

Broadcasting Jul 8

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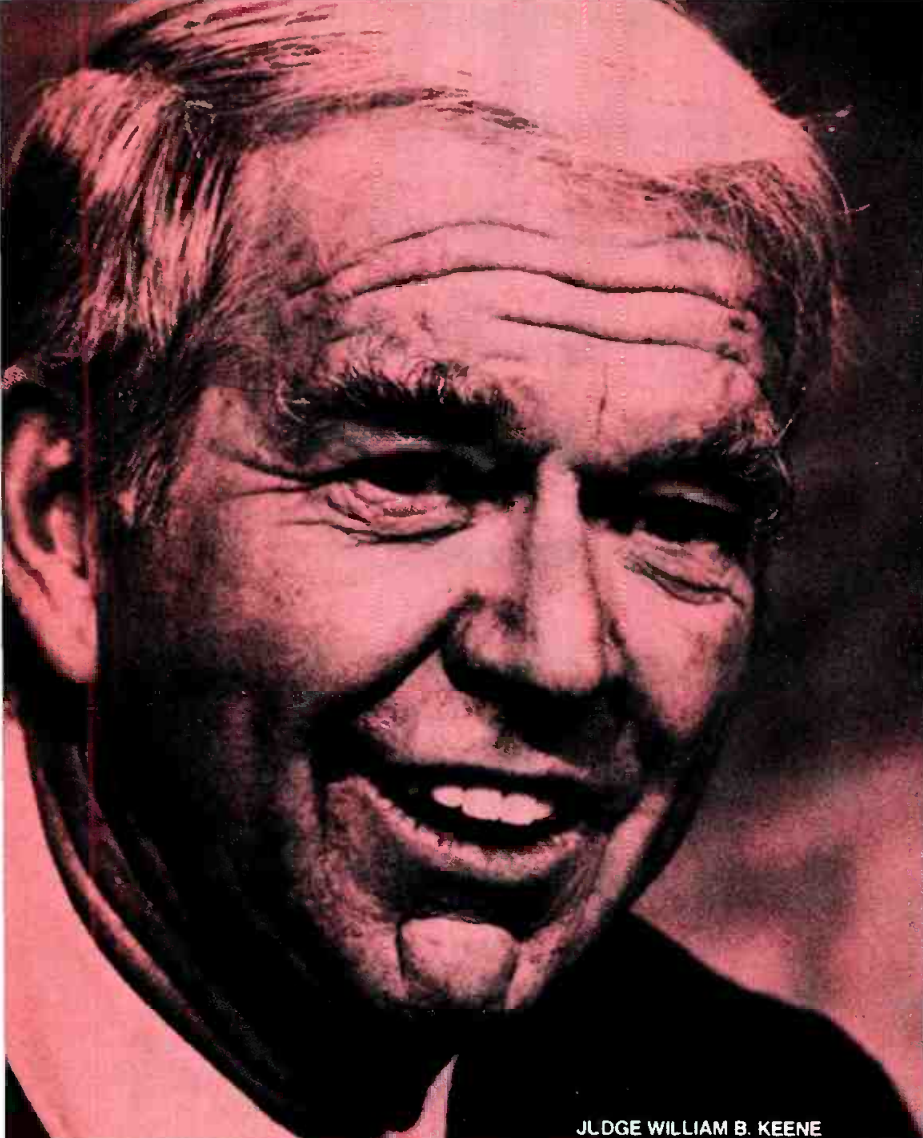


* Source: NSI Feb. 1985
 ** Source: TVQ 1984 Performers Study
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54th Year 1985

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 Special report on
 a media boom



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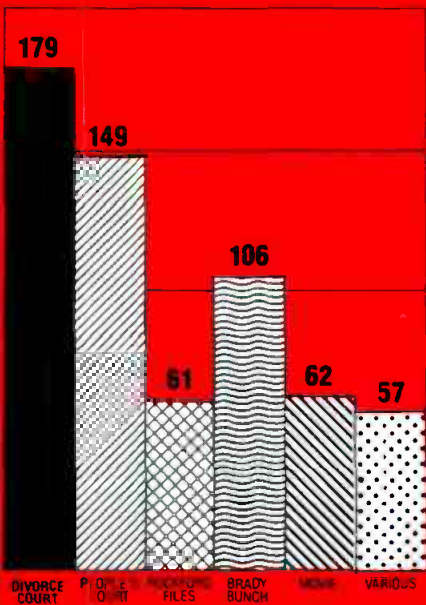
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**WABC-TV
IS #1
IN KEY
FEMALE
DEMOS**



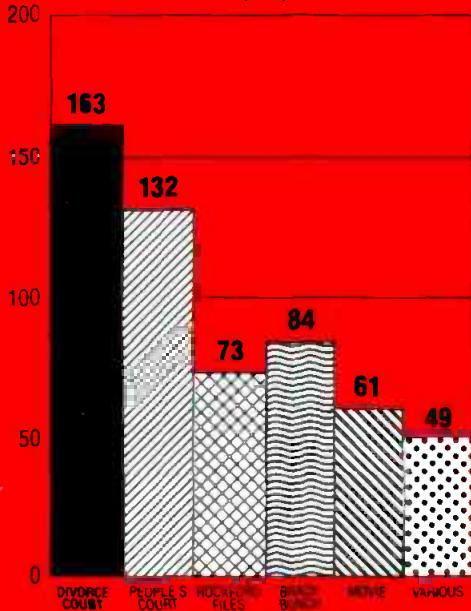
WOMEN 18-49

(000)



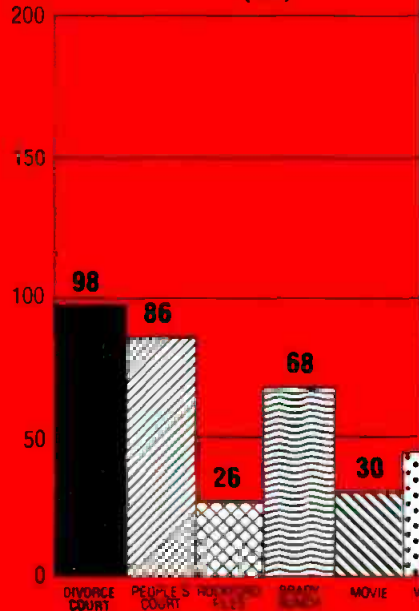
WOMEN 25-54

(000)



WOMEN 18-34

(000)



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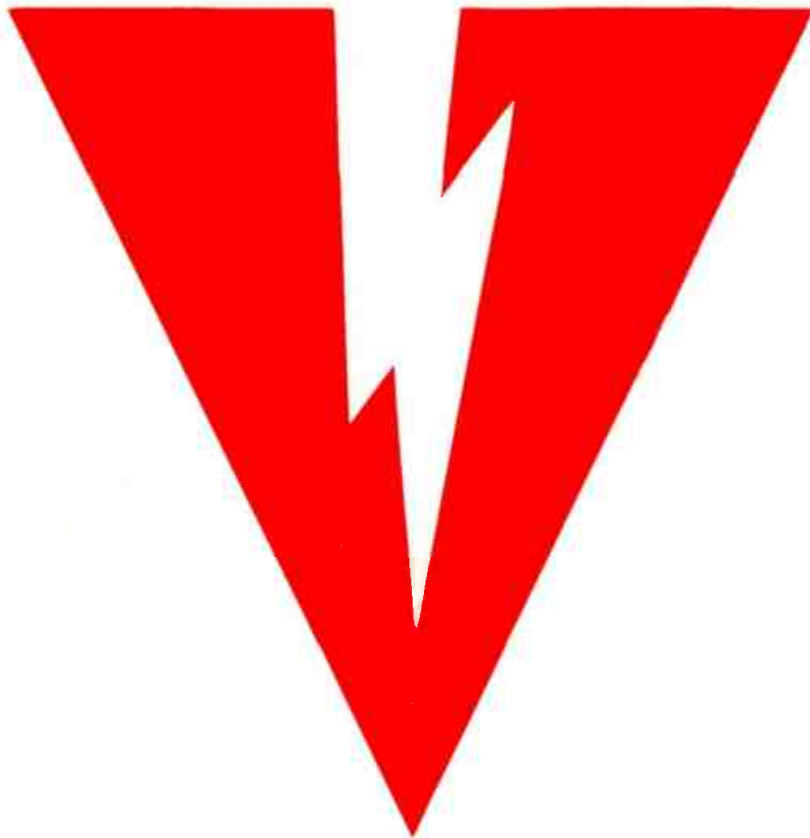
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Philip Reeder, Lynn Montgomery, Producers
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Broadcasting Jul 8

“Special Report” of satellites CBS moves to repurchase its stock Post mortem on hostage coverage

COMES THE BUYBACK □ CBS announces plan to repurchase some 21% of its stock. Move is seen as hindering takeover attempt by Turner. **PAGE 31.**

HOSTAGE ADDENDA □ Networks rate overall coverage of hostage crisis as good, other observers raise question of media manipulation. **PAGE 33.**

CLOSING IN □ *Today* show nudges closer to number one *Good Morning, America* in early morning news race. **PAGE 35.**

PUTTING ON THE SHOW □ Technological and manpower effort for all-day, two continent, live concert to aid famine victims largest of its kind since summer Olympics. **PAGE 36.**

WILL IT SURVIVE □ Outcome of troubles between Chris-Craft and Warner should be known in the next few weeks. **PAGE 40.**

SATELLITE 85 □ Satellite technology continues to change the way the media in the Fifth Estate conduct business. Proliferation of satellites and transponders is driving the cost of their use down. **PAGE 46.** Plans for DBS may be on back burner as cable looks to C-band and Ku-band technology to solve some of its problems. **PAGE 52.** Satellite broadcasting is becoming predominant delivery method for networks as NBC opts for Ku-band and CBS and ABC C-band. **PAGE 56.** Satellites are also having their effect on the delivery of syndicated programming. **PAGE 58.** One of the latest developments to spring up from the growth of satellite technology is the teleport—

they now number 23, either operational, under construction or planned. **PAGE 64.** Now that radio networks are already using satellites extensively, the search is on to fill excess capacity with data services and programming from independent producers. **PAGE 66.** Satellite news gathering is making its mark. **PAGE 66.**

CABLE SYNDICATION □ Situation comedies on cable may make their way into broadcast syndicated marketplace. **PAGE 74.**

NEW OFFERING? □ HBO is toying with idea of another channel offering, a hybrid of HBO and Cinemax, to be called HBO Plus. **PAGE 75.**

SEEKING BLESSING □ Capcities/ABC asks FCC to approve purchase of network, requesting waiver of duopoly rule and extra time to dispose of radio properties. **PAGE 84.**

OUT OF COURT □ Cecily Coleman and ABC settle out of court. **PAGE 79.**

ON THE OFFENSIVE □ National Conservative Foundation launches \$1-million campaign to heighten public awareness of what it says is “liberal bias” of media. **PAGE 81.**

FREELANCE VICTORY □ Freelance journalist who sued ABC wins suit surrounding on-air credit. **PAGE 82.**

AT HOME □ Bill Clark, president of Shamrock Broadcasting's radio division and chairman of NRBA, is right where he wants to be. **PAGE 103.**

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Hot rock

Senate Commerce Committee may hold hearings on pornographic rock music. Some committee members are expressing concern about children's exposure to lyrics. Matter has received considerable attention in past months due to formation of Parents Music Resource Center. Among Senate members reported to take interest in issue are Commerce Committee Chairman John Danforth (R-Mo.). Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) and committee member Al Gore (D-Tenn.), whose wife, Tipper, and Susan Baker, wife of Treasury Secretary James A. Baker III, are part of group responsible for formation of center.

Parents group says its goal is not censorship but to heighten public's awareness. Issue has already attracted attention of National Association of Broadcasters which has asked that all recordings sent to broadcasters be accompanied by copies of song's lyrics (BROADCASTING, June 10).

Timing is everything

To some FCC commissioners, Chairman Mark Fowler's decision to schedule meeting this week—date is now set for Tuesday—on notice of inquiry on policy to follow in connection with hostile takeovers was no surprise. Chairman is set to testify Wednesday before House Telecommunications Subcommittee on rash of takeovers and mergers involving broadcasting companies and public interest (see "In Brief"). And one commissioner said FCC meeting—with notice only item on agenda—will give issue visibility and provide chairman with action to which he can point as demonstration of commission concern.

Hearing on hostilities

Senate bill that would require FCC to hold hearings on hostile takeovers of television networks, offered by Senators Thomas Eagleton (D-Mo.) and Larry Pressler (R-S.D.), is picking up momentum. Bill has attracted four more co-sponsors. Measure, which arose from senators' concern over FCC's decision to hold one-day oral argument on Ted Turner's proposal to gain control of CBS Inc., was originally supported by Commerce Committee members Daniel Inouye (D-Hawaii) and J. James Exon (D-Neb.). Latest lawmakers to back bill

are James Abdnor (R-S.D.), John Melcher (D-Mont.), William Proxmire (D-Wis.) and Dave Durenberger (R-Minn.).

Prizes

MMT Sales is reported to have picked up for representation two A.H. Belo television stations: KHOU-TV Houston and KXTV(TV) Sacramento, Calif. Both stations have been at Harrington, Righter & Parsons.

Still under review

Little has been written about what kind of reception Ted Turner's takeover bid is getting at Justice Department. Major concern would appear to be concentration of television advertising revenue in one company. Recent case that most closely approximates combination of broadcast network with major cable channel was ABC's purchase of ESPN. Reliable sources have said Justice approved that merger before deal was even announced on strength of ABC's commitment that it would sell minority portion of channel to outside partner—it sold 20% to Nabisco. But Justice has since been given new attorney general as well as head of regulated industries section. Turner in FCC filing points out that viewership of his superstation, WTBS(TV) Atlanta, is not evenly spread across nation but is skewed to South. According to Turner document, whereas 29% of U.S. households are in that region, 48% of households reached by WTBS are there. Not mentioned is fact that viewership of CBS is also skewed toward South, but less so. Using national prime time viewership of regular series as index (100), South ranks highest among regions watching CBS (108). It is followed by East central (106) and west central (102).

Ku plans

Mutual Broadcasting System, which earlier this year established satellite services division to take advantage of its additional satellite capacity, is now exploring possible Ku band applications. According to Mike Hrinko, Mutual's vice president of engineering, company is looking at Ku band satellite frequencies for creating two-way data network. Mutual is just two months away from officially launching new, one-way, point-to-point telecommunications system known as MultiComm (see story, page 66).

Going into business

Despite folding two weeks ago of *Business Times*, morning business report on ESPN, sports network is firmly committed to bring new business program to early morning slot. Insiders say there is still "communication" between network and Business Times Inc. chairman, Denny Crimmins, about reviving overhauled version of *Business Times*. But ESPN is also talking to some of Crimmins's competitors, including producers of *Wall Street Journal Business Report*, joint venture of *Journal* and INN. In addition, Financial News Network source says FNN is very much interested in producing business programming for use on other cable networks, including ESPN. Source acknowledged FNN had not been approached by ESPN about doing morning business news show, but indicated FNN might put proposal together or at least approach ESPN about interest in such proposal.

Crossruff

ABC Radio has reached into television for on-air host to anchor day-long July 13 *Live Aid* concert broadcast from London and Philadelphia (see "Top of The Week," this issue). Host will be Robin Young, reporter-producer for WNEV-TV Boston. ABC will announce second host for concert later this week. Both anchors will work out of ABC Radio's new broadcast facility in New York.

New program source

Accuracy in Media, which made its debut as television producer with its 57-minute piece rebutting Public Broadcasting's prize-winning series on Vietnam war (BROADCASTING July 1) is working on documentary examining alternatives to court action as redress for what are regarded as libelous statements. Program, based on conference AIM sponsored on recent major libel cases—*Wesmoreland vs. CBS*, *Sharon vs. Time Inc.* and *William Tavoulaareas vs. Washington Post*—is entitled *Westmoreland Trial—Impact and Implications*, and is being produced by Peter Rollins, who did piece criticizing PBS Vietnam series. Rollins thinks, or hopes, PBS will be interested in running *Westmoreland*. Ted Turner's WTBS(TV) is another possibility. AIM is seeking \$150,000 from Corporation for Public Broadcasting to finance new project.

Backyard charge

Turner Broadcasting System and ESPN have begun charging owners of backyard dishes an annual subscription fee for their services, even though the services are not yet scrambled. TBS's yearly price for CNN and CNN Headlines is \$25; ESPN's is \$19.95.

The marketing plans are stopgap measures. Both programmers intend to scramble their signals and, if possible, offer them to the home satellite market as part of a multi-service package for a single monthly charge. Indeed, the programmers are promising those that sign up that they will be on top of the list to purchase home descramblers once the services are scrambled.

The announcements attempt to label as signal pirates those dish owners who tune into the TBS and ESPN feeds without paying the annual fees. The Cable Communications Policy Act, which went into effect last December, made it clear that it was legal for dish owners to receive and watch cable signals, unless the signals were scrambled or unless the programmers set up a means by which the dish owners could pay for the services, as ESPN and TBS have now done.

TBS and ESPN as well as most other major programmers want to scramble their signals, but are not yet sure how. Like others, TBS and ESPN have reportedly been trying to organize the cable programmers so that they, in cooperation with cable operators, can figure out how to share the enormous cost of scrambling and offer service packages to the dish owners. The cable operators, faced with increasing competition from the home satellite dealers, may be more eager to see the services scrambled than the pro-

grammers. Estimates of the home satellite universe vary greatly—from 800,000 to 1.8 million.

According to Marty Lafferty, TBS director of marketing, TBS has suggested making the decoders and service available to dish owners through three sources—cable operators, dish dealers and a national distributor through a toll-free number. Dish dealers would be able to offer the service, he said, only if the cable operator in the area declined. But, he added, "most of the dish dealers don't want to be in that business."

ESPN began airing 90-second announcements on June 26, offering dish owners non-transferable licenses to receive ESPN programming through the home earth stations until July 31, 1986, or until ESPN starts scrambling its signal, whichever comes first. Each licensee is to be notified prior to the expiration of his license and given an option to renew. The licensing package also includes a one-year subscription to ESPN's monthly program-listings magazine and priority status on the purchase of a decoder when ESPN implements scrambling.

Said Roger L. Werner, ESPN executive vice president, marketing: "In the interest of our affiliates, we are committed to protecting the integrity of our service by scrambling our signal at some point in the future. By offering this licensing package to private dish owners, we are establishing a marketing mechanism to serve this growing segment of our viewing audience."

Roger Williams, vice president, affiliate marketing, said the timing of ESPN's announcement was unrelated to TBS's. "To be honest with you, I thought we were going to be first," said Williams. In addition to regular spots on ESPN detailing the plan to private

dish owners, the network will use print ads and perhaps some direct mailings, said Williams. ESPN's announcement said nothing about enforcement or penalties for refusing to acquire a license. Williams characterized the positioning of the marketing plan as "more of a sales approach" focusing value and less of an "upfront threatening position."

According to Lafferty, TBS will begin airing spots on CNN and CNN Headline News explaining its offer, which, like ESPN's, includes a program guide. Unlike ESPN, TBS apparently plans to take a hard line in pointing out the illegality of picking up the services. "We're sending a signal to the pirates that the free lunch is over, and we'll do whatever we have to in order to get paid," said Lafferty. "It costs a great deal to produce two 24-hour news services and those costs should be shared by all the recipients, not just cable subscribers."

For the travelers

LodgeNet, described as a "total package" of satellite-delivered premium and basic programming, local-origination video information system capability and a complete equipment lineup, all available from one source, is being offered to the lodging industry through Satellite Movie Co., Sioux Falls, S.D. SMCI, credited with supplying satellite TV program services to the lodging industry for almost five years, is said to have developed LodgeNet in cooperation with three manufacturers: Blonder-Tongue Laboratories Inc., DX Communications Inc. and Miralite Corp.

Spokesmen said Lodgenet customers can select in-room entertainment from SMCI's menu of premium and basic programming, with the premium services including The Movie Channel, Showtime, the Disney Channel and Playboy. Basic satellite equipment needed for interface with an existing master-antenna TV system is also available through LodgeNet, and this is said to include a Miralite 3.7-meter TV receive-only satellite parabolic antenna with tetrahedral polar mount for in-ground or rooftop mounting; a high-performance DX earth station receiver and downconverter and a Blonder-Tongue MAVM audio-video modulator that provides a modulated visual and aural RF carrier output on any single VHF, midband or superband channel.

LodgeNet is based at 108 North Phillips Avenue, Sioux Falls, S.D. 57102. Telephone is 605-338-1609 or 1-800-257-2345.

Telephone save

Home Box Office Inc. said it is expanding its "Midas Touch" telephone skills incentive program. The program, launched last year, gives awards to customer service representatives (CSR's) who "save" subscribers calling to disconnect their pay TV service. Under the expansion, prizes will also be awarded to CSR's for effective telephone selling of the HBO and Cinemax services.



Deal is done. Times Mirror Co. and Storer Communications have completed the swap of cable systems involving more than 200,000 subscribers. As part of the deal, Times Mirror paid Storer an undisclosed amount of cash. On hand for the July 1 closing were (l-r): Philip E. Kucera, associate general counsel and assistant secretary, Times Mirror; James F. Guthrie, senior vice president and treasurer, Times Mirror; Ken Bagwell, president, Storer Cable Communications; James Hall, executive vice president, Storer, and Rick Michaels, chairman, Communications Equity Associates, which represented both parties in the transaction.

The swap, three years in the works, clusters systems for the MSO's and puts an end to their battle to wire Phoenix. Storer picked up Times Mirror's systems in North Little Rock and Jacksonville, Ark.; Point Pleasant, N.J., and Louisville, Ky. The systems are near Storer systems in Little Rock, Ark.; New Jersey, and Jefferson county Ky.

Times Mirror got Storer's systems in Paradise Valley, Mesa and Phoenix, all Arizona, which have become part of Times Mirror's Phoenix system. Times Mirror also acquired the Storer systems adjacent to its Orange county system.

The way it works, a mystery caller named "Midas" poses as a subscriber telephoning to cancel his service or (under the expanded program) to inquire about new services. The calls are made from New York to participating systems over a period of about two months. HBO and cable systems track the effectiveness of the program by comparing disconnect and install totals before the Midas program started with those attained at its completion. HBO officials say feedback from operators indicates some "significantly" positive results.

Matt Blank, HBO senior vice president, consumer marketing, said more than 250 systems have participated in the program to date, and that it "works well in not only reducing disconnects and increasing sales, but also in improving and maintaining telemarketing skills. We've also found that the program encourages product awareness and helps to build staff enthusiasm."

Book beat

Reese Schonfeld, former president of CNN, and Chuck Dolan's Cablevision have cooked up a new cable service all about books and supported by books. The Book Channel features interviews with authors about their latest works. Viewers will be encouraged to call in and order books through a toll-free number. The service began last Monday (July 1) as a one-hour program inserted in various dayparts of other cable services, mostly distant signals, on Cablevision systems. Schonfeld said he expects to reach 500,000 subscribers by mid-July and a million by August. With the one-hour program

on Cablevision systems, he said, the service will attempt to determine the rate of response to book offers and, from that, how many cable homes would be needed to make the service profitable. Right now, he said, the service believes the number is in the 11-million-to-12-million range. Doing much reading and conducting the interviews, he said, are Bill Small, former president of NBC News and UPI, and Chris Chase, anchor of CNN's *MediaWatch*. Guests have included Chuck Yeager, the test pilot, who talks about his autobiography, "Yeager," and Joe Allen, a shuttle astronaut and author of the picture book, "Entering Space."

Art sale

In what it called the largest single sale it has made to the cable industry, CBC Enterprises, the production arm of the Canadian Broadcasting Corp., has sold 71 hours of drama, comedy, music and documentary programming to the Arts & Entertainment Network.

The package, to begin its run on A&E next fall, includes *The Mikado*, an eight-part *Music of Man*, Zoe Caldwell as Sarah Bernhardt in *Sarah*, *The Taming of the Shrew*, *Giselle*, *Homage to Chagall: The Colors of Love*, *Strawberry Ice* with skaters Toller Cranston and Peggy Fleming, and a number of dramas by Tennessee Williams.

"We are delighted to provide Arts & Entertainment with these specials, each of which has met with enormous success when aired over the CBC," said Martha Burke-Hennessy, managing director, CBC

Enterprises, U.S.

The CBC also announced that it has sold 13½ hours of documentary and nature programming to the Discovery Channel, the newly launched basic cable service (BROADCASTING, June 24). The programs include *Iceberg Alley*, *Cambodia: Tragedy in Eden*, four episodes from the *Nature of Things* series and five from *This Land*.

The CBC, said to be Canada's largest employer of performing talent, produces some 85,000 hours of original radio and television programming annually.

Intermedia cooperation

Marnel Broadcast Services will provide first-run broadcast syndication of *Fabian's Good Time Rock 'n' Roll*, a two-and-a-half-hour, pay-per-view event being distributed live to cable systems nationwide in August by The Choice Channel. The concert will be available on a barter basis for airing on commercial stations in the fourth quarter of 1985. The Los Angeles-based Choice Channel is a PPV network that plans to offer programming on a full-time basis beginning next November.

"We see this as a new alliance between cable and commercial television where the cable industry will be able to create events that will serve to boost subscriber interest in cable while at the same time providing a new source of special programming for independent and affiliate stations," explained Lew Schatzer, vice president and general manager of MBS. The event is originating at Baton Rouge on the evening of Aug. 29.

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So let Delta do the work for you. Just call Delta DASH toll-free at 800-638-7333; in Baltimore call 269-6393. With Delta DASH, time is on your side.

SAME DAY DASH. DELTA TAKES IT THERE.™



Business Briefly

TV ONLY

FDL Food Corp. □ Hams will be highlighted in four-week campaign beginning in early July in 17 markets. Commercials will be carried in daytime and fringe periods. Target: adults, 25-54. Agency: Grant/Jacoby, Chicago.

Vic Tanny International □ Eight-week campaign for physical fitness centers will kick off in early August in five markets in Midwest. Commercials will be placed in daytime, fringe, sport and weather segments. Target: adults, 18-49. Agency: Kolon Bittker & Desmond, Troy, Mich.

Jordache □ Jeans for adults and children will be spotlighted in campaign starting in late July and continuing in flights for five weeks until end of September in 12 markets. Commercials will run in fringe, daytime and prime segments. Target: teen-agers, adults, 18-49. Agency: Winner Communications, New York.

Venture Stores □ Discount stores will

initiate back-to-school campaign, starting in early August for six weeks in 13 markets. Commercials will be presented in daytime, fringe and prime periods. Target: women, 18-34. Agency: Grey Advertising, Chicago.

Gillette Co. □ White Rain shampoo and White Rain conditioner have been put into national distribution, supported by



network daytime television and spot television in major markets. Shampoo

was tested in 12 states in Southeast during past year. Commercial, featuring country singer Louise Mandrell as spokesperson, will be carried in all day periods. Target: women, 18-49. Agency: N W Ayer, New York.

RADIO ONLY

Land O'Lakes Agricultural Services □ Pig starter feed will be promoted in four-week flight beginning in early August in eight to 10 markets. Commercials will be placed on farm programs. Target: farmers. Agency: Kenrick Advertising, St. Louis.

Crown Auto □ Tire sales will be spotlighted in two-week flight set for mid-July in about 12 markets, including Minneapolis, Duluth, Minn., and Fargo, N.D. Commercials will be carried in all dayparts. Target: men, 18-54. Agency: Richard Moriarity & Associates, Minneapolis.

Chick-fil-A □ Fast-food chain is

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

THE BIGGEST NAMES IN THE GREATEST GAMES — July 8 — AP showcases the greatest moments and players from baseball's most exciting All Star games. Five 60-second scripts feature the most dramatic plays from baseball's mid-summer classic.

THE AFTERSHOCK OF HIROSHIMA — August 2 — On the 40th anniversary of Hiroshima, AP recounts the events that led up to that terrible occasion, and looks at how it has changed the course of U.S.-Japan relations forever. Scripts run on August 2.

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.

AIRCHECK: AP RADIO NETWORK

JAPAN'S DARKEST HOUR — August 2 — AP features eyewitness accounts of the destruction of Hiroshima on the 40th anniversary of that event. And we chronicle the development of U.S. relations with a country that has risen to become one of the most advanced industrial nations on earth. Five 60-second shows will be fed 8/2 and re-fed 8/5 at 1:32 p.m. ET.

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

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

WPDS-TV Indianapolis: To Petry National Television from Seltel.

□

WMBB(TV) Panama City, Fla.: To Adam Young from Avery-Knodel Television.

□

KADN(TV) Lafayette, La.: To Adam Young from Unirep Broadcasting.

□

KLUV-FM Dallas: To Torbet Radio from CBS National Sales.

□

WILS-AM-FM Lansing, Mich.: To Hillier, Newmark, Wechsler & Howard from Masla Radio.

□

WATP(AM)-WKXS(FM) Marion, S.C.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

WDXZ(FM) Charleston, S.C.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

KOKA(AM) Shreveport, La.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

On move in Dallas. Blair/RAR has moved its Dallas office to new quarters at 5420 LBJ Freeway, Suite 1100, 75240. New telephone number: (214) 770-2525.

**GOOD MANNERS &
GOOD JUDGEMENT
GO TOGETHER**

Miss Manners®

ALREADY CLEARED

New York	(ABC)	WABC	Hartford	(CBS)	WFSB
Los Angeles	(ABC)	KABC	Phoenix	(CBS)	KTSP
Philadelphia	(ABC)	WPVI	San Diego	(ABC)	KGTV
San Francisco	(ABC)	KGO	Cincinnati	(CBS)	WCPO
Boston	(ABC)	WCVB	Kansas City	(ABC)	KMBC
Detroit	(NBC)	WDIV	Orlando	(CBS)	WCPZ
Washington D.C.	(ABC)	WJLA	Buffalo	(CBS)	WIVB
Cleveland	(ABC)	WEWS	Salt Lake City	(NBC)	KUTV
Miami	(ABC)	WPLG	Greensboro	(NBC)	WXII
Minneapolis	(ABC)	KSTP	Shreveport	(CBS)	KSLA
Seattle	(IND)	KSTW	Richmond	(ABC)	WXEX
St. Louis	(IND)	KPLR	Jacksonville	(CBS)	WJXT
Denver	(ABC)	KUSA	Cedar Rapids	(NBC)	KWWL
Sacramento	(NBC)	KCRA	Paducah	(CBS)	KFVS
Baltimore	(NBC)	WMAR	Sioux City	(NBC)	KTIV

Timely, witty advice for your news or talk show.

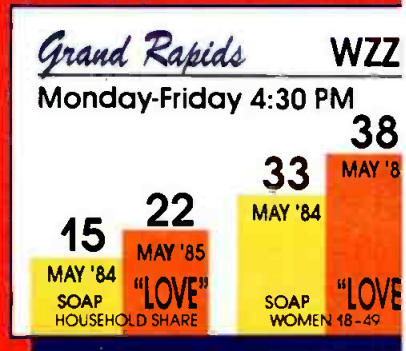
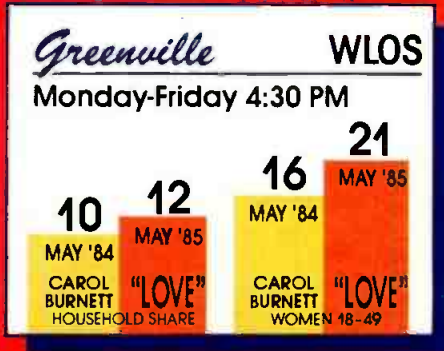
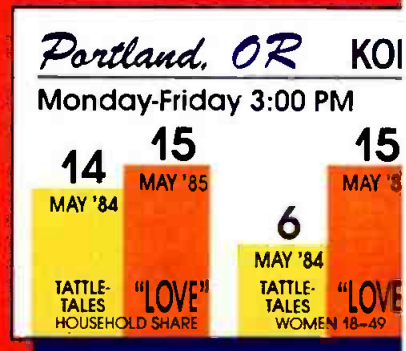
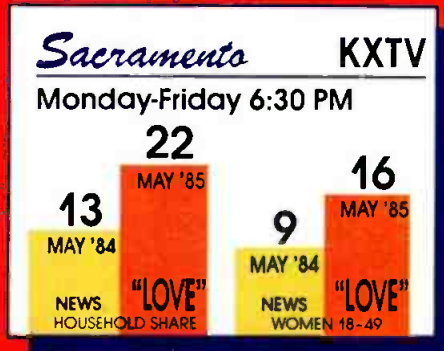
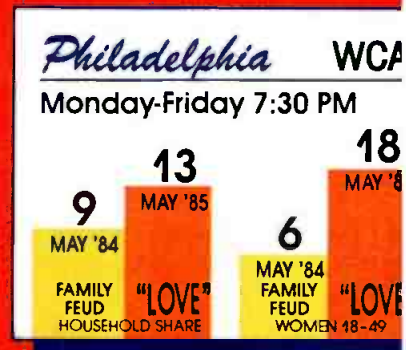
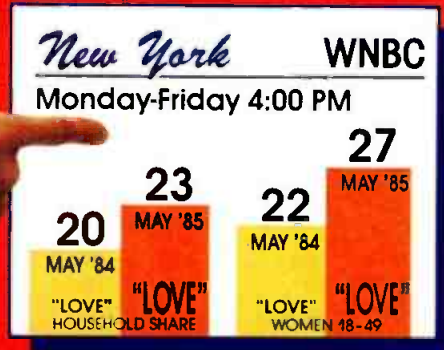
CONTACT:

Produced by Post-Newsweek Stations Inc. in
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Claster
TELEVISION PRODUCTIONS

(301)561-5500

LOOKING ALL THE PLACES



Source: NSI/Cassandra

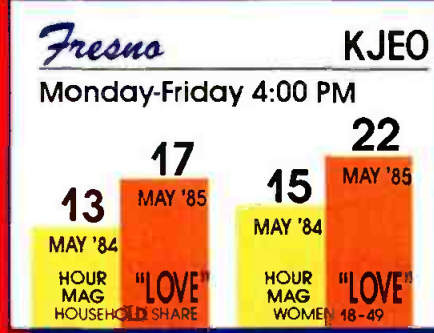
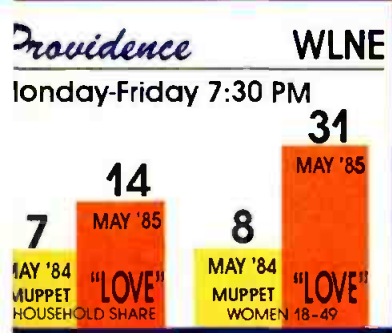
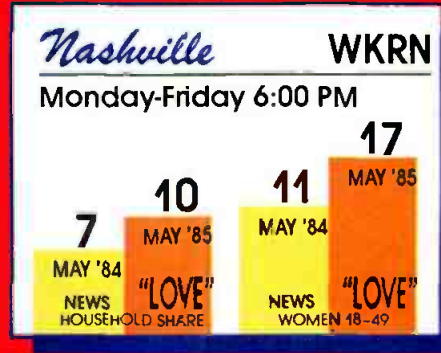
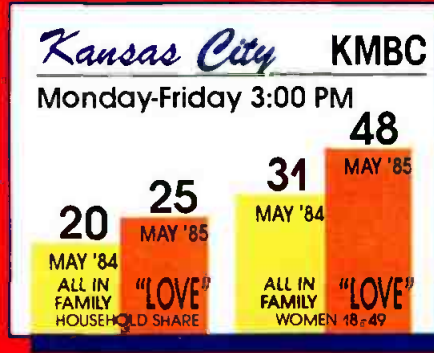
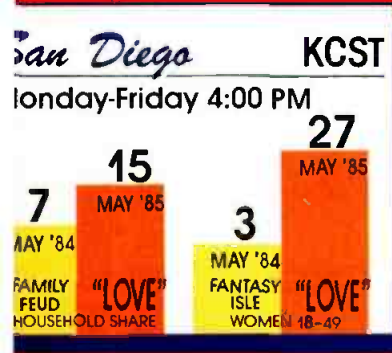
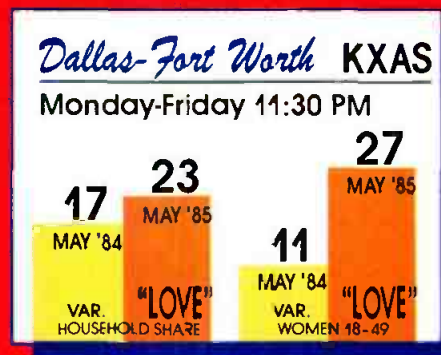
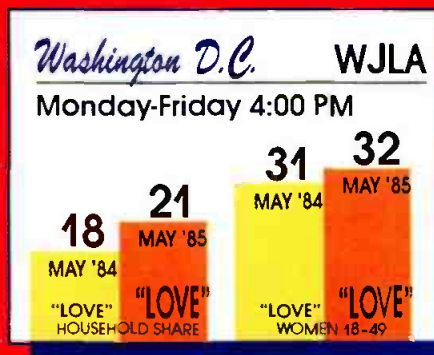
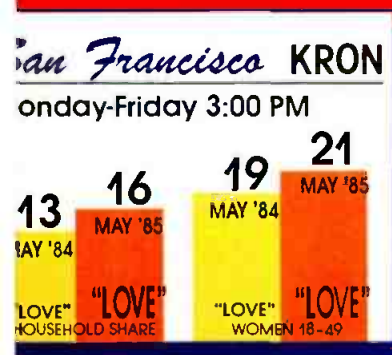
AT LOVE IN RIGHT

If you have "Love Connection" in daytime, you're missing a golden opportunity.

Because "Love's" appeal is to teens and younger women, it produces instant success when moved to early fringe, access or late night.

And, once "Love" conquers its time period, it continues to soar, holding onto its loyal audience and building over its own hot numbers.

Take a look at the facts. Then, make your move.



is an Eric Lieber Production
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preparing three-week flight to begin in August in more than 50 markets. Commercials will be scheduled in all dayparts. Target: adults, 18-34. Agency: Cargill, Wilson & Acree, Atlanta.

Agency: Brainstorm Communications, Chicago.

Soft Sheen □ Hair conditioning product for men will be promoted in five-week flight in about 75 markets, starting in late July. Commercials will be placed in sports programming. Target: men, 18-49.

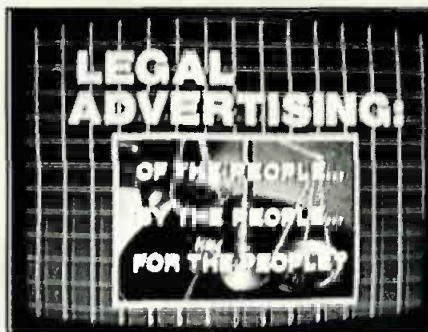
Chili's Restaurants □ Nine-week campaign is set to begin in late July in nine markets. Commercials will be positioned in fringe and prime access periods. Target: adults, 18-49. Agency: Levenson, Levenson & Hill, Irving, Tex.

RADIO AND TV

AdVantage

May increase. National spot expenditures for May have climbed 8.6% over May 1984, to \$84,199,300, according to Larchmont, N.Y.-based Radio Expenditure Reports Inc. (RER), which confidentially collects financial information each month from 15 leading rep companies. Year-to-date, revenues are up 10.3% when adjusted by RER to compensate for variance in standard billing weeks between 1984 and 1985. But when unadjusted, revenues for year are up only 5.3%. Meanwhile, network radio billings for May continues its upward pace, posting increase of 7.4% over May 1984 to \$31,554,580. That's according to Radio Network Association (RNA) which relies on data collected from 10 networks by accounting firm of Ernst & Whinney. For year-to-date, network revenues are up 12.8% to \$121,489,687. (Ernst & Whinney does not use standard billing calendar in measuring volume of network business).

Television and law. Videotape presentation produced by Television Bureau of Advertising and American Bar Association outlines role that legal advertising on television can play in improving today's society. Tape had its premiere showing last Saturday (July 6) in Washington during annual meeting of ABA. Titled "Legal Advertising: Of The People...By the People...For the People," presentation features Howard Cosell, sportscaster and one-time attorney, as spokesperson. Presentation reports on growth of other professional advertising on TV; cites increases in legal TV advertising, and gives results of various studies showing lawyers who have tried advertising and will try it again. Presentation concludes that legal advertising has met with strong public acceptance; public attitudes can be changed positively when specific ideas are communicated rather than general ones; upscale audiences (those with incomes of \$35,000 and higher annually) significantly improve their overall response toward lawyers after viewing sample legal advertising.



VCR growth. Rosy picture of VCR's is painted by Young & Rubicam USA in report issued last week by its new Electronic Media Group. Y&R says that VCR sales, running at about one million per month, will reach critical mass penetration of one-third of all homes by early 1986. Agency explains that "critical mass" is used to describe penetration level that establishes "technology" as "a mass medium." Among other highlights of report: Videodisks will not again be marketed to compete with VCR's but will co-exist, serving more of interactive computer/full motion hybrid function; VCR software will grow to \$5-billion industry by 1988, including units rented (sold cassettes today represent only 1.4% of all cassette transactions); sold cassettes should increase to about 25% of total cassette transactions by 1990; video game sales will continue to be sluggish through 1990 in response to consumer demand for more sophisticated equipment; trend toward communicating computers will increase once banking and videotex services fully realize benefits of establishing "communicating" networks. Report does not examine advertising potential of VCR's, but Leo Scullin, vice president and director of print and new electronic media for Y&R, said agency is tracking use of VCR's by some advertisers. He indicated agency will move into this sector when time is propitious.

Expansion. Spotwise, Boston-based broadcast marketing and commercial production firm, has formed corporate communications division to meet needs of growing list of industrial and retail clients. Among corporations for which Spotwise has completed assignments are Houghton-Mifflin, Marriott Corp., Babson College, Sentry Protective Systems and Brandeis University. In broadcast sector Spotwise has created and produced campaigns for NBC Sports, Metromedia and numerous radio and TV stations.

Broadcasting Publications Inc.

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Lawrence B. Taishoff, president.
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Broadcasting ■ Cablecasting

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Phillippe E. Boucher, controller.
Albert Anderson.

Irving C. Miller, financial consultant.
Wendy J. Liebmann.

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Phone: 212-599-2830.

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Vincent M. Ditingo, senior editor: radio

John Lippman, assistant editor.

Geoff Foisie, staff writer.

Scott Barrett, editorial assistant.

Marie Leonard, June Chauhan, advertising assistants.

Hollywood: 1680 North Vine Street, 90028.

Phone: 213-463-3148.

Richard Mahler, correspondent.

Tim Thometz, Western sales manager.

Sandra Klausner, editorial-advertising assistant.



ABP

American Business Press Inc

Founded 1931. Broadcasting-Telesharing * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972. Reg. U.S. Patent Office. Copyright 1985 by Broadcasting Publications Inc.

TELEVISION. Cablecasting.

FLAMINGO ROAD

SOLD IN
25 MARKETS

EARLY EXCITING RESULTS!

MEMPHIS
WHBO

MON-FRI
3:00 P.M.

8 RATING
24 SHARE

JACKSON
WLBT

MON-FRI
2:30 P.M.

7 RATING
24 SHARE

BATON ROUGE
WBRZ

MON-FRI
9:00 A.M.

5 RATING
20 SHARE

... AND MORE TO FOLLOW

LORIMAR®

A broadcast production systems commentary from Tom Wolzien, vice president, special production and design, NBC News, New York

TV's newest discipline: production systems

A new professional specialty has emerged in broadcasting, and the time has come for it to be recognized. Call it "production systems," as in news production systems; sports production systems; production system analysis; production system specialists.

This new specialty has been building for more than a decade. At its roots are the ideas and pressure from producers, directors and nontechnical management that made major technical advances successful: advances like CBS's 1974 all-ENG experiment at KMOX-TV St. Louis; NBC's 1978 development of the first all-electronic graphics composing room; CNN's push to bring up the first fully computerized TV news operation, and ABC's long-term support to make Harvey Dubner's character generator into a creative tool.

What's happened in these developments and hundreds of others is not traditional engineering or traditional producing. It's something in between. Now the people involved have become a bridge between engineer and producer—professional in their own right.

Production system specialists look at devices and connections from an air product perspective, not a hardware one. They examine the creation and flow of information, signals, data and the assignment of personnel to get quality programs produced at the highest speed and lowest cost.

Production systems specialists are now the ones making decisions on what equipment to buy and how to hook it together. They have become a force in the industry. Manufacturers now seek their opinions on the design of new equipment. The production system specialists either control the capital or are carefully heeded by those who do.

Equipment decisions and opinions were traditionally the province of the engineering department. Those days are over. It is not unusual now to hear news directors say: "There's no way I'd let my chief engineer choose my next minicamera," or a general manager say: "The satellite truck is just too important to be left in the hands of my chief."

The decisions now go to the production system people. Who are they? Since the profession has never really been defined, titles vary from place to place. They are news directors or sports producers or production managers or a whole new realm of people called "operations producers" or "ENG administrators" or even "creative directors." They often have very heavy influence on



Tom Wolzien was named vice president, special production and design, for NBC News in September 1984. He is responsible for special events programs, documentaries, election reporting and the new technologies of news graphics and computerization. He was executive producer of the weekend editions of *NBC Nightly News* and served as executive producer of *NBC Magazine* (1981-82). Wolzien joined NBC News in February 1976, as a Washington-based field producer. Before moving to NBC News, he was assistant news director and executive producer at KSDK-TV, the NBC affiliate in St. Louis. In 1973-75, he was news producer for KMOX-TV, the CBS-owned television station in St. Louis.

program concepts, content and the final product.

Whatever their titles, they have one thing in common: They start with a program or audience goal rather than the hardware. They design to reach that goal, organizing staff and selecting hardware as they go. They have forgotten the idea that a plant is designed first and then programs are produced in it. Their idea is first to figure out what to put on the air and then to design the facility and team to do it.

Here's an example of how production system analysis is brought to a newsroom problem:

The on-air people are good, but the multi-million-dollar news effort is getting trashed because the newsroom isn't responding to

breaking stories as fast as the competition. The analyst recommends:

- Install a news computer to get wire stories 10 to 30 minutes faster.

- Buy cellular phones to locate reporters at lunch and save five minutes over beepers.

- Tie data transmission to phones and radios so reporters can get research material transmitted prior to an interview. The reporters will save time, won't appear uninformed, and will be able to give their stories more depth and perspective.

- Modify in-house tape flow to permit marking of edit points on incoming feeds and avoid rescreening on late spots, and to permit playback from edit machines.

- Set character generator lower thirds directly from the news computer, which receives information directly from the minicam van, to eliminate dictating, retyping and errors.

- Feed the prompter directly from the computer so the field reporter can write the lead-ins from the field and save dictation, typing and ripping time.

Put all this together and the station will have (1) beaten the competition by 30 minutes, (2) given producers and reporters 35 extra minutes to check facts or discuss libel implications of the story, (3) saved some money through greater productivity or (4) moved up to a dead heat with the competition, which is doing the same things.

Any new professional specialty has to fight for acceptance. Production system is no exception. In some quarters production system people are treated with more than a little disdain. Traditional engineers see them as interlopers willing to trade the purity of the signal for quick competitive results. Traditional broadcast journalists see them as mechanics more interested in the way things operate than in the substance of reporting.

Both may be right. The production system people need to be reminded that the industry is still based on fundamental electronic principles. They also need to remember that while they may deal in the medium, there's still got to be a message. And no amount of system engineering is going to replace good, solid reporting.

But just as traditional engineering and journalism have their places, so now does the production system. It has become an essential competitive, financial and managerial skill. Without a solid production system to get the substance on the air quickly and efficiently, the greatest editorial ideas are going to go up in flames, while millions of dollars go down the drain.

Production system people have become an essential part of our business. And now they have a name.

Get 'em while they're hot!

THE CASE FOR FIRST-RUN

When the competition heats up, it pays to have an edge: First-run programming.

Brand new episodes to schedule against your competition's off-network reruns. Reruns that are overexposed. Overpriced. And very risky.

Today's audiences want first-run. (In weekend access, they demand it.)

Today's advertisers want first-run. And first-run means solid programming prestige in today's marketplace.

Want the edge in *your* market? Talk to LBS, syndication's major source of first-run programs.



AMERICA'S LEADING TELEVISION SYNDICATION NETWORK

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9220 Sunset Blvd., Suite 101-A, Los Angeles, CA 90069, (213) 859-1055
625 N. Michigan Ave., Suite 1200, Chicago, IL 60611, (312) 943-0707

LBS COMMUNICATIONS INC.

This week

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 the 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—*National Press Club* luncheon. Speaker: Ted Turner, chairman and president, Turner Broadcasting System. NPC, Washington.

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

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

July 12-14—Economics conference for journalists, co-sponsored by *Foundation for American Communications*, *Capital Cities Communications* and *Detroit*

■ Indicates new entry

News. Hyatt Dearborn, Dearborn, Mich. Information: (213) 851-7372.

July 13—*Bay Area Society for Television, Advertising and Radio* picnic. Paradise Beach, Marin county, Calif.

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

Also in July

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* meeting. Speaker: John Sie, senior vice president, Telecommunications Inc. Marina del Rey Marriott, Marina del Rey, Calif. Information: (213) 278-3940.

July 16-18—Video teleconferencing workshop, presented by *Satellite Television Network*. NEC America, Fairfax, Va. Information: (202) 662-8900.

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 Programing Conference* 29th annual convention. Speakers include George Newi, president, ABC Television Network, and actor Buddy Ebsen. Riverview Plaza, Mobile, Ala. Information: Karen Miller, (317) 924-4381.

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

July 22-26—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 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 24—*Society of Cable Television Engineers, Chattanooga chapter*, meeting. Topic: proof of performance testing with interpretations of FCC performance standards. Holiday Inn, Airport South, Atlanta.

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

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

July 28-30—*California Broadcasters Association*

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

April 13-16, 1986—*National Association of Broadcasters* 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 28-29, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

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

May 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

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

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

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

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

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

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

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

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

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

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

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

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

■ **March 15-18, 1986**—*National Cable Television*

Get 'em with thrills!



FIRST-RUN!

TALES FROM THE DARKSIDE

- 24 brand-new episodes for Year II starting in September, presented by LBS Communications Inc. and Tribune Broadcasting Company.
- Over 70% renewals already. Including Tribune, Westinghouse, Hearst, Capital Cities, Gaylord, Scripps-Howard, and Taft/Gulf stations.
- Diabolical half-hour tales of the unexpected, lavishly produced on film, featuring top guest stars.
- Solid 6.3 NTI rating average from September '84 premiere through February '85.
- High concentrations of Women and Men 18-49. Ranks Number One in Men, Number Seven in Women among all first-run syndicated series: Beats ET, WHEEL OF FORTUNE and LIFESTYLES, among many others. (NSI, Feb. '85 ROSP)



AMERICA'S LEADING TELEVISION SYNDICATION NETWORK

875 Third Ave., New York, NY 10022, (212) 418-3000
9220 Sunset Blvd., Suite 101-A, Los Angeles, CA 90069, (213) 859-1055
625 N. Michigan Ave., Suite 1200, Chicago, IL 60611, (312) 943-0707

LBS COMMUNICATIONS INC.

A LAUREL Production in association with Jaygee Productions

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 28-Aug. 1**—Minority broadcast management and ownership seminar, sponsored by **BROADCAP** (National Association of Broadcasters' Broadcast Capital Fund) and **S.I. Newhouse School of Communications**, Syracuse University, Syracuse, N.Y. Information: (202) 429-5328.

■ **July 29-30**—**Broadcast Financial Management/Broadcast Credit Association** board of directors meeting. Hilton Harbour Castle, Toronto.

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.

Stay Tuned

A professional's guide to the Intermedia week (July 8-14)

Network television □ **ABC**: *Live Aid: An All-Star Concert For Hunger Relief*, Saturday 8-11 p.m.; *The U.S. Women's Open Golf Championship* (live coverage), Saturday 3-5 p.m. **CBS**: *Rockhopper* (action/comedy), Tuesday 8:30-9 p.m.; *Second Hand Hearts* (romance), Saturday 9-11 p.m. **PBS** (check local times): *Mostly Mozart Meets Salieri* (music festival), Wednesday 8-10 p.m.

