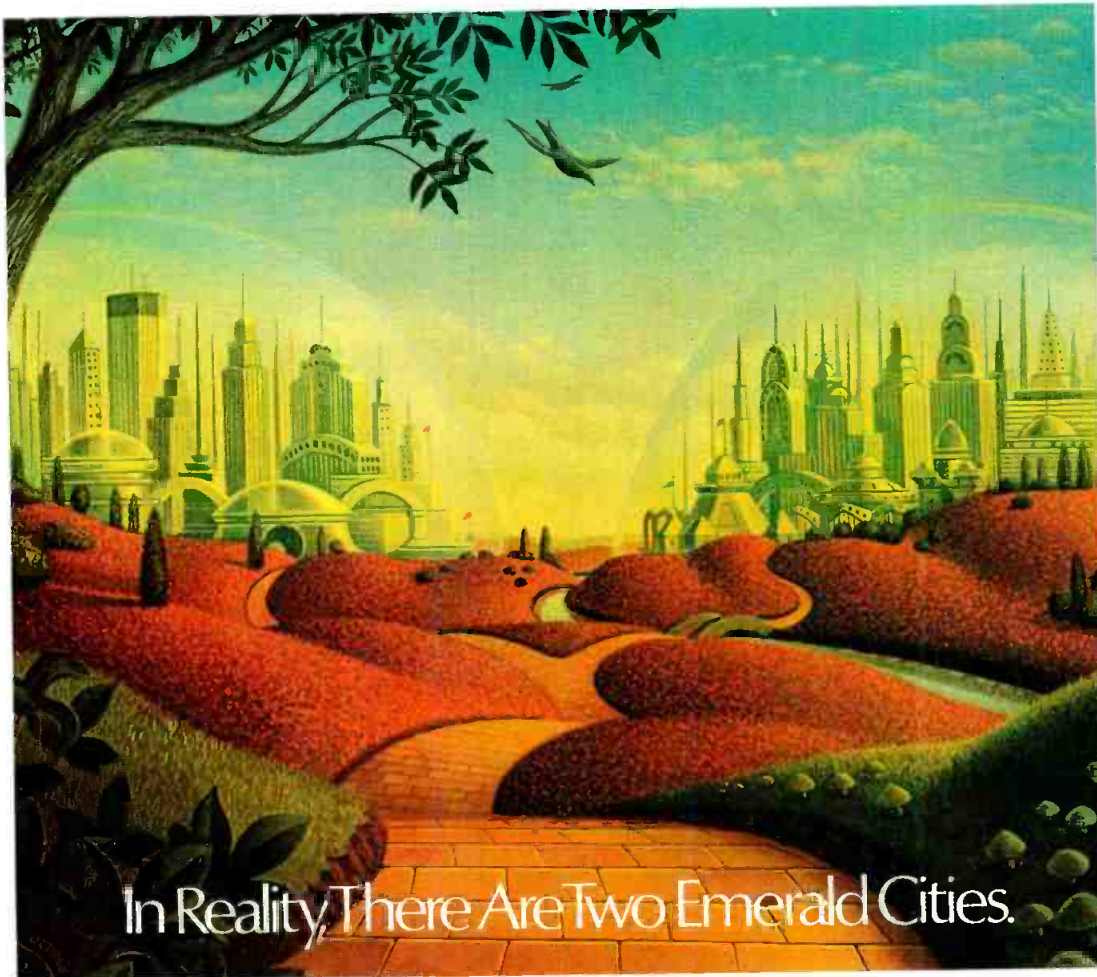


Broadcasting Sep 2



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Television



Broadcasting Sep 2

Gannett wins ENA bidding war Group W Cable up for sale Mini-series mania

BIDDING WINNER □ Gannett Co. purchases Evening News Association for \$717 million, ending bidding war begun by L.P. Media. **PAGE 31.**

ON THE BLOCK □ Westinghouse Broadcasting and Cable puts its cable operations up for sale. Some 140 systems with over 2 million subscribers expected to fetch between \$2.4 billion and \$2.8 billion. **PAGE 32.**

FALL LINEUP □ Networks begin staggered introduction of new fall shows with core of the new schedule to air later this month. **PAGE 34.**

FINAL DAYS □ Space WARC in Geneva is winding down with a number of issues still to be resolved. **PAGE 38.**

VIDEO SHOW □ With penetration of videocassette recorders expected to reach 28% by the end of the year, the home video market continues to expand, as evidenced by the Video Dealers Association convention in Washington. **PAGE 42.**

REALITY GAP □ National Commission on Working Women study finds television families not reflective of real families. **PAGE 44.**

LONG-FORM STAKES □ The mini-series is increasingly becoming a staple of the networks' programming plans. **BROADCASTING** talks with David Wolper, a highly successful mini-series producer, and looks at what the networks have in development for the fall. **PAGE 45-48.**

PBS PREVIEW □ PBS adds 21 new programs to its fall schedule with several dealing with

controversial topics. **PAGE 48.**

VIDEO BUY □ Viacom purchases MTV Networks for \$690 million. Move gives company substantial stake in both pay and basic service universe. **PAGE 50.**

ON THE REBOUND □ RKO General President Shane O'Neil says troubled company is well on its way toward recovering from license, billing problems. **PAGE 52.**

CAPPING THE RECAP □ Multimedia shareholders get document detailing company's recapitalization plan, which reveals new shares of stock will initially trade at \$10. **PAGE 56.**

QUINCY FILING □ Cable industry files against stay of must-carry decision. **PAGE 59.**

RUSSIAN INCLUSION □ Intelsat and Russia sign memorandum of understanding regarding country's participation in worldwide satellite system. **PAGE 62.**

CABLE SHOW □ Eastern Cable Show concentrates on improving revenue stream. Pay-per-view, advertising and better marketing frequently mentioned as cures. **PAGE 71-74.**

RADIO COUNTDOWN □ Attendance projections are running ahead of last year for joint Radio Convention of NAB and NRBA. **PAGE 75.**

GOAL ORIENTED □ Michael Garin of Telepictures believes in setting his goals high. And in reaching them. **PAGE 103.**

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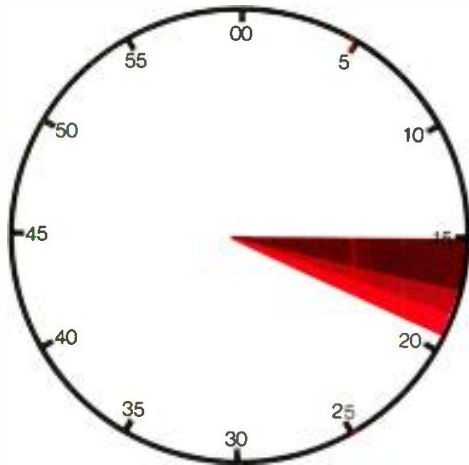
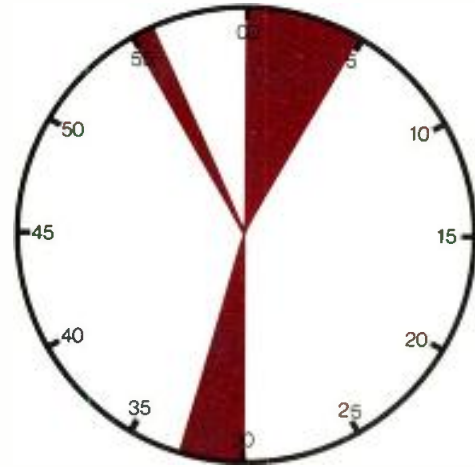
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:15-:18 11 A.M., 12 P.M., 1 P.M., 2 P.M., 3 P.M.

:15-:19 4 P.M., 5 P.M., 8 P.M.

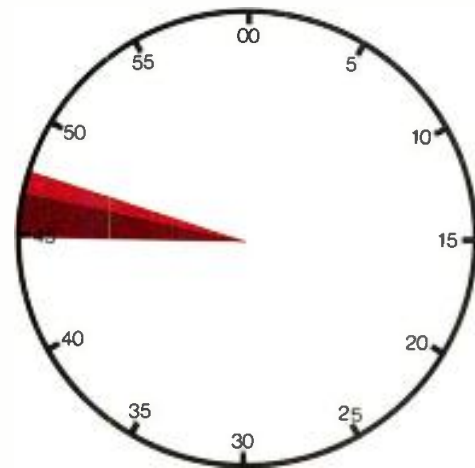
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Sports

:45-:47 5 A.M., 6 A.M., 8 A.M., 10 A.M., 11 A.M., 12 P.M., 1 P.M.,
2 P.M., 3 P.M., 8 P.M., 9 P.M., 10 P.M.

:45-:48 7 A.M., 9 A.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M.

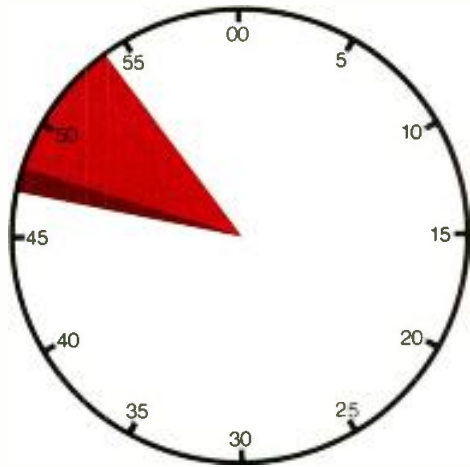
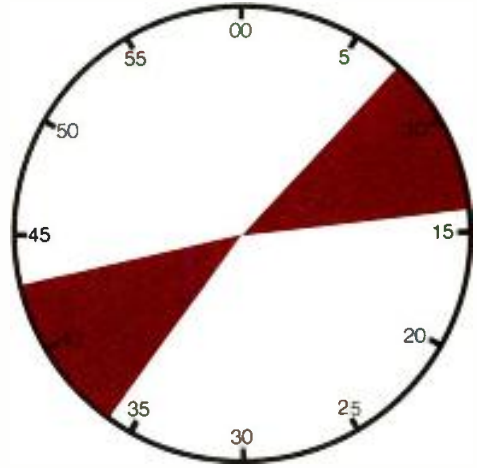


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- NUTRITION

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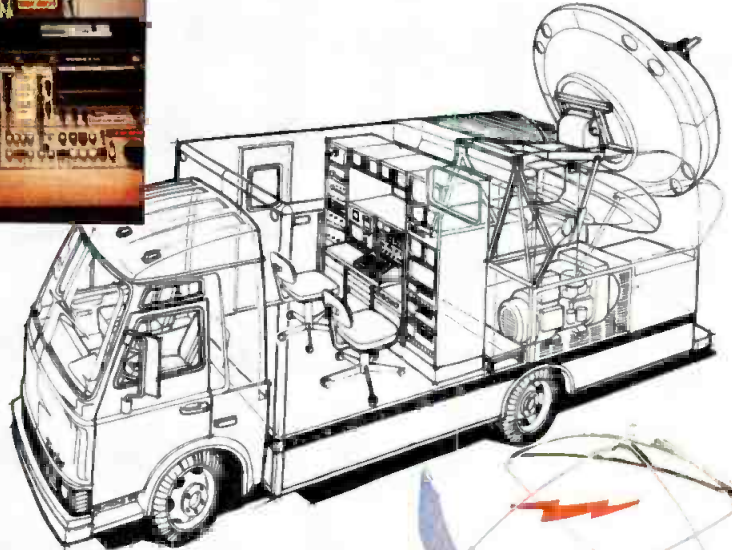
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Twin-city precedent

On its face, FCC crossownership rule prohibiting acquisitions that would result in entity owning broadcast station and daily newspaper in same market would appear to prohibit Gannett Co. from buying stations in any market where it also distributes or produces its *USA Today*. But precedent suggests *USA Today* won't present Gannett with crossownership conflicts in proposed acquisition of Evening News Association's broadcast properties (see page 31). *USA Today* was being distributed in Minneapolis when Gannett bought WTCN-TV there in 1983. It's said that crossownership question was batted around informally by FCC staff at that time. Argument that's understood to have prevailed was that crossownership rule was aimed at encouraging diversity of local information sources, and since *USA Today* was national paper, rule need not apply.

Futures

For man who will lose half his domain if Westinghouse Electric succeeds in selling cable subsidiary (see page 32), Daniel Ritchie, chairman of Westinghouse Broadcasting & Cable, kept his cool last week, explaining he had favored decision to sell and made no pass at leveraged buyout. Outsiders speculated he may have other plans in mind. Douglas D. Danforth, chairman and CEO of parent Westinghouse, reaches retirement age next year. That means top job and perhaps others rung or so below it will be up for grabs.

Acquisitive

There seems to be no limit to appetite of Price Communications for media properties. To list various television, radio and print properties purchased within past year by New York-based group owner and publisher headed by Robert Price, president, would take up half page. Last Wednesday company announced purchase of WLAC-AM-FM Nashville for \$19 million from Sudbrink Broadcasting Corp. (see "Changing Hands," page 74). On Friday Capcities sold WKBW(AM) Buffalo, N.Y., to Price for \$2 million. Word is that this week company will announce purchase of two Capcities newspapers, *The Daily Register* of Red Bank, N.J., with circulation of 30,000, and twice-weekly *Ocean County Reporter* with 100,000 circulation. Tab is expected to be just over \$7 million. Ability of Price

to expand at will is in part explained by more than usual ability of president to raise capital. Price was previously general partner at New York-based investment banking firm of Lazard Freres.

Must-carry fallout

National Association of Broadcasters executive committee has allocated \$80,000 for outside legal support and research to aid in its effort to convince Supreme Court to restore FCC's must-carry rules, declared unconstitutional by Court of Appeals. NAB also is postponing implementation of new television dues structure—which would raise some members' rates—until must-carry situation is stabilized. If appellate decision sticks, it's feared some independent and UHF members would suffer financial harm and think twice about bigger NAB bite.

Quiet talks

While National Association of Broadcasters, Association of Independent Television Stations and other mainstream broadcast groups are concentrating on must-carry strategy that involves repeal of cable's compulsory copyright license, another group may take more conciliatory approach. Although Television Operators Caucus has not yet taken formal position, one of its members—Cox Communications—has begun conversations with National Cable Television Association that could lead to negotiations for broadcast-cable settlement. Action comes naturally to Cox, which is major MSO as well as major broadcast group. William A. Schwartz, Cox Communications president, is said to have held discussions with NCTA President James Mooney.

O'Connor available

There may be contest for chairmanship of Corporation for Public Broadcasting at annual election of officers Sept. 12. Harry O'Connor, Republican board member, may oppose current CPB board chairman, Sonia Landau, at meeting in Washington. He told BROADCASTING he would "be available" for it. Based on past voting records of CPB board, however, odds are in favor of Republican Landau retaining her position. Also, according to CPB bylaws, board chairman serves until "successor has been duly elected and qualified." Hence, if vote were split 5-5, Landau would remain chairman.

Cost of protection

Premiums for National Association of Broadcasters libel insurance plan are expected to rise considerably. NAB was informed by plan's underwriter, Media Professional, Kansas City, Mo., that rates are going up by about 60%. (On average, radio stations pay \$750 to \$1,000 a year and TV stations \$1,500 to \$2,000 for minimum premium.) NAB attributes increase in libel rates to several causes, but primarily to expense of defenses in Westmoreland case against CBS and Sharon case against Time. Nearly 1,000 NAB stations are covered under plan, which NAB says it will keep because it is still "below anything else in the market."

Price pressures

All is fair in love and war and may be in sale of broadcast properties as some winners in recent "sealed bid" auction of American Broadcasting Companies and Capital Cities Communications found out. Several report calls from sellers' investment banking firm, Goldman Sachs, suggesting they raise bid or lose chance to buy properties, though no second round of bidding had been announced. Advice appears not to be friendly tip as it goes to those who apparently already had highest bid. One bidder said his company was told to raise offer, but rejected advice and got stations anyway: "People have come to expect they will try to squeeze you for extra money." Said another winning bidder: "You don't know who you are bidding against, some other guy or yourself." Officials at both ABC and Capital Cities declined to comment on subject, and Goldman Sachs did not return call.

Hollywood turf

Internationally circulated "white paper" on high-definition television standardization caused minor flap at U.S. State Department last week, according to film industry source. Letter to Ambassador Diana Lady Dougan from Jack Valenti, Motion Picture Association of America president, took issue with way document framed HDTV as production system equivalent to 35 millimeter film, source said. Comparison between quality and economics of two media was "overreaching a little," source commented, although noting MPA's support of HDTV studio standard, and adding belief issue should be resolved without "great fuss."

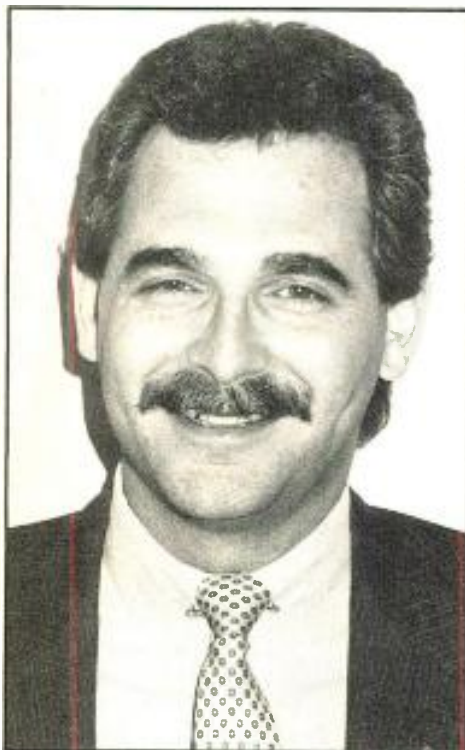
What's the SCORE

News aficionados have CNN, weather watchers have The Weather Channel and sports nuts now have SCORE.

SCORE is a three-month-old cable service offering sports scores, sports news, sports talk and plain old sports. "It's the ultimate instant-access sports news service," said Arnie Rosenthal, general manager of SCORE.

The service shares part of its ownership, management and a satellite transponder (on Satcom III-R) with the Financial News Network. It picks up on weekdays (8 p.m.-3 a.m. NYT) and weekends (1 p.m.-3 a.m.) where FNN leaves off.

According to Rosenthal, SCORE already



Rosenthal

reaches 10.6 million cable homes. If all goes well, he said, the number will top 12 million before the year is out and grow to between 15 million and 18 million by this time next year. (FNN reports a potential cable audience of 19 million homes.)

SCORE is or, more accurately, is supposed to be advertiser supported. The service has yet to line up much advertising, but Rosenthal believes it's only a matter of time before the ad revenue starts coming in. "It's

new, unproved and there are no ratings yet," he said. "We are just going out and laying the groundwork, depending on the the charter sponsors. Once we have the numbers, we'll hit the streets again."

The service has risen from the ashes of Sports Time, the St. Louis-based regional sports network that went belly up last spring. Instead of giving up on cable programming altogether, Anheuser-Busch, one of the owners of Sports Time, decided to form a partnership with FNN to create and operate SCORE.

According to Rosenthal, the marriage of FNN and Anheuser-Busch stemmed from FNN's lease of the daytime hours on a Satcom III-R transponder from Anheuser-Busch. FNN uses the daytime hours; Sports Time, the evening. When SCORE was created, it simply took over Sports Time's hours.

Besides the transponder, Anheuser-Busch also brought some other assets to SCORE. The material ones include the sets and the service's four on-air personalities: Bill Brown, Byron Day, John Loessing and Todd Donoho.

SCORE does not charge affiliates a fee for the service, but it plans to begin in May 1986. SCORE is currently trying to figure out what the charge will be. "We're looking at what other services are charging and then talking to customers to see what they are willing to pay."

The heart of the SCORE's programming is *Sports Watch*, offering highlights and scores interspersed with interviews with sports personalities and call-in segments. SCORE plans to fill many of the off hours with taped syndicated sporting events, everything from Canadian Football League games to professional wrestling. Throughout its programming day, a continuous string of scores crawls along the bottom of the screen.

