders seek to exert improper influence on BMI's board and management as part of a "conspir-

acy" to depress music license fees.

The dissident shareholders have filed a countersuit denying the conspiracy charges and asking the court to order the special shareholders meeting to take place. The shareholders claim that the purpose of the meeting, other than to vote upon three proposed by-law amendments and two shareholder resolutions, is to "express to BMI's board of directors our concerns about matters of the utmost importance to BMI shareholders," concerns that they charge have been "utterly ignored by BMI's management."

In arguments before U.S. district court Judge Edward Weinfeld last week, attorneys for both parties argued their reasons for a preliminary injunction seeking emergency relief. Those motions, as well as a motion proposed by Judge Weinfeld to forgo a ruling based on the affidavits and instead go immediately to trial, are now pending. □

Multimedia edges Cooke at FCC and in court

But Washington Redskins owner vows to fight for approval of his \$65-per-share bid for company

Multimedia's management and founding families won a pair of preliminary victories last week in their two-month battle with Jack Kent Cooke for control of the Greenville, S.C.-based MSO, group broadcaster, publisher and production company.

In one arena, Judge C. Victor Pyle Jr. of the court of common pleas for Greenville, S.C., denied a temporary injunction against management's recapitalization proposal, which by most accounts is currently valued at below the more than \$65-per-share cash Cooke has said he would offer for Multimedia stock. In another arena, the FCC Mass Media Bureau approved the recapitalization plan.

But Cooke, owner of the Washington Redskins, showed no signs of capitulation. Last week Cooke filed a short-form transfer application (Form 316) at the FCC aimed at paving the way for him to make his offer.

The judge's eight-page order allows management to proceed with plans for the recapitalization, but it does not resolve other questions raised in Cooke's complaint. The suit alleges, among other things, that management made special deals that favored some shareholders over others. Depositions of Multimedia President Walter E. Bartlett and investment bankers from Goldman Sachs took place last week and a trial on the issues may take place by the end of the month.

Some founding family members, meanwhile, filed a countersuit against Cooke last week charging, among other things, malicious prosecution. An article in the Friday issue of *The Greenville News* said the countersuit alleges that a temporary restraining order obtained by Cooke on May 23, and

overturned by last Wednesday's decision, had cost the company \$3 million to \$6 million in lost interest.

On Friday, management was expecting the recapitalization prospectus to soon pass the muster of the Securities and Exchange Commission, and issued a statement saying that a special shareholders meeting to vote on the matter will be held in early August. The plan would require approval by at least two-thirds of the roughly 16.7 million shares outstanding.

Cooke told BROADCASTING last Thursday (June 21) that he intends "to use every means at my disposal to give Multimedia shareholders a fair and reasonable opportunity [to accept his offer], which we consider superior

in every way. And I believe the shareholders will agree. I stand on my original premise that my offer of more than \$65 a share is better than Multimedia's recapitalization plan and I am pleased to note that a number of shareholders agree [and have filed] petitions to intervene." At least 12 shareholders representing 36,000 shares were understood to have filed interventions by last week.

Cooke's short-form FCC application says Cooke, who currently controls about 9.75% of Multimedia, plans to file a long-form transfer application (FCC Form 315) in "the near future," seeking consent to transfer control from the Multimedia stockholders to Cooke.

Pending FCC action on that, Cooke wants

the commission to approve an arrangement under which former Senator Eugene McCarthy, acting as a trustee, would be able to acquire control of Multimedia with funds provided by Cooke. "Trustee seeks commission permission to acquire on an interim basis an indeterminate number of shares which by themselves, or when added to those owned or controlled by Cooke, would give the trustee voting control of Multimedia," the short-form application says.

Cooke had requested that the FCC act on his short-form application at the same time it acted on Multimedia's. The bureau declined to do so. But in a letter, the bureau said it would process Cooke's short-form application "in an expeditious manner." □



CBS News



ABC News

Media vigil for hostages of flight 847

Networks scramble to cover Mideast crisis; ABC obtains exclusive interview with crew members

ABC scored the reporting coup of last week's media coverage of the hijacked TWA flight 847 jetliner that was forced to fly to Beirut on June 14. Last Wednesday (June 19), after what was said to have been a four-day effort by ABC News correspondents Charles Glass and Julie Flint, the network was granted an exclusive on-camera interview with the three TWA crew members who remained on board the aircraft as hostages of Shiite Moslem gunmen. In another scoop a day later, Glass obtained exclusive audiotaped statements from five additional passengers held somewhere in Beirut in which they indicated they were all right.

The on-camera interview, it was generally agreed, provided the most compelling and newsworthy footage of the ordeal to date, because it provided viewers with the first glimpse of the crew members (and their gun-wielding captors peering over their shoulders in the background) and also provided the first confirmation that only those three crew members and their captors remained on the plane and that the original hijackers were

no longer on board. The interview also confirmed the crew members were in good condition.

ABC's Glass and Flint and a camera crew conducted the interview from the runway beneath the cockpit window where each of the three crew members in turn leaned out to answer questions. Throughout the almost four-minute interview, one of the terrorists could be seen looking over the shoulder of the crew member being interviewed, at times waving a pistol in one hand and cupping the mouth or grabbing the shoulder of a crew member to signal, in no uncertain terms, the end of questioning.

There was some initial confusion as to whether the interview granted by the Shiites to ABC was pool or exclusive coverage. However, there was no doubt in ABC's mind—ABC steadfastly refused to share it with anyone, despite attempts by NBC and CBS to gain access by denying ABC the use of exclusive satellite time they had booked at the two closest uplinking points to Beirut—Damascus and Cyprus—early Wednesday morning (Eastern time) as ABC scrambled to get the interview back to New York. The upshot was ABC was delayed by about four hours in beaming the interview to New York

from Cyprus, when CBS's satellite time ran out at 10 a.m. A half-hour later, ABC broadcast the interviews over the network.

ABC's network competition acknowledged the scoop. "I congratulate them," said John Lane, senior vice president, NBC News. "I wish we had had it." CNN Executive Vice President Ed Turner expressed similar feelings. "I applaud them for that," he said. Turner said initially he had heard ABC had simply been "picked out of a crowd" by the Shiites to film the exclusive interview. "But that's irrelevant," he added. "They made terrific use" of the opportunity.

According to ABC's Glass, the exclusive obtained by ABC was the result of "strenuous efforts" by himself and Flint to convince Shiite leader Nabih Berri, who announced a week ago Sunday (June 16) that the passengers had been removed from the plane, to grant the interview. Discussing the interview with ABC anchor Peter Jennings on the air shortly after it was broadcast Wednesday (June 19) morning, Glass said, "We thought this would be the most important aspect of this story—to find out first of all if Berri was really telling the truth, that he really had [the passengers] under his control, and second of all, find out where they were and how they

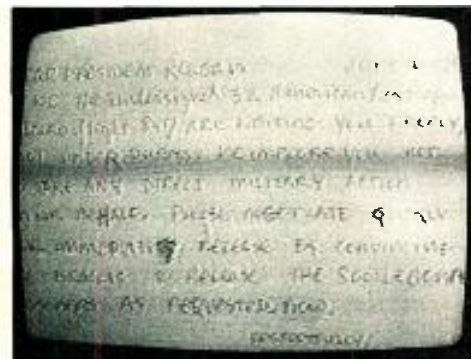
were."

Glass added that the Shiite sect, known as Amal, and led by Berri, was initially divided over whether to grant the interview. He added that the group was "sophisticated enough" to use the media to exert pressure in the effort to have its demands met and that Berri "prevailed, because he does care about American opinion."

Television coverage of the hijacking was hampered by the fact that satellite uplinking facilities in Beirut were knocked out of commission some time ago during the constant fighting there. Also, the network presence in Beirut was cut back drastically several months ago with growing hostility among various Lebanese factions toward Americans. When the hijacking story broke, only two network correspondents were in Beirut: Chris Drake of NBC and Julie Flint, a British freelancer on assignment for ABC Radio. The ranks of reporters on the scene swelled rapidly, however, and by the middle of last week 300 or more journalists were said to be on the scene. At one point last Thursday (June 20), as they gathered for a press conference with five of the hostages put on view by Amal, a near riot broke out as they converged to get a look at the five. According to one reporter at the scene of the press conference at Beirut airport, reporters were "jumping all over the tables. . . It just turned into chaos. . . Rifle butts were flying everywhere." The press conference continued when order was restored. The hostages urged the U.S. to complete a swift negotiation for their release. The State Department denounced the press conference as a "cynical exploitation" of the hostages by Amal.

At one point during the press conference, ABC and NBC got their wires crossed and NBC inadvertently carried a live audio report by ABC's Glass on what was going on. At the end of the broadcast (about 2 p.m. Eastern time Thursday [June 20]), NBC's Roger Mudd apologized on air for the snafu, indicating it was an ABC report.

With the lack of on-the-spot visual material, the networks were forced to focus more sharply than they otherwise might have on sidebar stories, such as interviews with released passengers, and flight attendants and relatives and on discussions about terrorism and alternative courses of action the U.S. government had at its disposal. Nevertheless, hundreds of news staffers at each network were putting in 24-hour shifts or longer at their posts.



NBC's coverage of the letter to President Reagan from the hostages.

For the first several days, the New York-based anchors were indeed anchored at their desks, presenting updates as they occurred. As it happened, both NBC News anchor Tom Brokaw and NBC News President Larry Grossman had just started vacations before the hijacking began and did not return to cover the story. Brokaw was traveling through Kenya with his family. Grossman was in Greece with his wife, not far from Athens, where the flight of the TWA plane originated the day the hijacking took place. He has been in daily contact with NBC News executives in New York, either directly or through the network's bureau in Greece. Contacted in Rhodes last week, Grossman told BROADCASTING he decided not to abort his vacation tour of Greece and return to New York because "there is nothing I would do except sit and watch the professionals work. They are able and grown people, and they're doing a brilliant job."

Grossman said the idea of bringing Brokaw back from Africa to follow the hijacking was "rejected out of hand. We are blessed with a very strong team and it makes no sense whatever when you have Roger Mudd in the saddle."

CNN was not in the most advantageous position last week to cover the story. Through Thursday (June 20) of last week, the network relied on World Television Network (formerly UPITN) for on-the-scene coverage of the hijacking. According to Ed Turner, the network delayed sending anyone to Beirut to cover the story (three correspondents and crews were en route Thursday, however) out of concern there might be some Shiite sects waiting for a chance to retaliate for what they see as the "embarrassment" of CNN correspondent Jeremy Levin's release from Shiite hands earlier this year after 11 months in captivity. But as the story wore on, CNN felt compelled to send in correspondents who volunteered to go, said Turner. The CNN correspondents will be supported by about 20 Lebanese staffers who have been scouting out the scene for the network, providing "tips" and "debriefings," said Turner.

Any sense among the networks that the hostage crisis would end soon was dissipating rapidly last week. "From the very start, I thought it would be a long haul," said Turner. "No one has control in Beirut; it is unilateral anarchy."

The most tragic development in the events as they unfolded last week was the brutal murder of a young naval seaman, Robert Stethem, a passenger on the hijacked plane, who, as CBS's Dan Rather described it, was "shot in the head and his body dumped like trash from the plane." In an interview later, on *Entertainment Tonight*, Rather said that he, like other Americans, was "outraged" by the act, but that "as a pro, you take a deep breath and say, 'I'll think about that when I get home on the weekend. Right now, I've got this job to do.'"

Radio on the spot

The immediacy of the aural medium was evident last week when radio networks

were, in most cases, the first of the electronic media to air live accounts of significant events occurring during the hostage crisis, using direct audio links from Beirut.

NBC Radio Network claims to be the first to broadcast the dramatic conversation between the pilot of the hijacked TWA plane and the control tower in Beirut on the network's 4:54 a.m. NYT hourly newscast June 14, while ABC News correspondents Charles Glass's and Julie Flint's interview with the TWA pilot, co-pilot and flight engineer first aired over the ABC Information Network on Wednesday (June 19) during a 5 a.m. NYT newscast, several hours before the film was shown on ABC Television (see above). ABC also appears to have been the first radio network to report that an apparent hijacking was in progress in a bulletin that went out to affiliates of six ABC networks at 4:30 a.m. NYT on June 14.

In addition to covering the major events of the unfolding hostage story in their regularly scheduled newscasts, virtually all of the radio networks had a series of continuing special reports and programs on the subject. ABC Radio Networks offered a four-and-a-half-minute "correspondents roundtable" discussion on the hostage situation at 9:30 a.m. NYT, June 17, and the CBS Radio Network aired a nightly wrap-up on the crisis last week at 6:40 p.m. NYT.

At Mutual, the network pre-empted the *Best of (Larry) King* broadcast on Monday morning (12:05-5) for a live, five-hour *Jim Bohannon Show* special on the hijacking. A Mutual spokesman added that most of the "Open Phone America" segment (2-4 a.m.) of last week's *Larry King Show*, which solicits calls from listeners on any subject, centered on the hijacking and resulting hostage affair. Mutual's Maggie Fox was on the scene in Beirut.

The United Press International Radio Network said it fed stations 315 news cuts (actualities, voice-overs and other material) last Monday (June 17), which, according to Lou Giserman, UPI Radio news director, was the most material ever fed by it in one day.

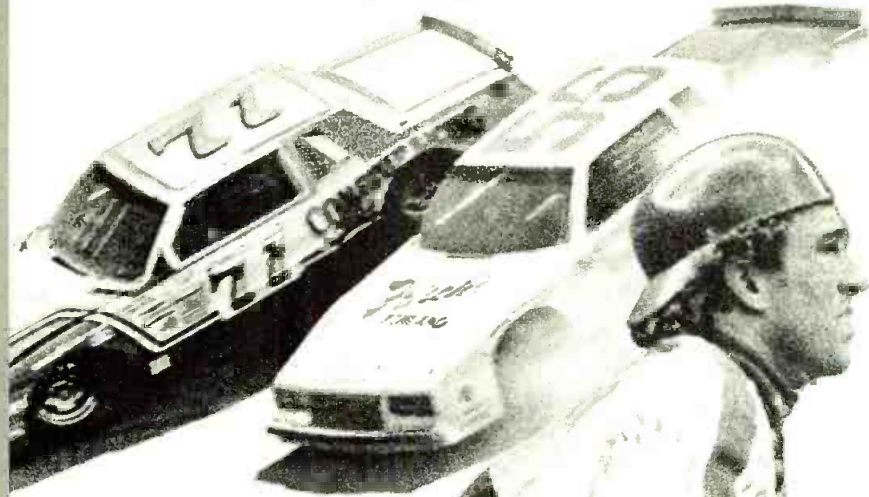
The Associated Press Radio Network said it restructured its five-minute, top-of-the-hour newscast from June 14 through June 17 so that the first two-and-a-half minutes and final 30 seconds of the broadcast were devoted to the hijacking. AP Radio was also offering affiliates four, 90-second special reports each day last week, entitled *The Hostage Ordeal*. □



CNN's coverage of the return of slain Navy diver, Robert Stethem.

AMERICA LOVES ITS SPORTS

NBC STYLE



**HIGHEST RATED
SPORTS SERIES
IN THE MAY
SWEEPS!**
MAJOR LEAGUE
BASEBALL GAME
OF THE WEEK

**HIGHEST RATED
SPORTS VARIETY
SERIES IN MAY
FOR SECOND YEAR
IN A ROW!**
NBC SPORTSWORLD

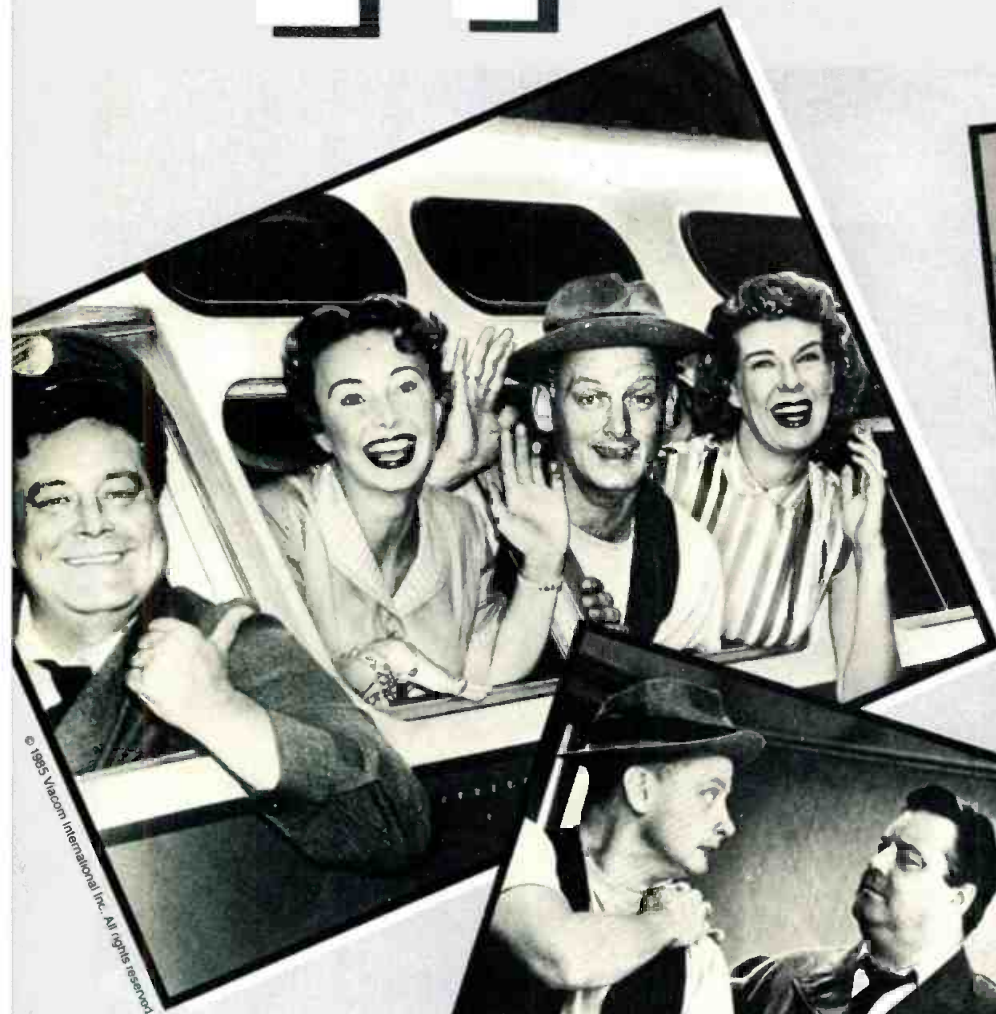


**HIGHEST RATED
SPORTS EVENT IN MAY!**
WORLD
HEAVYWEIGHT
CHAMPIONSHIP
LARRY HOLMES vs.
CARL "THE TRUTH"
WILLIAMS

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Few cheers for FCC's VHF/UHF swap proposal

Most commenters cite FCC practice and case law in asserting that commission can't allow switches without opening channels to competing interests

Support for the FCC's proposal to permit noncommercial broadcasters to swap their VHF channels for commercial UHF's without exposing them to competing applications from third parties (BROADCASTING, Feb. 18) all but vanished last week.

The vast majority of commercial and noncommercial broadcasters commenting on the proposal were launching torpedoes and hoping for a direct hit. The few who scurried to the proposal's defense already have forged swap plans of their own.

Under the FCC's proposal, noncommercial/commercial TV channel swaps would be just a bit more complicated than a normal commercial television station sale. The complication: The FCC would permit the public to comment on each swap proposal in an individual rulemaking. Should the FCC decide that a swap is in the public interest, the trade would be approved and the designations of the channels as commercial and noncommercial would be reversed.

The stickiest issue raised in the proposal is whether the commission can treat swaps as station transfers, from which third parties are excluded, or must regard them as applications for new channels. Both the case law and FCC practice have been interpreted to call for new stations and applications for changes in channels to be opened to competing interests. That's a key issue since parties aren't likely to swap channels if in doing so they must put their licenses in jeopardy.

The majority of the commenters contended that case law precluded the FCC from adopting its proposal. One coalition of broadcasters—including American Family Corp., Belo Broadcasting Corp., Capital Cities Communications Inc., Cox Communications, Gannett Co. Inc., Koplars Communications Inc., New York Times Broadcasting Service Inc., Kelly Broadcasting Co., McGraw-Hill Co. Inc., Post-Newsweek Stations Inc., Storer Communications Inc., Tribune Broadcasting Co., Taft Television and Radio Co., and Westinghouse Broadcasting & Cable Inc.—said the proposal to permit swaps without comparative consideration of other applications for either of the two channels involved would be a violation of Section 309 of the Communications Act, as interpreted by the Supreme Court in the *Ashbacker* case “and as consistently interpreted by the courts of appeals and by the commission itself over the past 40 years.”

In a joint memorandum of law, the groups took issue with the commission's contention

that *Ashbacker* didn't apply. “This conclusion is incorrect as a matter of law,” the groups said. “When a channel is made available for use in a community for the first time, it must be opened to applications by all interested parties so that the commission can decide who will best serve the public interest, convenience and necessity. When an educational reservation is removed from a VHF channel, that channel for the first time becomes available for commercial use in the community. It follows that the commission may not decide who should hold the authorization for the new commercial channel without first affording all interested parties an opportunity to apply.”

Hubbard Broadcasting's WTOG(TV) (ch. 44) St. Petersburg, Fla., which has already entered an agreement to swap channels with noncommercial WEDU(TV) (ch. 3) in the same market argued, however, that *Ashbacker* didn't prevent the FCC from implementing the proposal. WTOG said that although *Ashbacker* requires comparative hearings in choosing among mutually exclusive applicants, it leaves to the commission's discretion the circumstances under which applications are considered mutually exclusive. “The commission has exercised its discretion, over the years, to limit the filing of competing applications in a variety of situations in order to further compelling public interest objectives,” WTOG said.

According to a study submitted by Taft and the other groups, otherwise comparable VHF's get about twice as many viewers as UHF's, and “viewership disparity is similar for commercial and noncommercial stations.”

In joint comments, Kelly Broadcasting, Koplars Communications, McGraw-Hill Broadcasting, New York Times Broadcasting Service, Storer Communications and Taft Television and Radio Co.—which operate TV's in markets where UHF-VHF swaps are a possibility—said they opposed any rule change that would permit the swaps without making the channels involved available for competing applications. Among other things, they said the commission's proposal would result in irreparable damage to the noncommercial television system. “VHF noncommercial stations converted to UHF would reach many fewer viewers than at present with acceptable signals,” they said. “Nationally, many millions of viewers would lose the opportunity to watch noncommercial television and, conversely, the noncommercial system would lose many millions of viewers. While a small number of stations would receive windfalls, most noncommercial broadcasters would receive nothing, and the ability of the noncommercial system as a whole to obtain funding

from both public and private sources would be seriously impaired. In the end, the quality of service provided by an all-UHF noncommercial system would be inferior to that provided today.”

Gulf Broadcasting's WTSP-TV (ch. 10) Tampa-St. Petersburg, Fla. (which Taft has agreed to buy), said it had “recently” attempted to negotiate a channel-swap agreement with noncommercial WEDU(TV) (ch. 3) in that same market—the same noncommercial station that has agreed to swap channels with Hubbard Broadcasting's WTOG (ch. 44) there. WTSP-TV said its offer would have resulted in “substantial” financial benefits for WEDU and allowed it to remain on the VHF band. “Nevertheless, WEDU entered into an exchange agreement with WTOG, the licensee of channel 44 in St. Petersburg, Fla.,” WTSP-TV said. “That agreement provided WEDU with benefits no greater than those it would have obtained in an exchange with WTSP-TV, yet required it to relocate from the VHF to UHF spectrum.”

“WTSP-TV remains interested in switching from channel 10 to channel 3. If the noncommercial reservation on channel 3 is deleted, WTSP-TV intends to file an application for the newly available commercial channel's license.” (In a footnote, WTSP-TV said the intention to file reflected the position of Gulf, as the party currently responsible for WTSP-TV's operation.)

Among other things, WTSP-TV contended that the FCC's proposal would violate the *Ashbacker* doctrine, which it said “requires” the FCC to hold a comparative hearing on mutually exclusive applications for a license to operate on a frequency newly available in a community. “The commission has consistently recognized that channel exchanges between commercial and noncommercial stations are subject to the requirements of *Ashbacker*,” WTSP-TV said. “The commission has therefore followed a two-step procedure in such cases: first, it has decided whether to delete the noncommercial reservation of the educational station; and second, if it did ‘deserve,’ the commission afforded all parties interested in the new commercial frequency an opportunity to compete for it in a comparative hearing. The commission has never limited eligibility for the exchanged channels to the parties that proposed the exchange.”

In individual comments, Post-Newsweek Stations said it believed that the swap proposal rested on bad law and bad policy. “The country's noncommercial television system, like its commercial system, is a combination of local VHF and UHF outlets which together provide a national service,” said P-N. “The UHF outlets, despite great strides, are and ever will be substantially weaker in pub-



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*Source: NSI Feb. 1985

**Source: TVQ 1984 Performers Study

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STARS FROM
**NIGHT AT
THE IMPROV**

IS

STARS FROM
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BOAT**

STARS FROM
**TOO CLOSE
FOR COMFORT**

STARS FROM
ROOTS

STARS FROM
**NOT
NECESSARILY
THE NEWS**

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lic acceptance than their VHF counterparts. Each channel swap undertaken pursuant to the proposal would undermine the national noncommercial service and therefore should not be a matter left for local option. Even if it could lawfully do so, the commission should not abandon the established principles and policies to allow channel exchanges which would substantially and permanently harm the national noncommercial television system.

"Swaps of the most powerful and prestigious public broadcasting stations would undermine their incentive—as well as their credibility—to fight for workable, long-term solutions to funding difficulties, and the entire system would be hurt. Given these harmful effects, it would be intolerable as a matter of public policy to allow individual stations, acting as though they *owned* their individual frequencies rather than used them as a public trust, to attempt to rescue themselves at the cost of injuring the weaker and more vulnerable members of the public broadcasting system, the system as a whole, and the public that both serve."

Belo Broadcasting said the proposal to exclude third parties would "violate the Communications Act, as uniformly interpreted by the courts and the commission for the last 40 years, and would contravene over 30 years of congressional and commission policy by narrowing rather than expanding the reach of the public television system."

Should the FCC proceed with a swapping procedure nonetheless, Belo said the public interest demanded that a "substantial burden be placed upon the proponents of a channel swap to demonstrate that the public television station's survival is at stake, that a less drastic alternative than swapping away its VHF channel is not available to the public television station, and that the swap is consistent with the national policy of maintaining reserved channels, including VHF channels, wherever possible."

Cox Communications urged the FCC to focus on the long-term future of public television "and not give in to a proposal which

offers only doubtful short-term benefits and a potentially devastating long-term effect on public television service."

Group W said the proposal would not benefit noncommercial broadcasting in the long run and was in violation of the fundamental licensing scheme embodied in the Communications Act. "Moreover, given the longstanding congressional interest [in] the reservation of noncommercial VHF television channels and the development of a strong and viable noncommercial television broadcast service, it is not a proposal which the commission can or should implement in the absence of congressional action.

"With reserved VHF allocations in most large metropolitan areas, noncommercial VHF's are, if anything, the backbone of our present public broadcast system. To allow the dismemberment of this backbone on a piecemeal basis would be an invitation to disaster for the overall public broadcasting system and the important service it provides to the public."

Tribune Broadcasting said the "devotion" to the principle of marketplace regulation was "clearly misplaced" here. "The electromagnetic spectrum is a public, not private, resource and it is the commission's obligation to assure that this will be used in the public interest."

American Family Corp. said the proposal would be unfair to existing competitors and would not provide long-term financial relief to public broadcasters. "Indeed, the interest of educational television would be irreparably harmed by relegating it to permanent second-class citizenship on the technically inferior UHF band."

Gannett Co., among other things, contended that Section 310(d) of the Communications Act "does not permit the commission to condone noncommercial VHF and commercial UHF stations exchanging their operating frequencies without a comparative hearing."

Camellia City Telecasters Inc. contended that the loss of the financially stronger UHF broadcasters would hurt those remaining on

the UHF band. "The more well-off broadcasters will be concentrated in the VHF band, and those broadcasters remaining in the UHF band, the weaker sisters, will be crippled by a double burden—the coverage problem they always face, plus, in addition, even greater competition from the increased number of commercial VHF stations in the market and a paucity of strong UHF stations to entice viewers to the UHF band," Camellia City Telecasters said. "As a result, the viability of UHF broadcasting cannot help but be severely undermined."

The National Association of Public Television Stations said it believed the commission's proposal could not be justified. "Any VHF/UHF channel exchange makes a previously reserved VHF channel available for commercial use for the first time, and there is, both legally and factually, the allocation of a new channel to the community," NAPTS said. "Accordingly, under the established principles of *Ashbacker*... the commission must give the public an opportunity to apply for those channels."

Said the Corporation for Public Broadcasting: "Even if there were sound policy reasons for encouraging swaps, the commission does not have the authority to eliminate hearing rights established by Congress, recognized by the Supreme Court and reiterated in numerous appellate court decisions."

CPB also warned that cable carriage should not be relied upon to ameliorate the UHF handicap. "Even if all homes subscribed to cable... there is no guarantee that all television stations will be carried," CPB said. "The commission must-carry rules are expected to be curtailed as a result of the decisions to be rendered soon by the D.C. Circuit in the *Turner* and *Quincy Cable* cases. Such cures for UHF inferiority are therefore only of theoretical value."

Colby-Bates-Bowdoin Educational Telecasting Corp., licensee of noncommercial WCCB(TV) (ch. 10) Augusta, Me., said the proposed rule created a presumption that channel swaps would generally be in the public interest. "Enormous pressure will be brought to bear on noncommercial licensees currently operating on VHF channels, both from external and internal sources, to exchange their channels for UHF channels. The result will be a wholesale loss of the valuable noncommercial VHF facilities which form the backbone of the national public television system, and ultimately the demise of that system. Such a result would clearly not be in the public interest."

Said Oregon Public Broadcasting: "The long-term detriments to public broadcasting far outweigh this temporary patching of the funding problems being currently faced by the public broadcasting system. Such a short-sighted approach to regulation of the industry is contrary to the basic principles underlying the adoption of the noncommercial public television service, and is not in the best interest of the American public."

Licensees representing 82 noncommercial TV stations—including WGBH Educational Foundation, Metropolitan Indianapolis TV Association Inc. and Twin Cities Public Television—also made their opposition known. "The exchange of a single set of stations would result in an erosion of the

Quello on fairness, takeovers. FCC Commissioner James Quello, an early opponent of the fairness doctrine, predicts it won't be repealed.

Neither the commission nor Congress is willing to scrap the requirement, he told the New England Broadcasting Association last week.

And "if Congress could," it would impose the doctrine on newspapers, Quello said. Politicians of both parties oppose journalists, he added, because of sometimes annoying coverage and because "you'll never give an elected or an appointed official all the favorable publicity he thinks he's entitled to."

Speaking off-the-cuff to the Boston audience, Quello gave no clue on how he'd vote on Ted Turner's attempt to take over CBS (BROADCASTING, June 10). Referring to the en banc hearing FCC Chairman Mark Fowler has agreed to hold on Turner's transfer application, Quello said it might be a good idea to "air the whole thing." And if Turner acquires enough CBS stock, the commissioner said, "he would be entitled to full FCC consideration."

Quello sees no major barriers in the way of the Capital Cities Communications-ABC merger and Rupert Murdoch's acquisition of Metromedia's television stations division. The Murdoch-Marvin Davis investment is a good one, considering their ownership of 20th Century Fox, he said.

Quello called proposals to restrict or ban beer and wine advertising on the electronic media "unconstitutional, discriminatory and ineffective." He recalled that years ago he helped defeat a Michigan proposal to require countercommercials by the agreement not to show actual drinking in ads.

Billboards and the print media would get a financial windfall if beer-wine ad restrictions are imposed, he said, speculating that some "self-righteous" newspapers might editorialize in favor of a ban.

entire system," the licensees said.

The National Education Association urged the FCC to abort the proposal, which it said "rests on no valid legal authority and ignores that broadcast channels are public property licensed to trustees who promise to service the public interest. Once exchanged, public VHF channels will be lost to the public forever because of their high commercial value. Because the commission's proposal would lead to a drastic decrease in noncommercial broadcasting's audience reach, reduce the quality of television reception for another large segment of the audience and threaten the long-term financial health of the public broadcasting system, there can be no question that UHF/VHF channel swaps would be contrary to the public interest. Moreover, NEA is especially opposed to the commission's proposal because it would adversely affect the instructional programming needs of children, which have been virtually ignored by commercial broadcasters."

In a joint filing, the Telecommunications Research and Action Center, Action for Children's Television and the Office of Communications of the United Church of Christ said they also believed that permitting such swaps without opening the channels to other interested parties would violate Section 309 of the Communications Act as interpreted by *Ashbacher*. "The commission's proposal—that some broadcasters sell their 'birthright' to try to make up for their particular financial inadequacies—is both illegal and the poorest possible policy," those groups said. "Encouraging some public broadcasters to 'eat their seed corn' markedly disservices the public interest by dishonoring the long established commitment to dedicate these most valuable channels to public broadcasting forever."

Weigel Broadcasting, licensee of WCIU-TV Chicago (ch. 26), urged the FCC to "adhere to the teachings of *Ashbacher* and its progeny, and not to adopt a license modification procedure in cases involving commercial-reserved channel switches if there is an expression of application interest from other parties."

A group of 11 noncommercial TV licensees—including Ohio University, University of Wisconsin and Bowling Green State University—said exchanges with a principal motivation of "valuable consideration" should not be permitted by the FCC. "The commission must therefore carefully evaluate channel exchange proposals on a case-by-case basis," they said. "The parties proposing an exchange should bear the burden of demonstrating that the exchange will lead to substantial public interest benefits, including furtherance of the goal of national coverage for noncommercial educational broadcasting. At a minimum, the parties should show that the channel exchange will not lead to a reduction in the availability of noncommercial educational service either geographically or demographically."

WPHL-TV (ch. 17) Philadelphia took no position on the overall merits of the rule. But if the FCC adopts the proposed change, WPHL-TV urged the commission also "to retain the language of the proposed rule which permits channel swaps between commercial and noncommercial TV stations serving the

PBS feedback. Public Broadcasting Service denied reports that it succumbed to White House pressure to air Accuracy in Media-produced response to PBS's *Vietnam* series (BROADCASTING, June 10). Said PBS President Bruce Christensen: "PBS firmly maintains its independence from outside influences in making programming decisions. The historical record will show that we do not shy away from controversy" and *Vietnam: Op/Ed—an "Inside Story" Special*, "is no exception." PBS said that its director of news and public affairs programming, Barry O. Chase, will participate in panel discussion during *Inside Story* special, which is scheduled for Wednesday, June 26, at 8 p.m. NYT.

same TV market, whether or not the stations are licensed to the same community of license."

Hubbard's WTOG said commercial VHF stations opposed to the proposal appeared to be motivated primarily by their desire to retain their current competitive situation. The public television interests opposed are primarily afraid that the exchanges would have a "negative" effect on funding for public television. "However, no specific events have been reported to support this speculation," WTOG said.

"WTOG strongly supports the adoption of the commission's proposed rule. It will provide local commercial and noncommercial operators with the opportunity to enter into channel exchange agreements which will provide substantial public interest benefits to their audiences, without the fear of losing their licenses," WTOG said.

Florida West Coast Public Broadcasting Inc., licensee of noncommercial WEDU Tampa, Fla., also supported the FCC's proposal. "Adoption of the modified process will afford effective local options and choices for public broadcasters without adverse consequences to the public television system," it said. The licensee also contended that the FCC had "ample" legal authority to bar competing applicants "where significantly public interest advantages attend appropriate channel exchanges." In addition, it said that "appropriate" exchanges "afford an imaginative alternative funding source which will aid the local public television station without adverse impact upon other entities or public television in general."

Metrowest Corp., licensee of WPWR-TV Aurora, Ill., which is involved in a proposed swap of its own, also supported the FCC's proposal. "It [the proposal] will provide local commercial and noncommercial operators with the opportunity to enter into channel exchange agreements which will provide substantial public interest benefits to their audiences, without the fear of losing their licenses."

Northwest Indiana Public Television, permittee of WCAE-TV (ch. 50) Gary, Inc., a

party to the proposed deal with Metrowest, also supported the FCC proposal. Yet it urged the commission to permit the swaps through "editorial amendment," instead of the individual rulemakings the FCC has proposed. "The rulemaking alternative is inappropriate in this setting because it is inherently time consuming, can be further and needlessly protracted by antagonists to switch proposals, and is simply unnecessary to assure a proper treatment of the public interest."

Holston Valley Broadcasting Corp., licensee of WKPT-TV (ch. 19) Kingsport, Tenn., which would like to use the noncommercial ch. 2 facilities of East Tennessee Public Communications Corp.'s WSK-TV Sneedville (Knoxville), Tenn., as a satellite, asked the commission to adopt rules permitting it to negotiate such an arrangement. "We do not argue that every 'commercial UHF for noncommercial VHF swap' which may be proposed in the United States should receive automatic approval," Holston Valley said. "Holston asks that proposals such as its own or that which might ultimately be submitted by Holston and [East Tennessee Public Communications Corp.] be considered on a case-by-case basis, that at the very least such proposal not be precluded by any rules which may emerge from this proceeding. Only if individual market circumstances and resulting proposals are accepted for filing by the commission will the public interest ultimately be best served."

United Television Inc. supported a rule that would permit channel swaps without comparative hearings. "This rule should apply only to exchanges between pre-existing licensees and not to transactions that effectively reduce the number of existing noncommercial stations."

The conservative American Legal Foundation also supported the swap proposal. "A significant number of public interest benefits would inevitably flow from adoption of the proposed rule," ALF said. "They would include . . . perhaps insuring the financial viability of the entire public broadcasting system." □

SBA comment. The National Radio Broadcasters Association and the National Association of Broadcasters have opposed a proposal by the Small Business Administration to stop permitting broadcasters to take advantage of SBA financial assistance.

SBA has a general prohibition against granting financial assistance to media applicants. But an exception to that policy permits commercial broadcasters and cable television operators to take advantage of SBA loans. SBA has proposed to eliminate that exception.

In its comments at the SBA, NRBA said the effect of the repeal would not be in the interests of the public or the entrepreneurs SBA has a mandate to serve. "The repeal would hurt minorities who wish to obtain access to the broadcast industry," NRBA said. "Additionally, the repeal of the exception will close another avenue of financing for individual entrepreneurs who already have to compete with the conglomerates for ownership of media outlets."

In its comments, NAB also urged the SBA to reconsider. "The rule would . . . seriously harm minority broadcasters' efforts to enter the industry by blocking the one source of funding available to them," NAB said.

Turner Broadcasting asserts its financial strength

In answer to petitions to deny its proposed takeover of CBS, TBS spells out why it feels it should be allowed to operate network

The Turner Broadcasting System's proposed leveraged buyout of CBS is "financially viable." That's what TBS said in an FCC filing last week.

Indeed, according to analysis by William C. Bevins Jr., TBS vice president-finance, under the Turner buyout plan, the combined TBS/CBS would incur net losses of about \$404 million, \$211 million and \$82 million (after payment of preferred dividends) in the first three years. But the combined company's cash flow would be positive after all operating expenses, including investments in programming, news and sports, are increased at an annual rate of at least 8%. After disposing of \$1.05-billion worth of CBS properties, the company would have \$477.7 million in cash on hand at the end of 1986, the filing said. (The filing suggests that Turner is assuming CBS's WCAU-TV Philadelphia will sell for \$350 million, and that CBS's publishing division will be good for another \$700 million.) At the end of the next year, after apparently disposing of the remaining \$1.5 billion of CBS's nontelevision broadcast businesses, the new company would have \$2.07 billion in cash on hand, and would end up with at least \$283 million in cash on hand every subsequent year through 1994. "All operating expenses, interest, dividends and principal payments can be made after the consummation of the transaction," Bevins said. "I believe the analysis clearly shows that the TBS exchange offer is financially viable and provides for continuing, increased investment in the combined company's Broadcast Group operations, including, specifically, programming development and acquisition."

Ted Turner himself, in an exhibit contained in TBS's massive response to petitions to deny by CBS and a variety of others (BROADCASTING, June 10), said that if the proposed acquisition of CBS were successful, TBS intended to continue operating superstation WTBS(TV) Atlanta, Cable News Network, and CNN Headline News "in basically the same manner" it does now. "TBS always has programmed these services independently to compete against each other and against other television programming services, including the CBS network," Turner said. "TBS intends to continue this programming strategy following the successful acquisition of CBS. We believe that aggregate potential audience and revenues can be maximized only if each program service is distinct from the others. We believe that any attempt to duplicate programming would lead inevitably to a loss of viewership in the aggregate and a reduction in the number of cable systems that presently carry WTBS, CNN and CNN Headline News."

Turner also said TBS specifically intended not to duplicate the CBS network schedule on WTBS. "WTBS is carried by cable systems because it offers alternative programming,"

Turner said. "Dilution of program quality on WTBS or duplication of CBS network programming on WTBS would reduce cable carriage of WTBS, viewership and WTBS's advertising revenues."

Turner also contended that allegations that TBS will combine CNN and CBS News were unfounded. "We will not merge the CBS network news service with the news operations of CNN/Headline News," Turner said. "Each news division will retain independent editors, reporters, researchers and technical and production staff. Each will operate out of independent domestic and international news bureaus. In sum, CBS News and CNN Headline News will be maintained, operationally and editorially, as autonomous entities. Each will provide an independent source of news for broadcast and cable audiences."

What's more, Turner said, TBS would continue CBS's policy of providing editorial autonomy to each of its owned-and-operated stations. "The management of each owned station will be entirely responsible for the editorial product of that station and the news department of each station will be separate from the CBS Network News," Turner said. "This will insure that TBS will not 'monolithically' control its cable and broadcast services or outlets."

In addition, Turner noted that in its application, TBS promised to stop distributing Headline News to broadcast station subscribers to avoid any charge of a violation of the FCC's dual network rule. "If, however, the commission should decide that the continued provision of Headline News to broadcast stations would be in the public interest, or should concur in TBS's conclusion that the dual network rule is not violated, TBS would continue this service," Turner said. "We would not discriminate against non-CBS affiliates in doing so."

Turner also said TBS intended to continue offering broadcast station subscribers its 'excerpt' news service, permitting the recording of short segments of less than five minutes from CNN's or Headline News's regular feed to cable systems for subsequent broadcast.

In the body of the filing, TBS said the parties who had petitioned to deny had essentially raised three arguments: that TBS is not financially qualified and that the financial stability of the network was threatened thereby; that a merger would lessen diversity of information, and that the merger would restrict economic competition. Not so, TBS said.

On the financial issue, TBS cited the Bevins analysis. "The projection demonstrating these more-than-adequate cash surpluses is conservative and assumes that the CBS assets and business, which TBS proposes to sell, will be sold by the end of the second year of operation, but does not assume that any cost savings or operations efficiencies will be realized, except for a minor reduction in corporate overhead expense, mostly reflecting the smaller size of the company resulting from the proposed divestitures,"

TBS said.

TBS also noted that the FCC's only requirement to establish a transferee's basic financial qualification is a certification. "TBS need only certify that it has sufficient net liquid assets on hand or available from committed sources to consummate the transaction and operate the facilities for 90 days," TBS said. "TBS did so. Having made this certification, TBS must be found financially qualified unless petitioners establish a prima facie case that 'substantial and material questions of fact' exist regarding the certification. Petitioners have failed to do so."

On another tack, TBS contended that the grant of the transfer applications would further the commission's goal of enhancing information diversity, particularly in local markets, which it said was the commission's prime concern. "By divesting CBS's 18 radio stations and Philadelphia VHF television station, the transfer will lead to a combined expansion of information diversity for one-fourth of all television households in the entire country—almost five times the next largest increase in diversity resulting from a transaction authorized by the FCC," TBS said. "Furthermore, these divestitures, coupled with TBS's plan to sell CBS's agglomeration of consumer and specialty magazines, book publishing subsidiary and record business, will dramatically increase the number of independent and antagonistic sources of information," TBS said.

TBS also contended that the "allegations by CBS and its supporters" that common ownership of CNN and CBS News will jeopardize diversity in national video news were inconsistent with commission findings (ones TBS said CBS had strongly supported in the past) that the national information marketplace is broadly defined and intensely competitive. "Consolidation of TBS and CBS will not allow one entity to have a significant effect on the flow of information available to the public," TBS said. "Moreover, TBS has pledged that it will maintain the editorial autonomy of the combined entity's broadcast and cable news organizations."

TBS also called "groundless" fears that ownership of WTBS and affiliation with a station in the same market would lessen diversity. "There are a sufficiently large number of independently owned television stations in Atlanta to preclude any foreclosure of opportunities for development of additional competing networks, as well as sufficient other media to assure viewers and listeners in Atlanta access to a variety of diverse and antagonistic 'voices,'" TBS said.

Also "without foundation," TBS said, were allegations that the combination would have an adverse impact on the competitive marketplace. "With respect to the advertising 'market,' the commission's precedents suggest the appropriate market for analytical purposes includes all competing media, and, hence the factors used to measure concentration suggest no possible anticompetitive effects will occur. Even if a narrower market were to be examined, that market would include only the broadcast networks them-

selves and a TBS-CBS combination would have no impact on that market."