Network radio □ **ABC Contemporary, Rock and FM networks**: *Live Aid: An All-Star Concert For Hunger Relief* (18 hours of live coverage), Saturday 6 a.m.-midnight. **American Public Radio** (check local times): *Ring of the Nibelung: "Die Walkure"* (second of four operas), Saturday noon-4:30 p.m. **CBS RadioRadio**: *Live Aid: An All-Star Concert For Hunger Relief* (16, 90-second live reports), Saturday, hourly 7:40 a.m.-10:40 p.m.

Cable □ **Arts & Entertainment**: *My Palikari* (drama), Tuesday 8-9:30 p.m.; *The Marriage of Figaro* (opera), Thursday 8:30 p.m.-midnight; *Sounds Magnificent** (six-part history of symphony), Friday 10 p.m.-midnight. **ESPN**: *Spirit of Excellence: The 1984 Los Angeles Olympic Games* (175-hour commemorative), approximately 11 hours per day, continuing through Sunday. **HBO**: *Kenny Rogers and Dolly Parton Together* (concert), Sunday 8-9 p.m. **The Learning Channel**: "High Schools" (documentary), Thursday 3-4 p.m. or Sunday noon-1 p.m. **WTBS(TV) Atlanta**: *The 22d Annual Great Circus Parade*, Sunday 5:05-7:05 p.m.



Kenny Rogers and Dolly Parton together on HBO

Play It Again □ **CBS**: "Rocky" (drama), Friday 8:30-11 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Police in Situation Comedy*, three episodes, from *Car 54*, *Where Are You?*, *Barney Miller* and *Police Squad*, Tuesday at 12:30 p.m. and 5:30 p.m., Wednesday-Saturday at 12:30 p.m., 2:05 p.m. and 3:45 p.m. *Milton Berle: Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, through Thursday. *Discovery: Rare Honeymooners*, 75 rereleased *Honeymooners* half-hours, screened with hour-long episodes of *Cavalcade of Stars*, Tuesday-Saturday at noon, 1:45 p.m., 3:30 p.m., 5:15 p.m. and 7 p.m., now through Sept. 26.

*denotes series premiere

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

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

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

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

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

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.

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

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

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

September

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

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

Sept. 6-10—**International Institute of Communications** 16th annual conference, "Communications: The Crossroads of Culture and Technologies." Keio Plaza, Intercontinental hotel, Tokyo. Information: (01) 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. Awards banquet speaker: CBS's Dan Rather. Keynote speaker: ABC's Peter Jennings. Opryland hotel, Nashville.

Sept. 11-14—"Radio '85: Management and Programming Convention," second annual conference, jointly

Get 'em with laughs!

IT'S A LIVING

- It's that high-spirited comedy series about life, love and labor in a posh restaurant.
- Over 65% of the nation already cleared—including ABC, NBC, Taft, Storer, KKR, Hubbard, Tribune, and McGraw-Hill stations—and 9 of the Top 10 markets
- On ABC network, the half-hour series topped every other major network sitcom in Young Women and Young Men audience comp. (NTI 1980-81)
- In its syndication test last summer, it was the 7th Ranked syndicated sitcom in America, in DMA Household average rating. (July, '84 NSI RO SP)
- All new episodes for September start.

LBS AMERICA'S LEADING TELEVISION SYNDICATION NETWORK
875 Third Ave., New York, NY 10022, (212) 418-3000
9220 Sunset Blvd., Suite 101-A, Los Angeles, CA 90069, (213) 859-1055
625 N. Michigan Ave., Suite 1200, Chicago, IL 60611, (312) 943-0707

LBS COMMUNICATIONS INC.

A Witt-Thomas Production

FIRST-RUN!



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

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

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

The Best Value In Cart Machines. It's More Than A Claim... More Than 2500 In Use.



Broadcast Electronics Series 2100

Two cue tones (1 kHz and 150 Hz) are standard. The phase Lok IV head bracket provides tight control of stereo phasing. Modular construction assures ease of maintenance. And, the performance specifications are equal to those of much more expensive machines!

Compare prices . . . compare features . . . you'll agree the 2100 gives you more value per dollar than any other cart machine.

Playback:	Mono \$1150	Stereo \$1250
Record / Play:	Mono \$1725	Stereo \$2025

Prices USA only. 115V. 60 Hz, FOB factory exclusive of sales or use tax.

For more information, contact your local Broadcast Electronics Distributor, or call.

**BE BROADCAST
ELECTRONICS INC.**

4100 N. 24th ST., P.O. BOX 3606, QUINCY, IL 62305-3606, (217)224-9600, TELEX: 250142

October

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

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

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

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

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

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

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

Oct. 9-11—*National Religious Broadcasters* Midwest 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. 10-13—*National Black Media Coalition* 12th annual media conference. Shoreham hotel, Washington.

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

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

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

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

Oct. 13-15—*National Religious Broadcasters Association* Southwestern 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. 15-17—Seventh annual Satellite Communications

IT WORKED
ONCE,

BUT HOW DID
"DALLAS" DO
IN ITS SECOND
RUN?

OUTSTA



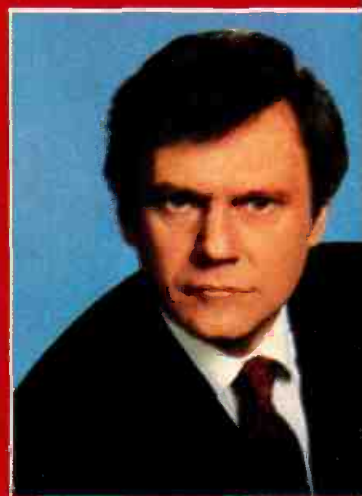
DETROIT

- Increased its own February share by 20%
- Up over the prior year in HH share, W18-49, W25-54, M18-49 & M25-54



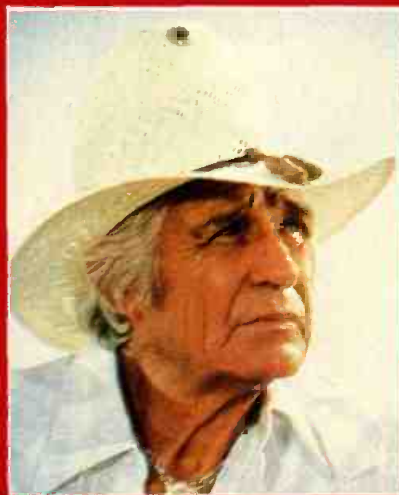
RALEIGH

- Increased its own February '85 shares in W18-49, W25-54, M18-49 & M25-54
- Up over the prior year in homes and every adult category



NASHVILLE

- #1 in W18-49, W25-54 and adult 18-49
- Increased its own February '85 shares in homes and every adult category



TAMPA

- #1 in W18-49 and M18-49
- Increased its own share of homes and women demos from February '85



WICHITA

- #1 in rating, share, homes and all women and adult demos
- Increased its own February '85 share of homes, W18+, W18-49 & W25-54

ENDING!



HOPEKA

#1 in rating, share, homes and every adult demo up over the prior year in every category



RICHMOND

- #1 in rating, share and every adult demo
- Increased its own February '85 share of adult 18-49 and adult 25-54



MIAMI

- Increased its lead-in in rating, share and every adult demo
- Up over the prior year in rating, share and every adult demo



HOUSTON

#1 in rating, share, homes, M18+ and M25-54 up over the prior year in rating, share, and all key demos

AND THERE ARE
MORE GREAT
SUCCESS STORIES...
STILL IN FIRST RUN.

LORIMAR®

Users Conference. Louisiana Superdome, New Orleans.

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

Oct. 17-18—*Society of Broadcast Engineers, Pittsburgh chapter*, 12th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, 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*. Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

Oct. 20-23—*American Children's Television Festival*, being held for first time by *Central Educational Network* and *noncommercial WTTW-TV Chicago*, 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.

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

November

Nov. 1-3—Advanced economics conference for journalists, 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. 6-9**—Athens International Video Festival, sponsored by *Athens Center for Film and Video*. Athens, Ohio. Information: (618) 594-6888.

■ **Nov. 8-15**—*International Film & TV Festival of New York* annual awards competition. Information: (914) 238-4481.

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. 13-16**—*Society of Professional Journalists*/

Sigma Delta Chi, national convention in Arizona, hosted by Valley of the Sun chapter. Phoenix Hilton.

Nov. 14-16—16th annual Loyola National Radio Conference, sponsored by *Loyola University* and noncommercial *WLWU(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.



Barter exception

EDITOR: Your Jan. 17 "Top of the Week" article, "Barter Taking \$450-Million Bite Out of Spot," does not necessarily convey the true dynamics of how advertisers allocate advertising investments.

The ABC-TV study, which is the basis for the article, indicates inaccurately that Richardson-Vicks takes funds from both network and spot to fund syndication. The truth is that our funding for syndication comes totally out of our network dollar pool. Spot television allocations are separate and meant to perform a specific function in a selected list of markets. This selectivity would be totally destroyed if those spot dollars were casually turned over to barter syndication or, for that matter, network television or any other national medium.

The most distressing thing of all, however, is how little the networks and stations know about their basic marketing techniques which lie at the very heart of the matter.

The concluding sentence in the ABC-TV report says "... The recent softness in the spot television marketplace was caused, in great part, by barter syndication." A better sentence would be "... The recent rush to barter syndication was caused, in great part, by diminished network ratings and inflationary price increases. *Irwin J. Fleischer, director of media, Richardson-Vicks, Wilton, Conn.*

English lesson

EDITOR: Your article (June 17) on the CBS program, *West 57th*, quotes Executive Producer Andrew Lack (age 38) explaining the title: "It simply identifies who we are and where we work out of."

One reader (age 60) hopes fervently this abuse of the English language by the "Big Chill" generation does not reflect the level of literacy we are to expect from this ambitious new venture, or, to quote again, perhaps it's "kind of a moot point."

American education strikes again—and now we broadcasters may be beginning to legitimize and institutionalize it, I fear.

Perhaps the "\$300,000-\$400,000-per-hour" budget could provide an English major on the staff.—*Thomas R. Dargan, executive vice president, broadcasting, KATU(TV) Portland, Ore.*

Clutter comments, continued

EDITOR: I have read with interest the two responses to my letter and would like to clear up some points. First, to Mr. Joyner:

You are completely right in your complaint that everyone wants it his way: The advertiser wants lower rates and more time; the station management wants more revenue; the DJ wants more rap time, and the listener wants more music. Still, a balance must be attained or the result is a station to which no one will listen.

The idea behind my letter was that, at stations such as the one at which I worked, the management can raise rates safely. The logical result is that they will have fewer advertisers, but they will be paying more; thus, revenues will remain about equal and the airwaves will be less cluttered.

On the other hand, with Mr. Charles, who authored the other response, I am in only partial agreement.

It is agreed, I think, that there are an unfortunate number of stations with too few advertisers. Perhaps they need better sales staffs, or perhaps they lack the air talent to produce a decent commercial, thereby turning the potential advertisers off. It's even possible that the market is so small that the potential advertisers don't exist (in which case, why is the station there at all?).

I don't, however, agree with Mr. Charles that commercials are necessary to break up the airtime and keep the station from sounding like Muzak. Listeners do not like commercials; they despise them (although most have grown used to them). Moreover, the majority of station-originated commercials are horrendous. Between the "shopping lists," the puerile attempts at humor or "cleverness" and the just plain poor production that characterize the output of most small-market stations, how can they be otherwise?

The problem, however, is not that such commercials exist, but that there are too damned many of them. Yes, the listeners will put up with them, but only if they're kept to a reasonable ceiling. As for Charles's reference to "the local shopper," that point is absurd. The local shopper is picked up *specifically* for the ads, not for other content. People buy newspapers mostly for the news; they listen to the radio mostly for the music, talk, news or whatever.—*Carl H. Weiner, New York.*

Errata

ABC-TV will broadcast World Series next fall, not NBC-TV as reported in BROADCASTING, June 17.

AND THIS FALL
THEY'LL WATCH
KNOTS
LANDING



WEEK AFTER WEEK #1 IN
IT'S TIME PERIOD...AND
FOR THE WEEK OF MAY 20,
THE #1 NETWORK PROGRAM!

LORIMAR

WHILE EVERYONE ELSE HAS BEEN PROMOTING A FORMAT, SONY HAS BEEN PERFECTING A SYSTEM.

Over the last three years, Sony's rivals in the combination camera/recorder arena have spent considerable time inventing wonderful things to say about their new formats. But apparently, they've overlooked inventing many wonderful new products to go along with these formats.

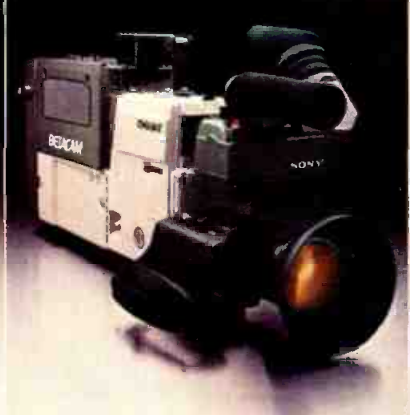
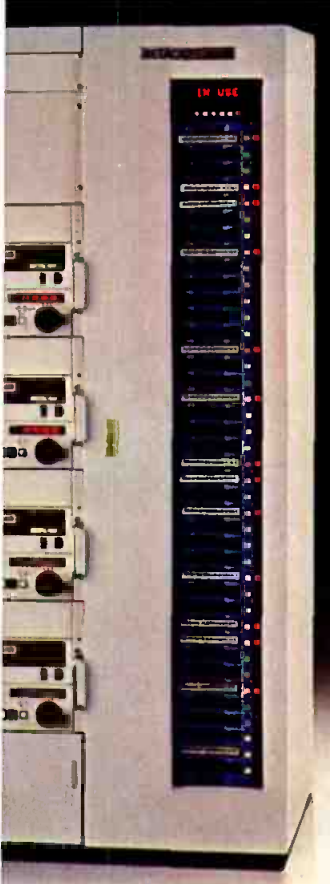
Sony has taken a different course.

In 1982, Sony introduced Betacam™ and the BVW-10 play-

back unit. An evolutionary system that didn't force stations to abandon their existing 3/4" and 1" equipment.

Then, in 1983, Sony expanded the system with the three-tube Betacam, the BVW-40 edit/recorder, and the world's first battery-operated 1/2" field playback unit.

And this year at NAB, Sony announced a major breakthrough in cart machine technology with Betacart.™ A system



that demonstrated the Betacam format's strength beyond the newsroom, beyond the studio, and beyond field production. At the same time, Sony also unveiled the world's lightest camera/recorder, the BVW-2 Newsmaker.™ And a prototype order/decoder system that will make it possible for Betacam to be transmitted by microwave. Each of these products is the result of Sony's dedication to

the needs of the ENG and EFP industry. Work which has earned the Betacam format widespread acceptance by television stations and production companies around the world. Which only makes sense. After all, in this business you don't win sales on the merits of your arguments. You win them on the merits of your products.

SONY
Broadcast

Another Great Motion Picture From ITC

Soon Available For Syndication Sale



**Elizabeth
Taylor**
as Louella Parsons

**Jane
Alexander**
as Hedda Hopper

**Two Gossip
Columnists
Whose Feud
Shook Hollywood's
Golden Era**

Malice in Wonderland

ELIZABETH TAYLOR JANE ALEXANDER

"MALICE IN WONDERLAND"

with Richard Dysart Joyce Van Patten Jon Cypher Leslie Ackerman
Bonnie Bartlett Thomas Byrd

Executive Producer Judith A. Polone Produced by Jay Benson Teleplay by Jacqueline Feather & David Seidler

Directed by Gus Trikonis From ITC PRODUCTIONS

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



ENTERTAINMENT

Broadcasting Jul 8

Vol. 109 No. 2

TOP OF THE WEEK



Chairman Thomas Wyman addresses a news conference in New York

CBS's \$1 billion counterattack

Company offers to buy back 21% of its shares at \$150 in defensive move aimed at thwarting Turner takeover

CBS Inc.'s long-expected initiative to buy back a large block of its own stock in an attempt to head off a threatened takeover by the Turner Broadcasting System was unveiled last Wednesday (July 3). When exposed to the light of day it revealed:

- A total investment of \$1 billion.
- Affecting 21% of the company's shares.
- At a tender price of \$150 per share.
- Of which \$40 would be cash and \$110 in notes paying 10% interest.

CBS management admitted the plan might have a negative effect on Ted Turner's bid for the company, and Chairman Thomas Wyman acknowledged as much at a news conference. But he and other CBS officials sought to downplay that four-month-old battle as a reason for the \$150-per-share offer for 3.6 million CBS shares. Theoretically, if all 30.5 million CBS shares were tendered, the company would, according to current plans, exchange one of every five shares.

The different terminology used by CBS and TBS to describe last week's proposal revealed how they wanted the action to be seen, with CBS using the low-profile term of "share repurchase" and Turner Broadcasting describing it as a "partial self-tender offer" to compare it more directly with its own bid. Whatever the emphasis, CBS shareholders still benefitted initially from the announcement.

CBS was the most active issue on the New York stock exchange last Wednesday, closing at 118 $\frac{3}{4}$, up 1 $\frac{1}{4}$. The heavy volume on Wednesday suggested that some people who bought at lower prices may have cashed in their gains. At least one analyst and a senior CBS official suggested that if the deal were completed, the stock price could be expected to drop to between \$105 and \$110, where it

would still be trading at a higher price earnings multiple than historically accorded network stocks.

Turner had a definite reaction to the repurchase or "self-tender" news. It issued a statement saying that TBS still intended to "vigorously" pursue its offer to buy at least two-thirds of CBS shares for a debt package Turner values at \$175 (although most analysts rate it lower). The TBS statement also said: "The financing arrangements proposed by CBS involve the granting of poison pill, voting and other rights which attempt to

have the effect of frustrating the right of CBS shareholders to consider our offer. We will vigorously challenge CBS's proposal in the courts and at the appropriate regulatory agencies."

By early Wednesday evening, TBS had already obtained an expedited hearing, set for July 24, before U.S. District Court Judge Robert L. Vining, in Atlanta. TBS will try to enjoy the share repurchase on grounds that CBS management is seeking to entrench itself and that CBS directors have violated their fiduciary responsibility. Both sides are doing battle in a U.S. District Court in New York and TBS is also working to convince New York Governor Mario Cuomo that he should not sign into law recently passed legislation making noncash tender offers more difficult ("Top of the Week," July 1). By Friday, the bill had not yet reached his office.

When Turner proposed his takeover bid in mid-April, CBS's current and long-term debt stood at \$508 million. According to pro forma financial results contained in last Wednesday's prospectus, that debt would be more than double (to \$1.35 billion) with the share repurchase. This figure does not include the \$108 million that CBS plans to spend buying five radio stations from Taft Broadcasting, once Taft's purchase of the stations from Gulf Broadcasting is completed. Because CBS would be retiring shares at a price not greatly different from Turner's own offer, at first glance the total cost of Turner's deal would not be greatly changed if he were to continue even after the CBS share repurchase.

But there were clearly some aspects of the repurchase plan (see box) that would make Turner's bid more difficult. Any money borrowed from CBS's existing \$1.5 billion credit line would be subject to certain protective covenants, including an assessment of default should there be a change in control of the company's board. The notes to be issued in exchange for each share, in the

Point counterpoint

The Turner Broadcasting System on Friday petitioned the FCC to grant it control of CBS by July 15—one of two petitions filed in response to CBS's latest effort to block TBS's takeover bid. The second: a declaratory ruling that the CBS plan to repurchase 21% of its stock constitutes a transfer of control requiring FCC approval.

The emergency petition seeking prompt action on the takeover bid asks the FCC either to act on the "long form" applications pending since April 18 or on applications filed Friday under the so-called "short form" procedures. Approval of the short form application would enable TBS to proceed with its efforts to acquire 67% of CBS stock, with full control to follow FCC approval of the long form. TBS said the expedited consideration of its application has become necessary in view of the CBS stock repurchase offer, which expires on July 31 and cannot be withdrawn after July 17. TBS noted, adding, "CBS shareholders should have a 'level playing field' on which to compare" the merits of the two offers.

Tender timetable

These are the key dates on CBS's fiscal calendar as it prepares to counterattack the Ted Turner offer with one of its own.

□ July 10. CBS hopes to get expedited approval of its offer by the Securities and Exchange Commission.

□ July 11 through July 31. CBS stockholders who wish to take part in the offer tender shares to company.

□ July 31. The offer becomes effective. If it is up to the \$954.8-million size currently contemplated, CBS would be required to raise \$284 million cash (\$254.8 million of which goes to common stock holders at \$40 per share). Of the cash total CBS would borrow \$161 million, possibly from an existing \$1.5-billion bank credit line.

The remaining \$123 million cash would be obtained from the net proceeds of an issue of 1,250,000 shares of series B preferred stock at \$100 per share, paying 10% per year in quarterly installments, to a group of five financial institutions: The Prudential Insurance Co. of America, Raytheon Financial Corp., The Northwestern Mutual Life Insurance Co., American General Corp. and American International Group. Shares have one vote each and are convertible according to a formula, with a limitation of not more than .9091 per common share or less than .6667 per share. The company has right of first refusal to repurchase the preferred stock.

CBS would cover the remaining \$700 million cost of the repurchase by issuing notes (at \$110 principal amount per tendered share) paying 10% a year in annual installments and maturing Aug. 1, 1995.

□ July 1986. CBS anticipates the completion of asset sales providing the company with approximately \$300 million in after-tax proceeds.

□ December 1986. CBS would have spent for year \$104 million in repurchase debt (interest on notes, bank loans and series B stock [assuming no conversions to common stock]).

□ December 1987. The impact of reductions in corporate and divisional overhead is expected to reach \$20 million from previously projected amounts.

words of the prospectus, "limit the ability of certain persons to finance takeovers of the Company with the Company's own assets and cash flows," unless meeting the approval of current CBS directors, or future directors meeting their approval.

Additionally, a preferred stock to be issued to five financial institutions (see box) requires that future company debt be kept within a certain ratio, which is met by last week's proposed self-tender but which would not be met by the Turner offer.

From a strategic point of view it also can be noted that CBS is requesting an expedited approval from the Securities and Exchange Commission and hopes to have the repurchase completed by July 31. Turner's offer would still be pending action by the FCC, making it difficult for him to get cash partners with which to counter the company's share repurchase plan.

The 6.4 million CBS shares would be retired to treasury stock and would therefore not be of help to either side in any proxy battle that might take place. The reduction in the outstanding stock would increase the holdings of company founder, William S. Paley, from 6.5% to 7.7%. Because of tax considerations, Paley has a special agreement with CBS to tender no shares now but after three years to be able to tender an equivalent number of shares for \$150 cash until 1995. Other CBS directors and management will now own .7% of the outstanding shares. There was previous speculation that CBS shares might be issued to "friendly" companies ("Top of the Week," June 24) and this objective has been accomplished to a limited extent by giving CBS the right of first refusal if the 1.25 million shares of preferred stock are sold by any of the purchas-

ing financial institutions.

In a general sense the CBS move would diffuse some of whatever shareholder discontent there is with the stock's current value, even though it is now almost double what it was less than a year ago. Although CBS's Bill Lilley, senior vice president for corporate affairs, said that there was nothing special about the offer's timing, it could serve to blunt negative reaction to the company's soon-to-be-announced second-quarter earnings results, which will be 20% to 25% lower than anticipated, according to the prospectus.

On Wednesday morning, CBS Chairman Wyman read from a speech to explain the repurchase offer to securities analysts and reporters: "I made it clear on March 13 that under appropriate circumstances it would be natural and almost inevitable that we would repurchase shares. Clearly conditions in the stock market and in media stocks in particular have led to a situation where shareholder



Block-that-takeover architects Bill Lilley III, senior vice president for corporate affairs, and Fred Meyer, senior vice president, finance.

expectations have increased."

Wyman said the company would attempt to repay some of the indebtedness incurred by the offer by selling off enough of the company's assets over the next 12 months to raise approximately \$300 million in after-tax proceeds. Asked to identify candidates for divestiture, the CBS chairman said the list was long. "It is a mixed list involving potential activities, facilities, and also sales lease-back possibilities. None of them will affect... the three primary businesses we are in [broadcasting, publishing and music recording]." Wyman made his remarks less specific by concluding, "That is not to say you could not have within those three businesses asset divestitures."

The company would also, Wyman said, attempt to reduce "corporate and divisional overhead" so that the anticipated expenditures based on CBS's current internal five-year projections (which have never been made public) would in fact wind up \$20 million lower by 1987. Wyman said that such reductions had been going on at CBS for some time but that it wouldn't be hard to make further cuts: "I don't think you would characterize CBS as a lean and hungry operation."

The strength of the proposal, he said, was that it would allow the company to reward current shareholders without endangering the margin of operating safety the company currently enjoys. The projections in the prospectus suggested that the offer would have a modest (5%) impact on 1985 earnings-per-share results, while increasing EPS in the subsequent two years.

Although some observers said they had not had time to assess the lengthy prospectus, most of those commenting gave the proposal generally good marks both as a defensive move by CBS and as a recapitalization plan for shareholders. One investment banking firm's merger and acquisitions chief said that, at first glance, the CBS move was not a finishing blow for Turner, but that, like Unocal's recapitalization plan, would serve to "break up the financing" of a takeover offer.

Marc Riely, a securities analyst with F. Eberstadt & Co., commented: "It takes some pretty big steps without alienating the shareholders. The poison pill [a company's defensive action that changes the balance sheet] is limited poison. It deters a highly leveraged offer but doesn't rule out other offers with a higher cash component." Riely speculated that if Turner gets FCC approval he could still come back with a better offer.

Generally good marks also were given to CBS management by an analyst for a financial institution holding several hundred thousand shares of CBS stock: "I think it was inevitable, logical and reasonable. It seems like they covered all the angles, leveraged themselves up and bought off the stockholders to a certain extent." But he went on to say that he thought the effect on earnings would be a "wash": "They could have bought back six million shares when the stock was trading at \$100. So one could look at the \$50 more they are paying now as \$300 million worth of greenmail to the shareholders. Instead they could have bought a TV station." □

Hostage coverage hindsight: Competition, technology shape the story

Networks generally pleased with their performance in reporting the event, but some observers feel the intense competition had negative impact and that satellite technology contributed to manipulation of media by Shiites

After 17 days, the second chapter of what seems a continuing saga ended on Tuesday (July 2), at Andrews Air Force Base, in Washington, with President Reagan greeting 30 Americans who had arrived on a TWA charter after being held hostage in Beirut. Whatever the trauma for the individuals and their families and U.S. government policy makers, it had been a "terrific story" for the media, as some journalists put it. America "was transfixed," said Ed Turner of Cable News Network. And network news executives generally looked back on the labors of their respective organizations with satisfaction. Richard Wald, senior vice president of ABC News, felt regret over nothing more than "an occasional error of grammar" on the part of an ABC correspondent or "a minor error of fact." But some observers, a step or two removed, had larger concerns, generally centering on whether the miracles of the technology available to the television journalists are more than they can handle.

The networks made an enormous investment, in money, personnel and time, in the hostage story. ABC, CBS and NBC filled the air with hostage stories on regularly scheduled news programs, in specials and in what even news executives concede may have been too many "interrupts." CNN, the 24-hour news service, devoted itself to practically nothing else. And the competition among the media—particularly the networks—was intense. "We all went after the story with a vengeance," Turner said. Inevitably, the competition bordered at times on the unseemly. As Wald noted, "The networks have been competing mightily, and talking ill of each other."

There were, for instance, the reactions of ABC and CBS to NBC *Today* show's coup in corraling six hostage families early in the drama, then flying them to Frankfurt, where they were put up in hotels, all for the sake of exclusive interviews when the captives were released. ABC and CBS spokespersons said their respective networks didn't do that sort of thing. Said Steve Friedman, *Today's* executive producer, in response: "They shouldn't complain when we beat them." And when Dan Rather went on *CBS Morning News*, on Friday (June 28), with an edited audio tape of a telephone interview with three of the hostages, after *Good Morning, America's* David Hartman had been chatting with the same three on ABC's air live, via telephone, Rather said CBS News chose an edited version because, in a situation controlled by the terrorists, "we have to keep control of... the air." The intense competition even gave rise to rumors in Beirut—now a lawless city, at best—that some news organizations were paying those holding the

hostages large sums of money to ease the path to exclusive stories, but the networks deny such payments, and no proof has been made publicly to support the charges.

One clear consequence of competition was the inability of the three major networks to agree on pool coverage. NBC News President Larry Grossman said that, in talks with ABC's Wald and CBS News vice president Howard Stringer, he had proposed that the three networks pool interviews with the hostages. "I thought we had an agreement, but then it turned out we didn't." CBS was prepared to participate, but ABC was not—and NBC and CBS realized there was no pool when ABC went on the air on June 28 with an interview it did not make available to NBC and CBS. Wald, who said he was, initially, "sympathetic" to the idea of a pool, turned it down after talking to ABC people in New York and Beirut. Wald cited several reasons—among them the feeling "we were ahead of everyone else" on the story. But Grossman should not take the rebuff personally; a demand by the Amal—a street-fighting group turned media-event manager—that the networks pool their coverage was not effective either.



Conwell and fellow hostages

Grossman said he favors competition—contention among the media is likely to insure better service to the public, he said—and normally, he opposes pools. But, he added, in Beirut, "I think we would have been less subject to being jerked around and leveraged by [Amal leader Nabih Berri's forces]." CBS News, a spokesperson said, felt a pool would have made life safer for the correspondents on the scene; they were reported to have felt fierce competition among the media could create a dangerous situation for them.

While competition among the media runs like a dominant thread through the fabric of the main media story, that story, almost from the day that two terrorists hijacked TWA Flight 847 a few minutes after it took off from the Athens airport, focused on whether and to what degree the networks were manipulated and exploited by the terrorists. Satellites and television, combined with the sophistication of those holding the Americans in taking advantage of the technology, made for some extraordinary, even bizarre,

television. (A special report on trends in satellite communications begins on page 43.) Hartman's conversation with the hostages, broadcast live, was a case in point. What had begun as a scheduled telephone interview with Nabih Berri turned into something else when Berri disclosed to Hartman and the *GMA* audience that three hostages—Allyn Conwell, the Rev. James McLoughlin and Simon Grossmayer—were with him in his headquarters and asked if Hartman would like to talk to them. Nor was that all. As it happened, *GMA* had flown Conwell's wife, Olga, from Corfu, Greece, to the nearest television uplink, in Larnaca, Cyprus, for an interview that was to be conducted later in the program. So nothing would do, of course, but for Olga, seen on camera, to speak by telephone to her captive husband, then speak to Berri, who offered the captive's wife words of comfort. A classic example of theater of the absurd.

Such coverage—including the interviews Berri gave to all of the anchors of the evening news shows and the interviews with hostages who spoke warmly of their guards—generated concerns regarding manipulation of the media. But generally, the news executives—in crediting all networks with, as Turner put it, "a pretty decent job"—brushed off such concerns. Of course, they know the Amal was attempting to "use" the networks—everyone does, from President Reagan down. Hostage families welcomed network interviews as a means of applying pressure on the government to work for the release of the hostages. And if the ubiquitous cameras offered the captors ready access to the American public, they may also have assured the safety of the captives. As Grossman said, "People behave better when the cameras are on them."

But beyond that, the news executives say the anchors and correspondents serving their respective networks were careful to put stories in perspective. Wald said critics who say that *they* are aware of attempts to propagandize them, but that the general audience is not aware, are "falling into a great elitist fallacy. The audience is sometimes unknowing," Wald said, "but it is never dumb." Friedman said viewers were aware of the pressures under which a hostage gives an interview; after all, they can see the guard's gun.

Grossman was one of the few executives who would concede his operation could have performed better. He said a *post mortem* NBC was conducting disclosed "a lot of things that should be done differently" in the event of another story like the one just ended. "But," he said, "basic principles remain. If it's a big story, cover it—and it's better to cover than not cover."

All of which sounds persuasive. But something was getting into the minds of Americans as they watched and read about the hijacking and taking of American hostages—and it did not take long. An ABC-*Washington Post* poll conducted among

1,016 men and women on June 17, three days after the hijacking, and on June 19, showed that 56% of the public wanted the government to negotiate the release of the hostages even if that meant giving in to terrorist demands—something President Reagan insisted the U.S. would not do. The poll also revealed that Americans were about equally divided on whether the administration should ask Israel to release the Shiite prisoners it is holding, as demanded by the terrorists—again, something the administration said it would not do. And by a margin of 54 to 24, Americans said Israel was not doing all it should to resolve the hostage situation. What's more, 32% of the public were found to favor having the U.S. reduce its ties to Israel—its closest ally in that part of the world—"in order to lessen the acts of terrorism against us in the Middle East."

That aside, there is a sharp difference of opinion among some interested observers as to whether the media learned anything from the first chapter of the story ABC once called *America Held Hostage*, a chapter that covered the 14 months of captivity for Americans in Teheran, five years ago. Friedman, for instance, said, "We learned a lot from Iran." This time, "it wasn't a case of the news programs being held hostage. We tried to present a balanced picture of all news stories."

But Fred Friendly, former president of CBS News and currently Edward R. Murrow Professor Emeritus at the Columbia School of Journalism, offers a different view. "After Iran, everyone said, 'We'll do it better next time.'" he said. "They didn't." The media, he added, have yet to learn how to avoid serving as the "ransom" that is now paid to terrorists who take hostages.

Friendly seemed reluctant to appear critical of those he still considers colleagues. He said the networks "did a pretty good job." And the pressure the coverage put on the President may have been a good thing, he said. "But," he continued, "there may be a day when all that pressure on the President is something to be avoided."

Don Oberdorfer, diplomatic correspondent for *The Washington Post*, is another who thinks what he sees as the main lesson of the Iranian hostage story—the danger of national obsession with an event—has not been learned. He had written articles for the *Post* and the *Washington Journalism Review* after the return of the Americans from Teheran, in January 1981, about the uneasiness he felt regarding the problem of saturation coverage of a gripping event overseas through satellite-delivered television signals. "The whole country was involved," he said last week. "Everybody was caught up in an intense experience to the exclusion of everything else." And the coverage of the Beirut hostage story persuades him that nothing had been learned by the media. "Things got worse," he said. "There was a no-holds-barred competition among the networks, and the captors were more sophisticated than the Iranians [in the use of the media], and played it for all it was worth."

Oberdorfer was not concerned about the content of the material churned out; the like-

lihood that American viewers would become converts to the Hezbollah Shiite movement was not great. "But," he said, "this country cannot afford to be taken captive by far-off events for weeks and months and longer." Focusing attention on a single event over a period of time "will have a profound impact on government," he said. And he noted Reagan, in greeting the former hostages at Andrews, indicated he had been consumed with the story: "In the days that you were away, our attention was never once distracted from your plight. And we wouldn't rest until you returned to us safe and whole." That from a President who had made an effort to maintain a business-as-usual schedule during the crisis.

Ratings correlation. Although the numbers for the final weekend of the Beirut hostage crisis (June 23-30) were not in at press time (except for CNN), the evening news ratings for the second full week of the drama indicated that as the crisis wore on, viewing of the coverage, for the most part, was down. *CBS Evening News with Dan Rather*, for example, averaged a 12.3 rating during the first week of hostage (week ended June 19). For week two, *Evening News* received an 11.2 rating. *NBC Nightly News with Tom Brokaw* had a 9.9 the first week, but dropped to 9.6 the second week. *ABC World News Tonight with Peter Jennings* averaged 10.2 the first week and dropped to 9.2 the second week. On the cable side, CNN said it had record viewing levels during its coverage of the crisis. On Sunday, June 16, two days into hijacking, CNN said it had its highest 24-hour rating with an average 1.7, tripling the daily average in May. Two weeks later, Sunday, June 30, the day hostages were released, CNN said it shattered the 24-hour record again, with a 2.5, or an average of 828,000 households.

And there were those who felt that the story may not have been worth all the time devoted to it over the 17 days. David Gergen, who was White House director of communications during the first three years of the Reagan presidency and who is now a columnist and consultant for *U.S. News and World Report*, for instance, said saturation coverage was justified during the first days of the crisis, when the hijacked plane was shuttling between Beirut and Algiers and when the Navy man, Robert Stethem, was killed, and the final days, when the hostages broke camp and headed for home. "In between, though, there was too much hype and repetition," an analysis with which viewers evidently agreed: Ratings for the network news programs dropped off in the second week of the coverage [see box].

But with the former hostages returned, new criticisms of the coverage may be emerging—that for all the effort and time and money expended, the media may have missed an important ingredient of the story. Gergen noted that "we now know that Conwell didn't speak for all the hostages." Con-

well, the oil company executive from Houston who was the articulate spokesman for the hostages, presented a picture of camaraderie with the Amal—on the final day of the hostages' captivity, he was seen on American television screens exchanging kisses with one of the militia. But former hostages last week began showing up on American television offering a different picture. Peter Hill, of Hoffman Estates, Ill., in an interview with CBS News that was shown, on the day the former hostages returned, on the *Morning News*, and later on the *Evening News*, expressed a fury that was almost palpable. He felt, he said, "anger, frustration, a sense of being raped, ravaged by these animals." And in another interview, on the network's late-night *Nightwatch*, Hill directed fury almost as violent at Conwell's behavior. "It would have been helpful," Gergen said, "if we knew about Conwell's Middle East connections. We don't know his motivations."

All of the critics make it clear they consider abhorrent use of government regulation as a means of dealing, next time, with the problems they saw in the coverage of the Beirut story. Indeed, they express fear that the government might seek to impose some kind of regulation—Gergen seemed to take former Secretary of State Henry Kissinger's suggestion that the networks impose a blackout on interviews with terrorists as a possible signal of such intentions (although the White House was scrupulous in avoiding any comment on the coverage). But they all called on the networks to engage in what Gergen called "serious introspection on how these events are covered and on what the public needs to know without the media being manipulated."

Friendly would take such "introspection" a step further. "I'd favor a meeting of all news organizations to consider what we have learned from Iran and Beirut and what we can do to avoid being manipulated," he said. "It may be nothing. But at least we can look at it, and try to figure out what we can do... when the roof falls in." He would hope such a conference could provide an answer to a network looking for an exclusive in a future hostage taking and being confronted with a demand from a terrorist saying, "I want to make a statement in prime time, unedited."

If intense competition and the technology available created a new kind of problem for television networks in Beirut looking for a scoop without paying an unacceptable ethical price, the pressures will be even greater "next time." In Beirut, the networks had to transport videotape by road to an uplink in Damascus or by air to Larnaca. The earth station in Beirut had long since been a casualty of the street fighting there. Next time, CNN's Turner indicated, that wouldn't matter. He noted the portable uplink being developed will be available. "You can go right from the tarmac," he said. "You can transport the equipment in an airplane and carry it in a station wagon." The competition, then, would be ratcheted up a few notches. But that might not be the only problem. Said Turner: "I can see the Amal taking the uplink hostage." □

New life in morning competition

Ratings improve for second-placed 'Today' show, but top-rated 'GMA' retains its lead in top markets

The sun is rising on NBC-TV's *Today* show. After three years of playing also-ran behind ABC's *Good Morning, America*, the 33-year-old morning show is beginning to show signs of new life. Although it is still several laps away from dislodging *Good Morning, America* out of its customary number-one position, recent rating trends indicate the gap is closing. (For 30 years, *Today* was the undisputed monarch of morning television. It held the number-one position after it premiered on Jan. 14, 1952, and maintained that lead until the first quarter of 1982, when upstart *GMA* began a 164-week winning streak.)

At stake in the morning news races is an estimated \$225 million in national advertising shared by the three networks, a figure that also includes advertising in the preceding early-morning news shows: *The CBS Early Morning News*, *Sunrise* on NBC and *This Morning* on ABC. That is a 37% increase over the total of an estimated \$188 million spent on the networks in early morning advertising in 1984.

Certainly NBC has something to crow about. During the first half of the year, national rating and share for *Today* have averaged a 4.9/22, up 20% in rating from a 4.1/19 for the same period last year. By comparison, *Good Morning, America* averaged a 5.2/23, down 4%, and the *CBS Morning News* fell 3% to a 3.4/16. For the 13-week period ending June 21, *GMA* averaged a 5/23, *Today* averaged a 4.8/22 and *CBS Morning News* averaged a 3.2/15.

And, according to an analysis by NBC of the May sweeps, the improvements in the national ratings are reflected at the station level. Among the top 100 Nielsen markets, reports NBC, ratings for *Today* are up in 66 compared to the May sweeps a year ago, down in 21, and flat in 13. The *CBS Morning News* is up in ratings in 32 markets, but down in 54 and flat in eight. And *GMA* is up in 34 markets, while down in 56 and even in six. (Totals do not add to 100 because of clearances and affiliate switches.) An ABC analysis based on the Nielsen sweep of the top 100 markets disputes NBC's claim as to the number of markets where *Today* has advanced and *GMA* has declined, but does not argue the overall indication that the gap between the two has narrowed.

"For the first time [since *GMA* took the lead], we are ahead in more of the top 100 markets than ABC," said Steve Friedman, the outspoken executive producer of *Today*. "*GMA* is on its way to becoming a second-place program."

Indeed, according to NBC, the *Today* show ranked first in 46 markets of the top 100 while *GMA* placed first in 41. CBS placed first in six markets.

In some markets, the May-to-May comparisons show *Today* making substantial gains, although it may still trail *GMA*. In

Detroit—where ABC owns WXYZ-TV—*Today* went from a 26-share-point lag behind *GMA* to a 10-point lag between the May 1984 sweeps and the May 1985 sweeps. In Albany, N.Y., it went from 14 share points behind to three share points behind. And in Springfield, Mass., *Today* leapfrogged from a 10-share-point lag behind *GMA* to a six-share-point lead.

ABC officials say they are aware—but not terribly worried—about the gains posted by *Today*. They point out that *GMA* still is the number-one ranked program in early morning and has a more impressive lead among the most coveted viewer of all—the 18-49 year-old woman—although that too appears to be shrinking.

During the first half of this year, ABC reports, *GMA* averaged a 3.5 rating among women 18-49, down only one-tenth of a rating point from the first six months of 1984. *Today* averaged a 2.6 rating, up 53% from a



GMA's Hartman



Today's Gumbel

1.7 for the same period a year ago. The *CBS Morning News*, although off in total households, also showed a gain among women 18-49 during the first half of this year by picking up four-tenths of a point for an average 1.6.

"We have been number one for five years in a row," said John Goodman, producer, planning and promotion. *GMA*. "We had a streak of 164 consecutive weekly wins. I think I'm correct in saying that out of the past 177 weeks, we have won or tied 173 of those weeks. There are gains [by *Today*] but we continue to lead."

The *Today* show's gains have been largely outside the top-10 markets, where the gap between *Today* and *GMA* does not appear to be narrowing as quickly. *Today* is down two share points in New York from last May, compared to *GMA*, which is up three share points. In Philadelphia, *Today* is flat in May-to-May comparisons, but *GMA* is up four share points. And in Boston, *Today* is down two share points, and *GMA* up two.

In addition, ABC reports that between January and April of this year, *GMA* showed a 22% advantage over *Today* in the A and B counties, and a 30% advantage among households with \$40,000-plus income annually. *GMA* has a 29% advantage over *Today* in households with \$30,000-plus income, and a 22% advantage in households where the head is a professional, owner or man-

ager. In \$30,000-plus households where the head has one or more year of college, *GMA* has a 26% advantage.

Friedman has a theory about *Today's* performance in the top 10 markets, and why it appears not to be keeping up with its performance outside the top 10, and in some cases even declining. He pointed out that two of ABC's affiliates in the top 10 belong to Capital Cities Communications (Philadelphia and Houston) and "are very well run and very tough to beat." He also noted that when *GMA* first went on the air, it made its first inroads on the ABC-owned and operated stations, "and they're the last ones to go."

Friedman's observations corroborate those of other industry watchers, who agree that *GMA* got its foothold with the younger, urban audiences ABC's owned stations are known for attracting.

Goodman said *GMA* would not react to *Today's* gains with a "kneejerk reaction." He called *Today's* week-long visits to Moscow, Rome, Vietnam and the whistle-stop train ride around the country "stunts" designed to grab publicity rather than contribute anything substantial for the long-term positioning of the show. "We feel there is nothing wrong with what we're doing on *GMA*," he said. "That's why we're not panicking at all. [Host] David Hartman has said the same thing in several interviews: 'We're pretty comfortable with what we're doing here.'"

But why is *Today* making an ascendency at this time? According to Friedman—who is given to short, made-for-the-evening news, five-second quotes—three factors have come into play. First, he said, the on-air working relationship between co-hosts Bryant Gumbel and Jane Pauley has improved enormously. Second, the noninterview feature spots on the show have become "more reactive than active. It's become the 'today show,' not the 'yesterday show.' And third, *Today* has gotten a big push from the network's turnaround prime time fortunes, where higher viewing levels mean increased exposure for *Today's* promotional spots.

Friedman also cited other factors, such as a new set occupied by Gumbel and Pauley and a little help from the competition—namely CBS's repeated attempts to expand its early morning news programing, still to no avail.

Goodman argues that *Today*, as it has made changes to the program, has copied what *GMA* pioneered. "Everybody laughed when we introduced the living-room set on *GMA*," Goodman said, "but today, both NBC and CBS are using it." Friedman credits *GMA* with advancing such techniques as satellite technology for live interviews and "bringing the viewer to the newsmaker, not the newsmaker to the viewer," he denies copying *GMA's* format. Friedman cited a 30% increase in *Today's* staff to about 75 as helping to beef up the product.

And Friedman is effusive about co-hosts Gumbel and Pauley. He says both "need and complement each other," and he noted that both are in their mid-30's, while "Hartman is

in his 50's." (Hartman turned 50 in May.) Friedman says his co-anchors' age can only help to increase their franchise. "Sometimes when I sit there and watch them I think I've died and gone to heaven," Friedman confessed. □

Life as an also-ran: CBS's a.m. problem

It's been about three years since the *CBS Morning News* expanded from one hour to two, a move seen as necessary to compete effectively with NBC-TV's *Today* and ABC-TV's *Good Morning, America*. But after a series of changes in the program's format and look, the latest of which were imposed last January, and a doubling in its ratings since the two-hour version debuted, *Morning News* is still a distant third behind its two competitors, which have been deadlocked in a week-to-week struggle for the top of the morning-news heap.

The biggest problem, according to Jon Katz, executive producer, *CBS Morning*

News, has been the well publicized "instability" in the program's two co-anchor slots. Diane Sawyer left the program last August for *60 Minutes*, with a host of female CBS correspondents filling in until Phyllis George was tapped for the job full time last January, shortly after the program was given a face lift in the form of a new set, with accompanying graphics and music. At the same time, the program introduced several new correspondents to the show, each responsible for a separate beat, such as business, medicine and the Washington scene. The changes did not go over well with co-anchor Bill Kurtis, who felt the addition of George represented a further softening of the program. He left last month. Bob Scheiffer is filling in until a permanent replacement can be found, probably in the fall.

Katz remains convinced that once the anchor situation is settled, the morning news program at CBS will finally get competitive. "We have a lot of faith in what we are doing," said Katz. "We don't think the program needs to be taken apart and reassembled. It will continue in the direction it is going."

Katz said there will be some additions to what he calls the "national stable of reporters" who do regular feature segments. New correspondents will report on consumer affairs, science and technology and pop culture. He also talks of other "surprises" in store for the fall but he is reluctant to elaborate. "I think we're banking on the [belief] that the country wants a strong informational, hard-news and feature package, and nothing has happened to cause us to change that belief," he said.

"The anchor thing is very important," said Katz. With the recent turmoil among anchors at *Morning News*, "there is an atmosphere of instability, and viewers know that. They want to know that those people are there and comfortable with each other and that they are going to be there for a while." As far as Katz is concerned, the program is "half way there" in shoring up the anchor positions, meaning that he supports Phyllis George and that the challenge now is to find a strong and compatible male counterpart. Not only does he support George, he also speaks bitterly of the way she was treated in

Massive technological effort for Live Aid concert

Simultaneous, two-continent, all-day concert will put technicians and satellite capacity to a test that hasn't been seen since the 1984 summer Olympics

In technical terms, the production and satellite feed of the Live Aid concert scheduled for Saturday, July 13 (BROADCASTING, June 24), will be a marvel matching and in some ways exceeding ABC's huge effort at the 1984 summer Olympics in Los Angeles.

The concert, featuring more than 50 top performers from the contemporary rock and country music scene, is to air live from John

F. Kennedy stadium in Philadelphia and Wembley station in London. The global telecast is being produced and marketed by Worldwide Sports & Entertainment and is being carried in whole or in part by, among many others, ABC Television, ABC Radio, MTV and over 100 independent stations.

The event is being hosted by Band Aid, an organization founded by Bob Geldof of the British band, the Boomtown Rats, to benefit victims of world hunger, and will run 17 hours from 7 a.m. to midnight NYT.

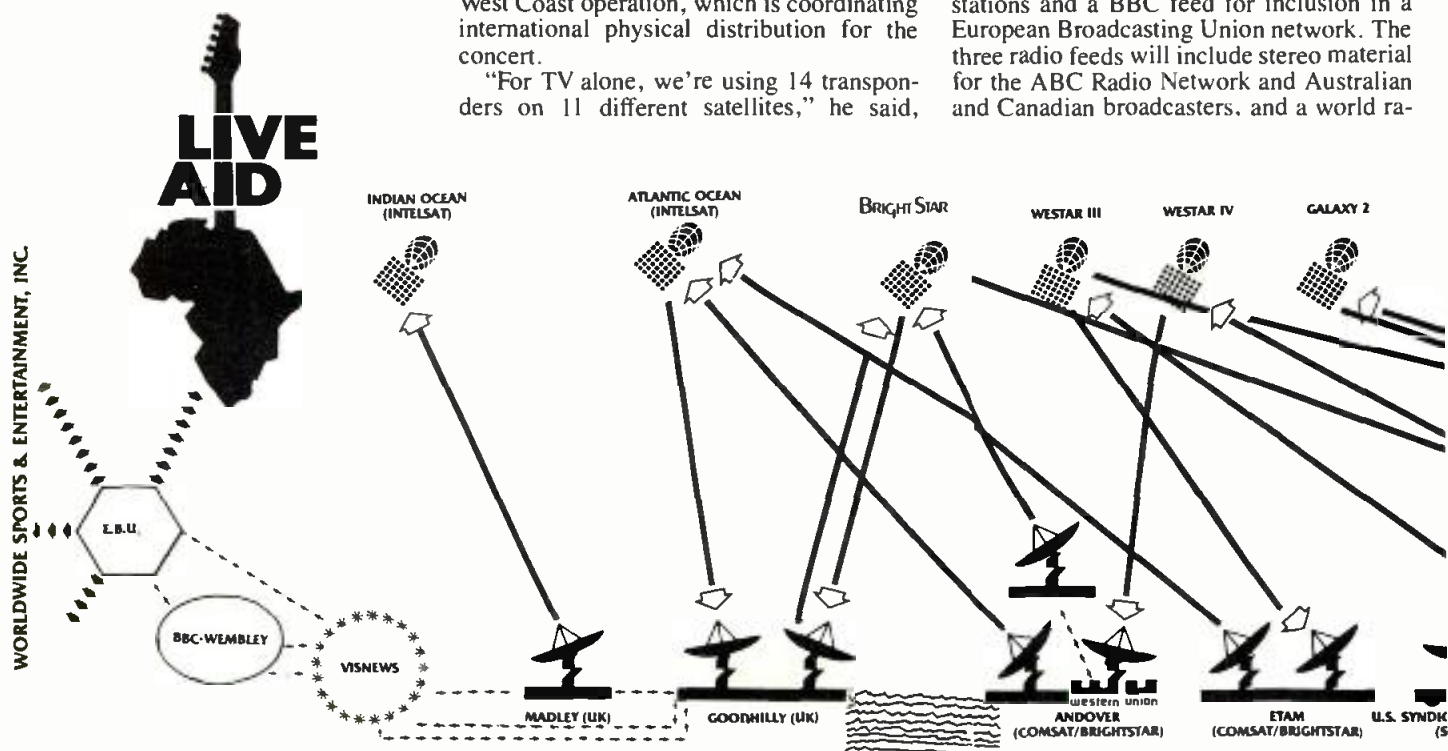
The event's extensive use of satellite feeds is probably the biggest ever, according to Jim Tuverson, head of TVSC/Group W's West Coast operation, which is coordinating international physical distribution for the concert.