Rosenthal said that SCORE fulfills a need for sports information almost on demand. "ESPN is not a sports news network," he said. "It's a sports events network with a little news squeezed in here and there. If you were watching ESPN and wanted the latest scores, you might have to sit through two hours of kick boxing."

Not as good as it looked

In June 1982, CBS paid American Family Corp. \$14 million for a cable system serving eight communities between Dallas and Fort Worth. The system, purchased under a limited waiver of the FCC's cable-broadcast network crossownership restriction, was to serve as a springboard for CBS's limited reentry in the business of operating cable systems. (CBS had been forced out of the business a decade earlier when the FCC imposed its crossownership restriction.)

But CBS's cable plans never panned out and, two weeks ago, it announced that it was selling its lone system, operated under the banner of CBS/Blackhawk Cable Communications, to Sammons Communications, a Dallas-based MSO whose holdings include the Fort Worth system. The price

was not disclosed.

"It no longer fit into our strategy of building on our base business—broadcasting," said CBS spokeswoman Pam Haslam. "We learned a lot from it and are quite happy with the investment. We are now deploying our resources elsewhere."

Haslam said the sale of the system does not imply that CBS doubts the future of cable, pointing out that CBS is part owner of four regional cable services and two national entertainment services, Bravo and American Movie Classics.

When CBS announced its agreement to buy the system (BROADCASTING, March 1, 1982), it said it would use the system to experiment with high-definition television and videotex services. Although the HDTV and videotex projects never materialized, CBS used the system as a marketing laboratory.

According to Haslam, CBS metered about 150 homes to "take a closer look at viewing habits." CBS also used the system to try out promos and network pilots.

The 35-channel system has not grown dramatically under CBS's care. It had 18,000 subscribers when CBS purchased it and 19,000 when it agreed to sell it.

It serves the communities of Keller, North Richland Hills, Hurst, Haltom City, Everman, Mansfield, Midlothian and Waxahachie. The approval of all eight is needed before the deal can be consummated.

CCI withdraws Smith spot

The Council for Cable Information announced last week that it had withdrawn a 30-second commercial featuring student-diplomat and budding television star Samantha Smith from its current national radio campaign following Smith's death in an airplane crash last week (see "Fates and Fortunes," page 102). CCI said it will the continue campaign, which ends Oct. 13, with 30-spots featuring Xavier Roberts, creator of the Cabbage Patch dolls, and Lisa Birnbach, author of "The Preppie Handbook."

Calling all papers

The National Cable Television Association's Department of Science and Technology has asked for proposals for technical papers to be presented at the NCTA convention in Dallas, March 15-18. Proposals should include 250-word summaries and must be submitted to NCTA by Oct. 4.

An NCTA engineering subcommittee will judge the summaries for their reference value, originality and absence of commercial content. The authors of the papers selected by the committee will be able to make oral presentations during the convention's technical sessions. NCTA also plans to publish the papers.

Advertising honors

The Cabletelevision Advertising Bureau is establishing an annual awards program to recognize "outstanding achievement in ad-

vertising on cable television." The grand prize will be a \$25,000 cash award to an individual or group within an agency. There will be trophies of the nine runners-up. The commercials must have appeared on a cable network between Jan. 1 and Dec. 31, 1985, and cable must be the primary, or an integral, part of marketing strategy. The deadline for entries will be Feb. 3, 1986. The awards will be presented during a luncheon at CAB's annual advertising conference in New York next April 29.

The Great One

When Showtime begins running its vintage *Honeymooners* episodes next Monday (Sept. 9), the pay cable service's hearing-impaired subscribers will be able to appreciate them fully—if they're among the 100,000 hearing-impaired with closed-captioning decoders.

With funding derived from cable operators and others, the National Captioning Institute has captioned the 52 half-hour sitcoms featuring Jackie Gleason as well as a one-hour special, *Jackie Gleason's Second Honeymoon*, which aired on Showtime Aug. 19.

The episodes are 30 years old. They were broadcast live between 1952 and 1957 and have not been seen on television since.

Once the episodes are captioned, they stay captioned. That means that hearing-impaired people with decoders who are not Showtime subscribers will be able to enjoy the shows when they go into broadcast syndication in the fall of 1986.

Sammons goes stereo

Studioline Corp. of American, Reston, Va., announced last week that Sammons Communications' 6,000-subscriber system on New York's Long Island will become, later this month, the second system to offer its Studioline pay audio service.

Bresnan Communications was the first, introducing the service to its 8,000 subscribers in Escanaba, Mich., last month.

Sammons plans to package Studioline's nine music channels together with stereo sound for MTV and Arts & Entertainment and synthesized stereo for Home Box Office and Showtime and offer the package for \$5.95.

Said Jack Polk, vice president of marketing, Sammons: "The nine channels of high-quality stereo and stereo programming should do well in [the system] where there is little FM [broadcasting] and where we are adding new basic services that are transmitted in stereo." The Sammons system serves the communities of East Hampton, Amagansett and Wainscott.

According to Stuart Segal, vice president for marketing, Studioline, Sammons plans to offer its stereo package via an FM block-converter system rather than Studioline's proprietary Stereo-Track system which promises quality comparable to a digital transmission system.

Segal couldn't say which system would be the first to offer Studioline and Stereo-Track together. Western Communications,

a part owner of Studioline Corp., will probably launch the combo in five of its six systems starting early in 1986, he said. But, he added, Studioline is in serious negotiations with three systems interested in providing both services.

He would only identify two: the Jones Intercable system in Oxnard, Calif., and Metrocable in Arlington, Va. The Bresnan system is now using block converters, he said, but it plans to upgrade to Stereo-Track sometime next year.

The Escanaba system, Segal said, introduced Studioline in a package with 11 off-air FM stations and the stereo sound for MTV, The Nashville Network and The Movie Channel for \$6.95. So far, between 70 and 80 homes have signed up, he said. Subscribership is expected to top out in seven or eight months when between 8% and 10% of the system's 8,000 subscribers are on board. Segal added that Studioline expects Sammons also to achieve between 8% and 10% penetration in New York.

The Studioline services nine channels: Hit Country, Superhits, All Time Favorites, Easy Listening, Album Trax, Rhythmix, All That Jazz, The Classics and Studioline Specials Channel. The Specials Channel will provide more than 20 different programs each week.

"The momentum is building," said Segal. "The operators are now coming around to understand that stereo is an important adjunct to good video reception. They're subscribers are already into stereo in one form or another."

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Business Briefly

TV ONLY

Victor Weaver Inc. □ Commercials introducing Weaver Chicken Fillets are set to break this week in 12 major



markets, complementing flight that began last week in considerably more markets promoting Chicken Rondelets, Mini Drums and Nuggets. Flights will last about 12 weeks. Commercials will be carried in all dayparts. Target: adults, 21-49. Agency: Marschalk Co., New York.

RADIO ONLY

Continental Airlines □ Fall campaign is

planned for September start in more than 25 markets, including Miami, Boston, Cleveland, Dallas, Denver and Los Angeles. Commercials will run in all dayparts. Target: men, 25-54. Agency: Scali, McCabe, Sloves, New York.

The Wool Bureau □ Generic campaign citing benefits of wool will begin in late September for three weeks in 30 markets, including New York, Chicago, Los Angeles, Washington and Denver. Commercials will be carried in all dayparts. Target: adults, 25-49. Agency: KSL Media, New York.

Scripto □ Company's group of disposable lighters will be advertised in San Diego and Los Angeles for two months, starting Oct. 15, as prelude to national campaign slated for early 1986. More than 1,200 radio spots are scheduled to run. Commercials will be placed in all dayparts. Target: adults, 18-49. Agency: Burton-Campbell, Atlanta.

International Mineral and Chemical Corp. □ Hormonal product to promote growth of beef cattle will be advertised

for 12 weeks, starting Sept. 30, on several hundred stations in 26 states. Commercials will run in dayparts appealing to farmers. Target: men, 25-54. Agency: Colle & McVoy, Minneapolis.

Gordon's Jewelry □ Co-op campaign with Joston Co., manufacturer of school rings, will begin in mid-September for two weeks in about 20 markets. Morning and daytime segments will be used. Target: adults, 18-34. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

VLI Corp. □ Weekly advertising flights to promote Today sponge contraceptive for women will be scheduled in mid-September, late September, mid-October, late October and mid-November in 10 markets, including New York, Washington, San Francisco and Atlanta. Agency: Keye/Donna/Pearlstein, Los Angeles.

Barrel of Fun Potato Chips □ Campaign is in planning stages for October start in about four markets,

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

PRE-SEASON PICKS—AP previews the upcoming football season by taking a close look at the NFL clubs. Find out who's hot this year, as the season begins to heat up. One NFL script runs each day the week of 9/2.

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

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

AIRCHECK: AP RADIO NETWORK

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

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

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

KTZO(TV) San Francisco: To Katz Independent Television from Blair.

□

WKCH-TV Knoxville, Tenn.: To Independent Television Sales from Avery-Knodel.

□

KBSI-TV Paducah, Ky.-Cape Girardeau, Mo., and WDBD-TV Jackson, Miss.: To Independent Television Sales (no previous rep).

□

KRRR(TV) Kerrville, Tex.: To Seltel (no previous rep).

□

WTVZ-TV Norfolk, Calif.: To Seltel from Katz Independent Television.

□

WXIN-TV Indianapolis: To Seltel from Petry Television.

□

WJSU-TV Anniston, Ala.; WLFI-TV Lafayette, Ind., and WHIZ-TV Zanesville, Ohio: To Katz Continental Television from Avery-Knodel.

□

WTRR(FM) and WZRO(FM) Peoria, both Illinois; WRZN(FM) Bowling Green, Ohio, and KOWK(FM) Pittsburg, Kan.: To Jack Masia & Co. from Weiss & Powell.

Caprock Telecasting
is pleased to announce our appointment of
Katz Continental Television as
representative for

KCBD-TV

LUBBOCK, TX

KBIM-TV

ROSWELL, NM

**Solid sales performance for
medium and smaller market affiliates.**

Caprock Telecasting.
Katz Continental Television.



The best.

including Chicago and Milwaukee, and continue through end of year. Commercials will be positioned in morning and afternoon drive times and noon periods. Target: women, 18-49. Agency: Clark Livingston Associates, Minneapolis.

about five weeks in three markets. Commercials will be placed in all time periods. Target: adults, 21-54. Agency: Dancer Fitzgerald Sample, New York.

Republic Airlines □ Flights of six to nine weeks will be placed in more than 30 markets, starting Sept. 9. Commercials will be presented in all dayparts. Target: adults, 21-54. Agency:

American Automobile Association □ Campaign will start in late September for

AdVantage

Hispanic moves. Spanish radio stations associated with Cabellero Spanish Radio Advisory Council are launching campaign to cope with what they regard as problem of audience undermeasurement of Hispanic radio. It requested special presentations from all rating services and disclosed plans for public awareness campaign to encourage Hispanics to participate in radio audience surveys.

Challenges resolved. National Advertising Division of Council of Better Business Bureaus resolved seven challenges to national advertising during July, including four on television. Reviewed and found substantiated were TV commercials for AT&T Communications Inc. (long distance telephone service) and Beecham Products (disposable douche). Modified or discontinued were TV commercials for Brown Shoe Co. and Urban General Corp. (video game package).

'Today' spots. Americans who have achieved success in various fields sing praises of *USA Today* in new TV commercials that began airing last weekend. Personalities, including Chicago's ex-Mayor Jane Byrne, discount broker Charles Schwab, baseball stars Mickey Mantle and Willie Mays, actress Diahann Carroll and NBC weatherman Willard Scott, laud sections of newspaper and actually sing line, "I read it every day, *USA Today*." Primary campaign will run for five weeks in 24 markets with 60- and 30-second commercials with \$1.6-million budget. In addition, two-minute direct response version will be carried nationally on TV and cable through rest of 1985. Agency is Lois Pitts Gershon, New York.

Meet Kyle Petty

Sept. 12 at "Radio 85"

Dallas Convention Center

Booth #717

Put Your Radio Station In The Fast Lane



MRN

MOTOR RACING NETWORK®
P.O. BOX DRAWER, S. DAYTONA BEACH, FLORIDA 32015 (904) 254-6760



Sweet song. Nestle Food Corp., White Plains, N.Y., is mounting national television drive through combination of selected syndicated programs and supporting spot television in 17 markets to launch new TV campaign for its Milk Chocolate bars. Programs chosen include *Entertainment Tonight*, *Wheel of Fortune* and *People's Court*. Commercial links Nestle bars with life's "sweet dreams." Centerpiece song is also called "Sweet Dreams," and is utilized in 30-second audio for supporting network radio thrust. Target audience is 18-49. Agency: J. Walter Thompson/New York.

Dancer Fitzgerald Sample, New York.

RADIO AND TV

Coca-Cola Co. □ Test marketing will begin this week for two products,



Minute Maid orange soda with 10% orange juice, and low-calorie version, Diet Minute Maid orange soda with 10% orange juice. Television and radio will be used in Washington area in campaign to continue throughout 1985. Commercials will run in all dayparts. Target: teen-agers; adults, 18-34. Agency: Marschalk Co., New York.

Beam Communications Corporation
is pleased to announce our appointment of
Katz Continental Television as
national representative for

WDAM-TV
LAUREL-HATTIESBURG, MI

WCFT-TV
TUSCALOOSA, AL

KYEL-TV
YUMA, AZ

Solid sales performance for
medium and smaller market affiliates.

Beam Communications Corporation.
Katz Continental Television.



The best.

A radio sales commentary from Vincent Gardino, Selcom Radio, New York

Radio's special programming a plus for advertisers

Today, in this era of rising commercial rates and commercial clutter, marketers are looking for innovative advertising alternatives. More and more advertisers are deviating from the norm of buying cost per points and audience guarantees.

Radio program sponsorships, whether it be ski or weather reports or long-form entertainment specials such as *American Country Countdown*, *American Top 40* and *Saturday Night Gold*, are vehicles for unusual as well as effective buys. Not only can those radio programs be tailored to the needs of the client, but the merchandising opportunities are endless.

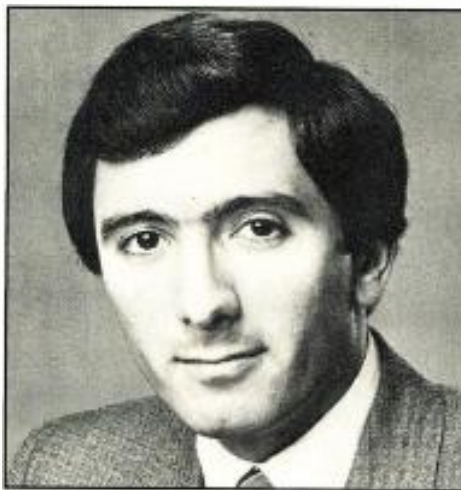
The media value of special programming is also greatly enhanced for the advertiser. A variety of studies clearly demonstrate that the audience reached with specials is far greater than normal station cume levels.

Added impact results from heavy local promotional support by radio stations. Sponsorship of sports events, concerts or music specials offers tremendous merchandising and promotional opportunities such as client days at particular events, trips, ads in the event programs and tickets for client incentives.

Sports sponsorships are a perfect example of benefits that can accrue to an advertiser. When radio stations and advertisers "get behind a team," the momentum is impressive. The New York Yankees are exclaiming: "New York's Stars 'n' Stripes are Flyin' Again." The Boston Red Sox sing: "Catch Fenway Fever." The Cincinnati Reds advertise: "It's a Brand New Ballgame." The Detroit Tigers claim: "The Good Times Are Here Right Now." Sponsors cash in on the hopes, excitement and dreams of a particular community by teaming up with sports sponsorship.

As AM stations find it increasingly difficult to compete with FM in the music arena, they are turning to service to the community in the form of sports. KMPC(AM) Los Angeles, for example, airs at least 1,000 hours of sports programming per year. This includes the California Angels, the Los Angeles Rams and UCLA football and basketball. This sports programming integrates very well with the station's full-service personality approach to radio.

College sports are also becoming an increasingly important factor in radio programming. Smaller-market stations have been broadcasting the sporting events of local colleges for years. Major markets are beginning to catch on to this successful phenomenon, as in New York, where WCBS(AM) now carries the games of the St. John's Redmen bas-



Vincent A. Gardino was appointed executive vice president/chief operating officer of Selcom Radio in March 1985. Before joining Selcom Radio, Gardino served both as director of the ABC Direction Radio Network and as director of the ABC Entertainment Network. He began his radio career as an account executive at Savalli/Gates Inc. in June 1975. He moved to Metro Radio Sales the following year. Before leaving Metro Radio Sales to join Katz Radio in January 1979, he had risen to assistant New York sales manager and director of sports and special programming sales. Gardino joined ABC Radio in June 1979, when he was named an account executive at WABC(AM) New York.

ketball team and, I might add, at a profit.

Is the haggling, negotiating and bidding over sports rights worth the effort? Most broadcasters think the overall benefits of sports programming outweigh planning problems and are definitely worth the investment.

There is a great deal of glamour in being the station associated with a major professional or college team. Enormous excitement can be generated from broadcasting the games of winning teams. Everyone wants to be associated with a winner.

The financial benefits that accrue from the association can also be substantial. The advertiser dollar in the sports world is a very potent one. Franchise rights to the right team can deliver big beer, automotive, financial and oil account buys.

Premium dollars can also be obtained when selling program sponsorships. Higher rates mean higher revenue for the station as well as the rep. The conceptual sell helps to position the station favorably in the eyes of buyers and clients for future spot buys. Frequently the dollars involved in special programming sales are new to radio, generating revenue that benefits the entire industry.

Day-to-day, cost-per-point selling can

sometimes get to be an uninspiring and lethargic task. It's fun to sell beyond the numbers and be creative. Often a salesperson has to go beyond the buyer level to the account executive, the planner, and sometimes even the client to get approval for a special programming buy. Interaction with a new professional level can only help in fostering a salesperson's growth and confidence, in addition to gaining total penetration of an agency and its client.

As radio's products have become new and improved, so too must its salespeople. All radio organizations must invest in ongoing training programs to help prepare their people to meet the needs of the changing marketplace.

Advertisers are making ad dollars work harder than ever before and are looking for ways to spend more intelligently. More and more companies have found that radio is particularly well suited to their marketing needs, and this realization has been a great boon to our medium. Packaged goods firms such as Procter & Gamble, Lever Brothers and Gillette, all former big radio advertisers, have come back to radio in a big way.

It is the select audience that radio and its special programming offer that makes such an attractive buy for an advertiser. Programming and stations have become incredibly sophisticated in positioning against very specific demographics, all to the medium's credit.

Of course, some national advertisers may think that radio as a medium is relatively small compared to network television. The truth is that some agency people are just plain confused about radio. They don't know *how* to use it, so they don't use it.

It takes an ingenious radio salesperson to handle the scenario tactfully. How does one educate without embarrassment? Often people are afraid to admit their lack of knowledge. Thus the need for bright, trained and professional radio salespeople.

Philip Dusenberry, vice chairman and executive creative director for BBDO, has said: "A great many creative people just don't give a damn about radio. When we look at a TV rough cut at the agency that's got something special going for it, you're apt to hear the word 'magic' in describing it. Well, in radio we're pummeled into an insulting, insolent melange of shouts and screams at a decibel level that's enough to put your teeth on edge and have you reaching for a Valium. Creative people all too often forget that radio gives the consumer a chance to use his imagination."

All the more reason for us to attract that consumer, and to train the most innovative and imaginative salespeople to sell this wonderful medium that offers so many extraordinary special programming sales opportunities for advertisers.