TBS said CBS's argument that the acquisition would have an anticompetitive effect on the provision of national news programming should be dismissed. "TBS and CBS are not competitors in news in any meaningful economic sense," TBS said. "Since CBS affiliates pay no separate purchase price for CBS news programs, and do not enter into separate news program contracts with CBS in order to receive those programs, there is no 'news' market in which CBS is a participant."

The arguments that the transaction will adversely affect competition in entertainment and sports program buys, according to TBS, ignore the fact that WTBS and CBS acquire different programming and, "to the degree CBS and TBS actually compete, there are numerous other competitors available to assure that there will be no lessening of competition."

TBS also said that the calls for the commission to adopt special procedures, including evidentiary hearings, were being made primarily to delay presentation of the TBS proposal to the CBS shareholders, denying them the opportunity to determine the future course of their company. "Having advocated free competition, management of broadcast entities should not now be allowed to seek a regulatory shield from challenges to their stewardship—in this case, an offer to CBS shareholders by TBS proposing an alternative corporate strategy," TBS said. "Having embraced competition as a policy, the commission should not now ignore the clear lessons of a decade of deregulation and reinstate that shield. It should instead grant the instant applications expeditiously." □

Radio stations upset over telco rate hikes

FCC looking into extent of price increases in wake of divestiture, but chances of change appear slim

In the wake of the AT&T divestiture, local telephone companies are divesting many radio broadcasters of more of their revenues. Those being pinched aren't happy about it, and they're making their views known at the National Association of Broadcasters and at the FCC. Unfortunately for them, the prospects for relief are dim.

The problem: Under divestiture-related tariffs that went into effect April 1, many local telephone companies raised their rates for local audio transmission services. Many radio broadcasters are contending their rates have increased from 300% to 800%. "The fate of many radio stations operating on razor-thin margins could be terribly affected," said J.R. Curtis Jr., vice president and general manager of KFRO(AM) Longview, Tex.

Why the rates for radio transmission services have gone up is not hard to figure out in theory. The contention had been that AT&T, before divestiture, was subsidizing local telephone services with long-distance revenues. With the breakup, the FCC direct-

Washington Watch

Cigarette sales update. According to Federal Trade Commission report to Congress on smoking data for 1982-83, cigarette sales decreased in 1982 for first time since 1969 and declined again in 1983. But advertising expenditures continued to increase in both years, increasing nearly 25% to \$1.9 billion in 1982 and additional 36% to "new high" of about \$2.7 billion in 1983, FTC said. □

Ownership inquiry. At open meeting, FCC launched rulemaking aimed at determining whether rule that permits entity to own 49%-plus of media property without being considered as owner under other commission rules (as long as another individual owns more than 50% of that same property) undermines minority incentives provided in 12-12-12 multiple ownership rule. Minority incentives permit single entity to hold interests in up to 14 stations as long as two are controlled by minorities. For TV's, incentives permit entities to reach 30% of nation's television households (instead of 25% generally applicable) as long as extra reach is achieved through TV's controlled by minorities. In other action, FCC eliminated rules prohibiting rebroadcasts of personal radio service (citizen band and general mobile radio services). It also eliminated requirement that broadcaster get FCC approval to rebroadcast transmissions of nonbroadcast services. In addition, it eliminated requirement that broadcaster get approval of operator when rebroadcasting CB and amateur radio transmissions. □

International alliance. Intelsat Director General Richard Colino pictured global satellite system as ally of and tool for print news media. Colino, speaking in London before International Press Telecommunications Council, said future of those media and satellites "is inexorably linked" because of "cost, efficiency, flexibility and adaptability of satellite communications." Consequently, he said, he sees strong "symbiotic relationship" continuing between Intelsat and news industry—then launched into specifics of what was sales message. Colino cited Intelsat's Intenet spread spectrum data transmission system he said distributes news at speeds of 9.6 kilobits per second and receives it at low-cost microterminals less than one meter in diameter. He said growing number of distributors of video services are using vertical blanking interval in video channels to disseminate through teletext and videotex systems updated news in variety of magazine-style formats. And Intelsat, he said, is already used to support electronic printing of entire newspapers; Intelsat Business Service earth stations located at newspaper's editorial hub are used to feed material to one or more distant printing plants simultaneously. □

Loose lips . . . Federal Trade Commission is seeking public comments on interim rule that requires present and former commission employees, including consultants, to obtain general counsel's approval "before responding to any subpoena for materials or information" relating to staff's "official duties." Rule applies to both public and nonpublic information, FTC said, and "applies in all situations in which employees receive work-related subpoenas." According to *Federal Register* notice, action is intended to "prevent harm that may result from inappropriate disclosure of confidential information or inappropriate allocation of agency resources." Comments will be taken until July 19. □

Opinions wanted. FCC has requested comments on proposal by TeleScan Inc. to use line 22 of vertical blanking interval to transmit data signals for system of verifying broadcasts of TV commercials. With system, advertiser information would be encoded on signal; monitor would be used to decode and record length of ad and date and time of day commercial ran. Company plans to use that information to provide reports to advertisers. Comments are due July 5; replies are due July 15. □

80-90 activity. National Black Media Coalition has opposed petitions for partial reconsideration of Docket 80-90 rules by National Association of Broadcasters and others seeking stronger AM daytimer preferences for new commercial FM's (BROADCASTING, May 27). As rules are currently drafted, NBMC charged that only local, female-owned, fully integrated minority applicants have possibility of beating AM daytimer for new FM facility. "In our own petition for reconsideration . . . we argued that the order creates a preference scheme favoring whites and discriminating against minorities, and that the order is therefore unconstitutional," NBMC said. □

Commission wants in. FCC has proposed to pre-empt state regulation "that has the effect of prohibiting or impeding the entry of common carriers providing conventional paging services or two-way mobile services." □

ed local telephone companies to base the prices of local services on costs. The increased rates are a result. What's not clear is whether all of those increased rates accurately reflect costs.

One FCC source questioned whether the NAB had done enough to protect the interests of its members. And at least some radio broadcasters appear to be holding the NAB responsible. "I am very disappointed that NAB was not on top of this early and alerting broadcasters as to the tariffs and the need to organize a challenge at the hearings which set these tariffs," said Ted A. Smith, president and general manager of KUMA-AM-FM Pendleton, Ore.

Julian Shepard, an NAB attorney, said the association had expected the rates to increase, but not to the extent that they apparently have. Indeed, Shepard said that the carrier filings in the proceeding had indicated an average national increase of 50% or so.

Whether radio broadcasters will get a break on the prices is unclear. The FCC, on its own motion, has launched an investigation of the special access tariffs of local exchange carriers. But that investigation is not targeted at the local audio transmission rates. The NAB, which says it has informed its radio members how to file complaints with the commission's Common Carrier Bureau, is planning to file comments in the investigatory proceeding. The NAB will at least point out the impact that rate increases have had on the radio industry.

Shepard said the association was "not optimistic" about getting lower rates. He attributed that dismal prospect to a lack of resources to do battle with the dozens of individual telephone companies involved. "If we did that, we could do nothing else for the next 100 years," Shepard said.

But the hope, said Shepard, is that the association will be able to show the commission what impact the rate increases have had on radio "and encourage them [the FCC] to make the carriers accountable for the rate increases."

Comments are due July 24. □

Senators introduce bill for review of hostile takeovers

Legislation would require FCC to hold evidentiary hearing

Four senators last week parlayed anti-network-takeover sentiment into legislation that would require the FCC to hold an evidentiary hearing in cases where attempted takeovers are hostile. The bill was introduced in response to the sponsors' concern over the FCC's decision to hold only a one-day hearing on Ted Turner's proposal to gain control of CBS Inc.

Senator Thomas Eagleton (D-Mo.), who two weeks ago had announced plans for such a bill (BROADCASTING, June 17), was joined in sponsoring the measure by Senators Larry Pressler (R-S.D.), Daniel Inouye (D-Ha-

waii) and J. James Exon (D-Neb.). Those three senators are members of the Senate Commerce Committee, which has jurisdiction over such legislation. And it was Pressler—like Inouye, a member of the committee's Communications Subcommittee—who called a news conference to announce the bill. Eagleton had postponed introducing the measure to obtain sponsors from the Commerce Committee and, thus, give the measure "some oomph" and "insure expedition in the holding of hearings," an aide said.

Eagleton issued a statement declaring that "this bill restores the public's right to review who is going to own and run our nation's airwaves. This is an important factor to be considered. We are not talking about the transfer of one shoe company to another. We are talking about the transfer of ownership of our public airwaves." Eagleton indicated he was concerned by more than attempted hostile takeovers of networks; he noted that thus far in 1985, six transactions have been proposed with a total value of almost \$12 billion, "more than four times the value of all such deals in 1984."

Although the Turner/CBS matter triggered the senators' concern, Pressler in his news conference made it clear he had no complaint about Ted Turner. "I like Ted Turner," Pressler said. "He's done an excellent job. He'd be a good owner." But his effort to acquire a network "should be subject to review."

The bill—the Federal Communications Commission Network Acquisition Act—would require the commission to obtain the identities of all persons involved in the proposed acquisition, identify the source of funds to be used, examine the managerial

expertise and financial resources available to the would-be owners, consider their plans and intentions, assess the benefits or damages to the public interest that would result from the takeover and elicit from the prospective owners their plan for the long-term financial management of the network. Then, after members of the public had been given 30 days to file petitions to deny, the commission would hold an evidentiary hearing, during which documents and witnesses could be subpoenaed and testimony would be taken under oath.

Senators Eagleton and Pressler, in their statements last week, said the bill was designed simply to make sure the commission follows precedent it had set in previous cases of attempted network takeovers. There was only one earlier case of an attempted hostile takeover of a network—the late Howard Hughes's effort to gain control of ABC in 1968. Hughes abandoned that ambition after the FCC said it would hold a hearing on the matter and call on him to testify; the eccentric billionaire had long since stopped appearing in public.

Earlier, the commissioners held an en banc hearing on the proposed merger of ABC into ITT, a merger favored by both sides. The hearing ran 13 days and, occasionally, nights, but was held only under pressure from the Department of Justice's antitrust division, which vigorously opposed the merger. The commission subsequently approved ITT's absorption of ABC (as it had during an earlier round, before Justice entered the case), but the merger effort collapsed, in January 1968, when ITT exercised an option to withdraw while Justice was appealing the matter to the U.S. Court of Appeals in Washington. □

Division over AM eligibility

Broadcasters support FCC plan to eliminate some restrictions; public broadcasters, National Black Media Coalition come out for retention of current status

The FCC's proposal to get rid of certain of the noninterference-related eligibility restrictions on AM applications has drawn mixed responses.

The restrictions at issue require applicants to show that they would provide service to an unserved or underserved area and that no FM channels are available. Exceptions are provided for minority-owned applicants and applicants proposing noncommercial stations, on the 25 U.S. I-A clear channels.

In its comments, the National Association of Broadcasters said it agreed with the FCC that the rules had outlived their usefulness.

The National Radio Broadcasting Association said the restrictions were artificial and restrictive. It also charged that they discriminated against AM broadcasters. "The elimination of the commission's artificial acceptance criteria would... further promote its deregulatory measures by removing the barriers which impede new applicants as well as existing broadcasters from freely and directly responding to community needs," NRBA said.

First Broadcasting of Nevada Inc. and Dave Mack Broadcasting Co. said: "The maintenance of the present AM acceptance criteria is based upon a discarded notion of spectrum scarcity and an outdated and no longer needed commission design to stimulate FM development."

Radio WEW Inc., licensee of daytimer WEW(AM) St. Louis, urged the FCC, in addition, to eliminate other restrictions it charged stood in the way of AM daytimers getting nighttime authority.

The Corporation for Public Broadcasting, however, urged the FCC to retain the current AM eligibility criteria "to further the goal of the Public Broadcasting Act—the effective provision of a nationwide public telecommunications system—and to provide minority and noncommercial broadcasters an opportunity to obtain broadcast facilities to serve local ends."

National Public Radio also urged retention of the allocation preferences. "Keeping the preferences, including those for minorities and noncommercial radio, is important to continuing the development of a full-service system of public radio capable of serving the entire nation," NPR said.

The National Black Media Coalition said the proposal to delete the minority and non-commercial radio eligibility criteria was "but

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one more instance of the steady evisceration of minority ownership protections" by the current commission majority. "The eligibility criteria... should be left intact and the commission, in doing so, should take the opportunity to publicly reaffirm the findings it has made, the Congress has made, the courts have made and the U.S. Commission on Civil Rights has made as to the continuing importance of enhancing opportunities for minority broadcast station ownership." □

Appeals court stands firm on Preferred cable

But panel makes some modifications in denying rehearing in case

The U.S. Court of Appeals for the Ninth Circuit has denied rehearing in the cable television franchising case that the cable industry regards as carving out a major area of First Amendment protection for cable systems, even if it also would deny them protection against competition. But in its order in the case involving Preferred Communications Inc.'s suit against the city of Los Angeles, the appeals court adjusted the original decision in ways that were welcomed by the city—which is still considering an appeal to the Supreme Court.

At issue is the decision of a three-judge panel of the court holding that the First Amendment prohibits a city from using the franchising process to deny a cable system access to public utility facilities capable of accommodating it. The city had refused Preferred's request for a franchise after it refused to participate in "the auction process" by which the city chose its franchisees. The appeals court panel agreed with Preferred's First Amendment argument after a district court had rejected it. None of the 23 judges of the full court requested a vote on the suggestion for a rehearing by the court.

Cable industry representatives hailed the decision as one affording cable systems the same kind of First Amendment protection granted the printed media. As some cable industry lawyers read the opinion, franchise authorities were precluded from imposing conditions on grants—other than those needed in the interest of public safety. However, the decision was also seen as opening the door to competition for systems that were operating under even de facto exclusive franchises. And that could make it difficult for systems to gain the financing needed to build their plants.

The decision sent shockwaves of concern through cities across the country. Several cities in California joined in a friend-of-the-court brief supporting Los Angeles's petition for rehearing, contending that the panel's decision was unnecessarily broad and could derail the federal-state and local scheme of franchising codified in the Cable Communications Policy Act of 1984. They also saw it as subjecting local telephone companies to competition, thereby at least increasing the cost of the public's "universal access" to lo-

cal telephone service. Edward Perez of the Los Angeles City Attorney's office said that, based on calls from cities reacting to the appeals court's action, "we'll get a ton of help from cities if we decide" to seek Supreme Court review.

The city has 90 days to file a petition for review with the high court. But Perez indicated the city was considering accepting the appeals court's order and going back to the district court for trial on the merits of the case. He said the revisions the full appeals court made in the panel's opinion would "make it easier" to defend its processes in the lower court. "They take some of the sting out."

But they do not make fundamental revisions in the opinion either. George Shapiro, the counsel for American Television and Communications Corp. and Home Box Office, which filed a friend-of-the-court brief in behalf of Preferred, said the changes simply "fine tuned" the original document.

One of the revisions taking "some of the sting" out of the panel's decision for Perez involved a passage dealing with the question of whether government regulation is justified on the ground that cable television is a natural monopoly. The panel had said that since "we must accept this allegation as true, we must conclude that no natural monopoly exists." The full court changed "must conclude" to "assume."

Another change appears to soften the panel's condemnation of the franchising process as a violation of the First Amendment. In the opinion presented, then, is whether allowing

only the company selected through the franchise auction process to erect and operate a cable system in each region is the least restrictive means available to the city to further its interest in protecting public resources. We hold that under the facts alleged in this case it is not." Those sentences were replaced with language holding that "allowing only the single company selected through the franchise auction process to erect and operate a cable system in each region creates a serious risk that city officials will discriminate among cable providers on the basis of the content of, or the views expressed in, their programs." But then the full court added: "This risk can be reduced, if not eliminated, by means less destructive of First Amendment rights."

Another change, in a footnote discussing the Cable Communications Policy Act, indicated the court did not intend to rule out city-operated systems. Added to a sentence rejecting the contention that the legislation was intended to allow franchise authorities the discretion to determine the number of cable operators to serve a particular area was the following passage: "Nothing in this opinion is inconsistent with a city-operated franchise system that respects First Amendment rights. Congress must be presumed to have envisioned such a system."

The city of Los Angeles was not the only loser in the case. Senator Robert Packwood's Freedom of Expression Foundation had sought permission to file a friend-of-the-court brief, but was turned down by the panel that had heard the case. □

Senate tackles 'negative' political spots

Danforth-Hollings legislation requires candidates who attack opposition to appear in their commercials and makes stations offer reply time to those attacked

Key Senate Commerce Committee members introduced legislation last week that would regulate "negative" radio, television and cable advertising in political campaigns. "The Clean Campaign Act of 1985," introduced by Senate Commerce Committee Chairman Jack Danforth (R-Mo.) and ranking minority member, Ernest Hollings (D-S.C.), Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), Larry Pressler (R-S.D.) and others, would require candidates who attack their opponents in television ad-

vertising to appear in person in the ad. "If a broadcaster airs an ad that violates this provision, then the broadcaster must provide free response time to the opponent to whom the reference was made."

Additionally, the bill would require broadcasters to provide equal time to any candidate "if a political action committee or other outside party attacked him or endorsed his opponent." Moreover, the response time must be equal in length to the original ad and aired during the same time of day. Danforth, Hollings and Pressler announced the introduction of the bill during a press conference.

The Commerce Committee chairman maintained the measure will establish a "greater sense of accountability and balance," in political advertising. "We're trying



Danforth, Hollings and Pressler

to even up the playing field for political campaigns," Hollings added. Moreover, he noted, "the public will benefit by having the best information possible on which to make an intelligent choice."

Goldwater said the measure "was long overdue." He is also a co-sponsor of legislation (S. 1038) offered by Senator Robert Packwood (R-Ore.) that would eliminate the fairness doctrine and equal time rules. Both Hollings and Danforth said they believe that negative campaign ads are contributing to "apathy and cynicism among the voting public," and distort the electoral process. "I also believe it is beginning to cloud the atmosphere of the Senate," Danforth said.

"I realize that any legislation relating to political speech raises First Amendment concerns," Danforth continued. However, the chairman pointed out that the constitu-

tional aspects of the bill were reviewed by the law firm of Sidley & Austin. The review, conducted by former FCC Chairman Newton Minow, a partner in the firm, found that according to a "preliminary constitutional analysis," the legislation does not violate the First Amendment.

Indeed, according to a document circulated by the firm during the press conference: "First, the courts have held that requiring broadcast licensees to provide free response time, if they air certain types of programming or advertising, does not violate any First Amendment rights of broadcasters because in part, they are licensees of scarce spectrum which, under the 1934 Act, they must use in the public interest. Second, courts have also held that the possibility broadcasters will not air certain types of programming or advertising in order to avoid free response time re-

quirements must be shown with some specificity and particularly before a finding will be made that any speech rights have been 'chilled.'"

In response to questions the bill would provide an advantage to incumbents, Danforth and Hollings denied it would have the "effect of protecting anybody." Danforth plans hearings on the measure in July.

To broadcasters the legislation presents some "serious problems." It "goes beyond equal opportunities," said John Summers, executive vice president, government relations, NAB.

"We can appreciate the problem the senators point to. While we can understand and sympathize with that, we will have to take a close look at the remedy proposed," said Jerald Fritz, chief of staff to FCC Chairman Mark Fowler. □

Advertising & Marketing

Cloudy outlook for television in second half

Larger advertisers will probably increase budgets slightly, although automobile manufacturers may make larger commitment, cosmetics smaller

How healthy is the television industry? Some of the more savvy asset traders, such as John Kluge, Ivan Boesky and John Purcell, seem to think now is the time to unload some major-market stations, while others continue to pay top dollar to buy in. In the upfront advertising market, both the pace and the dollar volume so far seem to suggest at least a little uncertainty about the second half of the year and beyond.

Disagreement and uncertainty also blur the larger economic view. Forecasters of gross national product growth are "all over the map," according to one securities analyst. And the smart money on Wall Street seems indecisive as the Dow Jones industrial average hovers between 1,280 and 1,320.

Some time early next month, McCann-Erickson Senior Vice President Robert J. Coen will make a midyear revision in his much quoted advertising estimates for 1985. BROADCASTING has taken its own look, with the help of securities analysts, at the six largest categories of television advertisers—food, automobiles, toiletries, beverages, medicine and household products—to project the second-half outlook. Together, those six categories account for nearly half of all advertising on television. How they respond to increased competition or mergers, continued prosperity or a potential economic slowdown, will have a strong impact on television revenue in the upcoming months.

Indications, according to those surveyed, are that with certain exceptions most of the large advertisers will modestly increase their budgets over last year. Dollars from automobile manufacturers have the potential to

show a strong increase, even given an economic downturn, but cosmetics may suffer from the same.

■ Despite recent and proposed mergers in the food industry—Beatrice and Esmark, R.J. Reynolds and Nabisco—no decrease in advertising expenditures is foreseen by securities analysts who follow that industry. But the concentration of a wide variety of products under one corporate umbrella may lead to a more "judicious" use of the advertising dollar, said Ronald B. Morrow, vice president of research at Smith Barney. He noted that H.J. Heinz Co., among others, has recently been talking about making increased use of split-30's: "What you will see is trailer spots, a series of four 15's rather than a full minute for one product."

The food industry is relatively immune to recession, Morrow noted, and he sees continued brand competition. "The cookie war may taper off, but granola consumption has started to slow down a bit so we may see more advertising there." He also said there could be more brand advertising of frozen entrees and specialties as food companies fight for limited freezer shelf space.

Sue Rich, a securities analyst with Shearson Lehman Brothers, said Frito-Lay would be pushing its O'Grady brand of potato chips leading to increased advertising activity among its competitors.

■ The removal of self-imposed quotas by Japanese automobile manufacturers will lead to increased sales competition and make it very unlikely that television advertising by that industry will slow down.

That does not mean the auto industry may not experience some problems, according to Joe Phillippi, securities analyst with E.F. Hutton, who said the changing emphasis from a manufacturing economy to a lower-paying service economy will make an auto-

mobile purchase more difficult for the average person, a phenomenon he said has already begun. "I think the market is going to be slow; there will have to be a lot of push marketing," Phillippi said. Push marketing includes rebates, which were used in the most recent recession, and low-interest loans, both of which are used in conjunction with television advertising.

Also keeping auto advertising strong will be new makes and models. The E.F. Hutton analyst said the Korean-made Pony will be coming in the second half, as will new models from Ford (Taurus and Sable).

While sales of Japanese autos are already increasing because of the quota relaxation, Phillippi said those manufacturers, too, could be affected by less active buying and by the traditional summer slowdown. This will lead to a slow increase in their traditionally tight inventories and an incentive for them to keep advertising: "The Japanese are looking to maintain their sales momentum."

■ Television should continue to expect advertising demand by companies making beverages, both alcoholic and nonalcoholic. "I would say things look pretty healthy," said Arthur Kirsch, securities analyst with Drexel Burnham Lambert.

"On the soft drink side, market shares for both Coke and Pepsi continue to go higher, giving them additional confidence," Kirsch said. "In the beer industry, while you are not getting unit dollar growth, the big guys are doing it [advertising] and so everyone else is forced to. Smaller brewers like G. Heileman, Stroh and Coors have yet to back off."

■ Whichever turn the economy takes, Neil Sweig, the drug analyst for Prudential-Bache securities, expects no dramatic changes in that industry's advertising pattern. "Inflation plus a little bit more," he said, noting that in the previous two years,

the advertising-to-sales ratio had been very high.

The ibuprofen drugs, Nuprin (Bristol Myers) and Advil (Whitehall Laboratories), can be expected to continue to receive advertising support as they attempt to establish themselves in the analgesic market, and Johnson & Johnson can likewise be expected to defend its already established Tylenol. While no major new introductions are expected that would have the impact of ibuprofen, Sweig noted a general trend to move from "RX" (doctor-prescribed) drugs to over-the-counter products: "Cold products, cough products and dermatologicals; the tendency has been to modify the formula and move it into the far higher sales percentage grouping of OTC [over the counter sales]. The drug manufacturers are in favor of educating the consumer to medicate himself and there is also a whole range of self-diagnostic products that will be advertised in print and broadcast media."

A potentially major boon to the television industry, the advertising of RX drugs direct to the consumer, is now on the back burner, according to Sweig: "Very few of the companies have decided to move ahead in that never-never land. The problem has been the extent of warnings or indications they can give in a 30-second spot when that time is so expensive. Besides the product-liability problems, they have also been unable to iron this out with the main regulatory agency, the Food and Drug Administration."

■ Among the top industries, cosmetics appears to be the most vulnerable to recession. "In my opinion, the consumer is in pretty rough shape," said Brenda Landry, a vice president at Morgan Stanley. Several indicators point to a slowdown, she said, including reduced deliveries to retailers and declines in classified advertising and market research indicating more pessimistic consumer sentiment. Cosmetics may suffer because the products are partly an impulse buy for the consumer, she said: "If they are in the store less to buy other goods, that will also reduce the chances of their buying cosmetics."

The rule of thumb most observers use is that advertisers will continue to spend on television, even in bad times, to protect market share. Landry said that can be true, but said it does not necessarily apply across the board: "If you take the aggregate spending, a lot of the demand is from smaller companies and they will be the ones who will have to pull back."

Less expensive toiletries should continue to advertise but without major increases, according to Emma Hill, a securities analyst for Wertheim & Co.: "The sales line for everybody is running below expectations."

Hill said that absent this year would be two battles played out on television last year, in both shampoos and sanitary protection. Both Proctor & Gamble and Colgate-Palmolive can be expected to continue their intense fight for market share in toothpastes.

■ Those same two companies are also fighting it out in household products, including soaps and cleansers. Lever Brothers (a subsidiary of Unilever) will soon be rolling out a new powder detergent, Surf, with a huge advertising budget anticipated, said

Jay Freedman, a securities analyst with Kidder Peabody & Co. "It's a competitive situation unparalleled in the history of the industry." He added, "everybody is aggressively defending their key franchise brands."

Analysts covering the food, drug, household and toiletries industries noted a continuing trend for an increased portion of marketing funds to be used for promotion (such as coupons, contests and discounts to retailers) rather than advertising.

"I don't think it is an earth-shaking development," said David Butterfield, president of Cambridge, Mass.-based broadcast consultants, Butterfield Communications. "It is not so much that they are dissatisfied with advertising," he said. "With the growth of the convenience stores, the average facings [shelf space] has declined at the same time new products have continued to grow. It becomes real important to get distribution, and one way to do that is with promotional mon-

ey."

Butterfield also noted that retailers now have the means to keep a more up-to-date count of shelf inventory. "It behooves the manufacturer to get direct action, bringing the customer into the store and buying his product."

Butterfield's own thoughts on the second half of this year are that its success or failure will largely be reflected in the spot market. "I think there will be a modest recovery in the spot market. The first quarter was disastrous and the second quarter weakened up a little toward the end."

If there is an economic downturn, he said, "the car manufacturers and packaged goods people are more likely to stay in. I think it tends to be last in, first out; those who have come to TV advertising lately, such as office equipment and computers, may reduce their budgets, such as Apple computers already has." □

Testifying to radio's power

Advertiser and agency case studies document the medium's effectiveness

The hotel workers strike in New York didn't dampen the spirits of speakers promoting radio's effectiveness as an advertising vehicle during last Tuesday's (June 18) 18th annual radio workshop day. The event was co-sponsored by the Association of National Advertisers and the Radio Advertising Bureau at the Waldorf-Astoria hotel. The approximately 700 radio and advertising attendees heard success stories and presentations from both client and agency executives at the one-day event, subtitled "a celebration of radio creativity."

Because of the freedom it affords, radio generates today's most creative and experimental advertising, said Edward McCabe, president and worldwide creative director of Scali, McCabe, Sloves Inc., who delivered the "agency keynote address." "As a showcase for surprising, original, sometimes wonderful, off-the-wall work, no medium comes close to radio. But creative directors, by their own admission, don't pay too much attention to radio," McCabe said.

The copywriter argued that the financial and decision-making constraints in other media—"a generalized fear of the unpro-

ven" and "too many people involved in the decision-making and creative and production processes"—result in an artistic "sullen sameness." People in creative departments who think they're too good or important to work in a "less than exalted media" can't grasp this "simple idea," McCabe said.

He went on to note that radio advertising "offers something unique in this day and age: the opportunity to stand up and be counted, which is why radio can be a scary medium for creative people who aren't so sure of themselves. . . . Radio separates the doers from the talkers."

Delivering the "client keynote speech" was Joseph Campana, vice president/marketing of Chrysler Corp., who told the group that the automotive manufacturer has been using radio successfully to position itself with both traditional and contemporary buyers that constitute the two parts of the new car market. Radio has been a key element in the advertising campaigns to reach the older, conservative, price-oriented traditional truck buyers, especially in Texas, and the young, trendy and image-oriented contemporary Turismo Duster buyers, he said.

With the Plymouth Turismo Duster campaign, which was launched in the second quarter of 1984, Campana said that Chrysler



On hand for last week's annual ANA/RAB workshop day were (l-r): Bill Stakelin, RAB president; Thompson; Campana, and Ben Scrimizzi, RAB senior vice president/sales and marketing.

was looking to attract the 18-to-24-year-olds who are single and employed, and decided that radio was the answer because "young adults can't live without a radio."

Chrysler, said Campana, targeted contemporary hit, album rock and adult contemporary stations for its "Plymouth Rocked America" campaign. During the spring and summer months, there was a heavy concentration of spots on the weekends, he said. "Our prospects were on the go all weekend long listening to their radios and we wanted to be with them."

Campana said Chrysler also bought a lot of nationally syndicated weekend shows such as *American Top 40* and *The King Biscuit Flour Hour* in addition to sponsoring several concerts on NBC's Source network with major promotional tie-ins such as car, album and concert ticket giveaways. Radio, which was the leading medium for the Duster campaign, played a key role in increasing sales of Turismo Dusters by 33% in just six months, Campana said.

Throughout the aftermath of the Bell system breakup on Jan. 1, 1984, AT&T's primary medium for addressing the needs of the small-business customers has been radio, said Dick Draper, advertising director for AT&T Information Systems. "We had to change the customers' ingrained behavior of calling the local phone company for their telecommunications equipment needs and convince them to call AT&T instead," he said.

Why radio as the primary vehicle? "First, radio is very efficient against our small-business target audience. Second, since none of our principal competitors were making extensive use of network radio at the time, we could obtain virtual category exclusivity. Third, radio allowed us to maintain a strong, continuous presence in the marketplace. And finally, radio gave us the flexibility required to execute our advertising plans in a timely, responsive manner," Draper explained.

Draper said he started the campaign this year with three-week flights in morning drive time and has since added evening drive. The spots are being produced by Dick Orkin and his Radio Ranch for Wayward Cowboys. "It seemed to us that Orkin's special brand of humor could be applied to the kinds of problems being experienced by small-business customers and to the solutions offered by AT&T," Draper said.

Radio has played a major role in the 45% growth in sales of McDonald's breakfast items, according to Karen Dixon-Ware, the firm's manager of media. She pointed to radio's frequency and top-of-mind characteristics as key elements for the company's marketing strategy. Seventy-eight percent of McDonald's customers make the decision to go to the fast food chain within two hours before their visit, and more than half make that decision within two minutes, Dixon-Ware noted.

She said McDonald's has also capitalized on radio's flexibility and has used a number of techniques such as: delivering breakfast to morning air personalities; contests that offer breakfast with the listeners' favorite disk jockey; McDonald's-sponsored time checks, and coupon give-aways. Dixon-Ware said

that McDonald's invested just under \$32 million in local radio in 1984, and she projected that more than \$37 million will be spent on the medium this year.

Maria Boerlage, group brand director of the Schering Corp., said that brand awareness of Tinactin, an antifungal, over-the-counter athlete's foot medicine, jumped 50% after an eight-week trail radio flight in 1984 in Los Angeles, San Francisco, Seattle and Phoenix. She said Schering now advertises Tinactin on radio in the majority of its sales territories. Throughout the "athlete's foot belt" (the West Coast, the South and especially Florida), Tinactin spots are running for 24 weeks, said Boerlage. In supplemental markets the campaign runs for 12 weeks.

Jim Thompson, vice president and group head of Leo Burnett Inc., and representing United Airlines, said it wasn't until 1982 that, instead of borrowing sound tracks from television commercials, a special advertising program designed for radio was launched. "At the agency, a new attitude had developed about radio," said Thompson. He said radio had been the "best part" of the "100,000-miles, frequent-flyer program" campaign and, in the last year, has worked

well with the company's "friendly skies" campaign. Although radio may be a cost efficient medium, said Thompson, good radio spots require quality production. "More important than knowing when to save a dollar is knowing how to spend it," he said.

On the subject of humor in advertising, Joy Golden, president of Joy Radio Inc. and former executive with TBWA Advertising, where she created the highly popular "Laughing Cow Cheese" campaign, said amusing advertising works as effectively, and is taken as seriously as "complex" strategy and "serious" selling points. "As long as you don't lose your product inside the humor, all that can happen is that you stir up some good, nice warm feelings for whatever it is you're selling when your spots cause a chuckle or two."

She credited the early days of radio and the likes of Jack Benny, Fred Allen, Edgar Bergen and Amos & Andy with teaching her "dialect, dialogue, timing and how to create funny pictures out of voices."

Serving as the master of ceremonies for the event was radio personality Gary Owens, who is currently vice president/creative services, Gannett Radio. □

INTV first-quarter update. A report issued by the Association of Independent Television Stations shows that the top 25 national advertisers placed more than half their billings (52%) on independent stations in the first quarter of 1985. Findings in the study are based on a special 15-market tabulation provided to INTV by Broadcast Advertisers Reports.

INTV said the study shows that the top 25 advertisers increased their spending by 15% over the first quarter of 1984. Leading investors on independent spot included Procter & Gamble, \$46.1 million; General Mills, \$18.8 million; Pepsico, \$17.2 million, and Nestle S.A., \$15.2 million. Basic information for comparisons was supplied by Television Bureau of Advertising.

Spot categories, total spot expenditures, independents' share

1. Food	\$209,268	43%
2. Automotives	161,700	32
3. Confectionary	61,294	60
4. Consumer services	54,323	29
5. Toiletries	54,274	54
6. Travel, hotels	51,338	25
7. Proprietary medicines	46,723	55
8. Publishing, media	34,647	45
9. Beer, wine	33,657	53
10. Soaps, polishes	30,446	55
11. Household equipment	29,753	41
12. Sporting goods, toys	18,694	87
13. Insurance	17,926	40
14. Home electronics	15,326	48
15. Apparel, footwear	13,537	48
16. Pet foods, supplies	13,189	30
17. Gasoline, lubricants	13,037	40
18. Household furnishings	9,009	67
19. Office equipment	8,921	23
20. Industrial development	7,490	24
TOTAL	\$884,552	43%

Advertiser, total spot expenditure (000), independents' share

1. Procter & Gamble	\$46,058	64%
2. General Mills	18,800	85
3. Pepsico	17,183	35
4. Nestle	16,217	30
5. Toyota Motor Sales	15,325	50
6. Lever Bros.	13,881	47
7. Nissan	13,443	26
8. General Foods	12,474	66
9. Beatrice	12,172	30
10. Coca-Cola	11,910	47
11. Warner-Lambert	11,843	83
12. Mars Inc.	11,510	81
13. Dart & Kraft	11,127	35
14. Anheuser-Busch	10,877	68
15. MCI Communications	10,803	33
16. Ralston Purina	10,457	44
17. Chrysler	10,025	37
18. Ford	9,891	26
19. Kellogg	9,671	56
20. A.H. Robins	9,524	57
21. General Motors	9,519	37
22. Adolph Coors	8,391	51
23. Campbell Soup	8,073	32
24. Nabisco Brands	7,397	68
25. Time Inc.	7,156	64
Top 25	\$323,730	52%

Advertiser, '85 % on independents, '84 %, dollar change '85-'84

1. Procter & Gamble	64	68	- 8
2. General Mills	85	79	- 8
3. Pepsico	35	43	+ 10
4. Nestle	30	37	+ 161
5. Toyota Motor Sales	50	38	+ 93
6. Lever Bros.	47	35	+ 4
7. Nissan Motors	26	33	- 30
8. General Foods	66	59	- 3
9. Beatrice	30	22	+ 200
10. Coca-Cola	47	54	+ 33
11. Warner Lambert	83	81	+ 25
12. Mars	81	63	+ 43
13. Dart & Kraft	35	45	- 32
14. Anheuser-Busch	68	83	+ 18
15. MCI Communications	33	31	+ 97
16. Ralston Purina	44	41	+ 100
17. Chrysler Corp.	37	30	+ 117
18. Ford	26	28	- 8
19. Kellogg	56	75	- 19
20. A.H. Robins	57	55	+ 1
21. General Motors	37	27	+ 55
22. Adolph Coors	51	38	+ 121
23. Campbell Soup	32	29	+ 57
24. Nabisco	68	49	+ 28
25. Time Inc.	64	54	- 27
Top 25	52	53	+ 15

Changes in works for RADAR

Company will examine its commercial monitoring practices in wake of alleged distortion by RKO

Modifications of the network radio audience measurement section of Statistical Research Inc.'s semiannual RADAR report, designed to build upon the system's present safeguards, may soon be undertaken.

SRI President Gale Metzger told BROADCASTING that he is thinking of expanding the time during which clearances are analyzed. SRI currently chooses two randomly selected weeks—one for the spring report and the other for the fall book. Metzger said he is also considering improving the company's monitoring efforts.

SRI, said Metzger, has been monitoring stations in 15-minute, quarter-hour segments during the survey weeks since 1973. (RADAR currently monitors stations in 80 markets.) The monitoring was originally designed as an internal control, but it is now being used by agencies, prompting Metzger "to make the monitoring more complete and expand its base of knowledge for clients." For example, Metzger said that monitoring now only detects that a spot did not run within a certain quarter-hour and daypart. "We are thinking about going beyond that and finding out when it did air."

SRI's move follows recent allegations during the FCC's RKO General license qualification hearings in which Ken Harris, former vice president and director of affiliate relations for the RKO Radio Networks (now United Stations Radio Networks One and Two Inc.) and current senior vice president/affiliate services for the Transtar Radio Networks, testified that, under the direction of Thomas Burchill, former president of the RKO networks, he falsified affiliate clearance reports during a RADAR measurement week. In subsequent testimony, Burchill, now president and chief executive officer of Hearst/ABC-Viacom Entertainment Services and its cable network, Lifetime, said he never instructed Harris or anyone else to alter the figures ("Riding Gain," June 10). (RKO General last year discovered \$7.9 million in erroneous billings of advertisers by the RKO Radio Networks since January 1980.)

The commercial spot clearance portion of the RADAR report is based on affidavits filled out by stations listing when certain spots aired. The networks also submit spot schedules to SRI. A follow-up investigation is usually launched by a radio network when a discrepancy occurs between a station's clearance report and SRI's random monitoring of the outlet.

Metzger said the re-examination of RADAR is not a direct response to RKO's allegedly fraudulent activity but that the RKO

situation has caused SRI and the radio and advertising industries to examine the system and look for ways to improve it.

The alleged incident at RKO is an isolated case that has led to "a bit of discomfort" at the agency level, said CBS Radio Networks Senior Vice President Dick Brescia, who is also chairman of the Radio Network Association. "Although this is isolated, that doesn't mean we can't benefit from it... and come up with even better safeguards to the system," he said. (RADAR was one of the key issues discussed at last week's Radio Network Association board meeting in New York.)

Two lessons that can be drawn from RKO's alleged violation of trust, according to Nicholas Schiavone, vice president of research for NBC Radio, are that agencies should follow through on their "stewardship role" in evaluating the buy and understanding how media works "upfront" and, at the

same time, networks should not take their advertising customers for granted.

Allegations of RKO's tampering with RADAR clearance reports has prompted ABC Radio Networks President Ed McLaughlin to send a letter to all agency media directors saying they may be confident in placing orders with ABC's seven networks. "We welcome the opportunity to answer your questions about scheduling commercials, clearances and the kinds of reports that are available to show when each commercial ran," said McLaughlin.

In a letter sent to all RADAR clients (networks and agencies) by SRI late last month, Metzger said that "it would appear that the admitted alterations would have affected prior RADAR bases, not the current fall 1984 RADAR 30 report. The full extent of the problem is not yet known." RKO General, at Metzger's request, said it would undertake another investigation of the entire matter. □

Discovery Channel sets sail

New network offers nonfiction programming on physical and social sciences; hopes to be almost 'instantly profitable'

The cable programming business is tough. Just ask the owners or operators of such failed efforts as CBS Cable, Satellite News Channel and The Entertainment Channel. Yet, there seems to be no end to new cable programming ventures entering the market with high hopes of attracting an audience and making a lot of money.

The latest newcomer is the Discovery Channel, which was born last Monday (June 17) after a three-year gestation period. The 12-hour-a-day (3 p.m.-3 a.m. NYT), adver-

tiser-supported service offers a panoply of nonfiction programs exploring the physical and social sciences—the kind of fare now seen mostly on the Public Broadcasting Service.

"We will get some of the best ratings on cable," said Discovery chairman and chief executive officer, John Hendricks, after the launching last week. Nonfiction programming is a proved draw, he said. "Twenty-four of the top 25 shows on PBS have all been in the nonfiction field. They haven't been the how-to cooking shows, the performing arts or the British comedies and drama shows."

Discovery has no intention of following the failed cable services of the past into oblivion, although it hopes to learn from them. "The fortunate thing about us developing this service now is that we have the ability to look at the mistakes of others," said Hendricks. "We don't have to repeat those mistakes."

At birth, the Discovery Channel could count about 100 affiliates serving between 2 million and 2.5 million homes. But, according to Hendricks, the network expects to have more than 500 affiliates with up to 10 million homes by the end of the first three months of service. The expectation, he said, comes not from wishful thinking, but from commitments from hundreds of independent systems and a few major MSO's, principally American Television and Communications, Group W and, once final papers are signed, Storer and Heritage.

Among cable programming services, Discovery is looking for a special niche. The only thing that comes close is National Geographic's Explorer, a three-hour block of



Hendricks and DC President Edward Peabody

nonfiction programing mirroring the magazine's content that appears Saturday and Sunday nights on the basic cable service Nickelodeon.

Discovery's business plan is to surpass the break-even point and move into the black well before its first anniversary. Discovery figures it can achieve almost instant financial success by paying almost nothing upfront for programing and by selling advertising time in bulk to a few advertisers under special terms.

According to Hendricks, program suppliers are being paid under a revenue-sharing plan. Discovery will set aside 20% of its revenues, which will be split periodically among the suppliers based on the number of hours each contributed to the network, he said.

So regardless of how successful or unsuccessful the network is in attracting advertising dollars, he said, the programing will never cost more than one-fifth of its revenues. "To make this thing viable," he said, "we had to come up with something pretty creative in financing the programing."

"The programers realize that in the beginning the return may be modest, but they are like a working partner," Hendricks said. "They are looking two or three years from now when, if we are 80% as successful as MTV, the revenue-sharing pool will consist of \$20 million."

The network's nonprograming expenses will amount to about \$500,000 a month,

with most of that (about \$300,000) going to Group W Satellite Communications, Hendricks said. GWSC is providing satellite time on Galaxy I and transmitting the network's signal to the bird from its facility in Stamford, Conn.

With costs under tight control, Hendricks said, Discovery can hit break-even by selling just 16% of its total advertising availabilities at the rate-card price of \$2,000. And Discovery's hope is that it can convince each of four "charter advertisers" to pick up 4% of the time for the next three years for \$6.3 million, he said. As inducements, he said, Discovery is promising charter advertisers not to accept advertising for competing products and to split unsold advertising time among them. The latter benefit, he said, "could really bring down their cost-per-thousand."

Discovery has no charter advertisers signed up, said Hendricks, but has six good prospects and is optimistic it will have two on board within two months. "One is a major computer firm; the other will be a major life insurance firm," he said.

Unlike most cable networks—old and new—the Discovery Channel is loaded with high-quality, low-cost programing, according to Hendricks, who says the network has secured the U.S. cable (and satellite broadcasting) rights to 1,000 titles (some 700 hours) and is expanding its inventory at a rate of 100 titles (between 50 and 60 hours) per month.

The programs are coming from a variety of sources, many of them foreign. According to Discovery's slick monthly program guide, the producers include the BBC, Granada, Canadian Broadcasting Corp., Australian Broadcasting, Prime Time Entertainment, Douglas and Associates, TV Ontario, Ironstar Communications, Sunrise Films, National Film Board of Canada and Coe Films. Of the programing Discovery currently has under license, Hendricks said, 75% has never been seen on American television.

As Hendricks is well aware, television has a voracious appetite for programing. During Discovery's first year, he said, each title will be seen six times, three times the first month it is shown and three times six months later. "One of the nice things about the nonfiction programing is that a lot of it is fairly timeless," he said. "You can stand to see it another time. A lot of times you want to see it again."

To help insure a steady supply, Hendricks said, the network is committed to co-producing programing. It has already arranged, he said, the bulk of the funding for TV Ontario's new 26-part series, *The Leading Edge*.

Discovery's offices in the Washington suburb of Landover, Md., are not yet wired for cable, so the network has installed its own satellite dish. "Oh, it's so great," said Hendricks. "We're right next to HBO. They are on transponder 23 and we're on transponder 22."

Movie producers cast their role in PPV

Motion picture companies see pay-per-view potential as large revenue source; PPV networks, they say, will be responsible for physical distribution of programs

Major motion picture studios are clearly bullish on the potential of pay-per-view programing as a strong and parallel market to the existing home video market. Studio executives said they see the medium developing over the next five years so that by 1990, PPV will represent an ancillary business as important to their bottom lines as home video and subscription pay television.