"For TV alone, we're using 14 transponders on 11 different satellites," he said,

"with a strong possibility of adding another two satellites for additional incoming feeds. For the radio feed we're using three other satellites."

The two stadiums will originate the bulk of live program feeds. Tuverson explained, while several other countries, Australia, Japan, Holland, West Germany and possibly the Soviet Union, are also expected to provide live feeds of inserts with performers and hosts.

Four separate TV program feeds will be uplinked out of JFK Stadium: an ABC feed (also the world feed), an MTV feed, a stereo feed for syndication to over 100 U.S. TV stations and a BBC feed for inclusion in a European Broadcasting Union network. The three radio feeds will include stereo material for the ABC Radio Network and Australian and Canadian broadcasters, and a world ra-



the press when first tapped for the role late last year. "I was surprised and disappointed by the acutely vicious nature of some of the criticism of her. It was difficult to endure but I think that it is over or at least it has quieted." Criticism of the program is one thing, said Katz. "We're fair game for that. In the media where we give heat, you should expect to take it so I don't think you can complain about people who don't like the program. But some of the attacks on her have been personal, vicious and ugly and I think that the people who cover television have some real soul-searching to do about the fact that their standards for coverage are so different for television than they are for anything else. They do the very thing they decry. They write about television in terms of personality and feel free to be personally abusive and cruel in a way they would never be if they were writing about a public official or a business executive or anybody else. It's the personal nature of the attacks that were awful."

At this point, the male slot is still wide open. Forrest Sawyer joins the *CBS Early Morning News* today (July 8), as co-anchor

with Faith Daniels, but Katz insists Sawyer is not being groomed to be *Morning News* anchor slot, although he will contribute in a news reading capacity.

Whatever else *Morning News* does, it has to create a separate and attractive identity to compete effectively with *Today* and *GMA*, acknowledges Katz. With its varied segments, part of the *Morning News* strategy is to position itself as a program that provides usable information on a broad range of subjects. "It is crucial that we be different," he said. *Today* and *GMA*, he contends, are doing essentially the same thing: "They're a combination of cabinet secretaries and movie stars. There is no disguising that, and they are both very good at it."

To its credit, Katz says, *Today* has a lead over the other two programs in promoting itself. "They are just beating everybody's brains out in public relations. Much of the nation actually believes they interviewed the Pope in Rome when in fact they filmed the Pope at a service at breakfast. But that is very smart and you have to give them credit for that."

Despite the fact that *Morning News* is a perennial "agenda item" at gatherings of CBS affiliates and network executives, affiliates are not threatening to pre-empt the program and are not screaming for a replacement. At least not yet. There is some frustration with its performance, however. On the other hand, there seems to be no consensus on how to fix it.

"It's a case of expectations," said Art Kern, vice president and general manager, KPIX(TV) San Francisco. "The CBS News organization is the program's greatest competitive advantage." The choice seems to be either making the program more news-oriented, said Kern, or fluffier, like *GMA*.

Sy Yanoff, president of WNEV-TV Boston, disagreed. "The harder approach just hasn't worked," he said. "You don't have to be a journalist to be a great interviewer and do good work." He submitted that the program may need "radical creative surgery," which is just what Katz believes is not required. Nevertheless, Yanoff said he is confident the network can turn the program around, eventually. □

radio feed provided in mono off of the world video feed.

Eighty-eight nations are expected to pick up the program, said Tuverson. Most will take it by satellite; a few, including some European countries, will take it by terrestrial landline, while others by their choice of both.

"No one has ever required such massive amounts of time," Tuverson commented. "We're asking for 13, 14, 15 and 16 hours on transponders of international carriers."

Complicating the task is the requirement not only to coordinate the four separate TV feed and three radio feeds on the satellites via uplinks and downlinks, but also to plan for shifting time zones and alternating feed schedules.

Show producers have also added their own series of complex satellite "tricks," including a "duet" via satellite between David Bowie in Wembley and Mick Jagger in JFK, and a group that will perform in London,

then fly to New York where a camera crew will greet them and fly them by helicopter to JFK to perform a second time.

The intricacies taking place on the ground are nearly as great as those in the skies, according to managers of the event, some of whom have had only a few weeks to coordinate what would normally be a project of several months.

With a crew of over 250 (more than half from ABC Broadcast Operations and Engineering), dozens of mobile production units, uplinks, downlinks and mixing facilities, the event is "every bit as complex technically as the Olympic games," commented Joe Dibonis, ABC general manager of studio/field operations, who is acting as the TV network's technical manager for the project.

According to Howard Zuckerman, an independent program packager who is executive in charge of the production, his involvement began less than two months ago, but during that time he has been able to secure

mobile units, stage packages and other facilities.

Mobile trucks for satellite feeds will be provided from F&F, E.J. Stuart, ABC and MTV. Three mobile units will cover three performance stages and a fourth substage, and two trailers with chromakeying equipment will be used for segments with program hosts, Zuckerman said.

On hand, Zuckerman added, will be 21 cameras, 14 videotape recorders and other equipment, such as a transformer needed to provide all required power and a master UHF antenna system to feed 40 TV sets in JFK Stadium.

For ABC's radio operation, the network will have a 50-person crew and use its new stereo Studio 12 as command center for the 6-a.m.-to-midnight program schedule. "Wembley and Philadelphia will essentially be treated as big remotes," commented Kent Coughlin, ABC Radio vice president and director of engineering and program oper-

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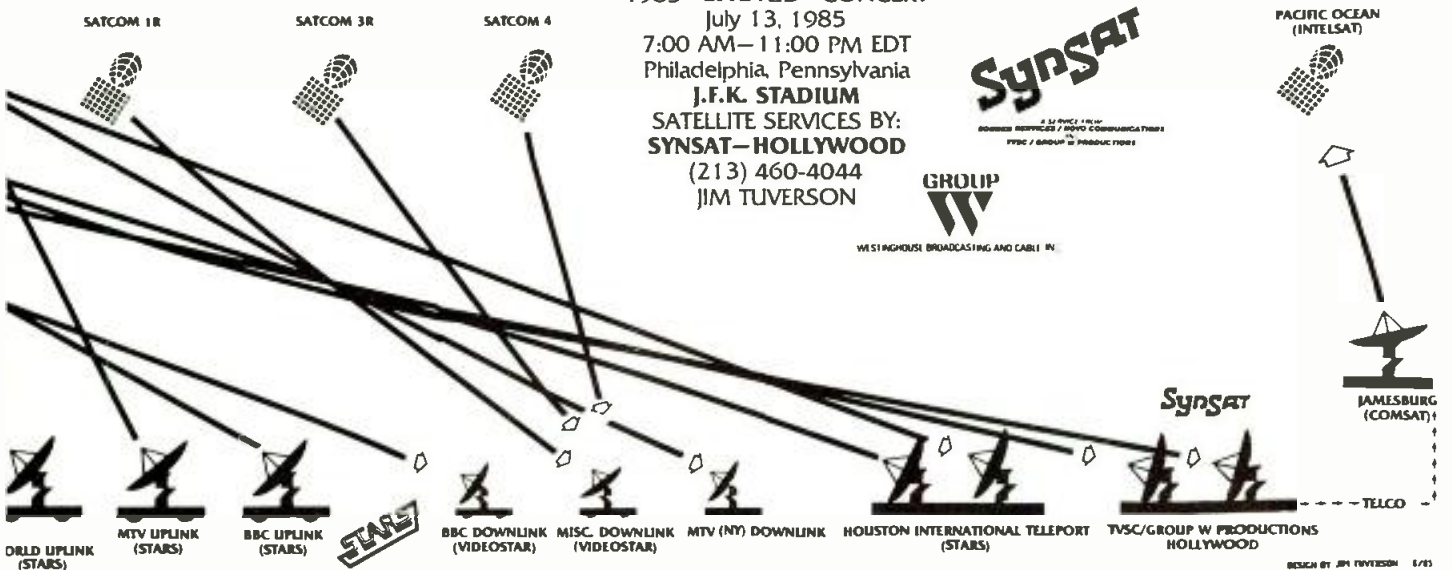


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"We'll have stereo feeds going to a stereo mixdown truck at JFK and then fed to New York via satellite," he said. "There will also be three mono program feeds each from Philadelphia and Wembley for entertainment or news sidebars."

On-site at JFK, ABC Radio will have three trailers as stereo studios and routing points for the feed, and will have hard-wired setups from the press box, VIP area, camera stand and outside the stadium, in addition to roaming wireless RF mikes, Coughlin said. In New York, two stereo tape rooms, news facilities and an additional tape room will be used for production before the program is uplinked to affiliates.

"We've had to juggle days off and borrow from every department under the sun and owned-and-operated stations to make the manpower available," remarked ABC's Di-bonis, who became involved in the project in mid-June.

ABC Television will broadcast the concert's climax, from 8 to 11 p.m. NYT, with earlier highlights included. MTV plans to pre-empt its regular schedule to air the entire concert, plus additional segments, for a total of 17 hours.

Orbis Communications has cleared the syndicated portion of the concert on 103 stations. It will be offered on a barter basis with stations and national advertisers splitting 12 minutes of ad time during each of the concert's 11 hours. The independents will also supplement their coverage with international feeds from Australia and possibly other countries.

Each feed will have a different host. Dick Clark is hosting ABC's broadcast. MTV will use its own VJ's and the independent stations are using celebrities, such as Bette Midler, Melissa Manchester, Kenny Loggins and Sheena Easton.

In addition to the concert, the broadcast will include a series of educational pieces produced by Worldwide Sports & Entertainment, featuring prominent figures addressing world hunger problems. Among those slated to appear are former President Jimmy Carter, former vice presidential candidate Geraldine Ferraro, Dr. Carl Sagan, Bishop Tutu and Coretta King. In the U.S., the educational spots will air with corporate sponsors.

On the radio side, ABC Radio Networks has an exclusive agreement with Worldwide Sports & Entertainment that prohibits other networks from broadcasting the concert live or recording it. The agreement also restricts other networks to only one report per hour of no more than three minutes.

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.

Among the artists scheduled to appear are Mick Jagger, Paul McCartney, Rod Stewart, Elton John, Eric Clapton, Boy George, Duran Duran, Paul Simon, Waylon Jennings and David Bowie. □

NBC riding a summer of good fortune

Network has won nine of the 10 weeks but the overall good news for all three TV networks may be that HUT levels are up 2% over last year

According to Gerald Jaffe, vice president, research projects, NBC, it comes as no surprise that the network is doing well so far (April 22-June 30) in the summer season, heavy in repeat episodes of regular series. But, he said, "we never anticipated we'd win" the nine of the summer's 10 weeks it has won. Since the end of the regular prime time season, NBC has averaged a 13.9 rating, CBS a 13.1 and ABC an 11.6.

Jaffe said that NBC's success was attributable to the network's close regular season ratings finish (16.2) behind CBS (16.9) and to the benefits of weaker competition from CBS and ABC nighttime dramas, which generally perform in summer below their regular-season marks. "We knew CBS was heading for a big, big decline in at least three hours," where share average would drop to the 20's or below from the 34-to-40 range of the regular season. The three hours he mentioned were *Dallas* (Friday, 9-10 p.m. NYT), *Falcon Crest* (10-11 p.m. NYT) and *Knot's Landing* (10-11 p.m.).

Adding to the luster of NBC's summer accomplishments, HUT levels are up 2%, to 56.6 from 55.7 for the same 10 weeks last summer. Jaffe said that the gain was "appreciable." HUT levels for the regular season were 63.3, down 1% from last year's 63.5.

During the regular season, NBC averaged three top 10 shows a week. But now it averages better than five, and in some weeks as many as nine of the top 10.

The season's third-ranked show, *The Cosby Show*, has been first seven times in the season, tied for first once and third the other two times. It is down 6.2% from its season-to-date average, from 24.1 to 22.6.

The season's number-one show, ABC's *Dynasty*, Wednesday 9-10 p.m. NYT, is performing well below its seasonal average of 25/37 in the four times it has appeared as a repeat, averaging a 9/15. Jaffe said that poor repeat performance of nighttime soaps, "a matter of ennui" on the part of viewers, was to be expected. He was surprised that ABC has repeated the show at all.

At the end of the regular season, the networks each held back new episodes of some shows for the first few weeks of the May sweeps. ABC and CBS held back the finales of nighttime dramas. In its season finale (May 15), *Dynasty* scored a 25.9/39 and placed second on the schedule behind the finale of *Dallas* (27.5/46), which was the number-one program on the schedule for the week ending May 19.

At CBS, the director of audience research, Michael Eisenberg, said the network had "expected" nighttime soaps would not do well during the summer months. "Since we haven't been there in full force we have contributed to NBC's success," he said.

Eisenberg said CBS hopes to improve its ratings average with three summer series set

for August—*West 57th*, *Hometown* and *I Had Three Wives*.

In nightly wins during the regular season, CBS averaged four: Monday (17.5), Thursday (19.9), Friday (19.1) and Sunday (19.9). ABC averaged two—Wednesday (20.2) and Saturday (14.4)—and NBC one, Tuesday (19.6). In the summer schedule, NBC has been winning three nights, Tuesday (16.7), Wednesday (14) and Thursday (17.5); CBS three, Monday (15.5), Friday (13.6) and Sunday (15.5), and ABC one, Saturday (11.8).

While Thursdays and Tuesdays have usually been the highest rated nights on the schedule so far this summer, CBS has posted impressive ratings with its Monday schedule in the past two weeks. Monday was its highest-rated night (June 17) of the week ending June 23, when it posted a 17.2 (June 24), and of the week ending June 30, when it posted a 17.6. On June 24, Monday on CBS got an unusual boost from *Cagney and Lacey* (19.1/33), which outperformed its season-to-date average of 16.4 by 16% and was fourth-ranked in the week.

ABC spokesman Jeff DeClowf said that among that network's current program offerings, only *20/20* could be said to be a better performer in summer than in the regular season. The show averaged a 14.1 during the regular season, but is now averaging a 14.8, an improvement of 5%. ABC's *Who's the Boss*, sometimes mentioned as a strong summer performer, is down 9% from its average during the regular season of 15.8 at 14.4.

Jaffe said that NBC had earmarked 10 series it considered as strong summer performers—*NBC Monday Night Movie*, *Remington Steele*, *Riptide*, *Highway to Heaven*, *The Cosby Show*, *Facts of Life*, *Family Ties*, *Cheers*, *Miami Vice* and *Hunter*.

While NBC is enjoying a summer success, spokesmen for HBO and Showtime said that June, July and August were not repeat-heavy vacations for those networks. "Summer is a very good season for us," said Colleen Murphy of HBO. "We've reduced the number of repeats." Murphy said that viewer selection on HBO would rise 25% from this June to July.

Showtime's spokesman, Marilyn Sollar, said its summer schedule is intended to be "just the opposite" of the broadcast networks' repeat-heavy schedule. She said that the cable service would use the summer months to create themes, and to bolster its image for future promotional campaigns to win subscribers. Murphy said that HBO has spent \$100 million on the acquisition of 50 titles and promotion of those films that will be shown throughout the summer and the rest of the year.

July on Showtime will be "space fantasy month," featuring the premiere of "Star Trek III: The Search for Spock" and a first-run production, "Murder in Space." With a "very strong schedule," Sollar said, "we anticipate 30,000 new subscribers, and 850 new cable operators will sign up for the service. □

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Behind the scenes with Chris-Craft and Warner

Analysts guess whether stormy marriage will break up or resolution of apparent problems will be found

Some Fifth Estate observers are expecting headlines from Warner Communications and Chris-Craft Industries soon, but no one knows for sure what those headlines might say. Warner and Chris-Craft own pieces of each other and there is currently a dispute between their top managements.

The anticipation of news in the next few weeks comes from the belief that one company or the other will act before Warner's annual shareholders meeting on Aug. 9. That meeting, initially set for June 27, was rescheduled without explanation.

What is known for sure is that last month, Chris-Craft and its chairman, Herbert J. Siegel, filed with the Securities & Exchange Commission indicating that it had several grievances with Warner and its chairman, Steven J. Ross. Warner management had proposed a leveraged buyout of Warner, but Siegel found the bid unsatisfactory, according to the filing. It was widely rumored that the proposed LBO would have included some stars in the Warner Brothers stable of actors, including Clint Eastwood.

The 13-D filing also stated that Chris-Craft had tried to expand its representation on the "board of directors... and various committees of the board. However, no agreement was reached and these discussions have now terminated." Chris-Craft has three of Warner's 14 board seats, although it is several times over the largest stockholder, with 30% of the 80.1 million eligible shares.

In the SEC filing is stated Chris-Craft's intention to "protect or enhance the value" of its investment. Among the possible actions it suggests are discussions with other large shareholders; the acquisition of still more Warner stock; the proposal of changes in Warner's by-laws or charter; the nomination of directors at the shareholders meeting, and "other actions deemed appropriate."

Corporate ties between Warner and Chris-Craft were set in motion by Rupert Murdoch's acquisition of a large bloc of Warner stock in late 1983. To head off a possible takeover by Murdoch, Warner swapped stock with Chris-Craft, giving the latter roughly 20% voting power in Warner, which in turn got a 42.5% interest in Chris-Craft's television subsidiary BHC Inc. (BHC accounts for over 90% of Chris-Craft's revenue and operating income.)

In addition to the stock that was swapped, Chris-Craft and affiliated companies have invested roughly \$190 million in purchasing Warner's securities. These corporate entities now own about 7% of Warner's common stock and 98% of a special series C cumulative convertible preferred stock.

From a financial point of view, Siegel's investment in Warner has not been an outstanding success. Most of the 4.1 million shares of Warner common were purchased over a year ago at an average price of just

over \$28 (\$118 million total). Shortly thereafter Warner's stock declined and for most of 1984 traded in the low 20's. It has only been in the past few months that the stock has edged up over \$28. It closed on Tuesday at \$32 1/4. If Siegel were to sell it now he would realize a 13% gain over one-and-a-half years.

The 7.1 million shares of series C preferred stock were also acquired over a year ago at about \$10 per share (\$71 million) and pay interest at the rate of 70 cents a year. Because Chris-Craft owns virtually all the shares, the market in them is illiquid (and the price recently was below \$10). Furthermore the shares convert to common stock at a gain only if the price of common rises above \$35. A conversion would also result in a reduction in voting power.

Only with the series B stock swap (the stock pays annual dividends of 50 cents per



Siegel



Ross

share) have Chris-Craft's Warner holdings appreciated at a healthy rate. But this transaction also looks less good when considering what was exchanged: 42.5% of BHC Inc., which owns VHF stations KCOP(TV) Los Angeles and KPTV(TV), Portland, Ore., in addition to a 50.3% interest in United Television, owner of four TV's. Compared to the 100% rise that Chris-Craft's stock has made since late 1983, Warner's 40% increase pales. Siegel could probably have taken Chris-Craft private for less money than his investment in Warner and ended up far richer.

The situation is compounded by the fact that Warner is a much smaller company than when Siegel first invested. Since the deal was made between the two companies in December of 1983, Warner has divested itself of operations that previously provided roughly half the company's revenue.

According to Zacks Investment Research Inc., the average earnings projection of analysts following Warner is \$1.50 per share in 1985, for a current P/E ratio of 22. Zacks said that estimates for 1986 have risen slightly over recent months to \$2.05 per share, for a P/E ratio of 16.

Analysts are hard put to settle on a number for Warner's "break-up" value, but the figure of \$35 most often comes up (in some cases that is the low number on a range). Both the

P/E ratios and the rather narrow discount to break-up value would normally suggest there is little further upside currently in the stock.

Barbara Russell, an analyst with Prudential-Bache, said that the stock's health has brought back institutional investors into the picture. Before the repurchase of Murdoch's shares for \$172 million—there is still outstanding shareholders' suits challenging the "greenmail"—institution investors held close to 60% of the stock. That percentage dropped to about 25% in 1984 but is now back to between 35% and 40%, according to Geoffrey Holmes, a Warner vice president and the company's spokesman.

The divestiture of three Warner divisions—Warner Cosmetics, Franklin Mint and Panavision—provided the company with roughly \$250 million cash. Atari was divested in exchange for a series of notes from the buyer but "uncertainties" about those notes have led the company to take them off the balance sheet. At the end of the first quarter, Warner's ratio of current assets to current liabilities (.83) is worse than the 1.16 that existed at the end of 1983 when Siegel made his deal. Warner's continuing operations, television programming, movies, records and publishing, all showed gains in revenue to \$2 billion and operating income to \$256 million for 1984. Interest expense was \$111 million.

The story that Siegel was unhappy with Ross, and perhaps vice versa, began to surface with a March 22 article in the *Los Angeles Times* and has picked up frequency since. One supposed example of their disagreement is the continuing delay over the fate of Warner's half-interest in Warner-Amex. It is stated by those outside Chris-Craft that Siegel wants Warner to accept the \$1.3-billion bid for the number-six MSO by Time Inc. and Tele-Communications Inc. That bid has already been accepted by W-A co-owner, American Express, but Ross has yet to indicate his intentions ("Closed Circuit," June 24).

The fact that Warner has yet to submit its shareholder proxy material to the SEC for approval also heightens the speculation. It could suggest for instance that Warner management wants to give any opposition less time to respond to any proposed changes. It is also possible the discussions between Siegel and Ross are continuing toward some resolution of the reported disagreement. Both Lawrence J. Barnett, Chris-Craft's executive vice president, and Holmes, the company's spokesman, declined to comment on the reports.

At the same time that the two chairman seem to be at odds, the two companies combined might actually make a good match. Both have already completed the divestitures necessary to meet FCC ownership requirements (Warner-Amex had to sell off some of its cable systems.) Warner has over \$1 billion in tax credits that could shelter earnings from the television stations. □

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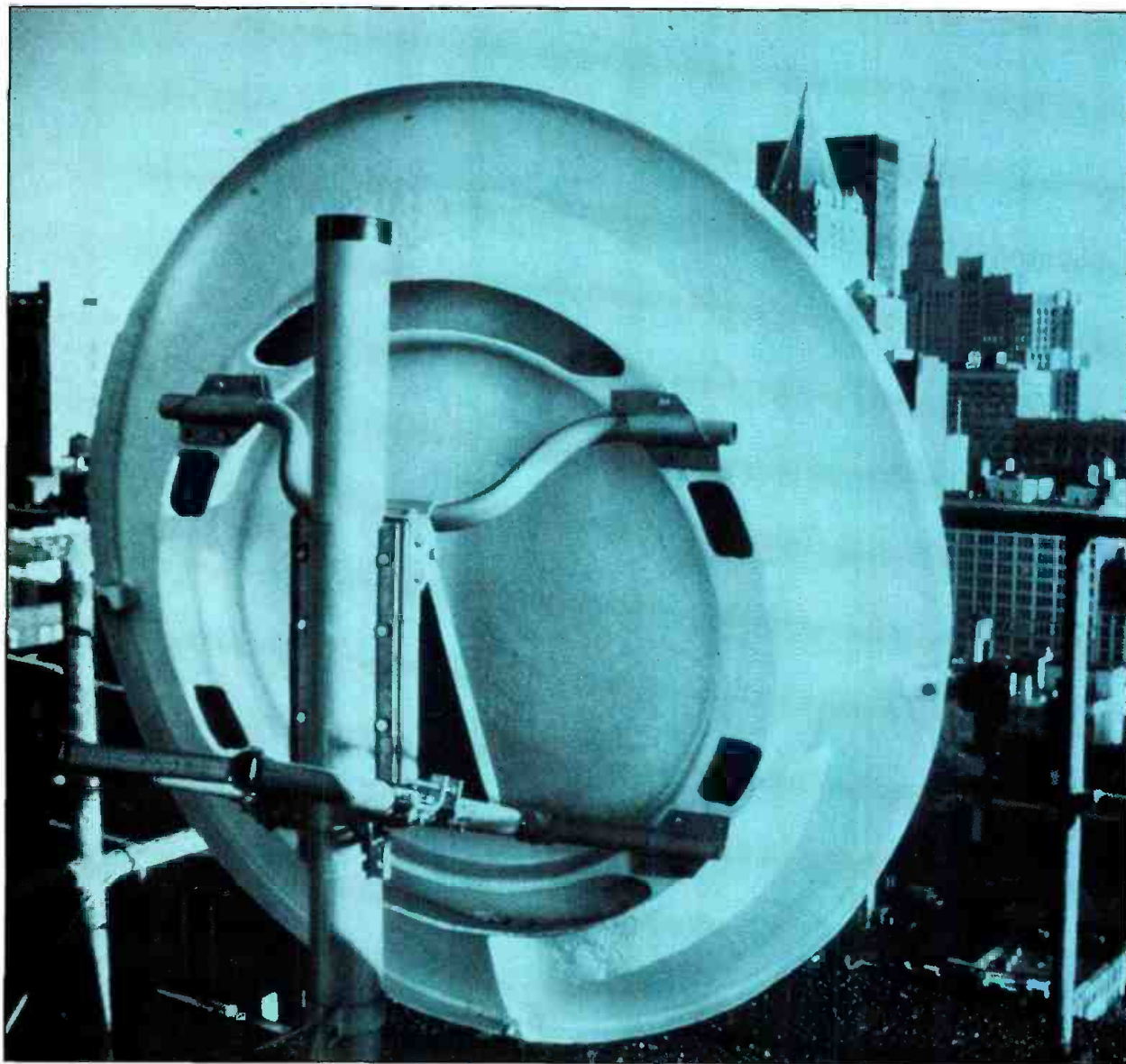
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Getting there from here

The two dozen domestic communications satellites now orbiting 22,300 miles above the equator have become integral and indispensable parts of the Fifth Estate. It's virtually impossible to watch television or listen to the radio without soon seeing or hearing something that did not at some point pass through a satellite transponder.

The satellites, which have proved to be highly flexible tools, are likely to become even more important in the years ahead as broadcasters and cable programmers invent new uses for them. For this report, BROADCASTING editors have taken a close look at some of the trends in satellite communications, ranging from the current efforts to offer satellite-to-home broadcasting services to the latest weapon in the local broadcast news battles—satellite news gathering.

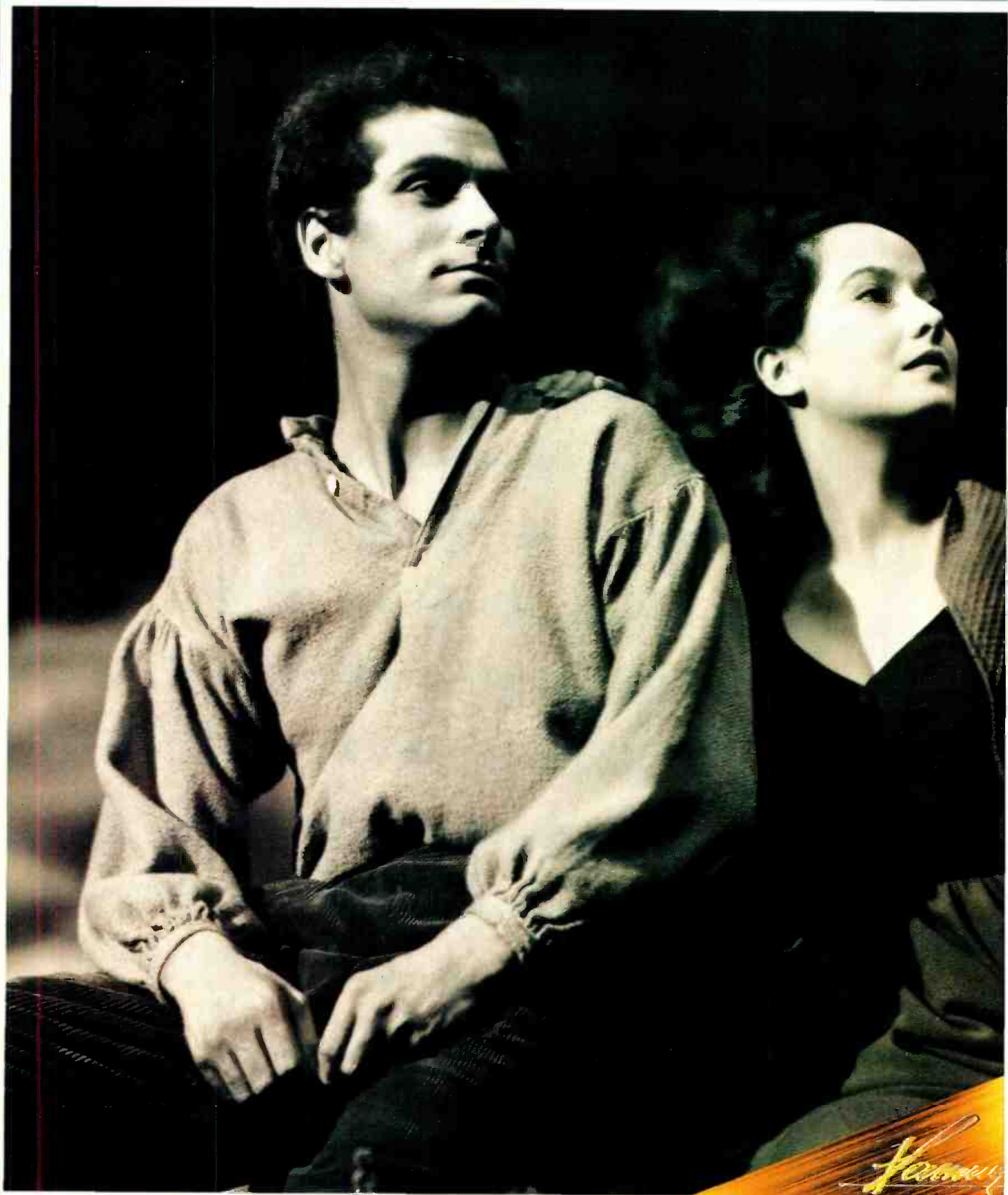
Although direct-to-home satellite broadcasting has heretofore had

a dismal track record, the cable industry believes the medium can be used to do what it can't do with coaxial cable—extend the reach of cable programming services to virtually every home in the country. Both C-band and Ku-band satellite broadcasting have captured the fancy of cable, which feels it can succeed where others have failed.

The good news for satellites users is that the oversupply of satellite capacity insures that they can obtain satellite time when they need it at a reasonable price. Even cable programmers, who are restricted to the few satellites that have a substantial number of cable earth stations looking at them, are finding it easier and cheaper to get a transponder than it was just a few years ago.

The commercial broadcast networks were talking about satellite distribution of their programming in the early 1960's when the first geostationary satellite were being thrust into orbit, but it took the

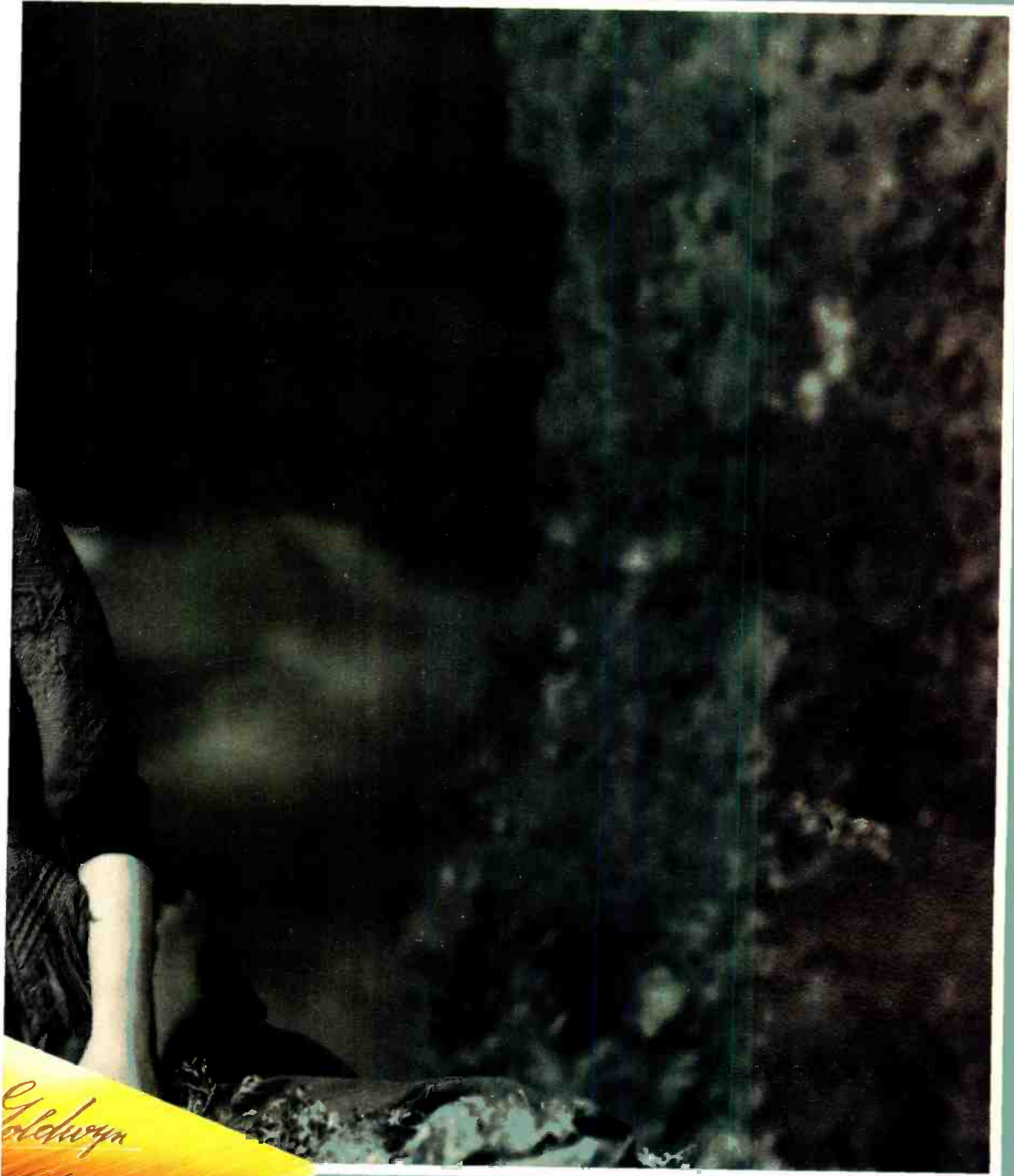
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better part of two decades before the technology and economics of satellites had evolved to a point where the networks felt it was a good move to make. NBC's Ku-band network is in place and ABC and CBS are pushing forward with C-band networks that should be complete by late 1986 or early 1987. The Public Broadcasting Service was the first on the satellite bandwagon, beaming programming to member-stations via the Westar system in 1978. But its system is starting to show the signs of age and it being upgraded.

The networks are not the only programmers committed to using satellites. The program syndicators have embraced the technology as an economic means of distributing their shows, particularly those with topics and commercials that can't wait to be "bicycled" around the country. Several firms are competing for the business, which, to their collective satisfaction, seems to be growing steadily.

The marketplace value of a satellite is determined, to a large extent, by the number and location of the earth stations looking at it. So satellite carriers should be pleased by the proliferation of tel-

ports, independent satellite earth stations willing and able to link up with any satellite on the orbital arc. The teleports are more than earth stations, however. They are, or try to be, telecommunications hubs, providing the nexus between regional terrestrial networks and the satellites.

The radio networks have been quicker than their television counterparts in moving to satellite programming distribution, so it's not surprising they are beyond that point and are now looking to use their satellite networks to create ancillary businesses and extra revenues.

First there was ENG, now there is SNG—satellite news gathering. With Conus Communications in the lead, broadcasters—at networks as well as stations—are making increasing use of transportable earth stations, not just to cover major events across the country, but to cover everyday stories across the state or even across town. And the use of satellites has permitted stations in different parts of the country to band together into mini-networks—some formal, other informal—to cover and exchange news.

Satellite supply and demand laws benefiting users

Economic axiom of more birds and transponders is correlating into lower prices and greater availability

It's still a buyer's market.

Because of the continuing oversupply of satellite transponders, smart satellite users—in the market for anything from a full-time transponder to an occasional hour or two—can still shop around and come up with some real bargains.

But, according to many satellite observers, the marketplace imbalance (and the bargains) will not last forever. After next year, the supply of transponders, which has been increasing steadily for the past few years, will begin leveling off. At the same time, demand, spurred primarily by corporations seeking to establish private satellite networks to "bypass" the telephone companies, is expected to pick up considerably.

"The market clearing price has gone down over the last two years," said Fred Knipp, assistant vice president, commercial transmission systems, Western Union, the pioneer commercial domestic satellite carrier. "Anybody who has a satellite up there that isn't filled is going to fill it up at any price."

"There is definite price competition among the [satellite] resalers and the underlying carriers themselves," said Bob Wold, chairman, Robert N. Wold Co., the oldest and largest resale carrier and satellite services company. "Tariffs have all but gone out the window."

The satellite carriers that have suffered the most are those with satellites that only have a small number of earth stations looking at them. For a satellite to retain its value in today's market, said Harold Rice, vice president, business planning and development, RCA Americom, it has to be part of some sort of "network." "The space segment by itself is not enough," he said. "If you're just throwing [satellites] into the pot right now, you are going to have a tough time leasing them."

Satellite capacity has grown rapidly over the past five years. Over the last 14 months alone, seven satellites, containing 84 C-band and 38 Ku-band transponders, were placed into orbit. While it is also true that

four first-generation satellites were retired during the same period, all were providing limited service.

Today, there are 23 satellites in orbit with 408 C-band and 68 Ku-band transponders. By May 1986, five more satellites (60 C-band and 60 Ku-band transponders) are scheduled to take their places in the increasingly crowded orbital arc. The newcomers include Westar VI, which will replace the aging Westar II, and Telstar 303, which was launched last month to replace Comstar III.

The satellite market's current quandary is due more to too much supply than to too little demand, said Pat McDougal, manager, space business consulting, KMG Main Hurdman, an accounting and management consulting firm. "There's a glut because [the satellite carriers] figured the transponder market would grow forever. But there was no way the market could have grown at the same rate it did three or four years ago," he said. Demand is still growing at the "pretty healthy rate" of between 10% and 20% a year, he added. "But the supply has doubled in a very short period of time."

According to Robert Patterson, who keeps a close eye on the marketplace as president of Netcom, a Los Angeles-based resale carrier and satellite services company, the price of an hour of "occasional" satellite time during prime time from carriers or resale carriers has fallen from highs of around \$650 a few years ago to \$400 or even less with volume discounts. "The graveyard shift—the early morning hours—is virtually unsalable."

The oversupply of transponders has been a mixed bag for Netcom. During the summer Olympics in Los Angeles last summer, the demand from television and radio for satellite time was "tremendous," Patterson said. Netcom needed 14 transponders to accommodate all its customers, he said, yet had "no trouble" leasing time from carriers and other resale carriers.

On the other hand, he said, the falling prices for satellite time have put a financial strain on resale carriers that bought up large parcels of satellite time when prices were high, he says. "It's becoming more and more difficult to make a living."

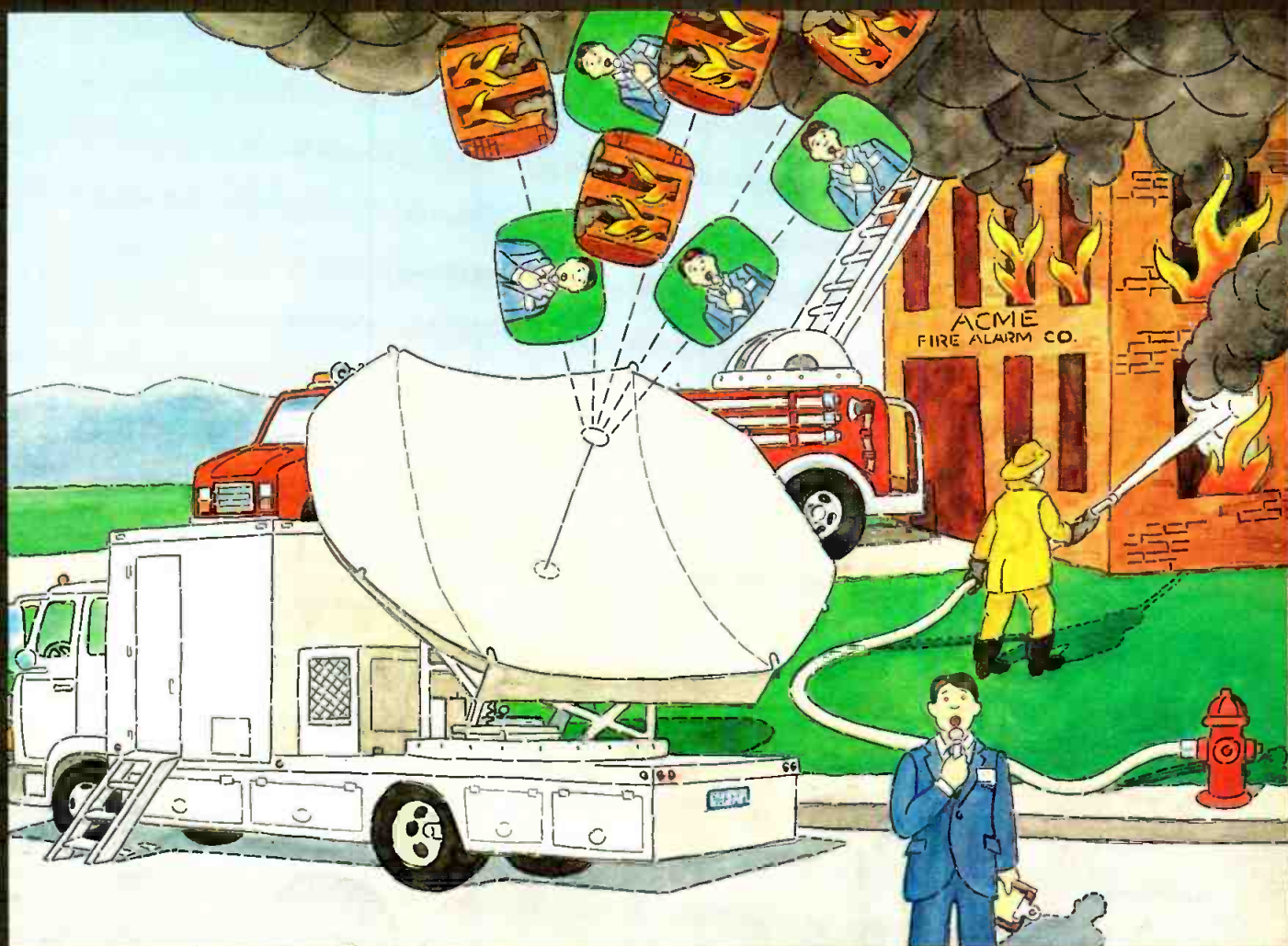
"We are just like an airline," said Wold, using an analogy popular in the satellite industry in explaining the falling prices. "We try to fill as many seats as we can. We would love to be able to fill all the seats... on all our transponders." Wold now manages to fill between 65% and 70% of its satellite time, he said, and that's the least it can do and still hope to be profitable. "If an airline has more than a third of its seats open all the time, it is not going to make any money."

The oversupply can be traced, in part, to FCC regulatory procedures and to the nature of satellite construction. Because it takes years to assemble a satellite, satellite carriers are forced to predict the market years in advance and, because the FCC has adopted a practice of authorizing the construction of satellites in batches, satellites, as Knipp put it, "get launched in big gobs of capacity." The process, Knipp said, creates a series of temporary excesses or temporary shortages.

The transponder glut is not unprecedented in the brief, 11-year history of commercial domestic satellite business. As Wold noted, Western Union's Westar I and RCA Americom's Satcom I, which were packed with traffic by 1980, were virtually empty during their first couple of years in service in the mid-1970's. Like the pioneers, he says, GTE Spacenet and SBS, which now have a lot of excess capacity, are simply "ahead of the marketplace."

From the beginning, the domestic satellite business has been driven primarily by television and radio. Cable television and, to a lesser extent, broadcasting have made ample use of the satellites for program distribution and for "backhaul" of news, sports and live events. In the early 1980's, the crush of cable and broadcast users and limited satellite capacity combined to keep prices high and to encourage satellite carriers to make plans to put more satellites in orbit.

Although broadcasters are making increasing use of the satellites, demand from the television industry hasn't come close to keeping up with supply. The principal reason is maturation of the cable programming business, which, by its nature, gobbles up satellite capacity by the transponder, not by the hour. Some programming ventures have gone



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out of business and new ventures are emerging far less frequently.

In what is indisputably the greatest marketing coup in the history of satellite communications, Hughes Communications sold the transponders on Galaxy I, launched in June 1983, to Home Box Office and other leading cable programmers for as much as \$14 million each, making Galaxy the dominant cable bird and making for Hughes an enormous profit.

Although Galaxy I remains the best place to reach the cable market, programmers that purchased extra transponders on the satellite at top prices when the future of cable programming appeared limitless are now happy to sublease them at cost. Group W Satellite Communications, for instance, is said to be making little profit on its lease of a Galaxy I transponder to the Discovery Channel for around \$200,000 a month.

The history and situation on RCA Americom's cable birds is much the same. During the halcyon days of cable programming, new services paid whopping "key fees" to holders of leases of Satcom III-R and its predecessor Satcom I for spots on the bird. In 1981, Premiere, the pay-cable service formed by motion picture studios, paid Southern Satellite Systems \$4 million for its spot on Satcom I. When the Justice Department put Premiere out of business, Premiere turned around and sold the transponder rights to Landmark Communications for its Weather Channel for \$10.5 million. Although a key fee is still required to secure a spot on Satcom III-R, it's not anywhere near

\$10 million, or even \$4 million.

In November 1981, Sotheby Parke Berne, on behalf of RCA, auctioned off seven transponders on Satcom IV, which RCA was trying to fill with cable programming as a complement to Satcom I/Satcom III-R, to cable programmers and speculators for prices ranging from \$14.4 million to \$10.7 million—a total of \$90.1 million. Although the FCC later disallowed the auction, RCA took the average of the auction prices and reoffered the transponders for a "pre-paid lease" of \$13 million. However, on the appointed day in April 1982, only three of the eight available transponders were "leased."

The satellite carriers see private satellite networks—closed-circuit satellite networks tailored to the businesses they serve—as their best hope for returning to the seller's market of the late 1970's and early 1980's. The networks, which would compete with the established telephone companies, would allow companies to exchange data, voice and, in many cases, video through shared or on-premise earth stations. The growth of private data networks is expected to be spurred by the technological developments that are lowering the cost and size of customer-premise earth stations. According to Michael Jeye, director, space services marketing, GTE Spacenet, which is counting heavily on the private networks market to soak up its excess capacity, small (four-to-six foot) earth stations capable of two-way digital communications are available today for less than \$20,000.

The private-network market had better de-

velop, because few are predicting significant growth in telephone trunking business. Indeed, some believe that the backbones of the telephone systems of the future will not be on the satellites, but where they have traditionally been—on the ground.

AT&T is currently investing heavily in digital terrestrial networks that will comprise 35,000 miles fiber optics, microwave and coaxial cable links by 1988. According to Jack Zsakany, district manager, Skynet satellite services, AT&T, the company's decision not to build and launch its planned fourth Telstar satellite was based, in part, on its desire to keep its long-distance telephone traffic on the ground. Other factors were advancement in digital compression techniques, which improve the efficiency of transponders, and the general oversupply of transponders.

Working in favor of the supply side of the marketplace is the approach of the end of the long line of satellites authorized by the FCC in August 1983. After 1986, the industry will experience a relative lull in the launching of satellites, giving demand a chance to catch up with supply.

The FCC, however, is now reviewing applications for dozens of new satellites that would, if granted, begin filling up most, if not all, of the remaining orbital slots late this decade and early next. Once the new generation of satellites is authorized, how fast they are built and launched should provide some indications of the state of the market. If the demand continues to fail to meet supply, many of the today's proposed satellites will not be built or launched.

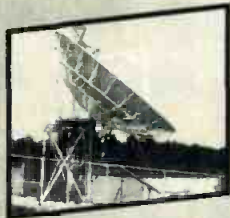
All in all, most see the long-term problem of the satellite industry as a shortage, not a surplus. The Communications Center of Clarksburg, Md., a consulting firm that watches the satellite market, predicted in a recent study that in 1989 the current Ku-band surplus will turn into a shortage that will become more and more severe during the 1990's. "With proper marketing," the study concluded, "the existing and near-future [Ku-band] satellites should enjoy a brisk demand for their capacity."

The current "softness" in the transponder market will "tend to disappear in the late 1980's as all the orbital slots fill up with satellites and more and more users come into the marketplace, particularly business users," said Wold. "The supply and demand curves will come together after 1990," he predicted, as the supply of satellite tops out. "There will not be any more satellites. We will have run out of orbital slots."