Katz Continental Television
is pleased to announce
our representation of

WJSU-TV

ANNISTON, AL

WLFI-TV

LAFAYETTE, IN

WHIZ-TV

ZANESVILLE, OH

Solid sales performance for
medium and smaller market affiliates.

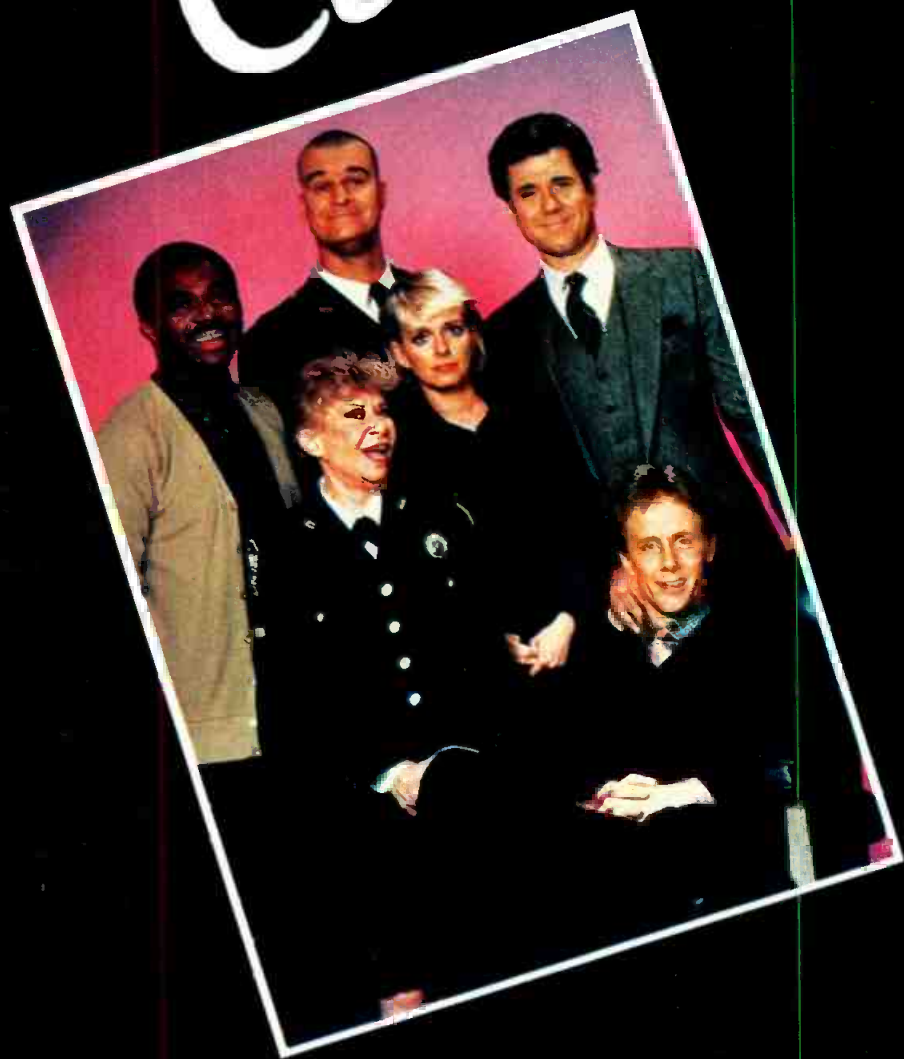
WJSU-TV. WLFI-TV. WHIZ-TV.
Katz Continental Television.

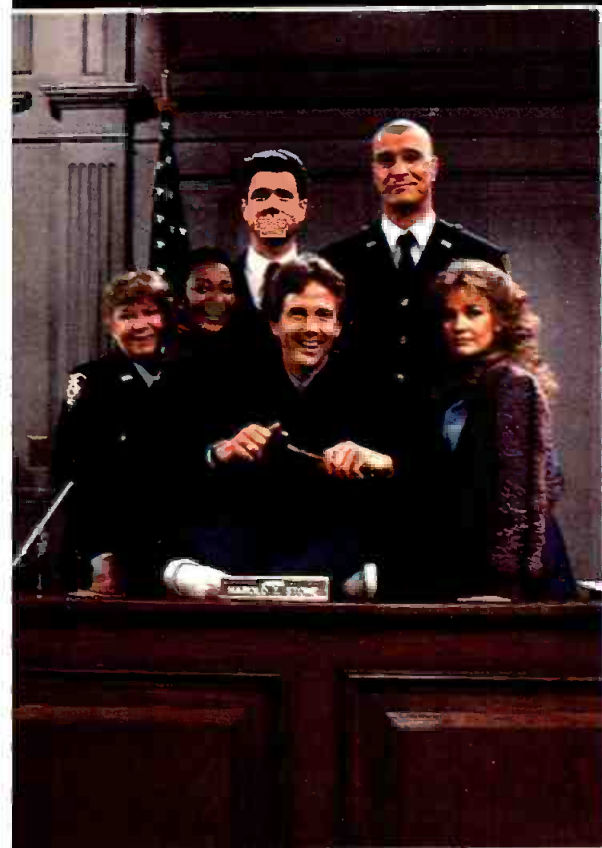


The best.

Everyone's Wild About Harry!

Night Court





WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company



Datebook

This week

- Sept. 5**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Quality Inn, Vernon, Conn.
- Sept. 5**—First meeting of land mobile radio/UHF television technical advisory committee. FCC, Washington.
- 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**—Deadline for station management entries in New York area Emmy awards, sponsored by *New York chapter, National Academy of Television Arts and Sciences*. Information: (212) 765-2450.
- 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. 7**—37th annual prime time Emmy Awards presentation banquet, primarily for creative arts categories, presented by *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles.

■ Indicates new entry

Also in September

- Sept. 8-10**—*Illinois Broadcasters Association* annual convention. Eagle Ridge Inn, Galena, Ill.
- Sept. 9**—Deadline for entries in 28th annual *International Film & TV Festival of New York* awards competition. Information: (914) 238-4481.
- Sept. 9-10**—*Television Bureau of Advertising* group heads meeting. Hyatt O'Hare, Chicago.
- Sept. 9-12**—Co-op conference, sponsored by *Advertising Checking Bureau*. Americana Great Gorge Resort, McAfee, N.J.
- Sept. 10**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hyatt Regency, Minneapolis.
- Sept. 10**—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.
- **Sept. 10**—*American Women in Radio and Television, Southern California chapter*, preview of fall television programs. Beverly Hills hotel, Los Angeles.
- **Sept. 10**—*Media Institute* luncheon. Speaker: Arnaud de Borchgrave, editor-in-chief, *Washington Times*. Cosmos Club, Washington.

Times. Cosmos Club, Washington.

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

■ **Sept. 11**—"Research: The Hidden Key to Success," panel in series sponsored by *Washington chapter, American Women in Radio and Television*, called "Women at the Top." National Association of Broadcasters, Washington.

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 sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Sept. 12—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton International at O'Hare, Chicago.

Sept. 12—*Society of Motion Picture and Television Engineers* meeting of committee on video recording and reproduction technology. 3M Co., St. Paul.

Sept. 13—Deadline for applications in *American Film*

Major Meetings

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.

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*. Amfac Airport hotel, Dallas.

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

Washington.

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

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

March 15-18, 1986—*National Cable Television 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* 64th annual convention. Dallas Convention Center, Dallas. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

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

April 28-29, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

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

May 18-21, 1986—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

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

June 8-11, 1986—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

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

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

June 19-22, 1986—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.



COMPLETE WEATHER DATA, SATELLITE AND GRAPHICS SERVICE...

all available from one source.

- ✓ 75 graphics available daily ... Fastest growing, most popular weather graphics service and at the best prices.
- ✓ Database — Comprehensive real time, up-to-the-minute weather database providing hourlies, upper air observations, computer forecasts, plain language statements, forecasts and warnings.
- ✓ Satellite Images — Accu-Weather's new images from GOES satellites.
- ✓ National Radar — Color precipitation patterns.
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- ✓ NAFAX Maps — A variety of weather maps normally transmitted by facsimile, can now be accessed by graphic units.

Accu-Weather, Inc

North America's Leading Weather Service
619 W. College Avenue, State College, Pennsylvania 16801
814 237 0309

Because so many people take their eyesight for granted...



Good eyesight is important, so KOLN-TV/KGIN-TV in Lincoln and Grand Island gave viewers the opportunity to check theirs in the privacy of their own homes. The "TV Eye Test" was aired as part of the stations' weekly public affairs program, "etc."

The test, developed especially for television by doctors and supported by the National Society to Prevent Blindness, was designed to make viewers aware of possible eye problems.

After the program, there were numerous calls from viewers who requested a list of the optometrists in their area.

Encouraging viewers to take special care of themselves is all a part of the Fetzer tradition of total community involvement.

...KOLN-TV/KGIN-TV helped viewers see the importance of eye care.



The Fetzer Stations

WKZO Kalamazoo, Michigan	WKZO-TV Kalamazoo- Grand Rapids	KOLN-TV Lincoln, Nebraska	KGIN-TV Grand Island, Nebraska
WJFM Grand Rapids, Michigan	WKJF Cadillac, Michigan	WKJF-FM Cadillac, Michigan	KMEG-TV Sioux City, Iowa

IT'S GOT *Wimmer* W GHOST

Group W/Filmation and Tribune Entertainment Present the Fantastic New Animated Fun Strip for Fall 1986

Filmation, the trend-setting company that revolutionized children's programming with He-Man™ now takes animation into a new dimension.

Three heroes—two humans and a gorilla—share comedy adventures throughout the universe and back and forth in time. Their job: tracking down ghosts, goblins and gremlins...spirits, spooks and sprites...witches, werewolves and wicked wizards. And treating viewers to a monstrously good time!

Ghostbusters: 65 fun-filled half-hours now being produced. Entertaining and enriching in the Filmation tradition of pro-social content with Dr. Gordon Berry, noted Educational Psychologist, as Consultant.

A sure ghost-to-ghost hit. Sign up now!

Program Clearance: Group W Productions (212) 307-3669.
Advertising Sales: Tribune Entertainment (212) 557-7800 or (312) 222-4412.
International: Filmation (818) 345-7414

Produced in the U.S.A. by

GROUP W PRODUCTIONS
FILMATION
WESTINGHOUSE BROADCASTING AND CABLE INC.

in association with

TRIBUNE
ENTERTAINMENT
Company
A subsidiary of Tribune Broadcasting Company

ITTEN ALL OVER IT!

QUISTERS



NOW IN
PRODUCTION

Stay Tuned

A professional's guide to the intermedia week (Sept. 2-8)

Network television □ **ABC:** *The ABC Saturday Sneak Peek and Fun Fit Test* (preview special), Friday 8:30-9 p.m.; *ABC Fun Fit** (children's fitness series), Saturday 10:25-10:30 a.m. and 11:25-11:30 a.m. **CBS:** *U.S. Open Highlights* (continuing 36½ hours of tennis championship coverage), now through Sunday; *No Place Like Home* (comedy), Friday 8:30-9 p.m. **NBC:** *Hell Town** (drama series), Wednesday 9-11 p.m. **PBS** (check local times): *Wrapped in Steel* (documentary), Monday 9-10:30 p.m.; *On Stage at Wolf Trap* (concert series), Monday 9-10 p.m.; *Even the Heavens Weep: The West Virginia Mine Wars* (documentary), Monday 10-11 p.m.

Network radio □ **CBS Radio Network:** *NFL Preview** (20-minute football series), Fridays before kickoff; *College Football Scoreboard** (20-minute summaries), Saturday 7:30-7:50 p.m.; *The NFL Tonight** (talk show), Sunday 8-10 p.m.

Cable □ **Arts & Entertainment:** *The Great Detective** (mystery series), Monday 7-8 p.m.; *Breaking Away** (comedy series), Monday 8-9 p.m.; *On Cable's Fall Preview* (clips/interviews/commentary), Wednesday 8-9 p.m.; *The Borgias** (10-part mini-series), Wednesday 9-10:30 p.m. **Cinemax:** "Topper" (colorized comedy), Tuesday 8-10 p.m. **The Disney Channel:** *The Eureka Stockade** (four-part mini-series), Wednesday 7-8 p.m., continuing Sept. 18, Oct. 2 and Oct. 16, 7-8 p.m.; **HBO:** *On Location: Steven Wright* (stand-up comedy), Satur-



"The Borgias" on Arts & Entertainment



"Rocky Road" on WTBS Atlanta



"Mussolini" on HBO

day 10-11 p.m.; *Mussolini: The Decline and Fall of Il Duce* (two-part docudrama), Sunday 8-10 p.m., concluding Monday 8-10 p.m. **The Movie Channel:** "Trenchcoat" (thriller), Sunday 10:30 p.m.-midnight. **Showtime:** *The Honeymooners: The Lost Episodes Marathon* (10 episodes), Monday 8-11:45 p.m. **Satellite Program Network:** *Dynamic Achievers World Network** (motivational series), weekdays 7:30-8 a.m. or 9:30-10 p.m.; *Miss U.S. Teen Scholarship Pageant*, Sunday 8-9 p.m. **WTBS(TV) Atlanta:** *Safe At Home** (comedy series), Monday 6:35-7:05 p.m.; *Rocky Road** (comedy series), Monday 7:05-7:35 p.m.; *Countdown to Victory: V.J. Day* (documentary), Monday 10:10-11:10 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ **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

Institute's independent filmmaker program. Information: (213) 856-7679.

Sept. 13—Deadline for independent, or nonstation, entries in New York area Emmy awards, sponsored by *New York chapter, National Academy of Television Arts and Sciences*. Information: (212) 765-2450.

Sept. 13-14—Rocky Mountain Film and Video Expo '85, project of *Colorado Film and Video Association*. Regency hotel, Denver. Information: (303) 837-8603.

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 regional meeting. Los Angeles Marriott, Los Angeles.

Sept. 16—Comment deadline on FCC's AM technical rules. FCC, Washington.

Sept. 17—Presentation of second annual Cable Awards for Programing Excellence of *Cable Television Network of New Jersey*. Bally's Park Place, Atlantic City, N.J.

Sept. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn, Portland Airport, Portland, Ore.

Sept. 17-18—*Society of Broadcast Engineers* Tri-State convention, hosted by SBE chapters from Indiana, Ohio and Kentucky. Cincinnati Marriott hotel, Cincinnati.

Sept. 17-20—*Telocator Network of America* annual convention and exposition. Speakers include Congressmen Al Swift (D-Wash.) and Matthew Rinaldo (R-N.J.). MGM Grand hotel, Las Vegas. Information: (202) 467-4770.

■ **Sept. 18**—*Southern California Cable Association* meeting. Speaker: Neil Austrian, chairman and chief executive officer, Showtime/The Movie Channel. Marina del Rey Marriott, Marina del Rey, Calif.

Sept. 18—"Freedom of the Press Today," commemorating John Peter Zenger, lecture in series, "Focus on the First Amendment," sponsored by *National Archives Volunteers, Constitution Study Group*. Lecturer: Floyd Abrams, partner, Cahill Gordon & Reindel, and lecturer, Columbia University Law School. National Archives Building, Washington.

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. 18-21—*Sixth Midwest Radio Theater Workshop*, sponsored by noncommercial KOPN(FM) Columbia, Mo. Information: (314) 874-1139.

Sept. 18-21—*American Women in Radio and Television, North Central area*, conference, including management seminar conducted by Bill Brower Associates. Marc Plaza, Milwaukee.

Sept. 19—*Cabletelevision Advertising Bureau* local advertising sales workshop. Los Angeles Airport Hilton, Los Angeles.

Sept. 19—Third annual Everett C. Parker Ethics in Telecommunications lecture, sponsored by *United Church of Christ's Office of Communication and Communication Commission of National Council of Churches of Christ*. Speaker: FCC Commissioner Henry Rivera. Interchurch Center, Washington.

Sept. 19-20—*CBS Radio Network* affiliates convention. Waldorf-Astoria, New York.

Sept. 19-20—35th annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers Broadcast Technology Society*. Speakers include Richard Wiley, Wiley and Rein, Washington; James McKinney, FCC Mass Media Bureau; Michael Sherlock, NBC operations and technical services, and Michael Rau, National Association of Broadcasters. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 19-22—National Video Festival, "Intersections: Video and Film/Cinema and Television." Presented by *American Film Institute* and sponsored by *Sony*

NINE RADIO FORMATS, STATIONS WORLDWIDE, LEGENDARY RADIO SPECIALS, ONE ELEVATOR.

When you visit Drake-Chenault's headquarters in Los Angeles, you ride a single elevator to the top floor. And when you step off the elevator you realize what you hear on the radio from Drake-Chenault is just the tip of the iceberg. What goes on in our offices and studios will affect the way you do radio business. For 1985 and beyond, Drake-Chenault has developed and refined special programming and marketing tools that can keep your station on the edge of tomorrow:

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blend of radio station rotational playlisting and hands-on consulting. PLAYLIST+ custom designs your station's sound based on what you want it to be. Then, Drake-Chenault's programming consultation team works with your programming/management team to implement, execute, evaluate, and direct. Since 1983, PLAYLIST+ has become known as the "PD's best friend," working WITH radio stations, not AGAINST them.

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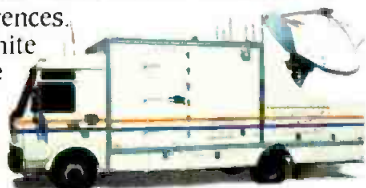
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Corp. AFI campus, Los Angeles. Information: (213) 856-7705.

Sept. 20—Association of Federal Communication Consulting Engineers annual fall social, riverboat cruise of Potomac. Washington Boat Lines, pier four, Washington.

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. 23—Presentation of National Distinguished Achievement in Communications Award to Thomas Leahy, executive vice president, CBS/Broadcast Group, CBS Inc., on behalf of *American Jewish Committee*. Waldorf-Astoria, New York. Information: (213) 751-4000.

Sept. 23—Museum of Broadcast Communications celebration of 25th anniversary of Nixon/Kennedy debate. Co-chairmen: Newton Minow of Sidley and Austin and Arthur Nielsen Jr., A.C. Nielsen Co. WBBM-TV, studio one, Chicago.

Sept. 23—Banquet honoring Oliver Gramling, founder of AP Broadcast Services, sponsored by *Associated Press Broadcasters*, during fall meeting of board of directors. J.W. Marriott hotel, Washington.

Sept. 24—International Radio and Television Society newsmaker luncheon, with FCC Chairman Mark Fowler. Waldorf-Astoria, New York.

Sept. 24—Cabletelevision Advertising Bureau local advertising sales workshop. St. Louis Airport Marriott, St. Louis.

Sept. 25—"Telecommunications Opportunities for the Minority Entrepreneur," forum sponsored by *Congressional Black Caucus Foundation and FCC*. Washington Hilton, Washington. Information: (202) 543-8767.

Sept. 25-26—Society of Broadcast Engineers fourth annual convention. St. Louis Convention Center, St. Louis. Information: (314) 644-1380.

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

Sept. 25-27—Great Lakes Cable Expo, sponsored by *cable TV associations of Indiana, Illinois, Ohio and Michigan*. Keynote speaker: Ed Allen, chairman, National Cable Television Association. Indianapolis Convention Center and Hoosier Dome.

Sept. 26—Cabletelevision Advertising Bureau local advertising sales workshop. Cleveland Airport Marriott, Cleveland.

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

Sept. 26-29—Southeast area conference of American Women in Radio and Television, including management seminar conducted by Bill Brower Associates. Ritz Carlton Buckhead, Atlanta.

Sept. 27—Society of Broadcast Engineers regional convention. Sheraton Convention Center, Syracuse, N.Y. Information: Bob Parkhurst, (315) 474-5180.

Sept. 27-28—19th annual South Dakota Broadcasters' Day, sponsored by *South Dakota State University*. South Dakota State University and Holiday Inn, Brookings, S.D.