They also contended the nature of the PPV business—product driven as opposed to network or channel driven—will minimize the network or middleman role, such as that played by HBO and Showtime in pay-cable, and will therefore enable them to deal more directly with cable operators as partners. PPV networks that evolve, they said, may be primarily responsible for the physical distribution of programing, and not so much the marketing, promoting, packaging or scheduling of product.

At the same time, studio executives said they were encouraged by the flurry of recent announcements by companies such as Showtime/TMC, The Exchange and Choice Channel, which hope to set themselves up as national PPV networks distributing product to cable systems by satellite (BROADCASTING, June 10). "I look at PPV as being in the

same spot pay cable was in 1970 or 1972," said Peter Kuyper, president, MGM/UA Home Entertainment Group. "We've been experimenting, and now the business is going to get organized on a national basis. This is the year that it will start."

Most of the major studios have been offering films to cable operators who have been testing PPV on a stand-alone basis. That has involved a total subscriber universe of about 1.5 million. By Kuyper's estimate, that figure should jump almost immediately to five million once one or more national satellite-fed services are put into operation. He also suggested PPV will become a "big business" by 1989. "The ease and convenience of taking a satellite feed is going to be a big factor," he believes.

But whether or not the PPV network or networks that do evolve will be any more than physical conduits of studio-supplied programs, despite their ambitions, is a question that will take time to resolve, and will ultimately depend on the marketing, packaging and promotional activity required to attract a sufficient PPV audience base, and on how much of that activity the studios and cable operators may want to pass on to a middleman in exchange for a percentage of the take. The studios are still analyzing the proposals of the would-be PPV program networks, although some sentiment was expressed last week by studio executives for a conduit-only type of PPV delivery service.

"The concept of having a 'freight for-

warder' as the middleman is quite attractive because that is essentially what the cable operator needs," said Mel Harris, president, Paramount Television Group. "It provides him with the exact service he needs because he can then engage entrepreneurially in his local market. It also serves the basic needs of the product supplier who is simply looking for a more efficient way of getting product to the operator. So it's quite attractive."

The studios are positioning PPV as a business that is driven by individual movie titles or special events and not by packages of programing such as those put together by the pay-television networks. Therefore, the argument goes, the studios should be able to play a more direct role in the business as partners with the cable operators, without having to contend with pressure and leverage exerted by a go-between packager.

If PPV is product driven, says Harris, then "there is a minimal compensable function for a network or middleman. Because the consumer is not buying a look or a marketing plan or a schedule of different kinds of shows put together in a certain manner with a catchy jingle or whatever else. What they are buying is the specific show that is on at the specific time that they are viewing. That is a different kind of landscape than you have in a packaged service. So by definition, the studio participation in PPV is different. The middleman's role is minimal—it is basically a physical distribution requirement." PPV represents the first opportunity for cable sys-

Syndication Marketplace

Orbis Communications began clearing the syndicated portion of *The Live Aid Concert* on a barter basis with stations and national advertisers splitting 12 minutes of advertising time during each of the concerts' 11 hours. The concert will be aired live from John F. Kennedy stadium in Philadelphia and Wembley stadium in London on July 13. Orbis has cleared 80 stations since June 14 and expects to sign up 100 in all. The lineup so far includes WNEW-TV New York, KTLA(TV) Los Angeles, WFLD-TV Chicago, WTAF-TV Philadelphia, and KBHK-TV San Francisco. The Live Aid concert is hosted by Band Aid, founded by Bob Geldof of the British band the Boomtown Rats to benefit victims of world hunger. The concert will run 16 hours, 7 a.m.-11 p.m. NYT. The global telecast of the concert is being produced and marketed by Worldwide Sports and Entertainment. The concert is being carried on three different television sources. ABC Television will broadcast the concert's climax, 8-11 p.m. NYT, with earlier highlights included. MTV



Band-Aid organizers Dominique Fioravanti, senior VP, general manager, MTV, and Worldwide executives Hal Uplinger (executive VP), Harvey Schiller (consultant) and Tony Verna (executive director). On screen in background is Bob Geldof.

will pre-empt its regular schedule to air the entire concert, plus additional segments, for a total of 17 hours. The independent stations' coverage will be supplemented by an international feed. (For radio coverage information, see "Riding Gain," page 60.) Orbis also announced last week that it will be distributing *American Treasure*, a package of seven 90-minute specials produced by Martin Sandler Productions and sponsored by Wang Laboratories. The series begins in March of 1986 with *American Treasure—A Smithsonian Journey*, a look at American memorabilia in the Smithsonian Institution. The remaining six parts of the series, *Challenge: The Adventure of American Business*, airing once a month beginning in October 1986, look at the American free enterprise system. ■ **Carl Meyer and Associates and M.K. Thomas and Co.** have cleared *Ebony/Jet Showcase*, a weekly half-hour series hosted by Greg Gumbel and Deborah Crable, cleared in 15 markets for its September 1985 debut. The Johnson Publishing Co. production is sold for barter with stations keeping three and a half minutes and Johnson keeping three minutes. The sale is for 26 weeks of first-run episodes and 26 "re-mixes." Johnson Publishing publishes *Ebony* and *Jet*. *Ebony/Jet Showcase* has a magazine format featuring interviews with black newsmakers in entertainment, sports and politics. Among the guests to appear on the show are Michael Jackson, Prince, Bill Cosby, Eddie Murphy and Lionel Richie. The show is sending a crew to tape an interview with Diana Ross in Paris where she is filming the "Josephine Baker Story." Among stations clearing the show are WABC-TV New York, WDIV(TV) Detroit, KPRC-TV Houston, WAGT(TV) Augusta, Ga., and WALA-TV Mobile, Ala. ■ **Embassy** has added 10 markets to its *Different Strokes* lineup, bringing its total to 135, or 80% of the country. The show, sold for cash, is currently in 49 of the top 50 markets. Sales are for six runs. Among the new stations are KSNW(TV) Wichita, Kan.; KSNF(TV) Joplin, Mo.; KSNF(TV) Topeka, Kan.; WCJB(TV) Gainesville, Fla., and KCBR(TV) Des Moines, Iowa. ■ **Blair Entertainment** has cleared its one-hour *NFL Fall '85 Preview* in 161 markets, or 82% of the country. Better than 90% coverage is expected. Terms of sale are barter with stations getting eight minutes and Blair getting four. Fifty percent of the avails are already sold, with sponsors including Whea-

ties and Lucite exterior paint. The show will review the past season and look forward to the coming season with an examination of the teams' prospects. Included in the lineup so far are WNBC-TV New York, KCBS-TV Los Angeles, WLS-TV Chicago, WCAU-TV Philadelphia, KGO-TV San Francisco. ■ **Brockway Broadcasting** has cleared three more markets for *World of Photography* and is now in 38 markets, or 40% of the country, since its debut last fall. The half-hour weekly series is sold on a barter basis with four minutes being sold locally and two minutes going to Olympus. Sale is for 39 weeks of first-run episodes, and 13 weeks of repeats. The show features interviews with photographers David Hume Kennerly and Annie Leibovitz, among others. Among stations clearing the show are WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, KGO-TV San Francisco and KMBC-TV Kansas City, Mo. ■ **Program Syndication Services** has cleared *Morning Stretch*, a half-hour strip, in eight more markets bringing its lineup to 101 markets, 74% of the country. The show is now in nine of the top 10 markets, and is in its fifth year. The first-run exercise show is sold on a barter basis with six minutes split evenly between national and local. Sale is for 26 first-run episodes and 26 repeats. Broadcast times for the show include 5:30 a.m. and 7:30 a.m. NYT. Among the new stations that will carry the show are KXAS-TV Dallas; KNAZ-TV Flagstaff, Ariz.; WHI(TV) Cincinnati; WFVZ Murfreesboro, Tenn. (Nashville), and WSBT-TV South Bend, Ind. ■ **Best TV** is offering as an hour package *Salute to Songwriters '85* and *Hit Breakers '85*, two half-hour, one-time-only shows. The first has a window of Aug. 5-25, and the second of Aug. 26-Sept. 15. Terms are barter with six minutes in the hour sold nationally and six minutes sold locally. Paul Williams will host the shows, being produced by Worldcom in association with Fimmel Entertainment. The shows are for prime time or early fringe. ■ **Lorimar** has cleared *Dallas* in 129 markets, up from 72 at the beginning of the year. Sold for straight cash, the show is available for six runs over five years. On independent stations, *Dallas* is running in access, and on network affiliates it is running in early fringe, according to Pat Kenney, Lorimar vice president. Kenney also said *Knot's Landing* is now in 40 markets, (four of the top 10) for the fall of 1985. One hundred thirty episodes of the show are sold for cash for six runs over five years. Additionally, with 39 episodes available for two runs, *Flamingo Road* is now in 25 markets. The show is also sold for cash, and is also in four of the top 10 markets. ■ **MCA** which has been in the marketplace only five weeks selling the *A Team* has already cleared more than 50 markets. Among them are six NBC affiliates, four ABC affiliates and one CBS affiliate. Stations include WOR-TV New York; KTV-TV Los Angeles; WPMR-TV Aurora, Ill. (Chicago); WPHL-TV Philadelphia; KTZO(TV) San Francisco; WLV-TV Boston; KTX-TV Dallas; WDLZ(TV) Miami; WVEU(TV) Atlanta; KZTW(TV) Tacoma, Wash.; WFTS(TV) Tampa; KDLN-TV St. Louis; KOVR(TV) Stockton, Calif. (Sacramento); WTTV(TV) Bloomington, Ind. (Indianapolis); WVIC-TV Hartford, Conn.; KNXV-TV Phoenix; WCPX-TV Orlando, Fla.; WXXA-TV Albany, N.Y.; WGGT(TV) Greenboro, N.C.; WALA-TV Mobile, Ala.; WJKS-TV Jacksonville, Fla.; WXGZ-TV Appleton, Wis. (Green Bay); WKYT-TV Lexington, Ky.; KBVO(TV) Austin, Tex.; WLBT(TV) Jackson, Miss.; KZAZ(TV) Nogales, Ariz. (Tucson); WZDX(TV) Huntsville, Ala.; WITN-TV Greenville, N.C.; WAGT(TV) Augusta, Ga.; KVIA-TV El Paso; WTOG-TV Savannah, Ga.; WXTX(TV) Columbus, Ga.; KVII-TV Amarillo, Tex.; KDMT(TV) Beaumont, Tex.; KIII(TV) Corpus Christi, Tex.; KAME-TV Reno, and KJTL(TV) Wichita Falls, Tex. ■ Salt Lake City-based **American National Enterprises Inc.** has purchased seven made-for-TV movies from Robert Halmi Inc. for syndication. Titles are *China Rose*, *Nairobi Affair*, *The Night They Saved Christmas*, *Nurse*, *The Phantom of the Opera*, *Svengali* and *My Old Man*. ANE President Rip Coalson said acquisitions of Halmi films are "representative of our commitment to reinforce ANE's recently formed nontheatrical distribution division." Seven Halmi films will join 40 other nontheatrical titles in that division's library, he said. ■ **JRD Productions**, Nashville-based producer and distributor of programming, founded in July 1984 by former Multimedia executive Reg Dunlap, claims it has ratings winner in this year's bundle of Elvis Presley specials. JRD's one-hour special, *Elvis Memories*, aired on 173 stations representing 92% during January window and achieved 10.3 Nielsen Television Index rating, company said. Stations get second run during August/September window. Terms are straight barter with station and distributor each getting five minutes of advertising. Sponsors included S.C. Johnson, Wrigley Gum, Hunt-Wesson foods, Sterling Drug and Hitachi, Dunlap said.

tems to "engage in entrepreneurial software distribution," said Harris. "They can be in the home run business, which means they can make a lot of money in one single night off an event."

Other studio executives agreed with that assessment of PPV, including Kuyper. "With PPV, it's one movie" and not a 24-hour schedule of programming, he said. "All that matters is, is it going to be 'Raiders' or is it going to be [something else]." While Kuyper was reluctant to predict the exact role networks may play in the PPV business, he stressed that "our partner is certainly the cable operator. The cable operator and the studios are going to walk hand in hand down

this business together."

Frank Biondi, executive vice president of Coca-Cola's entertainment group, which includes Columbia Pictures, was also reluctant to predict what role PPV networks would play, if any. As for his company's own role, he said the current thinking is that Coca-Cola, through Columbia, is essentially a program supplier and "promoter of the market. If there is a market there, we'd like to see it develop quickly and successfully. And in some cases that means doing nothing except making titles available on an attractive basis and in other cases it means encouraging people. That may entail a variety of different roles. But I don't think we look at this

business as one we want to be a network in." Paramount and Warner Bros. executives also said they would not be in the PPV network business.

How the network scenario will shake out is unclear, said Biondi, although he said: "I don't think there is any reason why a stand-alone operator of size can't do the business very well. But the question is: Will the economies of scale for smaller systems [to take] a feed or feeds of national scope enable [middlemen] to get in the business?" From the standpoint of developing the PPV business, he added, the establishment of one or more PPV networks would be beneficial—and not just as conduits, but as operations

NBC dominates ratings week

NBC won its fourth consecutive ratings week, placing nine programs in the top 10 and scoring a week-long 13.6 rating and 25 share in Nielsen's Television Index (NTI). CBS had a 12.4/22 and ABC a 10/18. NBC has won seven of the eight weeks since the end of the regular season by an average of 1.1 rating points over CBS and by 2.1 over ABC.

In the 38 weeks since the beginning of the regular season (Sept. 26, 1984), combined averages of the three networks show NBC (15.8/25) now trailing CBS (16.1/26) by 0.3 rating point. ABC's average stands at 14.7/23. Since the end of the season, NBC is up 9% in the ratings, while CBS and ABC are down 5% and 10%, respectively.

NBC's regular Tuesday and Thursday (with the exception of *Hill Street Blues*, 10-11 p.m.) lineups appeared in the top 10. NBC had 12 of the top 20 programs of the week, while CBS had one of the top 10 and five of the top 20. ABC had the other two top 20 programs.

The week's schedule of 69 shows featured 55 repeats and 11 specials.

Combined rating/share for the week was 36/64, down slightly from last year's 36.4/68. HUT levels were up 5% for the week, to 56.1 from last year's 53.2.

In nightly wins, NBC took Monday through Thursday, while CBS took Friday, Saturday and Sunday.

■ On Monday night, NBC edged out the regular CBS schedule on the strength of the *NBC Monday Night Movie* (9-11 p.m. NYT), a repeat of "Summer Fantasy" (14.6/24), which starred Julianne Phillips, who last month married rock star Bruce Springsteen. Although the movie beat out CBS in the time period, NBC lost 8-9 p.m. to *Scarecrow and Mrs. King* (13.8/25) as *TV Bloopers and Practical Jokes* scored a (13.7/25). ABC's *Monday Night Baseball* scored an 8.8/15.

■ The first-, fourth- and fifth-rated shows of the week, *A Team*, *Riptide* and *Remington Steele*, made up the Tuesday schedule on

NBC. The night's combined rating/share on that network, 17.9/30, was the highest of the week in both categories.

■ Led by the 13th and 15th shows of the week, *Highway to Heaven* (15.6/28) and *Facts of Life* (15/25), NBC took Wednesday. On ABC, *Dynasty* (8/15) found itself in 56th place, an unfamiliar rank for the number-one show of the regular season.

■ Thursday featured the first, third, seventh and eighth finishers of the week from 8-9:30 p.m. NYT. Although *Hill Street Blues* (12.7/22) finished 23d, Thursday was still the second highest-rated night of the week in rating and share. *20/20* on ABC (10-11 p.m.), which featured the first broadcast interview with Claus Von Bulow following his acquittal, was the 13th-ranked show of the week, scoring a 15.5/27.

■ CBS took Friday on the strength of a *CBS Special Movie Presentation* (9-11 p.m.), a repeat of "Incident at Crestridge," which scored a 13/24. ABC took the 8-9 p.m. period with *Webster* (13.2/20) and *Ripley's Believe It or Not* (9/20). And on NBC, *Miami Vice*, the 10th-ranked show of the week, scored a (16.3/29). It was the third consecutive time the show has been in the top 10 and its fourth appearance there since the end of the regular season.

■ CBS took Saturday with a lineup that featured the highest-rated show of the night, *Mickey Spillane's Mike Hammer* (13.9/27). The night also had the week's lowest-rated show, an *NBC White Paper*, "A Portrait of the Press, Warts and All" (5.7/11).

■ On the strength of its regular schedule, bolstered by the sixth-ranked *Trapper John, M.D.* (16.7/31), CBS took Sunday night. The night also featured a special Father's Day lineup with a repeat of *The Cosby Show* (16.4/32), which ranked ninth for the week. Nonetheless, CBS won the night by 1.8 rating points over NBC. The *ABC Sunday Night Movie*, "F.I.S.T.," starring Sylvester Stallone, provided the lowest-rated night on a network for the week (8.9/16.8).

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	21.3/39	25.	TV Bloopers and Prac. Jokes	NBC	13.7/25	49.	Love Boat	ABC	10.1/20
2.	A Team	NBC	19.4/33	26.	A Father's Love	NBC	13.4/24	50.	Diffrent Strokes	NBC	9.9/22
3.	Family Ties	NBC	18.6/33	27.	Last Great Survivors	CBS	13.3/23	51.	Benson	ABC	9.9/19
4.	Riptide	NBC	17.3/28	28.	Webster	ABC	13.2/28	52.	Ripley's Believe It Or Not	ABC	9.8/20
5.	Remington Steele	NBC	17.1/29	29.	Incident at Crestridge	CBS	13.0/24	53.	Diffrent Strokes	NBC	9.1/19
6.	Trapper John, M.D.	CBS	16.7/31	30.	Gimme a Break	NBC	12.8/25	54.	V	NBC	9.1/17
7.	Cheers	NBC	16.7/28	31.	Sam	ABC	12.8/20	55.	People Do the Craziest Things	ABC	9.0/18
8.	Night Court	NBC	16.7/27	32.	60 Minutes	CBS	12.7/27	56.	Dynasty	ABC	8.8/15
9.	The Cosby Show (Sun.)	NBC	16.4/32	33.	Murder, She Wrote	CBS	12.7/24	57.	Baseball, Toronto vs. N.Y.	ABC	8.8/15
10.	Miami Vice	NBC	16.3/29	34.	Hill Street Blues	NBC	12.7/22	58.	Spencer	NBC	8.7/17
11.	Highway to Heaven	NBC	15.6/28	35.	Finder of Lost Loves	ABC	12.3/24	59.	Matt Houston	ABC	8.6/15
12.	Crazy Like a Fox	CBS	15.5/27	36.	Hotel	ABC	12.1/21	60.	Dukes of Hazzard	CBS	8.5/18
13.	20/20	ABC	15.5/27	37.	Three's a Crowd	ABC	11.8/21	61.	Roll Guy	ABC	8.5/15
14.	Facts of Life	NBC	15.0/25	38.	Mama's Family	NBC	11.7/23	62.	F.L.S.T.	ABC	8.3/15
15.	Who's the Boss?	ABC	14.8/24	39.	St. Elsewhere	NBC	11.6/20	63.	Shooting Stars	ABC	8.1/14
16.	Summer Fantasy	NBC	14.6/24	40.	Salute to Ford's Theater	CBS	11.4/20	64.	Jeffersons	CBS	8.0/13
17.	Fathers and Sons	NBC	14.4/27	41.	It's Your Move	NBC	11.0/23	65.	Cover-Up	CBS	7.5/16
18.	Kate & Allie	CBS	14.4/24	42.	Airwolf	CBS	10.8/21	66.	Punky Brewster	NBC	7.4/16
19.	Newhart	CBS	14.4/23	43.	Another Woman's Child	CBS	10.8/18	67.	Lucie Arnaz Show	CBS	6.6/11
20.	Simon & Simon	CBS	14.1/24	44.	News Special, Flight #847	ABC	10.7/23	68.	M. Nesmith in TV Parts	NBC	8.5/14
21.	Mike Hammer	CBS	13.9/27	45.	Magnum, P.I.	CBS	10.7/19	69.	Portrait of the Press	NBC	6.7/11
22.	Cagney & Lacey	CBS	13.9/23	46.	MacGruder and Loud	ABC	10.5/18				
23.	Double Trouble	NBC	13.9/23	47.	Foulups, Bleeps & Blunders	ABC	10.2/17				
24.	Scarecrow & Mrs. King	CBS	13.8/25	48.	T.J. Hooker	ABC	10.1/22				

*indicates premiere episode

offering some kind of marketing and promotional support as well. "I believe that to the extent there are more credible national services being offered the business will evolve more quickly because it will be offered to more households faster."

Edward Bleier, executive vice president, Warner Bros. Television, agreed that PPV networking in some form would be beneficial. "The networking will be a big help because it means that the [transmission] origination expense and difficulty can be taken off the cable operator's back." Is there room for all of those who have announced network plans? Responded Bleier: "They won't all make it. But those who do will have a good business."

PPV is still in its infancy, said Biondi. "It's very early in the game, and there are going to be a lot of mistakes made and a lot of things learned. Our expectations are that PPV now is very much like the early days of pay TV and hopefully the learning curve will be a little faster but there will in fact be a learning curve." As for those who have recently jumped into the PPV network ring, he suggested, "the fact people are willing to step up and take a chance is indicative of the fact that others besides the movie studios think there might be a market there. Whether they all make it or not will be tested in the marketplace. Directionally that's the way we'd like to see the activity going." It is likely, he said, that other network hopefuls will enter the fray as well.

As the sequential distribution of movie titles is currently set up, films are usually now available about six months after their initial theatrical run, which is from three to six months ahead of their availability to the pay-cable services. Network television and syndication are the last two windows in the sequence. Cable operators testing the PPV waters see their primary competition as home video and have been negotiating, for the most part successfully, for PPV product availability that is simultaneous with home video. But that is not a hard and fast rule; release time varies from studio to studio and the particular film involved.

Columbia, MGM/UA and Paramount have essentially committed to make PPV titles available "day and date" with home video. Warner Bros. generally releases its product to PPV about eight weeks after it goes to home video. "Understand Warner Bros.'s role in all of this," explained Bleier. "For the last couple of years, we have represented 20% of the theatrical box office, although we have had fewer of the megahits. So we have had more movies in the successful-to-hit range doing our 20% rather than megahits. Columbia and Paramount have gotten their percentage of the business out of fewer movies. So coming both to home video and PPV, we have a greater number of titles in that attractive range and a wide distribution of titles is every bit as important as hit titles," especially for home video. Thus, while PPV is potentially attractive, home video is here now, said Bleier, and in the course of negotiations, "we're willing to penalize ourselves a little bit for that difference." But he added, "I don't see a whole lot of evidence that indicates that day and date is

essential," because it is often impossible, due to demand, to rent home video hits until weeks or months after they have been released.

Despite the concerns of some, such as HBO's Michael Fuchs, that PPV will simply act to shift revenues from one medium to another, the studios are convinced PPV will increase the revenue pie and not just shift it around. "Yes, the increment will be greater," said Bleier. "PPV enables the cable operator to provide some of the services that his present customer—and more importantly, prospective customers—are now finding at the video store. It will simultaneously be a stimulus to recorder sales, spurring more VCR usage, which, in turn, further stimulates video stores." While PPV might take some of the first-run title business away from the video store, acknowledged Bleier, "I think it will spur a lot more rental business in other product. Similarly, PPV might take some of the heat off those same titles when they go on pay TV, but conversely it reinforces the value of the subscription services like HBO and Showtime by presenting a whole menu of movies that a few months earlier had cost four or five dollars each."

MGM/UA's Kuyper suggested that Fuchs may be pooh-poohing PPV because HBO, by far the largest pay service at this point, has the most to lose. "This can only help the parity of Showtime because HBO has that many more subscribers," he said. PPV is a business, Kuyper argued, "that reaches another segment of the market that subscription TV cannot reach—the cable subscriber who for some reason or another just doesn't want to spend \$10 or \$12 a month on HBO or Showtime. They really want to spend \$5 a month or \$3 a month and watch two or three movies. Home video is that viewer's only choice right now. PPV allows the person to cherry pick the hits or other films not ordinarily available. And that's an incredible expansion of the revenue base of pay television. The HBO subscriber could add on the exclusive [to Showtime] Paramount movies in the form of PPV, and conversely Columbia Pictures [films, licensed exclusively to HBO] might be attractive to Showtime subs on a PPV basis."

Most agree that hit films, as program product, are crucial to each medium in the distribution sequence, from theatrical showing to broadcast syndication. It is the ability to distribute such films by satellite to the entire cable universe at the same time that makes PPV a potentially attractive business. "In the same sense that the satellite was the breakthrough for subscription television," said Paramount's Harris, "the satellite will also be the breakthrough for PPV." But even with multiple channels of PPV, that medium cannot offer the choice that a video store can offer, at least not with today's technology. So for the foreseeable future, the video stores will serve as tape "libraries" where viewers may go to rent just about any available tape in the home video market. "Until we are into the 21st century electronics," suggests Kuyper, "where you can sit in your home and order up anything you want, the home video store is going to be the place to go for selection. That's the library. Everything's

available there. However, there is no more efficient means of delivering a picture into the home than a cable, [which offers] ease, convenience and cost."

Aside from hit films, most agree PPV will make a business of "event" programming, such as concerts and special sporting events that attract national attention and that are promoted properly.

How will the PPV pie be split? Some cable operators have insisted publicly that they should receive 50% of the take, allowing the studios and any networks that emerge to divide the remaining 50%. But from the studio standpoint, it is premature to focus on splits before there is a business. "I think they've got the cart before the horse," said Warner Bros.'s Bleier. "They are trying to divide the pie before it's baked, before they have a pan and before they've built an oven or grown the wheat or the apples."

In the PPV trials currently under way on a stand-alone basis, said Coca-Cola's Biondi, a 50-50 split between the studios and cable operators is "basically the way the business is being done. It's obvious that people can do business at that level. To the extent that you put some sort of middleman in there, then both sides have to recognize that for that middleman to survive, he needs a revenue stream." The industry, he added, is "going to have to make a judgment about how much service and value is provided by that middleman to decide how they are going to compensate him. I don't think anything is set in concrete now." Said Paramount's Harris: "It is a marketplace discussion that will be solved through marketplace activity." Revenue splits among the players involved, he added, will vary, "depending on the strength of the particular product. But one thing is certain—PPV is product driven."

Some studios, such as Disney, are just beginning to formulate plans for the PPV market. "From a potential standpoint, it's the next market that has a chance to open up and produce substantive revenues for us," said Bill Mechanic, Disney vice president, pay television. "We're looking at it. We have not at this point gone into the business, but we will be." □

ABC executives to give producers their heads

Thomopoulos says network will defer to creative judgments

ABC Broadcast Group President Anthony D. Thomopoulos told television critics during the Consumer Press Tour that ABC has adopted a policy of "granting producers greater freedom and greater noninterference in their judgments," agreeing that in the past ABC-TV may have involved itself too much in the creative process. His comments echoed sentiments expressed a day earlier by ABC Entertainment President Lew Erlicht in a press tour appearance (see separate story). Thomopoulos, speaking during a news con-

ference at the Century Plaza hotel, said he wants producers to understand "that if they have the passion, they have the belief, they have the credibility, they have the opportunity here at ABC to do it as they see best. . . We have to attract the best people to television. And, hopefully, by doing what we [at ABC] are doing, we will attract them away from other mediums."

Downplaying the suggestion that such intervention has been a serious factor in ABC's ratings slippage, Thomopoulos blamed weak program development and scheduling errors for many of the problems last season. "I've always felt that the relationships with producers on a personal level have been very good," he declared.

Thomopoulos said he expects his network to be "extremely competitive" in prime time next fall against CBS and NBC, predicting that "for the long term we will make a slow, steady improvement."

Turning to other matters, the ABC executive said he does not expect that ABC's acquisition by Capital Cities Communications will have a significant impact on the network's current relationships with program suppliers. "The cornerstone of their company is based on decentralization," he said of Capcities. "I think that if we run our business as a sound business, they will continue their concept of decentralization." The acquiring firm, he volunteered, represents "the best of broadcasting."

ABC will take an active role in bidding for the U.S. television rights to the 1988 summer Olympic games in Seoul, Thomopoulos told his audience, but its bids will "take a conservative viewpoint" in view of significant uncertainties about the event. He noted that ABC already is assured of an Olympic presence through its previously announced commitment to air the 1988 winter Olympics in Calgary.

Erlight concedes ABC has gotten in way of creativity by pushing formulas for plots, but vows that is no longer case

There have been "clear and dramatic changes in the way ABC is operating" in its producer-supplier relationships, ABC Entertainment President Lew Erlight told reporters during the Consumer Press Tour, but he conceded the network has interfered in creative decision-making and pushed "formulas" onto its prime time programs in the past.

"I think if you call producers, you'll find they agree we've changed," Erlight told a Century Plaza hotel news conference, inviting members of the press "to call anyone you want." He said the change in thinking began last January, apparently when it became clear that ABC would have great difficulty overtaking CBS and NBC in the 1984-85 ratings race.

"We got in the way of some good ideas and let good ideas get away by inserting formulas," he elaborated, citing last fall's MGM/UA-produced series, *Jessie*, as an example of the latter. He admitted ABC tried to inject action into the police drama, drastically changing its original approach. Erlight termed such an approach "cumbersome,"

concluding: "In retrospect, it was a mistake."

Responding to a reporter's question, Erlight denied that members of Hollywood's creative community have made the network third on their list of places to sell program concepts. The questioner suggested that some producers may have been dissuaded by ABC's also-ran status in prime time or dissatisfaction with their treatment there.

Erlight predicted the upcoming season would provide "the closest fourth quarter between all three networks [in Nielsen ratings] in the history of television. We will have significant gains. . . If we don't make significant gains we will have lost." He also expressed hope that ABC will recapture the lead in the 18-to-49 demographic, especially prized by advertisers.

"It will take time," Erlight said of ABC's recovery. "There is no panacea. There is no substitute for good programming."

The executive confirmed that ABC is discussing a possible anthology series from Walt Disney Productions to air at 7-8 p.m. Sundays. The family-oriented program might also include some special longer episodes, he said.

On other programming matters, Erlight defended ABC's exclusive contract with producer Aaron Spelling, characterizing the network's relationship with Spelling as "terrific." He noted Spelling "is a most successful producer. He is fallible, but he has more hits than misses."

Stoddard outlines network's plans for made-for-TV movies, mini-series, for 1985-86 season

Viewers may expect to see 25 to 30 made-for-television motion pictures and 24 hours of mini-series on ABC-TV next season, according to Brandon Stoddard, president of ABC Motion Pictures Inc. Speaking before television writers participating in the Los Angeles-based Consumer Press Tour, Stoddard said up to 12 more hours of mini-series programming could be added during 1985-86 to the two, 12-hour programs already announced: *North and South* and its sequel, *Love and War*. The programming executive said 11 other mini-series are in various stages of development. They are *Texas*, *The Kennedys of Massachusetts*, *Napoleon and Josephine*, *Crossings*, *Vietnam*, *Queenie*, *Out on a Limb*, *War and Remembrance*, *Lawrence of Arabia*, *Thornton House* and *Lady Liberty*.

The mini-series order is an increase from last year's 18 hours (represented by four programs), while the movie docket is about the same as last year's 27-title total. Stoddard disclosed that the title of the previously announced three-hour, made-for-television film about life in the U.S. after a Soviet takeover, *Topkea*, *Kansas*, has been changed to *Amerika* and been expanded to a potential 16-hour mini-series. Stoddard termed *Amerika* "terrifying to the bone" and said it will air during the 1986-87 season.

Other notable features set for next season are *The Further Adventures of the Ewoks*, from George Lucas, and *The Betty Ford Story*, a biography of the wife of former President Gerald Ford. □

HBO docudrama on Murrow draws CBS criticism

Network complains about portrayal of former president of CBS, Frank Stanton; producers agree to change script of program, to air in January

A wave of criticism from CBS News officials developed last week over a docudrama on the life of the late CBS News correspondent Edward R. Murrow. According to Don Hewitt, executive producer of *60 Minutes*, and Richard Salant, former president of CBS News, the movie, still being shot in London for a January air-date on HBO, contains an inaccurate and unfair portrayal of former CBS Inc. president, Frank Stanton.

Hewitt called one of the show's producers, Herbert Brodtkin of Titus Productions, after reading the script to object to a scene showing CBS founder William S. Paley and Stanton conferring before the on-air announcement of Murrow's death. Hewitt said Paley and Stanton deny such a scene took place.

Also according to the film, Paley and Stanton supposedly discussed CBS profit figures just before Paley's announcement of Murrow's death. Hewitt called that portrayal a "glaring inaccuracy" and said the producers removed that scene at his request.

"Somewhere I remember a scene of Paley and Stanton walking out of the funeral," said Hewitt. But they "did not walk out of the funeral and discuss business," he said. Whether they sat down and discussed business that day at all was "unknown."

Hewitt also said there were other inaccuracies in the script. "I thought there were places" where Ernest Kinoy, the movie's scriptwriter (author of mini-series including *Roots*, *Roots II* and *Skokie*) and the producers were "inaccurate and unfair. I pointed them out and to their everlasting credit they did something" about them.

Hewitt said the principal inaccuracies concerned the movie's portrayal of Stanton, whom he defended as a "hero" respected by everyone at CBS News. "I pointed out that they took some unfair swipes at him."

Although the argument surrounding the movie calls to mind the viability of the "docudrama" as a method of portraying real-life events, in an interview last week, Kinoy said the attention surrounding the movie was "something of a tempest in a teapot." "I gather he saw an early draft," he said of Hewitt's remarks. Kinoy said Hewitt "indicated he had no problems at the time." Hewitt says he does not remember exactly what draft of the movie script he saw, but that he thought he saw what was close to a final script.

Salant, another critic of the movie, also saw an early draft. But Kinoy said he "depended on them" and that after discussions over inaccuracies in the script, "we changed" them.

Fred Friendly, the producer of Murrow's show, *See It Now*, who was interviewed twice by Kinoy, refused to act as a consultant

for the film, and turned over his copy of the "Murrow" script unread.

Reportedly, Murrow's widow, Janet, also refused to act as a consultant for the movie, but did point out some factual inaccuracies in its script. "I am afraid I am rather against docudramas anyway, perhaps because Edward was himself," she said. □

NPR programing attacked by conservatives

Should the American taxpayer continue to support National Public Radio? That is a question raised by The Heritage Foundation in a 12-page study released last week by the conservative Washington think tank. According to the report, the noncommercial network is fraught with biases, "dubious taste" and a focus of its news and public affairs programing "on fringe elements in American society: drug addicts, radical feminists, militant farmers and eclectic artists." The Heritage report reviews NPR's financial problems and cites what it considers "numerous examples of ideological and political bias."

Written for the Foundation by Washington-based freelance writer, Mark Huber, the report discusses, among other things, NPR's recently approved "five-year business plan" (BROADCASTING, June 3), which Huber says could bring NPR "one step closer" to achieving a "monopoly status as the sole national program source" for noncommercial radio stations, if ratified by the Corporation for Public Broadcasting. It also says that NPR's executives have resisted "coming to terms with the continuing schism between revenues and expenditures" and refused to cut NPR operations "adequately" to balance the budget. According to the report, NPR's request for an emergency cash infusion from the Corporation for Public Broadcasting of \$1.3 million (BROADCASTING, March 18) shows that NPR executives "appear unable to cope with the hard financial truths of the real world."

In a section called "Going Broke the NPR Way," Huber calls NPR a "curious organization"—an "advocacy group and programing source, roles that often are in conflict and stand in the path of efficient management." He alleges that NPR executives consider the financial record-keeping requirements of the Public Broadcasting Act "overly burdensome and have never really paid serious attention to them." NPR President Douglas Bennet said in response last week that that was "absolutely ridiculous and false. There is not a shred of evidence to support that statement," he said.

Huber says that "a number of CPB sources" told the foundation that "NPR representatives routinely lobby Congress behind CPB's back" and are "very effective." (Bennet agreed that NPR representatives lobbied "effectively" on Capitol Hill, but stressed that they don't do anything behind anybody's back.)

Additionally, Huber says, NPR's coverage of Congress conflicts with lobbying the

lawmakers for funds. "There is little chance that NPR will run a negative story on Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, any time soon. Dingell's committee controls NPR funding," the report says.

"Managerial questions aside," the study says, "critics long have maintained that NPR's programing is often tasteless at best, and at worse, biased. Broadcast segments are openly hostile toward the Reagan administration and routinely feature the work and rhetoric of such ideological leftists as Allen Ginsberg, Common Cause President Fred Wertheimer, socialist Michael Harrington and one-time network journalist Daniel Schorr. There is little attempt to balance this with a systematic airing of conservative views..." However, the report does acknowledge that NPR carries the conservative opinions of political observer John McLaughlin.

The report quotes Bennet as "sharply" denying any political bias in NPR's programing: "That's a charge frequently made against the electronic media. It's no different here," Bennet is quoted as saying. However, Huber says that "despite [Bennet's] denials, the criticism appears valid." Huber adds that a comparison to other electronic media "is irrelevant" because those are privately funded. "As a recipient of public funds, NPR has a fiduciary responsibility to the taxpayers to provide competent management and an ethical duty to provide scrupulously objective reporting."

In a section of the paper called, "Questionable Taste," Huber says much of NPR's programing is "indistinguishable from the worst aspects of what is often heard on hard rock stations." He lists excerpts from several NPR programs, including a Valentine's Day story on "singing dogs"; an interview with author and poet Allen Ginsberg (in which the latter discussed, among other things, the use of drugs by poets of his generation), and an interview with playwright William Hoffman, whose play, "As Is," is "dedicated to friends of mine who have died of AIDS."

"Is this kind of taxpayer-financed programing appropriate?" the Heritage report asks. It says the question "vexed" former NPR President Frank Mankiewicz, who resigned in 1983, "all the time." The report says that Mankiewicz bemoaned the "successful pressure exerted by cultural and ethnic minorities to win a disproportionate share of air time... While the capacity for radio programing may be infinite, at least in the minds of NPR executives," the Heritage report says, "the taxpayers' capacity to fund it is not." Concludes the report: "Beyond its possible monopoly status and repeated financial episodes, a question central to NPR's existence remains unanswered: Is it appropriate to make American taxpayers pay for news and public affairs programing laced with institutional bias and dubious taste? The answer is no."

Said Bennet: "The Heritage Foundation commentary is frankly biased, and meets neither the standards of scholarship nor of journalism. As for the questions of taste and content at NPR, listeners of every political persuasion across the United States judge for themselves every day." □

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The week's worth of news and comment about radio

New, improved figures

Local radio advertising revenues in the first quarter of 1985 were 19.3% higher than in the first quarter of 1984, according to figures collected by an expanded reporting system adopted by the Radio Advertising Bureau.

Robert Galen, RAB senior vice president for research, said the new local billing figures come from an expanded composite billings pool. The pool has been enlarged to 54 markets from 16. Three independent sources now supply the data, which stations in those markets provide voluntarily on the condition that station-by-station data will not be circulated.

Hungerford & Co., a Grand Rapids, Mich., accounting firm, collects data on eight Eastern and 12 Midwestern markets. Miller, Kaplan, Arase & Co., an accounting firm in North Hollywood, Calif., reports on seven Southern and 18 Western markets, and the RAB research staff will continue to compile

billing data for nine other markets. The figures may be adjusted to compare months of unequal lengths.

"This expanded composite billings pool," Galen said, "is a major step forward in terms of the quantity and the quality of available information about local radio billings. With 38 additional markets feeding us data, we will be in a better position to track local radio trends and provide useful financial insights into the revenue performance of radio on a market-by-market basis. At present, RAB is the only source of this kind of data, which has been very hard to come by since the FCC dropped its financial reporting requirements in 1980."

MADD, SADD, now BADD

RKO Radio's Bartenders Against Drunk Drivers (BADD) public service campaign, which started in Boston on company-owned WRKO(AM)-WROR(FM) last fall, has spread to RKO's WHBQ(AM) Memphis and will soon begin at WFYR(FM) Chicago, according to an RKO General spokeswoman.

Public service announcements feature bartenders from local establishments speaking about the dangers of drinking and driving. In addition, buttons, bumper stickers and banners are distributed to local eating

and drinking establishments reminding patrons not to mix drinking and driving, the spokeswoman said.

Also involved in a drinking and driving campaign is RKO's WAXY(FM) Fort Lauderdale, Fla., which, in recent weeks, staged an alcohol intoxication alert with on-air talent being monitored at different phases of alcohol intake.

Rock 'n' roll remembered

The National Radio Broadcasters Association and National Association of Broadcasters second annual joint Radio '85 Management and Programming Convention (Sept. 11-15) will feature a rock 'n' roll revival hosted by Dick Clark. Featured artists will include The Drifters; Del Shannon; The Shirelles and Freddy (Boom Boom) Cannon.

July 4 programing explosion

Dr Pepper will be either the major or sole sponsor of an array of youth-oriented, contemporary network radio specials during the upcoming July 4 holiday period, according to Young & Rubicam USA, the ad agency for

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Sounds of history. The Museum of Broadcasting, New York, which recently dedicated a branch to radio, offered its first program of seminars on the aural medium. Titled "Radio after Radio," the seminars covered such topics as the future direction of, and career opportunities in, radio, the history of formats and a discussion of the all-news and talk formats. Also featured was a retrospective on the top 40 WABC(AM) New York sound of the 1960's. The station was then programed by former ABC Radio Vice President Rick Sklar, now head of his own consulting firm, and featured such personalities as Bruce (Cousin Brucie) Morrow, Dan Ingram Harry Harrison and Chuck Leonard. Sklar donated tapes of WABC to the museum. Pictured at the museum are (l-r): Ralph Guild, president, McGavren Guild Radio and Interep, which sponsored the opening night reception; Sklar; Charles Osgood, CBS News correspondent, who delivered the opening remarks, and Robert M. Batscha, museum president.

the soft drink company.

The sponsorship package, which was conceived by Steve Ozzano, senior media planner for Young & Rubicam, who was also responsible for 30 hours of July 4 radio programming last year on behalf of Dr Pepper, will cover 57½ hours of network programming as follows:

■ *July 4th Summer Beach Party* (United Stations Programming Network, July 4-7, three hours)—summer music in thematic segments.

■ *The Beach Boys Story* (United Stations Programming Network, July 4-7, three hours)—music and interviews.

■ *The Rock of Your Life* (NBC's Source, July 4-7, 30 hours)—a salute to 30 years of rock 'n' roll.

■ *From Britain With Love* (DIR Broadcasting, July 5-7, 12 hours)—music and interviews with prominent British groups.

■ *The Pointer Sisters Live* (ABC FM Network, July 5, 90-minutes)—live concert from Charlevoix, Mich., starting at 9:30 p.m. NYT.

■ *July 4th Rock 'N' Roll Explosion* (ABC Rock Radio Network, July 4-7, two hours)—a compilation of 1984-85 hits recorded live in concert by such artists as Hall & Oates, John Waite, Phil Collins, David Bowie and The Firm.

■ *The Legend of The Rolling Stones* (Westwood One Radio Network, July 4, six hours)—a tribute to the Rolling Stones hosted by The Who's Roger Daltry.

According to Young & Rubicam, the special package of seven radio network specials is aimed at Dr Pepper's key target audience of 12-to-24-year-olds.

Other special holiday programs include Westwood One's live July 4th Statue of Liberty benefit concert by Hall & Oates from Liberty Park in New York harbor at 7:15 p.m. NYT. and the United Stations Programming Network's *Chicago Story*, a three-hour special featuring music and interviews with Chicago. Additionally, CBS's RadioRadio network's on-going, 15-week *Spirit of Summer* series will be expanded from its regular one-hour version to three hours over the July 6-7 weekend highlighted by "theme" segments, vacation reports and artist interviews. And ABC/Watermark's *American Top 40* program with Casey Kasem will celebrate its 15th anniversary over the same weekend.

IRF honors

Of approximately 1,200 submissions from 19 countries, eight grand awards and 79 gold medals were presented to the best entries in programming, promotion, commercials and public service announcements during the fourth annual International Radio Festival of New York ceremonies at the city's Sheraton Center hotel.

Grand prize winners in the category of programs and promotions were: KNX(AM) Los Angeles, which won best news program for its *KNX Afternoon News*; the Australian Broadcasting Corp. for the best entertainment program, *The Outback Suburb*; ABC Radio's "The Athlete's Influential Role" for best information program, and WTVN(AM) Columbus, Ohio, whose "Full Service Promos" won best promotion spots.

As for the top radio commercials and public service announcements, Ogilvy & Math-

er, Los Angeles, won best commercial for its "Memoirs of an Ex-Nerd" spot for OP Sportswear; Craig Weiss & Co., on behalf of the Duncan Advertising Co., both Minneapolis, and the Person Candy Co., won best campaign for "Person's Peanut Nut Roll"; TBWA Advertising, New York, won best creative achievement of the year for its "Laughing Cow Cheese," and Radio New Zealand, Wel-

lington, won best public service announcements for the Church of Jesus Christ of Latter Day Saints.