Like all industries, satellite communications business moves forward with some amount of faith. "The future is going to be driven by unknown unknowns," said Otto Hoernig, vice president, space systems, American Satellite Co., which owns 20% of the capacity on the Westar system and which is putting up its first satellite in August. "I don't think any of our crystal balls are that good. We're dealing with a dynamic marketplace and, given the capacity and the technology, our customers are going to dream of new ways to use it." (A chart of the communications satellites appears on page 50. The "Special Report" continues on page 52.) □

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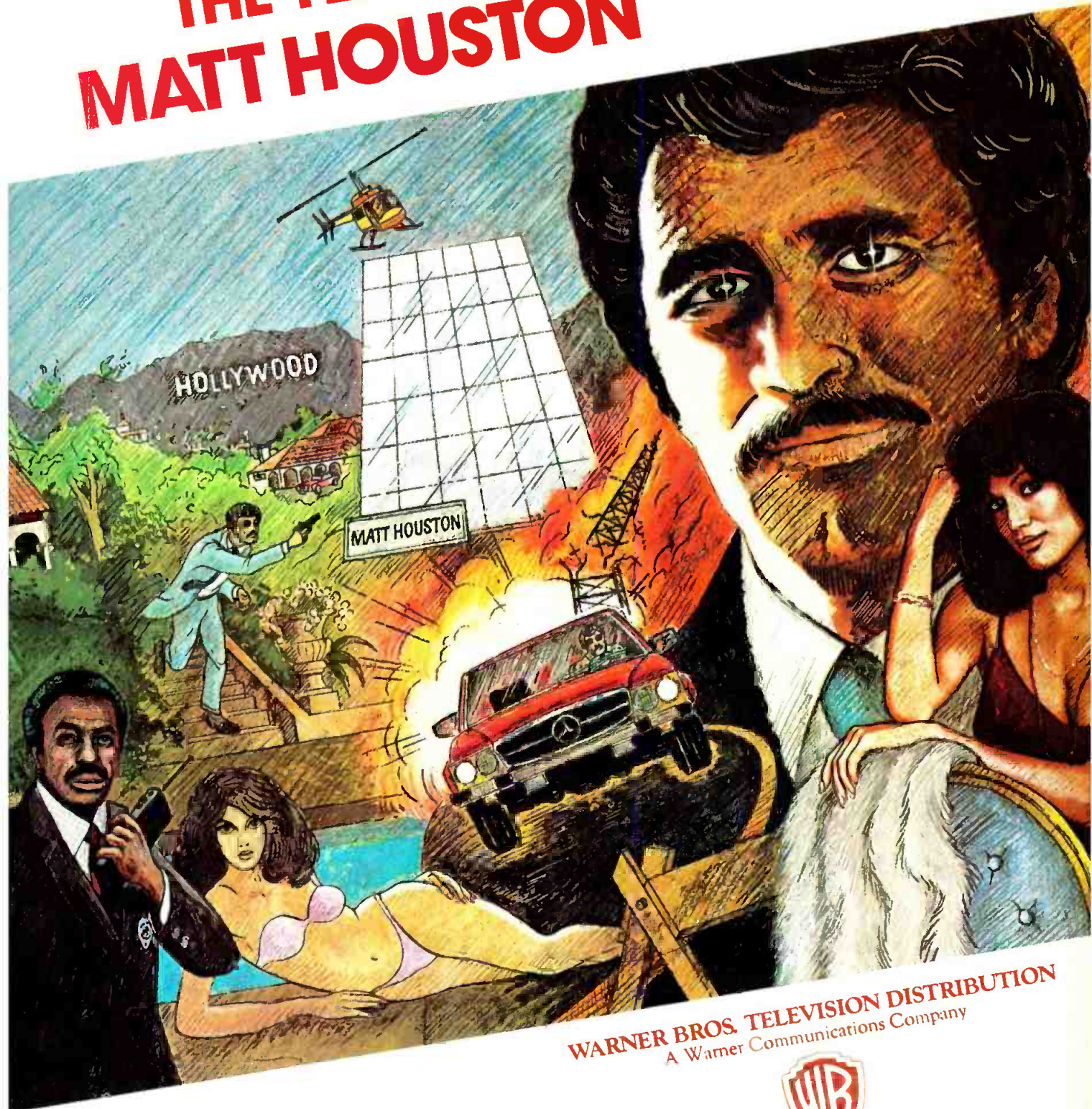


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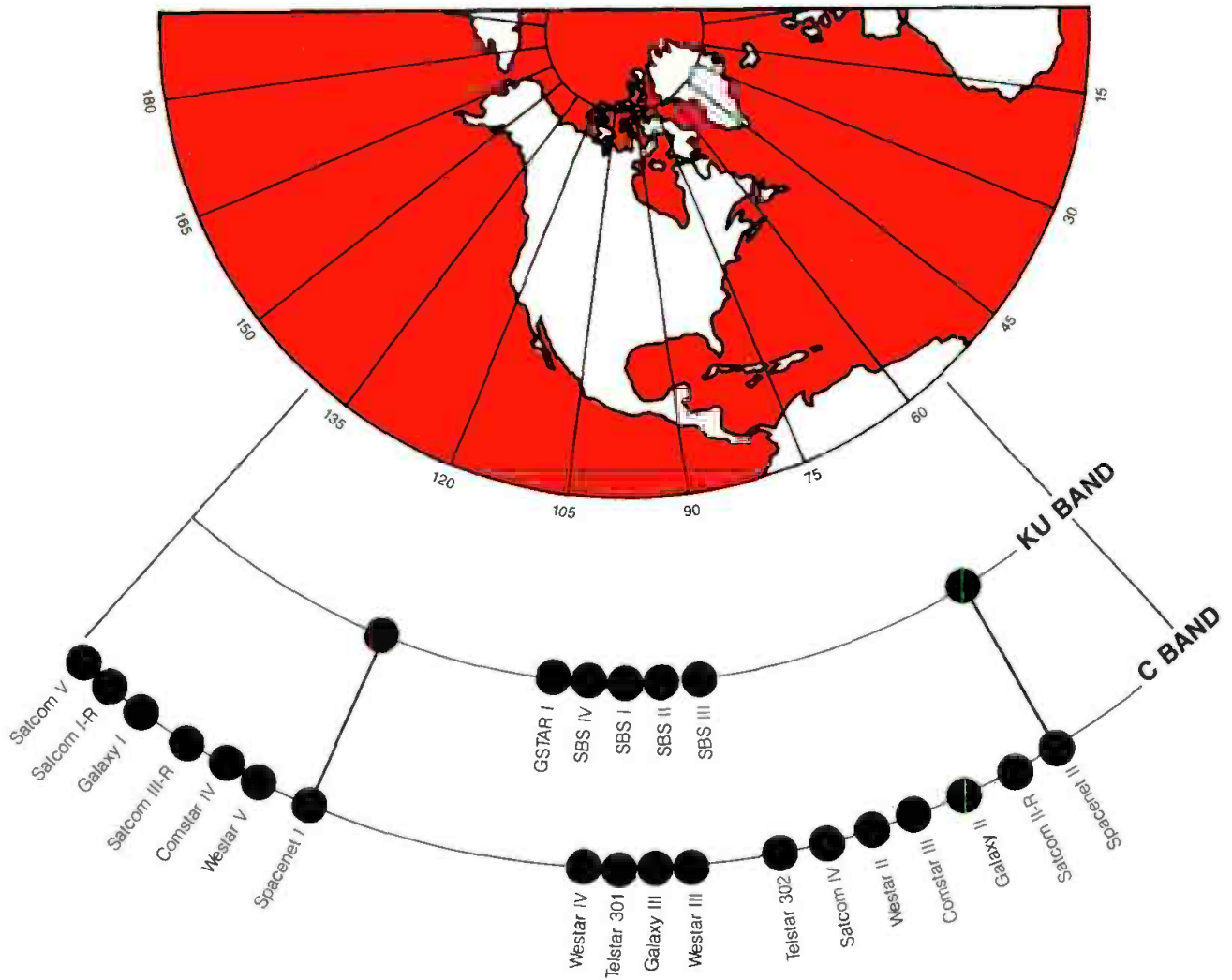
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Where the birds are

Carrier	Satellite	# of Ku-band trans.	# of C-band trans.	Orbital slot	Launch date	Carrier	Satellite	# of Ku-band trans.	# of C-band trans.	Orbital slot	Launch date
AT&T/Comsat						Satellite Business Systems ²					
1.	Comstar III ¹	—	24	76 ¹	June 1978	16.	SBS I	10	—	99	Nov. 1980
2.	Comstar IV ¹	—	24	127	March 1981	17.	SBS II	10	—	97	Sept. 1981
3.	Telstar 301	—	24	96	July 1983	18.	SBS III	10	—	95	Nov. 1982
4.	Telstar 302	—	24	86	Sept. 1984	19.	SBS IV	10	—	101	Aug. 1984
GTE Spacenet						Western Union					
5.	Spacenet I	6	18	120	May 1984	20.	Westar II	—	12	78.5 ³	Oct. 1974
6.	Spacenet II	6	18	69	Nov. 1984	21.	Westar III	—	24	91 ³	Aug. 1979
7.	GSTAR I	16	—	103	May 1985	22.	Westar IV	—	24	99	Feb. 1982
Hughes						23.	Westar V	—	24	122.5	June 1982
8.	Galaxy I	—	24	134	June 1983						
9.	Galaxy II	—	24	74	Sept. 1983						
10.	Galaxy III	—	24	93.5	Sept. 1984						
RCA Americom											
11.	Satcom I-R	—	24	139	April 1983						
12.	Satcom II-R	—	24	72	Sept. 1983						
13.	Satcom III-R	—	24	131	Nov. 1981						
14.	Satcom IV	—	24	84	Jan. 1982						
15.	Satcom V	—	24	143	Oct. 1982						

¹ AT&T plans to place Telstar 303, which was launched last month, into orbit at 125 degrees between now and mid-August and move Comstar IV at 127 degrees to 76 degrees to replace Comstar III, which is being retired.

² Under an agreement announced two weeks ago, MCI will acquire SBS I, SBS II and SBS III. IBM, majority owner of SBS, will become sole owner of SBS IV as well as SBS V and SBS VI, set for launch in 1986 and 1987, respectively.

³ Westar II, now long passed its design life, will be retired this month. After Westar IV is launched in March 1986, Western Union plans to locate it at 91 degrees and move Westar III, now at 91 degrees, to 78.5 degrees in place of Westar II.

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The search for ubiquity in television

Out of the ashes of DBS has sprung a new kind of media phoenix—the C-band and Ku-band direct services that hope to succeed where the more elaborate and ambitious services failed; it's the new gleam in cable's eye

Satellite broadcasting may be the most seductive of all the so-called new media. Even though tens of millions of dollars have been lost on some ventures, the prospect of beaming multiple channels of television to millions of subscriber homes scattered throughout the country is still enticing.

The cable industry is the latest to come under the spell. For the past few months, it has been trying to figure out how to scramble the C-band satellite signals of the cable programmers, sell the signals to owners of backyard dishes, and create, in effect, the most rudimentary of satellite broadcasting services, C-band direct.

But the implementation of C-band scrambling and C-band direct may only be a prelude to a more powerful, potentially more pervasive form of satellite broadcasting. Tele-Communications Inc., either alone or in consort with other cable operators and programmers, seems intent upon creating a medium-power Ku-band service that could reach several million homes, including those in urban areas that are unlikely, for reasons of economics, to be wired for cable service. "I'm not willing to get up and swear on the Bible that it is a business because I haven't tried it," TCI President John Malone told BROADCASTING a few months ago. "But my bones tell me it is."

Besides providing a new source of revenue to the cable industry, a successful Ku-band direct service could also undercut efforts of others to launch high-power direct broadcast satellite (DBS) services in competition with cable. Hubbard Broadcasting's United States Satellite Broadcasting and Dominion Video Satellite have plans to build

and launch enormously expensive multisatellite DBS systems. Their chances of securing the necessary capital, already small, would shrink if a Ku-band service offering the best of cable programming were able to establish itself in the marketplace.

Satellite broadcasting has a short, sad history. In 1979, Comsat began planning and spending for a high-power DBS service that excited the entire Fifth Estate and prompted USSB, Dominion and several others to follow its lead—at least to the point of applying for DBS systems at the FCC. From the beginning, Comsat realized it needed a partner to share the cost and risk of the venture, but was never able to hang on to one. Satellite Television Corp., Comsat's DBS subsidiary, folded its tent last November after proposed joint ventures with CBS and United Satellite Communications Inc. (USCI) fell through.

USCI, backed by the millions of Prudential Insurance, was a five-channel Ku-band service that was launched in November 1983 and began to founder just a few months later. It failed to raise \$40 million in badly needed additional capital through a private limited partnership offering, was forced to halt marketing and to begin a desperate search for a rich uncle. It eventually found the equally desperate STC and agreed to a joint venture. But the Comsat board, weary of five years of mounting losses, backed out of the deal at the last minute.

USCI left an important legacy, however. It demonstrated unequivocally the technical feasibility of Ku-band direct. Its broadcast satellite, Telesat Canada's Anik C-II, delivered a good picture to subscribers equipped with relatively inexpensive, one-meter earth stations. Rain, which some had predicted would wipe out the Ku-band signals, caused minimal disruption of the service.

So impressed was TCI with the USCI concept that it was willing to pour at least half a million dollars into the venture early this year to help keep it afloat while it tried to renegotiate USCI contracts with its hardware and software suppliers. TCI was attracted not only by the fact that USCI was an up-and-running business with some paying customers (between 7,000 and 11,000), but also by USCI's substantial losses which, as Malone put it, would act as a "tax shield" if TCI took the company over and turned it around. TCI couldn't fix USCI, however. The investors cut off the maintenance funds, and the service went dark on April 1.

(Now an almost forgotten footnote to the satellite broadcasting history is Rupert Murdoch's Skyband Inc., best described as a low-power, Ku-band service, which would have required six-foot dishes to receive. Murdoch got out of the business more quickly than he got in, citing the unavailability of reasonably priced earth stations and programming. It cost him \$12.7 million to buy out of a satellite lease with SBS.)

Over the past five years, the home satellite market has exploded. There are at least 1

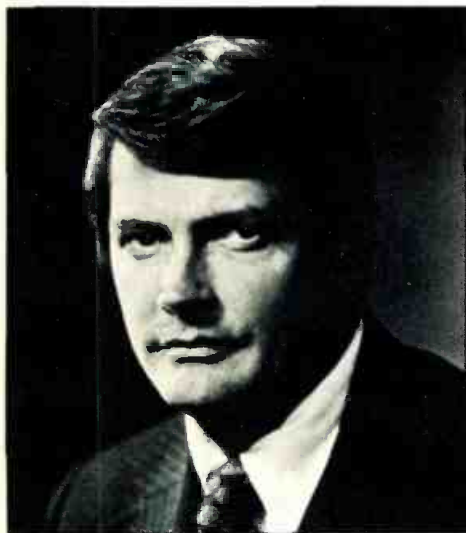
million home dishes now in place, according to industry estimates, and the number is growing at a rate of between 40,000 and 85,000 a month. The Cable Communications Policy Act, which went into effect last December, made it clear that dish owners could receive legally any programming on the satellites that wasn't scrambled, lifting the stain of piracy from the industry and giving an after-burner boost to dish sales.

Ever since the new law went into effect, cable operators have become increasingly concerned about the home satellite business as it became increasingly clear that many of the dishes were being sold to homes within their franchise areas. One recent study suggested that nearly a third of the dishes are going into cabled areas.

Everyone, it seemed, was calling for scrambling of cable services—basic as well as pay—at the National Cable Television Association's annual convention in Las Vegas last month. Scrambling would stem the loss of subscribers or would-be subscribers to the dish dealers and would open up the C-band direct market. According to a Malarkey-Taylor study released at the convention, the cable industry has a lot to gain from scrambling. It would realize \$500 million over the next five years, Malarkey-Taylor said, from sales to the dish owners and from "recovering cable subscribers who have switched to [dishes] if they could receive cable programming for free."

According to NCTA President Jim Mooney, the NCTA staff is now working on a plan for a nonprofit cooperative of cable operators to "facilitate" the move to scrambling, presumably by picking up the lion's share of the cost, and to establish a mechanism by which dish owners can pay for and receive the scrambled programming. The latter, he said, is a "political imperative that flows from the act of scrambling."

The NCTA is sensitive to the antitrust implications of what it is attempting to do. Mooney said the NCTA is not trying to assist

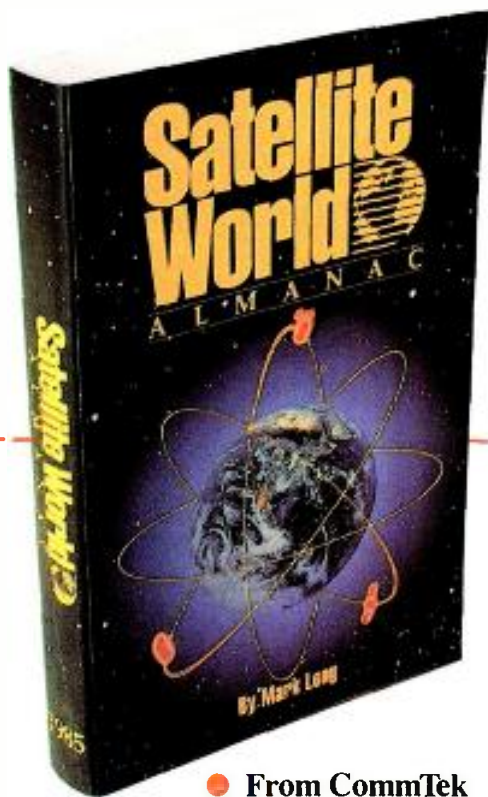


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GRAND RAPIDS	WZZM
MEMPHIS	WREG
ALBANY, NY	WRGB
SYRACUSE	WIXT
WICHITA-HUTCH	KAKE
ALBUQUERQUE	KOAT
CEDAR RAPIDS	KWWL
PADUCAH	WPSD
LEXINGTON	WLEX
TUCSON	KOLD



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TIME PERIOD	FIRST SWEEP	BOOK SHARE	MAY '85 SHARE	TIME PERIOD RANK	NUMBER OF SWEEPS	GROWTH
30PM	NOV 83	17	20	#1	7	+ 18%
00PM	FEB 83	26	29	#1	10	+ 12%
00PM	NOV 84	18	25	#1	3	+ 39%
00PM	NOV 84	17	24	#1	3	+ 41%
30PM	NOV 82	17	25	#1	11	+ 47%
00PM	FEB 84	23	26	#1	6	+ 13%
30PM	NOV 84	20	22	#1	3	+ 10%
30PM	FEB 82	27	29	#1	14	+ 7%
30PM	NOV 84	27	29	#1	3	+ 7%
30PM	NOV 83	17	32	#1	7	+ 88%
00PM	NOV 82	22	35	#1	11	+ 59%
00PM	FEB 82	23	26	#1	14	+ 13%
00PM	MAY 82	18	36	#1	13	+ 100%
30PM	FEB 83	24	28	#1	10	+ 17%
00PM	MAY 82	22	25	#1	13	+ 14%
30PM	NOV 83	26	29	#1	7	+ 12%
30PM	NOV 83	17	26	#1	7	+ 53%
30PM	JULY 82	21	27	#1	12	+ 29%
30PM	NOV 83	22	28	#1	7	+ 27%
00PM	NOV 82	19	31	#1	11	+ 63%
00PM	NOV 81	17	28	#1	15	+ 65%

Source: Nielsen/Cassandra

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cable operators in "getting a lock" on the C-band direct business or in "prearranging the marketplace." The operators, he said, "want to be involved as little as possible in packaging and pricing." But, he added, the proposed cooperative is not going to set up a mechanism that would allow outsiders to come in and exploit the market. If someone else wants to reach the market, he said, "let him do his own work."

One outsider who would like to "do his own work" and take charge of the C-band direct business is Holmes Harden. His Satellite Broadcasting Corp. has approached most of the cable programmers, offering to pay the cost of scrambling their programming (and descrambling it at cable headends) in exchange for the exclusive C-band direct rights. Since first introducing the plan to the programmers, SBC has modified it to make it more palatable to them and has managed to muster some support. Still, it lacks the support of such major basic programmers as ESPN and MTV, without which, it feels, it cannot arrange financing and implement its plan.

Showtime/The Movie Channel Inc. and, according to industry sources, Turner Broadcasting System would also put together a package of scrambled cable services and offer C-band direct services. But like Harden and SBC, they have apparently not won enough followers among the programmers to make a go of it. Hughes Communications, another would-be C-band direct operator, dropped out of the running after finding little interest in its plan.

In addition to its other attributes, scrambling at C-band is the key to Ku-band direct. Although some observers believe comprehensive Ku-band direct service can compete with C-band direct for subscribers in uncabled areas, they don't feel it can compete with dish dealers there who now can truthfully promise customers that they will be able to get all or most cable services for free.

TCI has talked with RCA Americom about acquiring all 16 transponders of Satcom K-1, a Ku-band bird slated for launch next December, loading it up with cable programmers and offering a Ku-band direct service. According to RCA's Harold Rice, the satellite will beam a "beautiful signal" to subscribers with dishes as small as one-meter in diameter. (Plans to reduce the spacing between Ku-band satellites, he said, preclude dishes any smaller than that.)

Because of the shrinking cost of small earth stations, Rice said, the service would be a more economical means for TCI to expand service where its systems have limited channel capacity—subscribers would have both a cable and a dish—and to provide service where it is too costly to install cable.

The plan has caused some tension in the cable industry, Rice said. Cable operators and programmers agreed that operators should be the distributor of the satellite broadcasting service in their franchise areas, he said. But, he said, they are at odds over which of them should be the distributor in unfranchised areas. Both want the job and all the revenue that flows from it, he said.

How can TCI expect to succeed where USCI failed so miserably? For one thing, everything should be considerably cheaper for TCI. The cost of satellite transponders has fallen considerably since USCI struck its first deal for time on Anik C-II. With the leverage that comes from being the nation's largest cable operator (3.6 million subscribers), TCI would be able to cut far better deals with cable programmers and with the motion picture studios than USCI did. And as a large MSO with cable systems scattered throughout the nation, TCI already has in many areas the infrastructure needed for installation and maintenance of earth stations and, just as important, for billing and collecting.

(GSTAR I, GTE Spacenet's new Ku-band satellite, is another possible broadcast satellite, although it lacks the power, capacity and reach of Satcom K-1. GSTAR I, which was launched in April, is capable of delivering five channels of service along the West Coast and Northeastern megalopoli to one-meter or 1.2-meter dishes. USCI had planned to move its service from Anik C-II to GSTAR I and had the latter optimized for satellite broadcasting.)

A difficulty in implementing either a C-band or Ku-band direct service is deciding which scrambling system to use. Right now, M/A-Com's Videocipher II system is in position to dominate the budding industry. Home Box Office, the only cable programmer now

geared up to scramble, is using the system, which features hard digital audio encryption and relatively soft video encryption. And, by all accounts, it works as advertised. Although Scientific-Atlanta and others are offering systems, many feel that, by taking the lead, HBO has taken a big step toward setting a de facto standard for the industry.

M/A-Com is pressing its current advantage by building a central computer in New York that would act as the switch for authorizing or deauthorizing Videocipher II descramblers, whether in the homes of C-band or Ku-band subscribers or at cable headends. The operation would be set up as a "free trade zone," M/A-Com says. Any cable programmer or satellite broadcaster could use the switch by tying it into its business computer.

In talking about C-band and Ku-band direct, the cable industry can position itself for the first time as offering "cable" service to virtually every home in the country. "The industry is moving into an era now where it is not only an economic opportunity for us to start thinking about our services as universal, but also a political and social obligation," Malone told operators at the NCTA convention opening session. "We need to see that everything that can be cabled is cabled and that everything that can't be served by some other technology. That really is the Holy Grail we should be pursuing over the next five years." □

Satellite feeds becoming staple diet

Whether Ku- or C- band, networks have joined satellite bandwagon as landlines become thing of past; NBC cites flexibility of feed structure as biggest plus

The relentless move toward network satellite interconnection for TV broadcasting has continued over the last year, as evidenced most clearly by the introduction of NBC's Ku-band system, rapid development of CBS and ABC C-band plans, and some potentially dramatic changes in the works for the C-band system of satellite pioneer Public Broadcasting Service.

Receiving the greatest share of recent industry attention has been NBC's effort to break ground in Ku-band satellite broadcasting with a 356-satellite-antenna system (including back-up dishes) that NBC claims to be the largest commercial service in the world. Network reports on the operation have to date been highly favorable.

Most of the 166 stations now receiving network satellite feeds began taking them last January (another nine are expected to join this summer), and by mid-April the stations were almost entirely weened from the AT&T landline system supporting the network since the mid-1940's.

"It has been phenomenal," Michael Sherlock, executive vice president, NBC-TV's operations and engineering, told BROADCASTING in June. "At a recent affiliates meeting, I got about 40 comments on how great it was."

The most important asset of the system, Sherlock said, has been the flexibility of the network's separate feed structure, which allows the transmission of late-breaking news for insertion in affiliates' tape-delay broadcasts, as well as generally encouraging network-affiliate cooperation about information updating.

(For more on the use of Ku-band for satellite newsgathering by all three commercial networks, see page 68.)

The network was also "ecstatic" that downlink rain outages for the first half of the year have remained within the 53-minute per-station per-year limits originally projected, according to Sherlock. "The rain outages have been completely manageable. Ninety-five affiliates have had no rain outages at all, while 25 have had between zero and five minutes, so 73% of the network has had near perfect performance. Another 31 had between five and 15 minutes, so 92% of the network really has had totally acceptable performance."

Even with an additional seven stations having between 15 and 25 minutes of rain outages, he noted, the feed reliability has been 99.995%, even higher than called for by NBC in its contract with Comsat, which, with subcontracting to Harris Corp., built the network.

"But rain is a funny thing," Sherlock added. "Statistics change from city to city, year to year, so the first six months of this year may not be the same as the second six. Still, we were happy and encouraged, especially

with some stations in heavy rain areas. Florida, for instance, is surprising us, with Tallahassee having only one-and-a-quarter minutes, Tampa eight minutes and Jacksonville 11 minutes of outages."

Sherlock acknowledged, however, that alongside the apparent successes of the satellite interconnect have been a few problems. Outages from the uplinks has been one initially, although he emphasized the time lost has been small (half that of downlink outages) and has resulted from uplink control system bugs found in new computer programs.

Sherlock noted, for instance, the need for faster recovery from power failures at the satellite system master control. Recovery time is currently one-and-a-half minutes, but NBC wants to rework the software to make it less than 20 seconds.

"We've had some difficult moments," Sherlock said, "but we learn by those moments."

One correction the network probably did not mind making recently was of its initial predictions about the expense of the system relative to what it projected the AT&T terrestrial system would have cost. NBC had originally predicted 1989 as the crossover for the satellite system cost to drop below that of AT&T, Sherlock explained, but because of new AT&T tariffs recently granted, that crossover would now be in 1986.

Also quickly moving to satellite interconnection to avoid the increased tariffs on AT&T landlines is CBS, which expects to complete its C-band system by late 1986 or early 1987. The network, which began pilot testing with a group of nine stations in the Southwest in 1983, undertook the full project in 1984 and now has approximately 80 affiliates on line, with 170 affiliates eventually to be outfitted.

CBS is working on a region-by-region basis, according to spokesman Howell Mette, in order to disconnect full sets of landlines at a time. The switch has already been made for some areas west and northwest of Chicago, parts of the Southwest and the Pacific region from California to Washington.

The network is currently working on Southern states Alabama, Louisiana and Florida, plus Iowa, Illinois and others. Development of the East Coast, from the mid-Atlantic states to Maine, will start several months into 1986 to avoid inclement weather, and will take most of the year, Mette said. The remainder of the 200 affiliates will be connected to the network via microwave to other affiliates.

Part of the upgrade, as well, is the improvement of already-running network operation control centers in New York and Los Angeles. Planned changes will make the system more complete and automated, so that as the number of satellite-connected affiliates grows it can handle the tasks previously handled by the AT&T landline interconnect, Mette said.

The choice of C-band (stations will have Scientific-Atlanta seven-meter, steerable dishes with 4.6-meter fixed dishes as backup) was made primarily because of the "weather factor," Mette explained, but also because of reliability, since "C-band has

been around longer, so more is known about it."

ABC is also opting for C-band in its network interconnect program. It has more than 60 affiliates already on line and will have between 150 and 165 when the system is completed, expected in late 1986.

So far, most of the outfitted stations are in the central mountain zone, where 60 installations with 7.3-meter primary dishes and 4.5-meter backup dishes were completed in April, according to Brent Stranathan, manager of planning and telecommunications for ABC. The network began Pacific zone development in the second quarter of this year, and now has three or four stations operating, with another 20 expected by the end of Au-

gust, he added.

By the end of this year, ABC will begin development of the Southeast region, with 25 affiliates eventually expected to have satellite interconnections.

For the Northeast, the network only recently decided to convert to C-band satellite for interconnection. As late as mid-April, ABC's public position was to keep the Northeast on terrestrial lines, with study continuing on the most efficient method of replacing them, with fiber optics a distinct possibility.

Current Northeast plans call for up to 35 affiliate stations in the circuit from New York, Massachusetts, Ohio, Illinois, Pennsylvania and Washington to begin the con-

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At the controls. NBC's Skypath control room in Burbank is one of two central monitoring facilities of the network's satellite system (the other is in New York), and is used to direct switching information for the 160-plus affiliates using Ku-band satellite earth stations. Above, seated, are on-air technical managers Pat Walsh (l) and Michael Harabin (r), and standing are Steve Orland, director, on-air operations (l), and Mike DiPalma, manager, satellite operations (r).

version to satellite feed concurrent with the Southeast region, with completion expected by July 1986.

The network's satellite control facilities are now only in New York, with the possibility of a smaller backup facility in Los Angeles, Stranathan said. Upgrades expected by early next year for the control operation include carrying data in a subcarrier over the video signal, and more complex switching control.

ABC is also trying to co-locate its C-band uplink dish on a new ABC building on the upper west side of New York, despite difficulties with potential interference and with city zoning ordinances, so that it can avoid making microwave hops to an uplink outside the city, Stranathan said.

Co-location of C-band earth stations dishes for affiliates was also a major concern in the network's choice, according to Stranathan, primarily because of the relative difficulty of co-locating C-band dishes compared to Ku-band (C-band frequencies are much more widely used and thus more susceptible to interference.) Those worries appear to have been at least temporarily eased by the network's finding that 70% of dishes could be co-located, although Stranathan added that it's possible the success rate would go down as the Northeast section of the country is outfitted.

The challenge, meanwhile, for the Public Broadcasting Service, with its own C-band interconnect system in operation since spring 1978, is to meet the requirements of two-degree satellite spacing, according to Dave Baylor, PBS engineering vice presi-

dent.

The primary concern is for the 11 uplinks spread around the country, as well as the PBS main origination terminal several miles

outside Washington that must meet new FCC rules by January 1987 to insure continuing operation, Baylor said.

"We're examining the feasibility of installing new antennas to keep it simple and clean, rather than upgrading the current antennas," Baylor explained. "The cost difference between upgrades and new antennas, estimated around \$2 million, is not that great."

The network has no plans to upgrade the receive-only antennas of member stations, he added, because it believes each is already very close to meeting the FCC specifications.

But a potentially major change could well be in the offing for the network in its replacement of the digital audio sound transmission system (DATE) it currently uses to feed 10 to 12 hours of stereo programming to stations each week, Baylor said.

Some of the several front-running choices may require basic changes in the total signal PBS now transmits, he explained. For the current digital audio system, a 5.6-mhz digital subcarrier is inserted in the video without altering the signal, while a new system potentially could require a subcarrier that would change the video signal.

Such a change, if it occurred, would require re-outfitting of all PBS member stations with a new receiver in place of the DATE unit. But, according to Baylor, the network is determined to insure that the cost of any new product would be significantly less than the \$11,000 to \$12,000 price tag for DATE receivers, and could be as low as \$2,000-\$3,000. A group buy for such a new product would be a likely possibility, he added. □

Satellite syndication a way of life

More and more syndicators are using birds to reach broadcast stations

In the 10 years since it became available, the virtues of satellite distribution of syndicated television programming have become well known to hundreds of station program managers. Indeed, "day-and-date" delivery has fundamentally affected the content of syndicated programs. Compared with the traditional bicycling of tapes and films, satellite syndication is relatively inexpensive, quick and dependable.

The growth of satellite syndication has been spurred by the spiraling cost of ground and air shipments in tandem with a rapid jump in the number of transponders available for program distribution. Just a few years ago, a shortage of satellite space precluded many program suppliers from even considering such distribution. Today satellite syndication is a thriving and competitive business, with a half-dozen or more companies vying for business with an array of price and service strategies.

A new wrinkle has been added during the past year following NBC's commitment to the Ku-band for distribution of all its programming. The two other major television networks are sticking with the more popular C-

band, relying on the Ku-band only for backhauling of news and sports feeds. NBC's parent company, RCA, is giving away Ku-band dishes to any station interested in receiving syndicated material via two transponders RCA will lease on RCA Americom's Satcom K-2 satellite next winter.

The impact of the Ku-band's development on program syndication remains to be seen. Some observers are skeptical, saying that transmissions will be vulnerable to interference during heavy rainstorms. Others are impressed by the quality of pictures delivered by NBC to its affiliates since the network began converting from landlines earlier this year. Although Ku-band capacity is growing rapidly, most of its nonnetwork transmissions have been news and sports broadcasts, which generally demand lower video standards than entertainment shows.

Robert N. Wold, chairman and president of the Robert Wold Co., says his Los Angeles-based company is now distributing more than 80 hours of series programming each week via satellite, up about 100% from last year. One of the oldest and largest firms in the field, Wold has contracted for daily distribution next fall of the four-hour, daytime *Inday* program block, as well as the *America* strip from Paramount Television and Post-

Newsweek. The latter deal includes Wold's help in providing "live" inserts for the early-fringe broadcast. All told, more than 40 recurring programs and 20 distributors are represented in the end-to-end program feed service.

Wold estimates that more than 700 commercial television stations now have at least one satellite receiving dish, with most trained on C-band birds. Distribution among C-band and Ku-band receivers should even out over time, he thinks, as more Ku-band satellites are launched.

Wold has the ability to originate Ku-band satellite distribution for news programming, but the company's chairman is taking a "wait-and-see" attitude toward future involvement in the new technology. The feeling is that a much larger number of earth stations must be installed before the Ku-band becomes a profit center.

"We'll get into it eventually," said Wold, "but not right away."

By next January, Wold hopes to launch a new Ku-band satellite news gathering system via a satellite yet to be designated. The national service will rely on a trailer-mounted mobile earth station designed by Microdyne Corp. and offered in association with that Florida-based firm.

Wold's company is involved in a wide range of program syndication activities. In addition to regularly scheduled series, the firm also handles specials, sporting events, news broadcasts and specialized news ser-



TVSC In Pittsburgh

vices. It is also heavily involved in international program distribution, with regular feeds to Israel and Japan, among others.

"There's a lot more to program syndication than satellite capacity," Wold told BROADCASTING in an interview. "There is also the playback facility and the downlinking environment to consider as critical elements in the equation."

The Wold Satellite TV Network is a lineup of regularly scheduled programming on Telstar 301, the satellite Wold relies on most heavily for syndicated material. Wold says

the bird is accessible to many stations, insofar as ABC-TV and CBS-TV are using it for their regular program feeds. The current Wold Satellite TV Network lineup includes music specials from Syndicast Services, Merv Griffin Productions' *Jeopardy* and the *Merv Griffin Show*, Paramount's *Entertainment Tonight* and *Solid Gold*, along with movies from MGM/UA and Viacom. Even competitor Group W, which runs its own satellite service, relies on Wold for distribution of its *Newsfeed* news service.

Wold maintains corporate headquarters in

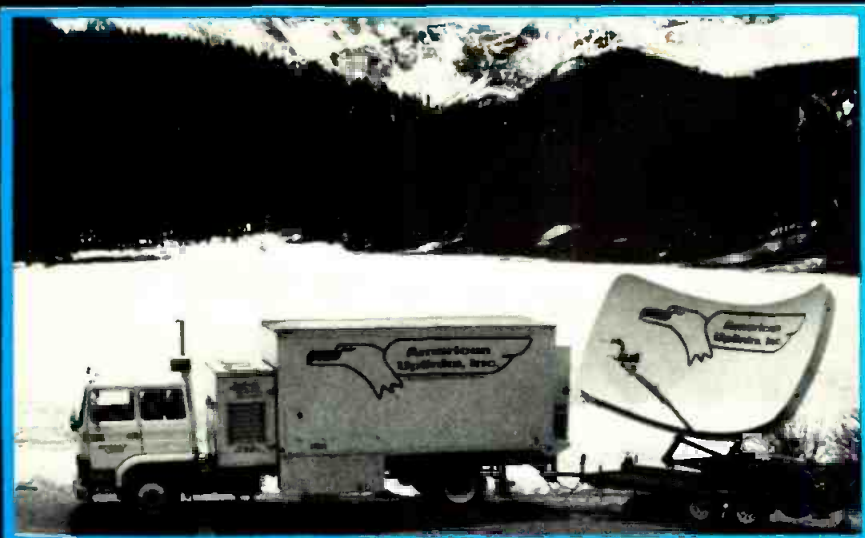
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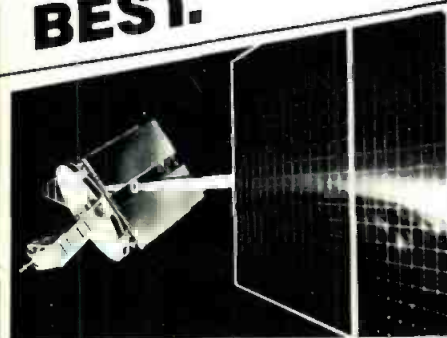
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the Westwood district of Los Angeles, but its technical operations centers are in Hollywood, New York and Vienna, Va. (Washington). Major earth stations are in Los Angeles, Fairfax, Va., and Little Falls, N.J. An estimated 10,000 individual programs are satellite-delivered by Wold each year, mostly via six full-time leased C-band transponders, on Telstar 301, Westar IV and Westar V. Other capacity is leased on an occasional basis.

Jack Mauck, vice president of sales for TVSC/Group W Productions, heads a second major player in the satellite syndication business. The Pittsburgh-based distribution unit encompasses tape duplication bicycling in addition to satellite delivery. The latter component includes two Los Angeles uplinks (operated by Synsat, Group W's joint venture with Bonded Services and Novo Communications); four Group W Satellite Corp. uplinks in Stamford, Conn., and three uplinks at the TVSC headquarters in Pittsburgh.

TVSC began as a videotape and film duplication and distribution facility for Group W programming and those services—greatly expanded—still represent a large part of its business. At any given time, up to 17,000 TVSC tapes and films may be in circulation, with a similar number in its 20,000-square-foot headquarters.

TVSC leases 10 transponders full time on Westar V and Satcom IV, but occasionally uses Telstar 301, Galaxy II and other satellites. Major syndication clients include Cluster, Telepictures and SFM. Most programmers use TVSC for distribution of regularly scheduled series—such as Multimedia's *Phil Donahue Show*—but others have unusual needs. MCA, for instance, relies on the service to feed first-run episodes of NBC's *Miami Vice* to Canadian stations every Thursday. Other prime time producers have a similar pre-release arrangement with the Synsat facility in Hollywood, involving more than 300 hours per season.

Mauck, a former Vidronics executive, describes TVSC as a retailer "looking for business from anybody." Summing up his clients' diversity, he pointed out that TVSC handles one-time-only specials, teleconferences, news specials and concerts as well as regular series programming.

At Group W's Stamford facility, a C-band uplink will be operational for CBS program distribution late this summer or in early fall. The uplink will serve as the primary distribution point for network programming from New York.

Mauck says TVSC is deliberately holding back on Ku-band involvement, insisting that picture breakup remains a problem during heavy rain. Although this may be acceptable for sports and news programming, he said, it would not be tolerated by program managers. (Group W, however, will have a Ku-band uplink at its Connecticut facility for customers requesting such service).

"We think NBC's development of the Ku-band should free up the C-band for more program syndication activity," predicted Mauck. "Ku-band transmission does have some distinct advantages over C-band, such

as reduced co-channel interference and smaller dishes. But overall, we do not see program syndication on the Ku-band as a big source of income."

Another innovative use of the satellite is TVSC's shipment of film and video "dailies" from London to program executives in the U.S. "In the past, producers would have to have film processed in England or New York and spend a day or two in shipment. That's no longer necessary. In fact, principals involved in the production can view the dailies from several cities at the same time, greatly simplifying the process."

Mauck, who has spent time as a station executive as well as a production supervisor, predicts "the next big thing in program distribution will be stereo television. We're getting ready to do encrypted uplinking for pay-per-view movies that will allow us to send stereo at the same time." TVSC is using digital audio in its stereo transmissions, which has been greeted with enthusiasm by program directors.

Jim Tuverson, vice president of Synsat, based at Metromedia studios in Hollywood, is currently preoccupied with coordination of satellite distribution of the July 13 *Live AID Concert Special* to 160 countries via 11 satellites and 16 uplinks. The day-long event represents one of the most complex feeds Synsat has ever attempted, but the executive says the West Coast unit has an established reputation in distribution of television specials.

According to Tuverson, Synsat uses its two transmit dishes on the Metromedia lot about 60 to 80 hours per week. During the summer months, much of that activity is on behalf of ESPN, the Hughes Television Network and superstation WTBS for sports-related programming from the West Coast. The facility was built several years ago when Metromedia and Group W forged a partnership involving Satellite News Channel, the defunct all-news cable service that drew on news personnel at Metromedia-owned KTTV(TV) Los Angeles.

"We made the business decision not to lock ourselves into providing service to any one particular satellite, giving us total flexibility with the dishes," he told BROADCASTING. As a result, Synsat's "friendly competitors" sometimes call for help in last-minute situations.

"We are the only company in this business to provide satellite and videotape under one roof [through TVSC]," Tuverson said. "If I have enough lead time to get the videotapes out in advance, I may ship the master to TVSC in Pittsburgh so they can shoot out videotapes to those stations that need them." On shorter deadlines, TVSC may record the program off the satellite from Hollywood and immediately begin producing videotapes from that feed.

Although Synsat is more active in special event, electronic press kit or sports program distribution, it also distributes several regularly scheduled series, including Paramount's *Anything for Money* and *Taking Advantage*, plus Embassy's theatrical *Night at the Movies*. Synsat "gang-feeds" *People's Court* and *Love Connection*, meaning sever-



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al episodes are sent in blocks. The bulk of the series program traffic is handled out of Pittsburgh.

"The problem with the satellite system for delivery of programing right now is it is more contingent on the fact that there is so much programing available for the station to take and plenty of transponder time available so that the station has to decide which of the syndicated programs it is going to take by satellite and which it is going to request for tape," said Tuverson. In many instances, stations still have only one satellite receiving dish or a single engineer or tape machine assigned to satellite reception.

For these reasons, Synsat and TVSC take

pains not to compete with themselves or other satellite carriers by scheduling feeds of popular programs at the same time. "It's ludicrous to try and do that because we know what the station situation is. We are determined to try and clear as many satellite stations as possible, because it is faster and costs the client less."

Even so, Tuverson estimated between 80% and 85% of the stations he services are receiving a given program by satellite, with the remainder covered by tape. Longer packages are generally more difficult to clear by satellite, he said.

Gene Bormann, vice president of programing and syndication for Netcom, said

program syndication represents only 5% to 6% of his company's business (up to 10 to 15 hours per week), but that percentage may grow in the months ahead. The firm has seven transponders available on Telstar 302, typically used for teleconferencing, cable distribution, news-gathering, ad hoc networks and other services.

With offices and facilities in San Francisco, Atlanta, Washington, New York and Burbank, Calif., Netcom is equipped to handle a wide range of syndicator needs.

"We're keying our efforts toward speciality programing," said Bormann. "For example, we did a special for Orbis Communications and Parkinson-Friendly in January in a live feed out of Atlantic City called *I Challenge Your*. We're doing some cable orginations from our National Video Center in New York City, *Good Sex* (on Lifetime) and a daily series for Spanish International Network. Our thinking is geared primarily toward those programs that require special handling, where they want a live network look."

Netcom works closely with Compact Video in Burbank, Calif., in managing that company's uplink facilities and draws on its services to support programs Netcom distributes. A similar working relationship exists at National Video Center in New York, where Bormann is based. Program syndication services are offered under the banner of the Netcom Satellite Television Network.

Currently, Netcom offers syndication services only on C-band transponders but is looking into possible Ku-band usage. "If it's orchestrated correctly, Ku-band can work. I've got some reservations about quality, but I've been assured that it should not be a problem. I'm asking if it can meet broadcast standards and I think that NBC is proving that it can," said Bormann.

"I would like to be a catalyst in developing that market as a kind of supplement to C-band service. I don't see it as being an answer to a maiden's prayer, but then I have been wrong about some things in the past."

Bormann feels Ku-band distribution is workable for news distribution, as Conus has shown. "It is providing an ENG-quality signal, which news directors are used to working with anyway. But ENG does not meet program standards."

All three networks have expressed interest in Ku-band news distribution, according to Bormann, but Netcom has no current interest in developing a news-distribution service.

"The pricing for typical combination videotape and satellite services has gotten very, very soft, to the point where trying to go in and maintain the quality of service at the pricing that we would have to match would become extremely difficult. I see us carving our niche with those major producers who require special handling, like ad hoc networks," he explained.

"We want to package complete post-production along with satellite and videotape distribution. We are trying to package servicing so that any producer can go to one source and receive one invoice and experience lower overall costs for post-production

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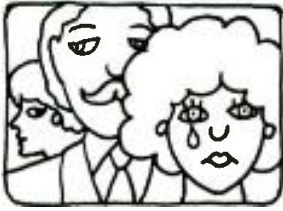
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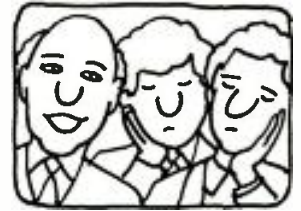
SOAP



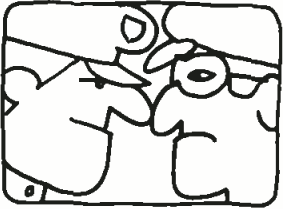
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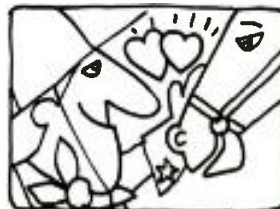
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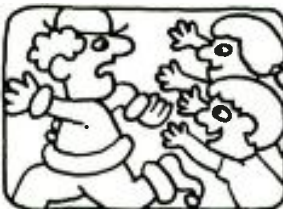
"BATTLE OF THE
NETWORK ANCHORS"



"WEATHER
OF THE WORLD"



"SCIENCE IS GOOD
FOR YOU"



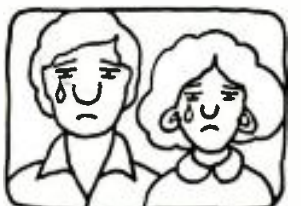
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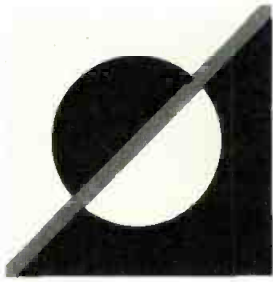
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and distribution."

The situation exists now with such syndicated series as *America's Top Ten*, post-produced at Compact Video and distributed by Netcom from that facility. A similar deal is being discussed with Telepictures.

Lorimar, MCA, 20th Century Fox and other network producers are using Netcom for satellite distribution of their prime time programs to Canada. (By law, Canadian stations must transmit first-run U.S. network programs in advance of their south-of-the-border air times.)

Another emerging player in the program syndication business is Bonneville International, which maintains a satellite distribution facility in Hollywood that currently concentrates on distribution of specialized programming to cable and SMATV operators. The Los Angeles-based Hospital Network, for example, is a Bonneville-delivered program service catering to health care professional and hospital patients.

Charles Dutcher, vice president and gen-

eral manager of Conus International, says his company is considering entering program syndication by way of Ku-band late in 1986, but that no decision has been made as of yet.

"We have our hands full now with our satellite-based news-gathering service," he told BROADCASTING (see story, page 68). "We just signed our 21st affiliate." The Ku-band mobile transmission systems are being used by local stations to transmit reports from virtually any remote location, bypassing traditional microwave paths.

The Minneapolis-based company, a subsidiary of Hubbard Broadcasting, is also partnered with Hubbard's United States Satellite Broadcasting for development of DBS services, which may eventually involve program syndication.

"We feel that the quality of transmission on the Ku-band is more than adequate for non-news program distribution," Dutcher said. "We'll be looking at that market very closely in the future." □

Teleports: a new satellite frontier

Although it's still very much a fledgling service, the teleport business is thriving as companies expand from television-only transmissions to data and phone

One of the businesses associated with the rise of satellite communications is the operation of teleports, independent satellite earth stations tied in with local or regional terrestrial networks willing to send signals to and receive them from any satellite for any customer that walks in the door.

Many of today's teleports are yesterday's satellite "antenna farms," relatively simple operations set up primarily to transport television signals in and out of major markets

for broadcasters and cable services.

The new breed of teleports, which are popping up from coast to coast, are more sophisticated, more capable and more costly. They intend to become regional telecommunications hubs, tying national and, in some cases, international, earth stations extensive regional terrestrial networks for voice, data and video customers of every stripe.

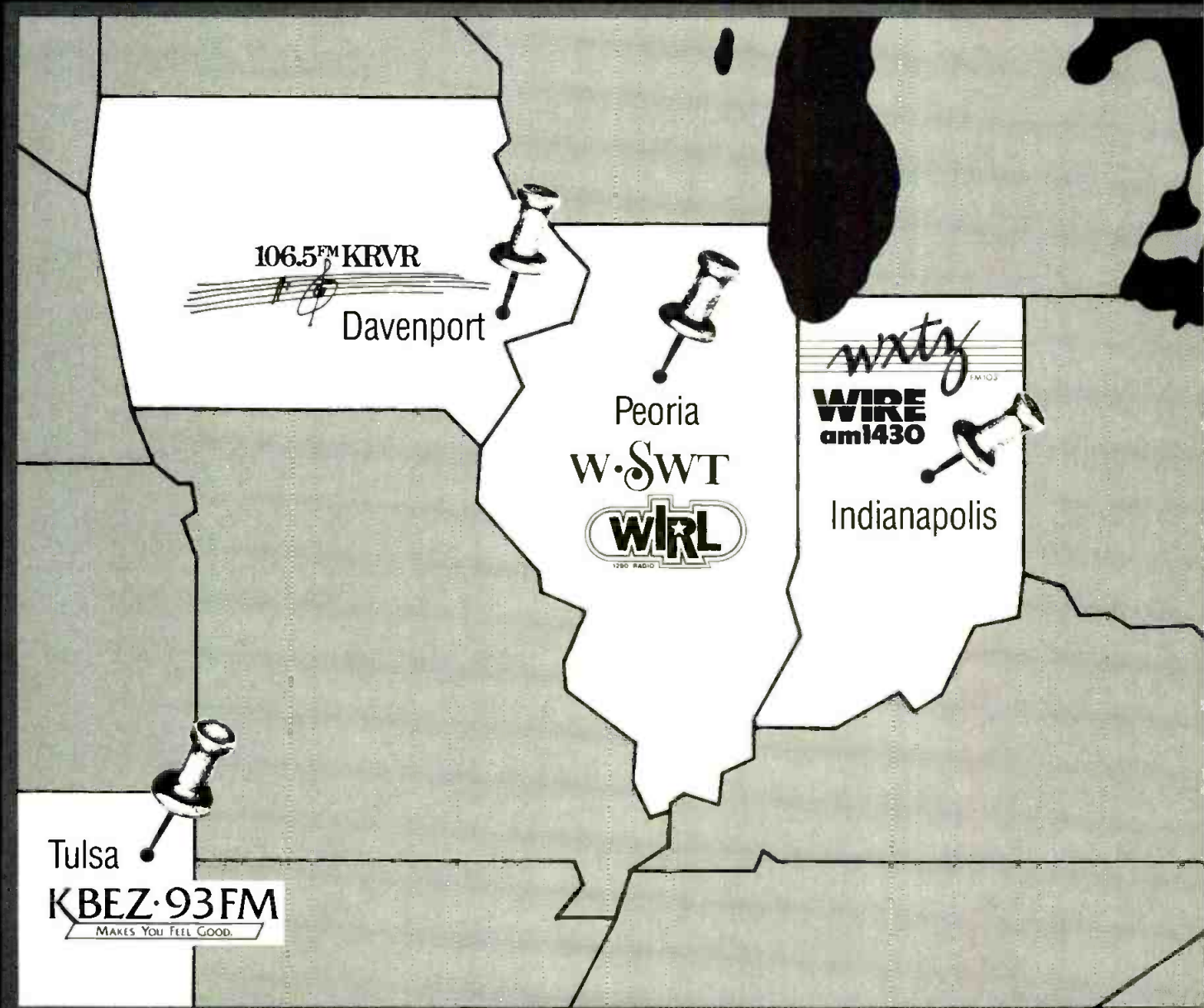
"The teleport," said Robert Schmidt, president of the fledgling American Teleport Association and CTM, a teleport serving Washington, "is really an alternative distribution system, competition to the local Bell telephone monopolies in the business environment."

According to a directory assembled by the

Teleport Locators

Facility	Location	Status
1. Bay Area Teleport	Alameda, Calif	Construction
2. Wold Communications	Los Angeles	Operational
3. CTM Teleport/Washington	Washington	Operational
4. National Teleport	Washington	Planned
5. Southstar Communications	Miami	Construction
6. Central Florida Teleport	Ocala, Fla.	Operational
7. Telelink Communications	Hollywood, Fla.	Planned
8. Atlanta Int'l Teleport (SSS)	Douglasville, Ga.	Operational
9. Turner Teleport	Atlanta	Planned
10. Hawaii Loa Teleport	Honolulu	Planned
11. Teleport-Chicago	Chicago	Operational
12. Zephyr Teleport	Chicago	Operational
13. Kansas City Teleport	Kansas City, Mo.	Operational
14. The Teleport	New York	Construction
15. Satellite City	Carteret, N.J.	Operational
16. Capitol Earthbase	Raleigh, N.C.	Operational
17. Ohio Teleport Corp.	Columbus, Ohio	Planned
18. Dallas/Fort Worth Teleport	Dallas	Operational
19. Gulf Teleport	Houston	Planned
20. Houston Int'l Teleport	Houston	Operational
21. Houston Gateway Teleport	Houston	Planned
22. Texas Teleport	San Antonio, Tex.	Announced
23. Vashon Island (Seattle)	Seattle	Operational

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ELRA Group for ATA, there are 12 operational teleports, three under construction and eight on the drawing board (see chart, below). But, at this point, it is difficult to say whether the numbers will get larger or smaller in the years ahead.

"It's a tough business for a lot of people," said Bill Kopacka, vice president, marketing, of Satellite Gateway Communications Inc., a New York-based teleport operator. "You are going to see a lot of fallout. A lot of people are ill-financed."

The teleport business is "very capital intensive," said Jim Black, executive vice president of Videostar Connection. "You buy [the teleport] for big bucks, but have to sell it back for small bucks." A teleport costing more than a \$1 million will typically sell an hour's worth of uplinking time for \$175, he said.

"On a stand-alone basis, any teleport is a bad business," said Black. A teleport can succeed, he said, only if it is part of a company like Videostar that offers other satellite services like videoconferencing and closed-circuit television.