Sept. 27-29—North Dakota Broadcasters Association annual convention. Sheraton-Galleria hotel, Bismarck, N.D.

Sept. 28-Oct. 1—Texas Association of Broadcasters radio-TV engineering conference/fall convention (management conference). Registry hotel, Dallas.

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. 1—New Jersey Broadcasters Association 39th annual convention. Golden Nugget casino hotel, Atlantic City, N.J.

Sept. 29-Oct. 1—Nebraska Broadcasters Association annual convention. Holiday Inn Midtown, Grand Island, Neb.

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—Deadline for entries for 1986 Ohio State Awards for programs broadcast from July 1, 1984, through June 30, 1985. Information: (614) 422-0185.

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.

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. 1—Deadline for entries in National Radio Broadcasters Association's "Best of the Best" in radio audience and/or sales promotions. Information: (202) 466-2030.

Oct. 1—Deadline for entries in 15th annual U.S. Television and Radio Commercials Festival, sponsored by *U.S. Festivals Association*. Information: (312) 834-7773.

Oct. 1—Cabletelevision Advertising Bureau local

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advertising sales workshop. La Mansion hotel, Austin, Tex.

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. 2-5**—"Chicago Television Festival: A Salute to Ernie Kovacs and the 50's," benefit for *Center for New Television*. CNTV, Chicago. Information: (312) 664-6100.

Oct. 3—Dinner-dance honoring Donald Menchel, president, MCATV, sponsored by *Brandeis University*. Proceeds will be used to establish scholarship. Plaza hotel, New York.

■ **Oct. 3**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Medidian Plaza hotel, Oklahoma City.

Oct. 3-4—"Cable Update '85," workshop sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives conference center, Washington. Information: (202) 737-8563.

Oct. 3-4—*Washington Executive Broadcast Engineers* fall conference. Cavalier hotel, Virginia Beach.

■ **Oct. 4**—Deadline for entries in "Prized Pieces," fifth annual international video and film competition sponsored by *National Black Programming Consortium*. Information: NBPC, 1266 East Broad Street, One-East, Columbus, Ohio, 43205.

Oct. 4-6—*American Women in Radio and Television, South Central area*, conference, including Bill Brower management seminar. Park Suite, Oklahoma City.

Oct. 4-6—Journalism ethics conference, sponsored by *Foundation for American Communications*. Dallas/Fort Worth Airport Hilton and executive conference center, Dallas.

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

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

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

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

Oct. 7—*Northern California Broadcasters Association* second annual "wingding." Crow Canyon country club, San Ramon, Calif.

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

Oct. 7-10—Electronic Imaging '85, international elec-

tronic imaging exposition and conference, sponsored by *Society of Photographic Scientists and Engineers* and *Digital Design magazine*, and organized by *Institute for Graphic Communication*. Sheraton-Boston hotel, Boston. Information: (800) 223-7126.

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

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

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

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

Oct. 9—"The 21-inch battleground," symposium on future of program industry in Europe, sponsored by *European Institute for the Media* and *MIPCOM*. Palais des Festivals, Cannes, France. Information: 061-273-3333.

Oct. 9-11—*National Religious Broadcasters* Midwest regional conference, "Building Relationships." Holiday Inn-Chicago City Center, Chicago. Information: (312) 668-5300.

Oct. 10—*International Radio and Television Society* "Broadcaster of the Year" luncheon, honoring ABC's Ted Koppel. Waldorf-Astoria, New York.

Oct. 10—*Connecticut Broadcasters Association* annual meeting and fall convention. Parkview Hilton, Hartford, Conn.

■ **Oct. 10**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hilton Inn Florida Center,

Orlando, Fla.

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

Oct. 10-11—"International Telecommunications: Regulatory and Trade Issues in the Post-Space WARC Environment," conference sponsored by *Bureau of National Affairs* and *Pike & Fischer Radio Regulation*. Mayflower hotel, Washington. Information: (202) 452-4570.

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

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

Oct. 11—Fourteenth annual "CSU Broadcast Day," *Colorado State University*. Overall theme: "Radio-Television and Politics." Luncheon speaker: former President Gerald R. Ford. Information: Dr. Robert K. MacLauchlin, department of speech communication, CSU, (303) 491-6140.

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

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

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

Oct. 11-13—*Illinois News Broadcasters Association*

Continued on page 77.



Good ears

EDITOR: The report in the Aug. 12 issue about the news strike at the British Broadcasting Corp. erred in stating that worldwide listeners to the BBC heard "taped music and a recorded notice." The announcements that were heard several times an hour on the BBC World Service were read live by numerous presenters—both male and female—during the 24-hour period. The basic message was identically worded every time, however. Additionally, judging from the wide variety of the music and the physical technical arrangement of the presentation suites of the BBC Bush House, it is likely that the music was played directly off disks, not from tape.—*Michael Biel, PhD, associate professor, radio-TV, Morehead State University, Morehead, Ky.*

AM argument

EDITOR: Regarding your report "Connecticut weighs AM stereo ad law," regarding Motorola's attempt at downplaying the "truth tag" regulations, as BROADCASTING points out, Motorola's representative stated on May 31 that "some C-Quam radio manufacturers would stop making them." Now, in August, after the Connecticut Department of Consumer Protection has recommended "truth tags," Motorola suddenly has shifted gears and is attempting to denigrate the importance of "truth tags."

It seems to be a question of whether you believe Motorola in May, or you believe Mo-

torola in August, or you ever believe Motorola, given its changing position.

The meaning of three recent events—(1) "truth tags," (2) the marketing of the new Sony multisystem car radio and (3) new inexpensive automatic multisystem integrated circuits—is clear. Broadcasters can, and will, use whatever system they decide is best for their listeners. Like it or not, Motorola, Connecticut (and other states that insist that the public be told the truth) will be a major factor in the efficient working of the AM stereo marketplace.—*Leonard R. Kahn, president, Kahn Communications Inc., Westbury, N.Y.*

Editor's note. *Mr. Kahn's company is a manufacturer of another AM stereo system.*

Missing in action

EDITOR: I was surprised by the omission of American Public Radio in your listing of radio networks in your July 22 issue.

American Public Radio, founded in 1982, is now the largest distributor of public radio programming—providing more than 90 hours of programming each week to 303 affiliate stations nationwide. In addition to distributing such series as *A Prairie Home Companion*, the broadcast season of the Los Angeles Philharmonic, and *Monitorradio* (produced by the *Christian Science Monitor*), American Public Radio also distributes nearly 75 other offerings including an automated overnight music service fed live via satellite.—*Rhoda Marx, manager, American Public Radio, St. Paul.*

Errata

In ABC daytime story in Aug. 19 issue, straight averages of daytime schedules for 1983-84 and 1984-85 were reversed. According to ABC research, for broadcast year (Sept. 23, 1983-May 20, 1984) averages were: CBS—7.1/25, ABC—6.9/23, NBC—5/18. For present season, from Sept. 24, 1984, to Aug. 4, 1985, averages were: CBS—6.5/23, ABC—6.1/21, NBC—4.9/18.

□

Corrections in Aug. 26 "Changing Hands" item on sale of WSTC(AM)-WYRS(FM) Stamford, Conn.: **Seller is owned by Alphonsus Donahue and group of nine investors, not by Alphonsus Donahue and family. Buyer, Chase Broadcasting of Stamford Inc., does not own WLW(AM) Cincinnati; WSKS(FM) Hamilton, Ohio, nor KBEQ(AM) Kansas City, Mo.** And nighttime power for WSTC is 1 kw, not 250 w.

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Vol. 109 No. 10

TOP OF THE WEEK

Gannett's magic touch wins Evening News

\$717-million bid looks good enough to take broadcast-newspaper group that has been takeover target for last month; Lear-Perenchio and Jack Kent Cooke are also-rans

After a month of maneuvering begun by Norman Lear's and Jerry Perenchio's bid for a hostile takeover, Gannett Co. emerged last Thursday as the friendly and victorious buyer of The Evening News Association, a Detroit-based media conglomerate with five television stations, two radio stations and nine newspapers. The final bid: \$717 million cash, or \$1.583 for each of the 453,000 ENA shares outstanding.

L.P. Media Co. (Lear-Perenchio) had filed a \$1,000-per-share tender offer on July 29. The Gannett purchase is not a tender and would require approval by ENA shareholders (but not by Gannett shareholders).

Until Wednesday, it was undecided how the month-long drama would be resolved. But that evening the ENA board winnowed the field of merger candidates to Gannett after meetings with at least one other bidder, McLean, Va.-based businessman, Jack Kent Cooke. Details of the final bids were hard to come by but one of those involved said the difference between the Cooke and Gannett bids was less than \$45 million. Published reports suggested that the Gannett purchase might have been favored in part because it was all cash whereas Cooke's bid reportedly contained paper (notes) in addition to cash.

Pressure to conclude a sale of the company came on Monday when the Sixth Circuit Court of Appeals in Cincinnati reversed a lower court decision in favor of the Detroit-based company. The appeals court ruling blocked enforcement of certain sections of Michigan's antitakeover law, apparently clearing the way for the L.P. bid to proceed. Later in the week, however, the initial judge in the case, Robert E. De Mascio, said L.P. was still governed by certain sections of the law and had to return all shares tendered by Michigan residents.

The L.P. offer was to have expired by midnight last Friday, and as of that afternoon it was not known how many, if any, ENA shares had been tendered. Trading in the stock had been reported at least \$50 higher, at \$1.300. A spokesman for the company owned by A. Jerrold Perenchio and Norman Lear said securities laws would allow L.P. Media to extend its offer for an additional 10 days because of the Gannett bid. There was



Gannett's Allen Neuharth and ENA's Peter Clark

no indication whether L.P. would top the Gannett bid or in any way attempt to continue its efforts.

Most people however, including Cooke, were talking as if the merger was final. To insure that outcome, ENA gave Gannett "lockup" agreements on its *Detroit News* and WDM-TV Washington that will let Gannett buy those two major properties even if the merger falls through.

What prompted the takeover struggle was the question of the proper value of ENA shares and at least some of those commenting felt that the price announced last Thursday night was not the most favorable one to shareholders. John L. Booth II, co-president of group owner, Booth America, a major ENA shareholder, said on Thursday night that a higher price could have been obtained: "We congratulate Allen Neuharth [head of Gannett] on a difficult negotiation. However, we believe that Gannett negotiated a better deal than we expected. The prospect of a competing bidder remains open. It should be

stressed that the Gannett offer was negotiated privately and we are not aware of any efforts by the ENA board to communicate with L.P. Media during this process."

Booth told BROADCASTING: "I know the ENA board was interested in the survival of *The Detroit News*... I think in that situation the board of directors was not in a very strong position and I am suggesting it was nowhere near the auction situation that many people thought it was."

An investment banker involved in the bidding said that ENA was caught off guard by the L.P. tender offer and was never able "to regain control of the process. With only two people showing up for the final round and everyone knowing who they were, there was not much shrouding here and consequently the bidders could think not about what they had to pay, but what they could get away with."

Other investment bankers involved in the process also suggested that Peter Clark, president of ENA, had discouraged other

buyers, such as LIN Broadcasting, that might have helped intensify the bidding. Michael Plouf, vice president and treasurer at LIN, declined to comment on any involvement LIN might have had in the ENA proceedings.

Although Cooke did not come out on top, he told BROADCASTING that he had no grudges about the way the bidding was handled: "Mr. Clark was most charming and helpful to me and so was the whole board when I talked to them earlier in the week. I think the price paid was full bore. My offer was close to Mr. Neuharth's but his was higher and therefore he won the medal." Asked if he thought money was ENA's only consideration in choosing Gannett, Cooke said, "I think it had to be; it was their fiduciary responsibility."

Another person involved in the final round of negotiations suggested that Gannett did indeed get a bargain: "The purchase price is clearly lower than the value of the assets individually. If the board had wanted to go through a liquidation they could have gotten a much higher price, but that is an uncomfortable process, especially for a family-held company, and I think they would admit that. It is a tribute to Gannett and their bankers (Shearson/Lehman) that they moved quickly so that there was never any thought that the company would consider liquidation."

For its money, Gannett, which only recently moved its corporate headquarters to Washington, D.C., from Rochester, N.Y., will purchase WDM-TV Washington; KOLD-TV Tucson, Ariz.; WALA-TV Mobile, Ala.; KTVY(TV) Oklahoma City, and KVUE-TV Austin, Tex. The company being bought also includes *The Detroit News*; co-located WWJ(AM)-WJOL(FM) Detroit, *The Desert Sun* (Palm Springs, Calif.) and several other papers in California and New Jersey.

Certain divestitures will have to be made because of the sale. If *The Detroit News* is kept by Gannett, and Chairman Neuharth said that was the intention in an interview he gave to the rival *Detroit Free Press*, then both ENA's Detroit radio stations and Gannett's co-located WCZY-AM-FM will have to be sold to comply with the FCC's cross-ownership rules. *The Evening News* would be the largest of the more than 85 dailies Gannett currently owns.

Gannett already owns a TV station in

Oklahoma City, KOCO-TV, an ABC affiliate, and would therefore have to sell it or ENA's NBC affiliate. Additionally, in Tucson, Gannett operates the *Tucson Citizen*, which at the end of 1984 had a circulation of 62,000, and would either have to sell it or ENA's KOLD-TV to comply with cross-ownership rules.

If Gannett keeps the TV station in Tucson its reach of television households as a result of the ENA purchase would increase from 6.63% (giving its Boston UHF station, WLVI-TV a half value) to 9.52%; if it sells KOLD-TV its reach increases to 9.2%. Either way it moves in the ranks of group television operators from 16th to 11th, behind Group W and ahead of Cox.

In response to a question about whether WDM-TV was especially important to Gannett, the company's vice chairman and chief financial officer, Douglas H. McCorkindale, told BROADCASTING: "It means a lot to us to have the lead station in the nation's capital, certainly from a news and journalistic point of view. We all have been watching the station and know Ed Pfeiffer [the general manager]. A company associated with us in the late 70's, Combined Communications [with which Gannett merged in 1978] had a transaction to buy WJLA-TV [Washington] but that didn't get through to completion."

Asked what it would mean to increase the station group from six stations to 10, assuming it keeps all but one of the Oklahoma City stations, McCorkindale said, "It does have meaning but I don't know how to measure that. We are generally number one in news in those markets where we have stations, except those that have just joined us, and we think the ENA stations already have excellent news products. Maybe our resources can even help improve that."

Gannett, which had revenue just shy of \$2 billion in 1984, should have no problem financing the transaction, according to those familiar with the company, even though it recently completed the purchase of *The Des Moines (Iowa) Register* and several smaller properties of the Register & Tribune Co. Its recent purchases could well make it the fifth largest media company, in terms of total revenue, just behind the three network parents and Time Inc. The exact method of financing the ENA purchase has not yet been determined, according to a company spokesman. □

Group W Cable goes on the block

Analysts say operations could be worth between \$2.4 billion and \$2.8 billion; company seeks bottom-line improvement with move; share repurchase also made

Westinghouse Electric Corp. announced last Wednesday (Aug. 28) it would "explore the sale of its cable television business." Its 140 cable systems serving 2.1 million subscribers are to be put on the market as a group with a price tag that would make it the largest sale of cable properties ever. Group W Satellite Communications, the cable programming arm of Westinghouse Broadcasting and Cable (Group W), will remain with the company, although the company has yet to decide whether it will sell the "Z Channel."

The sale of its cable holdings, one of 26 business units in the Pittsburgh-based industrial and electrical company, is part of a corporate restructuring to "enhance stockholder value and to continue the corporation's record of improving financial performance," according to last week's announcement.

The Westinghouse parent board last week also approved plans to repurchase up to 25 million shares of the company's stock, 14% of the 175 million shares outstanding. The investment community evidently liked the announcement as the stock rose \$4.75, to \$38.25, on volume that made it the second most actively traded stock on the day of the announcement.

According to Nicholas Heymann, a securities analyst with Drexel Burnham Lambert, there were several reasons why the sale of Westinghouse cable operations made sense. One is that the directors and management of Westinghouse were concerned about a possible takeover attempt. Compared to its recent trading at around \$30 per share, Heymann said, the "breakup" value of the company was closer to \$45-to-\$55 per share.

Cable is a business that a raider could quickly sell to finance a takeover, said Heymann, and the company may have thought it should do it before somebody else did. The idea that Westinghouse was concerned about a takeover is evidenced by anti-takeover measures adopted at its annual shareholders meeting in May.

Related to the concern about a takeover is the idea of keeping the shareholders happy and the feeling that the company could be doing better at the bottom line. Group W Chairman Daniel L. Ritchie told BROADCASTING: "The problem is that cable is a great cash flow business but the reported earnings, compared to the value or the investment here, are relatively small, and not reflected in the stock values."

The cable operation had reported a loss until the last half of 1984, and it is still performing below the company average, which, according to Heymann, is itself below the returns of some comparable companies. Using return on equity as a measurement (net income divided by shareholders'

The axe falls at ABC

ABC followed through last week on plans to lay off 3% of its work force, or about 350 employees. In addition, the network said it had eliminated another 265 unfilled positions from the payroll. In a prepared statement, ABC President Frederick Pierce said the cuts were undertaken "to prepare the company for this year's uncertain economic environment and to better position ABC for the long range." He said the cut backs would result in "improved productivity and significant cost reductions" over the long term. More than one-third of the actual layoffs and close to half of the eliminated unfilled positions came from the television network and owned stations operations, a network source said. The source described the cuts as "ecumenical" in those divisions, ranging from entry level and clerical positions to vice presidents. "We didn't look at the people, we looked at the jobs," the source added, with an eye toward eliminating "extraneous" posts.

equity), Westinghouse should return about 15% in 1985, he said, compared to 19% for General Electric and 20% for Emerson.

Business Week in a recent article suggested that the Westinghouse purchase of Teleprompter was a poor decision on the company's part. And at least in 1983 the company itself said in its annual report the returns were not up to expectations: "Although the number of cable subscribers is on target, the rate at which subscribers cancel cable services has been higher than anticipated." Several system brokers and MSO executives also noted that Group W has been periodically selling systems but not buying any for more than a year.

Ritchie, in a reply to the *Business Week* article—only part of which was printed by



Ritchie

the magazine, he said—suggested the company knew the kinds of problems it was going to encounter. If the Teleprompter purchase were a mistake, Ritchie wrote, "We only wish we could make more like it."

The Group W chairman told BROADCASTING that at the time the systems are expected to be sold, by the end of 1986, they would be operating at a margin at least equal to the 7%-8% average expected for the company. That being the case, why sell cable now, just when it is getting profitable and the lid on basic rates is about to come off?

Drexel Burnham's Heymann predicted other divisions also will likely be sold or parts closed down. The candidates he mentioned: robotics, transmission and distribution, motor, elevators and industrial controls. Together those businesses had sales last year of about \$2 billion, but posted an operating loss of \$40 million. Group W in 1985 is projected to have sales of about \$600 million and operating profit of \$30 million, he said. Heymann added: "They would have

liked to do this before but they didn't have anything to offset the losses they will take on their other businesses. Now they have the cable."

Rick Michaels, chairman of Communications Equity Associates, noted that cable system prices were at an all-time high, yet another reason for the timing of Group W's decision.

With money from the cable sale, the elimination of continuing losses from other businesses, and the reduction in the number of shares through the repurchase program, per-share-earnings could increase by as much as \$1.25 from Heymann's previous 1986 estimate of \$3.75 per share, he said. The boost to return on equity for 1986 could be equally dramatic, from 16% to 26%.

Ritchie said that he expects all 140 systems to be sold to one buyer. Although he would not speculate on who it might be, he said he had no interest in attempting a leveraged buyout of the business, as Warner-Amex Chairman Drew Lewis had tried or as Tribune Cable's Douglas Dittrick is now attempting.