The presentations were made by Bob Benson, vice president and senior executive for ABC Radio Networks, who was chairman of the festival's programming and promotion panel, and Ronald Sherman, president of Wells, Rich, Greene/East, who was chair-



Mutual concerns. The Mutual Advisory Board (MAB), at its annual meeting in Maui, Hawaii, applauded the network's new Netwriter service—a satellite-delivered data service that provides affiliates with information on program schedules, news broadcasts and guest lineups on a daily basis ("Riding Gain," April 22)—and asked company officials to examine the possibility of rolling it out to affiliates in the top 50 markets. The service is currently being tested at the 13 MAB-member stations. Pictured at the meeting are (l-r): Don Schrack, KMJ(AM)-KNAX(FM) Fresno, Calif.; Jim Torrey, KUON(AM) Eugene, Ore.; Ben Avery, Mutual vice president, station relations; Russ Withers, WMOX(AM) Mt. Vernon, Ill., who is also chairman of MAB; Bob Pricer, WCLT(AM) Newark, Ohio; Jack Clements, president, Mutual; Richard Wartell, KSOK(AM) Arkansas City, Kan.; Bruce Goodman, senior vice president, Mutual; Ron Werth, vice president, research, Mutual; Karen Maas, KUP(AM) Durango, Colo.; Hal Widsten, KSAQ-AM-FM San Antonio, Tex.; Gary Stevens, president, Doubleday Broadcasting; Ron Nessen, vice president/news, Mutual, and Neal Weed, vice president/sales, Mutual. Widsten and Stevens are newly elected MAB members.

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man of the advertising advisory panel. Serving as host for the evening, which attracted about 400 people from around the world, was WNEW-FM New York personality Scott Muni.

Computer connection

A weekly, one-hour radio program about computers appears to be making headway in syndication. It's *The Computer Connection*, and after making its debut on NBC-owned WYNY(FM) New York in March, it was running on stations in five major markets by June 1 and had been sold to start shortly in a dozen others in the U.S. and eight more in Canada. The figures are from the United Press International Radio Network, which is syndicating *The Computer Connection*.

The weekly hour combines news, interviews, information and features focusing on the computer industry. The producers call it "having fun with today's technology," adding hardware and software reviews, recaps of best-selling computer programs, trivia questions, letters from listeners and other features in the weekly mix. Their target is "an upscale audience of adults 18 plus... the most technologically sophisticated audience in the country."

Sol Rosenberg, computer consultant and publisher of *LIBR*, an industry trade journal, is executive producer of the series. He and Kathy Scott, journalist and broadcaster, are co-hosts. George Flowers, freelance audio producer and commercial narrator, is producer; Tom Badgett is editorial director, and Bruce Cameron is technical producer.

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Aid activity

ABC Radio Networks' exclusive agreement for its 18-hour broadcast of the upcoming Live Aid concert scheduled to take place in both London and Philadelphia on July 13 for the relief of world hunger ("Riding Gain," June 17) calls for other networks to be restricted to only one report per hour of no more than three minutes, according to a network spokesman. He added that the ABC contract with Los Angeles-based Worldwide Sports and Entertainment, Inc., organizers of the event, also states that other networks may not record the music or broadcast it live from either venue.

Other coverage includes CBS's youth-oriented RadioRadio Network, which will broadcast 16, 90-second live reports from the concert sites each hour between 7:40 a.m. and 10:40 p.m. NYT featuring interviews with artists and concert goers and NBC's young adult Source network, which also plans live hourly updates throughout the day.

Springfield ticket

The Westwood One Radio Networks and Chewels sugarless gum will co-sponsor rock singer Rick Springfield's upcoming U.S. tour, which starts June 28 in Puerto Rico and ends Aug. 22 in Los Angeles, covering 35 cities in all.

This will be Westwood One's second venture into tour co-sponsorship. It is currently co-sponsoring, with Coca-Cola USA, the U.S. tour by Foreigner, said to be the first such co-sponsorship by a national radio network and a national advertiser ("Riding Gain," March 18).

For the Springfield tour, Westwood One will produce daily and weekly reports on the singer-songwriter's tour performances for inclusion in all appropriately formatted Westwood One programs. It will also pro-

duce a one-hour *Rick Springfield On Tour* radio special for distribution to radio stations on a city-by-city basis, promoting Springfield's upcoming appearance in those cities.

Norm Pattiz, chairman and president of Westwood One, noted that tour sponsorships "are becoming an important adjunct to our business, giving us the opportunity to provide services for—and work more closely with—radio stations, sponsors and artists."

Oiler activity

The Texas Associated Press Network (TAPN)—AP's statewide radio news network—has picked up the exclusive radio distribution rights to Houston Oilers football for the upcoming 1985 season. The agreement with both the Houston Oilers and Westinghouse's KODA(FM) Houston, which has the local radio rights to the Oilers, gives TAPN affiliates right of first refusal to all games on a one-station-per-market basis. Plans call for KODA(FM) to originate the game and the Texas AP Network to uplink the broadcast from KODA's studios in Houston to TAPN's channel on Westar III. TAPN serves more than 30 markets within the state.

Playback

ABC Radio Networks will feature British artists Tears for Fears and Paul Young in a special *Supergroups* concert broadcast June 27, at 10 p.m., NYT. The Tears for Fears performance was recorded in Toronto and the Young concert in Melbourne, Australia. The 90-minute program is produced by New York-based DIR Broadcasting.

□

MJI Broadcasting, a New York-based radio program supplier, is preparing a new, weekly, one-hour series featuring both music and news from "today's rock music scene."



Brenner premiere. DIR Broadcasting, a New York-based radio program supplier, has slated Wednesday, July 17 at 11 p.m., for the debut of *David Brenner Live*, a weekly, 90-minute, young-adult variety program hosted by comedian David Brenner. It will originate from the RCA studios in New York and be fed live to stations via satellite ("Closed Circuit," March 18). The show, recorded before a studio audience of about 100 people, will feature a weekly top 10 countdown and listener call-in segments, interviews with contemporary music stars and other celebrities and occasional performances by some "unusual acts." Scheduled guests for the first program are rock singer David Lee Roth and comedian Joe Piscopo. "Our aim with *David Brenner Live* is to create a major entertainment vehicle for radio—a very modern version of the kind of shows that proliferated before the advent of television forced radio to the lower budget format of playing records," said DIR Broadcasting President Bob Meyrowitz. Pictured with Brenner (second from right) are (l-r): Steve Reidman, Brenner's manager; Peter Kauff, executive vice president, DIR Broadcasting, and Meyrowitz.

Scheduled to debut the week of July 1, the show, *Rock Today*, will present a cover story on a top performer in the rock music industry as well as focus on a new group or artist receiving significant national air play in a given week. Additionally, the broadcast will contain rock news headlines and interviews with newsmakers. Six minutes will be allotted for national time and three minutes for local spots. As an option, the company is offering five, 60-second artist profiles, which can also be aired as a daily strip. *Rock Today*, which will be distributed by both satellite (Satcom I-R) and disk, will be hosted by WNEW-FM New York personality Richard Neer and new MJI staffer and former WBCN(FM) Boston personality Carla (Raz) Raswyck.

Up-to-date audio

The nationally syndicated *Audiophile Audition* has obtained additional underwriting

from Maxell Corp. and Telarc Recordings to continue weekly production. The "program for audio buffs" is currently distributed to 81 public radio stations by producer-host John Sunier of Kentfield, Calif. Upcoming interview subjects include musicians Charlie Byrd, Paul Horn, Mickey Hart and Laurindo Almeida, along with Orban Electronics founder Bob Orban, high-fidelity pioneer Emory Cook and Ian Hardcastle of Dolby Labs. The digitally produced program is distributed Sundays via the Extended Program Service of National Public Radio.

True 'air' personality

To celebrate the selection of WKOS(FM) Miami to present "A Taste of Country," an in-flight music channel on all Eastern Air Lines wide-body flights, station personality Rhett Walker broadcast live from an Eastern jet in flight during his regular 3-7 p.m. shift. He

used a cellular telephone aboard an L-1011 on a Miami-to-New York run, with his live reports starting shortly after a 4:15 p.m. takeoff. Eastern will soon offer the cellular telephone service to passengers on selected flights.

Shift on the bay

Bonneville's KOIT-FM San Francisco has switched from easy listening to a "soft hits" format. "Our research indicates Bay Area listeners want music that's contemporary, but with a lighter, smoother approach," said Karl Winston, vice president/station manager of KOIT-AM-FM. The FM station's playlist will now include artists such as Lionel Ritchie, Dionne Warwick, Neil Diamond, Barbara Streisand, Barry Manilow and Diana Ross. KOIT(AM) is staying with the easy listening format.



Extending FM

The National Association of Broadcasters' Science and Technology department used the occasion of an NAB board meeting last week (see story, "Top of the Week") to mount a full-scale demonstration of the new FMX extended-range FM stereo system developed jointly by the CBS Technology Center in Stamford, Conn., and Thomas Keller, NAB senior vice president.

First described in 1983 by Emil Torick of CBS, FMX technology uses the standard FM stereo format, but adds a new quadrature-modulated stereo subcarrier at 38 khz to transmit a second compressed stereo difference signal. The second signal, with a pilot tone at 9.3 hz, is decoded by an FMX receiver using the original uncompressed stereo difference signal as reference.

The end result of FMX transmission and reception, according to the technology's developers, is a dramatic extension of stereo coverage. Test broadcasts conducted earlier this year at WKPT(FM) Hartford, Conn., and described in a paper at the April NAB Technical Conference, brought the measured range of stereo reception with 60 db or greater signal-to-noise ratio from its original 1,200 square miles down to 4,800 square miles.

The NAB's model system, assembled several weeks ago for a conference on consumer electronics and demonstrated in Washington by NAB's Edmund Williams, represented the process using a CBS-built FMX processing unit as part of a simulated transmission chain, along with an experimental Yamaha FM receiver modified with FMX decoding circuitry and switch.

Williams explained advantages of the system in addition to its extended stereo range. Most critical is its compatibility with current receivers, he noted, and also important is the relative ease of implementation because of its low costs. The broadcast equipment investment is figured at no more than several thousand dollars, he said, and additional circuitry for consumer receivers

would cost manufacturers only an estimated \$2-\$3 more.

According to Torick of CBS, licensing of the technologies to receiver and broadcast equipment manufacturers, while not in place "just yet," is expected within the year. In the meantime, he said, various manufacturers have gotten involved in the project. Circuit Research Labs of Tempe, Ariz., for example, has been providing stereo generators for testing, and testing has involved modified receivers from Yamaha and Sony, although neither has made any commitment to the system.

The reaction to a demonstration this month for the receiver community was "highly favorable," Torick commented, and especially encouraging were visits from makers of integrated circuits, a key ingredient in the technology's eventual mass development. A schedule on consumer product availability was premature, Torick said, but he estimated that broadcast equipment would likely be available by NAB's 1986 equipment exhibition.

Italian gold

Carlo Terzani (r) of Radiotelevisione Italiana (RAI) was awarded the Montreux Achievement Gold Medal at opening ceremonies of the 1985 International Television Symposium in Montreux, Switzerland. Presenting the award was chairman of the medal award



committee, Thomas Robson of the Independent Broadcasting Authority in the U.K.

Terzani, who chairs the Technical Committee of the European Broadcasting Union and has been involved in broadcasting for 36 years, was cited for "his leadership in achieving the international cooperation and understanding that led to the world wide digital studio television standard."

Past awards have gone to Ryo Takahashi of Japan's NHK, Richard Taylor of Quantel in the U.K., Joseph A. Flaherty of CBS, and John Baldwin of England's IBA with Claude Mercier of the ORTF in France.

Edit by laser

Laser Edit, a Burbank, Calif., editing house, has been kept busy since the December 1984 installation of its laser disk Spectra/Ace editing systems. Working in the three laser edit suites currently on-line, the company has completed editing work on specials for CBS, Showtime and the Playboy Channel and situation comedy pilots and episodes for Paramount, CBS and Warner Brothers, and is now preparing to edit 13 episodes of Paramount's *All Is Forgiven* for NBC.

The laser disk editing system, manufactured exclusively for the company by Spectra Image (co-located in a Burbank office building), allows cueing to any point on the disk in less than one second as do other disk systems, but is unusual in its use of dual-headed disk players, which allow cuts, dissolves, etc. on a single disk, according to Nancy Henson, Laser Edit vice president. Two regular, single-headed disk players would be needed to accomplish the same tasks, she said.

Another advantage of its laser disk system, according to the company, is its capabilities in dealing with film sound. The original audiotape is time-coded and after film dailies are transferred to one-inch videotape from a negative, time code and audio are synchronized with the picture on one-inch tape. The master tape is transferred over-

night to a 30-minute laser disk for editing, with cassette dupes available for screening. To complete the process, the company explained, an edited master is assembled on one-inch videotape, which is then sent with original audio on four-track and audio-only edit decision list to audio post-production, where final effects are added.

Each edit suite has five laser disk players, Henson said, and includes a Spectra Image editing system, Grass Valley Group production switcher and Sony monitors. Two more five-player suites are being built this month, and another two are being planned for the beginning of next year. Exclusivity on the Spectra Image-made system carries through those first 35 units with an option to continue the arrangement, she said.

Telerecording demo

Telerecording, a method of recording and transmitting digital audio developed by CompuSonics Corp. of Denver, has been demonstrated for the first time at AT&T Bell Laboratories in Holmdel, N.J. According to the company, the proprietary system transmits audio between remote data bases, using special telephone lines as the channel.

For the demonstration, CompuSonics digitally recorded on a five-and-a-quarter-inch floppy disk the audio material, a performance by the Glenn Miller orchestra, digitally transmitted the music over a 100-mile circuit between Holmdel and New York using AT&T's Accunet digital switched network service, which permits voice, data and video information to be transmitted at 56 kilobits per second. The song was then re-recorded on a second floppy disk.

Telerecording will be offered by the company as an optional feature for the hard disk-based computer digital audio recording and playback system it has designed for commercial audio production facilities.

Editing TV broadcasts

Portions of TV programs that home viewers don't want to watch or record, such as commercials or violent material, can be selectively edited whether or not the viewer is home, according to a retired chemical engineer in Greenwich, Conn., who has invented a system to accomplish the task.

Henry Von Kohorn received U.S. patent number 4,520,404 for the system which he described as involving a central monitoring and command station in each market to transmit radio signals via subcarrier to activate or deactivate special circuitry in TV receivers and recorders to comply with prior instructions from viewers.

The service could be operated on a subscription basis, he said, with different instructions from each home stored at the central station. Each home would use a special keyboard to indicate what it wanted edited.

Examples of its use, according to Von Kohorn, would include deleting unwanted passages, recording sports and other events in the absence of the owner, even when the dates, duration, channel and number of games are not previously known and preventing reception of undesirable portions or entire programs on selected channels and during selected hours.

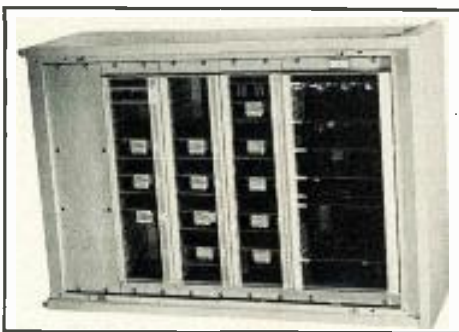
The service would probably be test mar-

keted in one representative location first, he added, although no time schedule has been set. The cost of implementation of the service is also unknown by Von Kohorn, who commented: "We've really only started since the patent was issued, but we're talking to a number of groups who are interested. No one has any experience in this field."

Von Kohorn expects, however, there may be some initial resistance to the concept. "We won't be welcomed with open arms by the networks and Madison Avenue," he said.

Promo tool

KSEA(FM) Seattle has apparently found a promotion tool in the Audichron digital recorder/announcer. The Audichrons are designed by the Atlanta, manufacturer to answer multiple phone calls simultaneously and deliver up to four, one-minute announcements. Two are being used by the



station as "weatherphone" audience information systems. In addition to building its image in the community by providing the service, the station, co-owned with KIRO (AM), has sold sponsorships for the weatherphone to advertisers, who receive air time and other promotions. Last year, KSEA's weatherphone received 1.2 million calls, and this year's monthly average so far is 105,000, according to the manufacturer.

New stereo markets

Upstate New York has gotten its first stereo TV station, and northwestern Ohio expects its first next fall.

In Schenectady, N.Y., noncommercial WMHT(TV) went on the air in stereo June 1, becoming the 54th in 39 markets around the nation to do so, according to BROADCASTING's running count. The station is now broadcasting several hours of true stereo material each week, with the remaining hours in pseudo-stereo using an Orban synthesizer.

Dan Whelan, WMHT chief engineer, termed the conversion "painless," with a total of \$30,000 going to the purchase of a Modulation Sciences stereo generator, minor upgrading of the station's 12-year-old Harris transmitter and other modifications of the transmitter plant. Whelan added the station has previously produced stereo material for simulcasting and will make some of its own stereo programs, with productions in the works including a stereo air-show and folk music festival.

In Toledo, Ohio, WDMA-TV, now under construction by Toledo Telecasting, has announced its intention to broadcast stereo

when it takes to the air next September. The UHF broadcaster will use an Orban stereo generator and stereo-capable RCA transmitter for the service, according to Doug Mumley, technical service manager with General Television Network of Oak Park, Mich., which is doing the turn-key construction of the station.

Chyron scores at NAB

Chyron Corp., maker of character generators and graphics systems, reports having written more than \$3 million in equipment orders at the April National Association of Broadcasters' equipment exhibition, 30% more than similar figures from the 1984 exhibit.

One company representative told BROADCASTING Chyron has noticed in the last couple of years an increase in sales made at the show, rather than four to six weeks afterward. Products such as its new \$25,000 Scribe text generator, for example, got approximately 20 orders, even though deliveries will not begin until December or January. Also selling particularly well, according to the company, was the \$12,000 Chameleon paint system, which, while oriented mainly toward the nonbroadcast market, sold more than 140 units at NAB.

Traveling Ultimatte

Ultimatte Corp., which developed the traveling matte technique used in the News-matte and Ultimatte chromakeyers, will take its line overseas with Quanta International. The two recently signed a long-term marketing agreement to distribute the products internationally, according to the Reseda, Calif.-based Ultimatte. European activity will be directed by David Hughes, manager of Quanta International's European office in Amsterdam, Holland. Areas outside Europe will be directed out of Quanta International's office in Cleveland.

Dish Dodgers

The new Los Angeles Dodgers satellite radio network will use satellite transmission equipment from Modulation Associates, the manufacturer has announced. Dodger network affiliates will be outfitted with 24 MC-SAT satellite receivers from the Mountain View, Calif., firm, with uplinks supplied by IDB Communications. IDB is also working with Modulation Associates to provide equipment to the California Angels baseball radio network.

Modulation Associates also announced an agreement to supply Minneapolis-based Kavouras with satellite data transmission equipment for an expansion of its weather data network.

CATV buy

Scripps-Howard Cable Co. of Cleveland has ordered \$20 million in cable TV subscriber and distribution equipment from General Instrument Corp.'s Jerrold Division of New York. The buy, which includes addressable, pay and plain converters, associated system controller gear, and signal amplification and distribution equipment for 3,000 miles of cable plant, will be used by Scripps-Howard for its cable system now under construction in Sacramento, Calif. The Sacramento sys-

tem will carry up to 66 channels of programming, expandable up to 82 channels, and will pass about 350,000 homes when it is completed in 1989.

Bogner patent

Richard D. Bogner, technical director of Bogner Broadcast Equipment Corp. in Westbury, N.Y., has received a U.S. patent for a 800/900 mhz base station mobile radio/cellular/paging antenna introduced by the company two years ago. According to the firm, the design, which is now incorporated in E.F. Johnson and Motorola base station systems, provides much higher gain than previously attained, and has a heavy null-fill design to assure close-in coverage around the tower site.

Software suit

Computer Graphics Laboratories of New York has filed a \$10-million lawsuit against two Japanese businesses and their president, charging them with violating licensing agreements in the use of a CGL computer graphics software program. The suit, filed in U.S. District Court in Manhattan against Japan Computer Graphics Laboratories, MK Co. and Mitsuru Kaneko, president of both, charges them with using and disclosing proprietary software and failing to make royalty payments. CGL, in seeking an injunction to prevent the companies from continuing to use the software, charged that the firms had created a "micro-computer system" that is a "function-by-function copy" of the computer system licensed by CGL.

CCD send-off

The first production model of RCA's CCD-1 video camera was shipped from its Gibbsboro, N.J., plant in late April, and the company has since made other deliveries of the solid-state unit and its associated product, the CCD-1S sports camera. RCA refused to disclose the number of deliveries. The first camera went to J. Wayne Caluger & Associates, a production facility in Nashville. Other CCD-1 and CCD-1S units, according to an RCA representative, have been shipped to television stations, production houses, the federal government and one network. New deliveries of the cameras are now being scheduled for September.

Sky Channel stereo

Sky Channel, the European satellite service, will deliver stereo audio to its affiliates using the audio subcarrier system of Norcross, Ga.-based Wegener Communications. Users can carry the service after purchasing Wegener's 1600 series stereo processor, available in single-channel or four-channel versions.

Leaming lines

NBC Radio has selected the Leaming audio transmission system to tie its new studios in Manhattan to NBC headquarters at Rockefeller Center, according to the Costa Mesa, Calif.-based manufacturer. The Leaming technology, identical to that used for the cable stereo service of Studioline Corp. of Overland Park, Kan., multiplexes stereo audio channels on to telephone coaxial ca-

ble between the two sites. NBC's two-way system consists of 26 5-to-15-mhz channels and 31 88-to-108-mhz channels, and incorporates the new Telefunken High-Com companding process, Leaming said.

Keeping up at Jones

Jones Intercable of Denver has equipped its Kenosha, Wis., cable system with studio facilities worth nearly \$750,000 for access and local origination in the 27,000-home community. The facilities, supplied by Video Images of Milwaukee, comprise two studios with Sharp cameras, Quanta character generators, Grass Valley Group production switchers and a Bosch router and include an A/B roll editing suite, FM audio production studio and 20-foot, three-camera remote production van.

Sunshine site

Control Technology, an automation system maker and engineering service provider, has moved into a new, 10,000-square-foot office building in Fort Lauderdale, Fla. The move from its previous, 3,000-square-foot site in the same city had been delayed for several months by construction problems. The company's new address is 2950 S.W. Second Avenue, and the new phone is (305) 761-1106.

Gearing up

M/A-Com has developed a new subcarrier modulator and demodulator for program audio channels using its line of remodulating and heterodyne fixed-link microwave equipment. The PAC-10 modulator and PAC-12 demodulator, priced at \$1,250 each for one-channel units, have differential phase and gain performance that will accommodate individual left and right stereo studio-transmitter-link transmissions, ac-

cording to the Burlington, Mass., manufacturer. The company also announced an agreement to sell on a nonexclusive basis TFT's 8500 Series composite subcarrier generator systems for use in transmitting broadband composite stereo via microwave STL.

A VHS version of **Broadcast Systems Inc.'s** automatic video cart machine has been introduced by the Austin, Tex., company, with particular applications for low-power television stations and cable operators. The DC-3 has eight playback transports, plus an addition deck for dubbing and cueing, and features stereo audio and microprocessor control programmable up to 98 events.

For use in engineering trouble-shooting, signal system analysis, tape machine playback and other equipment alignment and signal verification procedures, **Real World Technologies** of Costa Mesa, Calif., has designed its RG341 Micro-Mark/Safe Area Generator. The stand-alone display generator provides pulse cross to check video timing and adjust tape machine tension and tracking, a blanking verifier, a micro-mark cursor to verify timing information, plus a safe area/safe title feature to confirm safe transmission of picture. For production applications a remote control for marker displays is available.

The **Tocom** Division of General Instrument Corp., Dallas, has introduced an IBM PC-based cable headend control system for under \$10,000. Designed to control functions of the Tocom Plus baseband addressable system, the Micro-ACS can accommodate up to 32,000 subscribers and is equipped with 512 kilobit RAM and 20 megabit disk storage capacity.



All in one. The new ABC Broadcast Center in San Francisco, a three-story, 200,000-square-foot building, has become home for the network's KGO-AM-FM-TV, ABC Network News, ABC-TV Spot Sales and ABC Corporate Personnel. "The new facility consolidates all of ABC's San Francisco operations," said Len Spagnoletti, vice president and general manager of KGO-TV. "Previously we were scattered in seven locations throughout the city." The building renovation cost almost \$40 million and the center contains \$12-million worth of broadcast equipment that gives the TV station the ability to provide stereo and second-language audio programming. According to Marsha Kosteva, manager of press information for KGO-TV, the new building houses the two largest television studios in northern California, each measuring about 5,000 square feet. One will be used for local newscasts, the other for KGO-TV local productions. Each is sound- and vibration-proof, with a computer-controlled lighting system (800 light-dimming modules) and air casters for moving heavy scenery on a cushion of air.



TELECASTINGS



Prime time prediction

The way William Esty Co. sees it, the burning question about the upcoming prime time TV season is "[whether] the persistent network share erosion will finally stop, or at least slow down.

"In our opinion," the agency says, "this result is as important as, if not more so, which network delivers the most households.

"Even so," Esty continues, "we are willing to go out on a limb and predict that NBC and CBS in 1985-86 will run neck and neck for the household rating title, with NBC once again dominating in the key demographic categories of adults 18-49 and 25-54."

Esty offered its views in a network-by-network examination of 1985-86 prime time plans.

It finds some encouragement in an apparent rebirth of anthology programing. "The programs of this genre which will appear in 1985-86 are generally quite good, at least in pilot form," the report says. It cites *Twilight Zone* and the *George Burns Comedy Show* on CBS and *Steven Spielberg's Amazing Stories* and *Alfred Hitchcock Presents* on NBC.

It also feels that at all three networks there is a "focus on real-life situations rather than an emphasis on escapist action/adventure plots which have become somewhat worn over the last two years.

"To be sure," Esty concedes, "NBC's *The A Team* remains quite popular. But several programs of that type will be replaced next season by shows like *Mr. Sunshine* on ABC [about a recently divorced professor who has gone blind and tries to retain his independence] and *227* on NBC [about a gossipy, wisecracking woman who wryly observes the comings and goings of her apartment-house neighbors]."

Esty also sees a recognition of cable's ability to reach small but highly targeted audiences in decisions by all three networks to create some new shows that "are aimed not at traditional, broad audiences, but rather at specific slices of the viewing public."

Esty offers these for-instances:

"*Hometown*, from CBS, is based on the successful theatrical movie, 'The Big Chill,' and is designed to reach those adults who were in college during the 1960's. *Golden Girls*, NBC's new situation comedy about four women over 50 living together in Miami, is the only show in recent memory to be exclusively about, and appeal to, senior citizens. At the other end of the age spectrum, NBC has a program about a group of young people who solve government cases by using super powers. It is called *Misfits of Science* and should attract a great deal of interest from children."

Esty notes that all three networks are scheduling about 40 hours of mini-series for 1985-86, despite a softening in mini-series ratings during the past year. The agency says it anticipates generally "moderate" ratings for them, plus "a sharp reduction in this type of programing in the year following."

In the movies department, Esty sees some "important theatrical titles" coming up, such as "The Right Stuff" on ABC, "Sophie's Choice" on CBS and "An Officer and a Gentleman" and "Flashdance" on NBC. "These," the agency says, "should work fairly well.

"But more important in terms of stemming the loss of viewer interest in network TV," Esty continues, "are the made-for-TV movies which will appear for the first time on the networks in 1985-86"—films that "are being made by a variety of production companies, all under the direction of the three network movie departments, which are the largest film companies in the world." Although ratings for made-fors vary widely, Esty said, they tend to "do particularly well against the adult 18-49 demographic category, making them attractive vehicles for many advertisers."

The agency finds it "most interesting" that CBS will have Saturday-evening movies next season. Saturday used to be a good movie night, Esty says, but videocassette recorders have taken a toll. "CBS is taking a real gamble pitting their made-for-TV fare

against the new power of home cassette viewing," Esty says. "We are not sure this strategy will work, but we admire the network's attempt to fight fire with fire. Without such efforts, there is little doubt that the alternative viewing media would continue to severely erode network audiences on Friday and Saturday nights."

Summer fare

CBS-TV has set debut dates for its limited-run original summer programing and will hold back *One Hogan Place*, the half-hour situation comedy previously announced as an August premiere for midseason.

In the schedule announced last week, *The CBS Tuesday Night Movies* will move back from 9-11 p.m. to 8-10 p.m. NYT beginning Tuesday, Aug. 13. *West 57th*, the news magazine from CBS News, will air at 10-11 p.m. for six weeks beginning Aug. 13. *I Had Three Wives*, a comedy-adventure about a roguish detective, begins a six-week run at 8-9 p.m. NYT on Wednesday beginning Aug. 7. *Hometown*, a one-hour comedy-drama, airs Thursdays at 10-11 p.m. NYT for five weeks starting Aug. 22, switching to its regular new-season time period, Tuesdays at 8-9 p.m., on Sept. 24.

CBS has also ordered episodes of a new series starring Mary Tyler Moore from MTM Enterprises for the 1984-85 season. Details regarding the series were to be announced by MTM late last week.

Vietnam revisited

A videocassette series, *The Vietnam War With Walter Cronkite*, is being developed as a cooperative venture by CBS Inc. units: CBS News, CBS Productions and Columbia House. Up to 15 one-hour cassettes will be produced, based on CBS News's coverage of the Vietnam conflict over more than 12 years. The first four programs are nearing completion, for exclusive distribution through the Columbia House division of CBS Records. A similar series of 14 90-minute cassettes is being offered by the unit on World War II. The Vietnam material is narrated by Cronkite and produced by Russ Bensley, a co-producer of *The CBS News with Walter Cronkite* from 1964 to 1971 and the supervisor of that broadcast's Vietnam field reports. Bensley also produced several CBS News special reports on the Southeast Asian conflict.

What's new

ProServ Television is offering *Ireland and the Irish*, a one-hour, made-for-television special to air in conjunction with St. Patrick's Day, March 17, 1986. The program, produced in association with Anheuser-Busch, will highlight "the romance, poetry, beauty, lit-

Best of the worst. Consumer groups, including the Washington-based Center for Science in the Public Interest, Action for Children's Television and the Council on Alcohol Policy, presented the first Harlan Page Hubbard Memorial Awards in Washington for the "worst in American advertising" and to protest what it called the "failure of the Federal Trade Commission and other federal regulatory agencies to police unfair and deceptive advertising claims."

Said CSPI legal director, Bruce Silverglade: "While ad agencies deserve recognition for the creative genius that enlivens ads, they should not escape responsibility for the trickery and deceit that pervade current advertising."

The dubious distinction is named after Hubbard, "the first person to advertise deceptively on a national basis," according to CSPI. In the 1890's, Hubbard promoted Lydia Pinkham's Vegetable Compound, "a quack cure" advertised as a remedy for kidney disease and weaknesses of the so-called "generative organs of either sex," CSPI said.

Among broadcast advertisers receiving the award were Skoal chewing tobacco, Volvo and the Arrow Toy Co.

erature, language and life style of Ireland," as well as "the significance of Irish pub life." Pro Serv Television is a Garland, Tex., division of ProServ Inc., a sports marketing firm based in Washington.

Critical acclaim

The Television Critics Association, an organization of more than 100 U.S. and Canadian television writers, has selected *The Jewel in the Crown* as the recipient of its first Outstanding Program award. The British-made mini-series, seen on PBS, was also recognized for Outstanding Achievement in Drama in balloting by the TCA membership. During ceremonies in Los Angeles earlier this month, the TCA also presented its first Career Achievement Award to NBC Chief Executive Officer Grant Tinker.

Other programs honored were: *The Cosby Show*, NBC (best comedy); *The Burning Bed*, NBC (best special); *Nightline*, ABC (best news and information); 1984 summer Olympics, ABC (best sports); *Faerie Tale Theatre*, Showtime (best children's show).

Hunger attack

WNEV-TV Boston's campaign to "strike out" hunger in Massachusetts will feature editorials, public service announcements, a resource sheet, a softball game and a one-hour documentary, *Empty Plates...Hunger At Home*. The documentary, airing July 8 at 8-9 p.m., will be narrated by the station's health editor, Alan Xenakis, M.D., and will consist of profiles of victims and interviews with public officials and representatives of shelters and food banks. The station's editorials will begin airing July 8, with the first focusing on the effects of budget cuts in 1980-85 and the second on making legislators aware of hunger through a letter-writing campaign. On July 9 WNEV-TV will air six two-minute "hunger advisories" and another editorial, and will make available a resource sheet listing the Washington addresses of legislators and information about volunteering, food collection and charitable contributions. Additional PSA's covering prenatal care and hot meal hotlines will be produced by WNEV-TV, and the final editorial will air July 10. The campaign will be preceded by a June 25 softball game featuring WNEV-TV sports reporter and former Boston Red Sox star, Carl Yastrzemski, and the WNEV-TV softball team, the Magnificent SE7EN. Cans of food collected from the spectators will be distributed to needy families in the greater Boston and Worcester county areas.

Narrowcast launch

The Public Broadcasting Service will test specialized educational programing next February in about 20 cities over its National Narrowcast Service. This demonstration phase of PBS's NNS will feature 25 hours a week of "business-related" programing at undergraduate and graduate levels, continuing education and professional training and development. The Annenberg/Corporation for Public Broadcasting Project will fund it. It will be delivered to campuses, work-sites, corporate classrooms and community centers by noncommercial television stations, PBS said. Participants in February's test will include: Connecticut Educational Television; noncommercial stations

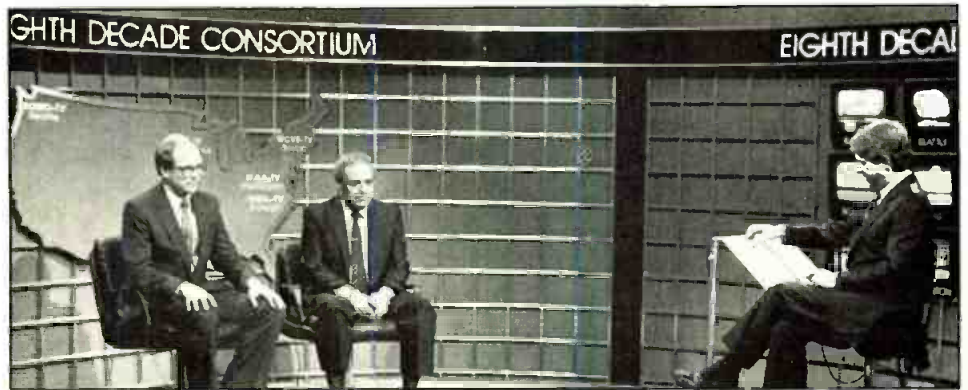
KAET(TV) Phoenix; KCPT(TV) Kansas City, Mo.; KLRU-TV Austin, Tex.; KPBS-TV San Diego; KTEH(TV) San Jose, Calif.; WKPC-TV Louisville, Ky.; WLRN-TV Miami; WTVS(TV) Detroit, and WUCM-TV University Center, Mich.

Live consorting

The Eighth Decade Consortium, a group of six major market ABC affiliates, recently broadcast its sixth jointly produced public affairs special: *Racism: New Times, New Questions*. Hosted by Ted Koppel, the live one-hour special featured NAACP Executive Director Benjamin Hooks and Department of Justice public affairs director, Terry Eastland, fielding questions and answers on racism in the U.S. Each of the consortium's members—KSTP-TV Minneapolis-St. Paul; WCVB-TV Boston; WJLA-TV Washington; WRAL-TV Raleigh, N.C.; WFAA-TV Dallas and

KOMO-TV Seattle—had their anchors and reporters discussing the topic via satellite. To accomplish the cross-country satellite links WJLA-TV provided for five in-coming satellite feeds and one outgoing feed.

This is the first time a consortium special was produced live, according to Bill Compas, executive producer at WJLA-TV, the coordinating station. Each year a different consortium station assumes responsibility for coordinating the project. Since 1979 when the consortium was founded, Cosmas pointed out, all the specials have been taped and aired at the same time. Another change in this year's format, he said, was the move from a magazine-style program to a harder, more topical issues-and-answers oriented broadcast. With the advent of satellite technology, Cosmas expressed the hope the future consortium public affairs special would also be done live.



Eastland, Hooks and Koppel

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Coca-Cola buys Embassy TV's program interests

Purchase makes Coke one of largest owners, distributors of TV programming in U.S.; Embassy-produced shows to remain independent of Columbia

The Coca-Cola Co. added life to its entertainment interests last week by announcing it had bought the television programming operations and library of Embassy Communications and Tandem Productions, both owned by Norman Lear and Jerry Perenchio. The deal, expected to close within 60 days, makes Coke—already a major supplier of programming through its Columbia Pictures subsidiary—one of the largest suppliers of programming in the country with seven-and-a-half hours of shows on the networks next season.

Coke said it had bought the privately owned companies in a cash and stock deal valued at \$485 million minus the acquired companies' debt which was said to be "sub-

stantial," as much as \$150 million by one estimate. However, after the assumption of debt, and the conversion of Embassy's receivables into cash and an anticipated sale of all or a "substantial" part of Embassy's home video operations, Coke said its net investment in Embassy is expected to be reduced to about \$130 million.

Embassy Communications is the management arm of Lear/Perenchio-owned Embassy Television and Tandem Productions, which together are among the largest independent suppliers and distributors of half-hour comedies in the business. Embassy Television was formed by Lear and Perenchio in January 1982 as a successor to T.A.T. Communications Co., which they set up in 1974 to produce and distribute television programming, including product under the Tandem banner.

Embassy Television's and Tandem Productions' current roster of shows renewed by the networks for next season include *Diff'rent Strokes*, *The Facts of Life*, *Silver Spoons* and *Who's The Boss?*. In addition, next season Embassy will premiere a new sitcom on NBC titled *227*, and has a mini-series, *Kane & Abel*, scheduled to run on CBS.

All of the above titles are produced by Embassy Television except *Diff'rent Strokes*, which is produced by Tandem.

The acquisition by Coca-Cola significantly expands that company's interest in television programming. It has had touch-and-go success with the programming produced by its Columbia Pictures subsidiary. But despite some recent cancellations, it will have five prime-time hours next season: *Stir Crazy* (CBS); *Crazy Like a Fox* (CBS); *Lyme Street* [formerly *J.G. Culver*] (ABC); *Helltown* (NBC), and *Ripley's Believe It or Not* (ABC). In addition, *T.J. Hooker*, which was originally canceled by ABC after a three-and-a-half-season run, subsequently was picked up by CBS for late-night scheduling, beginning next fall. CBS ordered an additional 22 episodes on top of the 71 already produced.

Another series, *Mickey Spillane's Mike Hammer*, ceased production this past season after 28 episodes when its star, Stacey Keach, was imprisoned in Great Britain on drug trafficking charges. Although Keach was recently released from prison and CBS executives have publicly stated the unlikelihood of *Hammer* being renewed, a Columbia Pictures Television spokesperson said CBS retained its option to renew the series and will deliver a final decision "in the next few weeks."

Embassy Telecommunications, the syndication arm for both Embassy Television and Tandem product, distributes *Diff'rent Strokes*, *One Day at a Time*, *The Jeffersons*, *Sanford & Son*, *Archie Bunker's Place*, *Good Times* and *Maude*. One of Norman Lear's most popular series, *All in the Family*, is distributed by Viacom, although Embassy still realizes a percentage of the license fees. The deal with Viacom was made before Embassy had its own distribution division, and the syndication rights for *All in the Family* revert to the series' owners at an unspecified future date.

Coke said Embassy Television will continue to be run as an independent operation of the Coca-Cola Co. and will not be merged with Columbia Pictures Television Group. However, at press time there was still the question of whether Embassy Telecommunications, the syndication arm, would be combined with Columbia Pictures Television's own syndication division, or whether it would continue to be operated independently.

(There is at least a precedent at Coca-Cola for Embassy Telecommunications to be operated independently from Columbia Pictures Television's distribution arm. Over the past year, CPT formed a joint venture with former King World principal Robert King and producer Alan Bennett called The Television Program Source to produce and distribute first-run programming in syndication. The joint venture, which produces and distributes the new *Price is Right*, operates in-

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6/24/85

Advertising honors. Among those receiving the American Advertising Federation's ADDY award—given for creative excellence in radio, television, print and self-promotion advertising this year during its Washington convention (BROADCASTING, June 17)—were Smith Burke & Azzam, Baltimore, winning four ADDY's and five citations of excellence; Young & Rubicam, Chicago, with four ADDY's and two citations, and Marschalk, San Francisco, four ADDY's and one citation.

dependently from Columbia Pictures TV.)

Lear, Perenchio and Embassy President Alan Horn will no longer be associated with Embassy. Instead, Embassy Television at Coke will come under the responsibility of Frank Biondi, executive vice president, entertainment business sector. Biondi, a former president of HBO, joined Coca-Cola last year to help investigate and develop new entertainment interests for the company.

In a statement about the sale, Lear commented that "it was the right people, with the right offer, at the right time in my life." He added he was "eager to get to basics" of writing and directing.

Included in that restructuring Coke said would ensue is the anticipated conversion of a "large portion" of Embassy's receivables to cash. (Receivables are future payments due by stations to Embassy for the rights to broadcast Embassy's television programs.) Coke said receivables will be converted to cash following closing, which is expected within 60 days. Coke also emphasized that no programming rights will be sold.

The conversion of Embassy's receivables to cash is similar to a deal Coke announced for Columbia Pictures last month. In that deal, Coke converted \$750 million of Columbia receivables to cash. Analysts said this way Coke can obtain cash readily without going into debt and negatively affecting its credit rating.

Not included in the sale is Lear/Perenchio-owned WNJU-TV Linden (Newark), N.J., a Spanish-language UHF station on channel 47. Also not included in the sale is Embassy Film Associates, a limited partnership set up last year to help finance such upcoming theatrical releases as "A Chorus Line" and "The Emerald Forest." However, Embassy Communications is a limited partner in EFA, and that interest will be transferred to Coke.

Francis T. Vincent Jr., president of the entertainment business sector of the Coca-Cola Co., indicated in reports that the new owners would seek the disposal of all or part of Embassy Home Video. EHV, with 217 titles in circulation, is among the top 10 home video distributors. According to Vincent, a home video joint venture that Columbia has with RCA precludes Columbia from owning a majority interest in another home video operation.

He also said Coca-Cola is considering its options regarding the possible sale of Embassy's theatrical film division, Embassy Pictures, to an outside party. EP, which evolved from Lear and Perenchio's \$25-million acquisition of Avco-Embassy Pictures in 1981 and which had been speculated to be up for sale, has to date been without a major box-office attraction. □

Changing Hands

PROPOSED

WLFL-TV Raleigh-Durham, N.C. □ Sold by Family Television Corp. to Television Corp. of Raleigh Inc. for \$14.5 million. **Seller** is owned by Grant Cotton, who also has interest in application for new TV in Raleigh. **Buyer** is subsidiary of Television Corporation Stations, Virginia Beach, Va.-based station group of three TV's, principally owned by Tim McDonald, Gene Loving and John Tinder. It requests temporary waiver to divest WNRW-TV Winston-Salem, N.C., which has grade B contour overlap with WLFL-TV. WLFL-TV is independent on channel 22 with 1,416 kw visual, 232 kw aural and antenna 1,150 feet above average terrain.

WCLS(FM) Detroit □ Sold by WCLS Inc. to Metropolis Broadcasting of Detroit Inc. for \$5,050,000 cash including \$490,000 non-compete agreement. In separate agreement, buyer will purchase tower and real estate, to make final sale price approximately \$8 million. **Seller** is subsidiary of Liggett Broadcasting Group, Williamston, Mich.-based group of five FM's owned by Robert G. Liggett Jr. It also owns Concord Cablevision Co., operator of cable system serving Jackson county, Mich. **Buyer** is equally owned by Harvey Deutch and Lorraine Golden. Deutch has interest in WQBH(AM) Detroit. Golden is vice president and general man-

ager of WNIC-AM-FM Detroit. WCLS is on 99.5 mhz with 6.5 kw and antenna 870 feet above average terrain.

WIRC(AM)-WXRC(FM) Hickory, N.C. □ Sold by Broadcast Ltd. to Westcom Ltd. for \$3,120,000, comprising \$1,030,676 cash, \$539,324 assumption of liabilities, \$550,000 noncompete agreement and remainder note at 10% with no payment of principal for first three years and balloon payment of \$562,468 at 84th payment. **Seller** is owned by Jerry W. Oakley (30%), Thomas L. Swatzel (40%) and William R. MacDonald (30%). Oakley and Swatzel will own 10% each of buyer. **Buyer** is equally owned by Oakley, Swatzel, Eugene B. Horne, John W. Packer, W. Jason McDaniel, George R. Perkins, Carson L. Fifer, J. Harold Tharrington and Wade M. Smith, all Raleigh businessmen, and Wade H. Hargrove, Raleigh attorney specializing in communications law. It owns WHAL(AM)-WYCQ(FM) Shelbyville, Tenn. WIRC is daytimer on 630 khz with 1 kw. WXRC is on 95.7 mhz with 100 kw and antenna 330 feet above average terrain.

WQAM(AM) Miami □ Sold by Storz Broadcasting to Sunshine Wireless Co. for \$2,850,000 cash. **Seller** is owned principally by Robert Storz. This is last divestiture of what once was major radio group. **Buyer** is owned by Daniel Cohen, president, Jeffrey

May 22, 1985

Consolidated Cable Group

has completed the acquisition of the assets of

Angel Communications Company

a cable system serving the communities of
Racine and Rutland, Ohio

Todd Hepburn, Vice President of the undersigned, initiated this transaction and represented the seller in the negotiations.