(Black should know something of the economics of teleports. Videostar in cooperation with Pyramid Video is in the process of constructing a teleport atop the National Press Building in downtown Washington. "It's one of the most painful experiences I've ever been involved with," Black said of the construction which is running behind schedule and ahead of projected costs. The project has been plagued by a series of problems, he said, not the least of which was the Secret Service's refusal to allow Videostar to use helicopters to place equipment on the roof because of the building's proximity to the White House. He said he now "hopes" the teleport will be ready by the end of the summer.)

The teleport services do not sell themselves, according to Schmidt. "A lot of people are under the illusion that there is a bunch of pent-up demand out there just waiting for someone to offer a service," he said. "Not true. I've been at this for four years and we have just started to make a profit."

As president of the ATA, Schmidt has two concerns—what he perceives as anticompetitive behavior by the local telephone companies and the lack of technical standards. Some Bell operating companies, he said, are trying to inhibit competition from teleports by slashing prices and lobbying to bring teleports under the jurisdiction of state regulators.

"If you are going to have competition you have to have more than one supplier," Schmidt said. "And for that to happen, you can't let the guy who has the monopoly kill off the competition before it starts. If you predatory price your product so that nobody else will come into the market then where is the competition?"

Another goal of the ATA is to set up technical standards so that teleports in different markets under different owners can pass off signals to one another, Schmidt said. It wasn't much of an issue when the only thing the teleports were handling were long-standardized television signals, he said, but it is

now as they move into the digital transmission business.

Satellite Gateway represents for many what is happening or what they hope is happening in the teleport business. The one-and-a-half-year-old company is rapidly making the transition from a teleport operator handling mostly television feeds in and out of New York to one that will do it all. According to Kopacka, it is putting in additional uplinks and electronics necessary to offer digital voice, data and video services to business customers—at home and abroad. The transition, he said, was accelerated late last year when the company was acquired by Pacific Telecom.

As a Pacific Telecom subsidiary, Satellite Gateway's New York teleport in Carteret, N.J., and its newly acquired Atlanta (Up-South) teleport, will be part of a national network of teleports. Pacific Telecom, Kopacka said, operates a teleport in Seattle and is constructing another in Alameda, Calif.

The Pacific Telecom money has also allowed Satellite Gateway to expand its terrestrial interconnects in the New York area, the arteries that feed the teleport. From a central hub in midtown Manhattan, Kopacka said, Satellite Gateway will have direct fiber optics links to the three broadcast networks and microwave links to SIN, Hughes Television and CNN, other important customers.

Satellite Gateway is preparing for some rather stiff competition in the years ahead, not from the local telco, but from another teleport now under construction on Staten Island, N.Y., by Teleport Communications, a company 95% owned by Merrill Lynch. Shielded from terrestrial microwave by 50-foot concrete and steel walls, the 11-acre teleport is planned to accommodate up to 17 earth stations, owned by Teleport Communications and others. According to a Teleport

Communications spokeswoman, a fiber optics network with tentacles reaching into New Jersey and the New York boroughs of Manhattan, Queens and Brooklyn is well on its way to completion. So far, the only earth station in operation is an international business service (IBS) dish belonging to Comsat and TRT Communications.

IBS is Intelsat's digital communications service intended primarily for corporate communications. The dishes used by IBS, unlike the service itself and other Intelsat offerings, may be owned and operated by companies other than Comsat. Although Comsat is co-owner of the New York IBS earth station (and plans to build others at its Washington headquarters and at teleports in San Francisco, Houston and Chicago by the end of 1986), others are getting into the act. Satellite Gateway, for instance, in cooperation with Mercury Communications of London, already has an IBS earth station up and running at its Carteret teleport and an IBS service offering, Eurocall. The two-and-a-half-hour-a-day dedicated telephone service, Kopacka said, is intended for companies that need a dedicated line between New York and London, but can't justify the full 24-hour-a-day circuit available from other carriers.

The economics of the teleport business brighten considerably if it's an add-on to an existing business. Such is the case at Mutual Broadcasting System. It operates a multi-dish facility in the Washington suburb of Bren Mar, Va., from which it uplinks Mutual's programming as well as that of UPI Radio and AP Radio. According to Michael Hrinko, Mutual's new vice president of engineering, the network is considering making a "minimal capital investment" to upgrade the electronics so that it can offer video uplinking and downlinking services to the entire Washington market. □

Radio networks out to use excess capacity

Agreements with independent program suppliers, transmission of sports events being used to supplement network feeds; data transmission may be just around the corner

Now that satellite delivery of network radio programming to stations has become common, some networks have found the potential for additional revenue in ancillary services using excess satellite capacity. Time leasing arrangements with independent radio program suppliers is commonplace. And nonbroadcast uses, such as the transmission of data, are also coming to the fore.

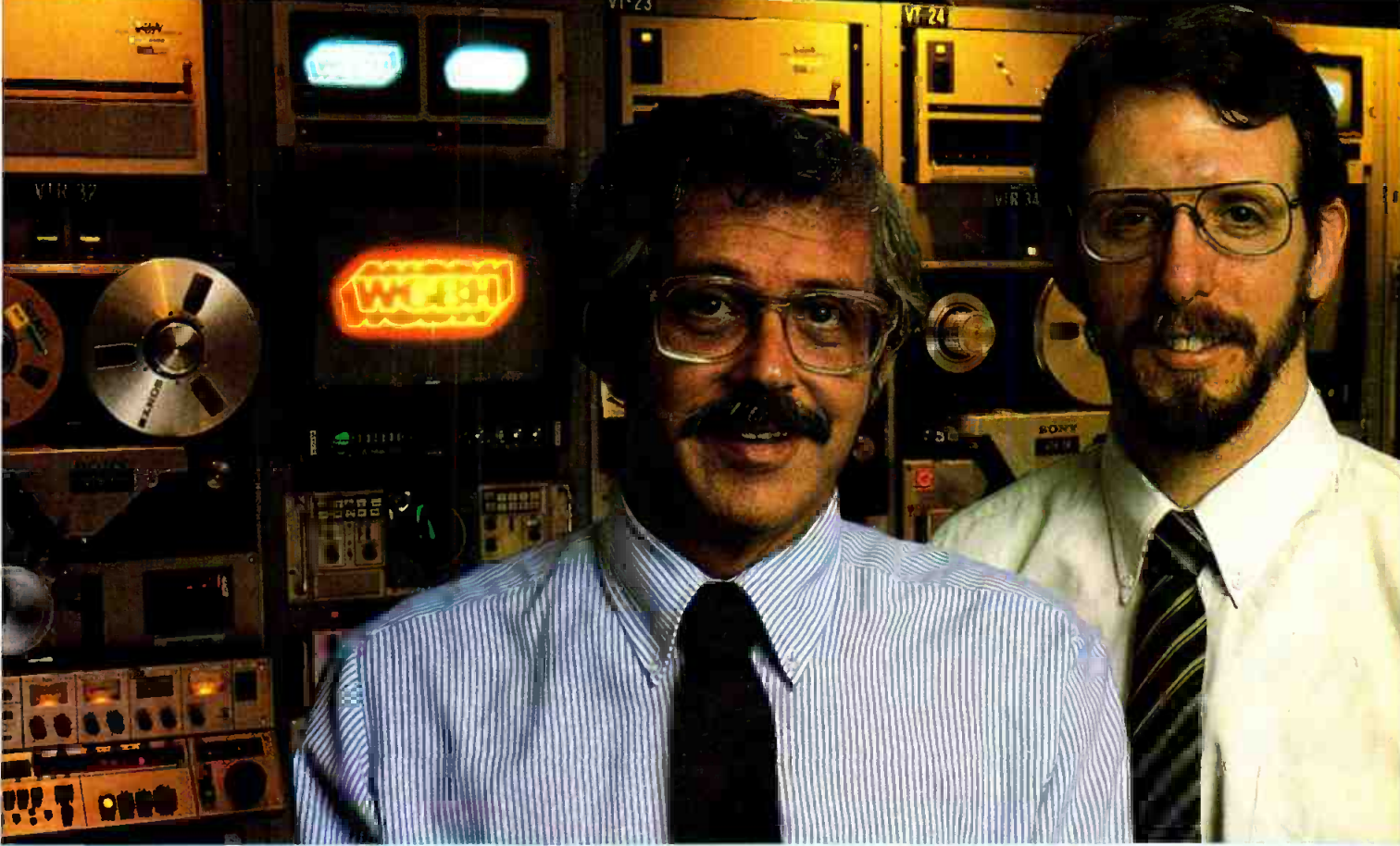
One network making the most of its satellite system is Mutual Broadcasting. Earlier this year, it created a separate unit, called the Satellite Services Division, which is headed by Gene Swanzy, senior vice president, broadcast and communication services for Mutual ("In Sync," Jan. 28). The network is currently marketing two systems under this division: Mutualink and MultiComm.

Mutualink offers radio program producers additional satellite capacity to air their products nationally. (Mutual has 12 satellite

channels, only four of which are used on a daily basis.) Washington Broadcast News and WCNN(AM) Atlanta, which is distributing a live, weekly, two-hour automotive care talk show, *The Auto Doctor*, are two users of Mutual's satellite system. Mutual is also leasing its \$3-million uplink facility in Bren Mar, Va., to the Associated Press and United Press International, added Bill Wisniewski, vice president of communication services for Mutual.

MultiComm is a national, satellite-delivered, point-to-point telecommunications service designed to distribute data or text information locally via FM SCA subcarrier channels.

The target date for MultiComm to become fully operational is Sept. 1, said Swanzy. Thus far, he said, Mutual has SCA leasing arrangements with nearly 40 FM stations in the top 100 markets. "We are signing about eight to 10 stations a week," said Swanzy. Mutual is also planning to use 230 six-foot satellite receive terminals, now in use at affiliated stations but destined for replacement by new 12-foot dishes, as the downlinks at the transmitter sites for the FM stations that



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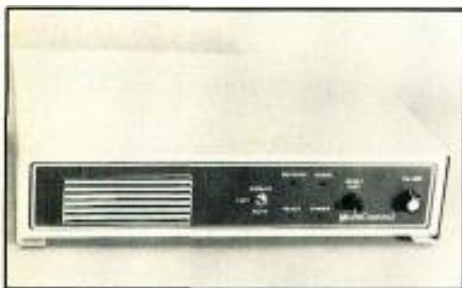
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Among the customers using MultiComm on a "demonstration" basis are the Dow Jones news wire service, a UPI-American Sports Advisers joint venture called Tele-sports Communications ("Riding Gain," May 27), and the *Christian Science Monitor's* newsletter.

ABC is doing some "selective" experimental marketing of its additional satellite space, said Bob Donnelly, director of satellite systems for the ABC Radio Networks. ABC has begun to lease satellite time to independent program producers, including MJI Broadcasting in New York for its new, weekly *Rock Today* program, and TalkTalk Productions, Cincinnati, for its weekly, live, two-hour show *TalkTalk*.

Donnelly said ABC is also looking at arrangements for leasing time for data distribution, but declined to get more specific. "But if there is excess capacity, ABC would prefer to use it to better serve its affiliates," he said.

Joe Maguire, vice president, engineering, for the United Stations Radio Networks One and Two, said the networks can "make available" two 15 khz stereo channels that are not in use full time. The United Stations has a six-satellite channel capacity. And, like ABC, United Stations may get involved in the data transmission. "We've done testing with two outfits to see if a service can be provided," Maguire said. According to Maguire, a data distribution system, along with other leasing agreements, has the potential to reap an additional \$500,000 in annual revenue.

Both CBS Radio Networks Senior Vice President Dick Brescia and NBC Radio Networks Operations Manager Lauren Grant said their respective networks are looking at leasing additional satellite space. "We continue to explore some options," said Brescia. As for leasing satellite time at NBC, Grant said the network "is in a holding pattern." She noted that NBC Radio currently uses all but one of its 11 satellite channels, which will eventually be used to feed its newly acquired National Football League game package beginning in September.

(ABC, CBS, NBC and the United Stations Radio Networks transmit all of their programming digitally via RCA's Satcom I-R satellite. Mutual sends its signals in analog form via Westar IV.)

Westwood One, Culver City, Calif., has its own uplink in Los Angeles to RCA's Satcom I-R and does a "brisk business" functioning as the West Coast hook-up for that satellite, said Westwood One President Norm Pattiz. The satellite facility is man-

aged by IDB Communications, which is headed by Jeff Sudikoff.

The additional capacity on Westwood One's system, said Sudikoff, is currently used by about 10 program suppliers as well as by CNN Radio. (Westwood One uses about 80 hours of satellite time per week for its own long-form programming.) Sudikoff said digital satellite audio sales for this year, including an agreement with CNN Radio, would hit about \$1 million. He also noted that preliminary discussions are being conducted with the National Oceanic Atmospheric Administration (NOAA) about the possibility of transmitting weather data facsimile information by satellite.

Separately, IDB Communications has also used satellite technology to develop what it

calls "Sports Satellite Interconnect" ("Riding Gain," Feb. 18). The system is designed for "backhauling" radio transmissions of sporting events. It started with the 1985 baseball season in April. Sudikoff reports that 19 Major League Baseball radio rights holders are on the system, each paying either \$500 per game in the National League or \$465 per American League contest for all 81 away games of the teams to which they hold the rights. In the majority of cases, the signals are transmitted via Westar III. Sudikoff also reports that 17 NFL radio rights holders have already signed at \$1,000 per away game for the upcoming 1985 season. The advantage of this system, said Sudikoff, is that it provides a "one-hop" satellite jump from the stadium site to the home city. □

Satellite news gathering: gaining a foothold and then some

Already SNG services like Conus and the Florida News Network are changing the news relationships in the station/affiliate sphere

The promise of Ku-band satellite news gathering—to drastically alter local station news coverage, regional relationships among stations and ties between affiliates and the networks—may not be completely fulfilled, but it has gone farther than many would have suspected when the concept was first introduced.

A relatively small number of stations currently use or are preparing for Ku-band SNG technology, with 23 broadcasters claimed by Hubbard Broadcasting's Conus Communications service and six using Dalsat/GTE Spacenet operations, but the impact on those stations and beyond has been far greater than the numbers indicate.

"It's a substantial advantage," according to John Spain, news director, WBRZ(TV) Baton Rouge, which has been using a Conus Newstar SNG truck since April. "It enables us to get stories literally hours before our competitors. We can stay on-site, covering news as it happens. Without it there are stories we couldn't get on deadline."

At WPLG-TV Miami, which last January formed a statewide SNG news consortium with three other Florida stations, its Dalsat/Spacenet system has been equally important. "It's a helluva story that four news directors could get together with a pipe dream and create a workable system," commented Steve Wasserman, vice president of news at WPLG(TV). "Florida News Network has not only merged technologies and pooled financial resources, but joined similar news philosophies."

Philip Balboni, vice president of news at WCVB-TV Boston, which has used its Newstar since October 1984, noted: "There are two enormous advantages over anything we've employed before. First is the ability to be live anywhere in the region in which we are operating, and second is the ability to do on-board editing, making this really a supplement to our newsgathering process."

"This is a very important development in news gathering," Balboni added. "Eventually most major stations will have this."

Even representatives of the three commercial networks are excited about the technology. According to Michael Sherlock, executive vice president, NBC-TV operations and engineering, "SNG was the biggest thing to come out of NAB [National Association of Broadcaster's equipment exhibition last April]. There was the realization that SNG is here. I think all the networks and stations will eventually have them."

NBC already has six Ku-band five-meter transportables for major sporting and entertainment events and is examining smaller, more portable SNG setups, such as GEC McMichael's Newshawk, a two-meter-by-one-meter elliptical dish small enough to be transported by ENG station wagon or private jet.

ABC, meanwhile, is "interested and encouraged about SNG; it's the coming thing," said Brent Stranathan, ABC's manager of planning and telecommunications. "There is concern that the old days with AT&T are slowly diminishing and the flexibility of the Ku-band application is exactly what is needed," he said, adding that the network has formed an engineering group to look at a variety of modular package designs, and is considering designing something itself.

CBS is also interested in the use of Ku-band exclusively for news gathering, and has already ordered one of the GEC McMichael units for field testing later this summer, according to a company spokesman.

In contrast to their favorable response to Ku-band SNG technology, the three networks have apparently resisted involvement in the news sharing arrangements set up nationally by Conus and emerging on a regional basis in a number of locations.

"It's editorially difficult for the networks," explained Charles Dutcher III, vice president/general manager of Conus Communications. "Even though their owned-and-operated stations could use it, they feel it would hurt and fragment their affiliates."

Network-affiliate news gathering relation-

**With three network-owned
TV stations in Chicago,
guess who's #2 in the
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WLS-TV	22
WGN-TV	18
WMAQ-TV	18
WBBM-TV	17
WFLD-TV	11

Source: May '85 ARB



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Network-affiliate news gathering relationships have been clouded, according to several participants, by the sharing of nonnetwork material gathered by both the national daily news feed begun in May by Conus and the regional news feed put on the air July 1 by Florida News Network (FNN) stations WPLG(TV), WJXT(TV) Jacksonville, WTSP-TV Tampa and WFTV(TV) Orlando (the latter is also fed to subscriber stations WPTV(TV) West Palm Beach, WINK-TV Fort Myers and WCTV(TV) Tallahassee).

"The feeds have created changes," Wasserman of WPLG said. "At the very least we are crossing network lines, and severing some long-standing network relationships. But we hadn't felt any of the networks were responsible to the regional networks, especially Florida. We had to take the bull by the horns."

"The network-affiliate relationship is a big problem in our case," commented WBRZ's Spain. "We get three news feeds ev-

ery afternoon, two from the network and one from Conus, plus we're supposed to be feeding material to each. And for competitive reasons, we'll probably end up with two or three Conus-like feeds. We're crossing lines now and its soon going to become a logistical nightmare. The old relationships are really changing with the new technology.

"I don't know the simple answers," Spain added, "but it looks like it could become each station for itself."

Although entirely different in form from the Conus service, with its well-organized national news feed, groups like the Florida News Network are also capable of widely dispersed news sharing through Ku-band SNG. That possibility was evident, for example, in a meeting last month with FNN representatives and news personnel from television stations in Boston, Minneapolis, Atlanta, Salt Lake City, Pittsburgh, Denver, New Orleans and Charlotte, N.C.

The non-FNN stations were at the June 22

meeting in Orlando, Fla., primarily to learn about FNN and SNG, said Ken Middleton, news director at WTSP-TV Tampa, Fla., and coordinator of the meeting. But one possible outcome of the gathering, according to Mel Martin, vice president and news director at WJXT(TV), operational center for FNN, could be the forming of a "loose, independent group of stations to share stories."

"The meeting was originally scheduled to be just for FNN," explained Wasserman, "but it attracted a lot of people from outside the group. There were lot of conversations, but nothing firm. The goal is not to perpetuate the network, to get bigger. The goal is to form less formal exchange relationships. There is the potential for a lot of regional feeds."

Commented Dutcher of Conus: "The key to this is local broadcaster control. News is his most important product and he is now being able to meet the network as an equal." □

Minute-by-minute with a Conus connection

The potential of satellite newsgathering was graphically demonstrated June 24 when Conus's Washington affiliate, WJLA-TV set up its Newstar SNG van outside the U.S. Capitol to transmit live and taped news feeds to Conus affiliate KSTP-TV Minneapolis-St. Paul for its 6 p.m. newscast.

Running the two-hour Newstar operation in Washington was WJLA-TV engineer Richard Lee Thompson. The KSTP-TV reporter was Tom Garrison; its cameraman, Denny Behr. For Thompson, one of five WJLA-TV technicians trained to operate the truck since its purchase last spring, it was only his fourth time out and his first solo live shoot, which BROADCASTING was on hand to observe. The following is a chronological record:

4:55—Newstar truck leaves WJLA-TV's parking lot in upper northwest Washington headed for U.S. Capitol several miles away. No designated parking space at Capitol has yet been arranged.

5:25—En route, station calls engineer Thompson on Newstar's cellular phone to tell him that parking space for van has been reserved on Capitol's Senate side.

5:40—Approaching Capitol, rainstorm begins. Severe thunderstorm warnings have been issued.

5:44—Newstar arrives at Senate side of Capitol, northeast corner. Thompson parks, positioning van so that dish can be set up to "see" southern horizon.

5:46—While heavy rain continues, Thompson charges generator, turns transmitter on low power and begins setting up dish, stabilizing truck and lowering protective side doors on truck bed.

5:49—Satellite dish raised. Thompson begins adjustments for elevation and azimuth to locate satellite SBS III used for Conus transmissions.

5:57—With satellite now in dish sights, Thompson tunes in SBS III transponder number seven. Rain has stopped.

6:01—Thompson sets up preview monitors, prepares camera cables and microphone, checks other equipment. Heavy intermittent rain begins again, but has no apparent effect on test signal received from satellite.

6:20—Thompson, after calling in to station, awaits arrival of KSTP-TV crew. Window for satellite feed is 20 minutes, from 6:50 p.m. to 7:10 p.m. Eastern Time.

6:41—Garrison and Behr arrive nine minutes before feed time. Behr provides Thompson with one-minute tape to be fed, then sets up tripod and camera in front of Capitol steps. Thompson provides reporter Garrison with IFB (interrupted feedback) communications to monitor KSTP-TV news program during live news feed.



WJLA-TV's Washington Newstar on location elsewhere in Washington

6:48—Conus central control in Minneapolis contacts Newstar truck via satellite communications channels, confirms that van is on proper transponder and approves full-power transmission.

6:49—With transmitter up to normal 300-watt level, Thompson notifies Conus control.

6:50—First tape feed begins. Behr sets camera white-balance, lighting.

6:55—Tape feed repeated. First feed was apparently not received properly.

7:00—Newstar and crew ready to go live and on standby. Forty seconds into newscast, live from Washington to Twin Cities, Garrison begins his report.

7:01—Station airs one minute of taped material fed a few minutes earlier by Newstar.

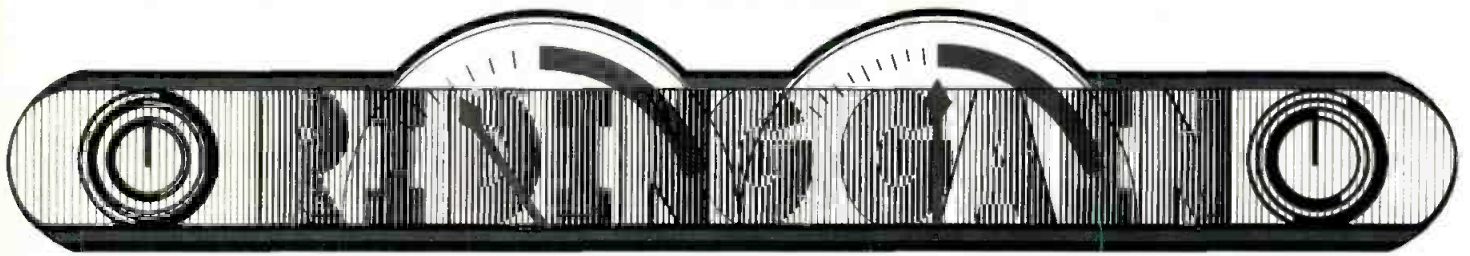
7:02—KSTP-TV anchor questions Garrison via satellite.

7:03—Feed ends. Conus control congratulates team on "good job." Thompson starts to bring power down on truck (10-minute cool-down period is needed), and takes in cable, while Garrison and Behr break down camera set-up.

7:18—Dish re-centered and lowered into storage position, side doors on truck are brought up. KSTP-TV crew leaves site.

7:20—Thompson shuts off cooled-down generator.

7:23—Newstar ready to leave Capitol.



The week's worth of news and comment about radio

Hot time

Radio advertisers looking to target male listeners tend to increase their budgets in the summertime and, perhaps not surprisingly, beer and ale advertisers are among the heaviest spenders of those trying to tap that audience. Those are among the findings of a new study of seasonal advertising patterns conducted by the Radio Advertising Bureau and released last week.

The study, drawing on 1984 data compiled by Radio Expenditure Reports, found that while all advertisers spent an average of 28.6% of their 1984 radio budgets during the third quarter (July-September), beer and ale advertisers spent 41.3% of their annual radio dollars—\$65,234,000 of \$158,026,000—during those three months.

Other male-oriented advertiser categories with above-average third-quarter radio allocations were gas and oil (38.8%), insurance (31.8%), building/paint & hardware (31.7%), sporting goods (30.2%), tires (29.9%) and auto accessories and parts (28.8%).

RAB cited other research to suggest why radio might be particularly suited to reach men 18-plus during summer months: while male radio listening (three hours, 18 minutes, a day on average, according to Arbitron) is approximately equal to male television viewing (three hours, 22 minutes, according to Nielsen), it declines much less

during the summer than does male TV viewing (two minutes less for listening, 32 minutes less for viewing). In addition, the summer is a season of travel, with car radios reaching 68.3 million or 78.7% of American men 18-plus each week, according to RADAR for fall 1984.

In a separate development, the RAB released its new radio co-op source book, which is described by RAB Executive Vice President Wayne Cornils as the "most comprehensive" guide of its kind available anywhere. The latest edition of this semiannual publication includes 5,050 radio co-operative advertising programs, 903 of which include 100% reimbursement. Cornils noted that the association also makes radio co-op sources available to members electronically through a nationwide computer network called RABCOOP.

Market review

The 12-member National Association of Broadcasters' Radio Audience Measurement Task Force, after receiving approval from the NAB board, plans to conduct a rating service cost study on a market-by-market basis.

The association said that, under the guidance of John Abel, senior vice president, research and planning, for the NAB, a technical subcommittee of research experts will be established to consider and evaluate alternative research methodologies according

to the following criteria: cost, sample size, response rate, turnaround time, undersampling and oversampling of special segments, life-style representation, product purchase behavior, qualitative analysis and accuracy.

The Radio Audience Measurement Task Force, which was formed earlier this year, is headed by Ken MacDonald Sr., chief executive officer of Saginaw, Mich.-based MacDonald Broadcasting Co.

CPB connection

The Corporation for Public Broadcasting has said it will provide "all funds necessary" for the purchase of a transponder now being leased by National Public Radio on Westar IV. CPB will require that a portion of the savings derived from the purchase, up to \$2,500 per station per year, be passed directly to the stations in the form of lower distribution/innterconnect fees. CPB Chairman Sonia Landau said it is "CPB's hope" that the savings "be used primarily to purchase programing."

Signing 'em up

Turner Broadcasting's CNN Radio has picked up affiliation agreements in two major markets with the signing of Straus Communications' talk-formatted WMCA(AM) New York and Century Broadcasting's MOR/nostalgia WAIT(AM) Chicago. The network, which has almost 180 affiliates, has been expanding its operation since April, increasing its staff, enlarging its technical facilities and expanding its news programing (BROADCASTING, March 25).

Sporting life

Adult contemporary WNBC(AM) New York is planning a new, five-hour weeknight sports talk program to be hosted by New York radio personality Jack Spector. The program's scheduled launch date is Monday, Aug. 5.

According to John Hayes Jr., vice president and general manager for WNBC, the program will take a "variety show approach" to sports, incorporating celebrity interviews, contests, listener call-ins and scores. Spector, who most recently hosted WCBS-FM New York's *Saturday Night Sock Hop*, said that he will not only interview players, owners, referees and sports writers, but also "interesting characters who are sports nuts, ranging from New York restaurant owners to Hollywood celebrities." The show will air each week night from 7 p.m. to midnight.

Earlier this year, the station announced agreements to carry both New York Rangers hockey and New York Knicks basketball games in addition to being the originating



Hard rock signing. Paul Shaffer (center), band leader on NBC-TV's *Late Night With David Letterman*, was inducted as the permanent host for NBC Radio Entertainment's 90-minute, monthly *Live From The Hard Rock Cafe* series on Sunday, June 30 ("Riding Gain," July 1). Pictured with Shaffer are (l-r): comedian Joe Piscopo, one of the guests on the show; NBC Radio rock reporter Rona Elliot; Andy Denemark, co-producer of program, and Frank Cody, co-producer and director of programing for NBC Radio Entertainment. *Live From The Hard Rock Cafe* airs on just over 100 stations on the last Sunday of every month.

station for New Jersey Nets basketball ("Riding Gain," April 29). The station also plans to clear NBC Radio's newly acquired National Football League coverage which includes 16 Monday night contests.

Rescue mission

Noncommercial KCRW(FM) Santa Monica, Calif., has begun a campaign to help save National Public Radio's *Weekend All Things Considered*, which will be canceled unless NPR can supplement its fiscal year 1986 basic operating budget ("Riding Gain," June 10). During a fund raiser last month (in which \$445,000 was raised from more than 9,000 listeners during a 10-day drive), the station pledged to spearhead a national campaign to save WATC. Toward that end, KCRW general manager Ruth Hirschman was in Washington last week lobbying Congress, alerting the Corporation for Public Broadcasting of the concern for the future of the program and trying to obtain a commitment from CPB for roughly \$300,000 to help support the program. Hirschman said the TWA hijacking story, which broke over a weekend, was a "dramatic illustration of the importance of NPR news to our audience," adding that callers to the station expressed "outrage, alarm and anguish" at the proposed cancelation of the Saturday and Sunday programs. Hirschman was expected to tell the CPB board at its meeting, held last Friday (June 28), that her listeners "have sent me to Washington with a mandate to help save the weekend edition of *All Things Considered*" and that KCRW was "prepared to dedicate" a special fund raiser to helping support the program.

Georgia deal

The Unisat-Georgia News Network (GNN) has signed an affiliation pact with NBC Radio which calls for an initial affiliate lineup of 14 GNN stations. "Our affiliation with Georgia News Network demonstrates that a major network like ours can successfully meet the needs of a regional network," said Deborah McLaughlin, NBC Radio Network's director of affiliate relations. Total affiliate count for the NBC network now hovers at 360.

Las Vegas review

Reversing an initial decision by Administrative Law Judge Edward Luton, the FCC Review Board (with board member Norman Blumenthal concurring in part and dissenting in part) has granted the application of JaDonn Communications Inc. for a new FM in Las Vegas, denying the mutually exclusive applications of Voce Intersectario Verdad America Inc., Lorraine Walker Arms and William H. Hernstadt. Luton had granted the application of Hernstadt for specifying Winchester, Nev., which had no other radio station, while the other applicants specified Las Vegas, which already had 14 (BROADCASTING, Nov. 19, 1984). But the board noted, among other things, that the FM was for a Class C channel and that all the applicants were proposing to serve the

same areas. As a result, the board said the case should be decided on the standard comparative issue, and JaDonn prevailed on integration grounds. Pamela B. Brooks is the president and 51% owner of JaDonn. Her husband, Donald L. Brooks, owns the re-

maining 49%. According to the initial decision, the Brookses are residents of Los Angeles, and Pamela Brooks was director, administration and finance, Los Angeles Brotherhood Crusade, Black United Fund. Neither has other media interests.



Source signing. The Source, NBC's young adult network, has signed an affiliation agreement with DKM Broadcasting's wVEE(FM) Atlanta. Pictured signing the deal at NBC's New York headquarters are (l-r): Willard Lochridge, vice president and general manager of The Source; Rik Rogers, vice president and general manager, wVEE(FM), and Larry Miller, Eastern regional director of affiliate relations for The Source.

In addition to wVEE(FM) the network also picked up affiliation agreements with 13 other outlets including KBPI(FM) Denver; KMYZ(FM) Tulsa, Okla.; WOT(FM) Toledo, Ohio, and WLA(FM) Grand Rapids, Mich. The Source now has a station lineup of about 125.

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Cable sitcoms making their way into syndication

Number of comedies available in syndication could double over next few years if cable series are added

New half-hour off-network situation comedies, which are in short supply in syndication over the next several seasons, may realize a shot in the arm from an unexpected source: cable television. Comedies are the traditional lifeblood of independent stations in the early fringe (4-6 p.m.) time period, and the recent shortage of new half-hour off-network series has forced many stations to either recycle the old comedies they already own or program the time period with full-length hours instead.

But there are several comedies which, because they have been on cable television for more than one season now, are well on their way to building up enough episodes so that they can be stripped by stations in syndication or scheduled on a weekly basis. Moreover, the producers of these series say they either own the syndication rights or are negotiating with distributors with an eye to releasing these series in the syndication marketplace over the next couple of years. If this happens, it could more than double the number of comedies available to stations.

Three comedy series on superstation WTBS(TV) Atlanta may be syndicated: *Down to Earth*, *Safe at Home* and the soon-to-premiere *Rocky Road*. Los Angeles-based Procter & Gamble Productions owns the syndication rights to *Down to Earth*, while Turner Broadcasting System reserves the syndication rights to both *Safe at Home* and *Rocky Road*.

Pay cable service Showtime earlier this year renewed 50 episodes of *Brothers* from producers Gary Nardino Productions and Paramount Video on top of a previous order of 13 episodes. The total of 65 episodes of

Brothers will outfit Showtime with a two-year supply of the sitcom. In addition, there are 22 episodes of *Still the Beaver* produced by Universal Pay Television for The Disney Channel, which Disney recently said it was dropping from the service. (Universal Pay Television is looking for another outlet to pick up the series.)

Within the past couple of weeks, two other deals between producers and cable television services regarding first-run production of half-hour comedies have been announced. USA Network has ordered 22 episodes of a new sitcom, *Check It Out*, starring Don Adams. The series is jointly produced by D.L. Taffner, Canada's CTV Network and Program Syndication Services. It will premiere on USA Network next fall and be released into syndication on a weekly basis in the fall of 1986.

And Showtime has ordered seven episodes of *Washington* from Telecom Entertainment, the four-year-old independent production subsidiary of Benton & Bowles. The series is based on the cartoon of the same name which appears in *The Village Voice* and *The Washington Post*. It is scheduled to premiere on Aug. 15 behind *Brothers*.

No matter which of the above series enters syndication over the next few years, neither will be able to make the claim of being the first. That credit will remain with *Bizarre*, a comedy series Viacom released into syndication this past fall after four seasons on Showtime. (The series continues to be produced for the pay cable network.) Viacom sold *Bizarre* as a late-night vehicle for independents, and originally cleared 100 episodes on 51 stations. Since then, the series has been dropped by several stations so that it eventually fell to 27 stations. However, just last week it added two more markets where it previously was not cleared. It was picked up by RKO Television's KHJ-TV Los Angeles and WOR-TV New York.

One criticism some programmers have leveled against series moving from cable into syndication is that what plays in cable does not necessarily play in the broadcast television environment. The first national ratings for *Bizarre* might have supported that notion. According to Nielsen's Cassandra report on syndicated programming for November 1984, *Bizarre* averaged a 1.6 national rating, while during the February 1985 sweeps it increased slightly to a 1.9 average rating.

But in New York and Los Angeles, the first overnight ratings are encouraging. According to Viacom, *Bizarre* averaged a 3.8/8 in Nielsen's first night on WOR-TV, and a 2.1/6 on KHJ-TV. Viacom now hopes that the better ratings in New York and Los Angeles will renew station interest and once again boost sales.

Besides half-hour comedies, there are also at least two, hour-long drama series that have the potential of moving off cable into syndication. Twenty-six episodes of *Faerie Tale Theater* have been produced for Showtime by Gaylord Productions and actress Shelly Duvall's Platypus Productions. Three more episodes in addition to the 26 have been ordered, and Showtime has an "open-ended" agreement with the suppliers that provides for up to another 23 episodes.

There are also about 50 episodes of *The Paper Chase* in the can. The series, originally produced for CBS during the 1978-79 season by 20th Century Fox Television, was picked up by Showtime after CBS canceled the series.

There is little doubt that station executives will welcome the off-cable programs in syndication, especially the half-hour comedies. The only off-network half-hour sitcom to bow in syndication next fall is *Gimme a Break* from MCA-TV. And there is only one presently set for the fall of 1986 — *Facts of Life* from Embassy Telecommunications. After that, Paramount has already sold *Cheers* and *Family Ties* for the fall of 1987, and Victory Television announced that *Newhart* would be joining that class, too. In total, there are only five off-network prime time sitcoms scheduled to be released in syndication between 1985 and 1987.

In response, some syndicators have addressed the coming deficit with innovative marketing strategies, such as re-formatting formerly hour-long series. Columbia is distributing for release next fall vintage segments of Johnny Carson's late-night show titled *Carson's Comedy Classics*. In a similar vein, Metromedia Producers Corp. is offering half-hour versions of *Dynasty*. And Paramount has guaranteed an extra cycle of first-run production if *Cheers* or *Family Ties* is canceled by the network to insure enough episodes for stripping.



Brothers



Safe at Home

on the way, TBS stands to be one of the bigger suppliers in the coming years. Jack Petrik, executive vice president and general manager of WTBS, said the station has "advised" the producers of *Down to Earth* and *Safe at Home* to go ahead and make 130 episodes of each series. To date, each has been produced at the rate of about 45 per year. Turner produces *Safe at Home* in association with Los Angeles-based The Arthur Co.

TBS has also joined with The Arthur Co. to produce *Rocky Road*, a new sitcom set to premiere next fall. Although only the first cycle of 13 episodes has been ordered, Petrick expressed the hope that it would also go to a minimum of 130 episodes. "We obviously would look toward syndicating our own series," Petrick said, "if the demand was there." But he emphasized that "the main reason for making these was WTBS. We weren't making these for an investment in the syndicated sitcom business." The final decision on whether to syndicate will depend on "the value as an exclusive to TBS versus the value in syndication."

But one WTBS series definitely headed the syndication route is *Down to Earth*, the syndication rights to which are held by co-producer Procter & Gamble Productions. (P&G is not involved in the other two WTBS series.) Jack Wishard, executive vice president, P & G Productions, said, "We are in negotiation right now with a distributor and should be on our way selling these episodes in the next couple of months." He declined to fix a definite date when the series would be available, but said the fall of 1987 could be considered "at the earliest."

Randy Reiss, president of Paramount Television Domestic Distribution, said that Paramount all along has had an eye at eventually syndicating *Brothers*, the Showtime series about three brothers, one an acknowledged homosexual. And he said he doesn't expect any serious objections from stations about the subject matter. "I think it gives people who haven't seen it a different insight into homosexuality." Reiss hopes the program could have the same impact on attitudes about homosexuality as *All in the Family* did on racial prejudice and stereotypes. "There's nothing risqué about *Brothers*," Reiss asserted.

He said he is "bullish" on the ratings, noting—like other distributors who are sitting on potential off-cable series—that the series is still a "new" show to many audiences because of Showtime's limited penetration of the total national television audience. "Once we sell this and pave some ground, the next people coming along will have it a lot easier," he predicted. As to what it might cost stations, Reiss said *Brothers* would fetch "normal half-hour sitcom prices."

One snag some distributors face is waiting until the cable service is finished with the series—often license agreements say the series cannot be syndicated to stations until the cable service has stopped airing the series or consents to a simultaneous window. Alan Courtney, executive vice president of Gaylord Productions and co-producer of *Fairie Tale Theater* for Showtime, said Gaylord is anxious to syndicate the series but can't until Showtime is finished with it. Showtime to

date has ordered 29 episodes, he said, and has an "open end" agreement for 23 more—hence the syndication release date keeps getting pushed back until Showtime has stopped ordering additional series or opted out of the open-end agreement.

A distributor's syndication plans can also be put on hold if a service drops a series. Charles Engel, president of Universal Pay Television, said he is now in negotiation with several outlets—including pay, basic and even network—to pick up *Still The Beaver*, of which 26 episodes were made for The Disney Channel. He mentioned that first-run syndication was even a possibility and that several stations that have run *Leave It To Beaver* have inquired about its availability. "This show will continue," he vowed.

Even those who have just gotten their foot in the door with a limited number of episodes picked up by a cable service have hopes their series will make it off-cable to syndication. Kenneth Kaufman, executive vice president of Telecom Entertainment, which is producing *Washington* for Showtime, sees cable as increasingly becoming a breeding ground for new series in syndication. Showtime has ordered six episodes, he said, and in the next two weeks will let Telecom know if it wants to pick up the second cycle of six. After a dozen episodes run, he said, Showtime will be able to make a long-term evaluation to determine whether it wants to pick up the series for the long term. However, unlike Paramount's deal with Showtime, Telecom does not have the after market syndication rights—it sold them to Showtime along with the license agreement. (Although Showtime does not yet have a syndication arm, two of its owners, Viacom International and Warner Communications Inc., have television distribution subsidiaries.) Said Kaufman: "The *Brothers* experience is the road we're going to have to follow in some way or the other." □

HBO: looking in new directions

Cable network explores secondary revenue sources, including new channel offering, HBO Plus

A little more than a month ago, Home Box Office Inc. chairman and chief executive officer, Michael Fuchs, in an address before the Southern California Cable Club, had some harsh and skeptical words for pay-per-view and its potential as a business. He called P-P-V the latest "gimmick" drummed up by the filmmaking community to squeeze more revenue out of the cable market while claiming that P-P-V is the best defense against the home video market. In effect, argued Fuchs, the Hollywood studio line on P-P-V is "let us save you from us." But, warnings aside, HBO has by no means written off P-P-V, and is in fact providing about a dozen film titles for which it holds P-P-V rights to cable systems experimenting with P-P-V on a stand-alone basis.

On other fronts, the largest pay-network is

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exploring potential new channel offerings, as well as the home video business, to compensate for the slowdown in its primary business. HBO, and also Cinemax. The new channel offering, with the working title HBO Plus, is a concept that has been around for a number of years and has been redefined several times. At first, the thought was to create a "superchannel," as one executive involved at the time put it, that would offer the best of HBO and Cinemax in one package, with a minimum number of repeats and a maximum number of titles. But that idea died because of the apparent difficulties it was believed would be encountered in relicensing the existing Cinemax product to serve two channels.

As to the latest configuration of HBO Plus, a source with knowledge of the concept confided that the idea is to develop some kind of "mini-tier" service—a separate channel that would offer a handful of select titles made available before they are offered to the traditional pay services (like HBO or Showtime) and perhaps as early as the home video window. The new channel would be offered to HBO and/or Cinemax subscribers only, perhaps to satisfy in whole or part the appetite such subscribers may have for additional titles for which they would otherwise turn to home video or P-P-V for. "That seems to be the focus" of HBO Plus at this



Fuchs

point, the source said.

Other executives, in the studio community, confirmed it was their understanding that HBO was focusing on the mini-tier concept with early availability of films. "I understand it's designed to be a \$4.95 package with three to five titles a month, rotated in some preset pattern," said one such execu-

tive. "And the notion of early availability is tied to the thing. Now how that would make sense, if it would make sense, how soon they would do it, are all appropriate questions. The question is intent, not so much the mechanics of the thing." What does HBO hope to gain? One way of looking at it, offered the source, is that perhaps "it's another exercise in buying shelf space. The introduction of a pay-TV mini-tier might generate success. If that's all this is then I suppose it's possible."

But getting early availability of films each month would come only at extremely high premiums. HBO paid high prices several years ago to studios for the exclusive rights to a lot of films, banking on continued steady growth in subscriber ranks to justify the cost. Growth has dwindled over the past year, and HBO has found itself overextended on the program cost side. At this point it is unclear how HBO would justify such premiums or even whether it could convince the studios to make titles available concurrent with home video release, their largest ancillary revenue stream, expected to bring in perhaps \$700 million in 1985. And a mini-tier concept, suggested the studio executive, "doesn't really jive with the three to five titles and early availability. If all they are trying to do is price down and offer a downsized, streamlined version of HBO then it all doesn't seem to fit as well." It may well be

Syndication Marketplace

■ **WW Entertainment** plans to enter first-run syndication in next 60 to 90 days with two first-run series, according to its president, George Hankoff. While he would not disclose details, Hankoff said that one would be strip and other weekly show. He also said that WW will be offering another film package in near future. WW recently announced that it has cleared "Black Belt Theater 4" on 113 stations covering 80% of country. Distribution terms are straight cash in "straight industry deals" concerning number of runs. WW also has three other film packages, with 13, 26 and 13 titles, respectively. WW recommends that stations purchasing films schedule them on regular weekly basis. Package is available to run immediately. Among station groups carrying package are Metromedia, Tribune and Taft. ■ **Group W's P.M. Magazine** is changing stations in Seattle from KIRO-TV to KING-TV at as-of-yet undetermined date, it has been announced. P.M. is carried on 74 stations, and is sold on cash basis, with Group W withholding one 30-second spot. ■ **Blair Entertainment** says that it has cleared *Break the Bank* on 42 stations covering 44% of country. Show debuts week of Sept. 16 and is being sold on cash-plus-barter basis, with Blair withholding one 30-second spot. Gene Rayburn will host show, which goes into production in Los Angeles July 10. One-year commitments are for 39 first-run episodes and 13 weeks of repeats. Among stations buying show are WCBS-TV New York, KHJ-TV Los Angeles, WLS-TV Chicago, KTVU-TV San Francisco and WJBL-TV Detroit. ■ **ITC Entertainment** says it has cleared "Volume Four," package of 16 films that include "On Golden Pond," "The Great Muppet Caper" and "The Elephant Man," in 105 markets. Terms of the distribution are cash. Among clearances are WNEW-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago, WXNE-TV Boston and WTTG-TV Washington. ■ **Telepictures** announced clearance figures on three shows, each cleared on cash-plus-barter basis, with Telepictures withholding one minute and stations keeping five. *Catch Phrase* is now in 90 markets covering 78% of country. Debuting next fall, show is sold on cash-plus-barter basis with Telepictures withholding two 30-second spots. First-run episodes include 34 weeks of originals and 18 weeks of repeats. Stations that have bought show include WCBS-TV New York, KCBS-TV Los Angeles, WCAU-TV Philadelphia, KPX(TV) San Francisco, WBZ-TV Boston and WXON(TV) Detroit. *Divorce Court* is now in 140 of expected 190 markets. Sale of show is for 52 weeks—34 first-run episodes and 18 repeats. Show is hosted by Art James, and debuts in September on WCBS-TV New York, KCBS-TV Los Angeles, WCAU-

TV Philadelphia, KPX(TV) San Francisco, WBZ-TV Boston and WXON(TV) Detroit. In its fifth season, *The People's Court* is on 140 stations covering 90% of country. For one-year commitment, stations get 39 first-run weeks and 13 weeks of repeats. Clearances include WNBC-TV New York, KCBS-TV Los Angeles, WMAQ-TV Chicago, KYW-TV Philadelphia and KPX(TV) San Francisco. ■ **King Features Entertainment** says it has cleared *Good Housekeeping: A Better Way* on 26 stations covering 30% of country. Sixty-five episodes of daily half-hour are sold on barter basis, for fall, with stations getting four minutes of advertising time and King keeping two minutes, for which it has commitment from P&G. Show is divided into three segments, and is co-hosted by John Mack Carter, editor-in-chief of *Good Housekeeping*, and Pat Mitchell. First segment features "private-world" interviews with guests, such as Joanne Woodward, Phyllis Diller, Lynn Redgrave, Shirley Temple and Geraldine Ferraro; second section is in-studio interview with Mitchell; third features *Good Housekeeping* experts offering solutions to problems presented by guests. Agreements for show are for three years. Among clearances are WXNE-TV Boston, WGPR-TV Detroit, WOIO(TV) Cleveland, KONG-TV Seattle and WIII(TV) Cincinnati. ■ **Access** and **Colbert** have joined forces to distribute *Hollywood Close-up*, weekly half-hour news magazine that Colbert had been clearing for cash since last January. Show will now be distributed on barter basis with stations getting three-and-a-half minutes and distributors keeping two-and-a-half. Show is currently cleared on 15 stations, including all five ABC O&O's. With one-year commitments stations get 39 weeks of first-run episodes and 13 weeks of re-runs. **Four Star** has cleared *Roller Derby*, at one-hour, in 11 markets on cash basis. Show is aimed for weekend "wrestling" time period on station schedules, and is available immediately. There are 27 hours of show available. Clearances include WPWR-TV Aurora, Ill. (Chicago), WDCA-TV Washington, KDFI-TV Dallas, and WOIO(TV) Shaker Heights, Ohio. (Cleveland). **King World** has announced acquisition of 11 Laurel and Hardy features and 52 half-hours in 15-year agreement with Hal Roach Studios. King made initial cash advance of more than \$1 million to be applied against fees generated in first six years of films' sale. Among black and white films is colorized version of "Way Out West" (1937). Terms of sale of classics are still undetermined. Offering of films is tentatively scheduled for January, but could be made as early as September. Pay television window is also being considered.

that HBO does not have a final blueprint for the new service in place yet. As one observer put it, "when growth has stopped you begin looking for a new mousetrap, and they may not know what the new mousetrap is going to look like but they'll know it when they see it."

Others speculate that the HBO Plus concept is more than just a plan to get additional channel space on cable systems. "It's a pay-per-view tier in disguise," said one source, who like most of the sources willing to talk about the subject agreed to do so only on the condition that he was not identified. "It's a tier of programming that is designed to be sold [both] as P-P-V in wired systems and sold as a bundle for value added in subscription systems. That's the beauty of it, in theory." The source questioned whether HBO could convince studios to make films available early for the new channel, with commitments already in place to home video, as well as "budding P-P-V commitments."

HBO and its executives aren't commenting on the project, which is headed by Larry Carlson, senior vice president, Cinemax. Working closely with Carlson on the HBO Plus project is Mack Perryman, vice president, new business development. A company spokesman said it was "premature and inappropriate for competitive reasons" to discuss the concept.

As for Fuchs's comments at SCCC in May, an HBO spokesman said last week that the intent was not to dismiss P-P-V out of hand, but rather to remind the cable industry that it was still far from clear as to whether or not P-P-V is a viable business. Fuchs, the spokesman said, "was trying to wave the red flag and say, 'Hey, wait a minute, let's take a closer look and move a little more slowly,' " before diving headlong into P-P-V. "More research is needed to determine if there is a true incremental value to the cable operator." P-P-V, the spokesman added, is not considered a "dead issue" by HBO, nor "totally discounted." But the corporate thinking currently is that if P-P-V does evolve into a "realistic business," it probably won't do so before 1990.

In fact, P-P-V is so far from dead in the corporate planning that HBO is making a handful of titles to which it has the P-P-V rights available to about 50 cable systems this year that are experimenting with the medium on a stand-alone basis. The titles, some 12 in all for 1985, are primarily associated with pre-buy deals HBO has negotiated with independents or output deals with such studios as Orion and Columbia. In addition to per-subscriber fees in return for the availability of titles, HBO is receiving from cable operators basic research data associated with their P-P-V trials. The company spokesman said HBO was not currently involved in any joint-ventures with systems involving P-P-V. The company also expects to offer titles for P-P-V use in 1986, but probably not many more than this year's dozen.

Meanwhile, HBO is actively confronting the home video business in a more direct way—last October it formed a home video joint venture with Thorn/EMI, which manufactures, markets and distributes prerecorded cassettes. The venture, known as Thorn-EMI/HBO Video, currently has some 250

titles in its library. HBO Video is a unit of HBO that acquires home video rights for the Thorn-EMI/HBO joint venture. Thorn has a comparable rights-acquiring unit in its own shop. "In the emerging world of home video entertainment it is best to have your fingers in a number of pies to see how the entire area is going to shake out," said an HBO spokesman, by way of explaining its involvement in the Thorn venture. He noted a Young & Rubicam study mailed out last week (see "Advantage," page 14) that suggests that by the end of 1986 one-third of all U.S. television households will have a videocassette recorder. "There's an emerging market," he said. "You can't ignore the VCR situation." □

Lifetime diagnosis is guarded

Staff cuts and new programming are among changes at service

In announcing a cutback in its staff from 175 to 160 (BROADCASTING, July 1), and a desire to explore new programming acquisitions, Lifetime has exposed itself to a jury that includes both pessimists on the future of cable networks, and patient optimists who see a cable service still in its formative years.

Margaret Sandwick, director of public affairs for the network, followed the service's

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recent announcement of the reorganization by saying that "no more staff cuts" were planned and that "we're not getting any leaner." The staff changes were the result of a feeling that Lifetime was "overstaffed in comparison to networks of the same size."

Sandwick added last week that the company sees a bottom line "and we're meeting it." She confirmed that Lifetime's ad revenues last year were \$18-20 million, and said that this year's revenues would be \$20-25 million.