There are a number of interested buyers who would be capable of purchasing Group W cable intact. Among the names that have surfaced are Time, Tele-Communications Inc., Comcast and possibly Kohlberg Kravis

Roberts.

Drexel Burnham's Heymann thinks that the actual price fetched for the systems will be higher than the \$1,000 per-subscriber yardstick that people expect: "We think that the cable systems will be sold in the neighborhood of \$2.4 billion to \$2.8 billion."

Mack Rossoff, an associate with First Boston Corp., which along with Shearson/Lehman is handling the sale, restructuring and share repurchase for Westinghouse, agreed: "Westinghouse has done a lot of work on the systems (spending several hundred million dollars in the past three years on upgrading alone) and they have improved the management group. Capital expenditures already have begun to decline and will fall significantly from where it is today. Because of their selling and buying, the entire mix of systems is superior to what they bought."

Once cable is sold, the operations under the purview of Ritchie could well be roughly half of what they are today. If he had any objections to the parent company's decision he didn't let on: "I am a supporter of this... and I think the stock market reaction showed that we made the right decision. I am a little sad, however, particularly because of the people who have done a marvelous job." □

Where the GWSC piece of the puzzle fits

Westinghouse Broadcasting and Cable's decision, for the time being, not to put Group W Satellite Communications on the block had analysts wondering why last week.

At the time the company was formed in March 1981, Group W had some fairly grand cable programming designs on the drawing board for subsidiary GWSC to pursue. First, there was the joint, 24-hour news venture with ABC, Satellite News Channel, which competed with CNN for 16 months before Ted Turner bought it and shut it down in October 1983.

In November 1981, GWSC announced its second project—a joint venture with Disney to launch a family-oriented pay-cable channel. But before that service got off the ground, Disney decided it didn't really need Group W as a partner, and cut GWSC out of the deal. GWSC also intended to launch a multiregional, satellite-interconnected cable sports network in 1983. But that was pared down to one cable sports channel, serving the Baltimore-Washington area, which is now on 51 systems with 151,000 subscribers.

GWSC also provides marketing and distribution services to (but has no equity interest in) The Nashville Network. It also operates Home Theater Network, a family-oriented pay channel with 300,000 subscribers on 400 systems. It also leases production facilities at its Stamford, Conn., headquarters, which used to house SNC, and where it also provides signal transmission services for customers including the CBS Television Network, Arts & Entertainment, Lifetime and the recently-launched Discovery Channel. (Although Group W owned 50% of Showtime until August 1982, when it sold that interest to Viacom. GWSC had no involvement with that pay service.)

"It's a strange collection of little businesses," said Mark Riely, a media analyst with F. Eberstadt & Co. "You have to wonder what they are trying to accomplish." Riely pointed out that while GWSC has been closely associated with cable programming, organizationally it has been a part of the Group W Television operations, including the company's five television stations and Group W Productions. GWSC also owns or leases four transponders on Galaxy I and one transponder on the Westar V satellite—valuable assets in the broadcasting business with satellite distribution of syndicated programming and news gathering so widespread. Whether the retention of GWSC is a signal that Group W has several more cable programming ventures planned is anybody's guess. The company isn't tipping its hand at this point. "I have no information on that at all," said one company official. As for GWSC's on-going businesses, said Riely, "you can't effectively operate those businesses if you tell everybody you're going to get out of them."

Ready, set and almost go on TV's new year

Season could see major shift in leadership as NBC seeks to take it over the top; CBS out to hold that line while ABC wants back in the ball game; entertainment chiefs describe the state of their risky art

The curtain rises on the 1985-86 prime time season three weeks from now. Traditionally, it is the time of year when pre-show jitters register a 10 on the Richter scale in network executive suites, Madison Avenue offices and on Hollywood lots. But you'd never know it by talking to the Cool Hand Lukes who run the ABC, CBS and NBC entertainment divisions and on whose collective shoulders rests the responsibility for network television's year.

About the only prediction those three are making in public is that the new season's prime time race will be "extremely close"—a not unsafe bet in any fall. But with NBC advancing to second place last season, ABC tumbling into third and CBS's margin shrinking—the first major realignment of network standings in a decade—there is in network circles a greater than usual anticipation of how prime time will unfold in the fourth quarter.

Each of the network entertainment heads sees his position and goals as special. CBS, in keeping with a two-year campaign to persuade the media marketplace that the population as a whole is getting older (and along with it those with the largest discretionary incomes), has programed a middle-of-the-road prime time schedule, in many cases using older actors and actresses in lead roles than were used in the season that is coming to a close. ABC and NBC have announced strategies to capture what they think is the more desirable younger audiences. All three have bought more original product to fight the growing appeal of alternative programming sources: cable, independent stations and, perhaps the most threatening, VCR's.

More important, with NBC picking up momentum as a result of placing first in the weekly ratings for three consecutive months this summer, there is a feeling at the network that knocking CBS out of first place is no longer just a laudable ambition, but is now a distinct possibility.

A total of 20 new prime time series will premiere on the networks this fall, representing 16½ hours of programming, or a quarter of the combined 66 hours in the weekly prime time schedule. ABC is introducing eight new series—seven action adventure shows and one half-hour comedy. CBS is premiering six new series—three dramas and three comedies. NBC, with its smallest new slate in 15 years, is trying six new series—four dramas and two comedies.

The coming season's crop of new programs doesn't fit into neat categories. There are hybrid formats that combine elements previously limited to one show. There are one-hour comedies such as *Stir Crazy* on CBS, but also comedies like *Hometown* that incorporate dramatic lines as well. ABC is



Grant



Tartikoff



Erlich

calling *Moonlighting*, which premiered at the end of last season, a "romantic comedy," while a one-hour-long recreation of *The Twilight Zone* on CBS will contain three segments per episode, some of them serious but others lighthearted. There will be no shortage of the usual shows about undercover cops, private investigators and mercenary adventurers, but their lead characters will be imbued with traits popular for the mid-1980's man, like the private eye in ABC's *Spencer: For Hire*, who is given to reflecting on the moral questions of his trade, or the husband in *Growing Pains* (ABC), who adjusts his career to accommodate his wife's return to work after 13 years of raising their children. Gone for the most part also are the hip, giggly sitcoms laden with sexual innuendo, to be replaced by shows with strong emphasis on family values: *Growing Pains* (ABC), *Charlie & Company* (CBS) and *Lime Street* (ABC).

The fact that CBS has been the prime time leader for six seasons cannot be overlooked—not least by CBS itself.

But Grant, that network's entertainment division president, acknowledges that CBS is not without its problems in prime time. "We haven't had a great deal of luck, quite honestly, in developing 8 p.m. shows," he said. CBS is putting three of its four hours in new programs in 8 p.m. time periods on Tuesday, Wednesday and Friday nights. "I believe we have a great deal of what I would call upside potential in our schedule," said Grant, "because if we can win one or two—we never get all three of those 8 p.m. shows to work, the odds are against it—that would turn around a whole night. NBC obviously found that out this past season."

In the past most of CBS's successful 8 p.m. shows, *Magnum*, *P.I.* and *The Dukes of Hazzard*, for example, were developed at 9 p.m. and moved up. Only one CBS series at present, *Scarecrow and Mrs. King* on Monday, was launched in an 8 p.m. time period.

The second soft spot CBS is trying to shore up, said Grant, is Wednesday night, where it ran a movie between 9 and 11 for much of last season with disappointing results. "On Wednesday night we found it very difficult to compete. Nineteen shares are not exactly terrific," said Grant, acknowledging that ABC's double header of *Dynasty* and *Hotel* made it tough for the other two networks. As a result, CBS tore apart the whole Wednesday night schedule and put on four new shows: *Stir Crazy* (8-9), *Charlie & Company* (9-9:30), *George Burns's Comedy Week* (9:30-10) and *The Equalizer* (10-11). "I find it hard to believe that we will do worse," reflected Grant on the new Wednesday lineup.

At NBC, Brandon Tartikoff, the entertainment division president, said the overall goal this coming season was "general improvement on the weekend." Among NBC's 30 pilots, Tartikoff said 90% were targeted for weekend time periods. To that end, NBC has scheduled *Misfits of Science* on Friday at 9-10 and a new comedy block of *The Golden*

Girls and *227* on Saturdays at 9-10. On Sunday, leading out of the children-oriented 7-8 time period, NBC is introducing *Amazing Stories* from Steven Spielberg and *Alfred Hitchcock Presents* at 8-9.

"We wanted to rebuild Saturday night along the same lines that we rebuilt Thursday night: to have four comedies on the air that we could say are good comedies," said Tartikoff. (The Saturday night comedy lineup between 8 and 10 includes *Gimme a Break*, *Facts of Life*, *The Golden Girls* and *227*).

"Unless we started putting our best comedy on Saturday night we would be contributing to the decline of network share points on that night, which is the lowest night for shares of the three networks."

Nobody has to tell ABC Entertainment President Lewis H. Erlicht what ABC's prime time problems are; he lives with them every day. But his strategy to rebuild the network's ratings does not consist of flailing his arms and hoping to wring out of each series episode the highest household rating

possible. "With us this year, more emphasis came in demography," he said. "We had lost the 18-49 young-adult lead we had. Once you make a conscious effort to regain that, it's actually easier than saying a purely subjective, 'Hey, let's get the numbers back.' You have to go after certain types of programs, and then concentrate primarily in the early part of the evening."

As a result, Erlicht said, ABC changed four of its 8 p.m. shows, introducing *The Insiders* in that time period on Wednesday, *Hollywood Beat* on Saturday, *MacGyver* on Sunday and *Growing Pains* on Tuesday at 8:30, after *Who's The Boss?*

According to Erlicht, ABC is trying to rebuild its prime time schedule by concentrating on quality, which he makes clear is good writing, directing, producing and performers—not broadcasting opera or the ballet. And in order to help shows develop and establish a foothold, Erlicht said they will not be yanked off the schedule in the blink of an eye if they do not immediately perform up to perceived potential.

He cited *Moonlighting* as an example. "That show in years past may not have been brought back," he said. "Certainly, on a ratings basis, it did not overwhelm people." But after ABC's experiences with *Who's The Boss?* and, last year, *Call To Glory*, "We've learned to go after substance, not syle."

If Erlicht has lost any enthusiasm over the past season, it doesn't show. He reports that he has already read the first six episodes of *Dynasty* and the first three hours of *Dynasty II: The Colbys* and said they "really look hot." ABC has ordered 31 episodes of *Dynasty* for the coming season, Erlicht said, to insure a fresh supply during the May sweeps.

In fact, Erlicht said the day will have to come when there are no or few repeat episodes in a network's schedule. Despite arguments that the economics of Hollywood production just won't allow it, Erlicht believes ABC and the other networks are already headed in that direction. Over the past five

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The fall season as seen from the advertising side

Network and station programmers aren't the only ones concerned with the fall prime time schedules. Advertising agency executives have a vested interest in the new lineups, for they must determine which shows will best serve the needs of their various clients. And as one executive put it, everyone in the advertising business has a private crystal ball. BROADCASTING asked three executives for their views of the three networks' offerings. They agreed on one conclusion—it's a tough race to call.

■ Marc Goldstein, senior vice president of networks and programming, at Ogilvy & Mather, said that CBS will eke out a victory over NBC in total households, but in terms of demographics, on which he said agencies put greater emphasis, NBC will capture the key younger targets (18-34 and 18-49). CBS, he said, will win the older demographics, while ABC, which he saw as trying to recapture the younger audience it had during its success under Fred Silverman, will achieve some of its objectives in trying to recover from its third-place finish of last season.

■ At BBDO, where predictions for the fall have CBS on top of the ratings with a 16.2 to NBC's 15.9 and ABC's 15.2, Bill Croasdale, senior vice president of radio and television, said that the season would amount to a "horse race" that could turn on the next hit show, and ABC might make the race closer, he said. "It's unpredictable, but we've told our clients CBS." While CBS was last season's household winner, Croasdale also emphasized that the number of households has a greater impact on Wall Street than on Madison Avenue where demographics are the top priority.

■ NBC is predicted to win the season by a nose at Foote, Cone and Belding. David Lerner, vice president and broadcast supervisor, said: "We have felt all along that NBC has the strongest set of returning programs and that it will pull ahead in households and key demos." Part of NBC's strength will flow from its strong summer performance, he said. "NBC hasn't peaked yet, and most of their new projects look good," he said.

On NBC, Goldstein said that *The Golden Girls* [9-9:30 Saturday] is the best pilot anybody has seen," and he added that the show is probably strong enough to carry *227* (9:30-10) which follows it. Goldstein mentioned *Miami Vice* (Friday, 10-11) as one show that will benefit from its summer exposure. With what he predicted would be shares in the low 30's, *Miami Vice* should find itself in a battle next fall with *Falcon Crest* for the time period. All three agency executives had questions about NBC's *Misfits of Science* (Saturday, 9-10).

Among the strong points for CBS, said Goldstein, are its returning series. He called the new portion of the CBS lineup "risky," particularly Wednesday night. *The Equalizer* was the only new show he said will have a chance of surviving.

Among ABC's strengths (in addition to Wednesday night with *Dynasty*), Goldstein felt that *The Insiders* and *Lime Street* would perform well, and he said that while *Moonlighting* will not win its Tuesday 8-9 slot against NBC's *A-Team*, it will be a strong show for the network. *Moonlighting*, said Lerner, "will become established." Another advertising executive who asked not to be identified, said that *Lime Street* stood to benefit from the publicity surrounding last week's death in a plane crash of cast member Samantha Smith by producing "curious sampling." But the others felt the show would benefit more from Robert Wagner's return to television.

Among the trends being predicted for the new season, Goldstein said that the pluses of anthology series—their potential to attract more people—was discounted by their lack of a mechanism to bring them back each week. Viewer loyalty, he said, is all-important in the success of a network. But he added that NBC's anthology hour Sunday at 8-9 (*Amazing Stories* and *Alfred Hitchcock Presents*) was "a good risk."

The anthology hour might make the Sunday race interesting. In the fourth quarter, CBS stands to gain a strong boost from its football games for *60 Minutes* (7-8), which, in turn, said Croasdale, provides "a tremendous launch pad" for the rest of a schedule skewed to older viewers. With CBS taking the first prime time hour of the night with *60 Minutes*, he said, ABC and NBC's schedule doesn't really begin until 9. "We have some concern with 8 p.m. on NBC," he added. While admitting that *Amazing Stories'* Steven Spielberg is a "creative genius," Croasdale said that on the basis of the network presentation to advertisers, he felt that "it's not the kind of show that you're going to say, 'I'm going to watch that.'" BBDO gives the show a 21 share coming off a 17 from *Silver Spoons* (7:30-8). Lerner also said *Stories* will not beat *Murder, She Wrote*, although it will probably do better than last year's occupant of the slot—*Knight Rider*.

Football's impact on the schedule is not as clear on Monday night, where Goldstein said his best advice was to "flip a coin." While the CBS Monday schedule has performed well in the past, *ABC Monday Night Football* features a stronger schedule than in past years.

Words of wisdom about television programing,

Bud Grant

On CBS's six consecutive prime time season wins:

To whatever degree we had success, the success is really attributed to the people in the division. We've had an outstanding group of executives in the entertainment division. And a considerable amount of stability within that executive group. Many studios and many networks have had considerable turnover, and the fact that we've had a fair amount of stability I think is very helpful to us. We've had executives who have gone from one department to another department within the [CBS] Entertainment division, but we haven't had too much bad luck with people leaving us to go elsewhere. As a matter of fact—it's been very nice—almost everybody who goes elsewhere would like to return. We try to make this a reasonably happy place to work. The environment here is something I think contributes to that—that people enjoy coming to work, and that's important.

On CBS's programing philosophy:

If we have a philosophy, we recognize that we try to reach so many different populations, so many different types of people. We're truly a national medium, and there are those shows that may have appeal in certain sections of the country that may not have as much appeal in others.

On who will win the 1985-86 season:

It's going to be very, very close. Clearly NBC has made very

strong improvement last season over the previous season. Most of the predictions I have seen, fortunately from the advertising agencies, feel we're going to win. I don't make predictions. But I made one prediction once, and I'll make it again: CBS will be in first place by Christmas of 1984.

On the average older age of CBS series:

Everything has a finite life. At some point in time a show does go off the air. *All in the Family* went off the air, *M*A*S*H* went off the air, everything goes off the air some time. Of those shows that I think one would consider as long-running, successful CBS series, I don't see next season as the last season for any of those shows.

Lewis Erlicht

On lessons from last season:

When you fall into third place, it's a difficult experience, but also there are positives from the experience. But you do become more expansive. You're willing to try more things. When you fall or falter or don't have a successful year, you've got to analyze a lot of things, and part of it is: What are you trying to accomplish generally? What works generally? Now it's easy to say *The Cosby Show* works because Bill Cosby is the star. But the genre was [not new]. So you look past being experimental just for being experimental's sake and say: Quality. You've got to go for quality. That's not highbrow quality, that's not Pavarotti, operas, ballets and things that have messages. Quality is quality of writing, quality of performer,

quality of character.

So I think we learned patience. We learned to go after substance, not style. These are cliches, but I don't know how else to phrase it.

On how ABC is developing product:

By and large, shows work because of the standard things: They are well executed, well written, have great stars and characters. And those are sometimes very slow to build. So in terms of philosophy, we're more conscious now about letting shows ride longer. That's a fact. If you have 90% of your schedule working, and you're riding high on the hog, you can afford to be quick on the trigger and say: 'Hey, let's knock that off.' But if you're down and out a little bit, you've got to be more patient. You've got to be more realistic about the goals you can achieve. You're not going to turn the world over instantaneously. What you are going to have to do is get a foothold. You can't turn around by being the quick trigger all over the place; you'll defeat yourself.

On ABC's newly pronounced "hands off" policy with producers:

I want to make this clear: This [policy] is not meant for first-timers or people with big ambitions who don't have the ability to back up [their proposals]. [This is meant for] professionals who are willing to take the responsibility for the way their production looks, responsibility for keeping the show on the concept they sold you, responsibility for taking total charge of their production. That is easier said than done. There are not that many true

from the three responsible for most of it

professionals around.

I think we've been guilty of over-involvement in the past. If someone comes in and sells you a show, and if you agree on a concept, let them deliver what they told you. [For example], if they want the show set in Cuba, you want the show outside of Cuba, or you suggest it shouldn't be a single lead, it should be a double lead, and you don't think it should be an action [show], it should be a poetic piece. Well, you obviously are not saying what that [producer] is saying. Don't do it—walk away from it. You're going to get into trouble. But if you agree on concept, let that person create it. It's not our job to tell [the producer] the dailies look dark. If they're a professional and competent producer, they'll say: 'That's dark, we've got to reshoot it.'

On his hopes for the end of the season:

What you hope to do at the end of any season is to have shows that you enjoy having on because you enjoy watching them. That runs the gamut of shows. It could be a certain episode that's terrific, it could be a series you love. I tell you this year I'm really looking forward to *Dynasty*. It really looks hot. You get involved with the characters and you go for it. *Moonlighting* is something that I enjoy watching, so is *Who's The Boss?*

Look, it would be foolish for anybody at ABC next year not to say: 'Boy we're really glad we made a hell of a gain and great headway.' That would be a terrific thing to say at the end of the year and probably that's the predominant thing I look forward to: to saying we made a hell of a gain over the previous

year. It may not be altruistic to say that, but I think it's candid.

On ABC's relationship with Aaron Spelling:

Aaron Spelling for years has been paying the penalty of any successful person. Aaron has had the longest run of any producer in the medium. He's probably created more films and series than anybody else, more episodes, more movies-of-the-week, and he gets shots taken at him like anybody successful. But his fortunes in any one given year are no different than they were 10 years ago. If he had a show that didn't work, then it was taken off the air. If a show worked, people jumped on the bandwagon and asked, 'How come he has so much?' Well, the show worked and another one came on. So in any one given year Aaron Spelling is the master of his own destiny. The more good shows he has, the more he will have on.