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Greenhawt, vice president, and three others. It also owns WMGI(AM)-WYKS-FM Gainesville, Fla., WKQS(FM) Miami and WLQY(AM) Hollywood, Fla., which will be spun off to comply with FCC duopoly rules. WQAM is on 560 khz with 5 kw day and 1 kw night.

KBOQ(FM) Marina, Calif. □ Sold by Del Rio Tortilla Co. to BOQ Inc. for \$2.1 million cash. Seller is principally owned by Leo Kasstleman, who has no other broadcast interests. Buyer is principally owned by Don Curran and Herb Victor, who also have controlling interest in Compass Communications, Peoria, Ill.-based station group of three AM's and three FM's. They are, respectively, former president and vice president of Field Communications and presently also own Curran-Victor Co., Larkspur, Calif.-based program distribution and consultation firm. KBOQ is on 92.7 mhz with 1.025 kw and antenna 570 feet above average ter-

rain. *Broker: The Holt Corp.*

KOPO-FM Marana, Ariz. □ Sold by Saguaro Broadcasting to Fijles Ltd. for \$1.5 million. Seller is owned by Thomas J. Curley, his wife, Deborah, and Steven Russel. It has no other broadcast interests. Buyer is owned by Frank Lazarus, who has interest in co-located KXEW(AM). KOPO is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Kalil & Co.*

KROS(AM)-KSAY(FM) Clinton, Iowa □ Sold by Gateway Broadcasting Corp. to Lambert Associates for \$838,000, comprising \$188,000 cash, and remainder note. Seller is owned by David Dulany, who has no other broadcast interests. Buyer is owned by Rebecca Lambert, Washington political consultant with no other broadcast interests. KROS is on 1340 khz with 1 kw and 250 w. KSAY is on 96.1 mhz with 100 kw and antenna 360 feet above average terrain.

Bottom Line

De-conglomeration. Hertz Corp., vehicle renting and leasing company that had been wholly owned subsidiary of RCA since 1967 was sold last week to UAL Inc., parent company of United Airlines, for \$587.5 million. Hertz had, as of Dec. 31, 1984, roughly \$1 billion in debt. In 1984 Hertz accounted for \$1.4 billion of RCA's \$10.1 billion in revenue (NBC brought in \$2.4 billion). Last week's sale continues RCA's divestiture of subsidiaries outside communications and technology and follows last year's \$1.5-billion sale of CIT financial services corporation. On Wednesday RCA shares closed at 45¼, even with closing day before Tuesday's announcement.

□

Upbeat analyst. Richard J. MacDonald, securities analyst for First Boston, is bullish on broadcasting stocks, despite recent run-up: "Even though many stocks are up more than 50% since July, most are trading at discounts of 35%-40% to underlying values." MacDonald said in recent report that improvement is being affected by outside management being brought in: "...We have become convinced that many companies are undermanaged because the bulwark of FCC regulations and procedures protected managements and permitted them to ignore shareholder needs." Other positive signs First Boston analyst noted include growing share TV advertising has of GNP (0.53%—up from 0.33% in 1975) and fact that foreign competition to U.S. industries does not apply to broadcasting and may in fact help promote increased advertising expenditures.

□

Deal-maker marriage. Joining broadcast brokerage business is New York-based investment banking firm, Henry Ansbacher Inc., which announced joint venture agreement with media buying service, Keystone Broadcasting Systems, to provide "financial and marketing services." Ansbacher president, Peter R. Kent, said that two companies would not establish separate office but would instead work together as association: "Keystone brings to the table a wealth of contacts in radio; we bring the deal-doing expertise."

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WHFL(FM) Havana, Fla. □ Sold by Storm Broadcasting Corp. to Jeff Cook Broadcasting Inc. for \$625,000 cash. Seller is principally owned by Rodney Dore and Leslie Storm. Dore also has interest in WPOM(AM) Riviera Beach, Fla. Buyer is owned by Jeff Cook, who also is applicant for new AM in Valley Head, Ala. Cook is lead guitarist for country music band, Alabama. WHFL is on 104.9 mhz with 3 kw and antenna 300 feet.

WGCA(AM)-WLNB(FM) Charleston, S.C. □ Sold by O'Grady Communications Inc. to Resort Broadcasters of Charleston Inc. for \$515,000. Seller is owned by Kevin J. O'Grady and family. O'Grady is sales manager of WASH(FM) Washington. Buyer is subsidiary of Resort Broadcasters, Richmond, Va.-based station group of four AM's and four FM's, owned by Ellek B. Seymour. WGCA is on 1450 khz with 1 kw day and 250 w night. WLNB is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

KVRC(AM)-KDEL-FM Arkadelphia, Ark. □ Sold by Arkadelphia Broadcasting Co. to Graham Broadcasting Co. for \$500,000 cash. Seller is principally owned by John Riggle, president, who has no other broadcast interests. Buyer is owned by Loyd Graham and his wife, Carolyn. Graham is sales manager of WLRA(AM)-KHLT(FM) Little Rock, Ark. KVRC is on 1240 khz with 1 kw day and 250 w night. KDEL is on 100.9 mhz with 3 kw and antenna 96 feet above average terrain.

For other proposed and approved sales see "For the Record, page 75.

PeopleMeter posts positive results

Officials of AGB Television Research Inc. reported last week that they were "highly gratified" with results to date in their test of AGB's PeopleMeter audience measurement system in Boston.

The company's corporate parent, AGB Research PLC of London, said to be the third largest research company in the world, uses the PeopleMeter system in five countries and, through its American subsidiary, has been testing it in Boston since last fall (BROADCASTING, April 23 and Sept. 17, 1984).

The PeopleMeter is an electronic device that records viewing of individuals as they press appropriate buttons on portable hand sets to indicate when they start viewing a program and when they stop or switch to another channel. A PeopleMeter is said to be able to measure the viewing of up to eight individuals on any of four sets in each household, including VCR's, and monitor 97 channels.

"By now," said Norman S. Hecht, president of the American company, "the AGB PeopleMeter has gone beyond the test stage. Since Feb. 4 [when service actually began in the Boston test], AGB has been providing its subscribers with continuous, overnight people and household ratings based on a sample of over 400 television households [more than 1,000 people], a sample larger than the traditional services in Boston. We are highly

gratified with the results we have achieved."

Hecht said AGB's experience in Boston, including a one-week validation test in mid-March, has demonstrated the precision of push-buttoning in AGB households, a high cooperation rate in recruiting the sample, a low turnover rate among panel households, a high in-tab sample rate and "confirmation that AGB can provide a larger sample at a lower cost than competing services."

Hecht said the March validation test, using a coincidental survey to compare with PeopleMeter results, showed "that the accuracy in using the PeopleMeter by AGB panel members averaged 93%—a result consistent with AGB's experience in other countries where AGB PeopleMeters are in everyday use."

As for the cooperation rate, Hecht said "Boston has traditionally been a relatively difficult market for researchers in terms of respondent cooperation," but AGB "achieved a response rate of 62% of the eligible sample in recruiting its panel of 440 television households (approximately 1,200 people)." The net response rate, he said, based on the initial pre-designated sample, was 50%, but he said that "AGB believes it can attain a net response rate of 60% or better on a national basis."

Since Feb. 4, when the PeopleMeter service started, the in-tab sample has averaged 94% of the total sample, which Hecht claimed is "the highest in-tab sample rate ever achieved in the U.S. by a rating service." And it means, he added, "that after more than four months, our panel members are continuing to use the PeopleMeter when they watch television."

The monthly turnover rate has averaged 2.5%, or about 10 families leaving the panel each month, often for reasons unrelated to the PeopleMeter itself, such as families moving, Hecht said.

As for costs, Hecht had this to say: "The traditional services deliver an in-tab sample ranging from 280 to 345 households in Boston. For about the same amount they charge, AGB believes it can deliver an 800-household in-tab sample with PeopleMeters."

The Boston test is being supported financially by some 35 companies in broadcasting, new electronic media and advertising, including all three major commercial TV networks, a number of leading cable program services, group station owners and cable MSO's and many of the largest advertising agencies.

Hecht said these subscribers have been getting weekly and monthly audience reports in addition to overnight audience data. The company has also issued a separate report containing four-week cumulative audience information based on viewing by individuals—the first time, according to Hecht, that viewing by individuals has been available for a period longer than seven days. The cume report is said to contain data for 18 demographic groups for each of 26 channels or stations within each of 12 different day-parts.

Hecht said AGB has also introduced its RAFTS (Reach and Frequency Tabulation System) service, which provides clients with reach and frequency information for a four-week or longer period for any advertising schedule. □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS**
Ally & Gargano	Third	\$43,423	54	\$400	NM	\$0.18
Anixter Brothers	Third	\$164,180	4	\$4,189	44	\$0.23
Associated Comm.	Year	\$10,251	7	\$15,744	NM	\$3.72
Comcast	First	\$27,657	16	\$2,804	27	\$0.21
Comsat	First	\$121,899	16	\$15,939	29	\$0.88
Gulf + Western	Third	\$1,159,000	9	\$53,800	49	\$0.76
Insilco	First	\$197,272	5	\$5,956	-10	\$0.33
Rollins Comm.	Third	\$23,892	16	\$2,274	18	\$0.16
Regency Electronics	Third	\$29,048	8	\$1,651	-9	\$0.15
Viacom	First	\$82,113	12	\$6,188	11	\$0.43
Warner Comm.	First	\$562,897	19	\$21,451	-30	\$0.31
Wavetek	Second	\$19,281	-10	(\$238)	NM	(\$0.03)

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

Ally & Gargano had 1984 third-quarter loss of \$160,000. ■ **Anixter** net income for third quarter of previous year included \$1.7-million loss from discontinued operations. In recent quarter company noted "lower profit margins" in its cable TV business. ■

Associated Communications posted loss in previous year of \$3.6 million. Net income this year included pre-tax gain of \$27.8 million from sale of radio stations. ■ **Comcast's** cash from operations (net earnings plus deferred income taxes, depreciation and amortization) increased 7% to \$7.5 million. ■ Operating income for **Comsat** increased to \$26.8 million over previous first quarter, which company attributed to "reduced expenses in the direct broadcast satellite business." ■ Prior third-quarter earnings for **Gulf + Western** included write-down of \$23.7 million from divested operations. Company's operating income from continuing businesses increased 10% to \$131.8 million. Operating income for entertainment and communications group declined in third quarter this year. Among reasons given by company was "unexpected cancellation of ABC's purchase of television rights" to theatrical movie, "Reds." Company also said: "Significant gains in Paramount's television group were achieved," and cited increased profitability of sitcoms such as *Cheers* and *Family Ties*. ■ **Wavetek** had net income of \$919,000 in previous second quarter.

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Morton I. Hamburg
The communications advisor who spotted CapCities before the ABC merger. (See page 21)



RAWSON **RA** ASSOCIATES

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Presidential praise. Thirty businesses and associations have received the Presidential Citation Award for Private Sector Initiatives. Among those recognized for their community involvement and selected from more than 1,000 entries were the American Advertising Federation, Westinghouse Broadcasting and Cable Inc. and Ogilvy & Mather. Each of the award winners received a cut-crystal tetrahedron that magnifies an engraving of the presidential seal.

Pictured receiving the award from President Reagan were: Group W Chairman Daniel L. Ritchie (right); AAF President Howard Bell (lower left), and Ogilvy & Mather senior vice president, Marsia Cooper (lower right).



VOA's Pell calls for better ways to treat news

New director knocks quality of commercial newscasts; critical of 'sameness and shallowness'

Ernest (Gene) Pell, the former foreign correspondent for NBC News who is the new director of the Voice of America, has challenged his colleagues to surpass commercial broadcasters in "finding new and better ways of conveying meaning, substance and context" to the VOA's worldwide audience. But at the same time he indicated he did not regard the challenge to be of Herculean proportions.

Pell laid down what he called "our greatest challenge" in the speech he made on June 13 following his swearing-in as director by Charles Z. Wick, the director of the U.S. Information Agency. Pell said that at a time when "we are in the midst of an explosion of knowledge...our treatment of the news sometimes reflects strikingly shallow interpretations of the information and knowledge available to us."

He asked rhetorically, whether the "technical marvels" available for communication are being used to "transmit information and meaning, or for nothing more than 60- to 90-second mini-reports that fill the news and pass for substance." American television, he suggested, fills the "nothing more than" category: It "is simply not in the business of transmitting all the news that's fit to print. American television is in the business of transmitting some of the news that fits the pictures."

Pell, who is 48, has been with the Voice since 1982, except for several months during the latter part of 1982 and the first part of 1983, when he was chief correspondent for WCVB-TV Boston. He has been acting director since September 1984. His criticism of television news was made against a background of 18 years as a reporter in commercial radio and television, including tours as NBC News's Moscow correspondent and bureau chief and as the London-based chief of Westinghouse Broadcasting Co.'s foreign news service.

Pell, at his swearing-in ceremony, noted that the number of media services is mounting rapidly—"the number of [media] searchlights seems to grow faster than atoms in a breeder reactor...But," he added, "look closely at the content and you will be struck by its sameness and shallowness. There are cosmetic differences, to be sure. But there really is little substantive choice in terms of content or approach...Just about every one of these news programs strings bits and pieces of information together—two minutes about a dog on a skateboard follow a report of equal length about international terrorism. The broadcast format is loose and linear, flitting rapidly from local to national to international episodes, but telling us little about ourselves or our world.

"We have an obligation to do better than that." □

May 1985

FOUNDERS COMMUNICATIONS, INC.
has acquired
ATTAWAY INVESTMENTS, INC.
and
ATTAWAY NEWSPAPER GROUP, INC.

The undersigned initiated and negotiated the transaction and the related financing on behalf of Founders Communications Inc.

Founders

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CNN loses final bid to cover federal court

Supreme Court rejects network's appeal of ban on television coverage of 'Westmoreland-CBS'

Cable News Network's effort to open federal courtroom doors to cameras and microphones came to the end of the road, a dead-end, last week. The Supreme Court, without comment, rejected CNN's request for review of a federal district court rule under which CNN's cameras had been barred from the trial of General William Westmoreland's libel suit against CBS.

CNN had argued that the rule—which bars all audio and visual coverage of all federal trials, and which is similar to rules in 81 of the 94 U.S. district courts—violates the First Amendment guarantee of free speech and free press. CNN also said the rule violates the Fifth Amendment guarantee of due process of law. But the trial court judge had enforced it against CNN in an order affirmed by the U.S. Court of Appeals for the Second Circuit.

The trial—which attracted international interest—involved Westmoreland's charge he had been libeled in the CBS documentary, *The Uncounted Enemy: A Vietnam Deception*, which contended that, while he was America's military commander in Vietnam, he had intentionally underestimated enemy troop strength. The trial lasted four months before ending in an out-of-court settlement (BROADCASTING, Feb. 25).

CNN, in seeking review by the Supreme Court, had argued that the appeals court decision drastically reduces the significance of the high court's opinion in the landmark *Richmond Newspapers* case of 1980 holding that the press and public have a right of access to public trials under the First Amendment. CNN also noted that there was no competing interest of the right to privacy that might be involved in a criminal trial, as in one involving a rape.

CNN had reason to hope the federal judiciary's long-held opposition to cameras in the courtroom would yield in the *Westmoreland* case. Westmoreland and CBS did not oppose such coverage. And Judge Pierre Leval, who presided at the trial, found that CNN's equipment would not be intrusive. What's more, he made a point of saying that television coverage would be appropriate, since the issues involved the question of whether the U.S. military command in Vietnam engaged in a willful distortion of intelligence data regarding enemy strength.

But Leval held that the federal court rule barring cameras from the courtroom left him

no discretion. And the appeals court majority held that the First Amendment protection does not extend to television access to the courtroom. Until it does, the court majority said, "television coverage of federal trials is a right created by consent of the judiciary, which has always had control over the courtroom." And that consent, the majority said, has not been given.

The U.S. District Court for the Southern District of New York and the judges of that

district opposed CNN's petition through a private law firm, O'Melveny & Myers, Washington.

The Supreme Court's rejection of CNN's petition for review was a poor augury for broadcast journalists seeking to cover federal court trials in the future. For CNN had argued, "If *this* trial may be placed off limits to all television coverage, however unobtrusive and however acceptable to all participants, then so may *every* trial." □



Televised murder. Some 40 Japanese television news reporters and crew members stood by last week as two men broke into a Tokyo home and murdered Kazuo Nagano, the head of a Tokyo gold company, after telling the news crews on camera that they were there to kill him. CBS broadcast footage of the incident last Tuesday (June 18) and CNN carried the story the next day.

The target of the attack was the 32-year-old chairman of a gold speculation and investment company that had been named in a fraud scheme that cost investors hundreds of thousands of dollars. The journalists had spent days outside the house waiting for a chance to get a comment from Nagano on the charges.

The attackers broke into the house through a window in view of the cameras and emerged minutes later splattered with blood and carrying a sword. The men did not try to escape as Nagano was found dead. They were then arrested.

An ABC spokesman, Tom Goodman, said on Wednesday that the network would probably not use footage of the scene. Reached on Thursday, Goodman added that "because of the overriding importance of the TWA story," *World News Tonight* Executive Producer William Lord made an "editorial decision" not to use the footage.

NBC spokesman Andrew Freedman said NBC had still not decided whether to use the story as of last Thursday, but that given the rash of other news breaking during the week, "my gut feeling is that we're probably not going to do anything with it." He said that the footage "never got to the point of being dissected" as far as the graphic nature of its content was concerned.

The CBS piece appeared as the next-to-last segment of the *CBS Evening News with Dan Rather*. Rather introduced the segment: "Television viewers in Japan watched in disbelief as a news report showed a cold-blooded hit man before their eyes. Wyatt Andrews reports."

Andrews noted in his report that "40 reporters and cameramen were witnesses" to the murder. According to Andrews' report, one reporter said he responded apathetically because the "men were too easy-going, too calm to be believed to be killers."

At CNN, spokeswoman Kitsy Bassett said that CNN's Tokyo bureau tape, 1:07 in length, was "very close to what CBS ran." When CNN broadcast the footage Wednesday night, it did not run a disclaimer. The tape showed the men entering and leaving the house, and then a bloody body being removed.

Stock Index

	Closing Wed Jun 19	Closing Wed Jun 12	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	111 5/8	111 3/4	-	1/8	0.11	17 3,228
N Capital Cities	218	227	- 9	- 3.96	22	2,800
N CBS	118 1/2	117	1 1/2	1.28	14	3,521
O Clear Channel	18 1/4	18	1/4	1.39	21	53
N Cox	74	74 1/8	- 1/8	- 0.17	25	2,089
O Gulf Broadcasting	15 1/8	15 1/8			138	674
O Jacor Commun.	4 3/8	4 3/8				25
O LIN.	30 1/2	30 3/4	- 1/4	- 0.81	23	805
O Malrite Commun.	17	17 1/4	- 1/4	- 1.45	21	142
O Orion Broadcast	1/32	1/32				2
O Price Commun.	12 1/8	11 3/8	3/4	6.59		61
O Scripps-Howard	39	39			23	403
N Storer	75 5/8	75 1/2	1/8	0.17	45	1,240
O SunGroup Inc.	3 5/8	3 1/2	1/8	3.57		3
N Taft	73 1/2	74 1/4	- 3/4	- 1.01	16	665
O United Television	22 3/8	22 1/4	1/8	0.56	37	246

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	27 7/8	27	7/8	3.24	22	170
A Affiliated Pubs	49	50	- 1	- 2.00	15	398
N American Family	20 7/8	21 1/2	- 5/8	- 2.91	10	411
O Assoc. Commun.	28 1/4	29	- 3/4	- 2.59		135
N A.H. Belo	55	56 1/4	- 1 1/4	- 2.22	20	636
N John Blair	21 3/4	22	- 1/4	- 1.14	13	174
N Chris-Craft	52 7/8	54	- 1 1/8	- 2.08		339
N Gannett Co.	61 1/4	61 1/4			24	4,909
N GenCorp	49 1/2	49 1/4	1/4	0.51	13	1,063
O General Commun.	90	89	1	1.12	20	45
N Jefferson-Pilot	41 1/4	42 3/8	- 1 1/8	- 2.65	12	1,320
O Josephson Intl.	8 3/4	9	- 1/4	- 2.78	67	43
N Knight-Ridder	36 5/8	37	- 3/8	- 1.01	18	2,371
N Lee Enterprises	41 3/8	41 1/2	- 1/8	- 0.30	23	551
N Liberty	30 3/8	31 1/4	- 7/8	- 2.80	15	305
N McGraw-Hill	50 3/8	52	- 1 5/8	- 3.13	19	2,528
A Media General	84 5/8	85 1/4	- 5/8	- 0.73	16	590
N Meredith	75	74 3/4	1/4	0.33	18	706
O Multimedia	57 1/2	57 5/8	- 1/8	- 0.22	25	960
A New York Times	46 3/4	46 7/8	- 1/8	- 0.27	21	1,847
O Park Commun.	36	36			26	331
N Rollins	24 3/4	24 7/8	- 1/8	- 0.50	36	362
T Seikirk	24 1/4	24 1/2	- 1/4	- 1.02	53	197
O Stauffer Commun.	64	64			11	64
A Tech Operations	59	56 1/2	2 1/2	4.42	20	54
N Times Mirror	51 7/8	52 5/8	- 3/4	- 1.43	16	3,564
N Tribune	46 1/2	46 1/8	3/8	0.81	21	1,878
O Turner Bcstg.	21 7/8	22 1/4	- 3/8	- 1.69	438	446
A Washington Post	122	127	- 5	- 3.94	22	1,707

PROGRAMING						
O American Nat. Ent	1 1/4	1 5/16	- 1/16	- 4.80	6	3
O Barris Indus	24 1/2	23 3/8	1 1/8	4.81	408	140
N Coca-Cola	68 3/4	69 1/8	- 3/8	- 0.54	15	9,104
N Disney	88 3/8	90	- 1 5/8	- 1.81	145	2,981
N Dow Jones & Co.	48	48 3/4	- 3/4	- 1.54	24	3,086
O Four Star	6 1/4	7 5/8	- 1 3/8	- 18.03	7	5
A Fries Entertain.	11 1/4	10 3/8	7/8	8.43	20	38
N Gulf + Western	38 1/8	39 3/4	- 1 5/8	- 4.09	11	2,667
O King World	33 1/2	34	- 1/2	- 1.47	46	167
O Robert Halml	2 1/2	2 5/8	- 1/8	- 4.76	50	42
A Lorimar	37	37 1/4	- 1/4	- 0.67	18	262
N MCA	56 5/8	57 1/2	- 7/8	- 1.52	24	2,745
N MGM/UA	14 1/4	14 3/8	- 1/8	- 0.87	17	708
N Orion	11 1/8	10 1/2	5/8	5.95	25	105
O Reeves Commun.	11 1/2	10 1/8	1 3/8	13.58	43	143
O Sat. Music Net.	9 1/2	9 1/2				65
O Telepictures	26 1/8	26 1/8			23	201
N Warner	30 3/8	29 3/4	5/8	2.10		1,842
A Wrather	20	19 1/2	1/2	2.56		137

	Closing Wed Jun 19	Closing Wed Jun 12	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	49 1/4	50 3/4	- 1 1/2	- 2.96	14	311
O Compact Video	5 5/8	4 3/4	7/8	18.42		24
N Comsat	34 1/2	34 7/8	- 3/8	- 1.08	14	623
O Doyle Dane B.	25 1/4	24 3/4	1/2	2.02	21	134
N Foote Cone & B.	54 3/4	54 5/8	1/8	0.23	11	188
O Grey Advertising	188	182 1/4	5 3/4	3.16	13	112
N Interpublic Group	40 5/8	41	- 3/8	- 0.91	14	439
N JWT Group	31 1/8	31 3/4	- 5/8	- 1.97	9	186
A Movielab	8 1/4	8 1/8	1/8	1.54		13
O Ogilvy & Mather	44 5/8	45 1/4	- 5/8	- 1.38	19	408
O Sat. Syn. Syst.	6 7/8	7 1/2	- 5/8	- 8.33	10	39
O Telemation	5 7/8	5 3/8	1/2	9.30		6
O TPC Commun.	3/8	3/8				1
A Unitel Video	6 1/4	5 7/8	3/8	6.38	11	14
N Western Union	12 1/4	13	- 3/4	- 5.77		295

CABLE						
A Acton Corp.	2 1/4	3	- 3/4	- 25.00		13
O AM Cable TV	2 1/2	2 5/8	- 1/8	- 4.76		9
N American Express	46 1/2	46 3/4	- 1/4	- 0.53	24	10,015
N Anixter Brothers	14 7/8	14 7/8			18	271
O Burnup & Sims	7 1/2	7 3/4	- 1/4	- 3.23	107	67
O Cardiff Commun.	7/8	015/16	- 1/16	- 6.72	88	4
O Comcast	29 3/4	29 7/8	- 1/8	- 0.42	34	367
N Gen. Instrument	16 1/4	16 3/4	- 1/2	- 2.99	17	526
N Heritage Commun.	18	18 1/8	- 1/8	- 0.69	34	136
O Jones Intercable	6 3/4	6 7/8	- 1/8	- 1.82	21	60
T Maclean Hunter X	14 1/2	15	- 1/2	- 3.33	20	534
A Pico Products	3 1/8	3 5/8	- 1/2	- 13.79	14	11
O Rogers Cable	9 3/8	9	3/8	4.17		210
O TCA Cable TV	22 1/4	22	1/4	1.14	43	149
O Tele-Commun.	31 1/4	31 1/2	- 1/4	- 0.79	101	1,307
N Time Inc.	57	58 1/2	- 1 1/2	- 2.56	20	3,459
N United Cable TV	41 3/4	41 3/4			70	459
N Viacom	47	47 7/8	- 7/8	- 1.83	19	636

ELECTRONICS/MANUFACTURING						
N Arvin Industries	21 3/8	22 1/2	- 1 1/8	- 5.00	6	161
O C-Cor Electronics	7 3/4	7 3/4			111	23
O Cable TV Indus.	3 7/8	4	- 1/8	- 3.13	23	12
A Cetec	6 3/8	5 7/8	1/2	8.51	8	14
O Chyron	6 7/8	7	- 1/8	- 1.79	13	63
A Cohu	8 3/8	8 3/4	- 3/8	- 4.29	9	15
N Conrac	13 1/4	13 1/4			13	81
N Eastman Kodak	43 1/8	44 3/8	- 1 1/4	- 2.82	8	7,109
O Elec Mis & Comm.	11 1/2	12	- 1/2	- 4.17		33
N General Electric	59 7/8	60 5/8	- 3/4	- 1.24	13	27,105
O Geotel-Telemet	1 7/8	1 3/4	1/8	7.14	21	6
N Harris Corp.	25 3/4	26 1/2	- 3/4	- 2.83	13	1,028
N M/A Com. Inc.	17 3/4	19 1/2	- 1 3/4	- 8.97	22	768
O Microdyne	5 7/8	5 5/8	1/4	4.44	17	27
N 3M	75 3/8	76 3/4	- 1 3/8	- 1.79	12	8,823
N Motorola	30 7/8	31 1/2	- 5/8	- 1.98	11	3,655
N N.A. Philips	36	34 1/4	1 3/4	5.11	9	1,034
N Oak Industries	1 3/4	1 1/4	1/2	40.00		29
A CMX Corp.	2	2 1/8	- 1/8	- 5.88		5
N RCA	45 1/4	46 1/4	- 1	- 2.16	14	3,707
N Rockwell Intl.	36 1/8	35 3/4	3/8	1.05	12	5,373
N Sci-Atlanta	11 1/8	11 3/8	- 1/4	- 2.20	22	258
N Signal Cos.	41 1/4	41 3/4	- 1/2	- 1.20	17	4,498
N Sony Corp.	15 5/8	16 3/8	- 3/4	- 4.58	15	3,608
N Tektronix	55 1/2	56	- 1/2	- 0.89	9	1,068
A Texscan	2 7/8	2 7/8			4	19
N Varian Assoc.	27 1/2	30	- 2 1/2	- 8.33	11	593
N Westinghouse	33 1/8	33	1/8	0.38	12	5,799
N Zenith	19 7/8	20 1/2	- 5/8	- 3.057	439	
Standard & Poor's 400	205.62	207.18	-	1.56	-	0.75

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.

As compiled by BROADCASTING, June 12 through June 19, 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

■ **KVRC(AM)-KDEL-FM** Arkadelphia, Ark. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 100.9 mhz; 3 kw; HAAT: 96 ft.)—Seeks assignment of license from Arkadelphia Broadcasting Co. to Graham Broadcasting Co. for \$500,000 cash. Seller is principally owned by John Riggle, president, who has no other broadcast interests. Buyer is owned by Loyd Graham and his wife, Carolyn. Graham is sales manager of **WLRA(AM)-KHLT(FM)** Little Rock, Ark. Filed June 11.

■ **KRZB-TV** Hot Springs, Ark. (ch. 26; ERP vis. 94.2 kw, aur. 94.2 kw; HAAT: 827 ft.; ant. height above ground: 300 ft.)—Seeks assignment of construction permit from Razorback TV Broadcasting to PPD&G Inc. for \$200,000 cash. Seller is owned by Sue M. Kemmerly, her husband, J. Robert Kemmerly, Harmon Drew and Gloria Pyle. It has no other broadcast interests. Buyer is principally owned by Donald E. Pittman and three others. It has no other broadcast interests. Filed June 10.

■ **KBOQ(FM)** Marina, Calif. (92.7 mhz; 1.925 kw; HAAT: 570 ft.)—Seeks assignment of license from Del Rio Tortilla Co. to BOQ Inc. for \$2.1 million cash. Seller is principally owned by Leo Kasstleman, who has no other broadcast interests. Buyer is principally owned by Don Curran and Herb Victor, who also have controlling interest in Compass Communications, Peoria, Ill.-based station group of three AM's and three FM's. They are, respectively former president and vice president of Field Communications and presently also own Curran-Victor Co., Larkspur, Calif.-based program distribution and consultation firm. Filed June 11.

■ **WHFL(FM)** Havana, Fla. (104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Storm Broadcasting Corp. to Jeff Cook Broadcasting Inc. for \$625,000 cash. Seller is principally owned by Rodney Dore and Leslie Storm. Dore also has interest in **WPOM(AM)** Riviera Beach, Fla. Buyer is owned by Jeff Cook, who also is app. for new AM in Valley Head, Ala. Filed June 11.

■ **KROS(AM)-KSAY(FM)** Clinton, Iowa (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 96.1 mhz; 100 kw; HAAT: 360 ft.)—Seeks assignment of license from Gateway Broadcasting Corp. to Lambert Associates for \$838,000, comprising \$188,000 cash, and remainder note. Seller is owned by David Dulany who has no other broadcast interests. Buyer is owned by Rebecca Lambert, Washington political consultant with no other broadcast interests. Filed June 11.

■ **WNIC-AM-FM** Dearborn, Mich. (AM: 1310 khz; 5 kw-U; FM: 100.3 mhz; 50 kw; HAAT: 600 ft.)—Seeks assignment of license from Josephson International to Price Communications Corp. for \$18.2 million. Seller is publicly traded. New York-based talent and management firm and station group of three AM's and five FM's, headed by Marvin Josephson, chairman. It purchased station in 1977 for \$4 million (BROADCASTING, April 11, 1977). Buyer is publicly owned. New York-based station group of four AM's and three FM's headed by Robert Price. It has also recently purchased **WIBA-AM-FM** Madison, Wis. ("Changing Hands," March 11) and **WZZM-TV** Grand Rapids, Mich. ("Changing Hands," May 6). Filed June 17.

■ **WIRC(AM)-WXRC(FM)** Hickory, N.C. (AM: 630 khz; 1 kw-D; FM: 95.7 mhz; 100 kw; HAAT: 330 ft.)—Seeks assignment of license from Broadcast Ltd. to Westcom Ltd. for \$2,570,000, comprising \$1,030,676 cash, \$539,324 assumption of liabilities and remainder note at 10% with no payment of principal for first three years, and balloon payment of \$562,468 at 84th payment. Seller is owned by Jerry W. Oakley (30%), Thomas L. Swatzel (40%) and William R. MacDonald (30%). They will have 10% each of buyer. Buyer is equally owned by Eugene B. Home; Jerry W. Oakley; John W. Packer; Thomas L. Swatzel; W. Jason McDaniel; George R. Perkins; Carson L. Fifer; Wade H. Hargrove; J. Harold Tharrington and Wade M. Smith. It also owns **WHAL(AM)-WYCQ(FM)** Shelbyville, Tenn. Filed June 12.

■ **WGCA(AM)** Charleston and **WLNB(FM)** Goose Creek, S.C. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 94.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from O'Grady Communications Inc. to Resort Broadcasters of Charleston Inc. for \$515,000. Seller is owned by Kevin J. O'Grady and family. O'Grady is sales manager of **WASH(FM)** Washington. Buyer is subsidiary of Resort Broadcasters, Richmond, Va.-based station group of four AM's and four FM's, owned by Ellek B. Seymour. Filed June 10.

■ **WFYZ(TV)** Murfreesboro, Tenn. (ch. 39; ERP vis. 1,762 kw, aur. 176 kw; HAAT: 808 ft.; ant. height above ground: 379 ft.)—Seeks assignment of license from Channel 39 of Murfreesboro, Ltd. Partnership to Murfreesboro Television Corp. for exchange of stock. Seller is owned by Focus Broadcasting. Buyer is principally owned by Bob Hudson, William J. Goad and his wife Ann. Hudson is general manager of **WQSI(AM)** Portland, Tenn., which Hudson and Goads have also purchased. It also owns **WBDX(AM)** White Bluff, Tenn. Filed June 13.

New Stations

TV's

■ **Cape Coral, Fla.**—Family Television of Dalton Inc. seeks ch. 36; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 987 ft.; ant. height above ground: 988 ft. Address: 202 W. Waugh St., 30722. Principal is owned by Doug Jensen (51%), Lanelle Pierce, president (2%), Mrs. Forest Masters (35%) and three others. It is also applying for new TV in Dalton, Ga. (see below). Filed June 13.

■ **Dalton, Ga.**—Family Television of Dalton Inc. seeks ch. 23; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 2,000 ft.; ant. height above ground: 1,084 ft. Address: 202 W. Waugh St., 30722. Principal is owned by Doug Jensen (51%), Lanelle Pierce, president (2%), Mrs. Forest Masters (35%) and three others. It is also applying for new TV in Cape Coral, Fla. (see above). Filed June 13.

In Contest

Commission made following decision:

■ **Urbana, Ill. (Metro Program Network Inc.)** TV proceeding. Chief ALJ Thomas B. Fitzpatrick's summary decision granting app. of Metro Program for new TV station on ch. 27 at Urbana became effective May 28.

ALJ John H. Conklin made following decision:

■ **Mary Esther, Fla. (McGowan Broadcasting, et al.)** By

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separate orders: granted motion by Harry A. Shelter and dismissed his app.; granted motion by Mary Esther Communications Inc. and dismissed its app. By orders, May 16.

ALJ John M. Frysiak made following decisions:

- Key Largo, Fla. (Anita S. Magliola and Martha Sue Sellers, et al) FM proceeding. Granted joint requests for settlement agreements; dismissed apps. of Magliola and Sellers, Mitchell and Key Largo Broadcasting with prejudice; granted Beach Broadcasting Corp. of Florida's app. for new FM station at Key Largo, and terminated proceeding. By MO&O, May 28.
- Vero Beach, Fla. (Vero Beach Broadcasters, et al) FM proceeding. Granted motion by Vero Beach FM Co. and dismissed its app. with prejudice. By order, May 28.
- Block Island, R.I. (Offshore Broadcasting) TV proceeding. Granted motion for summary decision by Offshore and resolved air hazard issue in its favor; granted Offshore's app. for new TV station on ch. 69 at Block Island, and terminated proceeding. By summary decision, May 22.
- Salina, Utah (Salina Broadcasting Co. and Melinda W. Sittre) AM proceeding. Granted joint request for settlement agreement; dismissed with prejudice app. of Sittre; granted Salina's app. for new AM station at Salina, and terminated proceeding. By MO&O, June 7.

ALJ Edward J. Kuhmann made following decision:

- Bellevue, Wash. (Minority Television of Bellevue Inc., et al) TV proceeding. Granted joint request for settlement agreement; dismissed with prejudice apps. of Minority Television of Bellevue Inc., Puget TV 33 and Central Broadcasting Corp.; granted app. of Gill Communications Inc. and Robert Gill Communications Limited Partnership for ch. 33 at Bellevue, and terminated proceeding. By MO&O, June 7.

ALJ Edward Luton made following decision:

- New York (RKO General Inc., et al) AM and FM proceeding. By separate orders: granted motion by Latin-Onyx Broadcasters Corp. and dismissed its app. with prejudice; granted motion by Gary L. Portmess and dismissed his app. with prejudice, and dismissed Las Americas Communications Inc.'s app. with prejudice. By orders, June 3.

ALJ Walter C. Miller made following decision:

- Salem, N.H. (John R. Hughes & Eve H. Hughes, et al) AM proceeding. Granted joint request for settlement agreement; dismissed Hughes' app. with prejudice; conditionally granted Dawn Broadcasting Inc.'s app. and conditionally granted Walden Communications Co.'s app. for new AM station at Concord, Mass., and terminated proceeding. By order, June 10.

ALJ Joseph Stirmer made following decision:

- Huron, S.D. (John R. Powley and Greater Huron Broadcasting Corp.) TV proceeding. Granted motion by Greater Huron and dismissed its app. with prejudice. By order, June 4.

ALJ James F. Tierney made following decision:

- Midland, Tex. (Gonzalez/Torres Broadcasting Co., et al) FM proceeding. Granted joint request for settlement agreements and dismissed apps. of De Pa Ho Communications Inc. and AS&G Communications with prejudice. By MO&O, May 28.

Facilities Changes

Applications

AM's

Accepted

- KNCO (830 khz) Grass Valley, Calif.—Seeks CP to change TL. App. June 14.
- WSON (860 khz) Henderson, Ky.—Seeks CP to change TL and add nighttime service with 500 w, DA-N. App. June 14.
- WETC (540 khz) Wendell-Zebulon, N.C.—Seeks mod. of lic. to move SL to 1 mile northeast of Wendell, N.C., on highway 64. App. June 11.
- KBND (1110 khz) Bend, Ore.—Seeks MP to operate with 12.5 kw, non-DA. App. June 17.
- WCUB (980 khz) Two Rivers, Wis.—Seeks CP to replace aux. tower. App. June 14.

FM's

Accepted

- **KYAX** (94.5 mhz) Alturas, Calif.—Seeks CP to change HAAT to minus 220 ft. App. June 14.
- ***KRCC** (91.5 mhz) Colorado Springs—Seeks mod. of CP to change ERP to 1 kw and change TL. App. June 14.
- **KVMT** (104.7 mhz) Vail, Colo.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 451 ft. App. June 12.
- **KXXX** (97.7 mhz) Lordsburg, N.M.—Seeks CP to change freq. to 97.9 mhz; change TL; change ERP to 18 kw, and change HAAT to 2,007.36 ft. App. June 14.
- **WOJY** (100.3 mhz) High Point, N.C.—Seeks mod. of CP to make changes in ant. sys. App. June 14.

TV's

Accepted

- **KTHV** (ch. 11) Little Rock, Ark.—Seeks CP to replace ant. and change HAAT to 1,710 ft. App. June 17.
- **KMEX-TV** (ch. 34) Los Angeles—Seeks CP to make changes in ant. sys. App. June 12.
- **KTZO** (ch. 20) San Francisco—Seeks MP to change ERP to vis. 3,470 kw, aur. 347 kw; change HAAT to 1,550 ft., and replace ant. App. June 12.
- **WTKW** (ch. 16) Key West, Fla.—Seeks MP to change ERP to vis. 1,589 kw, aur. 158.9 kw and replace ant. App. June 12.
- **WSCT** (ch. 56) Melbourne, Fla.—Seeks MP to change coordinates. App. June 17.
- **KARD** (ch. 14) West Monroe, La.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,942 ft.; replace ant., and change TL. App. June 11.
- **WCVX** (ch. 58) Vineyard Haven, Mass.—Seeks MP to change ERP to vis. 1,190 kw, aur. 119.1 kw and replace ant. App. June 14.
- **WPCQ-TV** (ch. 36) Charlotte, N.C.—Seeks CP to change ERP to vis. 2,100 kw, aur. 210 kw and replace ant. App. June 11.
- **KMKO** (ch. 19) Muskogee, Okla.—Seeks MP to change ERP to vis. 2,762 kw, aur. 272.6 kw; change HAAT to 1,242.54 ft., and replace ant. App. June 17.

Actions

AM's

- **KIEV** (870 khz) Glendale, Calif.—Granted app. to increase day power to 10 kw; install DA-2; change TL, and make changes in ant. sys. Action June 11.
- **WJBR** (1290 khz) Wilmington, Del.—Granted app. to increase power to 2.5 kw. Action June 6.
- **WNUY** (840 khz) Scottsboro, Fla.—Granted app. to change city of lic. to Mims, Fla. Action June 10.
- **WCBF** (1010 khz) Tampa, Fla.—Granted app. to change city of lic. to Seffner, Fla.; add night service with 5 kw; install DA-2, and make changes in ant. sys. Action June 10.
- **WDDD** (810 khz) Johnson City, Ill.—Granted app. to add night service with 250 w install DA-N, and make changes in ant. sys. Action June 6.
- **KJCK** (1420 khz) Junction, Kan.—Granted app. to add night service with 500 w; install DA-N; change TL, and make changes in ant. sys. Action June 10.
- **KNPE** (1180 khz) Bellevue, Neb.—Granted app. to change TL and make changes in ant. sys. Action June 5.
- **WCGC** (1270 khz) Belmont, N.C.—Granted app. to increase day power to 5 kw and install DA-2. Action June 10.
- **WBRM** (1250 khz) Marion, N.C.—Granted app. to change TL. Action June 5.
- **KNED** (1150 khz) McAlester, Okla.—Granted app. to increase power to 1 kw; change TL, and to operate by remote control. Action June 6.
- **WGSA** (1310 khz) Ephrata, Pa.—Granted app. to operate by remote control. Action June 11.
- **WISA** (1390 khz) Isabella, P.R.—Granted app. to increase night power to 1 kw. Action June 10.
- **WYSH** (1380 khz) Clinton, Tenn.—Granted app. to add night service with 500 w and install DA-N. Action June 5.
- **WKBJ** (1600 khz) Milan, Tenn.—Granted app. to increase power to 2.5 kw. Action June 10.
- **KIKR** (880 khz) Conroe, Tex.—Granted app. to increase night power to 1 kw and make changes in ant. sys. Action June 5.

FM's

- **KEZN** (103.1 mhz) Palm Desert, Calif.—Granted app. to install aux. sys. and move SL to 72-915 Parkview Drive, Palm Desert. Action June 10.
- **WHEW** (101.9 mhz) Fort Myers, Fla.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 992 ft. Action June 10.
- ***KWIT** (90.3 mhz) Sioux City, Iowa—Dismissed app. to increase ant. height and change ERP to 84 kw. Action June 6.
- **KZOC** (92.7 mhz) Osage City, Kan.—Dismissed app. to change TL; change HAAT to 246 ft., and make changes in ant. sys. Action June 6.
- **KRAZ** (96.9 mhz) Farmington, N.M.—Dismissed app. to change TL. Action June 5.
- **WFEM** (92.1 mhz) Ellwood City, Pa.—Granted app. to move SL outside community of lic. Action June 5.
- **WZGO** (106.1 mhz) Philadelphia—Granted app. to install new transmission line. Action June 10.
- ***WEPR** (90.1 mhz) Greenville, S.C.—Granted app. to change ERP to 85 kw and change HAAT to 1,184.08 ft. Action June 5.
- **KEYI** (103.5 mhz) San Marcos, Tex.—Granted app. to change SL. Action June 11.

TV's

- **WOFL** (ch. 35) Orlando, Fla.—Granted app. to move main SL outside community of lic. Action June 10.
- **WEFC** (ch. 38) Roanoke, Va.—Granted app. to change transmitter site coordinates; change HAAT to 1,625 ft.; replace ant., and change TL. Action June 4.

Call Letters

Applications

Call	Sought by
	New FM's
KFNO	Family Stations Inc., Fresno, Calif.
WFTI-FM	St. Petersburg-Tampa Community Radio Inc., St. Petersburg, Fla.

Summary of broadcasting as of April 31, 1985

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	206	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & Inter-city relay	2,836	166	3,002

* Includes off-air licenses.

KSYE	Southwest Christian Media Inc., Frederick, Okla.
	Existing AM's
WGZS	WKLH Lansing Broadcasting Corp., St. Johns, Mich.
KYYX	KILA Columbia Theater Co., Henderson, Nev.
WUSR	WEZQ Lorenz Broadcasting Corp., North Syracuse, N.Y.
WYLO	WBBX Hometown Broadcasting Corp., Kingston, Tenn.

Existing FM's

WILI-FM	WNOU Nutmeg Broadcasting Co., Willimantic, Conn.
WHFM	WHYN-FM R&R Broadcasting of Massachusetts Inc., Springfield, Mass.
WLNZ	WKLH-FM Lansing Broadcasting Corp., St. Johns, Mich.
*KILA	KYYD Faith Communications Corp., Las Vegas
WZRC	WOOS-FM Canton Broadcasting Corp., Canton, Ohio
	Existing TV
WFNN	WJAA Fajardo Associates Inc, Fajardo, P.R.