"It's a fairly simple restructuring," said Jules Haimovitz, executive vice president, Viacom Entertainment Group, and part of the nine-member Lifetime "management committee" composed of three representatives from each of the services' partners, ABC Video Enterprises, Viacom, and Hearst. According to Haimovitz, the management committee was approached with the staff recommendations by Lifetime president and chief executive officer, Thomas Burchill. The committee, he said, agreed with Burchill's recommendations. Burchill, on vacation, could not be reached for comment.

Haimovitz also pointed out that it was the "hope" of the board that the cable service "will cross the break-even point next year. We're right on schedule for turning a profit."

The Lifetime reorganization will feature a renewed emphasis on programming. In combination with the staff change announcement, the service announced acquisition of a 15-title movie package from Viacom that is targeted to women. Marcella Rosen, senior vice president and media director at NW Ayer, called the package a "good idea." Rosen discounted the staff changes as "inevitable" for a younger broadcasting service. "All new programming channels have had their problems."

Ira Tumpowsky, senior vice president for cable television at Young and Rubicam, said that Lifetime is "still fighting to identify with an audience. [Lifetime] doesn't seem to be moving along as rapidly as they hoped." Tumpowsky doubted Lifetime projection's of profitability within a year. "We feel this is an extremely important revenue stream," he said, but he added that the network needed to work to create an identity and also said they

needed to "work harder at promoting at the local level." Recommending that advertising dollars be spent on Lifetime "is going to be very tough," he concluded.

Haimovitz said that Lifetime's focus on a female audience, as further evidenced by the acquisition of the Viacom package with its female-oriented titles and by the service's intent to show the titles during late afternoon and late evening time periods, could result in the airing of issue-oriented movies in conjunction with talk show specials. As an example, he suggested the *Burning Bed* in combination with a forum on domestic violence. Haimovitz also suggested that the programming resources of Lifetime's owners could be tapped.

Alan Gottesman, media analyst for L.F. Rothschild, said that the future of Lifetime will require the patience of its partners. But he added that the service was not a matter of keen interest among analysts. "I relegate cable-delivered advertiser services to the basement," he said, adding: "I can't think of anyone [meaning media analysts] for whom this would be important." □

NBC continues prime time dominance

NBC took its ninth prime time ratings victory in the 10 weeks since the end of the regular season (April 21) despite a strong performance for the second week in a row by CBS's regular Monday schedule. NBC ended the week with an average 12.6 rating and 24 share based on Nielsen's National Television Index. CBS had a 12/22, and ABC a 9.8/18.

An *NBC News Special*, "First Lady Nancy Reagan" (12.7/22) placed 21st for the week. ABC's *20/20*, which finished ninth for the week (15.3/28), included ABC reporter Charles Glass's reportorial coup of the week, an interview with three of the hostages at a seaside resort.

The week's other hostage-related program, an *ABC News Special Report* on the hostage crisis that aired Sunday, 7-8 p.m., finished 59th (8.1/18).

HUT levels were up 3% to 53.6 from last year's 51.9. Combined ratings/share was 34.4/64.5, compared to last year's 34.3/66.8.

■ CBS took Monday, the week's highest-rated night of television (17/30), on the strength of *Kate & Allie*, *Newhart* and *Cagney & Lacey*, the last withstanding a strong performance by NBC's special on Nancy Reagan at 10-11 p.m. NYT.

■ Tuesday night's schedule of 11 programs for the three networks featured only five programs that made it into double figures in ratings, with three of the five being the regular NBC schedule, which finished

19th, 14th and 16th, respectively (*A Team*, *Riptide* and *Remington Steele*).

■ CBS scored a 15/26 with the *CBS Wednesday Night Movie*, "Marian Rose White," at 9-11 p.m. NYT, to help that network to its win that night. A strong performance by *Hotel* (17.3/21) at 10-11 p.m. NYT, on ABC was not enough to offset lower numbers for *Dynasty*, which scored a 9.7/17.

■ Thursday on NBC scored a combined 16.8/31, making it the second highest-rated night of the week. Once again, *Cosby* was the top-rated show of the week (21/41). The competition featured *20/20* (ABC) and the 12th-ranked show of the week, *Simon and Simon* (CBS), 9-10 p.m. NYT.

■ Friday on NBC featured the seventh-ranked show of the week, *Miami Vice* (16.5/30), 10-11 p.m. NYT. A *CBS Special Movie Presentation* (9-11 p.m. NYT), "Take Your Best Shot," scored a 10.6/20.

■ Saturday on ABC was the lowest-rated night of the week at 10/21. The evening's highest-rated program was NBC's *Hunter* (11.1/22), 10-11 p.m.

■ NBC stole an unusual win from the usually triumphant CBS on Sunday night with the *NBC Sunday Night Movie*, "Code of Vengeance," which tied for second on the week's schedule (19/35). The *ABC Sunday Night Movie*, "Call to Glory: JFK," rated a 9.9/17.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	21.0/41	25.	Crazy Like A Fox	CBS	12.2/22	49.	It's Your Move	NBC	9.2/20
2.	Family Ties	NBC	19.8/37	26.	60 Minutes	CBS	11.6/26	50.	MacGruder & Loud	ABC	9.0/16
3.	Code of Vengeance	NBC	19.8/35	27.	Hunter	NBC	11.1/22	51.	Mike Hammer	CBS	8.9/18
4.	Cagney & Lacey	CBS	19.1/33	28.	Full Guy	ABC	10.9/22	52.	Monday Night Baseball	ABC	8.9/16
5.	Newhart	CBS	17.9/30	29.	Take Your Best Shot	CBS	10.6/20	53.	Hill to the Chief	ABC	8.8/16
6.	Cheers	NBC	17.2/31	30.	People Do the Craziest Things	ABC	10.6/20	54.	Comedy Factory	ABC	8.5/18
7.	Miami Vice	NBC	16.5/30	31.	Webster	ABC	10.5/23	55.	E/R	CBS	8.5/17
8.	Kate & Allie	CBS	16.5/28	32.	Finder of Lost Loves	ABC	10.5/21	56.	On Our Way	CBS	8.5/17
9.	20/20	ABC	15.3/28	33.	Magnum, P.I.	CBS	10.5/20	57.	Midas Valley	ABC	8.4/16
10.	Night Court	NBC	15.2/27	34.	Love Boat	ABC	10.2/21	58.	Diff'rent Strokes	NBC	8.3/19
11.	Murder, She Wrote	CBS	15.1/30	35.	Knight Rider	NBC	10.1/20	59.	News Special: Flight #847	ABC	8.1/18
12.	Simon & Simon	CBS	15.1/27	36.	Gimme A Break	NBC	10.0/21	60.	V	NBC	8.1/16
13.	Marian Rose White	CBS	16.0/26	37.	Knots Landing	CBS	10.0/18	61.	Alice	CBS	8.1/15
14.	Scarecrow & Mrs. King	CBS	14.7/27	38.	Facts of Life	NBC	9.9/21	62.	Dukes of Hazzard	CBS	7.8/17
15.	Riptide	NBC	14.2/24	39.	Reaching for the Stars	NBC	9.9/17	63.	Silver Spoons	NBC	7.6/17
16.	Remington Steele	NBC	14.1/25	40.	Call to Glory: JFK	ABC	9.9/17	64.	Ripley's Believe It Or Not	ABC	7.5/16
17.	Hill Street Blues	NBC	13.8/25	41.	Roulets, Bleeps & Blunders	ABC	9.8/18	65.	Charles in Charge	CBS	7.3/15
18.	A Team	NBC	13.5/26	42.	Three's a Crowd	ABC	9.7/19	66.	Ripley's Believe It Or Not	ABC	7.1/14
19.	Not in Front of the Children	CBS	13.2/23	43.	Matt Houston	ABC	9.7/18	67.	Jeffersons	CBS	7.0/14
20.	Trapper John, M.D.	CBS	12.8/22	44.	Dynasty	ABC	9.7/17	68.	Cover-Up	CBS	6.8/15
21.	First Lady: Nancy Reagan	ABC	12.7/22	45.	Mama's Family	NBC	9.6/19	69.	Spencer	NBC	6.6/14
22.	Little House: Yesterday	NBC	12.4/22	46.	Benson	ABC	9.5/19	70.	Michael Nesmith in TV Parts	NBC	6.9/13
23.	Who's the Boss?	ABC	12.4/21	47.	Double Trouble	NBC	9.4/19				
24.	Hotel	ABC	12.3/21	48.	T.J. Hooker	ABC	9.2/21				

*Indicates premiere episode

ABC sex harassment case settled on eve of trial; Coleman said to win \$500,000

An out-of-court settlement, reported to be "just under" \$500,000, was reached last Tuesday (July 2) in the case of *Cecily Coleman v. ABC Inc. and James Abernathy*. It was settled 14 months after Coleman first charged that the network fired her unjustly, after she alleged instances of sexual harassment by a corporate vice president.

U.S. District Judge Barrington Parker, in Washington, dismissed the case and the jury of three men and three women (who had never been officially sworn in) chosen to hear the \$15-million case brought by Coleman, the former \$60,000-a-year ABC staff member (BROADCASTING, May 28, 1984). Parker said it had been "a trying 48 hours" of "serious and intense" negotiations.

Later Tuesday evening, ABC Inc., Coleman and Abernathy released a joint statement that said that an "amicable" conclusion of the case had been reached, including a payment for an undisclosed sum. It was further agreed that "no admission of liability may be construed from their settlement." It "is regrettable," the statement said, "that this matter reached litigation." Additionally, ABC stated that "it does not condone sexual harassment or unlawful discrimination in any form."

The release further stated that ABC "acknowledges Ms. Coleman's contributions as its staff director of the symposium on American Voter Participation and executive director of the Advisory Committee on Voter Education, which were never at issue in the litigation."

The parties also agreed that they would not "comment upon or further discuss the litigation between them or any aspect of it."

The suit charged ABC and its then vice president of corporate affairs (who was Coleman's supervisor), Abernathy, with "sexual harassment, retaliation, intentional infliction of emotional distress and defamation." According to the suit, Abernathy subjected Coleman to repeated unwelcome and "unlawful acts of sexual harassment." Additionally, the suit alleged that ABC discharged Coleman "without notice" on May 1, 1984, while she was representing the network at a convention in Las Vegas, following her complaints about the alleged harassment, and that her office had been "ransacked" prior to her return to Washington.

After the case was dismissed, Coleman hugged her attorneys and kissed her husband, who sat in the front row, and Abernathy embraced his wife, who had attended



Coleman and her husband, James Prior

the proceeding with him.

Although she gave no details of the settlement, Coleman told a reporter upon leaving the courthouse that she was "very, very happy." Asked if she felt justice had been served, she answered, "most certainly," adding that "women can stand up for themselves and come out on top."

Abernathy, now a financial and media consultant in New York, has, along with ABC, denied all of Coleman's allegations. Abernathy left ABC last year for reasons

ABC executives have said bore "no relationship" to the suit (BROADCASTING, Aug. 27, 1984; Sept. 10, 1984).

Kathy Bonk, director of the Women's Media Project of the National Organization for Women's Legal Defense and Education Fund, which had assisted Coleman, called the settlement a victory for Coleman—"a big one." Bonk said that "on reflection," the settlement of the Coleman case and that of former WCAU-FM Philadelphia general sales manager Elissa Dorfsman with CBS ("In

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July 1) seemed to indicate that those two networks "are looking more seriously at the issue of sex harassment and discrimination in general." Bonk said that the impact on the broadcasting industry "is great in the sense

that in the last weeks, two major networks have at the same time basically settled these outstanding cases, and I think are in the process of re-examining and reaffirming their procedures for handling these cases."

July 1) and is spinning off KZIM. Buyer is owned by Robert J. Phalen, former owner of outdoor advertising firm in Cape Girardeau. KZIM is daytimer on 1220 khz with 250 w. Broker: Ralph Meador, Media Broker.

For other proposed and approved sales see "For the Record," page 85.

Broker for the sale of KRMD-AM-FM Shreveport, La. ("Changing Hands," July 1), was Americom Media Brokers.

Changing Hands

PROPOSED

KWNO(AM) Winona, Minn. □ Sold by KWNO Inc. to Wheeler Broadcasting of Minnesota Inc. for \$900,000, comprising \$700,000 cash and remainder note. Seller is owned by H.R. Hurd, who has no other broadcast interests. Buyer is equally owned by Ray L. Wheeler and Bruce Grassman. It also owns WTCH(AM)-WOWN(FM) Shawano, Wis. Wheeler also leases channel on cable system serving Shawano and originates programming there. KWNO is on 1230 khz with 1 kw day and 250 w night.

WVEL(AM)-WGLO(FM) Pekin, Ill. □ Sold by Dick Lashbrook Corp. to Petaz Communications Inc. for \$675,000 cash. Seller is principally owned by Richard D. Lashbrook, who has no other broadcast interests. Buyer is owned by Bayard H. Walter, who owns WKCM(AM) Hawesville and WFM(AM)-WWKY(FM) Winchester, both Kentucky. WVEL(AM) is on 1140 khz with 5 kw day and 1 w night. WGLO is on 95.3 mhz with 560 w and antenna 660 feet above average terrain. It holds CP for 2.24 kw and antenna 340 feet.

WNAB(AM) Bridgeport, Conn. □ Sold by

Lawson Broadcasting Inc., debtor-in-possession, to Jonathan Hoffman and his wife, Elizabeth, for \$545,000 cash. Seller is principally owned by Harry Lawson, who has no other broadcast interests. Buyers own WMJY-FM Long Branch, N.J. WNAB is on 1450 khz with 1 kw day and 250 w night.

KADQ-FM Rexburg, Idaho □ Sold by Southwest Radio and Television Ltd. to Mountain River Broadcasting Inc. for \$360,000, comprising \$188,379 in accounts receivable, \$10,000 cash and remainder note at 10% over five years. Seller is principally owned by Eugene D. Adelstein, who also owns KMGX-FM Hanford-Fresno, Calif., and KBNY-FM Boise, Idaho. Buyer is owned by Richard B. Howe, station's general manager, who has no other broadcast interests. KADQ is on 94.3 mhz with 3 kw and antenna 315 feet above average terrain.

KZIM(AM) Cape Girardeau, Mo. □ Sold by Missouri-Illinois Broadcasting Inc. to KGIR Radio Inc. for \$256,000 cash. Seller is owned by brothers, Jerome, John, Donald and James Zimmer, who also own co-located KEZS(FM). It recently purchased KGIR(AM) Cape Girardeau, Mo. ("Changing Hands,"

Craft attorney vows to continue appeal

An attorney for Christine Craft said he was "totally shocked" by the latest decision in the case of the former anchor of KMBC-TV Kansas City, Mo., who sued Metromedia four years ago, charging sex discrimination, unequal pay and fraud. On June 28, a jury's 1983 award of \$325,000 damages to Craft was overturned by the Eighth Circuit Court of Appeals, in St. Louis ("In Brief," July 1), a verdict Craft's counsel, Dennis E. Egan of the Kansas City, Mo., firm of Gage & Tucker, called "an aberration of appellate review."

According to Egan, the appellate court "violated the rules of appellate review by injecting itself into the case, and retrying the case that had already been tried by the jury... We had a verdict from 18 jurors unanimously and this is simply an aberration of appellate review for a court to take it away in this fashion," Egan said.

Craft, who sued Metromedia for \$1.2 million after she said she was told she was "too old, too unattractive, and didn't defer to men," was awarded \$500,000 in August 1981, but that decision was overturned. In a second trial, held in July 1983, she was awarded \$325,000. Egan said he would file a motion for a rehearing en banc with the Eighth Circuit Court, and if that fails, he will petition the U.S. Supreme Court to review the case.

Metromedia's attorney, Donald Giffin, of Spencer, Fane, Britt & Browne, said that he was "delighted" with the decision, which he said was a victory for Metromedia. It demonstrates, he said, that "jury trials are not synonymous with a popularity contest." In response to Egan's statement that the appellate court "violated the rules of appellate review," Giffin said: "In our judicial system, in order for a party to submit a case to a jury, there must be proof as to each element" of the case. Giffin said the Eighth Circuit court found that Craft "didn't have proof of Metromedia's intent to defraud her; therefore, she should not have been allowed to submit her case to a jury."

The National Organization for Women Legal Defense and Education Fund, which joined Craft and others in forming a fund to help fight sexual harassment (BROADCASTING, May 27) said it was "horrified" by the Court of Appeals' action. "In the eyes of the jury—Craft's peers—Metromedia was found to be guilty of sex discrimination and fraud. But three white male judges did not understand what nearly every woman in America understands—the problems of sex discrimination." □

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7/8/85

Liberal bias of media alleged by NCF campaign

Group launches \$1-million project to tell the public it should take what media say 'with a grain of salt'

The National Conservative Foundation has begun a \$1-million campaign to heighten the public's awareness of what the NCF perceives as a liberal bias in the media. Speaking last Monday at the National Press Club in Washington, NCF Chairman Terry Dolan told reporters: "We believe that the media acts as if it were a wholly owned subsidiary of America's liberal establishment. We are trying to have the American people know that this bias exists. We want them to do nothing more than to take what you in the media say with a grain of salt."

The NCF plans to spend a minimum of \$250,000 on television, radio and newspaper ads and on distribution of a bumper sticker that reads: "I don't believe the liberal media." It has earmarked money—\$10,000-\$20,000 per issue—for a newsletter to be sent to its members, other conservative organizations, Capitol Hill and the media. It plans to hold seminars on media bias, and has established a scholarship program to aid promising "conservative writers." The foundation's effort is likely to continue "well beyond this year," said Dolan, "... so long as we perceive that the question of media bias is one that you people in the media are not correcting."

In support of the organization's claims of media bias, Dolan cited a study, "Business and Media Elites," conducted by political scientists Dr. S. Robert Lichter and Dr. Stanley Rothman (*Public Opinion* magazine, October-November 1981). He said the Lichter-Rothman study found "a tremendous predisposition among the media toward liberalism... Representatives of big media voted overwhelmingly for Jimmy Carter, George McGovern and virtually every Democratic candidate for President since the poll was taken." The study found that an overwhelming majority of journalists call themselves liberal, said Dolan, while in polls of the American people, self-identified liberals are in the 20% range.

To alert the public to media bias, the organization has developed two, 60-second television commercials. The first, "Brokaw", begins with a shot of the "I don't believe the liberal media" bumper sticker, and an announcer who urges: "If you're fed up with the anti-Reagan liberal bias of the media, call 1-800-228-1800." Next, the screen features a close-up of NBC news anchor Tom Brokaw, who, the viewer is told, is "a good illustration of this liberal bias." A Brokaw interview with "a liberal magazine" (*Mother Jones*, 1981) is quoted on the subject of Reagan's economic policy: "Reagan's values, according to Brokaw, are 'pretty simplistic. Just a disaster.'" Terry Dolan tells the viewer that "Tom Brokaw is no different from the

rest of his big media counterparts..." And the toll-free number and sticker are flashed again.

The "Turner" ad features an announcer quoting Ted Turner: "The greatest enemies that America has ever had are the three television networks and the people who run them," as a crawl runs under a photo of Turner. The ad then pictures CBS anchor Dan Rather, NBC anchor Tom Brokaw and ABC White House correspondent Sam Donaldson, who are claimed to be "much more liberal than the average American." It next cites a study showing that "the major networks reported negative economic news 85% of the time" even when the nation was undergoing economic recovery. And finally, it provides the toll-free number for viewers

who "want to help fight liberal media bias," with the free bumper sticker available to those who call. (Asked why Donaldson was included with the television anchors, rather than ABC anchor Peter Jennings, Dolan replied that Donaldson "is more outrageous in his bias," while Jennings is not considered biased, by NCF.)

During the 1984 Republican convention, said Dolan, "there was a huge use of conclusory terms" by network television reporters. Referring to a tally of labels used to describe Republicans and Democrats, published in *Conservative Digest*, Dolan said network reporters not only used labels more often in describing conservatives, but were more disparaging in their choice of terms. For example, he said, the networks used the term

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"kook right" to describe conservatives, but "none of the three networks would ever use such a disparaging term to describe their ideological soulmates in San Francisco."

The foundation has already had trouble placing its TV commercials. "I don't mind telling you that many stations have, for reasons unknown, decided to censor us and not sell us the time," said NCF executive director, Brent Bozell. Among stations refusing the paid commercials, he said, are KARD(TV) West Monroe, La.; KNOE-TV Monroe, La.; KATC(TV) and KLFY-TV, both Lafayette, La.; WWL-TV, WNOI-TV and WDSU-TV, all New Orleans; WTVX(TV) Fort Pierce, Fla.; WEVU(TV) Naples (Fort Myers), Fla., and WBBH-TV and WINK-TV, both Fort Myers, Fla. The majority of stations have claimed that running the ads

would be "against station policy," Dolan said.

Over the past three weeks, two stations have been running the ads—KOSA-TV Odesa (Midland), Tex. (a CBS affiliate), and KADN(TV) Lafayette, La. (an independent). "Currently we're buying time in five states, including Louisiana, Florida, Texas, North Carolina and South Carolina," said Bozell. "We are now investigating other markets where stations will accept these commercials." Bozell mentioned 14 possible targets, ranging from 8th-ranked Dallas-Fort Worth to 80th-ranked Chattanooga.

And television is not the only medium to be targeted by NCF. Dolan unofficially announced that the *Washington Post* will be the focus of a print and radio campaign in the

Washington area. Ads have been placed in the rival *Washington Times*, and will appear on four radio stations beginning July 10. The *Post's* coverage of the Reagan administration, said Dolan, is extremely unbalanced: In September 1982, at the height of unemployment, the *Post* used the term "Reaganomics" 235 times in 85 stories, but during the month before the 1984 presidential election, a period of economic recovery, the term was used by the *Post* only 16 times.

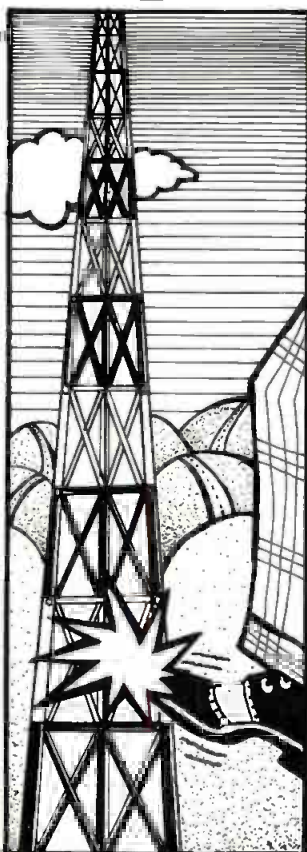
"What we are interested in is simply the objective reporting of the truth," said Bozell, "as opposed to the present situation where only the liberal viewpoint is presented." What NCF finds most appalling, said Dolan, is "the arrogance with which people in the media deny this bias exists." □

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Freelance journalist wins suit against ABC

Jury decides in favor of Peter Peckarsky, who claimed network did not give him on-air credit for story; ABC asks for new trial

ABC has been ordered to pay \$200,000 in damages to a freelance journalist who charged that the network had reneged on a promise to give him on-air credit for news pieces broadcast in 1978 and based on an article he had written alleging irregularities in then-President Carter's finances. A six-member federal court jury ordered ABC to pay \$150,000 in compensatory damages and \$50,000 in punitive damages to Peter Peckarsky.

Peckarsky, whose piece was entitled "The Selling of the President," originally included seven counts in his suit. Judge Harold Greene, in response to ABC's request for summary judgment, threw out all but two counts—breach of contract and fraudulent misrepresentation. The latter charge specifically names C. Robert Zelnick, then director of news coverage for the Washington news bureau, as well as the network.

ABC, which paid Peckarsky \$3,500 for his contribution, won on the breach of contract count. But the jury found that Peckarsky was not given the audio and on-screen credit he said he was promised orally—that is, in connection with every broadcast related to his article. Peckarsky contended that 10 television and three radio pieces were involved. But it was not clear whether the jury felt he was entitled to credit on more than the first two television pieces.

Peckarsky expressed pleasure with the result—not only for himself, he said, but for what the case "may do to protect the rights of freelancers generally." But the story isn't over. Attorneys for ABC late last week filed a motion with Judge Greene, asking him to set aside the verdict or order a new trial. Michael Herlach, one of ABC's counsel, said, "It's clear the jury didn't understand the law. The burden of proof on the fraud charge is greater than on the breach of contract count," on which the jury found for ABC. "We don't think the record supports the charge of fraudulent misrepresentation," he added. □

Advanced TV talks

Direct Broadcast Satellite Association comparative tests of DBS transmission systems have been scheduled for August, after equipment deliveries and the hiring of a coordinator for the three-to-four-month project, the Advanced Television Systems Committee Enhanced 525-Line Technology Group was told at a meeting in Washington June 27. The ATSC group has participated with DBSA in organizing the tests (BROADCASTING, May 13).

Planning is now in the final stages for the demonstrations, which are expected to involve systems designed by Scientific-Atlanta, M/A-Com, General Instrument and Telelease, several dozen committee members were told. Test results will be used by DBSA in making recommendations to the FCC on a U.S. standard for Ku-band DBS.

Equipment is expected to arrive at the test site (NASA-Lewis Labs in Cleveland) by Aug. 1 with objective testing to begin within two weeks. Subjective testing with both experts and untrained viewers will begin in September. The costs of the tests are estimated at \$80,000.

Test procedures and merits of several of the systems, including a demonstrated S/A proposal for a 1.77:1 aspect ratio "pan and scan" picture with B-Mac transmission, were also discussed at the meeting.

The technology group heard a report, as well, from its specialist subcommittee on enhanced production and origination systems, which is cooperating with the Society of Motion Picture and Television Engineers' groups on digital video and filtering.

In addition, the receiver and display specialist group outlined a program plan beginning this July, which would by the end of 1985 survey chromaticity coordinates of current and probable future consumer and broadcast displays, select target chromaticity coordinates and evaluate characteristics of alternative transmission primaries.

The group, chaired by Bailey Neal of RCA, expects to recommend enhanced transmission primaries and gamma correction characteristics to the technology group by July 1986.

Also meeting just prior to the enhanced 525-line group was the ATSC technology group on high-definition television, with reports on recent meetings with the European Broadcasting Union and an informal discussion on strategies for international standardization meetings this fall.

Reports on the EBU-ATSC liaison group meeting in Venice May 27 (BROADCASTING, June 3) noted EBU suggestions for altering such parameters as the number of active lines and horizontal blanking interval, as well as the question of specifying digital coding for the primarily analog 1125-line format recommended by the group last March.

Some concern was expressed about European apprehension over the U.S.-Japanese 60 hz proposal (European television systems are based on 50 hz), but the group hopes to assuage some worries by writing and submitting a number of engineering papers ar-

guing the technical benefits of the NHK-designed system. Among topics the papers may cover are theoretical conversion from 50 hz to 60 hz, horizontal blanking, conversion with telecines and lighting flicker.

The HDTV and enhanced 525-line technology groups scheduled their next half-day meetings for Aug. 26.

Gearing up

To help maintain monaural compatibility for TV and AM broadcasters turning to stereo audio, Valencia, Calif.-based **B&B Systems** has designed Imagescope, a stereo audio verification system for use primarily in audio recording and production. The scope provides a real-time visual representation of the balance, separation and level of stereo signals, according to the company, allowing users to position audio tracks in the stereo image and help avoid stereo phase errors.

An improved one-inch videotape is now available from **Fuji Photo Film** of New York. Designed after its H621 tape, which the company said is widely used in Japan, H621E tape has a 2 db improvement in signal-to-noise ratio for video, color and audio, and a new binder system and backcoating to insure smooth operation during various

playback modes. The tape comes in both C and B formats and a range of lengths.

Stereo in 70's

WWBT(TV) Richmond, Va., has become the 71st known stereo TV station, according to BROADCASTING's running count. The NBC affiliate, using an Orban stereo generator, took the air with stereo in preparation for the network's July 16 stereo All-Star game. The station first aired stereo during a morning news program June 26, followed the same evening by a locally produced video show, *Soundtrack*. NBC affiliates in stereo now count 14, including six in the top 20 markets.

Descrambling HBO

M/A-Com has started taking orders for the VideoCipher consumer descramblers for home earth station reception of Home Box Office, which began scrambling part of its signal last spring. Based in Burlington, Mass., M/A-Com has already ordered parts for 100,000 of the consumer units, and is planning to deliver the first units to wholesale distributors next fall. The company also produces headend descramblers, and said it has already manufactured 25,000 units.

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Capcities, ABC ask FCC's blessing

Application is filed at FCC asking for approval of Capcities' purchase of ABC; company asks for waiver of duopoly rule and for extra time to dispose of radio properties

Capital Cities Communications Inc. and American Broadcasting Companies last week delivered three volumes of exhibits and other documentation to the FCC in seeking commission approval of Capcities' "permanent acquisition of control of ABC" and six of its radio and television stations. The \$3.5-billion transaction also envisages the spin-off of 19 radio and television stations now owned by the two companies, but Capcities is requesting additional time—18 months following consummation of the merger—to dispose of seven of ABC's choicest radio properties.

Besides the broadcast properties, Capcities would dispose of two of its newspapers and its 55 cable television systems, all to comply with the commission's multiple-ownership and crossownership rules. But as previously announced, Capital Cities/ABC Inc., as the company created by the merger will be called, hopes to retain ABC's WABC-TV New York and Capcities' WPVI-TV Philadelphia, despite the overlap the stations' Grade B signals that would constitute a violation of the duopoly rule.

Capcities requested a waiver of the rule, promising to make a major effort to improve television news and public affairs programming for the benefit of residents of Delaware and New Jersey, states frequently cited as being shortchanged in those services, if the waiver is granted. If the waiver is not granted, Capcities would sell WPVI-TV and retain instead ABC's WXYZ-TV Detroit, now marked for divestiture. And in that event, Capcities' WJR(AM)-WHYT(FM) Detroit and *Oakland Press*, in Pontiac, Mich., would

have to be sold to comply with the commission's one-to-a-market and newspaper/broadcasting crossownership rules. Capcities said it might then ask the commission for an additional 18 months in which to sell some or all of those properties.

The Washington Post Co. is regarded as the leading candidate to acquire Capcities' cable properties; the estimates of the price to be paid have ranged from \$330 million to \$375 million. Capcities has said it will take bids through Goldman Sachs for four television stations to be sold and, later in the month, will take bids for the radio stations to be spun off.

As proposed in the application, the new company would own eight television stations, four fewer than permitted by one prong of the new multiple ownership rule. But the the second prong—a 25% cap on national audience reach—prevents ownership of additional stations. With WPVI-TV among the eight, Capcities/ABC would reach 24.38% of the national audience. If the waiver is denied and WPVI-TV is sold and WXYZ-TV retained, the company's television properties would reach 23.35% of the national audience.

The ABC radio stations Capcities is seeking permission to hold for 18 months before disposing of them to comply with commission rules are WABC(AM)-WPLJ(FM) New York, KABC(AM)-KLOPS(FM) Los Angeles, WLS-AM-FM Chicago and KGO(AM) San Francisco. Capcities said it needs the additional time to evaluate the relationship between those top-market stations and ABC's radio networks. If it were to determine that denying the networks the support of one or more of the stations "would seriously impair the ability of the networks to serve the public as national sources of information and entertainment," Capcities said, it would want the opportunity "to arrange for an appropriate

disposition of stations and networks designed (among other things) to enable them to continue their important national service."

The application makes a 27-page argument as to why the commission should waive the duopoly rule to permit Capcities/ABC to retain VHF stations in New York and Philadelphia. WPVI-TV will open auxiliary studios in Wilmington, Delaware's largest city, expand its bureau in Trenton, N.J., and open news bureaus in Atlantic City and Harrisburg, if the waiver is granted. It also said ABC will open a news bureau in Philadelphia "to enhance ABC news coverage in the mid-Atlantic region." Even apart from those promises, Capcities argued that the waiver is merited because the two stations serve separate markets. It noted the commission assigns the stations to separate markets for purposes of various rules and policies.

Once the merger—approved by the Capcities and ABC stockholders two weeks ago—is cleared by the FCC—Capcities will increase its 11-member board to make room for seven ABC directors and for Warren Buffett, chairman of Berkshire Hathaway Inc. The latter firm will help finance the acquisition of ABC by purchasing three million shares of Capcities stock—19% of the company's common stock—for \$517.5 million. The ABC board members will include Leonard Goldenson, now ABC chairman and chief executive officer, who will become chairman of the expanded board's executive committee, and Fred Pierce, ABC president, who will become vice chairman of the new board.

With the application filed, the 30-day clock on filing oppositions to it is running. And the board of one public interest group, the Telecommunications Research and Action Center, will make a policy decision regarding the proposed merger before the 30-day deadline. But Sam Simon, the organization's president, said last week he favors opposing the request for a waiver to permit the new company to own VHF stations in Philadelphia and New York. He said that two million people live within the overlapped area, and, in light of the promises of increased service that Capcities made, asked, "Is every rule up for sale based on promises to do good?"

The proposed merger has also attracted the attention of the National Black Media Coalition. Pluria Marshall, its head, said he will meet with top officials of Capcities in New York this week to discuss "our agenda—how black folks are treated at ABC and Capcities." Marshall has talked to Capcities officials before, and the purpose of the meeting this week, he said, "is to see what they plan to do." He said "none of the media

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companies have blacks in top jobs; we want to know what they'll do to correct that, especially in news." Then he said, "I would like to support the merger—Capcities has been a good company—but it's conditional on what they promise to do." □

Fairness doctrine finds foe in law professor

Academic article attacks 40-year-old doctrine as 'incoherent and unworkable' and calls for FCC repeal

Thomas G. Krattenmaker, who became known to broadcasters in the late 1970's as co-director of an FCC task force that examined the networks and eventually recommended repeal of a number of the rules applying to them—including the prime time access rule (BROADCASTING, Oct. 27, 1980)—is back at Georgetown University Law Center, but has retained an interest in the FCC and its regulations and policies, particularly those that he thinks should be discarded. He and a colleague from the University of Texas law school, L. A. Powe Jr., have written an article for the *Duke Law Journal* on the fairness doctrine, and the title makes their point clear—"A Constitutional Curiosity and an Impossible Dream." They say it should be repealed, either by legislative or administrative action.

The authors not only attack the 40-year-old doctrine from every conceivable angle—it is "incoherent and unworkable," inconsistent in how it is applied, does not conform to descriptions of its "remaining supporters" and "does not and cannot work." They also are unusually harsh in their treatment of the Supreme Court for its landmark *Red Lion* decision, in 1969, that upheld the constitutionality of the doctrine, without a single dissenting vote: "The court simply served up some trivial and irrelevant observations about broadcasting, sprinkled in some novel and ridiculous statements about the underlying purposes of the First Amendment, and then pronounced these constitutional curiosities to be justifications for rejecting a First Amendment challenge to the fairness doctrine."

The authors cite language in a Supreme Court decision they say is more effective than "intemperate criticisms" found in law journals to point up what they see as errors in *Red Lion*. In the *Miami Herald Publishing Co. v. Tornillo* case in 1974, the high court invalidated a state law that granted political candidates a right to equal space to criticisms and attacks by a newspaper. It said compelling a newspaper to publish that which "reason" tells its editors should not be published "is unconstitutional." The authors note that the court reconciled the decision with *Red Lion* only by ignoring the latter. *Red Lion* is not cited in *Tornillo*.

That is what the authors mean in describing as "a constitutional curiosity" the doctrine designed to assure that broadcasters are

Turned down. The FCC Mass Media Bureau has rejected a complaint by the Anti-Defamation Association of Emigres from Post-1917 Russia against the Public Broadcasting Service and nonCommercial WNET(TV) New York, WGBH-TV Boston and WETA-TV Washington. The association alleged that the June 13, 1983, PBS broadcast of the documentary, *The Russians Are Here*, was in violation of the fairness doctrine and the personal attack rule. The bureau said there was no discussion of a controversial issue of public importance.

fair in treatment of controversial issues of public importance. They say the fairness doctrine "is, or is not, clearly constitutional depending solely on what one means by constitutional." But beyond their constitutional argument is the authors' principal point—that the doctrine "does not, will not and cannot work." They say it fails for two reasons: As an exercise of regulatory power, it does not achieve its purpose or does so in an inefficient manner, and "as a legal principle, it is utterly meaningless."

As for the doctrine's failure to achieve its purpose, the authors note that broadcasters can—and that many do—avoid problems with the commission on fairness issues by avoiding coverage of controversial issues. But stations that do provide such coverage, the authors add, can largely determine how much time to devote to the differing viewpoints. For to reduce the need for close agency supervision of fairness issues, the authors say, the commission "has built into the doctrine a remarkable amount of broadcaster discretion." Consequently, "surprisingly little balance is necessary to meet the obligation to cover all sides of an issue."

Still, the authors say, proponents of the doctrine mischaracterize its effects by claiming that it substitutes viewers' choices as to what is to be seen or heard for broadcasters' decisions. Actually, the authors say, to the extent it works, the doctrine substitutes "monolithic governmental choice for the programs that otherwise would result from broadcasters' competition for viewers' and listeners' time and attention." They also say proponents ignore the substantial costs broadcasters incur in defending themselves against fairness complaints. And they say that proponents of the doctrine overlook competition among broadcasters as being at least as likely as enforcement of the fairness doctrine "to serve the laudable public interests for which the doctrine was developed."

And as a legal principle, the authors say, the doctrine leaves something to be desired. They say that if it is to work successfully, it must be administered with precision: "The government must walk a tightrope in defining that which does and does not violate the rule." But in attempting to do that, they say, the commission and the courts have shown it to be "an incoherent legal principle." They cite four cases, one of which—involving WXUR Media, Pa.—resulted in the loss of the station's license (although not, strictly speaking, for violation of the fairness doctrine). The authors find it hard to understand how commissioners and judges determined to protect the public's right to hear all sides would find that, of the four, "only WXUR presented a target worthy of their firepower."

The cases, they say, demonstrate an inherent dilemma in the doctrine. "If the doctrine is to be taken seriously, the suspected violations lurk everywhere and the FCC should

undertake continuous oversight of the industry. If the FCC will not—or cannot—do that, then the doctrine must be toothless except for the randomly selected few who are surprised to find the bite after the fact." They also note that ironically it is likely to be the "egregious cases where enforcement will occur [that] will continue to involve stations that air significantly more controversial programs than the average. . . . The fairness doctrine is at war with controversy and diversity."

The authors' recommendation: "The FCC should abandon, or be forced to abandon, a doctrine—now in its fifth decade—that violates every accepted principle of First Amendment jurisprudence, represents an ill-advised and inefficacious regulatory policy, and has no ascertainable content." □

Utah judge rules TCI cable systems entitled to attorney fees

Ruling follows cable victory in case that found 'indecent' law was unconstitutional

In 1976, Congress passed legislation providing for payment of attorney fees to litigants who prevail in civil rights cases. Last week, a U.S. district judge in Utah ruled that the legislation applies to cable television systems with substantial assets—subsidiaries of Tele-Communications Inc., the largest cable television MSO in the country.

Judge Aldon J. Anderson issued the ruling in a case in which Community Television of Utah Inc., Community Cable of Utah Inc., Utah Satellite Inc., Wasatch Community TV Inc. and seven individuals had sought—and won—a declaratory ruling that a recently enacted Utah law designed to prohibit cable systems from carrying "indecent" programming violated the First Amendment (BROADCASTING, April 15). He accepted a proposed judgment from the plaintiffs that included an award of "reasonable" attorneys fees.

Attorneys for the state did not oppose such an award to the individual plaintiffs. But they said the corporate plaintiffs have millions of dollars in assets and, therefore, are able to pay attorneys fees. They said that fact constitutes the kind of "special circumstance" the law says precludes a fee award. But the judge said a number of decisions by federal appeals courts support the cable systems' argument that ability to pay is not a "special circumstance," and added, "The court finds no special circumstances which should preclude an award of attorneys' fees to all plaintiffs in this action."

The plaintiffs did not specify the amount they were seeking, since the state plans an appeal of the court's ruling on the constitutional issue. □

For the Record

As compiled by BROADCASTING, June 27 through July 2, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ KOPO(AM) Marana, Ariz. (98.3 mhz; 3 kw; HAAT: 300 ft)—Seeks assignment of license from Saguaro Broadcasting Co. to Cactus Broadcasting Ltd. Partnership for \$1.5 million, comprising \$500,000 cash and remainder note at 10% amortized over 15 years with principal and interest due after eighth year. Seller is owned by Steven Russell, Thomas Curley and his wife, Deborah. It has no other broadcast interests. Buyer is group of 19 headed by Frank I. Lazarus and Jerrold M. Lyons, general partners. It also owns KXEW(AM) Tucson, Ariz. Filed June 19.

■ WNAB(AM) Bridgeport, Conn. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Lawson Broadcasting Inc., debtor-in-possession to Jonathan Hoffman and his wife, Elizabeth, for \$545,000 cash. Seller is principally owned by Harry Lawson, who has no other broadcast interests. Buyers own WMJY-FM Long Branch, N.J. Filed June 20.

■ WCKZ(AM) Austell, Ga. (1600 khz; 1 kw-D. CP: 5 kw)—Seeks transfer of control of CP Communications from George Purdy (51% before; 49% after) and his son, Brad Chapman (49% before; none after) to Purdy and his wife, Ruth (none before; 51% after) for no consideration. Neither seller nor buyer have other broadcast interests. Filed June 18.

■ KADQ-FM Rexburg, Idaho (94.3 mhz; 3 kw; HAAT: 315 ft.)—Seeks assignment of license from Southwest Radio and Television Ltd. to Mountain River Broadcasting Inc. for \$360,000, comprising \$188,379 accounts receivable, \$10,000 cash and remainder note at 10% over five years. Seller is principally owned by Eugene D. Adelman, who also owns KMGX-FM Hanford-Fresno, Calif., and KBNY-FM Boise, Idaho. Buyer is owned by Richard B. Howe, station's general manager, who has no other broadcast interests. Filed June 17.

■ WVLE(AM)-WGLO(FM) Pekin, Ill. (AM: 1140 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Dick Lashbrook Corp. to Petaz Communications Inc. for \$675,000 cash. Seller is owned by Dick Lashbrook, who has no other broadcast interests. Buyer is owned by Bayard H. Walter, who owns WKCM(AM) Hawesville and WFMI(AM)-WWKY(FM) Winchester, all Kentucky. Filed June 17.

■ WKKF(TV) Anderson Ind. (ch. 67; ERP vis. 2,388 kw; aur. 238.8 kw; HAAT: 1,000 ft.; ant. height above ground: 1,000 ft.)—Seeks assignment of license from Indiana Tele-

casters Inc. to Anderson Corp. for \$51,381.27 cash. Seller is principally owned by Bruce D. Baker and John Morton. It has no other broadcast interests. Buyer is group of 19 headed by Isaac S. Blonder, president. Stockholders include Brody Timm, owner of WVOJ(AM) Jacksonville, WOZN(FM) Key West, WLTV(FM) Panama City, WSGL(FM) Naples, WANN(AM)-WGLF(FM) Tallahassee, all Florida, and WVJ(AM)-WRBN(FM) Warner Robbins and WMDG-AM-FM Douglas, all Georgia. Timm also owns cable systems serving Douglas, Broxton and Nicholls, all Georgia; Benito Gaugine, Washington communications attorney, who, with his wife, Frances, have interest in KVOJ(AM) Edna, Tex.; Robert J. Rich, who owns KBJR-TV Superior, Wis.; Ben H. Tongue, who has interest in WNUV(TV) Baltimore, and George Fritzing, who has interest in and is general manager of KFAC-AM-FM Los Angeles. Blonder and Tongue also own Blonder-Tongue Laboratories, Old Bridge, N.J.-based broadcast equipment manufacturer. Filed June 21.

■ WKYY(AM) Lancaster, Ky. (1280 khz; 1 kw-D)—Seeks transfer of control of Lancaster Broadcasters Inc. from James F. Stair to Gary Lane Renfro and his wife, LeJeune, for \$90,000, comprising \$40,000 cash and remainder note at 10% over 10 years. Seller has interest in and is general manager of WMTN(AM)-WAZI(FM) Morristown, Tenn. Buyers have no other broadcast interests. Filed June 24.

■ KWNO(AM) Winona, Minn. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from KWNO Inc. to Wheeler Broadcasting of Minnesota Inc. for \$900,000, comprising \$700,000 cash and remainder note. Seller is owned by H.R. Hurd, who has no other broadcast interests. Buyer is equally owned by Ray L. Wheeler and Bruce Grassman. Wheeler leases channel on cable system serving Shawano, Wis., and originates programming on that channel. It also owns WTCH(AM)-WOWN(FM) Shawano. Filed June 24.

■ WPUB-AM-FM Camden, S.C. (AM: 1130 khz; 1 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 350 ft.)—Seeks assignment of license from Holder Media Inc. to Kershaw Broadcasting for \$200,000, reduced by 10% of accounts receivable plus assumption of liabilities. Seller is owned by Hugh E. Holder, who also owns WDSR(AM)-WQPD(FM) Lake City, Fla. Buyer is owned by Gary M. Davidson (38%), his father, John (38%), and three others. Gary Davidson has interests in cable systems in Georgia and South Carolina. His father also has interest in system serving Batesburg, S.C. Gary Davidson owns WDKD(AM)-WWKT(FM) Kingstree, S.C., and WMVG(AM)-WKZR(FM) Milledgeville, Ga. John Davidson, with his wife, Margaret, owns WLOP(AM)-WIFO(FM) Jesup, Ga. Filed June 26.

■ KHLG(FM) Bandera, Tex. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Big Pine Broadcasting Inc. from George W. Wilson and his wife, Norma (51% before; none after), to Steven S. Monroe (49% before; 100% after) for \$80,000, comprising \$55,000 cash and remainder note at 10% over five years. Sellers have no other broadcast interests. Buyer has no other broadcast interests. Filed June 17.

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Facilities Changes

Applications

AM's

Tendered

■ KKAR (540 khz) Hesperia, Calif.—Seeks MP to increase power to 1.5 kw and make changes in ant. pattern. App. June 28.

■ WENA (1330 khz) Penuelas, P.R.—Seeks CP to increase day power to 2.5 kw and night power to 1 kw. App. June 28.

Accepted

■ KAFY (550 khz) Bakersfield, Calif.—Seeks MP to make changes in ant. sys. App. June 25.

■ KGNR (1320 khz) Sacramento, Calif.—Seeks MP to augment daytime standard radiation pattern. App. June 28.

augment daytime standard radiation pattern. App. June 28.

- WHOF (1320 khz) Coleman, Fla.—Seeks MP to change SL. App. June 25.
- WIZZ (1250 khz) Streator, Ill.—Seeks CP to make changes in ant. sys. App. June 28.
- WANO (1230 khz) Pineville, Ky.—Seeks mod. of lic. to operate during specified hours, 6 a.m. to 7 p.m. App. June 25.
- KLPL (1050 khz) Lake Providence, La.—Seeks CP to make changes in ant. sys. and reduce power output of transmitter to 190 w. App. June 28.

FM's

Tendered

- *WFAE (90.7 mhz) Charlotte, N.C.—Seeks CP to change TL; change HAAT to 390.32 ft., and make changes in ant. sys. App. June 28.
- *WVVU-FM (91.7 mhz) Morgantown, W. Va.—Seeks CP to make changes in ant. sys. App. July 1.

Accepted

- *WETA-FM (90.9 mhz) Washington—Seeks CP to make changes in ant. sys. App. June 27.
- *WRAS (88.5 mhz) Atlanta—Seeks mod. of CP to move ant. 724 ft. and change tower height. App. June 26.
- KSTP-FM (94.5 mhz) St. Paul—Seeks mod. of lic. to operate former main facilities for aux. purposes. App. June 28.
- *New (90.7 mhz) Batavia, N.Y.—Seeks mod. of CP to install circular polarized ant. and change ERP to .92 kw. App. June 26.
- *WBGU (88.1 mhz) Bowling Green, Ohio—Seeks CP to change TL; install new ant., and change ERP to .959 kw. App. July 1.
- WDFM (98.1 mhz) Defiance, Ohio—Seeks mod. of CP to change ant. height to 575 ft. App. July 1.
- WIBF-FM (103.9 mhz) Jenkintown, Pa.—Seeks CP to change ERP to 340 w. App. June 25.
- New (97.7 mhz) Folly Beach, S.C.—Seeks CP to change TL and make changes in ant. sys. App. June 26.

TV's

Accepted

- KVVV (ch. 64) Barstow, Calif.—Seeks MP to change ERP to vis. 3,228 kw, aur. 645.6 kw; change HAAT to 1,572 ft.; replace ant., and change TL. App. June 28.
- WPWR-TV (ch. 60) Aurora, Ill.—Seeks CP to install aux. ant. sys. App. June 28.
- KMSO-TV (ch. 17) Missoula, Mont.—Seeks MP to change ERP to vis. 300 kw, aur. 30 kw; change HAAT to 263.7 ft.; change TL, and replace ant. App. June 26.
- WBTW (ch. 3) Charlotte, N.C.—Seeks CP to install new aux. ant. App. June 25.
- WDAU-TV (ch. 22) Scranton, Pa.—Seeks CP to change ERP to vis. 3,580 kw, aur. 358 kw; change HAAT to 1,411 ft.; change TL, and replace ant. App. July 1.
- KSUZ-TV (ch. 15) Abilene, Tex.—Seeks MP to change ERP to vis. 3,221 kw, aur. 322.1 kw; change HAAT to 1,270 ft., and change TL. App. June 26.
- WJPR (ch. 21) Lynchburgh, Va.—Seeks MP to change ERP to vis. 4,986 kw, aur. 499 kw; change HAAT to 1,638 ft., and replace ant. App. June 25.

Actions

AM's

- WWBF (1130 khz) Bartow, Fla.—Granted app. to augment nighttime standard pattern. Action June 19.
- WLVI (640 khz) Royal Palm Beach, Fla.—Granted app. to change TL. Action June 19.
- WRFC (960 khz) Athens, Ga.—Granted app. to increase night power to 2.5 kw; change TL, and make changes in ant. sys. Action June 24.
- KAIN (1040 khz) Vidalia, La.—Granted app. to change TL. Action June 19.

FM's

- KPFM (105.5 mhz) Mountain Home, Ark.—Granted app. to change TL; change ERP to 1.3 kw, and change HAAT to 474 ft. Action June 18.
- KRQS (106.3 mhz) Pagosa Springs, Colo.—Dismissed

app. to change TL and change HAAT to 1,299 ft. Action June 20.

- KVMT (104.7 mhz) Vail, Colo.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 451 ft. Action June 16.
- KATW (101.5 mhz) Lewiston, Idaho—Granted app. to change TL and change HAAT to 848 ft. Action June 18.
- WENS (97.1 mhz) Shelbyville, Ind.—Granted app. to change TL; change ERP to 23 kw; change HAAT to 739 ft. Action June 21.
- KJAE (92.7 mhz) Leesville, La.—Granted app. to change HAAT to 328 ft. and make changes in ant. sys. Action June 21.
- WGRX (100.7 mhz) Westminster, Md.—Granted app. to change HAAT to 857.36 ft. and change ERP to 16 kw. Action June 24.
- WJMI (99.7 mhz) Jackson, Miss.—Granted app. to install new transmission sys. Action June 21.
- WHOK (95.5 mhz) Lancaster, Ohio—Dismissed app. to change TL; change HAAT to 500 ft., and make changes in ant. sys. Action June 21.
- KJOJ (106.9 mhz) Conroe, Tex.—Dismissed app. to change HAAT to 1,474 ft. Action June 21.
- WVCM (107.3 mhz) Miami, W. Va.—Granted app. to change TL; change ERP to 23.71 kw, and change HAAT to 675.68 ft. Action June 21.

TV's

- *KVIE (ch. 6) Sacramento, Calif.—Granted app. to change ERP to vis. 100 kw, aur. 1 kw; change TL; change transmitter, and make changes in ant. sys. Action June 21.
- KFTL (ch. 64) Stockton, Calif.—Granted app. to change ERP to vis. 1,610 kw, aur. 322 kw; change HAAT to 2,982 ft., and change TL. Action June 18.
- KLJB (ch. 18) Davenport, Iowa—Granted app. to change ERP to vis. 2,950 kw, aur. 295 kw and change HAAT to 989 ft. Action June 21.
- WDKY-TV (ch. 56) Danville, Ky.—Granted app. to change ERP to 2,777.8 kw, aur. 277.78 kw and change HAAT to 1,253 ft. Action June 21.
- WCVX (ch. 58) Vineyard Haven, Mass.—Granted app. to reduce ERP to 1,191 kw, aur. 119.1 mhz, and replace ant. Action June 21.
- WKFT (ch. 20) Fayetteville, N.C.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,842 ft.; replace ant., and change TL. Action June 21.