Brandon Tartikoff

On whether NBC's resurgence is attracting better ideas for new shows:

I haven't quantified it because I don't take the direct pitches from outside submissions. But I will tell you that we didn't get to where we are today by waiting for producers to come to us. We went to the producers with ideas. We generated ideas of interest and recruited the people we thought could be the production key to a successful show. We got producers who had been under service to ABC and CBS and got them to work for us. In the case of Michael Mann of *Miami Vice* and Steven Spielberg, we went

out to people who were not in the television world at the time and recruited them back to television. The way to get a hit show is to do what no one else is doing, and if you look at our successes of the past year, *Cosby*, *Highway to Heaven* and *Miami Vice* and CBS's *Murder, She Wrote*, what could be said of all four of those shows—none of which are alike—is that there were no other shows on the air that were doing what they were doing.

On whether success will lessen NBC's patience with shows:

No one is saying we should be first by Christmas or first by the end of this season. Grant Tinker is wonderful in that he only asks that a show be as good as it can be and he figures the rest will take care of itself. That philosophy has been right on in terms of the results we've gotten. We're not going to suffer the early axing of a show that could grow up to be a *Cheers* or *Miami Vice*. *Miami Vice*, incidentally, was a show that was renewed with a 20 share, and not many people remember that. Our Sunday 7 p.m. show was renewed with a 17 share. We will continue to give shows a chance to catch on.

On everybody watching Brandon Tartikoff to see what happens this season:

It's very exciting and very stressful at the same time. I'd rather have that than to have no eyes looking at us and everybody forgetting about NBC. I've had three days of vacation this summer mainly because I don't want us not to get to first place because we didn't give every ounce of attention to our shows. So I've been very wrapped up in the fall product. It's somewhat nerve-racking.

seasons, he pointed out, ABC has increased most of its orders for series episodes beyond the traditional 22 limit. And more original episodes don't necessarily mean more mon-

ey for production budgets, Erlicht said. The prime time schedule is fixed, he said, and the network can always divert money that was once spent for theatricals and specials, for example, and invest that in more first-run episodes. "If you order 22 episodes of every-

thing, you will need X hours of specials to fill in certain weeks of the year. Say you order 50 hours of specials. Maybe by cutting down to 30 hours of specials, you can increase 20 hours of series programming," he said. □

WARC approaches home stretch; key issues unresolved

With the Space WARC entering its last two weeks—and with agreements on major issues still out of reach—time has become a factor. Or as Ambassador Dean Burch, head of the U.S. delegation, put it late last week, "We'll have rampant disagreement, which will force everyone to check his hole card and begin to discuss compromise."

After three-and-a-half weeks of the conference in Geneva, the U.S. was feeling good on only one point: It saw progress in the effort of the western hemisphere countries to persuade the conference to incorporate in the international radio regulations the Region 2 plan for the use of direct broadcast satellites. But that is not considered a big issue.

The major issue of the conference is the method to be employed in planning the space services—actually, a provisional decision has been made to focus only on the fixed satellite service. And the U.S. does not yet seem to have persuaded developing countries of its view that the a priori planning many of them want as the means of assuring their access to orbits is wrongheaded—the U.S. feels it is wasteful and inefficient—and of the value for such countries the U.S. sees in its alternative proposal. Among other things, that calls for reserving the expansion bands associated with the 6/4 band for the use and long-term (15-year) planning of developing countries. The U.S. says that is the way to guarantee everyone access.

Last week, 22 African countries got behind an a priori allotment plan that was an amalgam of proposals taken from a number of plans that have surfaced in Geneva. It provides for planning the fixed satellite services in the 6/4, 8/7, 14/11-12 and 30/20 bands, and would guarantee each country an orbital position, a global frequency band of identical bandwidth, an appropriate coverage area and protection criteria against harmful interference, and would be available whenever a country decides to use its allotment. The proposal would make it possible for a country that had no immediate need for its allotment to make it available for use by another country—presumably, by renting it, and would take into account "technological progress in accordance with procedures to be determined." The continued operation of existing international systems, like the International Telecommunication Union, would be guaranteed. The plan has attracted attention among delegates to the convention, but Burch does not feel that countries "are lining up behind it."

The U.S. effort to win support for its proposal was complicated on Thursday when

Japan and the Soviet Union introduced a priori plans that they described as "compromise" proposals, a description with which the U.S. disagrees. The Japanese proposal—which the U.S. had hoped it could persuade the backers not to introduce—calls for a priori planning of the expansion bands associated with 6/4 ghz. The Soviets' provides for a priori planning not only of those expansion bands but of those associated with 11-12/14 ghz. The Soviets would also plan the virtually unused 20/40 ghz band later.

Burch said the U.S. would oppose both proposals when they are introduced in committee because of the a priori aspects. The Japanese plan borrows from a part of the American in that it provides for regularly scheduled multilateral meetings to coordinate requirements in the fixed satellite services. However, while the U.S. plan refers only to the conventional 6/4 ghz band, the Japanese would use the multilateral approach to coordinate requirements in the 14/11-12 ghz band as well.

And of the Japanese and Soviet plans, Burch said, the Japanese "is more interesting." But he made it clear the U.S. is not wavering from its position that a priori planning is "wasteful."

The U.S. found itself on the defensive, also, in connection with a proposal to accord common user organizations, like Intelsat, Intersputnik and Eutelsat, preferential treatment in securing the orbital locations and spectrum resources they say they need to provide either international or domestic service. The proposal, which had surfaced originally as the product of developing countries, later emerged with some developed countries—West Germany, Austria and Switzerland—among the 25 sponsors. The U.S., in the course of lengthy debate on the issue in committee last week, was firmly opposed. Its view, as expressed in a delegation cable to the State Department, was that the U.S. believes "in equality of treatment for all service needs by all administrations without preference or priority." A member of the U.S. delegation predicted the proposal would not survive the conference. "Such a proposal would set a bad precedent," he said. "Sovereign nations have been trying to get preferential treatment for themselves."

The Americans' good feeling regarding their efforts to persuade the conference to incorporate the Region 2 DBS plan in the international radio regulations stems from a series of what Burch said were "good bilaterals" with a number of Region 1 (Europe) countries. France had been Region 2's principal opponent on the issue because of concern about the possible impact of the

DBS plan on two French satellites serving its possessions in the western hemisphere, and the U.S. had entered the conference feeling its chances of success on the issue were slim. But talks with France, as well as the USSR, the United Kingdom and others, Burch said, produced positive results. And in the debate on the issue in Committee 6, Burch said, "we've been able to meet each objection as it is raised." As a result, he said, "things now look good."

Meanwhile, conference committees are grinding away on other, less visible matters. Committee 4—the technical committee—is dealing with two of them.

One involves the sharing and other technical problems that might be involved in locating direct broadcast satellite service in the 23 ghz band in Region 1. DBS is already allocated to that band in Regions 2 and 3. Although the issue is not considered critical for the U.S., its significance lies in the possible use of the 23 ghz band for high-definition television. Officials say the greater bandwidth available in that band makes it more appropriate, technically, for HDTV broadcasting than the 11-12/14 ghz band that has also been made available for DBS. And if Region 1 joined the other regions in allocating 23 ghz for DBS use, the likelihood of a worldwide standard for HDTV would be enhanced. France, the United Kingdom and the Soviet Union are said to be resisting use of the band for DBS because of concern it would cause interference with terrestrial services.

The other issue involves the effort—undertaken as the result of a resolution adopted by the General World Administrative Radio Conference in 1979—to find a band in the 500-2000 mhz range on which a sound (as opposed to a video) direct broadcasting service could operate. Reports from the committee indicate it is unable to find a suitable frequency and, as a result, will follow the U.S. lead and recommend that the matter be referred to the CCIR (the International Radio Consultative Committee), the International Telecommunication Union's technical arm, for further study. The U.S. believes the search should extend to frequencies above and below the 500-2000 mhz range.

So much for technical issues that do not arouse passions. As for those that do—the planning method that the conference will ultimately endorse and that will be implemented at a second session, in 1988, that's another matter. No one is yet predicting—at least publicly—what method will be adopted. But Burch made one prediction last week: "This thing will come together Tuesday or Wednesday." □

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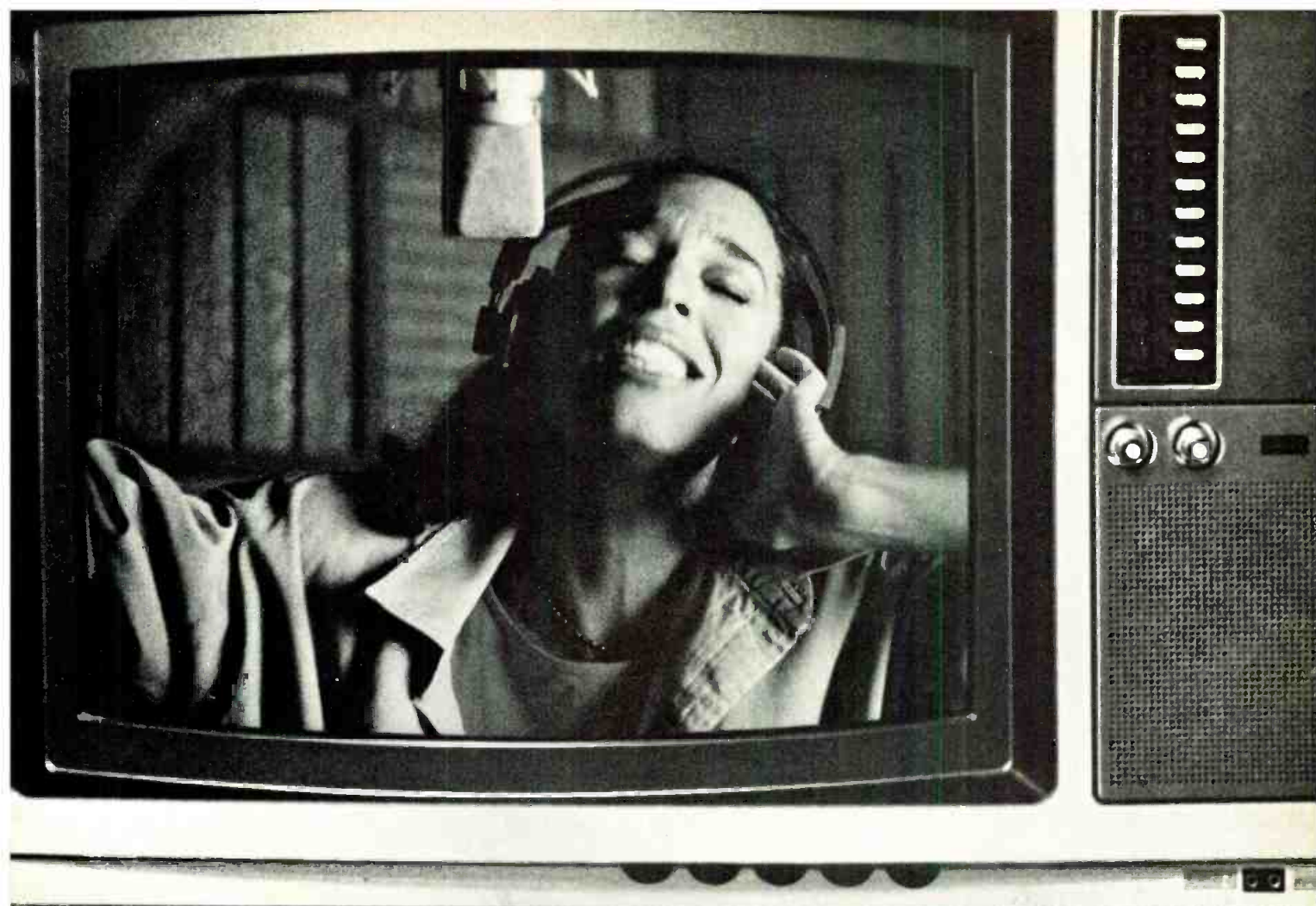
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The right choice.

From Jane Fonda to 'Debbie Does Dallas,' home video is a medium for the 80's

Video Software Dealers annual convention reflects business boom; VCR penetration seen passing that of cable in the next few years

Any cable system wondering where its pay cable subscribers are going might have stopped by the Sheraton and Omni Shoreham hotels in Washington last week. There, thousands of video store owners, assembled for the Video Software Dealers Association's annual convention, shopped for pre-recorded half-inch videocassettes to take home and rent or sell to their customers—the rapidly growing number of videocassette recorder owners.

This is a big business that cannot be ignored by any medium vying for access to America's television sets. VCR penetration of television homes has risen sharply—from 2.7% in 1980 to a projected 28.1% in 1985. It took cable three decades to achieve the same level of penetration some time in 1982. Cable now serves around 45% of all television homes.

The home video industry will report gross revenues of \$3.3 billion in 1985, Austin Furst, chairman of Vestron Video, the leading independent producer-distributor, told the dealers in one of two keynote speeches: "That makes us bigger than the bookstore end of the book business, about the same size as pay television, and gaining very quickly on the record business and the theatrical motion picture business," he said. "Some of those businesses look to me like grapes turning into raisins. Our business looks to me like a grape turning into champagne."

"We can be the dominant medium for movies in this country," said Furst, who is a former executive vice president of Home Box Office. "And we can outsell the record industry. And we can put another big dent in the audience of pay television and commercial television."

In the other keynote speech, Saul Zaentz, president, Fantasy Films, suggested that there would be no home video business had broadcasting and cable television not failed the public. "We have to thank network television for most of the VCR converts because of their so-called 'creative programming for the masses,' he said. "We must also thank cable TV for trying to help with their original programming and corporate-style filmmaking, but they are not yet in the networks' class in making VCR converts. Network television and the cable companies were given a great gift and have been trying hard to give it back."

At last June's National Cable Television



The exhibit floor at the Sheraton

Association convention, cable operators and programmers spent a great deal of time pondering the threat posed to pay television by home video. And, to counteract the threat, some talked about pay-per-view services offering motion pictures ahead of video stores. Indeed, several companies, including Showtime/The Movie Channel Inc., are developing national pay-per-view services for cable.

On paper, PPV looks as if it could put a cap on the home video explosion. It would offer the same movies at the same time and deliver them more conveniently—electronically right to the consumer's living room.

Nonetheless, those at the VSDA convention were not overly concerned. Furst suggested video stores will thrive in competition with PPV as long as the stores are places "to have fun," and not just places "to pick up a movie."

Larry Eisenberg, of Video Crossroads, owner of one of hundreds of stores serving the Portland, Ore., market, said there are several advantages in renting a tape over ordering PPV. It will be cheaper to rent a tape, he said. And once it is in the home, he said, it can be watched at leisure, stopped while the viewer answers the telephone or fixes a sandwich, and rerun at will.

Eisenberg cited one other, less tangible advantage of home video: "We still have the human factor involved in ours," he said. "If a customer calls up and asks for a tape, we'll put it aside until he gets there."

"I think pay per view will emerge as a medium, but it will not do anything but co-exist with home video," said Lawrence Kasanoff, director, original programming, for Vestron. "The convenience and availability of video cannot be duplicated by cable. It's

what you want when you want it."

The purpose of the show was not to contemplate cable or home video's position in the overall media mix. The purpose was to buy and sell tapes. Along the crowded aisles of the exhibit halls in the two hotels, sellers of videocassettes tried to lure dealers into their booths and into multiple buys of their latest and hottest videos.

What was most impressive was the variety of tapes. The dealers could order anything from X-rated gay movies to tapes on how to fix the plumbing or work off a flabby stomach. How many titles are available? According to Christine Lynch of National Video Clearinghouse Inc., NVC's soon-to-be-published seventh edition of the *Video Source Book* lists more than 40,000 titles, compared to 14,000 in the first (1979) edition.

All the dealers have to buy the major motion pictures, most of which are distributed by the home video arms of the major studios. The dealers wanted to know when the big pictures would be released in video, and at the show they got some of the answers—RCA/Columbia Pictures Home Video will release "Ghostbusters" on Halloween (Oct. 31) and Thorn EMI/HBO Video's "Rambo: First Blood Part II" will be available next January.

Once the dealers have ordered the "must" tapes, they have to use their best judgments in selecting tapes they feel will appeal to their particular customers and produce enough "turns" (rentals) to at least cover their costs. According to distributors, different kinds of tapes seem to do well in different markets. Stan Jones, of Ocean Video Inc., said the Ocean Video's line of Hong Kong-produced martial arts movies does well

in the south and the big cities. They are especially popular with black audiences, he said.

Much of the excitement of the show was generated by the celebrities brought in by distributors to promote their tapes: Jane Fonda, Weird Al Yankovic, Lou Ferrigno, Dana Andrews, pro wrestling manager Fred Blassie, Joan Collins, Shari Lewis (and Lamb Chop), Bubba Smith and Don Novello (aka Father Guido Sarducci).

At a Wednesday morning press conference, Dick Clark was on hand to announce that his Dick Clark Productions had entered into a long-term agreement with Vestron to produce an unspecified number of music tapes. The first, *Dick Clark's Best of Bandstand: 1956-1964*, will retail for \$29.95. Clark said the tape will hit the market amid plenty of promotion. "We don't just produce things," he said. "We try to sell them."

Music video may start to replace records in the marketplace, Clark said in response to a question, but not until the price of the videos falls and the penetration of VCR's rises.

Although the success of the home video industry has been built on tape rentals, the message the organizers of the convention were trying to hammer into the heads of their dealers last week was to sell, sell, sell.

The first thing the dealer has to do is teach the consumer that he can buy as well as rent cassettes, said Furst. "I'll be the first to admit that at \$79 or \$59 or even a bit lower you don't have much of a story to tell," he said. "But today there are many low-priced titles from all of the manufacturers—even if some of them are low priced just for a period of time. And, instead of dumping your excess rental inventory into the used tape market, experiment with selling it to the consumer. Put up a sign, try it."

Some of the distributors of the so-called "A" tapes were doing more than talking about "sell-through"—that is, sales to the consumer through the retailer. They were pricing product to sell at retail for less than \$30, considered by many dealers to be the threshold at which many consumers will buy rather than rent.

Walt Disney Home Video invited several hundred dealers to lunch in a Sheraton ballroom Wednesday afternoon for an elaborate production featuring several Disney characters to announce that it would offer 21 titles for three months next winter (Nov. 5 to Jan. 31) at a suggested retail price of \$29.95. The announcement was applauded by the dealers.

The 21 titles are not all Disney's best stuff, but they're all top drawer. Included in the package: "Pinocchio," now number two on the *Billboard* sales chart at \$79.95; "Dumbo," "Mary Poppins," "Robin Hood" and "Old Yeller." To sweeten the deal, Disney said it would also offer a 30-minute anthology tape, *The Walt Disney Comedy and Magic Revue*, for \$9.95 to every buyer of a \$29.95 tape. Disney also promised to support the offering with, among other things, in-store promotional material and a national network television advertising campaign with spots on everything from *Miami Vice* and *Hill Street Blues* to *60 Minutes* and *The Cosby Show*.



Two of the many choices

Vestron was also ready to do its bit to encourage sell-through. It announced at the show that it would cut the prices of 27 of its best-selling cassettes to \$24.95 or less and encourage their sale with a million-dollar-plus advertising and promotional campaign. The VideoGift Holidays '85 program will begin Nov. 16 and run through mid-January. "With VCR penetration nearing 30%, the time is right to promote video software as prestigious and quality gifts," said Vestron President Jon Peisinger. "VideoGift is something that can be enjoyed over and over again by the recipient. It's not just another tie or shirt that will end up in the closet."

The Vestron product included in the program: "Mr. Mom," "Breathless," *Making Michael Jackson's Thriller*, *Video Rewind—The Rolling Stones Great Video Hits* and, for children, *The Smurfs and the Magic Flute* and *Puff, the Magic Dragon*.