Grants

Call	Assigned to
	New AM
WKDJ	Muncy Broadcasting Inc., Hughesville, Pa.
	New TV's
KAGL	Angeles Broadcasting Network, San Bernardino, Calif.
WVBT	Summit Communications Inc., Virginia Beach, Va.
	Existing AM's
KXLR	KOIT Bonneville Holding Co., San Francisco
WCZY	WLQV Globe Broadcasting Co., Detroit
WRMR	WJW Booth American Co., Cleveland
WBEM	WWBR Baughman Media Inc., Windber, Pa.
WDAR	WKGE MEG Associates Ltd., Darlington, S.C.
KUEN	KSGA Wenatchee Wireless Works, Wenatchee, Wash.
	Existing FM's
WWWQ	WKSX IRP Inc., Columbia City, Ind.
WCZY-FM	WCZY Pacific and Southern Co., Detroit
WRUP	WUUN Stereo 100 Inc., Marquette, Mich.
KSCR	KBMO-FM Todd Johathan Garamella, Benson, Minn.
*WFBF	WBFR Family Stations Inc., Buffalo, N.Y.
WWLI	WPJB-FM Providence Broadcasting Corp., Providence, R.I.
KSEX-FM	KFRZ-FM First National Corp., Brigham City, Utah
	Existing TV's
WYMT-TV	WKYH-TV Kentucky Central Television Inc., Hazard, Ky.
WSJT	WRBV Richard M. Milstead, trustee in bankruptcy, Vineland, N.J.
KTDZ-TV	KTDZ Greater Portland Broadcasting Corp., Portland, Ore.
KTZZ-TV	KTZZ Seattle Broadcasting Corp., Seattle.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Red-hot sales manager. Dynamic suburban Chicago AM/FM. Good salary plus for experienced, ambitious hitter. If you lead by example, let's talk. Gen. Mgr., 815-459-7000. EOE, M/F.

General manager. Southwest. Strong sales background with proven success record essential. Must be leader, motivator, bottom line oriented. Excellent compensation package with future growth potential. Detailed resume, references, earnings history to Box P-82. EOE.

San Diego market fulltimer seeks experienced working general sales manager. Must be self motivated, aggressive, disciplined. Great earnings potential with income pegged to sales increases. Box P-101.

General manager needed for top 30 Midwest market AM/FM combo. Must have successful management and sales history. We want a manager who can set billing records without depending on ratings, a motivator who can produce a sales winner with excellent staff and facilities. All replies confidential. Send resume and references to Box P-103. We are an equal opportunity employer, M-F.

Station manager/general sales manager combination for small/medium market 50kw clear channel. Need experienced, mature motivator and sales training expert with concise ideas and proven leadership abilities. Heavy local and regional emphasis. Excellent salary plus commission and override. Box P-107.

General manager for 100kw FM in southeastern Montana. Great opportunity for person with proven sales and management record. 60 West Fourth St., St. Paul, MN 55102.

Sales manager—brand new class A FM on the beautiful Jersey Shore seeks an aggressive, results-oriented sales manager in July. Send info to: Canruss Inc., 2406 West 17th St., Wilmington, DE 19806.

Wanted good solid general manager for small market AM/FM combo. Stock given to right person. Box P-134.

General manager, sales manager. Mid-Atlantic region small market group is expanding. If you have a track record of success and stability, let's talk. Resume/sales history, references to: Chris Gullett, WXVA AM/FM, P.O. Box 700, Charles Town, WV 25414. EOE/MF.

General manager. AM/FM combo in top 50 Western market. Need dynamic, sales oriented, experienced manager for excellent facilities with new broadcast company. Send resume, management philosophy and salary history/requirements to P.O. Box 2424, El Cajon, CA 92021 (all inquiries in strictest confidence).

Director of engineering. KGW/KINK, a division of King Broadcasting Company, has immediate opening for newly created position in Pacific Northwest. Responsible for strategic planning, FCC compliance, budgeting and managing department and personnel. Ideal candidate will possess at least five years' major market radio broadcast engineering experience, FCC general license and electronic engineering degree or equivalent education/experience. Management experience a definite plus. Resume/salary history to Nancy Carnes, 1501 S.W. Jefferson, Portland, OR 97201. EOE, M/F.

Peoria - GM/GSM for AM/FM combo. Growth opportunity. Good base, fringes, plus performance bonuses. EOE. If you are happy and successful now, but have a personal reason to want to work in and serve this community, send your resume, references, and reasons: Cromwell Group, P.O. Box 150846, Nashville, TN 37215.

HELP WANTED SALES

Radio sales pro for Chicago agency/client business. Suburban AM/FM with downtown office needs experienced, hungry, creative, hard-working person looking for exciting challenge. Gen. Mgr., 815-459-7000. EOE, M/F.

If you're the top biller at your small/medium market station, write and tell us how you got there. Your next move may be to join us and takeover where one of our superstars left off. General Manager, WKIO-FM, 505 S. Locust, Champaign, IL 61820.

AM/FM combo in "A Paradise Called the Palouse" (National Geographic 6/82) has immediate opening for one energetic, experienced, effective advertising salesperson. 20% commission with \$1000/mo. guarantee to start, plus insurance. KQQQ AM/FM, P.O. Box 1, Pullman, WA 99163, 509-332-6551, Attn: Rod Schwartz, Sales Manager.

Sales manager—Coastal North Carolina FM seeking aggressive individual. Must be hands-on, sales trainer and motivator. Resumes and salary history to Roger Ingram, WCNV, P.O. Box 522, Amherst, VA 24521.

Northern Illinois—aggressive high-energy radio salesperson needed immediately. Solid, established position open due to move up by current executive. AM/FM ABC affiliate. Join five other pros and learn the business or bring your experience to us. Send resume to Jay Emrick, Sales Manager, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301. An equal opportunity employer, M/F.

Northern Carolina's fastest growing market. Top station. Top list available. Great lifestyle; great money for experienced producer. Management potential. Box P-57.

Great sales ability + great radio stations = great income. If your ability exceeds that of your product, show me your track record. I'll show you a radio station & life style as great as your ability. Close me on your first call. Write Box P-135.

Southern California: AM/FM combo, top 100 (12 station market), seeking professional salesperson with background in direct/agency sales. Salary plus commission, established list, expenses, and other benefits. Contact Gary Conrad, KGEO/KGFM, Box 260, Bakersfield, CA 93302. 805-327-3587. EOE.

Account executive. Growing NJ broadcast corporation seeks experienced account executive for radio sales. Candidates must possess excellent communication skills, ability to be creative, and desire to develop new and existing accounts. We offer attractive compensation package and excellent benefits. If interested, please send resume and cover letter to: Cristina Ruiz, 605 Mattison Ave., Asbury Park, NJ 07712.

South Florida—need experienced, and professional creative street salesperson (no managers) who want to make some really big money. This is a dynamic, fast growing and competitive market. All replies held in strictest confidence. Send resume to Box 278, Fort Myers, FL 33902. EOE.

Sales manager, account executive. Mid-Atlantic region small market group is expanding. If you have a track record of success and stability, let's talk. Resume, sales history, references to: Chris Gullett, WXVA AM/FM, P.O. Box 700, Charles Town, WV 25414. EOE, M/F.

Sales manager for two fulltime radio stations being sold in combo. Western slope, Colo. Must be experienced-teacher-motivator. This job is for a serious, aggressive, proven money maker who would enjoy the lifestyle and the beauty of Western Colorado. Please contact Jerry Bright, 303-243-1230.

Group owned FM, Fresno, CA needs experienced account executive. Top list. Resume to Americom, 304 S. Broadway, Suite 520, Los Angeles, CA 90013.

Aggressive, hardworking salespeople needed for AM, and (pending FCC approval) FM that will be competitive in the Albany market. Excellent incentives, growing group. Resume, references to: Jeff Weber, general manager, WKOL, P.O. Box 3, Amsterdam, NY 12010. EOE.

HELP WANTED ANNOUNCERS

Sunbelt talker looking for bright, up tempo talent for evening or night shift. Experienced but coachable describes the winner. Major market, group owner, equal opportunity employer. Resume to Box P-131.

WAXC radio, Lima, Ohio seeks an entertaining personality for adult contemporary format. Tape and resumes to John Bulmer, WAXC, P.O. Box 1487 Lima, OH 45802. WAXC is an equal opportunity employer.

Powerhouse AM A/C seeking afternoon drive, community-oriented personality. Excellent salary, benefits. EOE. Send tapes-resumes to Pete Gabriel, WKBN, Youngstown, OH 44501. No calls.

Great opportunity for America's best A/C morning personality. We're looking for a warm, topical, entertaining performer to join a company committed to being the best. Come join the fastest growing facility in the nation's capitol. EOE/MF. Send tapes/resumes to: John Moen, WASH Radio, 5151 Wisconsin Ave. NW, Washington, DC 20016.

Small market #1 A/C great place to work and live seeks stable PM drive person with production experience. Call Ken Romero 318-365-3434 10AM - Noon CDT. EOE/MF.

Midwest medium market operation is looking for mature, experienced air personality. Tape/resume/salary requirements in writing only to Joe Kelly, WSBT/WNSN, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE, M/F.

Top station in New England's 2nd largest city, WSRS, Worcester, has openings for morning drive personality, PM drive news and fulltime swing. T&R to Rich Roy, WSRS, Box 961, West Side Station, Worcester, MA 01602. EOE.

Helicopter/traffic reporter. Wanted by top station in major market, group owned. Must have on-air experience and ability to fly chopper preferred. Resume and tape to Bruce Marr & Associates, 1855 Del Monte Lane, Reno, NV 89511.

Announcer/operator, KQED-FM seeks individual with combo experience in classical music formats, and has FCC radio/television license. Send resume to: Theresa Timpson, KQED, 500 Eighth St., San Francisco, CA 94103. Deadline: July 5, 1985. EOE.

Easy Listening Major NYC metro. Morning announcer. Light, whimsical approach. Soft voice. Strong commercial & communicative skills. No rockers. 5 years min. exp. Tape /resume to Operations Director, WKJY, Hempstead, NY 11550.

HELP WANTED TECHNICAL

Assistant chief — #1 FM/AM combo, D.A., 3-5 years experience, self starter, people oriented. Resume and references to Technical Director, Box 6000, Fort Wayne, IN 46896.

Engineer ASAP! Must not be lazy. Must be audio expert. Preferable knowledge with twin 25 kilowatt. Harris FM 25 & combiner. Resumes to Ronald Samuels, General Manager, or call Carl Como, 801 W. Granada Blvd., Ste. 201, Ormond Beach, FL 32074.

Chief engineer. WKJN, Baton Rouge, seeking talented engineer with 1 to 5 years' experience and willing to grow with rapidly expanding Keymarket Group. Resume to Lynn Deppen, P.O. Box 669, Augusta, GA 30903.

Experienced engineer for quality AM-FM radio combo located in Kansas-Nebraska area. EOE. Letter, resume/salary requirements to Box P-74.

Chief engineer for top combo in great medium market. Class C FM/class IV AM. Excellent equipment. Salary range is \$18-20,000 plus auto allowance. Help with relocation expenses. Write Bob Woodman, KVIC-KAMG, Box 3487, Victoria, TX 77903 or phone 512-576-6111. EOE.

Broadcast engineer: 100,000 watt NPR affiliate station seeking an engineer familiar with broadcast transmission and audio equipment. Facilities include FM station, a carrier current and student audio equipment. Requires a general class license and/or SBE certification, a technical degree and/or three years experience. Application deadline: July 15, 1985 or until filled. Send letter of application, vita, names and telephone numbers of at least three references to: Director of Personnel, Northwest Missouri State University, Maryville, MO 64468. Affirmative action, equal opportunity employer.

Chief engineer—South Carolina, Virginia based group seeks advancement minded engineer wishing to become involved in company growth. Must be hands on self starter. Resume and salary requirements to Tommy Walker, WKXS, P.O. Box 1103, Marion, SC 29571.

Outstanding positions! \$25 - \$40 per hour! Broadcast engineers: evaluation/analysis/report writing/ systems design; commercial experience required (high to medium frequency). Call or rush resume (2 copies, please) to: CDI Corporation, 8101 Sandy Spring Rd., Ste. 310, Laurel, MD 20707. 301—953-9484. 301—792-0655.

HELP WANTED NEWS

Capital Cities is expanding in Atlanta. Seeking experienced news people. Good writing/on-air skills. Tape/Resume to Neil McGinley, WKHX-FM, 360 Interstate North, Ste. 101, Atlanta, GA 30339. EOE.

Long Island top rated AM/FM seeks on-air news director. Write/read. Strong on local, must know Long Island and New York. 5 years' minimum experience. Tape/Resume to WHLI/WKJY, Hempstead, NY 11550. EOE, M/F.

Afternoon newperson. Established Midwest AM/FM. ABC affiliate. Excellent starting pay and fringes. Immediate opening. Send tape and resume to Joseph Hogan, WLPO/WAJK, LaSalle, IL 61301. An equal opportunity employer, M/F.

News director needed at WEZN, Katz Broadcasting's market-dominating easy listening FM in southwestern Connecticut. Position includes writing and anchoring morning drive news casts. On-air news experience a must. This is a great company to work for (we're completely employee-owned) and we'll pay you what you're worth. Tape and resume to Paul Knight, WEZN, Park City Plaza, Bridgeport, CT 06604. EOE.

Virginia AM-FM seeks experienced newscaster/reporter. Excellent benefits and salary. Submit tape and resume to J.W. Poole, WFLS, 616 Amelia St., Fredericksburg, VA 22401. EOE.

Radio specialist—Morning Edition host. News, WFSU, Tallahassee, FL. Hosts local Morning Edition. Develops, plans, prepares, and presents major news programs for WFSU-FM. Strong writing and on-air skills needed as well as good reporting skills. One year of experience in radio broadcasting; or completion of a broadcasting or mass communications program. Salary negotiable with experience. Application deadline June 27, 1985. Contact: FSU Personnel Relations for application instructions 904—644-6034. Send audition tape to WFSU-FM, 2561 Pottsdamer St., Tallahassee, FL 32304. Attn: Caroline Austin, phone 904—487-3086.

News & sports director. Excellent position opening with advancement opportunities. The nation's fastest growing city. Ideal living conditions. Top rated station. The finest equipment. EOE. Rush resume to KBAT, 3306 Andrews Hwy., Midland, TX 79703.

Experienced, professional newscaster for AM/FM with strong community involvement. Tapes/resumes to: Dave Broman, WHUT/WLHN, Box 98, Anderson, IN 46015. EOE/MF.

Radio news-anchor/reporter. Rapidly growing radio station is seeking a part-time news anchor/reporter. Flexible hours. Must have at least one year's experience in news writing and broadcasting. We offer a good salary and an opportunity to work in a stimulating environment. If interested, please send cover letter and tape along with employment history to: Cristina Ruiz, 605 Mattison Ave., Asbury Park, NJ 07712.

Metro affairs reporter: Metro beat. Minimum 3 years' professional broadcasting experience. Daily field work and production. Competitive salary plus generous benefits. Resume, references, and non-returnable demo to: Jim Sprinkle, KCFR-FM, 2249 S. Josephine St., Denver, CO 80210. 303—871-9191. EOE/AA.

News director: head staff of 5 professionals (plus stringers/part-time). Responsible for all station news/information programming, with special emphasis on development of 4 hour morning network/local news magazine. Salary to \$23K plus generous benefits. 3-5 years professional broadcasting experience. Letter of interest, resume, references, and 10-15 min. non-returnable demo. Call or write for complete job description: Jim Sprinkle, KCFR-FM, 2249 Josephine St., Denver, CO 80210. 303—871-9191. EOE/AA.

WLIP/WJZQ, located between Chicago and Milwaukee, seeks a reporter with strong delivery and writing skills to join four-person news staff. Send tape and resume to: Dave Cole, ND, P.O. Box 659, Kenosha, WI 53141.

WEBR Newsradio, Buffalo, has an opening for a news anchor. We are looking for excellent on-air delivery including the ability to handle longer news blocks. We also want strong writing skills and the ability to work under pressure. We offer a good package including the chance to grow in a creative environment. WEBR is an award winning operation that has had successful all-news format for nine years. Send tape and resume to Mike St. Peter, News Director, WEBR newsradio, 23 North Street, Buffalo, NY 14202. We are an equal opportunity employer.

Northeast news-talk station in top 50 market seeking assignment editor/anchor. Must be a good organizer and writer. Resume, writing samples, salary requirements to Box P-160

HELP WANTED PROGRAMMING PRODUCTION, OTHERS

Great haven for copy/production whiz who thinks theater-of-the-mind. Former chiefs lost to agencies. Details to Burt Levine, WROV Radio, P.O. Box 4005, Roanoke, VA 24015.

Development/promotion director. Coordinates all on-air fundraising, special events, direct mail, underwriting, advertising, promotion, and monthly program guide. Supervises development volunteers and 2 employees. Qualifications: Expertise in fundraising, good organizational and communication skills. Salary: negotiable, commensurate with experience. Deadline: July 22, 1985. To apply: send resume, three references to Madison Hodges, Director, WFSU-FM, 2561 Pottsdamer St., Tallahassee, FL 32304. Order Florida employment application for Coordinator Development/Alumni Affairs #62896 from Harriett Hudson, Personnel Division, FSU, Tallahassee, FL 32306. 904—644-6034.

Director of broadcast services. The University of Illinois is seeking an experienced professional to serve as director of broadcast services for its news bureau within the Office of Public Affairs. This individual will be responsible for coordinating services to the electronic media, locally and nationally, and for supervising a professional staff of two fulltime and one half-time broadcast specialist. This staff also produces broadcast-quality videotapes for campus units. The successful candidate will have at least a Master's degree in journalism or a related discipline, demonstrated excellence in communicating complex issues to the public via the electronic media, well-established contacts and professional affiliations in the media, and an understanding of major research-oriented universities. This is a fulltime, 11-month, academic-professional position, available immediately. Salary dependent upon expertise. To ensure equal consideration, letters of application and resumes should be sent by July 1 to: Susan Matson, Search Coordinator, News Bureau, University of Illinois, 131 Davenport House, 807 S. Wright St., Champaign, IL 61820, 217—333-1085. The University of Illinois at Urbana-Champaign is an equal opportunity/affirmative action institution.

PD needed for dynamite Illinois FM. Super facility. Dedicated winners only. If not a pro, please don't apply. Excellent compensation with growing group. Resume to: Tom Joyner, P.O. Box 2063, Goldsboro, NC 27533.

Super new Illinois FM is looking for dynamite air talent. If you're good let's hear it. Tape and resume to: Tom Joyner, P.O. Box 2063, Goldsboro, NC 27533.

A fine arts announcer and a producer/ WYSU-FM, NPR member. Programmer and announcer classical music, daily air shift plus off air duties in programming, production, record library. Four year degree in broadcasting or music preferred, broad knowledge of classical music, classical announcing skills required. Deadline, June 28, 1985. Resume, letter of intent, non-returnable audition cassette with recent aircheck to Robert W. Peterson, Director of WYSU-FM, Youngstown State University, Youngstown, Ohio 44555. Affirmative Action, Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Three years as GM at present station— +325,000 market. 20 year vet with very good ratings/sales track! Box P-112.

General manager who's been in the winner's circle for 18 years managing AM-FM. Successful, highly organized professional with demonstrated management skills including creative strategies for increasing sales & profits. Seeks challenging opportunity. Box-86.

General manager—7 years GM, 3 years' GSM; sales oriented, all phases broadcast. Write Box P-108.

If it works, don't fix it! If it needs fine tuning or complete overhaul, call me. 20 years as management consultant/programmer in all markets - unbeaten. AC/CHR 619—272-7587. Leader, motivator, expert in turnarounds.

Young man who has "paid his dues" seeks management level position with established radio group. Nine years' total experience in radio, TV, newspaper, sales, production, graphics. BS Communications (R-TV Management). Currently employed. Will consider all replies, but prefer AK, CA, CO, FL, OK, TX. Box P-152.

Station owners/investors high level management. GM sales, programming, corporate background, proven track record. Box P-151.

Broadcast executive in major market seeks opportunity in religious broadcasting. Effect strong loyalty from subordinates, capacity to get things done, managerial skills to meet stringent sales or cost objectives. Box P-149.

Experienced major market controller wishes to relocate. Solid background in financial statements, budgets, personnel and benefits administration. Box P-146.

Let me manage your radio chain. Formerly, I have undergraduate degrees in English and electrical engineering (Missouri School of Mines) and graduate degrees in communication theory (Stanford). Practically, I was owner of two separate properties for twelve years. Also, I have been a writer, a design engineer, marketing research manager, advertising manager and public speaker. I also am certified instructor in interactive management by DDI (Development Dimensions International). In addition to broadcasting, I have been in electronics, banking and oil. I am a communicator, which means I am a motivator, a persuader, an organizer, an inspiration and occasionally a hard-nose. My mores' are middle class; I will do the job and expect to be paid. When I do an extraordinary job, I expect to be extraordinarily paid. I am durable, I am persistent. I am a slugger with occasional flashes of creativity. I have a perpetual curiosity. I am adept at gathering information from people by talking to them. I am skilled at academic research and writing. I am able to break down large blocks of information into parts. I am skilled both by training and experience at reviewing large amounts of data and extracting the essence. I plan finances, manage money, keep records and am accountable. I finish the project on time and within budget. I can do a great variety of jobs simultaneously and efficiently; able to work well under stress and still improvise. I express myself well; I can explain difficult or complex ideas, concepts and problems. I also have skills in managing, planning, organizing, executing and supervising. I plan and develop, based on past experience, a systematic approach to goal setting...but I am only an average typist. Jay Smith, 918—627-3330 (Office), 918—256-8343 (Home).

SITUATIONS WANTED SALES

Dynamic, rare combination strong street selling salesman and light adult contemporary and modern country music programmer plus big band host. Currently employed. Active community involvement. Small market ready to move up. Robie c/o Woodward 12531 - 21st St., Big Rapids, MI 49307.

SITUATIONS WANTED ANNOUNCERS

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Dave, anytime, 201—777-0749.

Recent grad, capable of more than time and temp., two years' experience, looking for fulltime, on-air. 414—334-3563.

Attention Eastern small markets. Clean cut, professionally trained broadcaster w/music background & round-the-clock work habits. Tape available. Larry, 718—339-3916, after 7PM EDT.

SITUATIONS WANTED TECHNICAL

Sharp engineer/jock, musician, moyl, up! Great potential! Capable, mature broadcaster, years responsible maintenance to consultant level. Prefer area/situation conducive to social life, marriage. Southeast? 305-791-7027.

SITUATIONS WANTED NEWS

Experienced sports & news, PBP, excellent writing/delivery skills. Ambitious, professional image. BA communications. 419-592-0706.

Meteorologist: young, personable, BS degreed CT native. Extensive experience in radio, consulting and television meteorology. Top forecaster with new flair for talk. Looking for new start in top 100 market. Matt Morano, 203-869-3877 evenings.

Stop your search! Sportscaster, 7 mos.' experience, seeks next small step up ladder. Will relocate now! Box P-93.

Sportscaster. Super knowledge of sports, excellent PBP and color, outspoken but fair, experienced with journalism degree. Will relocate. Call Bill, 914-623-5651.

Sports! Employed central Florida sportscaster in competitive small-medium market seeks upward move. Five years experience. Sportstalk, sportscast, color, ABC stringer, remotes, public relations. Stable, knowledgeable with great references. Call 813-294-5665.

Major market news anchor from WNEW, KPWB, KFI. Seeking similar position. Call 602-266-9229.

Employed Florida sports director seeks upward move. Duties include sportscasts, sportstalk, color, ABC stringer, Florida network reporter. Five years' experience. Stable, knowledgeable with great references. Call 813-294-5665.

35+ years as affiliate, indie, network & O&O NYC radio/TV newsmen available Fall '85 for morning news anchor slot. Prefer mountain, lake and/or river locale. Big band/jazz format would ice the cake. All replies answered. Box P-161.

Sports/news position sought. Accurate/objective PBP, relevant, solid reporting skills and credentials. 201-763-5587.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Best at copywriting! Varied radio experience has polished my prime talent—efficiently writing imaginative commercials. Ready to specialize fulltime in any medium/large market. Box P-75.

Check my radio production! Friendly voice available! Past PD, ND, sales, some TV! Community oriented radio person available soon! Box P-138.

#1 Broadcasting/Instructor and experienced broadcaster of 12 years seeking an opportunity to program your urban or black station. I'm sober, honest, open-minded and willing. All inquiries kept confidential. Box P-148.

Need a PD? Eleven years' experience. Realistic goals, mature marketing approach, effective use of resources, guaranteed results. Rich, 203-561-0347 after 5 EDT.

TELEVISION

HELP WANTED MANAGEMENT

Gen. mgr. Small mkt SE of Austin, TX. seeks high yield mgr. Must have intense desire to succeed & history that reflects it. Great opportunity for creative sales mgr. looking to move up. Box P-124.

Business Manager Network affiliate, group owned station in desirable location. Excellent pay and benefits. Successful candidate will have minimum of two years electronic experience. Degree preferred. EOE. Box P-96.

Traffic Manager. Rocky Mountain Region Network affiliate. Log preparation sales clearance, network programming. Computer system experience required. Communication and interactive ability are pluses. EOE. Box P-97.

Southwest TV station seeking program promotion manager. Will set program policy, develop and or buy programming, plan and direct promotion activities a must. Must have knowledge of FCC rules and regulations. Must be innovative, energetic, creative, aggressive, have good communications skills and work well with all departments in station as well as ad agencies and organizations outside station. Minimum 5 years experience necessary. Submit resume, salary requirements, and tape of promo materials to L. Brenner, P.O. Box 28218, Phila., PA 19131. EOE, M/F.

Promotion Manager. Top southwestern affiliate seeks hands-on promotions producer with strong leadership ability. Must have strong writing, editing (3/4 and 1 inch) and producing skills. Creative on-air, print, and lay-out promotion experience. Must also have working knowledge of co-op and network ad planning. Please submit experience, salary requirements. Box P-144.

Business Manager. Southwest independent television station seeks business manager responsible for preparation of financial statements, budgets, cash, accounting department supervision, and all broadcast business practices. Broadcast experience and knowledge of systems of IBM PC preferred. Salary based on experience. Send resume/salary requirements to Box P-136. EOE: M/F.

Gen. Mgr. SW medium mkt. affiliate seeks high yield manager. Great opportunity for gen. sales mgr. with proven record to move up. Box P-158.

Executive director public television. Iowa public television in seeking qualified candidate for the position of executive director. Iowa Public television is a state-funded agency with an operating budget of over \$7 million and a staff numbering 119. The network consists of eight translators providing state-wide educational and general programming public television service to 2.9 million citizens. Iowa public television possesses complete state-of-the-art studio and remote television production facilities. The executive director is responsible for all network operations, and reports to the nine-member Iowa public broadcasting board composed of three members appointed by the board of regents, three appointed by the board of public instruction, and three appointed by the Governor. Candidates should possess successful broadcast administrative experience, appropriate educational credentials, and have demonstrated ability to manage large and complex organizations. Ability to relate effectively to the viewing public, state, government, board, staff, educational community, and Friends of Iowa Public Television is critical, as is the ability to motivate and lead an exceptionally creative staff. Salary range: \$36,400 to \$48,600. Applicants should submit a complete resume detailing experience and credentials, along with professional references who can speak to the competency of the candidate. Applicants should also provide a statement of philosophy as it relates to the operation and administration of a public television network funded by state sources. Applicants should have their full applications filed by August 1, 1985; however, the position will remain open until a suitable candidate is found. All applications will be a matter of public record and open for public inspection. All correspondence should be addressed to: Search Committee, Iowa Public Television, P.O. Box 1758, Des Moines, IA 50306. An equal opportunity employer.

News director/producer Affiliate SW medium mkt. has immediate opening for creative take charge type director. Needs to rebuild and change image. Box P-157.

Local Sales Manager. Top 40 Mid-South Sunbelt Indy looking to fill newly created local sales manager position. If you are a proven performer looking to move into management, or already in management and would like the opportunity to get with the fastest growing, and we feel the best in Indy broadcast group, send your resume to Box P-154. Position to filled by July 15, 1985. EOE.

Traffic Manager. Excellent opportunity for ambitious person with good managerial skills to serve as traffic manager of top CBS affiliate. CRT experience a must. Columbine System training preferred. EOE. Send resume to: WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230.

TV production manager, South Dakota public TV network, Vermillion, South Dakota. Duties: Oversee all local production to assure completion according to appropriate network standards; supervise scheduling of adequate production/editing time, personnel and equipment; coordinate scheduling, equipment and

personnel with KESD-TV production manager on co-production; participate in long-range planning of local productions, including program budgeting; coordinate technical quality by acting as production liaison to engineering staff; supervise technical functions on productions; and, direct programs as required. Requires: BS in communications with a broadcast emphasis or a related field and five (5) years of progressively responsible television production work experience, of an acceptable equivalent combination of education and experience. Minimum salary: \$20,197. Deadline: Open until filled. Send resume (including social security number) to Bureau of Personnel, Public Safety Building, Pierre, SD 57501. An equal opportunity employer.

HELP WANTED SALES

Are you in a dead-end position? We have sales position open now, with list. Will make you \$20,000 plus. Right person will be groomed for sales manager within six months with advancement to \$30,000 or more. Experienced only, minimum 2 years, must be a worker. EOE. VHF, city of over 80,000. Benefits. Group operator, KIDY-TV, 406 S. Irving, San Angelo, TX 76903.

TV account executive: Immediate opening at ABC affiliate in Greensboro/Winston-Salem/High Point for qualified candidates. Must be innovative, creative, aggressive, energetic and have a strong desire to succeed. Must have minimum of 2-3 years' experience with desire and ability to move into management. Replies confidential. Equal opportunity employer. Box P-69.

General sales manager. Small (but healthy) market affiliate station recently acquired by growing group operator seeks experienced, repeat, experienced sales manager. Organize, teach, lead station effort out of the world of R.O.S. Excellent location, income, benefits. EOE. Box P-95.

Engineer salesperson. Audio/video engineering equipment manufacturer seeking at least one broadcast engineer to take full charge of technical sales. Situation requires solid understanding of sophisticated signal handling devices and applications, adequate communication skills, neat appearance, and determination to win. Good benefits with great opportunities—in a very high quality of life city within an hour of all outdoor sports. Send resume with salary history to Box P-110 before July 20.

Local sales manager- mid 50's affiliate seeks motivating sales manager. Excellent opportunity within an aggressive group operation. Must show a record of market development and potential leadership ability. Send complete resume to Box P-155. EOE.

Account executive. Major market O & O TV station is seeking a "fast track", highly resourceful individual, with a long term career goals in television sales. To be considered for this outstanding opportunity send your resume to: Box P-145. Equal opportunity employer m/f/h/v.

Development associate for public TV stations. Responsible for program underwriting, general support grants, and other fund-raising activity. Public broadcasting experience preferred, but relevant commercial or non-profit experience considered. Must be successful self-starter with excellent writing skills. Submit complete resume, including salary history, by July 8 to Director of Development, WNÉO/WEAQ, 275 Martine Drive, Kent, OH 44240. EO/AA.

HELP WANTED ANNOUNCERS

Sports announcer. Do play-by-play for World Wrestling Federation syndicated programs. Position is part-time. Contact Nelson Sweglar, Titan Sports, P.O. Box 4520, Greenwich, CT 06830.

HELP WANTED TECHNICAL

Chief engineer. UHF network affiliate, Sunbelt. Ability to communicate well with other departments essential. Good company. Excellent benefits. EOE. Write Box P-85

Chief Engineer. Must be experienced with operation and maintenance of studio equipment, UHF transmitter, and satellite facilities. Proven management skills required. EOE, M/F. Box P-87.

Chief engineer Chicago UHF-independent station seeking creative, experienced Chief Engineer with good theoretical and practical background and ability to administer and communicate. Hands on maintenance experience required. Resume and salary history to Box P-122. EOE.

Bench technician. Expanding VHF, Southeast. Hands on experience with studio and field camera, Ampex 1". Sony 3/4" tape machine needed. Digital electronics experience preferred, not required. Salary commensurate with experience. Resume to Box P-98. EOE.

Director of engineering Hawaii VHF network affiliate and production center looking for a person with prior TV engineering background and strong management skills. Full responsibility for all technical personnel scheduling, facilities, operation, engineering budget and compliance with federal and state regulations. Send resume and references to R. Schaller, KITV, 1290 Ala Moana, Honolulu, HI 96814. EOE.

Engineer in charge for state of the art mobile unit. 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.

Chief Engineer. Well established and successful independent UHF station, top 50 market, has opening for experienced chief engineer with the following qualifications: understands how to manage and train personnel, has knowledge of state of art technology to plan for future station growth, must be willing hands-on engineer to maintain equipment for maximum performance. If you have the necessary qualifications, with at least three years experience as chief engineer, we offer exceptional opportunity for growth along with above average salary and benefits. EOE. Box P-140.

VHF network TV affiliate within top 35 markets seeks applicants for positions in all areas of production and technical support, including camera, floor, directing, audio, video, master control switching, and maintenance. Applicants should have minimum 18 months' experience in commercial broadcast station environment. Resume, job references, salary requirements to Box P-83.

Engineering Manager for a top 25 midwest network affiliated station. Exceptional studio and transmitter building with state of the art equipment. Ideal candidate will have an extensive knowledge of installation and maintenance, experience with capital and operating budgets, degree or equivalent, positive people-handling skills and a strong desire to excel. Top salary and benefits. All letters will be confidential. EOE. Box P-139

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.

Maintenance engineer: San Jose, CA. ABC net affiliate has a current opening. Applicants must possess strong broadcast maintenance background, be experienced working with the latest digital equipment. Experience with GVG-300, 1600-7K & automated MC switchers, HK-322, HL-95 cameras, 1", 2", 3/4", & ACR-25B videotape machines, ADO and the latest Sony ENG equipment preferred. Excellent salary with paid medical, dental, retirement, plus. Send resume/salary history to Dick Swank, C.E. KNTV, 645 Park Ave., San Jose, CA 95110, 408-286-1111. KNTV, is and EOE.

Field technical manager: Denver based mobile tele-production facility seeks hands-on manager experienced in large scale remote operations. This person will be responsible for site surveys, coordination with clients, equipment maintenance and crew schedules. Must be able to work flexible schedules and travel frequently. Assist in budget preparation and compliance. We have a 42' trailer unit with the latest equipment, a 30' van for smaller remotes and an EFP van. We do many sports events for local and network clients. Send resume with salary requirements to Kent Grateau, Engineering Manager, KWGN-TV, 6160 S. Wabash Way, Englewood, CO 80111. EOE.

Studio/transmitter maintenance engineer sought. Applicant should have 5 years experience in studio and VHF transmitter maintenance, troubleshooting to component level: audio, video, digital, RF. Ampex ACR-25 and "widget" construction/design experience a plus. F.C.C. first of general class license mandatory. Salary commensurate with experience. Send resume to: Director of Engineering, KDVR, 100 Speer Blvd., Denver, CO 80203.

Chief engineer. UHF independent in central Illinois seeks individual to handle technical and maintenance aspects of operations. Call G.J. Robinson 513-351-9110.

Studio maintenance engineer. Unique opportunity you've always dreamed of...to help design a "state of the art" production facility in beautiful Santa Barbara, where the mountains meet the sea. 30K plus, DOE. Quantum Video, Cox Communications. Contact Marty Good, 805-569-0059.

Maintenance Engineers. The Central Intelligence Agency offers outstanding opportunities to unique individuals who want to reach the height of their careers while working on projects on national importance. We have an immediate opening in Northern VA for a maintenance engineer in a non-broadcast video production facility. To qualify, you must have at least 3 years experience in full repair of professional broadcast studio/remote production equipment (Ikegami cameras, Richmond Hill switcher, Convergence editor, Compositor, BVUs, 1/2", etc.) Production experience is helpful. Salary range for this position begins at \$14,390. The CIA environment is challenging, rewarding and intellectually stimulating. To apply for a career with the CIA, send your resume to: Recruitment Activity Officer, Dept. S, Rm. 4N20 (157), P.O. Box 1925, Washington, D.C. 20013. The CIA is an equal opportunity employer. U.S. citizenship is required.

HELP WANTED NEWS

Anchor for NBC affiliate N.E. Six & 11p.m. News. EOE. Send resume to Box P-72.

Anchor-producer bright, aggressive to bring new look to NBC affiliate, 5-10p, Mon-Fri. Good writing and production skills. Resume/tape to D. Woods, KPOM, Box 1867, Ft. Smith, AR 72902, 501-785-2400. EOE.

Co-anchor/reporter We seek good communicator to join our market-leading team. Previous experience preferred. Growth opportunity, group operation. Resume to: News Director, WVA, P.O. Box 1930, Bluefield, WV 24701. EOE/MF.

Sports anchor/reporter. Love of sports, good appearance/delivery, ability to report/anchor with authority required. Compensation based on experience. Resume to Box P-99.

Meteorologist CBS affiliate, Southeast. Broadcast experience required. Salary commensurate with experience. Resume to Box P-100.

Week-end anchor/reporter, experience preferred, tape and resume to News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711, EOE, M/F.

Staff expansion. We're growing and looking for super-photojournalists. If you know the magic of video, then we should talk. Send recent tape and resume to Billye Gavitt, News Business Manager, KWTW, P.O. Box 14159, OKC, OK 73113. No phone calls please. EOE/MF.

Producer Aggressive station looking for the same in a producer. We are already number one. You can learn and grow with us. Successful candidate will need BA degree plus minimum of two years producing experience. Send recent air check, resume and a letter reflecting goals and objectives to Billye Gavitt, News Business Manager, KWTW, P.O. Box 14159, OKC, OK 73113. No phone calls please. EOE/MF.

Aggressive CBS affiliate in Wyoming needs a strong journalist to compliment our male anchor. Experience a must, Degree a benefit. If interested in helping a strong number two become number one, send tapes and resumes to Al Peterson, KCWY-TV, P.O. Box 170, Casper, WY 82601.

TV news producer for top 5 market affiliate. Must be creative, organized and skilled in controlling all the elements of a fast-paced, video-filled newscast. Strong journalistic and writing skills a must. Resumes and writing samples to Box P-133. EOE.

Photographer/editor- future openings. Beautiful Florida coast UHF/ABC affiliate. Experienced, self-starters needed. Resumes, references, tapes to: Gary Arnold, News Director, WEVU, Box 06260, Ft. Myers, FL 33906. EOE.

Audition tape tips: Sandstead/Sharp, Inc. Consultants offers inexpensive, helpful reviews of your tapes in days. Call now: 304-343-9793.

If you're serious about finding a better job, send tape and resume to: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Reporter. Looking for a warm, personable reporter able to do great features and on-camera work. Re-

sume, tape (no phone calls) to: Eric Temple, KUTV, P.O. Box 30901, Salt Lake City, UT 84130.

Weekend assignment editor: If you are a reporter looking to split your time between the street and the assignment desk, here is your chance. We need an organized, creative, energetic person to coordinate weekend coverage. Send resume to Jim Hampton, News Director, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408.

News director- Dynamic, aggressive leader to direct the leading news department. Midwest small market. Group owned. Send resume to Box P-150. EOE, M/F.

Pacific Northwest CBS affiliate with a serious news commitment seeks a mature, experienced co-anchor. Must have impeccable news judgement, writing skills and leadership ability. Will share 5 and 11 PM newscast with established anchor. The successful candidate will be a team player who gets a kick out of going to work, and has the desire to be the best everyday. Of course, this person will have reported, produced and anchored. This is a demanding position...no readers, please. Qualified candidates may send tape and resume to Jan Allen, News Director, KREM-TV, P.O. Box 8037, Spokane, WA 99203. A King Broadcasting Company station. EOE, M/F.

Noon anchor/producer: Responsible for producing and anchoring noon newscast Monday through Friday. Balance of the shift will be general assignment reporting. The job requires an experienced reporter, with some producing background. Ability to handle video systems and a good understanding of graphics systems will be essential. Four-year degree in broadcast journalism preferred. Equivalent experience will be considered. Send tape and resume to: Grant Price, KWVW-TV, 500 E. 4th St., Waterloo, IA 50703.

Special Projects coordinator--WFSB, the Post-Newsweek station in Connecticut is looking for someone to produce and coordinate news series, special reports and features. The person we are seeking is an idea generator and doer; someone totally comfortable with all of the tools of television news production. If you are a great story-teller, a creative producer, know what it takes to get the job done with a sense of humor and want to join the management team of Southern New England's number one newscast--send resume and tape to: Mark Effron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115.

Tokyo Anchor wanted for weekly magazine show. Program is distributed nationally in USA. Bilingual ability a plus, but not mandatory. Applicant must be a solid, mature reporter with strong organizational and production skills. Send tape and resume to: TeleJapan USA, 3rd floor, 964 Third Ave., New York, NY 10155.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager. We're a top-10 #1 Indy. You're an idea person, an excellent copywriter, experienced in print, on-air and radio production, with good design sense and even better "people sense." you can motivate your staff to excel and make things come off without a hitch. Competitive salary, commensurate with experience. A top opportunity for the right pro. Letter/resume in confidence to Box P-118.

Commercial production manager. Ability to write, produce, edit and shoot. NBC affiliate, 3-5 years experience. C. Jackson, KPOM, Box 1867, Ft. Smith, AR 72902, EOE.

Program/promotion director. Number 1 in growing Southeast market, network affiliate, group station. Must be creative, innovative, work well with others, have proven track record in programming. Must be able to write/produce creative on-air and print promotion. Minimum three years experience. Resume/salary requirements in confidence to Box P-77. EOE.

Southeastern affiliate seeking experienced producer/director for fast-paced newscasts and other assignments. A minimum of two years actual experience required. Resumes to Box P-143. EOE/MF.

Producer/director: KTXA-TV Dallas/Ft. Worth, one of the fastest growing markets in the country has an opening for a producer/director. Applicant must have 3-5 years' of producing and directing experience with an emphasis on station promotion and live sports. Strong writing skills a must. Send resumes and tapes to: KTXA-TV, Dept. PD, 1712E. Randol Mill Rd., Arlington, TX 76011. An Equal Opportunity Employer.

Latino public affairs producer. KRBC-TV, a new PBS station in northern California, is seeking application by July 1 for this position which involves production of a bilingual magazine-format program. Salary \$20K. For more information call Ed Kissam at 707-585-8522.

Video photographer. Midwest TV/production house needs creative person. Direct/shoot commercials and industrial videos. Shoot with Betacams. Send salary requirement. Box P-128.

WNIT-TV/Channel 34, and equal opportunity employer, is looking for a TV producer/director to be responsible for a local production that includes on-air fund-raising, public affairs and general interest programming. Knowledge of production technology including in-studio, EEP videography/editing techniques, creative writing and good communication skills required. 1 to 2 years TV producing/directing and PBS fund raising experience preferred. Starting salary \$13,000 to \$18,000 yearly DOE. Letter of application, resume, three professional references and 3/4" video tape sample to: PD Search, WNIT-TV, Channel 34, P.O. Box 3434, Elkhart, IN 46515. Deadline for application July 8th. Starting date August/September.

Director of broadcasting. PBS station seeks experienced self-starter to supervise operation/production. Strong background in studio and remote production techniques required. Writing skills and good organization a must. Resume/salary requirements to: WNIN-TV, 9201 Petersburg Road, Evanville, IN 47711.

Producer, district TV studio. Electronic equipment experience required, TV production experience and teaching experience preferred. \$18,000/year. Contact: Rochester Public Schools, Office of Employee Relations, 615 SW 7th St., Rochester, MN 55902. AA/EOE.

Promotion Director. West Coast CBS affiliate seeks talented executive to co-ordinate all phases of station marketing and promotion. Experience in station promotion required. Send tape and resume to Charles Stauffer, KCOY-TV, 1503 N. McClelland Street, Santa Maria, CA 93454. EOE.

Small market, public television station with energetic and aggressive production staff, seeking experienced producer/director. Two years line producer/director experience a must; not a training position. Related degree desirable but all applications will be considered. Salary commensurate with experience. Send resume to Box P-156. An equal opportunity employer.

Executive producer Ten O'clock News. WGBH seeks seasoned professional to oversee nightly news broadcast. Candidates should have proven track record as a journalist with demonstrated ability to motivate creative staff. Successful supervisory and managerial experience and extensive television background essential. Application deadline: July 1, 1985. No phone calls. Send letter of application and resume to: WGBH Personnel, (A-219), 125 Western Avenue, Boston, MA 02134. An equal opportunity employer.

Promotion director with hands on experience in on-air and print who wants to play an important role in management. Our promotion is the best in the market and we want to be better. Salary is \$30,000 or more depending on experience and your success story. Send resume and why your on-the-air and print is better than your competition. Send resumes to Box P-159.

A chance to have your work seen and to work in a city where you can have fun. Looking for a promotion director to make our leading station even better. Must have 2 years' experience and be strong in on-air and print. Send tapes, resume and letter on how you do your job to Jan Stanley, Personnel Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE.

Director of Broadcasting. Growing statewide public television organization seeks strong, creative broadcaster to work as senior manager overseeing all programming both acquired and station produced, including educational, out-reach, and ITFS offerings. Lead a staff of 30 skilled professionals. Special emphasis on maximizing resources and audience and developing new product. Master's degree and three years or bachelor's degree and five years experience in television programming, of which two years in public television is required. Salary range \$29,620 to \$46,280, commensurate with experience, usual starting salary is \$33,330. NHPTV is located on the seacoast 60 miles north of Boston. Send resume including salary history by July 12, 1985 to: General Manager, NHPTV, Box 1100, Durham, NH 03824. UNH is an EEO/AA employer.