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	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

- WGGN-TV (ch. 52) Sandusky, Ohio—Granted app. to change ERP to vis. 1,073.4 kw, aur. 107.3 kw; change HAAT to 774.43 ft.; replace ant., and change TL. Action June 21.

In Contest

The office of the general counsel made the following decision:

- San Bernardino, Calif. (Angeles Broadcasting Network, et al)—Granted joint request for settlement agreement by Angeles and Asian-American Broadcasting Foundation and dismissed Asian-American's app. with prejudice. Action June 11.

Chief ALJ Thomas B. Fitzpatrick made the following decision:

- Madisonville, Tex. (Madison County Broadcasting Co. and Madisonville Media Co., et al) AM Proceeding—Designated ALJ James F. Tierney to preside and scheduled pre-hearing for Aug. 14 and hearing for Sept. 17. By Order, June 13.

Deputy Chief ALJ James F. Tierney made the following decision:

- Pahump, Nev. (Tamarack Investment Corp. and Minority Media of Pahump Inc., et al) FM Proceeding—Granted joint request for settlement agreement, dismissed Tamarack's app. with prejudice, granted Minority's app. for new FM and terminated proceeding. By MO&O.

ALJ John H. Conlin made the following decision:

- Mary Esther, Fla. (McGowan Broadcasting, et al) FM Proceeding—By separate orders, granted requests by Mary Esther Broadcasting Co. and Golden Sands Broadcasting and dismissed both app.'s with prejudice. Granted motion for summary decision and resolved air hazard issue in it's favor. By order, June 14.

ALJ Joseph P. Gonzalez made the following decision:

- Memphis (RKO General Inc. et al). AM Proceeding—Granted motion by River City Radio Ltd. Partnership and dismissed it's app. with prejudice. By order, June 18.

ALJ Edward J. Kuhmann made the following decision:

- Sante Fe, N.M. (Susan Harris, et al) TV proceeding—Granted motion by Channel 19 Partnership and dismissed it's app. with prejudice. Granted Clara Rose Apodaca's amendment and changed the name of it's application to CRA Broadcasting Ltd. Partnership. Granted joint request by Susan Harris and Apodaca, dismissed Harris's app. with prejudice, granted CRA's app. for new TV in Sante Fe and terminated proceeding. By MO&O, June 13.

ALJ Walter C. Miller made the following decision:

- Miami (Harmony Broadcasting Corp., et al) TV Proceeding—Granted motion by Hernandez, Costa and Associates and dismissed it's app. with prejudice. By order, June 19.

ALJ Joseph Stirmer made the following decision:

- Belmont, N.C. (Scott Neisler, et al) TV Proceeding—By separate orders, granted joint request for settlement agreement by Metro Broadcasting Ltd., Piedmont Crescent Broadcasting Co., Wander Broadcasting of Belmont and Gabriel Broadcasting Co. and dismissed Gabriel's app. with prejudice. Granted request for settlement agreement by Metro, Piedmont and Wander and dismissed Wander's app. with prejudice. Granted joint request for settlement agreement by Metro, Piedmont and Scott Neisler and dismissed Neisler's app. with prejudice. Granted joint request for settlement agreement by Metro and Piedmont and dismissed Piedmont's app. with prejudice. Granted motion to amend and merge Metro and Piedmont's app.'s into new corporation called Metro-Crescent Communications Inc. By MO&O, June 18.

Call Letters


Applications

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WJOR	Raymon & Brenda Chandler, St. Joseph, Tenn.

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- *KLRD Shepherd Communications Inc., Yucaipa, Calif.
- WKRY Radio Cayo Hueso, Key West, Fla.
- WWTM DCS Radio Associates, Harbor Beach, Mich.

Existing AM's

- WLDT WABT Excelsior Broadcasting Corp., Madison, Ala.
- WURS WEZG Lorenz Broadcasting Corp., North Syracuse, N.Y.
- WRRD WBS Three Angels Corp., Charlotte Amalie, St. Thomas, VI.

Existing FM's

- KBAU KZZQ Callais Broadcasting Inc., Golden Meadow, La.
- WROK WOOS-FM Kimochi Inc., Clanton, Ohio
- KOZZ KELI-FM N5587J Inc., Broken Arrow, Okla.

Grants

Call Assigned to

New AM's

- KMBD Mountainview Broadcasting Co., Thornton, Colo.
- WLMV Midwest Broadcast Associates Ltd., Vernon Hills, Ill.
- WKXG Letlore-Dixie Inc., Greenwood, Miss.
- WDOZ Dove Inc., Maryville, Tenn.
- KKZN Kanab Broadcasting Co., Kanab, Utah

New FM's

- KIWI J & R Communications, Bakersfield, Calif.
- *KAEB Alamosa Educational Broadcasting Foundation, Alamosa, Colo.
- KLHO Thayer Community Radio Ltd., Thayer, Miss.
- *KMEA Montana Educational Broadcasting Foundation, Bozeman, Mont.
- *WFRJ Family Stations Inc., Johnstown, Pa.
- *KCSO Sioux Falls College, Sioux Falls, S.D.

Existing AM's

- WMIB WWWW Arkelian Broadcasting Co., Marco Island, Fla.
- WEBY WAX #1 Radio Inc., Milton, Fla.
- WQSN WKLZ Fairfield Broadcasting Co., Kalamazoo, Mich.
- WCDP WSID Broadcast Facilities Co., Sidney, N.Y.
- KOAK KYKN Constant Communications Co., Eugene, Ore.
- WNZT WHEX Hadley Media Corp., Columbia, Pa.
- KMIA KUOO Command Broadcast Associates of Texas Inc., Fort Worth
- WWVL WAMV Winfas of Virginia Inc., Amherst, Va.

Existing FM's

- KTMX KCYM Affinity Communications Inc., Colusa, Calif.
- KOIT KOIT-FM Bonneville Holding Co., San Francisco
- WLKQ WGCO Buford Broadcasting Inc., Buford, Ga.
- WCDO-FM WCDO Broadcast Facilities Co., Sidney, N.Y.

Existing TV

- WXIN-TV WPDS-TV Outlet Communications Inc., Indianapolis

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

GM Georgia strong sales motivation, full-time country group owner Alvin Korngold. 702-732-2555. EOE. M/F.

Tampa Bay market. Expanding major market group broadcaster requires GM for Tampa Bay FM. Successful sales management experience required. Excellent compensation package with strong growth potential. Send resume with compensation history to Box R-24. EOE. M/F.

Northeast Texas AM/FM. Strong AM with Stardust satellite program and FM country music. Near major city but only one local competitor. Good staff and equipment, need good manager to get things done. Box R-37.

General manager for 100KW FM in southeastern Montana. Resume to 60 West Fourth St., St. Paul, MN 55102.

Wisconsin - 50 miles from Milwaukee. AM/FM in medium to small market (100,000 population). Very nice city - you will like it here! I need a general manager or operations manager with ability to direct sales activities. Experience in programming, sales, automation, promotions, and computers would be desirable. If you are a radio pro and have good people skills, you will like our operation. I have the top ARB rated station here - filling the most dollars. I have a "hands on" attitude toward my managers; if they can do the job, I leave them alone. Interested? Box R-31.

General manager. Religious group owned midwest top fifty market AM/FM combo. Must have strong sales background. Good salary and bonus for aggressive manager. Send resume to Box R-49.

HELP WANTED SALES

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.

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.

Louisville, KY. metro market MOYL station needs GSM to direct existing staff of five. Salary, commission, override. Charles Jenkins WXVW-AM, Jeffersonville, IN 812-283-3577.

General sales manager wanted immediately for top-rated FM and AM combo in medium size market. Must manage sales staffs both stations, work agency and regional accounts and carry some prestige local accounts. Prove yourself and become G.M. This is a really sweet deal for a knowledgeable hard-working person. Send resume and picture to Box R-11. EOE.

Sales manager- WRCN/WRHD, Long Island needs experienced sales pro to hire, train and lead local sales force. Send letter with qualification to President, Box 666, Riverhead, NY 11901. EOE.

Account executive, Southeast Florida market. Searching for aggressive, motivated people to market AM radio in major market. 305-973-1700.

IN SEARCH OF EXCELLENCE in radio sales. Need mature, professional and creative salesperson; "A closer" with experience, self motivation and excellent communication skills. Future advancement possible in fast-growing, competitive market. Resume to: General Sales Manager, WXUS, P.O. Box 7093, Lafayette, IN 47905.

Dominant A/C stations need experienced, aggressive sales personnel. Excellent growth potential in competitive markets. Good earnings potential. Send resume to WLTS-FM New Orleans/WDLT-FM Mobile, c/o Mr. Ed Muniz, 1639 Gentilly Blvd., New Orleans, LA 70119. EOE.

Selling sales manager needed in New Orleans. Dominant A/C station needs aggressive selling sales manager. Must be able to train and motivate by example. Salary negotiable. Send resume to WLTS-FM/WYAT-AM New Orleans, Mr. Ed Muniz, 1639 Gentilly Blvd., New Orleans, LA 70119. EOE.

Sales manager, top notch professional for leading Polk Country station. Salary, override, bonus possible. Resume, salary requirements to: Box 3023, Longwood, FL 32779.

Sunny coastal Florida AM stereo adult contemporary looking for hot experienced sales people who know how to sell AM on a direct retail level. Proven track record required. Must be highly motivated, aggressive, well organized. New owners just taking over this state of the art AM stereo station located 3 blocks from beach. Call GM, 904-247-0016.

Sales manager for established AM/FM. Must have strong leadership ability to rebuild and develop sales force. Station operations are leaders in utilizing modern radio technology. Resume, Box R-43.

HELP WANTED ANNOUNCERS

Nation's first MOYL station seeks bright, creative, experienced announcer. Immediate opening, PM drive. Tape/resume to General Manager, WMAS, Box 1418, Springfield, MA 01108. EOE.

If you're presently working as a program host for an easy listening station in Ohio, Indiana or Michigan, we may have the job you're looking for. Please write Box R-42.

Live on the beach 103GNI needs an A/C pro w/production for PM drive. Cassettes/resumes to Bobby Mercer, c/o WGNI, 211 N. 2nd St., Wilmington, NC 28401. EOE. M/F.

Sunbelt regional class C FM seeks experienced air personality. Send tape and resume to Mellow Media, 9382 South Hill Rd., Boston, NY 14025.

Great Lakes. Great station seeks great personality to work on shore of great lake (Huron). WDBI-FM, Tawas City wants an A/C winner for afternoons. Tape/resume to: Don Backus, General Manager, 1175 South US-23, Tawas City, MI 48763. Aggressive EOE M/F.

Announcer to grow in creative small market environment. T&R to WZZY P.O. Box 427, Winchester, IN 47394. PBP helpful.

HELP WANTED TECHNICAL

Second banana. Need good right hand to chief. Must be capable of hands-on repair/maintenance FM and directional AM and studio equipment at top-rated easterner. Resume, references and salary requirements to Box R-14.

Chief engineer. Sunbelt-top 10 market-Class C FM. Great facilities. Great #1 station. Now we need a great chief engineer. Rush qualifications, references and salary requirements to Box R-46. EOE. M/F.

Broadcast engineer. Contract engineering firm seeks qualified and experienced engineer for radio construction and maintenance. Must have strong RF background. Send resume and salary requirements to John R. Rodman III, Fine Tuning Assoc. Inc., P.O. Box 6509, Portsmouth, VA 23703.

Assistant chief suburban NYC AM/FM seeks fulltime technician. Responsibilities include studios, transmitters, automation and a five tower D.A. Experienced or good technical background required. Resume/references WHUD/WLNA, Box 188, Peekskill, NY 10566.

HELP WANTED NEWS

Attention South Texas. KEPS/KINL Radio in Eagle Pass needs bi-lingual news director. Contact Doug Stalker at 512-773-9247.

News director- Cortez/Durango, Colorado. Growing AM/FM seeks professional with lots of energy. T & R to Dan Kelly, KVFC/KISZ, Box 740, Cortez, CO 81321.

New director. WFMD/WFRE seek experienced news director to head award winning four person news department in rapidly growing market 45 minutes from Washington and Baltimore. Tape and resume to: GM WFM/WFRE, Box 151, Frederick, Maryland 21701. EOE

News & sports director. Excellent position open 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.

WHBC, Akron-Canton: AP Awards for best news operation, newscast, writing, editorial: needs experienced anchor/street reporter. Tape/resume to Box 9917, Canton, OH 44711. EOE.

News director, country FM serving county of 50,000 in umbrella of Dallas-Fort Worth. Responsibilities include gathering, writing and delivering local news in 5-minute newscasts morning and afternoon drive. \$1000/month. T&R to KEMM, Box 1292, Greenville, TX 75401.

News director - WGNY AM/FM, Orange, Dutchess Counties, NY. Dominant regional adult facilities. Largest staff outside NYC. ND experience required. Owners and management dedicated to excellence. T&R to Bill Musser, GM, Box 212, Goshen, NY 10924. EOE M/F.

News anchor/reporter wanted for growing major market news staff. Experience required. Solid writing abilities a must. Send air check, resume and writing sample (if available) to KLIF/KPLX Radio, 411 Ryan Plaza Dr., Arlington, TX 76011. Susquehanna Radio is an equal opportunity employer. M/F.

HELP WANTED PROGRAMMING PRODUCTION, OTHERS

PD for dominant northeast AC, medium market. If you can help us stay on top, send resume to Box R-22. EOE.

Promotion manager: Aggressive affiliate in top 20 market is now accepting applications for the position of promotion manager. Must have strong managerial skills, as well as extensive experience in creating, print, radio, and on-air campaigns. No beginners. Send resumes only to Box R-19. Equal opportunity employer. M/F.

Syndicator seeks talk shows to edit and syndicate to stations. You share profits. 401-539-8502.

SITUATIONS WANTED MANAGEMENT

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.

Experienced major market controller wishes to relocate. Solid background in financial statements, budgets, personnel and benefits administration. Box P-146.

General manager with a strong tradition of success. Committed to professionalism and goal achievement. Superior leader and motivator. 18 years in management both AM/FM all markets. Competitor with knowledgeable skills that produce high sales and profits. Top drawer with excellent credentials. Box R-9.

Profit oriented take charge leader, seeking GM or SM opportunity. Strong background in sales, programming, promotion and engineering. Team player produces results you can bank on. 828 Donnelly Place, Daytona Beach, FL 32018.

Increase profits at your medium market station with a successful, experienced GM. Marketing professional with sales, programming, and management background, also marketing research and start-ups. 312-381-4888.

SITUATIONS WANTED ANNOUNCERS

Recent grad, capable of more than time and temp., two years' experience, looking for fulltime, on-air. 414-334-3563.

Veteran broadcaster, solid sound, broad range of radio capabilities including management. Responsible and mature (35+). Seeking medium market. Location no problem. Box R-8.

Today's your lucky day. PD at small country station, including announcing, newscasting, newswriting and production ready to give your station everything that I've got. Relocate anywhere. Michael 717—299-9779.

Attention Colorado, experienced jock desires small market morning shift, talk show possibilities and play by play. Currently working northern Michigan. Tape resume Box R-44.

Attention So. NH, eastern Mass. medium markets in need of a creative parttime jock. Jon 603—669-0103, days 8-5 EST.

Available immediately, hard working, dependable announcer seeking entry level position, any shift, will relocate. Mark 303—659-1080.

Help! Must get back into radio after too long absence. Was MD/air personality for rock station on Long Island, production/on air promotion copy for WNBC, NYC. Willing to relocate for "second chance". Give it to me and we will both be happy. Box R-33.

One year at ATS radio. Looking for small to medium top 40 or R-N-R station, in area I can finish college. Want to work and grow with station. T&R. Toby, 619—223-0100.

Hire me! Presently in Southwest CHR FM, upbeat high energy jock. Great sports background, experienced in PBP. Ready to relocate to Northeast small to medium market. Why wait? Call Jack at 505—762-1093.

SITUATIONS WANTED TECHNICAL

Broadcaster-chief engineer-all jobs! Extensive background includes much: MOYL announcing, engineering to consultant level: Directional pattern corrections, proofs, cost saving preventive maintenance, emergency troubleshooting, high power remote transmitters-studios, stereo. Prefer working independence, inspiring co-workers, MOYL format, Southeast. 305—791-7027.

ENG helicopter pilot in top 40 market with strong background in all phases of microwave operations, production, field producing, specializing in crisis management. Seeks position on west coast. 16 years flying helicopters, four solid years ENG experience. Box R-36.

SITUATIONS WANTED NEWS

Hardworking female pro, 9yrs. on-air experience, large and small market. Seeks news anchor/reporter position. Will relocate. Box R-34.

Sports/news position sought. Accurate/objective PBP, relevant, solid reporting skills and credentials. 201—763-5687.

Experienced: 14 years PBP, sports director, news, production, technical, programming. Not a kid jock anymore. Ready now in Midwest. Box R-53.

Experienced, versatile sportscaster thrives on PBP—all sports. Seeking opportunity in medium to large market. Ready to meet your challenge. Call Mark after 4PM 507—354-6341.

Are you serious about news? Ambitious, young reporter. Associate degree and one year's experience. Paul McWhorter 205—442-2335.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Check my radio production! Friendly voice available! Past PD, ND, sales, some TV! Community oriented radio person available soon! Box P-138.

Best at copywriting! Varied radio experience has polished my prime talent—efficiently writing imaginative commercials. Ready to specialize in any medium/large market. Tim, 608—784-3725.

TELEVISION

HELP WANTED MANAGEMENT

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.

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.

General sales manager. Northeastern Tennessee. 87th ADI. Send resume to W.H. Lancaster, WJHL-TV, P.O. Box 1130, Johnson City, TN 37601. EOE.

Traffic manager: Successful, two-year old independent seeking creative hard working, task-oriented individual. Will manage staff of three. Traffic experience a must, Columbine System experience a plus. Great opportunity. EOE. Contact General Manager, WPMT (TV), P.O. Box 1868, York, PA 17405-1868.

Deputy executive director for statewide South Dakota Public Television and Radio networks. Responsibilities include: planning and supervision of fund raising activities carried out by SD Friends organization; supervision of administrative services (personnel, grants, purchasing, data processing, etc.); general supervision of engineering and technical services; and assistance in planning, policy development, and liaison with state and national agencies and organizations. Requires a college degree in an appropriate field and extensive experience in broadcasting, including responsible administrative and management experience, or an equivalent knowledge of public broadcast funding, financial management and operations, and demonstrated ability to communicate effectively with subordinates, peers and superiors. Knowledge of South Dakota and of public broadcasting desirable and will be given preference. Salary of \$33,000/year is negotiable according to experience. Application deadline July 15, or until a suitable candidate is selected. Send a letter of application and resume, including names of three references, to: Dave Leonard, Executive Director, South Dakota ETV Board, 414 East Clark Street, Vermillion, SD 57069. For more information, call 605—677-5861. The State of South Dakota is an equal opportunity/affirmative action employer (male/female).

Manager, television underwriting & individual gifts. WHA-TV, Madison, Wisconsin. Responsible for solicitation of funds from the corporate and business community for underwriting of WHA-TV programs, cable services, special events and activities of WHA-TV and Friends of WHA-TV, Inc., as well as the solicitation of individual contributions for WHA-TV. Candidates must have the proven ability to solicit funds and manage a solicitation campaign. Bachelor's degree required. Experience in broadcast fundraising and underwriting is preferred. Strong communications skills essential. Salary: minimum \$24,000 with excellent fringe benefits. For application information call Pratima Sharma at 608—263-2114. Application deadline: July 26, 1985. WHA-TV is an equal opportunity employer.

Executive Director, public television. Iowa Public Television is a state-funded agency with an operation budget of over \$7 million and a staff numbering 119. The network consists of eight transmitters and 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 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, IO 50306. An equal opportunity employer.

Business Manager for growing group to manage financial operations of Midwestern UHF independent. Experience required. Opportunity for future growth. EOE, M/F Box R-54.

TV Traffic Manager- Experienced, organized person required to manage a three-person department in Midwest. Experience on the Columbine Traffic System required. EOE. M/F Box R-55.

Business manager. New independent serving San Antonio. CPA with 2-3 years experience needed to start up computerized business department. Contact General Manager KRRT-TV Box 35 Kerrville, TX 78028. EOE.

HELP WANTED SALES

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. Top 15 market independent TV station. Multi-station operator offering competitive salary and benefits. We require 5+ years' local TV sales experience. Responsibilities include hands-on selling and management of the local sales effort. This is an opportunity to join a growing company. All replies held in strictest confidence. EOE Box R-5.

Earn daily minimum fee of \$200. Emerging national broadcast research firm seeks consultants, news, promotion, sales, management. 15 years or more experience ideal candidates. Prompt reply assured. M/F. Letters to Box P-5.

Local sales manager. New independent serving San Antonio. On-air fall 1985. Requires sales management and local experience. Production background helpful. Emphasis on recruiting, training and direct retail business. Contact GSM, KRRT-TV Box-35, Kerrville, TX 78028. EOE.

Local sales manager: Top 50 Independent seeks experienced sales manager. Must have record of market development and leadership. Must have ability to train and motivate local staff, develop new business and expand existing local staff, develop new business and expand existing accounts. Independent experience preferred. Excellent result-oriented compensation and incentive plan. Resume to General Sales Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE, M/F.

HELP WANTED ANNOUNCERS

Play-by-play and color announcers wanted for major market NBA telecasts. Only announcers with NBA experience will be considered. Send resume to R-28. All applications will remain confidential. EOE.

HELP WANTED TECHNICAL

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.

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

Assistant chief engineer-CBS affiliate in top 50 market needs assistant C.E. Applicants should be familiar with RCA TU-55c UHF transmitter, Ampex VR-1200 quads, Norelco PC-70s cameras. FCC license desirable. Send resumes and salary requirements to Chief Engineer, WLYH-TV, P.O. Box 1283, Lebanon, PA 17042. EOE M/F.

Video tape supervisor. Responsible for operation and maintenance of 1 inch tape machines. TR 800's and VPR 80's. Christian station. WTKK-TV, Box 3737, Washington, D.C. 20007. EOE.

Field technical manager: Denver based mobile teleproduction 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 Gratteau, Engineering Manager, KWGN-TV, 6160 S. Washway Way, Englewood, CO 80111. EOE.

TV studio maintenance engineer. Must have a minimum 2-3 years' video and maintenance experience, possess First Class FCC license. Have experience with RCA studio cameras, RCA switcher, RCA film chain, Sony VCRs, and character generator. Also responsible for Panasonic ENG cameras and Convergence editing system. Salary commensurate with background, experience. Work with full color studios with cable channel in Dept. of Journalism and Radio-TV. Position open: Aug. 1, 1985. Application deadline: July 12 or until filled. Send up-to-date resume and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. Department has 340 majors in four sequences, 20 master's students, 11 faculty/staff members. Located in southwestern Kentucky near large lakeland area. An equal opportunity/affirmative action employer.

Chief engineer wanted with UHF, studio and ENG experience. Responsible for technical operations and budgeting. FCC general required, SBE certificate a plus. Send resume and salary requirements by July 12 to Personnel Director, WHOI, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Director of Engineering- West Coast based Television System Integration Co. with worldwide projects, has immediate opening for a director of engineering. Position requires significant prior experience in design, engineering and construction of large and small scale television systems for broadcast and related industries. Graduate electrical engineering degree preferred. Salary and benefits commensurate with experience. Exciting opportunity for right professional. Box R-58.

Chief engineer. Texas Gulf coast station. Varied experience. Minimum 3 years'. Immediate opening. Management background helpful. Must be capable of "hands on" repair. Excellent benefits and salary. Send resume: Box R-35.

Immediate opening in the engineering department for a technical supervisor. Minimum of 4 years of technical experience in the broadcast industry with a strong background in studio repair and maintenance and a working knowledge of RF systems. FCC license required. Send resumes to: Chief Engineer, KTXA-TV, CH. 21, 1712 East Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer.

Maintenance/operating technician. WSAZ-TV seeks experienced technician with primary duties of maintenance of TCR 100, TK-47, Sony ENG and Ampex 1" videotape. Resume/salary history to Human Resources Manager, WSAZ-TV, 645 Fifth Avenue, Box 2115, Huntington, WV 25721. EOE, M/F.

Engineer in charge for state-of-the-art mobile unit. Experience on TK-47s, BVH-2000s. 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.

Broadcast television editing technician with 3-5 years' experience. Must be familiar with a high quality editing system, Sony tape machines, audio and general production equipment. Excellent salary and benefits. EOE, M/F. Reply Box R-56.

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.

HELP WANTED NEWS

Anchor, strong & professional, to complement our female co-anchor. Must be able to produce, write and work with people. Send tape and resume to News Director, KCOY, 1503 No. McClelland St., Santa Maria, CA 93454. EOE.

Broadcast producer/reporter. Need creative self-starter to produce and market news and feature material to broadcasters and networks. Duties include videography, newroom liaison, and production related special multi-media projects. Requires: Bachelor's degree and two years' television experience. Radio experience helpful, but not required. Send tape and resume to: The University of Alabama Employment Office, P.O. Box 6163, University, Alabama 35486. An equal opportunity/affirmative action employer.

News producer: KLAS-TV, the number one newscaster in Las Vegas is looking for a 6 and 11 producer with at least two years experience. Send tape and resume to Jan Stanley, P.O. Box 15047, Las Vegas, NV 89114. EOE.

Anchor: KLAS-TV, the number one newscast in Las Vegas, is looking for a news anchor to complement our male co-anchor for the 6 and 11 p.m. weekday newscasts. Send tape, resume and salary requirements to Jan Stanley, P.O. Box 15047, Las Vegas, NV 89114. EOE.

Weathercaster/reporter. Must have two years commercial on-air experience. Send tape, resume, salary requirement, references to Terry Care, News Director, KTNV-TV, 3355 S. Valley View, Las Vegas, NV, 89102. Please, no calls.

Reporter. Must have two years commercial on-air experience with anchor capabilities. Send tape, resume, salary requirement, references to Terry Care, News Director, KTNV-TV, 3355 S. Valley View, Las Vegas, NV 89102. Please, no calls.

Anchor. Central Pennsylvania market. Looking for upbeat anchor for daily newscasts. Resume and tape to Box R-57. EOE.

Reporters, anchors, weathercasters, sportscasters needed for small to large market openings. Confidential, professional, effective. APR-Broadcast 919-756-9244.

Sports: Southeastern network affiliate is seeking a sports director who understands the meaning of "local". Send Resume/salary requirements to Box R-52. EOE.

Producer: Aggressive number one network affiliate is seeking a creative news producer. Applicants must have strong broadcast writing skills and an ability to communicate with a staff eager to learn. Send tape, resume, and salary requirements to Stephan Foust, News Director, WTVM-TV, Box 1848; Columbus, GA 31994. EOE/MF.

For a better job contact: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Audition tape tips: Sandstead/Sharp, Inc. Consultants offers inexpensive, helpful reviews of your tapes in days. Call now: 304-343-9793.

ENG Editor. WDIV/Post-Newsweek in Detroit has an opening for a full-time union editor in the news department. Must have two years experience editing news. Strong production sense a must. If you are interested in joining one of the most respected news operations in the country, send tape, resume and references to: Personnel Department, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. No Phone calls please. EOE.

Reporter. Need experienced general assignment reporter for CBS affiliate. Must know how to work a beat and show lots of enthusiasm. Send tape and resume to WCBI-TV P.O. Box 271, Columbus, MS 39701. No calls please.

Experienced TV news producer to oversee 6 and 10 PM programs. Work with assignment editor, reporters, and photographers in developing news product. Send resume and salary requirements. No phone calls please. Don Hickman, News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. Equal opportunity employer.

Weather anchor. Small market TV station with state of the art weathergraphics seeks weather anchor. Meteorologist preferred. Tape/resume to Ron Heller, News Director, KTVO-TV, P.O. Box 949, Kirksville, MO 63501. EOE.

News anchor. Must have television news anchoring experience. Looking for person willing to make long-term commitment. Excellent salary and benefits. CBS affiliate station in Midwest vacationland. Send resume and tape to John Froyd KCMT-TV 720 Hawthorne, Alexandria, MN 56308.

TV News assignment editor. Need person who enjoys desk work, work weekends and can enterprize when the files are empty. Minimum 2 years assignment desk experience. Send resume with salary history to: Steve Wasserman, VP/News, WPLG, 3900 Biscayne Blvd., Miami, FL 33137. (A Post-Newsweek Station). Equal Opportunity Employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

OSU Teleconference development specialist. Oklahoma State University is seeking a person to work with faculty to develop and produce teleconferences for state and national audiences. Applicant should possess well-developed broadcast skills and should be able to teach techniques for effective use of teleconferencing. Must have interpersonal skills for dealing effectively with a wide range of technically and scientifically oriented people. Responsibilities will include developing teleconferences, holding classes and seminars with faculty, writing and directing programs in cooperation with faculty, producing video tape segments for teleconferences and regular television broadcasts. Minimum requirement BS degree and 3 years experience. To receive full consideration, resume and samples of work should be received no later than July 10. Submit to: Charles Voyles, Agricultural Information Department, 102 Public Information Building, OSU, Stillwater, OK 74078. OSU is an affirmative action/equal opportunity employer.

Three openings: public TV station with strong commitment to production looking for three individuals with ideas, and the ability to execute with style and polish. Diverse opportunities for candidates with experience in a variety of formats and content. Producer (1 position) must have strong organizational and writing skills. Experience with budgeting, field production and editing required. Directing and on-air experience desirable. Producer/Directors (2 positions) must demonstrate success in studio, remote (single and multiple camera) and post-production editing. Will direct own projects and those of other producers. Send full resume, salary history by July 12th. Producer/PD's, KETC, P.O. Box 24130, St. Louis, MO 63130. EEO/

PTV producer/director, KUID-TV, Moscow Idaho, PBS affiliate and part of three-station Idaho network. Also Asst. Professor, University of Idaho School of Communication. Responsible for production/execution of local television programs including directing and editing studio and location productions, developing/controlling production budgets. Cooperate in multi-station statewide productions. Teaches one production course per term in telecommunications degree program. Degree in broadcasting or related field, professional television production/directing experience, teaching ability required. Advanced communications degree, public television and college teaching experience preferred. Send letter of application, vitae including three professional references by July 19 to Jerold Garber, General Manager, Idaho Educational Public Broadcasting System, 1910 University, Boise, ID 83725. Do not send tapes. \$24,000. EOE.

Creative/production manager. Aggressive station has as opening for a person to handle our commercial production, news production, and episodic on air promotion. Would supervise a staff of 20+. Minimum of five years overall production experience required. Must be creative, know and be able to operate studio equipment, and excellent with people. Send resume to General Manager, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33903. EOE.

Television Producer/ director in Northeast with experience needed for fast paced newscasts and variety of studio and remote productions including commercials. Candidate should be energetic, creative person with people skills. Ability to switch also necessary. EOE. Box R-29.

TV producer: KUAT Public Television in Tucson, Arizona is looking for a Senior Producer to produce segments in areas of visual and performing arts for a five day a week news magazine. Must have BA and minimum of four years experience. Send resume to: KUAT-TV, ATTN: Patty Madison, Audiovisual Building, Room 214, University of Arizona, Tucson, AZ 85721, by July 26, 1985. EEO/AA Employer.

Southeastern affiliate seeking experienced producer/director for a fast-paced newscasts and other assignments. A minimum of two years actual experience required. Resumes to Box P-143. 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, outreach, and ITFS offerings. Lead a staff of 30 skilled professionals. Special emphasis on maximizing resources and audiences 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.

Assistant promotion manager. Major market network affiliate is seeking a take-charge individual for the #2 position in department. Must have strong writing, hands-on editing and producing skills. Minimum two years experience in all phases of broadcast promotion including on-air, print and radio. Managerial experience a plus. Send resumes and tapes to: Cyndie Reynolds, Promotion Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733, EOE.

PM Magazine co-host needed. If you're ready to have your creativity and talent challenged in a large NE market, can work as a strong, mature team player with male host already on staff, have at least two years on-air experience--preferably PM or similar format--and can produce dynamic, attention-getting, magazine type features, send tape and resume to John Fischer, PM Magazine, 259 Delaware Avenue, Buffalo, NY 14202.

Producer/writer. KPBS-TV public affairs department has an opening for a producer/writer. Primary assignment: producing in-studio programs. Expected to write scripts, proposals for other station producers. Minimum 3yrs. experience with script writing, proposal writing, and producing. Strong writing skills required. Salary range starting at \$19,500, depending upon experience, w/a possible cost of living increase anticipated on July 1, 1985. Excellent benefits package. Applications must be received by July 31, 1985 at San Diego State University Employment Office, 3rd floor, Administration Building, San Diego CA 92182. KPBS-TV/FM is an EEO/AA/ Title IX employer. We welcome all applications.

SITUATIONS WANTED MANAGEMENT

M.B.A. graduate from S.M.U. 8/85, seeks position with opportunities leading to management. Adept at both marketing and financial analysis. Undergraduate minor in Radio/TV. Production, talent and sales experience with small cable operation. Extensive management, production and talent experience in music industry. Scott Wheeler, 8300 Skillman #703, Dallas, TX 75231. 214-343-6907.

SITUATIONS WANTED ANNOUNCERS

Attractive, experienced gentleman desires feature, critic, entertainment, consumer, magazine, talk, weather, commercial talent position: 813-299-2331.

SITUATIONS WANTED TECHNICAL

Switcher trainee. I have a general radio telephone license plus bachelor's degree in Radio-TV. Call Martin Garbus at 818-842-3364 or write 1233 Alta Paseo, Burbank, CA 91501.

Director of Engineering. Very creative, with impressive list of completed projects seeks new challenge. Heavy experience in technical management, video/audio systems engineering, VHF/UHF hi power transmitters, computer applications & programming, new construction, license filings. Now D.O.E. for two television stations in top 50 markets, managing 35 engineers & million dollar budgets. Inquire with confidence to: Director of Engineering Office, 8530 Wilshire Blvd., Suite 309, Beverly Hills, CA 90211, 213-854-5316.

Transmitter engineer, experienced in installation and maintenance. Desire position with progressive station. Can assume full maintenance duties. Box R-38.

In television operations twenty years. CMX trained editor. William Lee Pinkston, Route One, 2799 Tudor Road, Elida, OH 45807. 419-642-3663.

SITUATIONS WANTED NEWS

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.

Sports director. Two years' experience. Seeks position in small-medium market. Will relocate anywhere. Call Doug. 413-665-2423.

Sportscaster- 5 year pro stranded in go-nowhere position. Available now for new challenge and change of scenery. Box R-32.

Experienced journalist looking for opportunity in sports, news, producing or entertainment news. Box R-50.

Enthusiastic, aggressive national news/interview format line producer with extensive live production experience seeks similar sports position. East Coast/ Mid-Atlantic preferred. Currently employed. Box R-48.

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.

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.

You name it, I've directed it! Major market producer/director seeks station with commitment to local programming. Call Marisa. 614-488-3096.

Assoc. producer/P.A. with excellent communications and creative skills, currently freelance, seeks full-time opportunity. Broadcast/advertising degrees, #1 station major market experience. Intelligent, quick, energetic. Chris 202-966-1183.

Director/producer. Past three years in corporate TV, seeks return to broadcast, small or medium market. Heavy experience multi-camera remote and studio production. Came up through the engineering ranks, no fancy degree, just solid work and positive attitude. Prefer east coast but will consider anywhere. Let's talk. 210-785-3294 evenings.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Multimedia coordinator. San Bernadino County is recruiting for an individual with a combination of education and experience to plan and produce multimedia aids such as films, audio tapes, video tapes and photographs for use by elected officials, the public, and governmental organizations. Please apply as soon as possible to San Bernadino County Personnel Department, 157 West 5th Street, San Bernadino, CA 92415. 714-383-2061. An equal opportunity affirmative action employer. M/F/H/V.

HELP WANTED INSTRUCTION

Assistant Professor of Communication (re-opened). Tenure track position. Teach mass communication (media effects and radio production and/or broadcast journalism). Send letter, resume and 3 references to: Dr. Myrv Christopherson, Associate Dean and Head, Division of Communication, U. of Wisconsin-Stevens Point; Stevens Point, WI 54481 by July 12, 1985 or until position is filled. AA/EOE.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Faculty position: Broadcasting/telecommunications. Department of Speech, Metropolitan State College, Denver, CO. Full-time beginning Sept. 1. Application deadline, July 29. Teach undergraduate courses in practical broadcasting/telecommunications, Radio/TV production and workshops and basic speech communication. Other duties: assist department chair, academic advising and supervise locally produced R/TV shows. Minimum: Masters degree and six years experience in commercial or public broadcasting/communications, some college-level teaching. FCC First Class license desirable. Must be committed to speech communication as a profession. Salary commensurate with degree, training and experience. Submit resume, letter of application stating compliance with education and experience requirements and statement of speech communication philosophy. W. Thomas Cook, Chairman, Box 34, Department of Speech, Metropolitan State College, 1006 11th St., Denver, CO 80204. MSC is an EOE.

Youngstown State University, College of Fine and Performing Arts. Position: Instructor or assistant professor, Speech Communication and Theater Department, effective September 15, 1985. Rank & Salary: Instructor of 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 scriptwriting; also courses in areas such as production, research methods, and broadcast journalism, depending on need and qualification. Courses in speech which this person should be able to teach include principles in 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.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Producers/Agents say I belong in PR: Creative, assertive, relaxed phone manner. Writing, production, sales experience. Seeking right opportunity in public relations, production or advertising. Relocatable. Paul Anthony, 1933 N. Rodney #305, Los Angeles, CA 90027. 213-664-0450.

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.

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.

RCATCR-100 2" cart - (2) available with 2,000 tapes. Call for details and low price. Quality Media Corporation, 404-324-1271.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

New 100 watt solid state UHF LPTV transmitter. Time proven modules. Sales, rentals, loaners. Quick delivery, best prices. Call CommTele 713-479-1614 anytime.

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.

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.

12 yr. old 25KW AEL FM transmitter. Unit removed in operating condition as result of station upgrading. Best offer. 617-997-9436.

VPR-80's with TBC-80's--deluxe color monitor bridge, low hours, mint condition. Three available. WTIC-TV 203-527-6161.

Ampex ACR-25 cartloader, headwheel test jig WTIC-TV. 203-527-6161.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialists. Bonded, with 25yrs. experience (Turn-key Operations), T.M.C.I., 402-467-3629.

1046' new FM tower. 52" face. Never erected. Ship now. 612-222-5555.

BMS Portable microwave transmitting system, nearly new, including antenna and battery pack. 315-683-5669.

Videotape! Evaluated blank 3/4", 1" & 2" broadcast quality videotape stock. They look and work like new. All lengths available. Fully guaranteed! Call collect, Carpel Video, Inc., 301-845-8888.

16mm Eastman Projectors. 2-275's 3-Eastman/GE's. Bill Westbrook 4507-Mexico Gravel Road, Columbia, MO 65202.

Harris 9003 Automation. Used less than one month. Clear text logging package, 3 Instacarts and other extras. Will sacrifice, call for price. Irv Laing, Chief Engineer, WXYT, Southfield, MI 313-569-8000.

MISCELLANEOUS

Time sales training manual: Improve sales performance. Everything salespeople should know: technical information, attitude, organization, follow-up, packaging, independent television, specials, prospecting. Written by professional with 20 years experience. Antonelli Media Training Center. 212-206-8063.

Professional, effective collection results on your toughest accounts-receivable! Contact Mr. Sussman, Box 527, HCR-2, Cairo, NY 12413.

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 vsales staff's performance? Line-up make best use of your programming? Develop salespeople only to lose them? Rate card maximize dollars? Difficulty finding sales people 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 Sales

RADIO SALES

WTIC AM/FM Southern New England's leading radio stations are seeking an experienced radio sales person. Applicant must be able to demonstrate a successful sales track record and possess superb communication abilities. We seek only talented individuals looking for an opportunity to grow in a professional broadcast sales atmosphere. To be considered send cover letter and resume to:

**Virginia Maniche
WTIC AM/FM
1 Financial Plaza
Hartford, CT 06103
EOE**

Help Wanted Announcers Continued

Talk Show Hosts

ARE YOU THE MOST INTERESTING, UNIQUE, PERSONABLE RADIO TALK SHOW HOST THAT YOU'VE EVER HEARD? AMERICA MAY BE WAITING FOR YOU! A MAJOR BROADCAST GROUP IS PLANNING FOR THE FUTURE AND LOOKING FOR THE BEST MALE AND FEMALE TALK TALENT AVAILABLE. THE CAREER OPPORTUNITY OF A LIFETIME!

SEND RESUME AND CASSETTE (AIR CHECKS ONLY) TO
**JOAN HARRINGTON
P.O. BOX 817
RADIO CITY STATION
NEW YORK, N.Y. 10101**

Help Wanted Technical

Chief Engineer Detroit, Michigan

WQRS-FM is looking for an outstanding Chief Engineer for our first class radio station which has new state of the art equipment throughout. We want a quality control oriented engineer who, in addition to being an excellent studio, remote and RF engineer, is also a good administrator with good interpersonal skills. We offer an excellent salary and benefits package. This is an outstanding opportunity to join a large group owned broadcasting company with radio and television stations in major markets nationwide. Send resume and professional references to Gerald T. Plemmons, Vice President-Engineering, Outlet Communications, Inc., 111 Dorrance Street, Providence, Rhode Island 02903. We are a Rocketteller Group company which is an equal opportunity employer.

Help Wanted News

Capitol Broadcasting Company **RADIO NEWS DIRECTOR**

Capitol Broadcasting Company is seeking a news manager for WRAL-FM and the North Carolina News Network. WRAL is the Raleigh's leading radio station with a high community profile. The North Carolina News Network serves more than 80 radio stations via satellite.

This radio news operation is one of the finest in the country and has won virtually every major award including the Peabody, Sigma Delta Chi, Ohio State, Janus and Dupont-Columbia School of Journalism.

We are seeking an experienced radio news manager with high standards and strong leadership skills. To apply, please send a resume and tape to:



Capitol Broadcasting Co., Inc.
Human Resources 2619 Western Boulevard
Raleigh, NC 27605
(no telephone calls please)
Equal Opportunity Employer

Help Wanted Programing, Production, Others

WBUR Executive Producer

Experienced journalist to shape news coverage at award winning public radio station. Emphasis: daily announcements, editing, and special coverage with staff of seven. Good writer, manager, editor, idea person. Include tape and/or clips with resume.

Send cover letter and resume to **Josephine Tompkins, Boston University, Office of Personnel, 25 Buick Street, Boston, MA 02215.**

**BOSTON
UNIVERSITY**

An equal opportunity employer.

Situations Wanted Announcers

OWNERS/MANAGERS

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

GENERAL MANAGER

5 Million Watt UHF Station
Fantastic Growth Opportunity

WLIG-TV, Long Island's new full power UHF television station, is now on the air and seeks an individual with a proven track record to take charge of its future development and operations. Prior successful station management experience is a must. Knowledge of sales, promotion, engineering, programming and FCC regulations required.

Excellent salary plus benefits package. Send brief resume with salary history to: General Manager, Box 272, Woodbury, NY 11797.

GENERAL MANAGER

Top 20 Market Independent. Group Broadcaster seeks General Manager for Denver Station. Candidates must have Independent Station experience as either GM or GSM. Send resumes in confidence to Michael A. Fisher, KDVR-TV, 100 Speer Blvd., Denver, CO 80203.

Help Wanted Sales

REGIONAL SALES REPRESENTATIVE

Jefferson-Pilot Communications, a nationally known broadcast and communications company, is seeking several individuals with proven track records in local direct broadcast sales to work their newly acquired Co-Opportunities division. Co-Opportunities is the oldest and most prestigious supplier of manufacturer co-op plans and sales assistance to media sales departments in the US with over 700 radio and TV station clients. Candidates must have detailed knowledge and experience in Co-Op/New business development. Position involves calling on the management or owners of broadcast stations and CATV systems in a pre-assigned territory in either the Northeast or Midwest to expand our highly regarded Co-Op advertising sales support business. Positions offer excellent earning potential with base salary plus incentive program and a comprehensive benefit program. Must be a motivated, organized, self-starter, minimum 2-4 years sales experience, require little supervision, able to make group presentation and close and willing to travel. If you meet the requirements, rush a confidential resume and references with first letter (no phone calls), to: General Sales Manager, Co-Opportunities Division, Jefferson-Pilot Retail Services, 1 Julian Price Place, Charlotte, NC 28208. We are an equal opportunity employer.

Help Wanted Sales Continued

SR. MARKETING REPRESENTATIVE

BROADCAST SERVICES

The Communication Satellite Corporation (COMSAT), a world leader in the transmission of international television, has an immediate opportunity in its subsidiary, COMSAT International Communications, Inc., for a Broadcast Services Senior Marketing Representative to implement an aggressive marketing program for our international broadcast services.

This individual will be responsible for ensuring that the requirements of our broadcast services customers are being met, developing new sales to new customers, recommending to management new broadcast services, developing sales of these new services, and achieving revenue forecasts.

A BS degree in Business or Engineering, 5-7 years of recent experience in the marketing of satellite transmission services for television/video requirements (demonstrated sales capability), and knowledge of the U.S. and international television business is required.

COMSAT offers a full benefits package, including stock ownership, medical/dental/life insurance coverage and much more. To apply, send your resume, including salary history and specific experience in the marketing and sales of satellite transmission services for television/video requirements, in complete confidence to: COMSAT Staffing, Dept. 118-85, 950 L'Enfant Plaza, S.W., Washington, DC 20024. An equal opportunity employer.



PHILLIPS IS EXPANDING CAMERAS, TRANSMITTERS SALES ENGINEERS

Success of the LDK-6 family of computer-controlled cameras, and Phillips/Pye Tv television transmitters, creates need for expansion of our direct sales force. Broadcast sales experience with both products desirable; minimum of one is essential.

Join a leading long tenured sales force with a major customer-oriented company, PTSI is a North American Phillips company; in Fortune top-100. Attractive incentive and corporate benefit package.

Send resume, salary history, relocation flexibility, to Marketing Manager, Phillips Television Systems, Inc., 900 Corporate Drive, Mahwah, New Jersey 07430.

Help Wanted Announcers

MASTER OF CEREMONIES

...need for syndicated bowling game show. Sports/broadcast background required. Unique opportunity for right person. Send resume and photo to: Patrick F. Riley, Producer, Playtime Productions, Inc. 772 62nd Place, South, St. Petersburg, FL 33705. Women and minorities are encouraged to apply. EEO.

Help Wanted Technical

VIDEOJOURNALIST

CNN is looking for production oriented people to operate studio cameras, teleprompter, tv, and assist in various studio operations. Excellent career opportunity leads to advancement within company. If you have experience in studio operations send resume and cover letter to:

JANE WEATHERSBY
CNN

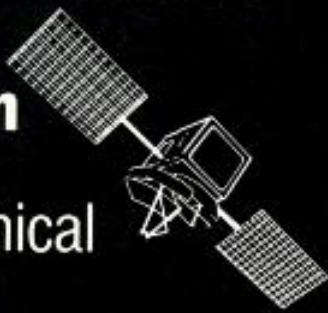
1050 Techwood Drive, NW
Atlanta, GA 30318

No Phone calls please. EOE.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

**Help Wanted Technical
Continued**

**American
Communication
Services
Manager of Technical
Services**



American Communication Services, the satellite video teleconferencing network of American Hospital Supply Corporation, has an opening for a Manager of Technical Services. With annual sales of nearly \$3.5 billion, American Hospital Supply Corporation is the leading manufacturer and distributor of health care products.

Located at the Executive Offices in the Chicago suburb of Evanston, Illinois, this position offers highly competitive compensation plus top corporate benefits.

As part of the American Communication Services team, you will be responsible for planning the construction and operation of the corporate video teleconference network. Serving several sites across the country, American Communication Services will provide interactive teleconferencing and video outreach to the company's 33,000 employees.

A background in satellite communications and a BSEE or equivalent are required, with experience in terrestrial microwave and video a plus.

Evanston is a pleasant Chicago suburb located on the shores of Lake Michigan. The home of Northwestern University, it is conveniently located for access to the sports and cultural events of Chicago, as well as the recreational opportunities of Lake Michigan, Northern Illinois and Wisconsin.

For immediate and confidential consideration, please send resume to: Beckie Hogue

**American Hospital
Supply Corporation**



Executive Offices
One American Plaza
Evanston, IL USA 60201

We are an equal opportunity employer.

**Help Wanted News
Continued**

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:

KSBW-TV8
General Manager
Box 81651
Salinas, CA 93912
An Equal Opportunity Employer, M/F

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

Situations Wanted News

TOP 30 MARKETS

Rescue one of TV's most talented young Cinema Critics and Entertainment Reporters before he packs in his unrewarding medium market position to starve as a writer in Hollywood. Save him. Box R-45.

**Help Wanted Programing,
Production, Others**

PROMOTION DIRECTOR

This 18th market ABC affiliate is looking for a Promotion Director to take charge of a nine-person staff which consists of writer/producers, artists, photographer, and clerical personnel. This individual will oversee the print, radio, billboard, and on-air promotion of the station, as well as plan special events and handle some community outreach projects. Requirements are: Working knowledge of television production, a high degree of creativity, and strong people skills. Send letter and resume to:

Jon Petrovich
Vice President and General Manager

KTVI

TIMES MIRROR BROADCASTING
5915 Berthold Avenue, St. Louis, Missouri 63110

**PRODUCTION MANAGER
WANTED**

Major market affiliate is interviewing for PRODUCTION MANAGER who has proven strengths in managing producer/directors and studio crews as well as scheduling large production facilities. Experience is important, and you should have strong creative abilities in TV operations, particularly details of local news and programming. EOE/M-F. Send resume to BOX R-25.

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

Help Wanted News

**PROMOTION DIRECTOR
MAJOR MARKET INDEPENDENT**

Independent experience required, developmental stage preferred. Must have good skills in all phases including sales/marketing promotion. Send resume with salary/history requirements to Media Management Corp., 320 N. Michigan Avenue, Suite 2100, Chicago, Illinois 60601. No phone calls accepted.

Sports Director

Big Ten market network affiliate looking for on air sports personality. Knowledgeable about all sports and TV production. Active sports area, attractive midwestern community. Tape/resume to News Director, WMTV, 615 Forward Drive, Madison, Wisconsin 53711 EOE.



Plant the Idea Now . . .
Reap Profits in the Fall.

Fall is for planting. Watch your station profits grow this fall with "The Plant Dr."

- *:60 daily program
- *Dr. Noel Falk, Gardening and Plant Expert
- *Station Promo :10 spots and ad slicks provided
- *Unlimited promotional ideas you can tie into

Kauffman Creative Services

R.D. #3, Box 570, Palmyra, PA 17078
717-838-3668

Search For Faculty

Columbia Graduate School of Journalism

Columbia's Graduate School of Journalism is searching for exceptionally well qualified professionals, teachers and scholars to fill full-time posts beginning in the 1986-87 academic year. The search is for both junior and senior faculty with tenure-track opportunities.

Candidates should have professional and/or academic backgrounds in broadcasting, magazines or newspapers—or a combination of media specialties. A proven record and imaginative interest in creative publication are expected. Competitive salaries commensurate with experience. Write: Search Committee, Journalism Bldg., Columbia University, New York, NY 10027. We take affirmative action toward equal opportunity.



Columbia University

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Wednesday, July 17, 1985, from 10 a.m. to 3:45 p.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report, committee reports on Development, Finance/Audit, Membership, Planning & Priorities, Programming and Technology and Technology/Distribution. The Board committees will meet on Tuesday, July 16 at the same location. For further information concerning these meetings, please contact the Office of the Executive Secretariat at NPR (202-822-2018).

Employment Service

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, newspeople, 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!**

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!