The industry is not without its internal problems. For one thing, it has to figure out what to do with tapes that have become frayed around the edges from too many rentals or that are simply not in demand any more. Many dealers now sell the old tapes to brokers who turn around and sell them to start-up dealers looking to build a basic inventory of tapes quickly and cheaply. The tape distributors complain that the practice hurts their sales and some suggest that it can also backfire on the dealers by helping put competitors in the market at lower capital investments.

Some dealers feel that selling the old inventory to brokers is vital. Leo Jerman said he now spends between \$20,000 and \$30,000 a month buying multiple copies of more than 100 titles for his three Video Circuit stores in Portland, Ore. If he were unable to sell the old tapes to brokers, he said, he would not be able to buy as many copies of the new ones. Consequently, he added, "the distributors are not losing as much as they claim" due to the used tape market.

Another concern of some video retailers is the entry of mass merchandisers into their business. Although the big chain department, drug and book stores may not get into the rental business, they are getting into sales. For instance, Kartes Video Communications, an Indianapolis-based distributor, brought out its line of Film Classics, vintage films priced at \$19.95 and sold in book stores. And Kids Klassics, a New York distributor, is retailing its public-domain children's tapes at Toys 'R' Us and K Mart at \$9.95.

Although movies still drive the business, the made-for-video tapes are capturing a growing share of the market. In the made-for-realm, *Jane Fonda's Workout*, 172 weeks on the *Billboard* sales chart and still number one, is the tape by which all others are measured. According to Pierre Loubet, director of new markets for Karl Lorimar Home Video, the distributor of the tape, more than 900,000 copies of the tape have been sold at \$59.95 since its introduction in March 1982. And, he said, Karl Lorimar is still selling 25,000 units a month.

According to C.B. Wismar, executive vice president of Kartes, a distributor heavily committed to video production, "The floodgates on made-for videos are just about to open." Once VCR penetration passes the 30% mark, he said, advertisers are going to "sit up and take notice" and begin subsidizing the production of made-for videos by including advertising in them.

Wismar, who is also part owner of WFAU(AM)-WKCG(FM) Augusta, Me., said proprietary made-for videos protect Kartes from cable PPV competition. If Kartes distributed only motion pictures—"the hits business"—cable PPV offering the same pictures could pose a serious threat.

Cherry Wyman and Phil Mause, independent producers whose *How to Pick Up Men* has just been taken to market by Kartes, believe that home video will be the outlet for



Dick Clark



Fred Blassie



Weird Al Yankovic

"narrowcast" program that cable was supposed, but ultimately failed, to be. "You don't need as broad a market to make something economically viable in video as you do in cable," said Mause. "The big advantage with home video is that the biggest capital investment, the VCR, is made by the consumer rather than the industry."

Wyman and Mause had stopped by the Kartes booth to find out how early sales of *Pick Up Men* were going. They, like many others who worked on the tape, were entitled to a percentage of the gross. "Sounds good," Mause said, after huddling with Wismar.

Like Wyman and Mause, Vestron's Kasanoff believes there's a real future for made-for videos, but only those that meet certain criteria. "Everything we do must have a strong, pre-promotional recognizable hook to it," he said.

A comedy tape can meet Vestron criteria if it features famous comedians or if it's based on an already popular concept like Vestron's *Truly Tasteless Jokes* series. Although the *Jokes* series has no "names," he said, it is based on a series of books that have sold millions of copies. The same goes for Vestron's how-to tapes, he said. Vestron would not have put a how-to-play-tennis tape on the market, he said, if it hadn't been able to produce one with stars John McEnroe and Ivan Lendl.

"You've got to be aware of the marketplace," he said. "It's enormously crowded. I never make a programming decision without making a marketing decision."

Will all that in mind, Kasanoff said, Vestron will release between 35 and 50 made-

for videos this year. What's more, he said, it currently has some 140 "projects" in development or in production for release in 1986 or 1987.

From the industry's inception, adult-oriented movies ("movies with mature themes," X-rated movies, hard R, soft R, pornography) have been a big part of it. Their market share has dwindled, but only because of the flood of nonadult titles coming into the market.

For the convention, the distributors dealing exclusively in such product were in another hotel, the Shoreham. The idea, according to one distributor, was to keep the image of the industry as clean as possible. Organizers didn't want television news cameras panning from displays promoting "Ghostbusters" and other mainstream movies to exhibits for such adult bestsellers as "Stiff Competition," "New Wave Hookers" and "Bad Girls III."

Adult video is so big it even has its own trade magazine, *Adult Video News*, with about 20,000 subscribers, half video dealers and half consumers. According to Publisher Barry Rosenblatt, despite attempts by some local communities to crack down on the sale and rental of adult tapes, they're becoming more widely acceptable: "People have no problem walking into a video store today and asking for 'Debbie Does Dallas.' The stigma attached to renting adult tapes has been lifted."

According to figures in *Adult Video News's 1985-86 Buying Guide*, the adult share of the market has dropped from 33% in 1983 to 19% in 1985, even though the number of adult titles hitting the market each year rose from 400 to 1,700 over the same period. The production explosion has been fueled by the acceptance of shot-on-video features, which now account for over half of all new productions.

"Mr. Bill" Iredale, vice president of marketing and research, Video Select Entertainment (VSE), a distributor of adult movies, said that adult movies are still important to the industry. Although only 15% to 20% of a store's tapes will be adult, he said, they'll often account for over 50% of its profits. The best of the major motion pictures are on the shelves no more than 20 weeks before rentals start petering out, he said, while adult movies are relatively timeless.

The adult fare will become even more im-

portant to the small, independent stores and chains as the mass merchandisers siphon off the mainstream business. The mass merchandisers will not offer X-rated movies, said Iredale, particularly if they are publicly owned.

Iredale tried to set his company apart from some of the others in the business. "We try to put quality merchandise into the stores," he said. The VSE movies have story lines with "morally redeeming value," he said. "They're not like the stag-party films of 20 or 30 years ago."

And he also sets the company apart from "pornographers," producers and distributors of movies featuring bondage, abuse of women and sex with children. Asked VSE's Barbara Sweet: "Why go on the fringe when you can stay middle of the road and still make a profit?" □

Gaps found between TV families and reality

Study says common family problems are not presented on television

Much in real life is missing on television, a survey conducted by the National Commission on Working Women has concluded. Missing are the pressures of work and family and such real-life problems as finding and paying for child care, balancing home and job responsibilities and stretching the family budget, the survey concluded.

The 11-page study, "Prime Time Kids: An Analysis of Children and Families on Television," was based on 15 situation comedies that had children as continuing characters during the 1984-85 prime time season. The survey attempted to determine the "demographic profile" of children portrayed on TV and whether "the daily concerns and realities affecting 20 million working mothers were reflected in prime time entertainment programming."

The study also said that only a minority of situation comedies, notably *The Cosby Show*, portray the "traditional family, where the parents are clearly in charge." In many shows, strong adult figures are absent and "junior adults" are in charge. On *It's Your Move*, for example, "a devious teen-ager runs rings around his bewildered mother, while on *Webster*, a precocious tot often surpasses his adopted father in maturity and insight," the survey said. *Punky Brewster* reverses the adult-child roles, it added. A third "family style" noted in the report is the "democratic family" in which children and adults "regard one another as equals."

Among the specific findings of the survey:

■ On television, all single mothers are middle class or wealthier and almost half of all families are at least upper middle class. In reality, the study says, 69% of all homes headed by women are poor, and the median annual income for a family with two working parents is just over \$30,000. There are

no poor families on TV, the study says.

■ Two-thirds of all TV children live with one parent, step-parents or legal guardians. In reality, four out of five children live with both parents.

■ No black children on TV (except those on *The Cosby Show*) live with their natural parents, and 80% of all black children are upper middle class or wealthier. In reality, the study says, black children live in a variety of family settings and one out of two black children lives in poverty.

■ More than half of all television children live with their fathers, who experience no difficulties being a single parent. In reality 90% of all children in single parent homes live with their mothers, whose average annual income is under \$9,000.

The report was funded by the women's division of the general board of global ministries of the United Methodist Church. It is the first of a series by the commission, with one on "older" women on television in the planning stages for next spring, Steenland said. □

Making the most of mini-series

Although the program form has experienced lower ratings in past season, networks are still enthusiastic about its value

All three networks are going for mini-series in a big way next season, despite recent declines in ratings for that genre of programming. Indeed, network executives and producers staunchly insist the mini-series format is still strong. The weaker performance of mini-series last season—down an average 18% in ratings—was due principally to the selection of programs and their scheduling, executives explain, rather than to any cooling of viewer interest in the form.

Viewers will be seeing more mini-series of shorter length this season—although they also will see the mega-length, 24-hour *North and South* saga on ABC—and more two-nighter episodes with average lengths of four to five hours.

The concern with mini-series is not purely academic. Just a few seasons ago, the format was heralded as the savior of network television. Episodes from both *Roots* and *The Thorn Birds* were among the most-watched television programs of all time, but some of last season's mini-series events averaged the kind of ratings usually reserved for underperforming series. However, the networks more than doubled the number of hours (from 36 to 80) of mini-series that aired, which presumably contributed to the ratings shortfall.

Next to ABC's *North and South*, the longest mini-series next season is NBC's nine-hour *Peter The Great*. Five mini-series are seven hours each, and the remaining six are four hours each. There is even some dispute whether a limited series of four hours length is a "mini-series." According to the National Academy of Television Arts and Sciences, sponsor of the annual Emmy Awards, a

CBS ties NBC for first in ratings race

NBC had its summer ratings streak broken for the week ending Aug. 25, as CBS tied NBC in average ratings, and beat it in average share. According to Nielsen's National Television Index (NTI), CBS had a 12.6 average rating and a 23 average share, while NBC had a 12.6/22, and ABC had an 11.8/21. Until that time, NBC had won 13 consecutive weeks.

The week's only premiere, CBS's yuppie comedy-drama, *Hometown* (Thursday 10-11 p.m. NYT), scored a 13.8/24, to tie with a repeat of *Cagney and Lacey* for 23d on the week's schedule of 60 programs. In its second week, CBS's news magazine, *West 57th* (Tuesday, 10-11 p.m. NYT), slid from its premiere of 10.5/19 to 9.7/17. A repeat of CBS's Civil War mini-series, the eight-hour, three-part *Blue and the Gray*, averaged an 11.4/21.

HUT levels for the week were up 6%, from last year's 53.4 to 56.6, and combined ratings and shares were up considerably, by 30% and 22% respectively. Last year's combined ratings were 28.4, while this year's were 37. Combined shares rose from 53.7 last year to 65.7 this year.

In nightly wins, CBS won Sunday, Monday, and Wednesday, NBC won Thursday and Friday, and ABC won Tuesday and Saturday.

■ CBS won Monday on the strength of third- and fourth-ranked *Kate and Allie* and *Newhart*, at 8-9 p.m. NYT, which enjoyed a 16th-ranked lead-in from *Scarecrow and Mrs. King* (8-9 p.m. NYT). On ABC, *NFL*

Pre-season Football (9 p.m.-12:08 a.m. NYT), Denver vs. San Francisco (13.2/23), outperformed *ABC Monday Night Baseball*.

■ ABC won every hour on Tuesday night, which included the ninth-ranked *Magruder and Loud* and the 12th-ranked *Moonlighting*. The *CBS Tuesday Night Movie*, "The In-Laws," did a 9.8/17.

■ A repeat of the *Ninth Circus of the Stars*, 9-11 p.m. NYT, helped give CBS a win on Wednesday. NBC took the 8-9 p.m. NYT hour with *Highway to Heaven*.

■ NBC took Thursday as its normal lineup included four of the week's top 10 shows. At 10 p.m., ABC's *20/20* (13.9/25) edged out the debut of *Hometown*. Thursday was the highest-ranked night on the schedule (16.2/29).

■ Friday, an NBC win, featured the fifth-ranked *Miami Vice* (10-11 p.m.). The first episode of *Blue and the Gray* (8-11 p.m. NYT) scored a 9.8/19.

■ With one-and-a-half-hour episodes of *Love Boat* and *Finder of Lost Loves*, ABC won Saturday night, taking every hour. Preseason NFL football on NBC scored a 9.2/18.

■ Sunday saw a tight battle among the three networks, as CBS took the night on the strength of the sixth-ranked *60 Minutes*. In its second week, *oceanQuest*, on NBC, won its time period (8-9 p.m. NYT). The *ABC Sunday Night Movie*, "The Sting," won the 9-10 p.m. period and tied CBS's third part of *Blue and the Gray* from 10 to 11 p.m.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	20.9/39	22.	20/20	ABC	13.9/25	43.	Today: At Night	NBC	10.3/18
2.	Family Ties	NBC	18.1/32	23.	*Hometown	CBS	13.8/24	44.	Hotel	ABC	10.2/17
3.	Kate & Allie	CBS	17.2/27	24.	Cagney & Lacey	CBS	13.8/23	45.	Mr. Belvedere	ABC	9.9/19
4.	Newhart	CBS	17.1/27	25.	Remington Steele	NBC	13.7/24	46.	Blue and the Gray, pt. 1	CBS	9.8/19
5.	Miami Vice	NBC	16.9/31	26.	Double Trouble	NBC	13.7/22	47.	The In-Laws	CBS	9.8/17
6.	Cheers	NBC	16.5/28	27.	Who's the Boss?	ABC	13.6/24	48.	West 57th	CBS	9.7/17
7.	60 Minutes	CBS	16.0/32	28.	Blue and the Gray, pt. 3	CBS	13.5/23	49.	Motown Review	NBC	9.5/18
8.	Night Court	NBC	15.9/27	29.	Football—Denver vs. S.F.	ABC	13.2/23	50.	Football, Miami-L.A. Raiders	NBC	9.2/18
9.	MacGruder and Loud	ABC	15.7/28	30.	Little House: Farewell	NBC	13.0/21	51.	Airwolf	CBS	8.9/18
10.	Circus of the Stars	CBS	15.7/27	31.	Hill Street Blues	NBC	12.9/23	52.	Different Strokes	NBC	8.8/18
11.	Simon & Simon	CBS	15.7/27	32.	Highway to Heaven	NBC	12.7/23	53.	Knight Rider	NBC	8.6/17
12.	Moonlighting	ABC	14.8/24	33.	I Had Three Wives	CBS	12.3/23	54.	Silver Spoons	NBC	8.1/16
13.	Riptide	NBC	14.7/24	34.	Magnum, P.I.	CBS	12.2/22	55.	Dynasty	ABC	8.0/13
14.	Three's A Crowd	ABC	14.6/25	35.	Love Boat	ABC	11.6/23	56.	Rock 'n' Roll Summer Action	ABC	7.9/14
15.	Finder of Lost Loves	ABC	14.5/27	36.	Hardcastle & McCormick	ABC	11.2/20	57.	Our Time	NBC	7.5/15
16.	Scarecrow & Mrs. King	CBS	14.4/25	37.	Webster	ABC	11.1/23	58.	Meteor	ABC	7.4/13
17.	A Team	NBC	14.4/25	38.	Blue and the Gray, pt. 2	CBS	11.0/21	59.	Punky Brewster	NBC	7.2/15
18.	Demon Murder Case	NBC	14.4/24	39.	Benson	ABC	10.8/20	60.	Ripley's Believe It or Not	ABC	7.2/15
19.	The Sting	ABC	14.3/24	40.	Life's Embarrassing Moments	ABC	10.7/20				
20.	Facts of Life	NBC	14.2/24	41.	St. Elsewhere	NBC	10.5/18				
21.	oceanQuest	NBC	13.9/25	42.	Off the Rack	ABC	10.3/19				

*indicates premiere episode

mini-series must be made up of at least "three broadcast parts," regardless of the length of each part. Anything shorter falls under the "specials" category.

But the networks tend to use the term mini-series more broadly, occasionally applying the term to four-hour, two-part, limited series.

"It's very hard to make a judgment based on any one year [of ratings] whether there's an overall trend away from longer mini-series," said Steve White, senior vice president of movies, mini-series and special projects at NBC Entertainment. The reason, White explained, is that most of next season's mini-series were originally planned two or three years ago and, like altering the course of an unwieldy aircraft carrier, the slightest change in plans must be plotted

long in advance. So the basic format and length of the upcoming season's slate was set as long as two or three years ago—long before any perceived decline in their ratings was measured.

But White thinks it is likely the networks will be experimenting more with the two-night, two-part, made-for-TV movies. "If you look at the three-network commitment to three nights or more, you might be surprised that the bulk number [of mini-series] is not shrinking. But what I think is a trend is to do more of the two nighters—although not at the expense of made-for-TV movies or long-form mini-series."

Among the three networks, there is a commitment for a total of 92 hours of mini- and limited series next season, and that number could climb to more than 100 hours if

ABC runs several additional shorter length limited series beyond *North and South*. Last year, including mini-series scheduled during the May sweeps after the official season was over, 98 hours aired.

Given an average cost of \$2 million per hour to produce a mini-series, the combined network investment is nearly \$200 million. ABC's *North and South*, produced by David Wolper, cost \$55-\$60 million.

The decline of mini-series ratings is documented. According to CBS researchers, during the 1984-85 season (Sept. 24, 1984-April 21, 1985), a total of 80 hours of mini-series on the three networks averaged an 18.8 rating and 29 share. That was 18% below the previous season when a total of 36 hours of mini-series averaged a 22.8/34, and further below the 32/45 for a total of 47.5

David Wolper: father of the mini-series

When it comes to mini-series, few would argue that David L. Wolper is the undisputed master of the medium. He produced *Roots* (1977) and *Roots: The Next Generations* (1978), *The Thorn Birds* (1983) and *The Mystic Warrior* (1985). He is currently polishing the first 12 hours of *North and South* for ABC, to air next November, and will soon begin filming the second 12 hours of *North and South* for the spring—a mammoth \$55-million to \$66-million mini-series. He also has three others in the works, all based on great lives, real or mythical: *Napoleon and Josephine*, *Picasso* and *Ulysses*.

Wolper began his career making documentaries, but even then he says he had a certain attitude about filmmaking not necessarily shared by other documentarians at the time: "My philosophy about making a documentary was to inform, but to entertain as well. Now that I'm in the entertainment world, my philosophy's reversed itself: to entertain, but inform as well. I'm entertaining, but I'd like you to get something out of the piece other than just entertainment. While I was making documentaries, I wanted to get entertainment out of the piece, rather than just information."

Below, Wolper shares some thoughts on what does and doesn't make a mini-series work.

Why were the ratings for mini-series down last season?

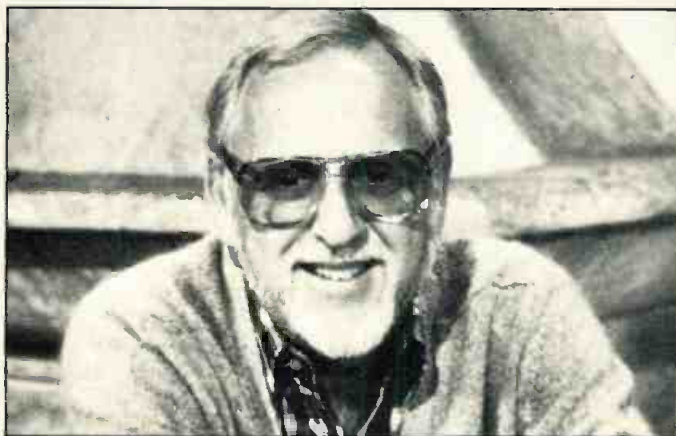
They just picked the wrong subjects. When mini-series go down, they say mini-series are the problem. I don't see you writing a story about why only 10% of the [regular] series make it.

A.D. I think wasn't a success because nobody knew what it was about. I mean *A.D.*, what does that mean? It's too amorphous in its title. It just didn't say what it was about.