Talented professional, video camera and tape operator seeks full/part time work in the greater NYC area. I have broadcast and industrial ENG/EFP experience. David Seppelin, 105 Kenilworth Road, Mountain Lakes, NJ 07046. 201-335-0109.

Syndicator seeks talk shows to edit and syndicate to stations. You share profits. 401-539-8502.

Promotion producer. If you have a dynamite reel and can carry news of program promotion from concept to completion, send resume/reel to Ron Gates, WIVB-TV, 2077 Elmwood, Ave., Buffalo, NY. No phone calls please. EOE, M/F.

Promotion manager: Northeast top 100 NBC affiliate "on the move" has an opening for an experienced promotion person. Must have strong creative skills, production background and budget management experience. Send resume/copy examples to Box P-162. EEO/MF.

Top station in 8th market needs highly creative writer-producer with minimum two years experience in TV promotion or advertising agency. No beginners, please. Send resume and reel in confidence to: Judith Timmerman, WFAA-TV, Communications Center, Dallas, TX 75202. EOE, M/F.

Producer/host with Catholic Diocese of Providence of public affairs and cable programming. Magazine format experience and knowledge of Catholicism needed. Send resume to Rev. Gerald Burr, One Cathedral Square, Providence, RI 02903.

Promotion director: Northwest CBS affiliate seeking experienced promotion director. Must have good marketing knowledge, creative writing/production skills and strong leadership qualities. A King Broadcasting Company Station. Send resume and tape to: Meg Antonius, KREM-TV, 4103 South Regal, Spokane, WA 99203. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

Medium market radio GM ready to return to TV or cable. Over 20 years comprehensive experience in all phases of broadcasting. Prefer Tennessee, but will consider other areas. Box P-137.

SITUATIONS WANTED ANNOUNCERS

Attractive, experienced gentleman desires feature, critic, entertainment, consumer, magazine, talk, weather, commercial talent position: 813-299-2331.

SITUATIONS WANTED NEWS

Spotscaster, 12 yrs. TV experience, medium market. Versatile, aggressive. Eager to make major sports market. Box P-64.

Mature sportscaster, six years experience, seeking position, top 100 market. Good knowledge of sports, strong reporting/anchoring skills. Like to cover local folks, not just read scores. 713-484-3977.

Anchor/reporter, entry level, 4 years TV, film, commercial experience. SAG/AFTRA. SWM, 35, articulate, attractive, involved! Will relocate. Marc, 415-474-7371.

Midwest male anchor/reporter seeks warmer climate with news operation demanding outstanding performance and ratings. Currently with number one station. Experienced. Seasoned. Ready. Box P-123.

Weather changes. If you need an award winning meteorologist who does it right, call 303-599-0731.

Intelligent, ambitious Boston College graduate seeks a political or general reporting position at a small/medium network affiliate. Good experience, strong references, excellent background. Definitely worth a look. Call John, 201-291-2293, or write P.O. Box 423, Rumson, NJ 07760.

Sports anchor/reporter: Award winning sports anchor/reporter/writer/editor with 15 years solid experience--including reporting, show host, PBP as well as own video tape editing in nation's #2 market. If you want an exciting and dedicated approach to sportscasting, I'm your man. Will work weekends and/or reporting if weekdays not available. 415-992-0669 or write 783 Skyline Drive, Daly City, CA 94015.

#1 market bkgd. looking to move into smaller market responsible position. Engineering and news writing exp. Can shoot, edit report. Very ambitious and versatile. Also interested in cable. P.O. Box 249, Wharton, NJ 07885.

Meteorologist declares free agency. Ten years forecasting experience. Would like a chance to show what I can do for your station. 814-364-9919.

From #1 market, can shoot, edit, report. Looking for responsible smaller market position. Open to challenges including cable and channel start-ups. P.O. Box 249, Wharton, NJ 07885.

Co-anchor/reporter, efficient, capable white female presently working in smaller market wants to move up. BA degree, attractive and well qualified. Box P-163.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Have gear, will travel. Videographer-journalist working as anchor in major European market seeks position as production, documentary, or feature videographer Available immediately. Experienced, degrees, American. Call evenings, 712-362-5753; (011 43 222) 52 50 253.

Producer/writer. Dynamic, creative, producer-writer. Background in sit-com, film development, independent prod. Seeks position with dynamic broadcast organization. Outstanding comm. skills. Administrative and creative experience. 203-773-0700.

Talented, aggressive individual with a complete knowledge of network programming looking to become the next Brandon Tartikoff. Will be a major asset in any programming capacity. Currently involved in television research. Possess full written and verbal skills. Please call 718-297-8740 anytime.

ALLIED FIELDS

HELP WANTED SALES

National television system co. has openings for Southwest sales manager and also an inside systems/sales engineer. If you've had 5 or more years in TV engineering, enjoy dealing with people, want a challenging position with regular hours, good pay, group insurance, call us in Austin, TX 800-531-5143 (US); 800-252-8286 (TX).

HELP WANTED INSTRUCTION

Youngstown State University, College of Fine and Performing Arts. Position: Instructor of assistant professor. Speech Communication and Theater Department, effective September 15, 1985. Rank & Salary: Instructor or assistant professor rank \$17,700-21,700. Depending upon applicant's qualifications, 9-month tenure track contract and summer school teaching may be available. Substantial benefits. Qualifications: Ph.D. in speech telecommunications with commercial broadcast and teaching experience desirable. Master's degree considered. Position description: Candidates should be able to teach courses in telecommunication including principles and practices of broadcasting, broadcast operations and performance, and script writing; also courses in areas such as production, research methods, and broadcast journalism, depending on need and qualifications. Courses in speech which this person should be able to teach include principles of public speaking and/or business and professional speech. Faculty engage in academic advisement and are systematically evaluated on the basis of teaching, scholarship, and university service. Send letter of application with vita and three letters of recommendation to: Dr. Alfred W. Owens, Chairman, Department of Speech Communication and Theater, Youngstown State University, 410 Wick Avenue, Youngstown, OH 44555. Application deadline: July 31, 1985. Youngstown State University is an affirmative action/equal opportunity employer.

Telecommunications assistant or associate professor, depending on qualifications, to begin August 19, 1985, at the University of Idaho. Tenure track academic year appointment. Competitive salary. Teaching assignments include courses in telecommunication theory and practice and candidate's area of speciality. Requires master's degree and professional broadcasting experience. Prefer Ph.D. and evidence of effective college teaching and scholarly activity. Send letter, vita, names and phone numbers of three references to: Telecommunications Search Committee, School of Communication, University of Idaho, Moscow, ID 83843. Closing date: when sufficient qualified applications are received, but not before July 7, 1985. AA/EEO.

Instructional TV videographer/production manager. Identify, research, develop techniques, and produce quality educational video programs that assist faculty in solving instructional problems. Manage television studio production equipment, facility and personnel. Qualifications: Bachelor's degree or equivalent in commercial or educational television productions, communications, and/or instructional technology. Experience in video design and production. Salary: approximately \$20,000. Starting September 1st. Closing date: not earlier than July 30th. AA/EOE. Submit letter of application, resume, and three letters of recommendation to Harvey Hughett, Media Center, University of Idaho, Moscow, Idaho 83843. 208-885-6411.

Assistant Professor of broadcasting. Kingsborough Community College is seeking qualified candidates for the full-time teaching position of Assistant Professor of Broadcasting in the Department of Speech & Theater Arts to teach undergraduate courses primarily in broadcasting, effective Sept. 1, 1985. Requirements include a doctorate or equivalent, prior teaching experience in communication, and work experience in broadcasting. Please send complete resume by July 1, 1985 to Dr. Fred B. Malamet, Associate Dean of Faculty, Kingsborough Community College, 2001 Oriental Blvd., Bklyn, NY 11235. An equal opportunity (m/f), affirmative action employer.

Broadcasting. Two 9-month, tenure track positions available at the assistant professor level beginning August 16, 1985. Principle responsibilities include teaching basic television production and writing for television-radio, with additional expertise desirable in teaching EFP, introduction to broadcasting, advanced TV, and possibly other related broadcasting courses. Ph.D. plus professional and teaching experience preferred. Master's degree with professional and teaching experience required. Salary commensurate with qualifications. Minorities and women are encouraged to apply. Send letter of application, resume/vita, and a list of at least three current references by July 15, 1985 to Broadcasting Search, Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

Assistant professor: Beginning August 26, 1985. Teach video production and other courses in production sequence. Require Ph.D. with teaching and professional experience. Resume to Dr. Robert Eubanks, Box 2207, Sam Houston State University, Huntsville, TX 77341. Sam Houston State University is an EEO/AA institution.

HELP WANTED TECHNICAL

Electronics technician GS-856-9/11, \$21,804/\$26,381 p/a, in Washington, D.C. Requirements: Six years of experience in an electronics related field. Education may substitute for some of the experience. Technical experience in studio operation and maintenance. Knowledge of solid state electronics. Ability to troubleshoot solid state circuits in radio broadcast equipment. Must be available for shift work. Submit application to USIA/Radio Marti Program, ATTN: VOA/MP-BM, 400 6th Street, S.W., Washington, D.C. 20547. USIA is an equal opportunity employer.

Photographer/editor- future openings. Beautiful Florida coast UHF/ABC affiliate. Experienced, self-starters needed. Resumes, references, tapes to: Gary Arnold, News Director, WEVU, Box 06260, Ft. Myers, FL 33906. EOE.

Audition tape tips: Sandstead/Sharp, Inc. Consultants offers inexpensive, helpful reviews of your tapes in days. Call now: 304-343-9793.

If you're serious about finding a better job, send tape and resume to: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Reporter. Looking for a warm, personable reporter able to do great features on-camera work. Resume, tape (no phone calls) to: Eric Temple, P.O. Box 30901, Salt Lake City, UT 84130.

Weekend assignment editor: If you are a reporter looking to split your time between the street and the assignment desk, here is your chance. We need an organized, creative, energetic person to coordinate weekend coverage. Send resume to Jim Hampton, News Director, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408.

News director- Dynamic, aggressive leader to direct the leading news department. Midwest small market. Group owned. Send resume to Box P-150. EOE, M/F.

Pacific Northwest CBS affiliate with a serious news commitment seeks a mature, experienced co-anchor. Must have impeccable news judgement, writing skills and leadership ability. Will share 5 and 11 PM newscast with established anchor. The successful candidate will be a team player who gets a kick out of going to work, and has the desire to be the best everyday. Of course, this person will have reported, produced and anchored. This is a demanding position...no readers, please. Qualified candidates may send tape and resume to Jan Allen, News Director, KREM-TV, P.O. Box 8037, Spokane, WA 99203. A King Broadcasting Company station. EOE, M/F.

Noon anchor/producer: Responsible for producing and anchoring noon newscast Monday through Friday. Balance of the shift will be general assignment reporting. The job requires an experienced reporter, with some producing background. Ability to handle video systems and a good understanding of graphics systems will be essential. Four-year degree in broadcast journalism preferred. Equivalent experience will be considered. Send tape and resume to: Grant Price, KWWL-TV, 500 E. 4th St., Waterloo, IA 50703.

Special Projects coordinator--WFSB, the Post-Newsweek station in Connecticut is looking for someone to produce and coordinate news series, special reports and features. The person we are seeking is an idea generator and doer; someone totally comfortable with all the tools of television news production. If you are a great story-teller, a creative producer, know what it takes to get the job done with a sense of humor and want to join the management team of Southern New England's number one newscast--send resume and tape to: Mark Efron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115.

Tokyo Anchor wanted for weekly magazine show. Program is distributed nationally in USA. Bilingual ability a plus, but not mandatory. Applicant must be a solid, mature reporter with strong organizational and production skills. Send tape and resume to: TeleJapan USA, 3rd floor, 964 Third Ave., New York, NY 10155.

Engineering broadcasting-- Assistant to chief engineer for telecommunications division. Multi-use telecommunications facility on West Windsor campus includes public radio station WWFM, county-wide cable TV network, closed circuit TV, ITFS, TV studio and control room facilities, five meter TVRO and radio, TV, telecommunication technology academic programs. Requires maintenance and construction experience in radio and/or TV. BA or AA degree desirable. Salary \$18,000 to \$23,000, excellent fringe benefits. Respond in writing to: Mercer County Community College, Personnel Services, Dept. WG, P.O. Box B, Trenton, NJ 08690. An equal opportunity/affirmative action employer.

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.

FOR SALE EQUIPMENT

TV Transmitter Harris BT18H parallel VHF high band rated 38 KW. 13 years old. Presently in use. Available August 1, 1985. Call Chief Engineer, WJCT Jacksonville, FL 904-353-7770.

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.

Lenco - Model 300 sync generator system - brand new. PMG - 312. PFT - 314, PST - 341 pulse timing modules. PBT - 342 black burst module. Central Dynamics VSP - 870, switcher models 4425 double re-entry, rare find, working. Excellent for parts. Grass Valley - 900 series proc amp system plus DAs. 2 left in excellent working order. Barry Tulchin Studios, 212-986-8270.

Two Ampex AVR-1 2" video recorders, excellent condition. \$12,000 each/best offer. You remove/ship. Massachusetts Institute of Technology, Tom Donnelly, Cambridge, MA, 617-253-2776.

AM and FM transmitters: AM1, 10 and 50 KW; FM 1, 2, 4, 10 and 20 KW. Contact Comark, P. O. Box 275, Colmar, PA 18915 215-822-0777.

FM transmitters: 20, 10, 7.5, 5, 3.5, 1, and .25 KW Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

New 100 watt solid state UHF LPTV transmitter. Time proven modules. Sales, rentals, loaners. Quick delivery, best prices. Call CommTele 713-479-1614 anytime.

AM transmitters: 50, 5, 2.5, 1, 250, and .05 KW. Continental Communications. Box 78219, St. Louis, MO 63178. 314-664-4497.

20KW & 10KW FM transmitters, RCA BTF 20-EI (1975) on air RCA BTF 10-EI (1970) w/Moseley exciter, CCA 20,000 DS on air. Call M. Cooper 215-379-6585.

50kw AM, Continental 317C/C2 factory converted to C2 in 1981, on air at full power until new unit arrives. Spares, FCC proof, mint. M. Copper. 215-379-6585.

Scientific-Atlanta ABC/CBS/NBC/ETC digital satellite receiver package for sale. Ex. cond. optional assumable lease. George Nicholas, 319-365-9431.

Two PC-70-S cameras. We have just taken out of service two complete PC 70-S studio camera systems. This is a total package that includes camera, monitoring equipment, cable, etc. Price \$10,000 per camera system. For details, call Bob Cleveland or Howard Hoffman at 813-939-2020.

Videocassettes, blank master stock quality 3/4" U-matic videotape. Special sale Sony, Scotch, Fuji mini 20-minute field videocassettes, \$6.99. All other lengths and sizes available at half price. Satisfaction guaranteed. Call collect: Carpel Video, Inc., 301-845-8888.

Attention: Sign-on stations, independent, cable companies, low power TV stations. Two TK-761 studio cameras (Plumbicon) including Angenieux 15x1 lenses, CCUs, 45 meter cable and carrying cases. Only 2 years old. We're upgrading, but currently using these cameras for local newscast and public affairs programs. \$20,000 each, or make your best offer. Call Dale Stafford, Operations Manager, WGXA-TV, Macon GA, 912-745-2424.

1046' New FM Tower PiRod solid, hot dip galvanized, 52" face. Never erected. Ship Now. 612-222-5555.

VPR-2Bs, TR-600s, crosspoint latch 6112 switcher, TR-60's, HL-79As, 1978 Ford remote truck, Sony BVH-1100s, VPR-2, AVR-2, TK-44 camera, TK-29 Eilm camera, TP-7s, new gross 1600-7F switcher, Quantel VPE-5000. Call Media Concepts 919-977-3600.

Sony VO-5800 3/4 inch VTRS. Never used. \$1500 each. Video Consultants. 203-972-3510.

Sony BVH-1100 VTRS. Low hours. Video Consultants. 203-972-3510.

Comrex PLX and RLX, low frequency extender transmitter and receiver, \$1,500.00; GE Master Controller 2-way radio with extras, \$5,000.00; Harris transmitter BC10H, \$20,000.00. Call Peter Graves 404-872-0068.

New manufacturer FCC type accepted solid state 100 watt UHF LPTV transmitter-driver. World-wide, time proven components assembled to make a state of the art, basic transmitter at a basic price. Call anytime 713-479-1614.

C/W cartridge library, complete, mono, good pads, inventoried, \$3,200.00, KKJJ, Box 118, Payson, AZ 85547, 602-474-5556.

Convergence SE-100 special effects switcher, cable and junction box, \$2,500. Convergence A/S-100 switcher, \$600. Like new. 212-265-3676.

MISCELLANEOUS

Direct response advertiser seeks additional exclusive, long-term partnerships with upscale, adult oriented stations. 212-535-1517 (collect).

Graphic Artist for public TV/radio station. Experience in preparation of on-air graphics, set design and construction, photography and print production required. Use of Chyron, ESS helpful. Resume and salary requirements to: Personnel, WMFE-TV/FM, 11510 East Colonial Drive, Orlando, FL 32817-4699. EOE.

Broadcast Aviation, a new publication targeting the information needs of TV/radio news and the motion picture industry. Write Broadcast Aviation, 53 West 1800 South, Orem, UT 84058 for subscription information or call 801-544-2542.

Comedy! Disabled, retired, first phone, comic, D.J. has 500, copy written, original one-liners. Let me improve your ratings and know your requirements. For sample, send \$5.00 and self addressed, stamped envelope to: Joe King One-Liners, c/o Jerry Horowitz, 556 East 4th St., Apt. 4-C, Brooklyn, NY 11218.

Time sales training manual: Improve sales performance. Everything salespeople should know: technical information, attitude, organization, follow-up, packaging, independent television, specials, prospecting. Written by professional with 20 years experience. Antonelli Media Training Center. 212-206-8063.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

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 West 20 Street, NY, NY 10011. 212-206-8063.

RADIO

Help Wanted Management

SALES MANAGEMENT SALT LAKE RELIGIOUS STATION

Management opening for experienced sales oriented manager for full-time 5KWevangelical Christian station in beautiful Salt Lake City. Only commercial religious station in Utah, 37th market. Profit sharing deal possible! Send resume, snapshot, salary requirements to Richard Schwartz, KBBX, P.O. Box 388, Salt Lake City, Utah 84110.

Help Wanted Announcers

WFMT

is looking for an announcer. A reasonably broad knowledge of the classical music literature is essential, as are a facility with foreign pronunciations, good reading ability, some measure of news-editing and tape-editing skills, and a warm, pleasant voice. Send tape and resume to Mel Zellman, WFMT, Inc., Three Illinois Center, Chicago, Illinois 60601.

Help Wanted Programing, Production, Others

AUDIO-VISUAL

WWFM RADIO PRODUCTION MANAGER Mercer County Community College

WWFM is a public radio station (CPB qualified member) with a classical, jazz and public affairs format. We seek a Production Manager to act as Technical Director for studio and remote productions, maintain station operational policies and procedures, supervise and schedule production staff/volunteers, serve as Chief Production Engineer and assist in the production of our bi-monthly program guide.

Must have strong production, recording and editing skills, supervisory experience and radio station operation/programming expertise. Announcing ability a plus. BA/BS preferred. Salary range \$15,000 to \$23,000.

Qualified applicants should respond to:

**Mercer County
Community College
Personnel Services, Dept. BM
P.O. Box B
Trenton, NJ 08690**

An Equal Opportunity/
Affirmative Action Employer

THIS PUBLICATION IS AVAILABLE IN MICROFORM University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor,
MI 48106

VOICE OF AMERICA EXHIBIT SPECIALIST

THE VOICE OF AMERICA, the international broadcast service of the United States, is currently accepting applications for an experienced professional for its Advertising and Promotion unit. The main emphasis of the position will be in the development, management and scheduling of traveling exhibits, which promote programs and personalities of the Voice of America. The candidate should have good writing skills and a broad background in conceptualizing, planning and implementing promotional and advertising efforts.

THE VOICE OF AMERICA, part of the United States Information Agency, offers excellent salary/benefits package including life and health insurance. Salary ranges from \$21,804 to \$26,381.

Applicants should submit a resume or Standard Form 171, Application for Federal Employment to:

Voice of America/PR
Room 1192, VOA/P 85-166
330 Independence Avenue, S.W.
Washington, D.C. 20547

Please note the following announcement number on your resume or SF-171: VOA/P-85-

Only those applications received at the above address by July 5, 1985 will be considered.

**VOA IS AN EQUAL OPPORTUNITY
EMPLOYER**

Situations Wanted Announcers

SCORE IN THE MORNING

Have a championship season with this veteran husband/wife morning team. Looking for an FM home. We'd also like to program a cost efficient package. Let us make you a winner. 205-928-8015 or 609-737-1421.

TELEVISION

Help Wanted Management

GENERAL MANAGER

Once in a lifetime opportunity for the right person. We need a strong administrator to manage the Radio and Television Center for the Archdiocese of Boston. Must have good people skills, strong planning ability, working knowledge of engineering, community relations and FCC law. Will oversee expansion of facilities and growth into cable. Salary commensurate with experience. Send resume and letter of reference to: Rev. Francis T. McFarland, Director, Boston Catholic Television Center, Box 56, 55 Chapel St., Newton, MA 02160.

Boston Catholic Television Center
55 Chapel Street, Box 56
Newton, Massachusetts 02160-0056

For Fast Action Use BROADCASTING'S Classified Advertising

Help Wanted Management

TELEVISION BUSINESS MANAGER

Southwest, group-owned CBS station in top 25 market seeking experienced television business manager. Will supervise accounting, billing, collections, budgets, EEO, personnel, and building services projects. Detailed involvement in day-to-day activities of many departments. Prior experience mandatory. Written resumes only to Box P-71. EOE/M-F.

Help Wanted Technical

TELEVISION ENGINEER/CHIEF

Large closed-circuit College television system seeks Chief TV Engineer with 3 years experience operating and repairing color TV production equipment. Operates TV master control with faculty, producer/director and other engineer. Works in production situations and high-tech bench repair. KY-2000's, BVU's interactive Laser discs, switchers, TBC, audio mixers, scopes, and signal routing devices.

**COUNTY COLLEGE
OF MORRIS**
(201)361-5000, ext 251
RANDOLPH, NJ
Equal Opportunity Employer M/F

MAINTENANCE SUPERVISOR

Responsible for all equipment except transmitter. 2", 3/4", 1", EFP, Film Chain, etc. Hard work, decent pay, Great Opportunity! Resume and salary history to: Jim Arnold, KJAA-TV34, Box 3757, Lubbock, TX 79452, EOE-M/F.

STUDIO MAINTENANCE CREW CHIEF

Major market New England VHF affiliate.

Responsible for overseeing the installation and maintenance of state-of-the-art television equipment. Top pay and benefits. Please submit resume with salary requirements to Box P-147. An Equal Opportunity Employer. Minorities and females are encouraged to apply.

Help Wanted News

LEGAL REPORTER

Young, ambitious, imaginative lawyer-journalist, with more than five years' newspaper experience as legal affairs writer for a major metro daily, anxious to move into television. Have also done general assignment, government, feature and suburban reporting. Write Box P-153.

CO-ANCHOR

Leading news station in growing mid-size California market seeks qualified co-anchor for its top rated early and late weeknight newscast. Candidates must have strong reportorial experience, excellent writing skills, and have authoritative, congenial on-air delivery. Send tape, resume, and salary requirements (no phone calls) to:

General Manager
Box 81651
Sallinas, CA 93912
An Equal Opportunity Employer, M/F

Help Wanted Sales



TELEVISION SALES

\$100,000 PER YEAR POTENTIAL

This sales position is not for just anyone. We are looking for the "one-in-a-million" sales person who has a successful background selling local or network television, sales promotion or other related media sales.

We are the world's largest creators of customized advertising/marketing systems with an unparalleled track record for over 25 years. We must expand our sales force because of the demand for our high-quality, original and unique customized television commercials.

The sales person we need must know his way in and through the advertising agencies, television stations, and direct client contact. This person must be a totally self-contained selling machine with the ability to plan his attack and attack his plan. Last but not least, this person must realize that travel is a must to achieve top earnings, but earning can be unlimited.

**If you think you are this person, call me, SHELDON WEISS,
TOLL FREE at 1-800-327-8320 for additional information.**

We can explore this idea together.

LEON SHAFFER GOLNICK ADVERTISING COMPANY, INC.
2817 E. Oakland Pk. Blvd. Ft. Lauderdale, FL 33306

WANTED

SALES MANAGER FOR ADVERTISING DEPARTMENT

You could represent CNN, ESPN, MTV, and the USA cable networks. Cox Cable and Warner Amex Cable are forming the Bakersfield Cable Interconnect. Seeking alert individual to start up and manage this ad sales effort. Candidate should be motivated and have previous media sales experience. Send resume to 820 22nd Street, Bakersfield, CA 93301.

Equal Opportunity Employers

Help Wanted Programing, Production, Others

PRODUCER/DIRECTOR/EDITOR

Established, fast growing retail automobile/truck ad agency seeking video Producer/Director with digital effect experience to fill key position in fast-paced Production Department. Requires experience with off-line 3/4" editing. Producing audio tracks and Directing audio talent a plus. Not an entry-level position. The person we require must be qualified, experienced, and dedicated. Send demo tape, resume, and salary history to:

Strong Automotive Merchandising, Inc.
1020 South 22nd Street
Birmingham, Alabama 35205

GRAPHIC DESIGNER

Our head graphics designer is leaving. If you've got terrific television graphic design experience & want to honcho the style & look of an up & coming newscast in Philadelphia, please contact:

Bernie Kilger, Art Director
KYW-TV
Independence Mall East
Phila., Pa. 19106
EOE, M/F

**Help Wanted Programing,
Production, Others Continued**

Executive News Producer

Rare opportunity to assume a senior news management position at one of America's leading stations

WCVB-TV, the ABC affiliate in Boston, seeks an executive news producer with exceptional creativity, unerring news judgement, and mastery of state-of-the-art production techniques.

The successful candidate will have the spark of genius and be an innovator who can operate on the frontiers of television news. This person must demonstrate experienced and effective management skills as well as leadership qualities in order to assume responsibility for a large staff of writers and producers and to oversee nearly four hours of news programming daily.

WCVB-TV operates in one of the nation's most sophisticated and competitive news environments. As a key member of the station's news management team, you must meet all of the following minimum criteria:

- College degree
- 5 to 10 years television news experience, preferably in a major market
- Demonstrated superior writing and leadership skills
- Familiarity with budgets and labor relations

If interested, send resume (no resume tapes or telephone calls please) to the Personnel Department 2685, WCVB-TV, 5 TV Place, Needham Branch, Boston, MA 02192.

An Equal Opportunity Employer, M/F



OKLAHOMA STATE UNIVERSITY TELECOMMUNICATIONS CENTER

The following positions are being added to the Educational Television production facility

PRODUCTION MANAGER

Responsible for budgeting/development, scheduling and production of educational programs. Productions include instructional, contracts, with the strong emphasis in video conferencing. Strong managerial and communication skills essential. Responsible for professional staff of 7, and 15 part-time. Requires minimum 5 years' experience in production, 2 years' supervisory experience, BA/BS minimum.

PRODUCER/DIRECTOR

Responsible for all phases of state and national video conferencing production. Must have experience with ENG/EFP and studio production. Three years' experience in public or commercial television studio production required. BA/BS minimum.

PRODUCER/DIRECTOR

Responsible for all phases of state and national video conferencing production (50%) and production of video projects assigned via contracts with State Agencies (50%). Two years' experience in ENG/EFP and studio production required. Three years' experience in public or commercial television production. BA/BS minimum. For complete job description and application, send resume to:

Marshall E. Allen, Head
Telecommunications Center
Oklahoma State University
Stillwater, OK 74078
Deadline: July 31, 1985

**OSU IS AN AFFIRMATIVE ACTION/
EQUAL OPPORTUNITY EMPLOYER**

FIELD PRODUCER

for an evening magazine in Phila.

Conceive, book, write, field produce, & supervise edit of fast paced, high production, original features for daily magazine format show. Need energetic, innovative individual with major market experience. Demands consistency & high output. EOE, M/F. Send resume to: Human Resources, KYW-TV, Independence Mall East, Phila., PA 19106

DO SOMETHING IMPORTANT WITH YOUR TIME AND TALENT

If you're a TV Producer swallowing frustration when the bottomline and deadlines take priority over quality work, holding at a plateau in your career, or aiming at something better than routine assignments... consider this new opportunity in Arkansas.

AETN operates five public TV stations in Arkansas, and it now seeks several qualified documentary Writer/Producers who can do outstanding work in a creative environment with fine equipment and adequate budgets.

To keep pace with growth, the network is expanding its TV production capability for statewide and national (PBS) programming. Seasoned professionals with award credits, an excellent resume reel, and take-charge ability are needed.

Arkansas is "The Natural State," and our unspoiled scenic beauty, central sunbelt location, and outdoor recreation opportunities offer a great way of life to those who enjoy these special "fringe benefits" of the job.

AETN is an AA/EEO employer. Applications from minority and women candidates are welcome. Salary level based on experience and excellence. Interested persons should send a letter of application, resume, and salary history to:



AETN
P.O. Box 1250
Conway, AR 72032



CO-HOST

is looking for a co-host to work with our current male co-host. If you have on-camera experience and can produce great features, then I want to hear from you. Previous PM experience is helpful but not necessary. Send resume and tape with hosting and features to:

Producer

PM Magazine Utah, 2185 South 3600 West, Salt Lake City, UT 84130
(NO PHONE CALLS PLEASE)
EOE

Situations Wanted Management

WE'RE BIG ENOUGH

to hire the best and keep them happy. If you qualify, we'd like two cassettes; one of what you do now, and one of what you'd do if you could do radio the way you really want to. P.O. Box 411118, Chicago, IL 60641. EOE

For Sale Equipment

TV EQUIPMENT SALES

Townsend Associates seeks TV RF equipment sales professionals for southeast and Texas territories. TV station engineering experience and/or transmitting equipment sales experience required.

Send resume to Attn. V.P. Marketing
c/o Townsend Associates, Inc.
79 Mainline Drive
Westfield, MA 01085

ALLIED FIELDS Radio Programming



Lum and Abner Are Back

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Business Opportunities

FOR SALE:

Construction permit for a TV translator station licenses in Rock Springs, Wyoming. Contact Richard Flores (307) 382-2121.

NEW GIANT FM TO BE BUILT.

A giant FM to be built this Summer as a regional radio station in a major market ski resort in Colorado. We invite small investors to purchase share in this venture. For inquiries, call 303-247-2240.

RADIO PERSONNEL NEEDED

In the past year, hundreds & hundreds of radio stations, from every state in the U.S., in every size market, contacted NATIONAL with job orders. So far this year, we're even busier. To help fill these openings, NATIONAL is in constant need of announcers, newsmen, programmers, & salespeople. NATIONAL, the nation's leading radio placement service, places from coast to coast. If you're seriously seeking a move up, don't wait, contact NATIONAL now. For complete information, including brochure & registration form, enclose \$1 postage & handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B., PO BOX 20551
BIRMINGHAM, AL 35216
205-822-9144-ACT NOW!**

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast

**44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750**

East Coast

**500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737**

Atlanta

**6600 Powers Ferry Rd. #205
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.**

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production, 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

NOTICE OF PUBLIC SALE

NOTICE IS HEREBY GIVEN that on Wednesday, July 3, 1985, at the hour of 1:30 P.M. on the steps of the Clark County Courthouse, 200 So. Third Street, Las Vegas, Clark County, Nevada, the undersigned will sell for cash to the highest bidder, at public auction, 70,700 shares of stock of Quality Broadcasting Corporation, a closely-held Nevada corporation, which owns and operates radio station KUDO-FM, a class C-FM station in Las Vegas, Clark County, Nevada. Quality Broadcasting Corporation has filed for reorganization in the United States Bankruptcy Court for the District of Nevada, Case No. BK-LV 850043. According to the pleadings filed with the court by Quality Broadcasting Corporation, the 70,700 shares of stock represent approximately 25.57 percent of the currently issued and outstanding shares of Quality Broadcasting Corporation. These shares are being sold at public sale to satisfy a debt in the amount of \$185,506.74, plus accruing interest and expenses, including attorney's fees owed to the undersigned, which obligation is in default. Said shares were pledged by the owner as security for the payment of said obligation. The undersigned reserves the right to bid for and purchase the pledged shares and to credit the purchase price against the expenses of sale, the principal interest and any other amounts due on the underlying obligation. The prospective purchasers at the sale will be furnished upon request with such information concerning the financial position of Quality Broadcasting Corporation as may be in possession of the undersigned. The shares of stock will be sold on the following terms and conditions:

1. The shares of stock will be sold only as a block and will not be split up or broken down.
2. The Buyer must sign an instrument representing that he is purchasing the shares for his own account and not with a view towards sale or distribution thereof and that any resale thereof by him would be in compliance with the Securities Act of 1933;
3. The buyer must demonstrate that he is a sophisticated investor and can financially afford the risk of a highly speculative investment;
4. The certificate or shares when sold will bear a legend to the effect that they may not be sold or otherwise transferred or hypothecated without registration under the Securities Act or the availability of a valid exemption from registration.

Frederick L. Vance
Box 14215
Las Vegas, NV 89114

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

WANT POWER?

NORTHEAST serving top 25 market. AM/FM with class B FM. Owned real estate. Excellent equipment. \$2,250,000. NEW ENGLAND AM/FM with Class C FM. Good real estate. Good equipment. Great potential. \$1,400,000 Cash.

**8 Driscoll Dr., St. Albans, VT 05478
802-524-5963
GEORGE WILDEY 207-947-4083 (ME)**

GM, SM, SALES REPS

Move up to one of our client stations or groups. Only outstanding candidates with superior track records will be considered. We are the Southeast leader specializing in broadcast placement nation-wide. Positions now available for medium market professionals. Mail resume and salary requirements to Director, Media Division, Harvest Personnel, P.O. Box 50505, Columbia, S.C. 29250.

Miscellaneous

**LIKE TO VISIT CHINA?
JOIN US**

Escorted and hosted by Radio Peking.
Most comprehensive 22 day tour.
Inquire cost, potential tax benefits.

Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907 303-633-4795

For Sale Stations



**Wilkins
and Associates
Media Brokers**

PA	FM Full Time	\$350,000	CASH
IL	AM Full Time	\$500,000	20%
CT	AM Full Time	\$800,000	35%
TN	AM	\$350,000	CASH
IN	AM/FM	\$450,000	30%
VA	AM	\$35,000	DOWN PAYMENT
AL	AM/FM	\$225,000	25%
AR	AM/FM	\$335,000	15%
NC	AM Full Time	\$500,000	25%
CO	FM	\$35,000	DOWN PAYMENT
SC	AM	\$35,000	DOWN PAYMENT

P.O. BOX 1714 - SPARTANBURG, S.C. 29304
803 / 585-4638

**50,000 watt
Jacksonville, Florida
WCRJ-AM \$600,000-terms.
CHAPMAN ASSOCIATES
Randy Jeffery
305-295-2572**

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

**THE THORBURN CO.
401 Sandlewood Drive
Atlanta, GA 30338
404-998-1080**

GA Combo, \$400,000.00, \$50,000.00 down.
TN Combo, \$550,000.00, terms.
AM Daytimer, good cash flow, \$700,000.00, terms.
GA Fulltimer, \$600,000.00, terms.
GA Fulltimer, \$300,000.00, terms.
GA Metro fulltimer, \$425,000.00, terms.
SE Small market FM, \$150,000.00, \$50,000.00 down.
GA Fulltimer, \$400,000.00, \$100,000.00 down.
IN Small market FM, \$365,000.00 cash.
IN Combo, \$325,000.00, \$100,000.00 down.
FL Combo with class C FM, under \$3 million.

CHAPMAN ASSOCIATES'
nationwide media brokers

Location	Size	Type	Price	Terms	Contact	Phone
CA	Res	FM	\$175K	Terms	Jim Mergen	(818) 366-2554
Rky Mt.	Reg	AM/FM	\$1050K	\$250K	David LaFrance	(303) 534-3040
KA	Sm	FM	\$650K	Terms	Bill Lytle	(816) 941-3733
IA	Sm	FM	\$600K	\$150K	Bill Lochman	(816) 941-3733
TX	Med	FM	\$550K	\$150K	Bill Whitley	(214) 680-2807
ID	Met	AM	\$500K	\$150K	Greg Merrill	(801) 753-8090
PA	Sm	AM	\$495K	Cash	Warren Gregory	(203) 364-0079
WV	Sm	AM/FMcp	\$350K	Cash	Ron Hickman	(401) 423-1271
TX	Sm	AM	\$300K	\$100K	Bill Whitley	(214) 680-2807
AL	Sm	AM	\$275K	\$82	Ernie Pearce	(615) 373-8315

For information on these properties, please contact the Associate shown.

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.

Two small market combos, 650K and 525K, together or separately, terms after down.

Small La. mrk., 350K, make offer Class C FM, 8 towns within its 1 milivolt, \$600K, 1/2 cash.

Good coverage AM in great med. mrk. Ill. small mrk. FM will be sold at some price, 750K is 1.7x's gross. Hurry!

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Must sell due to owner/operator's death. All new or rebuilt equip., dishes, tower, automation, 4 studios. 5 acres, furnished residence, cars, van, truck, marti remote turnkey operation. Appraised at \$550,000 need \$125,000 down to satisfy estate. Best deal you will ever see. Arbitron rated. Make offer, contact executor: M. Herman, 2956 N. Washington Ave., Douglas, Arizona 85607. 602-364-4495.

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Full-time AM, Low Dial Position. Great image. Nice Studios. 1.75X Gross. \$510,000. 50% cash down. Monthly debt service only \$2,800 per month to qualified buyer. Box P-63.

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Minnesota 3,000 watt FM. excellent volume, growing community. Will sell to highest cash offer, subject to FCC approval. Owner reserves right to reject any or all bids. Decision will be made July 15, 1985. Reply to Box P-141.

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- AM/FM S.E.AL. \$690,000. Terms.
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500 watt AM with 6:00 AM sign-on
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ATTENTION: EARLY DEADLINE NOTICE

Due to holiday, Thursday, July 4, 1985, the deadline for classified advertising for the July 8 issue will be noon, EDT,

FRIDAY, June 28, 1985

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be

addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Media

Edward Estlow, president and chief executive officer, Scripps Howard, Cincinnati, retires July 1. He will continue as member of board



Estlow



Leser

and will become chairman of executive committee. **Lawrence Leser**, executive VP, Scripps Howard, succeeds Estlow.

Alan Box, executive VP and general manager, EZ Communications, Washington-based radio station group owner, named president, succeeding **Art Keller**, named chairman of board.

Harold Green, executive VP, Media Central Inc., Chattanooga, joins Wagontrains Enterprises, Albuquerque, N.M., as executive VP. Wagontrains owns Drake-Chenault radio syndication company, seven radio stations and cable system in Fort Collins, Colo.

Robert Long, executive VP, Burnup & Sims Cable Com, Lithonia, Ga., named president of that wholly owned subsidiary of Burnup & Sims Inc.

John Frazee Jr., vice chairman, Centel Corp., Chicago, and **James Lovell Jr.**, president, Centel, elected to board of directors.

David Salisbury, general manager, WROK-(AM)-WZOK(FM) Rockford, Ill., named president, succeeding **Vernon Nolte**, who was elected chairman of board.

George Francis Jr., senior VP, Voyager Communications, and managing director of its WMFR(AM)-WMAG(FM) High Point, N.C., resigns to pursue radio station acquisition.

Sue Bahner, general manager, WWWG(AM) Rochester, N.Y., named VP.

Stuart Levy, general manager, KNJO(FM) Thousand Oaks, Calif., named VP and director for parent, Thousand Oaks Radio Corp.

Bill Clary, anchor-producer, WKGN(AM) Knoxville, Tenn., named operations manager.

Fred Floodin, internal audit manager, Jim Gilmore Enterprises, Kalamazoo, Mich., parent of Gilmore Broadcasting, named general accounting manager.

Christopher Claus, controller, Group W, New York, named VP and controller.

Marketing

Bill Oswald, senior VP and management supervisor, car advertising, BBDO, Detroit, named group management supervisor, car and truck account teams and production-traffic operations group. **Harry Grusche**, senior VP, management supervisor, BBDO, succeeds Oswald.

June Fraps and **Jeff Kaiser**, account supervisors, McCann-Erickson, San Francisco, named VP's.

Rena Kilgannon, president, RAK Direct Marketing, Atlanta, joins Cargill, Wilson & Acree there as VP, direct marketing.

Alan Picozzi, director of sales research, Blair Television, New York, named VP, sales research; **John Rohr**, director of sales promotion, Blair Television, named VP, sales promotion.

Mike Marn, **Bill Hagerup** and **Chuck Rudnick**, associate creative directors, HCM, Chicago, named VP's.

Edward Gori, associate creative director, McCann-Erickson, Houston, joins BBG&M Advertising, Secaucus, N.J., as creative director.

Appointments, NW Ayer, New York: **Allen Brivic**, associate media director, to group media director; **Shari Hoffman**, assistant media director, SSC&B, New York, to media supervisor; **Amanda Hahn**, from Benton & Bowles, New York, to senior account executive, and **Margaret Gleason**, from Wells Rich Greene, New York, to account executive.

Carolyn King, traffic coordinator, Target Directed Marketing Advertising, Oak Brook, Ill., joins D'Arcy MacManus Masius, Chicago, as assistant media planner.

Karen Wald, market development director, KIRO-TV Seattle, joins radio representation division of John Blair & Co. there as West Coast retail development manager.

Laura Dutzek, assistant network negotiator, Bozell & Jacobs, New York, joins Mutual Radio there as senior analyst, sales administration.

Janet Anfusio, art director, DFS Direct, New York, direct marketing subsidiary of Dancer

Fitzgerald Sample, named creative supervisor.

Michael Stevens, credit analyst, Chemical Bank, Rochester, N.Y., joins Katz Radio there as market research specialist. **Fred Robinson Jr.**, president, Spectrum Communications, San Francisco, joins Katz Radio there as account executive.

Charlene Sadowski, from Shearson Lehman Bros., New York, joins Concert Music Broadcast Sales as Southeast manager, based in Atlanta.

Kay Mitchell, from WVEU(TV) Atlanta, joins Katz Television Continental there as account executive.

Gloria Kostyrka, account executive, Christal Radio, Atlanta, joins CBS Radio National Sales, New York, as account executive.

Mike Greenzeig, from WAPP(FM) New York, joins Republic Radio there as account executive.



Gigliotti

Steve Gigliotti, general sales manager, CBS-owned WCBS-TV New York, joins co-owned KCBS-TV Los Angeles as director, sales.

Ron Cooke, general sales manager, KLMG-TV Longview, Tex., named corporate VP, sales.

Cal Cass, VP, Southeast manager, HR/Seltel, Atlanta, joins WDSI-TV Chattanooga as general sales manager.

David Papandrea, from WDAE(AM)-WQIQ(FM) Tampa, Fla., joins WZNE(FM) Clearwater, Fla., as general sales manager.

Joe Provenzano, sales manager, KYEL-TV Yuma, Ariz., named general sales manager.

Michael Valentino, sales manager, WRFM(FM) New York, named general sales manager.

Mike Hathaway, local sales manager, KVI(AM)-KPLZ(FM) Seattle, named general sales manager.

Kevin Smith, manager, Republic Radio, Minneapolis, joins WLTE(FM) there as general

All together now. As result of consolidation of Bozell & Jacobs and Kenyon & Eckhardt to form Bozell, Jacobs, Kenyon & Eckhardt following purchase of B&J by K&E parent, Lorimar (BROADCASTING, JUNE 17), number of executive changes have been made: J. Liener Temerlin, chairman of B&J, to chairman of new firm; Leo-Arthur Kelmenson, chairman of K&E, to chairman of executive committee and chairman of Lorimar Communications Committee; Stephen O. Frankfurt, co-president, vice chairman and chief creative officer, K&E, to vice chairman and chief creative officer of new agency; Joseph Caggiano, vice chairman and chief financial officer of B&J, to same post at combined operation; Wayne Fickinger, vice chairman at B&J, to same post; Charles D. Peebler Jr., president and chief executive officer of B&J, to chief executive officer, and Ronald DeLuca, co-president, vice chairman of K&E, to president of BJK&E.

sales manager.

Carroll Albert, principal in Thomas Advertising, Milwaukee, joins WEZW(FM) there as sales manager.

Dona Goodman, account executive, WPLR(FM) New Haven, Conn., named sales manager.

Bob Thomas, regional sales director, KFDA-TV Amarillo, Tex., joins KJTV(TV) there as local sales manager.

Mark Goldschmidt, national sales manager, WSTG(TV) Providence, R.I., assumes additional duties as national sales manager for co-owned WSMH(TV) Flint, Mich.

Nina Marezcko, continuity director, WMMS(FM) Cleveland, joins WQAL(FM) there in same capacity. **Ilze Kaulins**, account executive, KFAC-AM-FM Los Angeles, joins WQAL in same capacity.

Marla Friedmann, computer operator, WJBF-TV Augusta, Ga., named traffic manager.

Rebecca Wolf, from WXGT(FM) Columbus, Ohio, joins WZOU(FM) Boston as account executive.

Terrence Dunning, director of advertising sales, defunct Sports Time Cable Network, St. Louis, joins KMOX-TV there as account executive.