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**

BROADCAST EQUIPMENT RENTALS

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WI	Reg	AM/FM	\$1400K	Terms	Burt Sherwood	(312) 272-4970
IN	Med	AM/FM	\$710K	Terms	Burt Sherwood	(312) 272-4970
KA	Sm	FM	\$650K	\$250K	Bill Lytle	(816) 941-3733
IA	Sm	FM	\$600K	\$150K	Bill Lochman	(816) 941-3733
UT	Sm	AM/FM	\$575K	\$125K	Greg Merrill	(801) 753-8090
TN	Maj	AM	\$550K	\$50	Ernie Pearce	(615) 373-8315
PA	Sm	AM	\$495K	Cash	Warren Gregory	(203) 364-5659
WV	Sm	AM/FMcp	\$350K	Cash	Ron Hickman	(401) 423-1271
AL	Sm	AM	\$150K	\$45K	Ernie Pearce	(615) 373-8315

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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 BROAD-

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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.

Fates & Fortunes

Media

Kenneth Klein, assistant VP, financial planning and analysis and assistant controller, Metromedia, New York, named VP, Metromedia Radio.

John Conomikes, VP, Hearst Corp., and general manager, broadcasting group, New York, elected to board of directors.

Michael Lonneke, general manager, KRNT(AM)-KRNQ(FM) Des Moines, Iowa, joins KHOW(AM) Denver as VP and general manager.

Susan Anderson, news and public affairs director, noncommercial KPFK(FM) Los Angeles, named general manager.

Stephen Winzenburg, director of syndication, Oblate Media, Belleville, Ill., joins KNDR(FM) Mandan, N.D., as general manager.

Brian Pussilano, VP and general manager, CBS-owned WBBM-FM Chicago, joins co-owned WHTF-FM Boston as VP and general manager. **Wayne Jefferson**, director, administration, CBS Radio, named VP and general manager of WBBM-FM.

Samuel Street, VP, franchising, United Cable Television Corp., Denver, named president and general manager of United Cable Television of Baltimore. Street had headed effort to obtain Baltimore franchise.

John Driscoll, operations manager, Malrite Communications' WZUU(FM) Milwaukee, assumes additional responsibilities as operations manager for co-owned KRXV-FM Denver.

Sue McInerney, executive producer, news, KDKA-TV Pittsburgh, named broadcast operations manager.

Gary Bailey, regional VP, Northland Communications Corp., Seattle, joins Coachella Valley Television, Palm Desert, Calif., as operations manager.

Robert Monaghan, VP, purchasing, CBS, New York, named VP, facilities services.

Don Ratte, Hudson Valley, N.Y., system manager, U.S. Cablevision Corp., joins Lowell (Mass.) Cable TV as system manager.

Jeffrey Rosen, senior general attorney, employment practices, corporate legal affairs department, ABC, New York, named VP and general attorney, employment practices.

Marvin Shirley, VP, finance and administration, Allbritton Communications' KTUL-TV Tulsa, Okla., and KATV(TV) Little Rock, Ark., named VP, finance and administration, for Allbritton Communications Broadcasting.

Michele Winkeleer, operations analyst, treasurer's department, NBC finance, New York, named manager, credit and collections, NBC finance. **Joanne O'Brien**, operations analyst, treasurer's department, named nontrade man-

ager, NBC finance.

Robert Diskin, staff accountant, Natomas International Corp., San Francisco, joins KIOI-FM there as assistant controller.

Alton C. Rye, treasurer, TCA Cable TV, Tyler, Tex., named chief financial officer.

Sharon Epstein, from Koffman, Schiff & Anderson, Beverly Hills, Calif., joins KEYT(TV) Santa Barbara, Calif., as financial manager.

P. Michael Wanroy, VP, finance, Fetzer Broadcasting Co., Kalamazoo, Mich., joins Regional Broadcasters Group, Grand Rapids, Mich., as VP, finance.

John Hutchinson Jr., director of programming and operations, noncommercial WNED-TV Buffalo, N.Y., named VP, television, for parent, Western New York Public Broadcasting Association. **Anthony Buttino**, director of educational services and human resources, WNED-TV and co-owned WEBR(AM)-WNED-FM Buffalo, named VP, educational services and human resources, WNYPBA, and **Michael Sutton**, director of finance and business affairs, WNYPBA, named VP, finance and business affairs.

Gene Caylor, VP, director of personnel, Uni-banctrust, Chicago, joins WTTW-TV there as manager of administrative services.

Marketing

Ian McGregor, senior VP, management supervisor, SSC&B:Lintas USA, New York, named executive VP. **Bradford Majors**, account supervisor, SSC&B:Lintas USA, named VP.

Steve Dworin, senior VP, account director, J. Walter Thompson, New York, named management director and member of management committee.

W. Brien Schweikart, VP, media director, McCann-Erickson, Detroit, named senior VP.

Les Koll, VP, account supervisor, Kenyon & Eckhardt, New York, named management supervisor.

Richard Lauber, VP, manager of local broadcast, William Esty Co., New York, joins BBDO there as VP, associate broadcast director.



Farber

Appointments, as result of formation of Interep Marketing Systems, New York, umbrella organization for Internet, Internet operations and radio marketing division: **Erica Farber**, VP, radio marketing division, to VP, general manager, IMS; **Marc Guild**, VP, operations and research, Internet, to VP, sales, and operations

manager; **David Wisentaner**, sales manager, radio marketing division, Interep, to VP, marketing, for division; **Kathy Score**, account executive, Internet, to New York sales manager, Internet; **Patricia Baker**, network coordinator, Hillier, Newmark, Wechsler & Howard, New York, to account executive, Internet, and **Louise Callahan**, freelance staff member, Interep, to resource coordinator, Interep Marketing Systems.

Onofrio Latona, executive art director, and **Joanna Quinn**, copywriter, Needham Harper Worldwide, Chicago, named associate creative directors. **Harlon Stewart**, associate research director, Needham Harper Worldwide, Chicago, named director of information management.

Stephen Van Ophuijsen, head of Detroit advertising sales office, USA Network, New York, named director, advertising sales, for network.

Mark Wildenhaus, art director, BBDO, Chicago, joins D'Arcy MacManus Masius there in same capacity.

Susan Garone, research analyst, CBS Radio National Sales, New York, named manager, research.

Christopher Carter, senior account executive, The Boasberg Co., Kansas City, Mo., named account supervisor.

Gary Saffitz, VP and account group manager, Needham Porter Novelli, Washington, resigns to form own agency, Gary Saffitz & Associates, Waldorf, Md.

Margaret O'Neill, sales assistant, Katz Continental Television, New York, named research analyst; **Kristy Peters**, sales assistant, Katz Independent Television, New York, named research analyst, Katz Independent Television; **Michele Dawn Mandeville**, sales assistant, Katz American Television, named research analyst, and **Thomas Wyville**, sales assistant, Arbitron Ratings Co., New York, joins Katz Independent Television as sales research analyst.

Richard McCauley, senior VP, station development, Selcom, New York, joins Republic Radio there as VP, business development.

Barbara Lowe, director of advertising/sales research, Warner Amex Cable Communications, New York, joins Cable Networks Inc. there as director, new business development.

Dale Casterline, from KROQ-FM Los Angeles, joins CBS Radio Networks there as account executive.

Abbie Argrow, account executive, *New York City Business*, New York, joins McGavren Guild Radio there as account executive.

Ed Orтели, from Wews(TV) Cleveland, joins Blair Television, Chicago, as account executive, ABC team.

Steven Moskowitz, sales representative, MCI Communications, Philadelphia, joins Katz Radio, New York, as account executive.

Joseph Skladany, management consultant, Logistics Scheduling Co., Boston, joins Christal Radio, New York, as account executive.

Sue Weiss, sales manager, WYYD(FM) Raleigh, N.C., named VP, sales development, for parent, Mann Media.

Bill Ransom, national sales manager, WNEV-TV Boston, named VP, sales.

Robert Furlong, national sales manager, WCIX-TV Miami, named general sales manager.

James Harmeyer, head of local, regional and national sales, KOKH-TV Oklahoma City, named VP and general sales manager of licensee, Blair Broadcasting of Oklahoma.

Dirk Brinkerhoff, regional and local sales manager, KTXA(TV) Fort Worth, named general sales manager.



Clear

Lee Armstrong Clear, VP and general manager, KQXL-FM New Roads, La., joins WYLD-AM-FM New Orleans as general sales manager.

Thomas VanBenschoten, VP, marketing, Chellis, Conwell & Gale, Portland, Me., joins WNHT-TV Concord, N.H., as general

sales manager.

Craig Snedeker, sales representative, Media General Cable of Fairfax (Va.), named direct sales manager.

Dianne Giovanni, national sales manager, WNEW-TV New York, named VP.

Margaret Oliver, sales assistant, KSTW(TV) Tacoma, Wash., named research manager.

Scott Bauer, account executive, KSTW, named regional sales manager. **Mark Driscoll**, account executive, Blair Television, Chicago, joins KSTW as national sales manager.

Luana Law, traffic manager, Shamrock Broadcasting's KITV(TV) Honolulu, joins co-owned KEYT(TV) Santa Barbara, Calif., in same capacity.

Bruce Tria, from WRIV(AM) Riverhead, N.Y., joins WGLI(AM) Babylon, N.Y., as account executive.

Marty Hefner, local sales manager, WRAL-TV Raleigh, N.C., joins KDKA-TV Pittsburgh as account executive.

Tina Callaghan, from WOWT(TV) Omaha, and **Anne Lee**, from KADI-FM St. Louis, join KSDK-TV St. Louis as account executives.

Dale Casterline, senior account executive, KROQ-FM Los Angeles, joins CBS Radio Networks there as account executive.

Linda Ferrara, account executive, WKKT(FM) Boston, joins Selcom Radio there as manager of newly opened office. **Lynn Zacherl**, media director, Media Communications, Houston, joins Selcom, Chicago, as account executive.

Named account executives, WOR(AM) New York: **Gregory Cohane**, from WWOJ(FM) Avon Park, Fla.; **Christine Layng**, from WMCA(AM) New York; **Lisa Lindeman**, from KNUS(AM) Denver, and **Stacey Wolf**, from WRKO(AM)

Boston.

Kevin McGurk, account executive, WTOG-TV Tampa-St. Petersburg, Fla., joins WLS-TV Chicago in same capacity.

Lora White Swedberg, from WLWT(TV) Cincinnati, and **Lynne Kogut**, sales research analyst, WDIV(TV) Detroit, named account executives, WDIV.

Warren Randolph, account executive, WDIO-TV Duluth, Minn., joins KMSP-TV Minneapolis-St. Paul in same capacity.

Carroll Albert, principal of Thomas-Carroll Advertising, Milwaukee, joins WEZW(FM) there as account executive.

Programing



Manby

Appointments in reorganization of RKO Pictures, New York: **C. Robert Manby**, president, to chairman; **Mark Seiler**, president, RKO Film Group, succeeds Manby, and **Gerald Offsay**, partner in Los Angeles law firm of Loeb & Loeb, succeeds Seiler.



Seiler



Offsay

Appointments, series development staff, Warner Bros. Television, Los Angeles: **Larry Lytle**, VP, program development, to VP, series development; **Ron Taylor**, VP, series development, Fries Entertainment, Los Angeles, to VP, drama, and **Scott Kaufer**, editor, *California* magazine, Los Angeles, to VP, comedy development.

Bill Gallagher, executive VP and general manager, home entertainment group, MGM/UA, named president.

George Krieger, from Preview Media, Los Angeles, joins 20th Century Fox there as VP, pay television.

Elizabeth Rockhill, manager, TV administration, Columbia Pictures Television, Burbank, Calif., named director, TV administration.

Curt Rosloff, from CBS-TV, New York, joins Primetime Entertainment there as manager of operations.

Skip Harris, customer operations manager, Cox Cable, San Diego, joins The Disney Channel, Burbank, Calif., as director, affiliate marketing.

John Sherman, director of contemporary programming, Broadcast Programing Inc., Seattle-based radio programming firm, named VP, broadcast programming.

Ron Carpenter Jr., assistant contestant coordinator, Barry & Enright Productions, Los Angeles, named contestant department director.

Larry Meli, VP and general manager, SportsChannel New York, regional pay cable service, named VP, programing and production, for parent, SportsChannel Network, New York. **Tom Chestnut**, VP, strategic planning and marketing, SportsChannel Network, named VP and general manager, SportsChannel New York.

Sheila Quisenberry, office manager and secretary to chairman, Satellite Music Network, Dallas, named VP, administration.

Jerry Hufford, vice president and sales manager, John Blair & Co., Chicago, joins Telepictures Corp. there as VP, domestic sales.

Murray Oken, national sales manager, Trident Television, New York, joins Castle Hill Television there as senior VP.

Barry Black, director, human resources and administration, ESPN, Bristol, Conn., named director of employe relations.

Maria Carayas, VP, client services, SFM Entertainment, New York, assumes additional duties as VP, director of client-station relations.

Armando Nunez, executive VP and general sales manager, ITC Entertainment, assumes additional duties as head of home video foreign sales.

Robert Furukawa, director, administration of standards, procedures and office administration, management information services department, Columbia Pictures Industries, Burbank, Calif., named director, administration, financial controls and procedures, filmed entertainment.

Sylvia Delia, sales manager, WW Entertainment, New York, named director of sales, home video/cable television.

Marya Doonan, sales executive, MCA-TV, New York, joins Worldvision Home Video there as director of sales and marketing.

Jamie Hastings, VP, marketing, and sales manager, Century 21, Los Angeles, joins Drake-Chenault, Canoga Park, Calif., as general sales manager.

Suzanne Sharp, director, travel and location services, filmed entertainment, Columbus Pictures Industries, Los Angeles, named director, corporate travel and location services.

Lisa Hook, attorney, Hogan & Hartson, Washington, joins Viacom there as attorney.

Paula Levine, supervising producer, Nickelodeon, MTV Networks Inc., New York, joins Rainbow Programing Services, Woodbury, N.Y., as producer, Bravo.

Stephen Shepard, manager of network operations for defunct HiLife Channel, pay-per-view service of Domesticom Corp., New York, joins Fred/Alan Inc., New York television production firm, as production manager.

Gord Haines, director of information programing, CityTV, Toronto, joins First Choice pay television network there as VP and general manager.

Michele Barbaro, associate producer, Medstar Communications, Allentown, Pa., joins

Tower Productions, New York, as coordinating producer.

Cindy Dunne, VP, program development, Warner Bros. Television, Los Angeles, becomes independent producer, with exclusive agreement with Warner.

Julius Cain, director of broadcasting, WYES-TV New Orleans, joins Lionheart Television, Los Angeles, as Southeast account executive.

Doug Warkenthein, production manager, KCWY-TV Casper, Wyo., joins WIFR-TV Rockford, Ill., as production manager.

Henry Maldonado, program development manager, WDIV(TV) Detroit, named program manager.

George Wright, from WHUE-FM Boston, joins WCHM(AM) Greenwich, Conn., as production director and on-air personality.

Appointments, KPIX(TV) San Francisco: **Robert Dicks Jr.**, production manager, WDSU-TV New Orleans, to same capacity; **Tom Stewart**, producer, *PM Magazine*, to field producer, *Evening Magazine*; **Louis Wirth**, field producer, *Evening Magazine*, to associate program producer, and **Hal Grant**, production manager, to director, live talk shows.

Nancy Fields, public affairs director, WFUN(AM)-WREO-FM Ashtabula, Ohio, named program director.

Jayne Adair, executive producer, *Evening Magazine*, KDKA-TV Pittsburgh, named executive producer, programming department.

Deborah Ward, camera operator, WTNH-TV New Haven, Conn., named director.

Laura Behrens, from KRNA(FM) Iowa City, Iowa, joins noncommercial KUNI(FM) Cedar Falls, Iowa, as senior producer.

Alan Swan, director of broadcasting, National Schools Inc., Philadelphia, joins WBUD(AM) Trenton, N.J., as midday personality.

News and Public Affairs

Rabun Matthews, news director, WSB-TV Atlanta, joins Pulitzer Broadcasting Co., St. Louis, as VP, news.

Jerry Giesler, news director, WEEK-TV Peoria, Ill., named to newly created position of VP, news and production. **Phil Supple**, reporter and assignment editor, WEEK-TV, succeeds Giesler.

Michael Hurt, news managing editor, WBBH-TV Fort Myers, Fla., joins Florida News Network, seven-station satellite-connected television news cooperative, as coordinator, based at network's operations center at WJXT(TV) Jacksonville, Fla.

King Harris, member of news department, KEYT(TV) Santa Barbara, Calif., named news director.

Robert Posey, reporter-announcer and sports director, WBEC(AM) Pittsfield, Mass., named news director.

Jeff Beiber, from Dean Witter Reynolds, New York, joins WGLK(AM) Babylon, N.Y., as news director.

Stephen Cassidy, senior producer, Headline News, CNN, Atlanta, named New York bureau chief for CNN.

Steve Mace, assignment editor, WKY(AM) Oklahoma City, joins KLIF(AM) Dallas-KPLX(FM) Fort Worth as news director.

Jeffrey White, director, financial planning and analysis, CBS Records, New York, named VP, finance and planning, CBS News.

Josephine Holz, assistant professor, department of communications, Rutgers (N.J.) University, joins NBC, New York, as manager, network news research, NBC research.

Doug Larsen, reporter, WOW-AM-FM Omaha, named associate news director.

James Smith, weekend news producer and associate producer, 6 p.m. news, WCVB-TV Boston, named 6 p.m. producer.

Nell McCormack, public affairs producer, WDSE-TV Duluth, Minn., joins noncommercial WPBY-TV Huntington, W. Va., as public affairs producer-reporter.

Named to new six-member regional reporting team, Associated Press: **George Esper**, special correspondent, to correspondent, Boston; **Strat Douthat**, correspondent, Huntington, W. Va., to correspondent, Atlanta; **Sharon Cohen**, correspondent, Chicago, to correspondent there; **Ted Bartimus**, bureau chief, Anchorage, to correspondent, Denver; **Scott McCartney**, Texas news editor, Dallas, to correspondent there, and **Lisa Levitt Ryckman**, correspondent, San Francisco, to correspondent, Seattle.

Appointments, news department, WOC-TV

Davenport, Iowa: **Sheldon Ripson**, from KWWL(TV) Waterloo, Iowa, to weekend anchor-producer; **Kelly Eckerman**, from WQAD-TV Moline, Ill., to weekend anchor-reporter; **Art Estes**, from WHO-TV Des Moines, Iowa, to news photographer, and **Gary Grigsby**, from KGAN-TV Cedar Rapids, Iowa, to reporter.

Michael Volpe, special assistant to former labor secretary, Raymond Donovan, joins Gannett, Washington, as director of public affairs.

Lorna Barrett, morning anchor and reporter, WLNS-TV Lansing, Mich., joins WNEM-TV Saginaw, Mich., as noon news anchor.

Charles Van Dyke, correspondent, RKO Radio Networks, Washington, joins UPI Radio Network there as anchor-reporter.

Appointments, news department, KOTV(TV) Tulsa, Okla.: **Mary Grady**, anchor-reporter, KVII-TV Amarillo, Tex., to noon anchor-reporter; **Rick Peterson**, reporter, KJRH(TV) Tulsa, Okla., to reporter, and **Beth Swanson**, producer, KAKE-TV Wichita, Kan., to night assignment editor.

Tom Kennedy, assistant professor of journalism and telecommunications, James Madison University, Harrisonburg, Va., joins Texas State Network, Dallas, as anchor-reporter.

Joe Schmidt, sports director, WBAY-TV Green Bay, Wis., joins KSTP-TV Minneapolis as sports anchor-reporter.

Lauren Wingfield, from KPIX(TV) San Francisco, joins WLTV(TV) Columbus, Ga., as city government reporter.

Broadcasting

The Newsweekly of the Fifth Estate

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Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No

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Harris

Mary Maguire, from WHTM-TV Harrisburg, Pa., joins WJAR-TV Providence, R.I., as reporter.

Rick Dawson, from WANE-TV Fort Wayne, Ind., joins WSAZ-TV Huntington, W. Va., as reporter. **Melanie Hastings**, from KTVI(TV) St. Louis, joins WSAZ-TV as reporter.

Nancy Aborn, from WMUR-TV Manchester, N.H., joins WTNH-TV New Haven, Conn., as weather anchor.

Sharon Okuno, reporter, KGNR(AM) Sacramento, Calif. joins KXTV(TV) there as news writer.

Rick Schoen, part-time reporter, WLYH-TV Lancaster, Pa., named reporter.

Scott Sams, weather anchor, WATE-TV Knoxville, Tenn., joins WFAA-TV Atlanta as weather anchor. *Daybreak*, early morning news program.

Technology

Appointments, Operations & Technical Services, NBC, New York: **Herbert Straub**, director, construction, Sigmacom, Orlando, Fla., to director, facilities projects; **Catherine Luongo**, senior construction engineer, facilities planning and construction, to facilities project manager, and **Laurence Thomas**, space planner, facilities planning, to facilities project manager.

Jonathan Sendor, from Centel Videopath, Chicago, joins Private Satellite Network as head of newly opened Chicago sales office. PSN operates central region satellite uplink in Detroit that will be extended to Chicago in fourth quarter of this year.

Philip Holmes, director, internal audit and operations analysis, Zenith, Glenview, Ill., named director of accounting.

Jean Mannheimer Forray, senior account executive, Trans-American Video, Los Angeles, joins Varitel Video, Hollywood, as sales manager.

Gary Williams, from WDIV(TV) Detroit, joins MVP Communications, Troy, Mich., as director of video services.

Mark Spatz, assistant chief technician, U.S. Cablevision Corp., Hudson Valley, N.Y., joins Vision Cable Co. of Rhode Island, Pawtucket, R.I., as chief technician.

Richard Azar, from National Video Center, New York, joins Atlantic Video there as editor.

Promotion and PR

Ivan Fecan, head of variety programming, Canadian Broadcasting Corp., Toronto, joins NBC, New York, as VP, creative affairs, NBC Productions.

Appointments, Rainbow Programming Service, Woodbury, N.Y.: **Francine Proto**, writer-producer, Bravo, to manager, on-air promotion for service; **Ann Sloan**, program manager, Cablevision of Bayonne, N.J., to writer-producer, on-air promotion, Bravo, and **Lucy DiCarlo**, promotion coordinator, to on-air promotion production supervisor.

C. Scott Elliott, VP, development and publicity, for noncommercial WNED-FM-TV and

WEBR(AM), all Buffalo, N.Y., named VP, development and publicity for parent, Western New York Public Broadcasting Association.

Len Salidor, VP, advertising and public relations, Prism, Philadelphia, joins Tierney & Co. public relations firm there as executive VP.

Rita Scarfone, from ABC, New York, joins Worldvision Enterprises there as director of advertising and promotion.

Jeff Shapes, account supervisor, Silverman, Warren/Kremer, New York public relations firm, named VP.

Ann Sellers, production representative, Cable Adnet, New York, named director of public relations.

Dorria Dimanno, senior producer, Praxis Media, South Norwalk, Conn., communications consulting and production firm, named VP, creative services.

James O'Connell, from ABC-TV, New York, joins Paramount Domestic Television, Los Angeles, as manager, station relations and promotional services.

Amy Sauertieg, program executive, Benton & Bowles, New York, joins SFM Entertainment there as director of promotion and advertising.

Jim Corboy, account executive, Eisaman, Johns & Laws Advertising, Chicago, joins WMAQ-TV there as manager, advertising and promotion.

Steve Lakey, promotion manager, KOUS-TV Billings, Mont., joins KEYT-TV Santa Barbara, Calif., as advertising and promotion manager.

Lon W. McNeil, news producer and reporter, WLTZ(TV) Columbus, Ga., named promotion manager.

Francisco Gonzalez-Abreu, from WSVN(TV) Miami, joins WLTV(TV) there as art director.

Bernard Klinger, studio manager-art director, Lewis, Gilman & Kynett, Philadelphia, to art director, KYW-TV Philadelphia.

Ginny Welsch, from WMZQ(FM) Arlington, Va., joins KOKE-FM Austin, Tex., as director of promotions, music and research operations.

James Brown, producer of special assignments, public affairs programming department, KOMO-TV Seattle, named to newly created position of assistant director of community and employee relations, for KOMO-AM-TV.

Anita Cajar, promotion producer, WFSB-TV Hartford, Conn., named promotion producer, news.

Timothy McCoy, writer-producer, creative services department, WTOV-TV Steubenville, Ohio, joins WLEX-TV Lexington, Ky., as promotion producer.

Allied Fields

Daniel Kletzky, director, business affairs, Licensing Company of America, New York, named VP.

Fred Walker, most recently president of Broad Street Communications, New Haven, Conn.-based radio station group owner, cable MSO and broadcast consulting firm that was sold to

Clear Channel Communications in 1984, joins Muzak, unit of Group W Radio, New York, as VP, owned and operated offices.

Robert Kunath, president, Group W Television Sales, elected chairman, national sales advisory committee, Television Bureau of Advertising, New York. **Bernard Hirsch**, VP, sales, NBC Television Stations, elected vice chairman of committee.

James Rosenfield, senior executive VP, CBS/Broadcast Group, New York, elected chairman of Advertising Council.

Dale Rhodes, executive director, research, National Association of Public Television Stations, Washington, named VP, research.

Herb Neu, manager of affiliate programming services, CNN Radio, Atlanta, leaves to form own radio projects management company, Herb Neu & Associates there.

Gerald Stevens-Kittner, associate, communications law, Arent, Fox, Kintner, Plotkin & Kahn, Washington, joins Fleischman & Walsh there in same capacity.

Carol Shapiro, associate producer-writer, Nickelodeon, MTV Networks Inc., New York, joins Museum of Broadcasting there in new position of associate curator, radio. **Frank Stanton**, president emeritus, CBS Inc., and **Mark Goodson**, Goodson-Todman Productions, elected trustees.

James Palmer, president and chairman, C-Cor electronics, State College, Pa., awarded Professional Achievement Citation in Engineering from Iowa State University, Ames, Iowa.

Jay Colen, marketing staff member, Nielsen Station Index, A.C. Nielsen, New York, named account executive, NSI.

Elected to board of International Radio and Television Society, New York: **Robert Butler**, group executive VP, NBC; **Terrence Elkes**, president and chief executive officer, Viacom; **Gerald Levin**, executive VP, Time Inc.; **Martin Schmidt**, senior VP, Botway/Libov Associates; **Walter Schwartz**, president, Blair Television, and **Louis Weiss**, executive VP, Worldwide Television, William Morris Agency.

Elected officers, National Broadcast Editorial Association: **Dick Gage**, WHBF-TV Rock Island, Ill., president; **Tom Elkins**, KNUI(AM) Kahului, Hawaii, vice president; **Marjorie Arons-Barrons**, WCVB-TV Boston, secretary, and **Joe Mannion**, WFLA(TV) Tampa-St. Petersburg, Fla., treasurer.

Deaths

John C.J. Chun, 57, assistant director, quality control, transmission facilities, CBS Operations and Engineering, New York, died of heart attack June 23 at his home in Stamford, Conn. Chun joined CBS in 1968 as field engineer. In 1973 he joined CBS-TV as manager, quality control, network transmission facilities, and was named assistant director in 1976. He is survived by his wife, Lorraine, and daughter.

Larry Doyle, 57, who retired in 1982 as account executive and talk show host, WCIL(AM) Carbondale, Ill., after 30 years with station, died June 27 at his home in Carbondale. He is survived by his wife, Shirley, daughter and four stepchildren.

Shamrock's Bill Clark: Riding a radio wave

Three days from now, on July 11, Bill Clark will begin his 20th year at KABL-AM-FM San Francisco. While the venue has remained the same, Clark's position has steadily risen. He is now president of the radio division of Los Angeles-based Shamrock Broadcasting, which owns KABL-AM-FM, eight other radio stations and three television stations, chairman of the National Radio Broadcasters Association and a director of the Radio Advertising Bureau. Not a bad record for a man who at the outset had trouble finding a radio job. The memory still lingers. "I couldn't get anywhere," he says. "I couldn't get to first base."

Clark was nearing the end of a two-year tour of Army duty (1955-57) when he played a hunch while watching Mike Wallace do a local news show in New York. As soon as Wallace got off the air, Clark "walked over to a phone booth, gave him a call out of the clear blue, got right through to him, and said, 'Mike, we all have to get started somewhere, and I'm not getting any place. How about giving me a little help?' And Wallace said, 'Sure,'" Clark remembers, "I'll be glad to."

Wallace introduced him to Ted Yates (an NBC documentary producer later killed during the Arab-Israeli Six Day War in 1967). Yates, in turn, introduced him to Ted Estabrook, a New York television director who also owned WERI(AM) Westerly, R.I. Estabrook hired Clark, who had been a high school and college journalist, as the station's news director.

Wallace's original assist left a lasting impression on Clark: "It served as a good lesson to me. I like to try to help young people who are trying to get started," Clark says. "I try to make myself available to them when they ask for help or advice."

As for Estabrook, who not only gave him his first job but later promoted him to management at other radio stations under Estabrook ownership, Clark regards him as a gifted teacher who taught Clark "an enormous amount" over the years.

After a year at WERI(AM), Clark worked in programming and news at WKMF(AM) Flint, Mich.; WHOO-AM-FM Orlando, Fla., and KING(AM) Seattle, before going to Estabrook's WCUE-AM-FM Akron, Ohio, in 1960, as general manager. Two years later he went to KING-AM-FM Seattle as general manager, remaining there until 1966, when he joined KABL-AM-FM, where he became successively national sales manager, general sales manager and president and general manager. From 1967 to 1976, Clark tried his hand at station ownership as co-owner of KEZX-FM Seattle.

In 1981 he was named general manager



WILLIAM LEE CLARK—President of radio division and vice president and member of board, Shamrock Broadcasting Co. Inc., Los Angeles; chairman, National Radio Broadcasters Association since 1981; board member, Radio Advertising Bureau since spring 1985; b. Oct. 28, 1933, Fort Lewis army base, Takoma, Wash.; BA, history, political science, Washington State University, 1955; U.S. Army, 1955-57; news director, WERI(AM) Westerly, R.I., 1957; news program director, WHOO-AM-FM Orlando, Fla., 1958; program director, KING(AM) Seattle, 1959-1960; general manager, WCUE-AM-FM Akron, Ohio, 1960-1962; general manager, KING-AM-FM Seattle, 1962-66; national sales manager, general sales manager, president and general manager, KABL-AM-FM San Francisco, 1966-81; general manager of radio division, Shamrock, 1981; present position since 1983; m. Diane Maus, Sept. 10, 1966; children—Jennifer, 16; Leslie, 12.

and in 1983, president, of Shamrock's radio division. He could work anywhere for Shamrock, he says, but chose San Francisco "because we have a station there and because I like to live there."

Clark describes his management style as "very open and highly communicative... I give general managers a lot of autonomy. I think the opportunity for new ideas and for creative things to be done is much better with an open management style."

His job as NRBA chairman entails presiding over the board meetings (which he describes as "fun") and makes him a member of the executive committee, which meets frequently by telephone and "in person when it is necessary."

He believes in a radio-only organization such as the NRBA, in part because "radio is sold most effectively by a radio-only organi-

zation," he says. If he is elected to a fifth year as chairman next fall, it will be his last term—"his last hurrah," as he puts it. He must first be re-elected as regional director from California.

Does Clark see any prospect for a merger of the NRBA and the National Association of Broadcasters? "Only if the industry determines a need to merge the two," said Clark. He thinks it "possible" that the jointly sponsored NAB-NRBA radio management and programming conventions could lead to a de-emphasis of the radio portion of the spring NAB conventions, although, he says, "the NAB, I'm sure, is doing everything it can to avoid that."

What about the future of radio? "First of all, technologically, I don't see anything on the horizon that's going to damage radio's ability to reach people and entertain them," said Clark. "I also see radio continuing to experiment with new forms of programming."

Clark said that radio has proved its effectiveness as an advertising medium. "The advertising revenues will continue to grow, and I think that the stations that are well-run, have solid ownership and make a commitment to doing a good job will be rewarded. There will be a lot of money to be made in radio," he said.

Although Clark thinks formats will continue to evolve, he's not sure there will be "a lot of talk programming on FM stations." He sees signs that some FM stations are beginning to carry sports, heretofore the purview of AM.

Although formats may be similar across the country, said Clark, "the actual substance of what [is] being said," by radio announcers, is usually tied in with the local region: "You can export the format, but you've got to have a tie-in to that local effort. And I don't think that will ever really change," said Clark. Radio's biggest challenge, in Clark's view, is the continuing recruitment of "people who are committed to the development of radio."

Clark is a family man and an avid golfer. He retains a keen interest in politics and current events, an interest he traces to "the old journalistic blood in me. I used to sell newspapers, and I wrote. I was always either the sports editor or the editor of the junior high school paper, the high school paper, the college paper," he said.

The "best thing" about the radio business, said Clark, is that it is his principal hobby. "I just enjoy the hell out of it. I can't get enough of it, I don't want this to sound too corny," he said, "but when you're fortunate enough to have a family that you really love and enjoy, and a job, or a profession that you can consider to be a hobby, then you can put life in a proper perspective and have a sense of humor about it. I think I've just been extremely lucky and fortunate to have done what I've done in my life."

Times Mirror Co. announced share repurchase plan last week. Los Angeles-based publisher, group owner and MSO filed statement with Securities and Exchange Commission saying it plans to pay \$60 per share for up to 7.5 million shares, or 10.4% of 72.1 million shares currently outstanding. Company also said it reserves right to purchase more shares, which must be tendered by July 23. SEC filing said Times Mirror has not received any offers but cited as reason for share repurchase desire to "assure the continued independence and integrity of the company's media operations." Last week, price of stock rose to 57 $\frac{3}{4}$, up from low 50's where it has traded since February. Chandler family and other directors and management currently own 36% of outstanding shares; after repurchase their portion would rise to 40%. Also contained in filing was suggestion that company's incorporation might be moved to Delaware and that certain provisions of revised charter would deter takeover attempt without approval of company's board of directors.

National Cable Television Association asked FCC last week to reconsider its April 19 decision to refrain from interpreting and enforcing franchise-fee provisions of six-month-old **Cable Communications Policy Act**. Filing was made in support of petition filed by Miami Cablevision. "In abdicating any role in the implementation, enforcement and interpretation of the . . . provisions . . . [FCC] has strayed both from its statutory responsibility and from sound public policy," NCTA said. "The act broadly delineates those categories of fees and taxes that are to be deemed franchise fees and those that are not. But it does not deal specifically with the infinite variety of assessments and payments that have been and might be included in franchise ordinances and agreements. As cable systems and franchising authorities attempt to fit specific variations into the act's general categories, disputes and questions of interpretation are bound to arise . . ."

Group of yet unnamed investors has made **\$17-million bid** for troubled wire service, **UPI**. Washington attorney David Ruben-



At the controls. Ernesto Betancourt (l), the 58-year-old native of Havana who once served in the Castro government, is the new acting director of Radio Marti, the Voice of America service that went on the air in May broadcasting news of Cuba to that country. Betancourt, shown above with Guillermo Portuondo-Cala, a Radio Marti sportscaster, joined Radio Marti in May 1984 as director of research and policy and has served on the executive committee that directed Radio Marti operations. Betancourt, who first arrived in Washington, in 1948, spent time in both countries over the next 12 years. In 1957-1958, after getting degree from American University, in Washington, in advertising and marketing, he served as spokesman for Castro's 26th of July movement. And, after the success of the Castro revolution, in January 1959, he returned to Havana and was named director of foreign exchange control of the Central Bank of Cuba. But he resigned and returned to the U.S. again in 1960, and over the next 24 years served in a variety of jobs at the Organization of American States and as an institutional development consultant for the World Bank. He received a master's degree in public international administration from the University of Pittsburgh in 1974.

stein, who represents group, confirmed that bid had been made but would not reveal individuals who made it. "It's distinguished group who wants to preserve UPI and run it on a profitable basis," he said. It comprises individuals from "finance, business and the media." In UPI story, UPI Chairman Luis Nogales called group "very credible." Group was scheduled to make formal presentation to UPI's creditor's committee today (July 8). UPI has been operating under Chapter 11 bankruptcy since April 28.

Senator **Orrin Hatch** (R-Utah), in letter last week to FCC Chairman **Mark Fowler**, expressed concern over commission's proposal to "retain its existing numerical employment standards," in implementing equal employment opportunity provisions in **Cable Communications Policy Act of 1984**. "Such numerical standards have little in common with the language of the cable act. As passed, the act makes no reference to the use of arbitrary, across-the-board numerical tests," Hatch wrote. "In fact, specific numerical language was deleted from the act during its consideration by Congress," he added. Indeed, Hatch said proposal is not consistent with other federal affirmative action regulations and "must be rewritten."

House Telecommunications Subcommittee will hold hearing Wednesday, July 10, on broadcast mergers and acquisitions, FCC and public interest. Slated to testify are: FCC Chairman **Marl Fowler**; RCA Chairman **Thornton Bradshaw**; **Henry Geller**, Washington Center for Public Policy and Research; **Anthony Hoffman** vice president and director of corporate finance, **Cralin & Co.**, New York; **Steve Sharp**, attorney, **Skadden, Arps, Slater, Meagher & Flom**, Washington. Also, several broadcasting companies including **Turner Broadcasting**, **CBS**, **Multimedia**, **Storer and Metromedia**, tentatively agreed to provide witnesses for hearing, but some of them later declined to participate because of pending business before FCC. It is still unclear if **Turner** and **CBS** will testify.

Federal court magistrate Michael H. Dolinger has scheduled full court hearing on matter of what broadcasters will pay **ASCAP** for 20-month interim period while **Buffalo Broadcasting** case was on appeal and for period from **April 1, 1985** forward. Decision for interim period was postponed at request of attorneys after conference was held with magistrate Dolinger last week. Attorneys for both **ASCAP** and broadcasters now have "limited discovery period" to prepare evidence about why fees should be adjusted.

ABC News will air 90-minute *Viewpoint*, examining media coverage of **TWA hijacking crisis**, on Tuesday, **July 30**, 11:30 p.m.-1 a.m. NYT. Hosted by **Ted Koppel**, program will be broadcast with live audience and will feature panel of television news executives, critics of television coverage and those involved in crisis.

White House spokesman **Larry Speakes**, angry over networks' use of President Reagan's ad lib about using "Rambo" as instruction on how to handle next hostage crisis, is considering banning network microphones from presidential appearances and putting mike under White House control. Speakes, at White House press briefing on Monday, said broadcasters had failed to respect what he said was pledge not to broadcast such "off-the-record remarks." Reagan, before going on air live, Sunday, with his remarks to nation on end of hostage crisis, had remarked, "After seeing 'Rambo' last night, I know what to do next time this happens." And, in response to question, Speakes said President's reference to movie in which **Sylvester Stallone** plays Vietnam veteran who carries on violent campaign to rescue American prisoners of war in North Vietnam "obviously" was joke. **CBS** Radio carried remark, and **CBS News'** **Bill Plante** quoted it on television. **NBC** television played recording against background of clip from "Rambo: First Blood II." Network officials attributed decision to use material to fact that wire service had carried report of incident. They also noted that red warning light designed to caution President that microphones were live was not on. Light had been answer to last time presidential ad lib was carried by broadcasters, to annoyance of White House—his "joke" last August that U.S. would "begin bombing" Soviet Union.

Tariff petition. The FCC is being asked by several broadcasting organizations to reconsider and clarify its decision concerning private phone line increases. ABC, CBS, NBC, the Association of Independent Television Stations, Hughes Television Network and the National Association of Broadcasters also asked the FCC to require "AT&T to support its tariff filings with facts and data instead of generalized references to new and/or apparently revised cost of allocation methodologies." AT&T's new private line phone rates went into effect April 27 and pose a 46% rate increase for television broadcasters who use the service. The broadcasters charged that the FCC failed to give a "hard look, or really any look at all, to AT&T's purported cost justification for the proposed increase." And they claimed the FCC "erred by accepting AT&T's contention that the Interim Cost Allocations Manual (ICAM) relieves the carrier of its obligation to justify its rates in individual tariff filings."

five minutes." Speakes had called Washington bureau chiefs of CBS, NBC and Cable News Network to meeting at 7:30 a.m. Monday (July 1) to discuss issue, but they said they could not find time because of hostage story. White House spokesman on Friday (July 5) said matter is not closed; "It's very likely that the meeting will be rescheduled, or that a decision will be made without the bureau chiefs." Aide said he personally sees no difference between offering networks audio feed or permitting them to operate their own microphones, as they do now.

FCC will hear further testimony on RKO Radio Networks' alleged tampering with clearance data ("Riding Gain," June 10) beginning Wednesday (July 10). Former RKO network executives scheduled to appear are: Thomas Gatewood, director of affiliate services; Lucia Favuzzi, manager of station clearances, and Bill Hogan, president. Also slated to give testimony is Al Russo, current controller for RKO Radio and Television. RKO Radio Networks was purchased by United Stations earlier this year ("Top of the Week," March 4).

Donald E. Weber, deputy director of communications in Gerald R. Ford's 1976 presidential campaign, has been elected vice president, corporate communications for Corporation for Public Broadcasting. Weber, who most recently was vice president of corporate communications at Suburban Bank, Bethesda, Md., is also former assistant director, public affairs, Cost of Living Council in Nixon administration; deputy assistant to secretary, Housing and Urban Development (1973-76), and vice president, corporate communications, Crocker Bank, San Francisco (1981-84).

New York Market Radio Broadcasters Association (NYMRAD) has elected John Waugaman, vice president and general manager, WNSR(AM) New York, as its new chairman, replacing Lee Simonson, former president and general manager, WOR(AM) New York. Other newly elected officers from New York area stations are: Mike Kalyiannis, vice president and general manager, WNEW-FM, as vice chairman; Pat McNally, vice president and general manager, WJVA(AM)-WAPP(FM), as secretary, and Mark Bench, vice president and general manager, WRFM(FM), as treasurer.

Direct assault against Showtime/The Movie Channel Inc., Disney Channel released new promotional brochure to cable operators last week, positioning Disney/HBO package as best dual-pay package that system can offer subscribers. Disney charged competing movie services with wholesale "retreat" in effort to secure exclusive film rights and "pretend[ing] duplication isn't a problem." Disney pitch went on to suggest that "when you combine Disney with a movie service, you're giving subscribers just what they have been asking for: virtually nonduplicated, complementary programming." It said Disney/HBO combination "generates the highest viewing levels of any dual-pay core," at least according to year-end 1984 Nielsen data, with Disney performing strongly in

early morning and late afternoon, while HBO carried prime time. In fourth quarter of last year, Disney said 38% of its schedule was made up of original programming, compared to 20% for HBO and 15% for Showtime.

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Several California congressmen, in reply comments filed at FCC on proceeding to provide more UHF TV spectrum space for public safety and other land mobile services by reallocating or sharing TV channels, joined Los Angeles county sheriff's department in stating case for sheriff's request for UHF channel. Comments, signed by 11 representatives from Los Angeles county, urged FCC to act "expeditiously to adopt solution which will give the department the ability and flexibility to construct a communications system fully adequate to meet its operational needs." Also, another letter signed by seven other California congressmen repeated same concern. And Senators Pete Wilson (R-Calif.) and Alan Cranston (D-Calif.), in letter to FCC Chairman Mark Fowler, stated interest in issue and support for sheriff's request for UHF spectrum.



From bulls to docudramas. Merrill Lynch & Co. used Independence Day last Thursday to unfurl a new, \$30-million advertising campaign, representing the largest media purchase by the company for a six-month launch period.

The campaign kicked off with NBC-TV's coverage of the Wimbledon Tennis tournament on July 4 and will include participation in the Major League Baseball All Star Game, the World Series and other major sports events on the three broadcast networks. Commercials will also appear on sports and news programs on the networks and in major-market sports and news shows.

The campaign includes 30- and 60-second television commercial. The media mix also includes cable television networks, including Arts & Entertainment, Cable News Network, Financial News Network and C-SPAN.

A "docudrama" format is used in the ads, depicting Merrill Lynch clients and employees in problem-solving situations, which are based on actual case histories. One significant change in the commercials is the dropping of the live Merrill Lynch bull and the "Bullish on America" theme. The new theme is: "More resources, better solutions. They make Merrill Lynch people a breed apart." The bull remains Merrill Lynch's corporate symbol and will appear at the end of each commercial and print ad.

The agency for Merrill Lynch is Young & Rubicam, New York.

Editorials

Satellite broadcasting: the wonder of it all

It seems only yesterday—and, indeed, it's been only the blink of a technological eyelash—since this page was consigning direct broadcast satellites to the ashbin of history. After years of hope and hype it became clear to almost everyone that enormous expenditures for birds and rocketry to deliver an unidentified new generation of programming to an already saturated generation of viewers did not make economic sense, and that it was better to write off the investments already committed to that pursuit than send billions more chasing after them.

But the *idea* of DBS would not die. To be free of the constraints of terrestrial broadcasting and at the same time avoid cable's monumental civil engineering—while generating a signal superior to any yet known—remained an intoxicating prospect for Fifth Estate entrepreneurs.

Then the realization began to dawn that a DBS system, of sorts, had already sprung spontaneously into existence: some one million backyard earth stations that, unbidden, had begun to populate every nook and cranny of America. The object of their affection: perhaps 100 channels of cable and broadcast programming that are at present within reach of any who would set up a TVRO.

A companion awareness was that those one million dishes represented lost revenue, particularly to cable systems (many of those installations being smack in the middle of franchised areas) and to their suppliers (the HBO's and Showtimes of the world, as well as the CNN's and MTV's and ESPN's). Hence the move to scramble that programming on the way up so that it can be marketed on the way down—preferably, in the ambition of the National Cable Television Association, by the cable operator.

But beyond those entrepreneurial possibilities is a larger and more fascinating one: that within a very few years there may be effected, by a series of C-band and Ku-band direct satellites, a new superstructure of television that would reach every viewer in the United States (see this issue's special report of "Satellite '85," and, specifically, the story on satellite broadcasting that begins on page 52).

All this doesn't count out the generation of 12 ghz, high-power Ku-band direct broadcast satellites that may yet join the party. It just shows that there's a lot of life left in this one.

All's fair, or is it?

The chairman of the National Conservative Foundation professes to be mystified by the rejection of commercials that he wants to place on television stations to complain about the liberal bias that he perceives on television networks. As reported elsewhere in this issue, Terry Dolan has \$250,000 to spend on time and space and is puzzled why only two stations (one a CBS affiliate and the other an independent) have accepted the business.

If Dolan has been studying FCC actions as assiduously as he claims to have measured the leftward tilt of Dan Rather, Tom Brokaw and Sam Donaldson, he would know that however broadcasters may feel about the substance of his message, they cannot accept the commercials without triggering the fairness doctrine. Over the years the FCC has wavered in its application of the doctrine to advertising (and for that matter to almost anything else), but it seems to have established the point that the doctrine comes into play if the advertising treats a controversial subject of public importance.

Are those criteria met by the claim that television network journalism is biased toward one point of view? Could they be met more squarely by any other proposition?

This page doubts that even if Dolan got his spots on the air in provocative abundance, there would be a rush to reply. It would make little PR sense for Tom Wyman to broadcast a denial that Dan Rather is a pointy-headed bleeding heart. On the other hand, there could be serious liberals who would want to disengage themselves from fat-cat anchorpeople who are paid indecent salaries by capitalistic imperialists.

The same fairness doctrine, Dolan would learn upon appropriate investigation, imposes on broadcasters the responsibility to initiate discussions of controversial subjects of public importance. If he makes that discovery and takes it to the FCC, who knows what will happen, given the present composition of the agency?

Just a thought that could enliven the summer lull.

Said and done

The hijacked hostages are home at last, except, of course, the sailor whom the hijackers murdered to get the attention of the service forces at the Beirut airport. But the dialogue over the quality and volume of television coverage goes on and on.

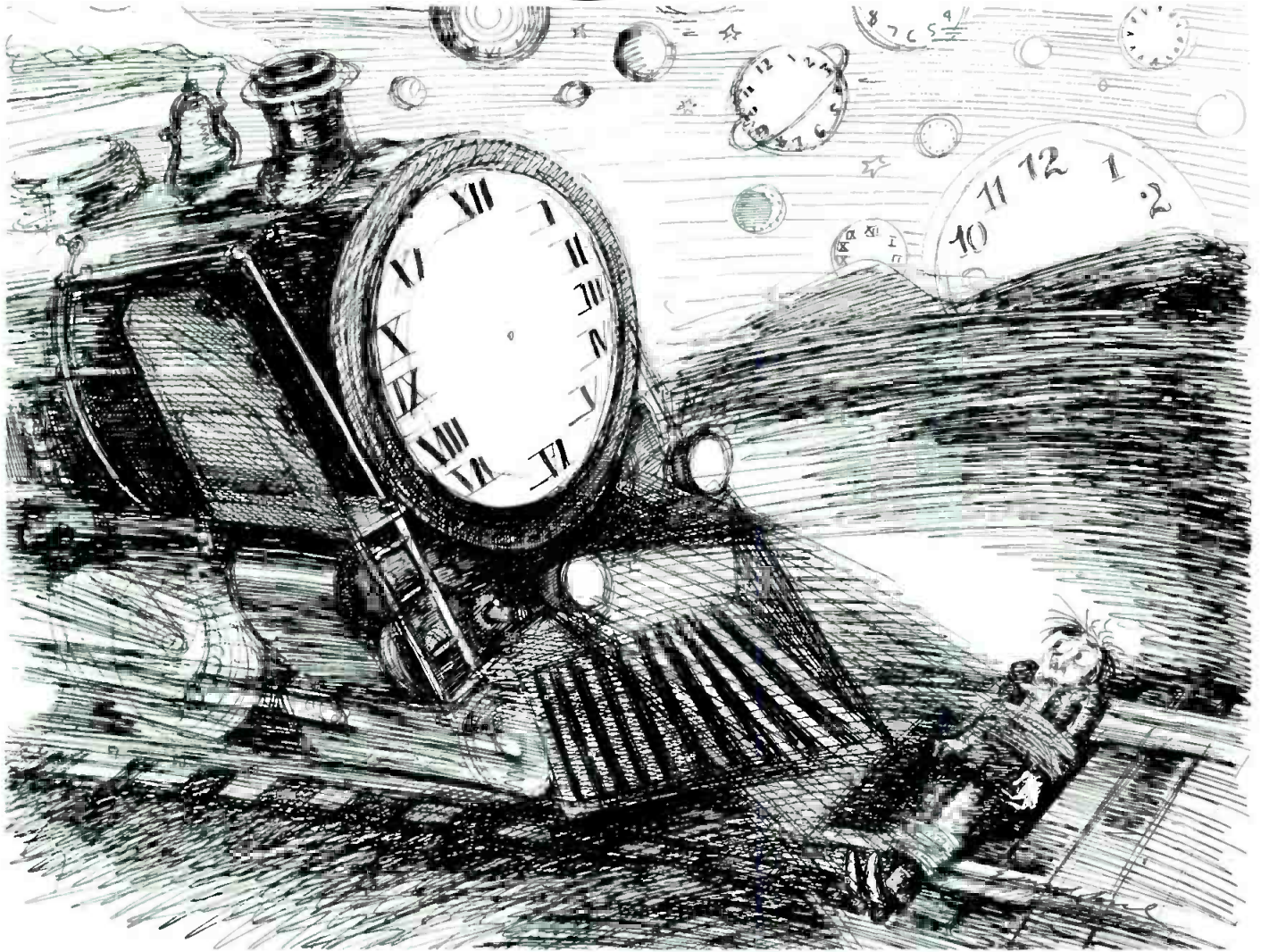
The question in dispute is this: How should television journalism behave in the satellite age, when live television can go almost anywhere to record news as it is being made? There are those, as reported in a story beginning on page 33 of this issue, who think today's technology invites manipulation by clever schemers like the Shiite Moslems who took control in Lebanon. That school believes that something must be done to dilute television coverage. Nobody is on record—yet—with proposals for government guidance. The next thing to it is suggested: a conference of news media to decide on coverage standards. Who'll be the first to see the need for a new television code?

The critics, of course, are indulging in what Dick Wald of ABC correctly called the "great elitist fallacy" of believing the public needs protection against TV excess. "The audience," said Wald, again on target, "is sometimes unknowing, but it is never dumb." Larry Grossman of NBC had another point: "If it's a big story, cover it." Let the discussion end there.



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