Theresa Anovick, from Cable Networks Inc., Atlanta, joins WGNX-TV there as local account executive.

Jeff Smith, from WJYY(FM) Concord, N.H., joins WLLH(AM) Lowell, Mass., as account executive.

Christopher Snell, sales representative, Marlborough Ford, Boston, joins WEEI(AM) there as account executive.

Stuart Selig, on staff of Representative Edward Markey (D-Mass.), Washington, joins WQTV(TV) Boston as account executive.

Al Turner, from Boston *Phoenix*, joins WQTV(TV) Boston as account executive.

Karen Olin, manager, Hattie's bar, Coconut Grove, Fla., joins Dynamic Cablevision of Florida, Hialeah, Fla., as account executive, advertising sales.

Jay Zollar, from WFRV-TV Green Bay, Wis., joins WISN-TV Milwaukee as account executive.

Programing

Rich Goldman, VP, director of sales, WNEV-TV Boston, joins Walt Disney Pictures, Burbank, Calif., as VP and general sales manager of newly formed domestic television



Goldman



Bennett

division. **James Bennett**, VP and general manager, KCBS-TV Los Angeles, joins Walt Disney Pictures as VP, programing and production, for domestic television division. Both will report to Robert Jacquemin, senior vice president, domestic television. Goldman, former vice president and director of sales at CBS affiliate WNEV-TV Boston, will lead marketing efforts of Disney library, expected to begin in "near future." Bennett, former vice president and general manager of CBS-owned KCBS-TV Los Angeles, will oversee development of programing for Disney's entry into first-run syndication.

Leading the fight. At its annual meeting in Key Biscayne, Fla., the New York-based Muscular Dystrophy Association of America elected 31 broadcasters to volunteer leadership positions. Elected to MDA's board of directors: Robert Bennett, president, broadcasting, Metromedia; Jack Harris, consultant, H&C Communications; Terry Lee, president and chief operating officer, Storer Communications, and Sylvester L. (Pat) Weaver, communications consultant and former president of NBC. Elected MDA national VP's: Thomas Ervin, executive VP and general manager, WTVF-TV Nashville; Sturges Dorrance, VP and general manager, KING-TV Seattle; Bob Fitzsimmons, talk show host, ABC Radio; Rosemary Gernette, talk show host, WBCS-AM-FM Milwaukee; Larry Harris, VP and general manager, KFVS-TV Cape Girardeau, Mo.; Gene Jacobsen, VP and general manager, KHTV(TV) Houston; Tony Malara, president, CBS-TV; Robert O'Connor, VP and general manager, WTTG(TV) Washington; Alan Perris, VP and general manager, WTVJ(TV) Miami; Paul Raymon, VP and general manager, WAGA-TV Atlanta; Ellis Shook, VP and general manager, KOLR-TV Springfield, Mo.; Norman Williams, executive VP, May Broadcasting Co., and Chuck Zink, president, Chuck Zink Enterprises, Miami-based television production firm. Elected to corporate membership: Exdward Aiken, senior VP, television, and general manager, WHSN(TV) Asheville, N.C.; A. Phillip Corvo, executive director, National Association of Public Television Stations; Harold Crump, president, broadcast group, H&C Communications; Lawrence Fraiberg, president, television station group, Westinghouse Broadcasting & Cable; Howard Gernette, weather anchor and program host, WBCS-AM-FM Milwaukee; Herbert Kamm, editorial director, WKW-TV Cleveland; James Major, VP, director of programing, Petry Television; Olin Morris, VP, New York Times Broadcasting Service; Frank O'Neil, president and general manager, KXAS-TV Fort Worth; Andrew Potos, VP and general manager, WITI-TV Milwaukee, and Dave Roberts, reporter-producer, WPMI-TV

Robert Stern, VP, administration and planning, 20th Century Fox Television, Los Angeles, named to newly created position of VP, administrative services, 20th Century Fox Film Corp.

Louis Feola, director of marketing, MCA Home Video, Los Angeles, named VP, video distribution, MCA Distributing Corp.

Archie Purvis, VP, video sales division, ABC, Los Angeles, named VP and general manager, ABC Video Enterprises.



Purvis

Tracy Vosburgh, production manager, *MacNeil/Lehrer NewsHour*, Washington, joins Explorer, Washington-based cable programing service on Nickelodeon co-produced by Warner Amex and *National Geographic*, as production manager.

Carla Singer, VP, drama development, CBS-TV, Los Angeles, and **Nick Thiel**, producer, Universal Television's *Magnum, P.I.*, join Warner Bros. Television there as executive producers, *I Had Three Wives*.

Appointments, dramas based on fact unit, program practices, CBS/Broadcast Group, New York: **Daniel F. Dwyer Jr.**, director, corporate research and analysis, corporate information, CBS Corporate Affairs, to director; **Elizabeth D. Masterton**, analyst, Office of International Affairs, National Telecommunica-

tions and Information Administration, Washington D.C., to manager.

Peter Temple, VP and station manager, WCAU-TV joins Telepictures, New York, as VP.

Ann Schwarz, general manager, Pacific Arts Video Records, Los Angeles, joins MCA Home Video there as director of advertising and merchandising.

Mike Kinosian, national programing consultant, Drake-Chenault, Canoga Park, Calif., named director of syndicated services.

David Downs, manager, program planning, *ABC's Wide World of Sports*, ABC, New York, named director, program planning, *Wide World of Sports*.

Ira Bernstein, director of programing, network supervisor, Kenyon & Eckhardt, New York, joins LBS Communications there as account executive, advertiser sales.

Allison Graham, from NW Ayer, New York, joins MG Productions there as producer.

Nancy Allen, VP, advertising and promotion, Marvel Comics Group, New York, joins Nickelodeon there as director, marketing.

Chris Montgomery, production director, WASH(FM) Washington, joins WZOU(FM) Boston in same capacity. **Kenneth Van Tassel**, manager, Sam Goody's, New York, joins WZOU as music director and assistant program director.

Richard Wright, program manager, WHNT-TV Huntsville, Ala., named VP.

John McRae, music director, WMET(FM) Chicago, joins KRQR(FM) San Francisco in same capacity. **Jai Ginsberg**, from KMEL(FM) San Francisco, joins KRQR as production director.

Jeff Santlofer, program operations manager, Group W Cable, Irving, Tex., joins Texas Cable Network, Austin, Tex., as consultant, affiliate relations and program development.

Steve Schindler, from WLS-TV Chicago, joins WFLD-TV there as features producer, *PM Magazine*.

Debra Leach, from WTSP-TV Tampa-St. Petersburg, Fla., joins KMOX-TV St. Louis as producer.

Arthur Lewis, supervising producer, *Dallas*,

Lorimar, Los Angeles, joins 20th Century Fox Television there as producer-writer.

Kathie Lee Johnson, special correspondent, *Good Morning America*, ABC-TV, New York, joins ABC-owned WABC-TV New York as co-host, *The Morning Show*.

Chris Gordon, VP, manager of station sales, LBS Communications, New York, joins D.L. Taffner Ltd. there as account executive, syndicated sales.

Duncan Armstrong, sports producer, KUSA-TV Denver, joins WYVA(TV) Bluefield, W.Va., as sports director.

Ava Ehrlich, news producer, WXYZ-TV Detroit, joins KSDK-TV St. Louis as special projects producer.

David Ludwikowski, part-time director, WJBF-TV Augusta, Ga., named nighttime production supervisor.

Suzanne Cupal, associate producer, noncommercial WFUM(TV) Flint, Mich., joins WJRT-TV there as writer-producer.

Bob Tracey, air personality, WJQY(FM) Fort Lauderdale, Fla., joins KISS(FM) Miami in same capacity.

News and Public Affairs

Jim Bellows, executive producer, ABC News, New York, who had been working on pilot magazine program, *Seven Days*, which is temporarily "on hold," named executive editor, *World News Tonight*, New York.

John Rodman, director of operations and news, WXNE-TV Boston, joins WEEI(AM) there as news director.

Ray Vogel, manager of special news, WTVF(TV) Nashville, joins WISN-TV Milwaukee as assistant news director.

David McCormick, New York bureau chief, NBC News, named planning producer, *NBC Nightly News with Tom Brokaw*.

Stewart Kasloff, Roanoke Valley News bureau chief, WSET-TV Lynchburg, Va., joins WYVA(TV) Bluefield, W. Va., as news director.

Gustavo Pupo-Mayo, executive producer, news, WTLV(TV) Miami, named news director. **Bernadette Pardo**, executive director of media relations, Florida International University, Tallahassee, Fla., joins WTLV as reporter, 6 and 10:30 p.m. news.

Judy Manzer, anchor-reporter, WHEN(AM) Syracuse, N.Y., joins noncommercial WAER(FM) there as morning producer-reporter.

Guillermo Rodriguez, manager of production and commercial operations, KMEX-TV Los Angeles, joins Telepictures Corp. there as Latin American coordinating producer, N.I.W.S.'s Latin American News Exchange.

Brian Marshall, 10 p.m. news producer, WHBF-TV Rock Island, Ill., named executive news producer. **Sam Hubbs**, production assistant and weekend reporter, WHBF-TV, succeeds Marshall.

Appointments, WKBD-TV Detroit: **Eric Mitchell**, from WLNS-TV Lansing, Mich., to producer, 10 p.m. news; **Michael O'Neill**, freelance reporter, to full-time reporter, and **Randy Bhirido**, from WLIX-TV Lansing, Mich., to weather anchor.

Wes Sarginson, national correspondent, Group W, Atlanta, joins WJLA-TV Washington as 6 and 11 p.m. co-anchor, succeeding **David Schoumacher**, who leaves to begin own program, *Point-to-Point*, which will be produced at station for Allbritton Communications, owner of station.

Gary Turner, assignment editor, WROC-TV Rochester, N.Y., joins WHEC-TV there as producer, 11 p.m. news.

Clark Focht, newswriter and announcer, WGCB-TV Red Lion, Pa., joins WGAL-TV Lancaster, Pa., as associate producer, news. **Amy Alexis Feller**, associate producer, WOR-TV Seaucus, N.J., joins WGAL-TV as producer.

Elyse Wolfman and **Kerry Kilbride**, husband-and-wife co-anchors, KTSP-TV Phoenix, join WXIA-TV Atlanta in same capacity.

Doug Ramsey, editor and executive producer, *Business Times*, New York, joins NBC there as business correspondent.

Desiree Newhart, news reporter-producer, KHBS-TV Fort Smith, Ark., joins KOLR-TV Springfield, Mo., as news producer.

Miranda Dunne, reporter, KPIX(TV) San Francisco, named bureau chief and reporter for newly opened Los Angeles bureau.

Amyre Makupson, news-public affairs manager and producer and host of *Morning Break*, WKBD-TV Detroit, named co-anchor, 10 p.m. news.

Sarah Scott, researcher, NBC News library, Washington, named researcher, *Meet the Press* there.

Bob Becker, news director, WWWE(AM) Cleveland, joins WKYC-TV there as producer-reporter.

Angela Astore, from KSEE-TV Fresno, Calif., joins KSTP-TV Minneapolis-ST. Paul as weekend anchor-reporter. **Ruth Spencer**, anchor, KATV(TV) Little Rock, Ark., joins KSTP-TV as weekend anchor.

Marie Boykin, continuity director and copy writer, KMJM(FM) St. Louis, joins KPLR-TV there as public affairs director.

Gregory Stardard, reporter-anchor, WTVCTV Chattanooga, joins WTOG-TV Tampa-St. Petersburg, Fla., as reporter.

Jim Jeffrey, sportscaster, KNTS(AM) Mesa, Ariz., joins KJZZ(AM) Phoenix in same capacity.

Technology

Jerry McClellan, broadcast sales engineer, Midwest Communications, Atlanta, joins General Electric Co., Owensboro, Ky., as manager, broadcast markets, microwave division.

Eric Bergman, independent consultant, joins Lowell Cable TV and Greater Boston Cable Corp., Lowell, Mass., as video engineer.

Stephen Russell, general plant manager, VCA/Technicolor's video duplicating facility, Naperville, Ill., named VP, general manager of branch.

William Midgley, manager, user liaison, order

Broadcasting

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Name _____ Payment enclosed

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City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes
(required) No

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place most recent label here

The one to read when there's time to read only one.

processing and inventory control system, Sony Corp., Park Ridge, N.J., named director, business support systems, Sony U.S. marketing group.

Ross Cibella, production manager, Century III Teleproductions, Boston, named post-production supervisor for new department, client creative services and post production.

Adolph Santorine, partner, Park Concepts, Little Falls, N.J., electronics manufacturer, joins Electro-Voice Inc., Buchanan, Mich., as sales manager.

Susan Robinson, national affiliate sales manager, Cablesop Advertising Service, division of Adams-Russell, Waltham, Mass., named account executive, Arvis division.

Steve Davis, assistant chief engineer, WPRI-TV Providence, R.I., named chief engineer.

Tom Beauchamp, chief engineer, WKRN-TV Nashville, joins WTUV(TV) Miami in same capacity.

Tim Costley, chief engineer, WMGC-TV Binghamton, N.Y., joins WLYH-TV Lancaster, Pa., in same capacity.

Steven Messer, chief engineer, WHFB-AM-FM Benton Harbor, Mich., joins KMJC(AM)-KLUC(FM) Las Vegas as chief operator.

Promotion and PR

Tom Goodman, press representative, *World News Tonight*, ABC News, New York, named manager of news information, ABC News.

Carol Peterson, marketing manager, Marketing and Media Promotions, Chicago, named controller.

Jan Wade, assistant promotion director, WCCO-TV Minneapolis, joins WLNE-TV Providence, R.I., as director of advertising and promotion.

Lee Spieckerman, director of creative services, WLNE-TV Providence, R.I., joins WTUV(TV) Miami as promotion manager.

John Bloodwell, acting promotion director, WYSP(FM) Philadelphia, named promotion director.

Harry Strader, general manager and promotion director, KSNT-TV Topeka, Kan., joins KJTV(TV) Amarillo, Tex., as director of creative development.

Andrea Amico, from Bryant & Associates Model Agency, Cleveland, joins WQAL(FM) there as promotion director.

Debbie Campbell, from own firm, Tip Top Design, Seattle, joins KING(AM) there as creative director.

Craig Wright, assistant promotion director, WFLX(TV) West Palm Beach, Fla., joins WVVA(TV) Bluefield, W. Va., as promotion manager.

Julian Martin Phillips, from own public relations company, Phillips Communications, New York, joins WNBC-TV there as manager of community relations.

Frank Biancuzzo, news promotion director, WSVN-TV Miami, named news production and design manager.



International amity. *Joie de vivre* was abundant in Montreux, Switzerland, two weeks ago during the investiture of Joseph A. Flaherty, vice president for engineering and development for CBS, as a chevalier of the Order of the Legion of Honor. The celebrated French award was conferred upon Flaherty by Francois Schoeller, president of TeleDiffusion de France. Invited guests, in Montreux to attend the 14th International TV Symposium, gathered in the Montreux Palace to toast Flaherty for this latest distinction in an often-honored broadcast engineering career. At left: George E. Shannon, president of the CBS Operations and Engineering Division; Flaherty; Schoeller. At right: Henrikas Yushkiavitchus, vice chairman of the USSR State Committee for TV and Radio, and the honoree.

Allied Fields

Edward Dooley, VP, public affairs, National Cable Television Association, Washington, joins Anderson, Benjamin & Read, Washington, management and public policy consulting firm specializing in communications and information industries, as partner.

Baryn Futa, general counsel, National Association of Public Television Stations, Washington, named VP and general counsel.

Thomas F. Leahy, executive VP, CBS/Broadcast Group, New York, named founding board member of Youth Suicide National Center. Based in Washington, center will be information clearinghouse and national resource center on suicide.

Diane Healey, VP, marketing development and corporate affiliate relations, NBC, New York, joins Communications Equity Associates, Tampa, Fla., as senior VP, broadcast services. Healey will help develop firm's acquisition and divestiture services to broadcasters.

Barry Harris and John Preston, senior economists, antitrust division, Department of Justice, Washington, join Economists Incorporated, Washington communications consulting firm, as member of firm.

Deborah Miller, director of finance, Democratic National Committee, Washington, joins The Kamber Group there as VP, director of development and fund-raising services.

Katherine Fanning, editor, *Christian Science Monitor*, named to national advisory committee of Gannett Center for Media Studies, Columbia University, New York.

Paul Benjou, senior VP, Henderson, Friedlich, Graf & Doyle, New York, named chairman of Infomarketing Advertising Industry Board of Advisers.

David Israel, from Johns Hopkins University, Baltimore, joins Jay Krakowitz Radio Research there as coordinator of computer programming.

Betsy Swanson, junior analyst, Frazier,

Gross & Kadlec, Washington financial communications consultant, named financial analyst.

Elected officers, Hollywood Radio and Television Society: **Alvin Rush**, MCA Television Group, president; **Alan Levin**, CBS Productions, vice president; **Harris Kattelman**, 20th Century Fox Television, secretary, and **Ann Daniels**, ABC Entertainment, treasurer. Elected members of board of Hollywood Radio and Television Society: **Lawrence Berenson**, Atlantic Richfield; **Peter Chernin**, Showtime/The Movie Channel; **Walter Clark**, KISS-AM-FM Los Angeles; **Barbara Corday**, Columbia Pictures Television, and **Thomas Van Amburg**, KABC-TV Los Angeles.

Deaths



Tinker

John H. Tinker Jr., 79, veteran advertising executive who headed "creative exploration and development" division of McCann-Erickson, Jack Tinker & Partners, from 1960 until illness forced his retirement in 1967, died June 14 at his home in Delray Beach, Fla. Tinker began his advertising career in 1927 with NW Ayer, Philadelphia, and produced ads introducing Model A Ford. Tinker joined McCann-Erickson in 1939, eventually becoming senior VP, creative director. He was elected to Art Directors Hall of Fame in 1973. Tinker is survived by his wife, Martha, and daughter.

Curley Bradley, 74, actor and singer, died of complications from emphysema June 3 at Long Beach (Calif.) Memorial hospital. Born George Courtney, he worked as stuntman in silent films beginning in 1926 before joining *The Tom Mix Radio Show* as actor in 1936. He played title Tom Mix role from 1944-50 and starred as radio's *Curley Bradley, The Singing Marshall* from 1950-53.

Ron Nessen: On top of the world

"I'm probably the only grown-up man you know who is happy—completely, 100% happy—with what I'm doing," says Ron Nessen, vice president, news, of the Mutual Radio Network. "I love to come to the office every day. I love to read the wires, read the logs, make decisions, get involved in the coverage." At the age of 51, Nessen is living a lifetime ambition: "I can't remember any time that I didn't want to be in broadcasting. It's the only thing I've ever wanted to do in my life."

Nessen has been in the business since he began broadcasting sports news over his high school PA system. He also wrote high school news for the now-defunct Washington *Times-Herald*, and was a host of the newspaper's weekly radio program devoted to high school news. The summer before he began attending Washington's American University, Nessen worked as a copy boy at WMAL(AM) Washington. At the same time, he says, in the same building, *Good Morning America's* meteorologist, Willard Scott, was a copy boy at WRC(AM) [now WWRC].

After a year at American University, Nessen says, "I just got itchy. I wanted to be in broadcasting. I didn't want to go to school." He left Washington in 1952 for a job as a newscaster/writer for WEPM(AM) Martinsburg, W. Va., "a little, 250 watt station. A Mutual station," Nessen recalls. But he wasn't there long. In 1953, Nessen returned to the Washington area, serving for a year as a newscaster at WARL(FM) [now WAVA] Arlington, Va., and then as reporter/editor for the *Montgomery County Sentinel* in Rockville, Md., from 1954-56. In 1956, he became an editor for United Press International in Washington. At the same time, he returned to school, studying whenever he wasn't working. Nessen eventually was graduated from American University in 1958, with a degree in history.

In 1962, Nessen's career took off. As a television correspondent for NBC News he traveled to Vietnam, Africa, Latin America, Russia and New Zealand. He had dreamed of emulating radio newsmen Lowell Thomas, "reporting from Lhasa, Tibet, on the roof of the world." Says Nessen: "I never did go to Lhasa, Tibet, but every place I ever really wanted to go, I went... I was the fire man at NBC: I was always the person that got called at 3 in the morning: 'Can you be out at Dulles at 6? Go to the earthquake in Nicaragua,' or: 'Go to the revolution in Bangladesh'... I was always going to revolutions." He was wounded in Vietnam and scared in Bangladesh, where "it was just a bunch of armed teen-agers running around. It was anarchy; nobody was in charge."

Nessen also discovered the power of television while reporting overseas. "People



RONALD HAROLD NESSEN—vice president, news, Mutual Radio Network, Arlington, Va.; b. May 25, 1934, Washington; BA in history, American University, Washington, 1958; newscaster/writer, WEPM(AM) Martinsburg, W. Va., 1952-53; newscaster, WARL(AM) Arlington, Va., 1953-54; reporter/editor, *Montgomery County Sentinel*, Rockville, Md., 1954-56; editor, United Press International, Washington, 1956-62; correspondent, NBC News, 1962-74; press secretary to President Gerald Ford, 1974-77; freelance writer/lecturer, 1977-80; executive vice president, Marston & Rothenberg Public Affairs Inc., Washington, 1980-84; present position since June 4, 1984; children—Caren, 29; Edward, 12, from previous marriage.

seem to want to say something to the camera. Particularly in primitive places, everybody knows what a television camera does and what it is and what it can say." There was no sharp distinction between radio and television reporters—a correspondent delivered both reports, and, in the days before satellites, had to use film instead of videotape and then ship it to a bureau where it could be transmitted. Film was lost; there was competition among the networks over "who could ship their film the fastest." It is easier today, Nessen says, when all a correspondent has to do is "plug into the nearest phone pole or go to a satellite station." He laughs. "I sound like a pioneer talking about 'the good old days.'"

In 1974, Nessen left journalism to become White House press secretary. He took over the job from a fellow journalist, Jerry ter Horst, who had resigned in protest over Gerald Ford's pardon of Richard Nixon. Nessen had no reservations about serving under Ford, however. Unlike ter Horst, he felt "the question of whether the press secretary agrees or disagrees with the President is irrelevant." The job, as he sees it, is "a technician's job—to accurately record and reflect what the President is doing and thinking and what his reasons are."

In Nessen's view, the Ford administration did much to bridge the gap between the White House and the press. The Reagan ad-

ministration has made relations worse, he believes. He was incensed by the exclusion of press from the invasion of Grenada in October 1983. "It was absolutely the wrong thing to keep reporters out of there," he says. "It's not our system; our system is that we have a free press. Wartime certainly doesn't justify suspension of the basic freedom of the press."

Nessen spent three years as Ford's press secretary. In 1977, he took time off to write articles, lecture, and be with his then 4-year-old son. He guest hosted on WTTG(TV) Washington's interview program, *Panorama*, and finally, in 1980, became executive vice president of Marston & Rothenberg Public Affairs Inc., in Washington.

Four years later, Nessen heard about a general "housecleaning" at Mutual. In June 1984 he became Mutual's vice president of news, inheriting a staff of 54 and responsibility for planning the yearly news budget (due in two weeks) and coverage of the Democratic (six weeks later) and Republican (12 weeks later) conventions. He survived.

Now, Nessen says, he tries to involve himself in all aspects of Mutual's news operation, espousing the "management by walking around" and "my door is open" theories. "I think it's important to get into everything. I believe in rolling up my sleeves... and helping to produce the programs. I think you show people what you expect of them. And the best way to do it is by example. I believe in this creative process that comes from just talking and exchanging ideas."

Nessen is featured in a print ad currently being run by Mutual that he says he "tried to talk the network out of running... I don't think that I personify our news department, which is what that ad suggests. I mean, our news department is those 54 people. And they do their jobs extremely well. I wanted them to be featured in that ad."

As far as news is concerned, Nessen feels the public wants more than a diet of "showbiz" journalism, and he says the *Larry King Show* helps Mutual keep the world in perspective. The live, five-hour, late-night talk show covers subjects from disarmament to taxes to the draft, and devotes four hours to call-ins. The show's listeners "are intelligent people," Nessen says. "And look at the share that that show has. Somebody out there in the middle of the night—hundreds of thousands of people—is sitting there interested enough in those serious issues."

Nessen claims Mutual's high morale, due to good ratings and good sales, is only a part of his contentment. "This is really the perfect job for me," he says. "It's the culmination of everything I've ever done. It obviously requires a background in news; it even requires some of the PR stuff. It's the absolute culmination of everything that my whole career has been. The only other job I'd rather have at this point is playing first base for the Baltimore Orioles." ■

Representatives John Dingell (D-Mich.), chairman of House Energy and Commerce Committee, **Timothy Wirth** (D-Colo.), chairman of House Telecommunications Subcommittee, and **Mickey Leland** (D-Tex.) last week told FCC that although equal employment opportunity percentages were deleted from Cable Communications Policy Act of 1984, that did not evidence legislative intent to prohibit commission from using numerical **EEO processing guidelines to monitor cable compliance.** Department of Justice and Civil Rights Commission had argued contrary in opposing use of guidelines in comments at FCC. "All congressional parties involved with the drafting of this section of the cable act understood and anticipated that the legislation adopted would permit the commission to continue to utilize processing guidelines in monitoring cable industry EEO compliance," congressmen said in letter to FCC. "We strongly support the continued use of processing guidelines as a means of assessing EEO compliance and as an indicator of whether additional scrutiny by the commission is necessary. Moreover, we would oppose any effort to undermine the use of processing guidelines to achieve these purposes."

Breakdown of **Arbitron sweep statistics** for all 222 markets shows that **NBC gained 7% more homes** over same sweep period year ago, while **CBS was up 6% and ABC was down 18%**, according to NBC researchers. NBC was first in 38 more markets versus year ago, CBS in 25, while ABC dropped in rank in 24 markets. NBC also went from third place to first in three markets: KJAC-TV Port Arthur, Tex.; KTHI-TV Fargo, N.D., and KSNF(TV) Joplin, Mo. Additionally, since last February sweep, NBC moved up from third to second place in 18 markets, and second to first place in 21 markets.

HBO announced last week number of scheduling and program changes beginning in July, in **effort to increase program choices and reduce repeats.** Network will **add almost 25% more film titles per month**, said Seth Abraham, senior vice president, HBO. Some of added titles—combination of classics from MGM/UA film library, recent theatricals, made-for-television movies and "selected returns"—will be packaged for daytime exhibition only. Network said that with added titles, number of days film is shown in month will be reduced, in some cases from average eight days to five days, while average number of repeat showings per film will drop from 15 to nine. No film will be shown more than twice daily (previous policy allowed for as many as three showings daily). Also

More good news for separate systems. For applicants for separate international satellite systems that would compete with Intelsat, there was cheering news out of Intelsat board of governors quarterly meeting in Bergen, Norway, last week. Board was said to have made it clear it opposed guidelines providing for economic coordination of such systems with Intelsat that, in words of U.S. official, are "inflexible, restrictive, or mechanistic." That attitude would indicate opposition to guidelines proposed by Director General Richard Colino which U.S. officials have described in those terms. But U.S. and other countries were said to be concerned about Colino's recommendations regarding coordination matter involving Cable News Network's proposed use of USSR's Intersputnik service. Action on that matter was deferred.

Board last week, in another matter, decided to reduce prices for domestic lease service between 10% and 15%. Intelsat said action was intended "to insure that Intelsat rates reflect minimum possible tariffs consistent with recovering costs" and to satisfy demands of its member nations. It also approved introduction of Intelnet II, a data-gathering service that complements the Intelnet I data distribution service approved in September 1984.

Proposed modification of the procedures for coordinating separate systems with Intelsat under Article XIV(d) of Intelsat Agreement has been discussed at every board meeting since Director General Colino submitted his proposals last September. Last week in Bergen there were indications that Colino proposals "may," as one U.S. official put it, "be overtaken by events."

A number of board members reportedly indicated they favored more flexible approach than that contained in director general's

under new scheduling policy, different films will be offered each weekday at 8 a.m., noon and 6 p.m. HBO will also introduce *The Festival*, designed to launch weekend with "light-hearted" movie each Friday at 6:30 p.m., and *Stars Then and Now* double feature (in daytime and prime time) offering early and recent films of movie stars.

USFL spokesman confirmed last week league is working on plan to **syndicate its own games for 1986.** That is season league plans switch to fall schedule. So far, three television networks have resisted giving USFL coverage in fall. As result, league has sued National Football League on antitrust grounds. Suit is pending. This stage in syndication effort, said spokesman, "we are getting a feel for interest" among stations, syndicators and would-be sponsors. League has also talked to Hubbard Broadcasting about possibility of leasing satellite time on one or more of Ku-band transponders it has rights to aboard K-2 satellite that RCA Americom will launch in December. Spokesman cautioned that league is "not locked into [syndication] approach," that it is simply one avenue being explored in light of difficulties in securing extended network pact.

Business Times, early-morning business program seen on **ESPN** went off air last Friday (June 21) after efforts by program's management to raise additional operating funds failed (see "Cablecasting," page 16). ESPN will fill early morning time period with *Sports Center* material and aerobics program, *Bodies in Motion*, temporarily, while efforts go on to bring some form of business program back to time slot. ESPN spokeswoman said network was still exploring possibility of acquiring and producing *Business Times* program itself, but stressed that was only one of number of options being considered.

Board of **Council for Cable Information**, meeting in New York last week, **decided not to repeat spring television-radio advertising campaign** this fall as CCI staff had recommended, according to spokeswoman Pat Kehoe. In lieu of repeat flight costing \$4 million she said, it authorized "less than \$1 million" for **radio-only campaign in late summer and early fall** and made commitment to spend \$1 million on new radio-television campaigns in 1986 starting in January. Board also decided to dump "not-just-more-choice-yet-choice" theme of spring campaign, she said, and develop

document. And officials said board had indicated interest in using existing guidelines as supplemented by contributions from member countries—both United Kingdom and Australia had submitted proposals providing for greater flexibility than Colino's (BROADCASTING June 17)—as basis for developing new guidelines. Colino, one U.S. official noted, "was not asked to redo his paper." All of which U.S. officials with six applications for separate systems pending before the FCC found more than satisfactory. "We were quite happy with that outcome," said one U.S. official. Issue will be discussed again, and possibly resolved, at board's next meeting, in September.

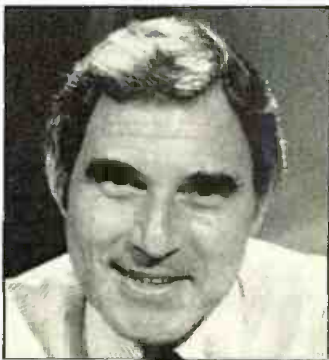
Some U.S. officials expressed concern, however, over Colino's proposal regarding U.S. request for coordination with Intelsat programming Intersputnik satellite would deliver to CNN earth station in Atlanta. Colino favored board recommendation that government Assembly of Parties, at its meeting in October, make a favorable finding on the issue, since Intelsat does not now provide service CNN requires. But he would also have recommendation carry provision so that new coordination will be required if, at some future date, Intelsat carries requested programs or if reception of Intersputnik delivered programs "is extended beyond 1990."

"This has significant precedential influence that was found objectionable by many signatories, including the U.S.," one American official said. Another saw it as "one more gratuitous criterion coined to block the introduction of separate systems." Because objections expressed at meeting, Colino withdrew item. However, will be discussed again, at meeting in September.

Another bit of controversy was injected into meeting by U.S. whose representative expressed concern over Intelsat's effort to "lobb

ots with more "product information." Decisions had more to do with CCI finances than with dissatisfaction with spring campaign, she said. In fact, she said, board was generally pleased with campaign's effectiveness in improving people's attitudes toward cable, as measured by Opinion Research Corp., although it may have been a bit disappointed by ORC's finding that only 44% of those surveyed were even aware of campaign. Feeling among board members was that \$4 million budgeted for fall campaign was sufficient to make desired impact, considering high cost of fall time and clutter of network television promos, she said. Board felt it was wiser to spend \$1 million on radio this year to maintain momentum generated by spring campaign and to spend balance next year as part of larger campaigns where it could do more good.

Lorimar Inc., whose interest in establishing position as major broadcast owner was signalled last recently by attempt to buy **Altmedia** group, issued another signal last week. It named **Alan J. Hill**, former vice president-general manager of Cox Communications' KTVU(TV) San Francisco, as senior vice president in charge of acquisition effort. Russell Goldsmith, Lorimar chief operating officer, said TV stations were "logical and complementary" addition to company's historical strength in program production and distribution as well as "growing presence in advertising [it has announced purchase of Bozell and Jacobs, to be merged with earlier acquisition, Kenyon and Kharadt] and first-run syndication." Before joining KTVU Hill was general manager of Westinghouse Broadcasting's WJZ-TV Baltimore and KYW-TV Philadelphia.



initial decision, FCC Administrative Law Judge Joseph Gonzalez has granted application of **Gemini Broadcasting Co. of West Virginia Inc. for VHF drop-in on ch. 11 in Charleston, W.Va.**, denying competing applications of National Communications Affiliates of West Virginia, Channel 11 Broadcasting Corp., Long Broadcasting Systems Inc. and West Virginia Telecasting Inc. Grant is subject to Gemini getting Federal Aviation Administration approval of

Congress, particularly in relation to legislation dealing with changes in the **Intelsat Agreement**. Legislation has been approved by House of Representatives to support changes that would give Intelsat flexibility in pricing it says it lacks. Reagan administration has been irritated that what it says is lobbying carried on in Intelsat's behalf. Colino's response at meeting—as it is on every occasion that issue is raised—is that Intelsat has not engaged in lobbying, that its representatives (including those who have registered as lobbyists) are providing "educational" function.

As for reduction in domestic lease charges, U.S. government, reflecting concern of number of applicants for separate systems that Intelsat might be intending to engage in predatory pricing, instructed its representative at meeting to make clear U.S. insistence that proposed charges be "cost related." U.S. joined consensus on issue, testified that charges are "cost related," according to official. Board's action, which departs in some particulars from director general's recommendations (BROADCASTING, June 17), reduces pre-emptible domestic lease charges in C and Ku bands by 15%, provided minimum of three transponders in spot beams involved are used by one or more signatories; otherwise reduction will be 10%. Among changes made in proposal as offered by Colino is absence of 10% cut in surcharge for obtaining higher protection for domestic leases. Intelsat said charge reductions that were approved would apply to both new and existing allotments for pre-emptible domestic services if such services are offered; they are not now, but Colino to bring matter up at board meeting in September. Board also decided to introduce two new domestic leased transponder services. One is C-band spot beam offering on Intelsat V-B

Bennett out as Metromedia Producers buyer. Robert Bennett, president of Metromedia Broadcasting, has abandoned plans to buy Metromedia Producers Corp. (BROADCASTING, June 3) and will soon resign his Metromedia post, according to reports published last week. Company spokespersons referred all queries to Bennett, who did not return telephone calls made to his Los Angeles office late last week.

MPC has laid off about 20% of its 80-member staff and scaled back its production activities, although *Small Wonder*, the original situation comedy produced by a station group consortium of which Metromedia is a member, is not affected. The program is produced at Metromedia's Hollywood studios by the New Program Group.

Paul Rich, MPC executive vice president, has said he is involved in a separate effort to buy the company and revive its network production activities.

Metromedia is selling six of its stations to 20th Century Fox and a seventh to Hearst Corp. but the future of its production subsidiary has been unclear. Bennett, who stands to gain an estimated \$25 million as a result of the station sales, had initially indicated an interest in buying MPC but now is said to be considering other offers.

No other staff changes at MPC are said to be imminent.

new antenna site and meeting certain criteria protecting co-channel WJHL-TV Johnson City, Tenn. Gemini squeaked ahead on integration grounds. Gemini is wholly owned by Catherine F. Kupris. Kupris is retail account executive for Cox Enterprises' Atlanta Newspapers. She has no other media interests.

CBS said last week it has made commitment for 13 weeks of **Mary**, produced by MTM and starring **Mary Tyler Moore** as divorced reporter for small Chicago newspaper. Show will be filmed using three cameras before live audience in Los Angeles starting in September, and could appear as early as December as midseason replacement.

Senate Communications Subcommittee has scheduled confirmation hearing for FCC Commissioner **Dennis R. Patrick** July 11.

satellites with bandwidth allotments of 9, 18, 24, 16 and 72 mhz which would be priced at following respective annual rates for five-year lease: \$187,000, \$375,000, \$500,000, \$750,000 and \$1.5 million, with corresponding adjustments in prices for longer and shorter lease periods. The other is 24 mhz domestic leased transponder service available in hemi, zone and spot beams at one-third applicable 72 mhz lease rate.

Intelsat said new **Intelnet II** service will combine with **Intelnet I** to permit collection and distribution of digital information through small, transportable earth stations (0.8 to 1.5 meters in diameter) at remote locations, linked through Intelsat satellites to larger Intelsat earth stations acting as central nodes of network. **Intelnet I** will be used largely by networks that distribute financial data, news and weather information. **Intelnet II** will be marketed to those with networks for gathering news, as well as for collecting data on oil and gas exploration, gathering environmental data, and for controlling and analyzing inventory data.

Intelnet service will be provided in either C or Ku bands by assigning predetermined satellite resources from 9 mhz bandwidth and up in global, zone, hemi or spot beams. Bandwidth requirements for particular networks will depend on individual coverage, connectivity and capacity requirements. Services are provided on full-time, pre-emptible or nonpre-emptible basis, and on occasional-use, pre-emptible basis.

In another development, board announced it elected **Joel Alper**, president of Comsat's Space Communications Division, as chairman. **Tadashi Nishimoto**, of Japan's KDD, was elected vice chairman. Terms begin in July and run for one year.

Editorials

Catch 315

The "Clean Campaign Act of 1985" that was introduced last week by senior senators who should know better is a euphemism for another dirty trick that politicians hope to play on broadcasters. The "Clean Campaign Act of 1985," in name alone a per se violation of Federal Trade Commission rules against deceptive advertising, would enlarge the offenses politicians are encouraged to commit under Section 315 of the Communications Act.

In essence, the legislation would require broadcasters to give free and equal time to any candidate for federal office if he were attacked or his opponent were endorsed in any broadcast but that of his opposing candidate in person. It is a codification—in spades—of all the worst FCC readings through the years of the equal-time law and the fairness doctrine.

Consider the pickle it would put broadcasters in: Section 312 of the existing act requires broadcasters to put federal candidates on the air. The new amendments to Section 315 would stipulate that if the right of access in Section 312 were used to "refer directly or indirectly" to another candidate by someone other than the originating candidate himself, broadcasters would be obliged to offer the target candidate equal time at no cost.

But how are broadcasters to know that a reference, direct or indirect, is to be made to a rival candidate by someone other than the rival's rival, or how are broadcasters to prevent it if they are abiding by an existing provision of Section 315 that utterly prohibits them from censoring a candidate's submissions? The "Clean Campaign Act of 1985" is silent on that question.

Nor is that all. The "Clean Campaign Act of 1985" would also amend Section 315 to require that under whatever circumstances an opposition to one candidate or an endorsement of another is broadcast by anyone but a candidate or his authorized committee, the candidate opposed or a candidate opposing the endorsed one must be given "the same amount of time on such broadcast stations, during the same period of the day." And, oh yes, if the candidate doesn't want to use that free exposure, any of his authorized committees may use it.

On its surface this legislation proposes an egregious expansion of government control over political broadcasting, and its sponsors were worried enough about First Amendment dangers to hire Newton Minow's law firm to hold their hands. Minow, who has placed broadcasters in the back of the bus and politicians in the front since he was chairman of the FCC a generation back, has assured the senators their work will survive constitutional challenge if they write it just the right way. His memorandum of law, however, can be read as just as good an argument for the opposite conclusion.

Among the co-sponsors of the "Clean Campaign Act of 1985" is Barry Goldwater, chairman of the Senate Communications Subcommittee. Goldwater is also a co-sponsor of Senator Bob Packwood's bill that would repeal all political broadcasting law.

How about getting back to tax law and the federal budget.

Now it's a waiting game

As probably should have been expected, although the wish for an outcome more suited to the times was shared by this page, the Supreme Court has declined to consider the Cable News Network's appeal of its exclusion from coverage of the trial of *Westmoreland vs. CBS*. The court has thus confirmed suspicions, expressed here before, that some members are overage in grade. CNN had appealed the rule in the Code of Judicial Conduct that

keeps broadcast coverage out of federal courtrooms. If anyone had a case against the rule, it was CNN. Plaintiff, defendant and trial judge all favored the admission of camera and microphone. "I have come to question the wisdom of the categorical ban imposed by our code," said Judge Pierre Leval in reluctantly observing it. So has just about everyone else but the man who heads the U.S. Judicial Conference, which writes and administers the code: Chief Justice Warren Burger.

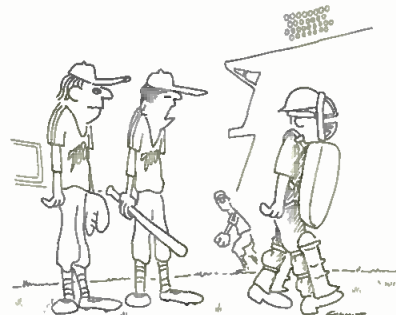
Burger, with other members of the high court, kept discreetly out of sight last week in the routine announcement of the refusal to hear the CNN appeal. He had been similarly off stage last September when the Judicial Conference accepted a special committee's recommendation to retain the rule. The committee, whose decision, as it was said here at the time, would have flunked a snap course at a hillbilly diploma mill, ignored a carefully crafted and meticulously researched case for admission to the courts, prepared at the direction of 28 of the most important organizations in the Fourth and Fifth Estates. The committee recited all the myths that have been dispelled by broadcast experience in the courts of 40 states to conclude that cameras and microphones in federal courts would disrupt proceedings and distort verdicts.

The Supreme Court's dismissal of CNN last week probably means that the exclusion will remain in the Code of Judicial Conduct while Warren Burger presides. He will be 78 next September.

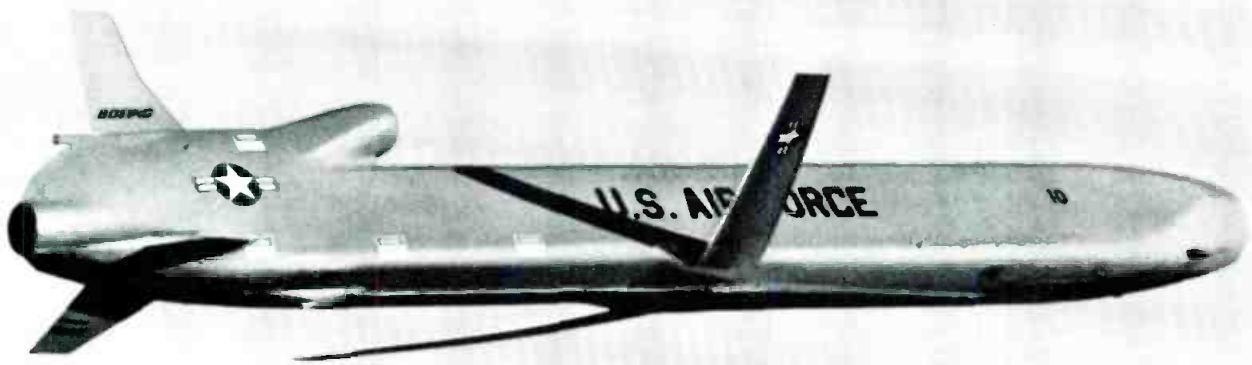
History lesson *The Federal Trade Commission reported last week that cigarette manufacturers are the newspapers' biggest national advertising customers, spending \$443.4 million in 1983. Cigarette companies spent even more that year on magazines, \$542.9 million. In all, cigarettes accounted for \$2.6 billion of advertising and promotion in 1983, the latest year of FTC data.*

In 1970, the year before cigarette advertising was taken off broadcasting by act of Congress, cigarette makers spent a total of \$361 million on advertising and promotion, \$205 million of it on television, \$14.7 million in newspapers and \$49.5 million in magazines. Has anybody read a recent newspaper editorial deploring cigarette advertising, as so many editorials deplored cigarette advertising on the air?

Cigarette per-capita consumption rose for seven years after the cessation of broadcast advertising. Cigarette sales rose for 11. What does all this say about the probable effects of a ban on beer and wine advertising?



Drawn for BROADCASTING by Jack Schniadt
"He's not the catcher. He's the cameraman on the left-field foul line."



HOW MANY MISSILES DOES AN EMPIRE NEED TO STRIKE BACK?

Thirty years after the arms race was launched, people want some answers. Will a lot of missiles keep the peace or start a war?

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NEW YORK HAS A NEW TOP 5 ADULT RADIO STATION



DOUBLEDAY'S WHN/WAPP COMBO DELIVERS THE 25-54's IN AMERICA'S LARGEST MARKET

With our acquisition of 50,000 watt WHN-AM in New York earlier this year, the New York Radio Network was created. A killer combination of America's #1 country music radio station, and WAPP, New York's newest contemporary hit FM. Now, a whole new player has emerged in the big city.

Doubleday's NYRN delivers over 65,000 adults 25-54 on an average quarter hour

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America's hottest radio group comes up with an exclusive selling vehicle in the #1 market, delivering thousands of unduplicated listeners more economically than any other competitor. Creating the right products for the right situations is our game...and we play it just fine.

RADIO IS OUR ONLY BUSINESS...AND WE KNOW IT.

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WAPP(FM)/Lake Success-New York City.
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KDWB-FM/Richfield. MN

Arbitron Fall 1984
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Subject to Limitations