Space didn't make it. Well, I should have known *Space* wouldn't make it. *The Right Stuff* didn't make it—it was a terrific picture, got great reviews, couldn't have been any better received, and nobody went to see it. That should tell you that people aren't interested in the space program, or that subject matter. Also I think it was programed incorrectly. It was too many three-hour shows in a row and I think the audience had a feeling that "God, do I have to give three hours night after night..." That's the reason I think that didn't work.

I didn't think either *Hollywood Wives* or *Lace II* would make it or be a big smash because I don't think sleaze novels make mini-series material. *Lace I* did very well. That seems to me an exception to the whole rule. I just think it's not the right subject matter.

So last year you could say was a bad year for mini-series. I say no, it was a failure of the networks, not of the mini-series. Like it's a failure of the networks when they pick the wrong series: It's not the failure of the medium, it's the failure of the people who picked the shows.



What else should a producer or network avoid?

I don't think contemporary subjects, unless they are very, very unusual, are a mini-series. You can see a contemporary story every single day on television. Three hours a night, seven nights a week, there is a contemporary story on. Whether it's on a boat, on a plane, about policemen, about a ranch in *Dallas* or a place in *Dynasty*. They're on every night. So another contemporary story, why should I be drawn to that?

What elements should be included?

To make it special, a mini-series should be a costume piece, take you to another era, another place, another time. Like Australia in *The Thorn Birds* or black American history in *Roots*. If I were going to design a mini-series, the perfect of all situations would be: It would be a best selling book [and a] costume piece about a family or families. That would be perfect. Which happens to be *The Thorn Birds*, *Roots* and *North and South*. By chance they all happen to be family stories. Black family. Family in Australia. Family from the North and family from the South. Two out of three so far have been good.

Also, in order to be a success, a mini-series has to get that casual audience. The audience that usually doesn't watch television, [that] says "Oh, look what's on tonight. I think there's a reason to watch television tonight."

So then promotion is important?

Promotion is the key. I feel I have two audiences. My first audience is the media. I've got to convince the media first that this is a program that is worth watching. And then I have to get my audience. But if the media is not behind you on a mini-series, then you're never going to get anywhere. Not by word of mouth, because it's all over in four days.

hours of mini-series during the 1982-83 season.

And while the average ratings for such categories of programming as theatricals, made-for-TV movies, regular series and specials are also down in keeping with the overall slackening of network television viewing, the decline in mini-series ratings is multiples over the other formats.

"Two years ago, no matter what [mini-series] was put on, it didn't do less than a 30 share," said Harvey Shephard, senior vice president of programs, CBS Entertainment. "That led to greater saturation on the air, and performance drop," he said, because mini-series were "no longer as special as they used to be." Added Shephard: "Everybody will be waiting to see how mini-series do this year in light of their performance last year."

To make sure that network executives are not the only ones watching the Nielsen meter during a mini-series broadcast this season, CBS is throttling back slightly on the total hours of mini-series it is scheduled to broadcast. Last year—including the May sweeps—it ran six mini-series totaling 46 hours. This year it has scheduled seven mini-series totaling 40 hours.

Another problem executives at each network want to avoid this season is scheduling their respective mini-series too close together. Last May, for example, a different mini-series began each Sunday. It is an axiom among network executives that for mini-series to be the ratings blockbuster they are promoted to be, the light or occasional television viewer must be attracted.

Executives at CBS feel its eagerly awaited *Space* mini-series last May was a casualty of too many mini-series crammed too closely together. *Space*, which reportedly cost CBS \$32 million, averaged a 16.8/27 and was ranked 13th among 16 mini-series broadcast between September and May last season. "NBC put *A.D.* on a week ahead of time," noted CBS Entertainment President B. Donald Grant, "and people watched it. I think a lot of people in the audience said, 'You know, I just watched six hours or eight hours of *A.D.* I can't make another commitment right now, three or four days later, to watch 13 hours.'"

Asked Alice Greenberg, senior vice presi-

dent and director of network programming at Oglivy & Mather, in a recently published report on media trends, in reference to last May's bumper-to-bumper mini-series schedule: "How could lighter television viewers be expected to watch every one of them?"

So far the networks have not formally announced air dates for most of next season's mini-series. Only ABC has announced that "Book I" of *North and South*—as ABC is calling the first 12 hours—begins Sunday, Nov. 3, and airs in six two-hour episodes every night the following week except Monday and Friday.

NBC to date has scheduled five mini-series totaling 28 hours. Last year between September and May, it aired six mini-series totaling 22 hours. NBC is not disclosing exact schedule dates, but the nine-hour *Peter the Great* is supposed to air in the spring, while the seven-hour *Mussolini: The Untold Story* is set for fall. The four-hour *The Long Hot Summer* is tentatively set for October, and *Sidney Sheldon's Rage of Angels: The Story Continues* is also set for spring. White said it is NBC's "philosophy to put on one multnighter per month" during the season.

In addition, ABC has in the wings several shorter, four-to-five-hour mini-series that it also might run next season, although no commitments have been made. Two, according to Christy Welker, vice president, novels and limited series for television at ABC Entertainment, are contenders for the February sweeps: the four-hour *Harem* and the five-hour *Crossings*, the latter based on a novel by Daniel Steele.

Welker also said ABC is stepping up its production of two-night mini-series, "which is really where the expansion is taking place." According to Welker, the two-night productions have "just been discovered to be a wonderful form." The shorter format offers flexibility and the ability to "get into subjects and themes you couldn't get out of [one] two-hour movie." Welker also cited a shorter development time (ABC's *Winds of War* was seven years in development) and less risk associated with two-night mini-series.

The risk factor was especially appreciated by one programming vice president at a top-20 advertising agency. "If they have a bomb,

they have a bomb for two or three nights instead of five or six," he said.

NBC's Steve White also noted that shorter-form mini-series allow for creative experimentation. With two-part made-for-TV movies, White said, NBC is "looking at a lot of material [it] wasn't before." White said he had in mind two-night episodes like *Fatal Vision*—the top-rated mini-series last season with a 31.1/47—and the upcoming *Dress Grey*, which is a "little bit of a different kind of project than in past years." Although both were based on books that explored a murderous crime (fiction in the case of *Dress Grey*), "that's not the limit of it." Rather, he said, the two-part made-for-TV movie lends itself to "hard action material which wasn't getting done as three or four nighters." The reason, according to White, is that it is difficult to sustain action-oriented mini-series over more than two nights.

But White emphasized that two-night, made-for-TV movies are not being made at the sacrifice of longer form mini-series or regular-length made-for-TV movies. Instead, he said, the format is added to the mix of programming that makes up for the lack of single-entertainer variety shows and theatricals that used to be a staple of prime time television.

One result is that NBC is continuing to step up its made-for-TV movie plans. Over the past three seasons, each network has added more made-for-TV movies to its schedules as the supply and value of major theatricals shrinks. This coming season, NBC will air 35 made-for-TV movies, up from about 30 last season and 20 the year before. The other two networks are planning to air about the same number as last season: CBS, 45; ABC, 25. □

Next season's mini menu

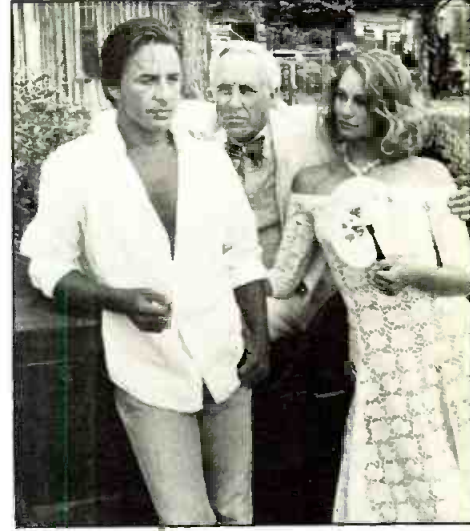
When it comes to network television schedules, nothing is set in concrete and everything is subject to change. But so far, the networks have scheduled 13 mini-series for



CBS's "Kane & Abel"



Elizabeth Taylor in ABC's "North and South"



NBC's "Long, Hot Summer"

next season totaling 98 hours. Following is a complete list of next season's mini-offerings, with descriptions.

ABC

■ *North and South*, books I and II. A 24-hour period extravaganza based on the antebellum South and Civil War era novels by John Jakes. The two books, *North and South* and *Love and War*, trace the lives of two families—one Southern plantation owners, the other northern industrialists. The first 12 hours will be shown during the November sweeps, with the second 12 scheduled for next April or May. ABC publicists are emphasizing the second part is "not a sequel" but simply a continuation of the first part. And ABC executives ordered scripts for the second 12 hours based on Jakes's second book even before the filming of the first 12 was over. The cast is studded with major stars: Hal Holbrook plays Abraham Lincoln, Gene Kelly plays a U.S. senator, Robert Mitchum plays an army physician and Elizabeth Taylor plays a madam of a Southern brothel. Executive producers are David L. Wolper and Chuck McLain.

CBS

■ *Alice in Wonderland*, a four-hour series featuring 37 stars from Steve Allen to Sammy Davis Jr. The presentation combines two Lewis Carroll classics, *Alice in Wonderland* and *Through the Looking Glass*, in a script by Paul Zindel. It is produced by Irwin Allen Productions in association with Columbia Pictures Television and Procter & Gamble Productions.

■ *Blood and Orchids*, a four-hour presentation based on a novel of the same name by Norman Katkov about prejudice and corruption in Hawaii during the 1930's and centering on four native Hawaiians accused of raping a U.S. Navy man's wife. It is produced by Andy Adelson for Lorimar Productions. Cast is to be announced.

■ *Dream West*, a seven-hour production starring Richard Chamberlain and based on the biography of John Charles Fremont by David Niven. Fremont was a pioneer who helped open up the west and became the first presidential candidate of the newly formed Republican Party. It is produced by Chamberlain's CHAM Productions in association with Sunn Classic Productions.

■ *If Tomorrow Comes*, a seven-hour mini-series starring Tom Berenger ("The Big Chill," "Eddie and the Cruisers") and based on the Sidney Sheldon best seller about international intrigue and revenge. It centers on the jet-set adventures of Tracey Whitney, framed for robbery and attempted murder as she tries to avenge her mother's death. Produced by CBS Entertainment, production credits include Bob Markell, producer; Jerry London, director-producer, and Carmen Culver, writer-producer.

■ *Kane & Abel*, a seven-hour story starring Peter Strauss and Sam Neill based on the novel by Jeffrey Archer about two strong-willed tycoons, born on the same day—one to Boston Brahmins, the other illegitimately to a Polish aristocrat—who become obsessed with destroying each other. It is a Schreckinger Communications Co. pro-

duction in association with Embassy Television.

■ *Sins*, a seven-hour production based on Judith Gould's novel of the same title about power and desire in the publishing and fashion worlds. It stars an international cast, headed by Joan Collins and including Gene Kelly, James Farentino, Giancarlo Giannini and Lauren Hutton, and was filmed in Europe. Collins plays Helene Junot, an impoverished orphan who rises to the top of the Paris fashion world and atones for the crimes committed by her Nazi family. Collins shares a co-executive producer credit.

■ *Switch* (working title), a four-hour project based on the best seller by William Bayer about a gruesome double murder of two seemingly unrelated women and the New York City detective who pursues their killer. Herbert Brodtkin and Robert Berger are the executive producers for Titus Productions.

NBC

■ *Peter the Great*, a nine-hour show based on the Robert K. Massie biography of the Russian czar. It stars Maximilian Schell as Peter; Vanessa Redgrave as his half-sister; Laurence Olivier; Omar Sharif, and Hanna Schygulla. The project was filmed in the

Soviet Union. Marvin J. Chomsky produced and directed for NBC Productions.

■ *Mussolini: The Untold Story*, a seven-hour drama on the life of the fascist Italian dictator played by George C. Scott. Ray Katz and Bernie Sofronski are executive producers for the Trian production.

■ *The Long Hot Summer*, a four-hour drama based on William Faulkner's book "The Hamlet" and starring Don Johnson (*Miami Vice*), Jason Robards and Cybill Shepherd (*Moonlighting*). The screenplay is from the 1958 film, adapted for television. Leonard Hill and John Lenox are executive producers for Long Hot Productions.

■ *Sidney Sheldon's Rage of Angels: The Story Continues* is a four-hour sequel to a 1983 NBC mini-series. Jaclyn Smith returns in her role as Jennifer Parker, who is trying to balance a career as an attorney and her personal life. Ron Roth is the producer for an NBC Production.

■ *Dress Gray*, a four-hour limited series based on the novel of the same title by Lucian K. Truscott IV. It centers on the murder of a cadet at West Point and the crimes subsequently covered up by a senior officer. It is a Norman Rosemont Production in association with Warner Bros. Television. □

PBS unveils fall programing

In addition to returning staples, controversial topics such as abortion will be addressed

The Public Broadcasting Service is adding 21 new programs to its 1985 fall season which cover both the traditional and controversial.

Among the latter is *The Abortion Battle*, a three-hour documentary airing Sept. 18 at 8 p.m. (NYT). The program integrates films and commentary reflecting both sides of the

pro-life/pro-choice positions, including the controversial pro-life piece, *The Silent Scream*.

Also airing on the noncommercial television network next fall is *The Times of Harvey Milk*, which airs Nov. 13 at 9 p.m. The program examines gay rights in San Francisco and the conflict that existed between Harvey Milk, an openly gay San Francisco city supervisor, and his colleague, Dan White, a former policeman and fireman, who later murdered Milk and Mayor George Mos-



"Bleak House" on Masterpiece Theatre

Syndication Marketplace

■ **DCA Teleproductions**, Taft's new syndication arm which will work out of the company's WDCATV Washington, has cleared the first annual *NBA Summer All-Star Game* on 70 stations, or 65% of the country. Proceeds from the game, played on Aug. 3 at the Capitol Center in Landover, Md., will go to the National Committee of Arts for the Handicapped (NCAH), and National Stay in School Program, which produced the event in association with DCA. Among the stars that appeared in the game were Magic Johnson, George Gervin, Dominique Wilkens, Andrew Toney and Isiah Thomas. Distribution is on a barter basis with stations and DCA each getting 12 minutes of advertising time. The game's window ends Sept. 22. Among clearances are WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago and WPHL-TV Philadelphia. ■ **Group W Productions** says it has added seven stations to its *Hour Magazine* lineup, bringing its total coverage for the show to 84%. The new stations are WMAQ-TV Chicago; WDAF-TV Kansas City; KECH(TV) Portland, Ore.; WPEC(TV) West Palm Beach, Fla.; KCPM(TV) Chico-Redding, Calif., and KTVG(TV) Helena, Mont. ■ **Orbis Communications** has announced distribution of a 193-film package it is handling for P&G. *Platinum 193*, which includes 118 titles new to syndication, will be sold on a barter basis. From a prescribed list, stations will choose one title per week for prime time for five years, with 10½ minutes being kept for P&G, and stations getting commercial time according to the how they edit the movie. Two or three runs will be allowed, depending on the arrangement negotiated, and there will be an option for two other five-year windows for the films. Among titles in the package are "Cannonball Run," "Fort Apache, The Bronx," "Nashville," "Tribute," "The Night Stalker," "Blind Ambition," "Meatballs" and "The Last Chase." The package is being offered for use beginning July 1, 1986. ■ **Prijatel Productions** says that it has cleared *The Strassel Reports*, 82 vignettes on personal finances sold on a cash basis for use during the local news, in 21 markets. Forty-five of the reports will cover taxes, and will be seen three times a week during tax filing season. The remaining 37 satellite-fed money reports will be transmitted via satellite from Washington each week. Prijatel produces *The Paul Strassels Tax Report*, which spawned the new series. Among clearances are KPRC-TV Houston, WSVN(TV) Miami, KGT(TV) San Diego, WCPO-TV Cincinnati, WTVT(TV) Tampa, Fla., and KCRA-TV Sacramento, Calif. ■ **Multimedia**

Entertainment says it has cleared the two-hour *Through the Years: The Osmonds 25th Anniversary* in 85% of the country for its Sept.-Oct. window. Along with guest stars Lola Falana and Andy Gibb, the show includes cameo appearances by Dick Clark, Bob Hope, Jerry Lewis and Andy Williams. Terms of distribution are barter with stations getting 11 minutes of commercial time and Multimedia getting 10 minutes. Clearances include WNBC-TV New York, KHJ-TV Los Angeles, KTZO(TV) San Francisco, WCVB-TV Boston and WDIV(TV) Detroit. ■ **Dow Jones & Co.** says that it has cleared *The Wall Street Journal Report*, which it also produces, on 86 stations, covering 75 markets. Now in its fourth year, the half-hour program's 52 episodes are taped on Fridays at the close of the business week. Terms of distribution are barter with stations and Dow Jones each getting three minutes of advertising time. Among clearances are WCBS-TV New York, KABC-TV Los Angeles, WLS-TV Chicago and KGO-TV San Francisco. ■ **Access Syndication** says that it has cleared 151 markets, or 79% of the country, with *Lorne Greene's New Wilderness*, a weekly half-hour series now in its fourth year. Latest clearances are WISH-TV Indianapolis; WHCT-TV Hartford, Conn.; WAVE-TV Louisville, Ky.; KGCT-TV Tulsa, Okla.; WUPW-TV Toledo, Ohio; KGGM-TV Albuquerque, N.M.; KWTX-TV Waco, Tex., and KTNV-TV Las Vegas. ■ **Dan Robinson Broadcasting** says it has cleared *In Search of...*, now in its 10th season, in 70 markets, 60% of the country. The show's 130 episodes are for sale for weekly, twice-weekly or daily showings. Terms are barter, with stations getting four minutes and Bristol-Myers, which co-produces the show along with Alan Landsburg Productions, getting two. According to Dan Robinson, *In Search of...* is the longest-running anthology series on television. Among clearances are WOR-TV New York, KNBC(TV) Los Angeles, WGN-TV Chicago, KYW-TV Philadelphia, KRON-TV San Francisco and WBZ-TV Boston. ■ **Cluster Television Productions** reports it is now in more than 50 markets with its package of 100 70-second *Miss Manners* inserts. Post-Newsweek Productions in association with United Media Productions produces the series which features syndicated etiquette columnist Judith Martin with her tongue-in-cheek advice. Sales are for cash. Among the latest clearances for *Miss Manners* are WFAA-TV Dallas; WTAE-TV Pittsburgh; WTVT(TV) Tampa, Fla.; WISH-TV Indianapolis; WTVF(TV) Nashville; WJEM-TV Flint, Mich., and WMC-TV Memphis.

cone.

The Skin Horse, which airs Oct. 16 at 9 p.m., is an award-winning British film using real life segments and film clips to discuss the emotional and sexual needs of the severely disabled. It includes a following discussion of the film, moderated by ABC *Nightline* correspondent Betty Rollin.

But missing this year, compared to last, are major productions from PBS production centers of the scope of *The Brain* or *Heritage: Civilization and the Jews*, according to Suzanne Weil, PBS senior vice president for programming. That's a reflection of funding cuts, she said, adding that last year's fall lineup showed what could be accomplished when funding was growing.

This year's fall season, she said, nonetheless evidences how PBS was able "to rally [its] forces and much more than salvage a season that could have been a real downer." By pooling station money PBS was able to acquire two "really terrific series," which Weil calls the "centerpieces" of the new programming this fall—*War: A Commentary* by Gwynne Dyer and *River Journeys*.

War, which airs Oct. 1 at 9 p.m., is a production of the National Film Board of Canada. It follows Canadian journalist Dyer on a survey of 200 years of "world military history." The eight-part series was shot on location in 10 countries. It traces society's conflicts from the Napoleonic wars to the

Falkland Islands war, and charts the political ideals, military strategies and methods of war.

River Journeys, which will be shown Nov. 6 at 8 p.m., is a film record of the experiences of six writers traveling separately on some of the world's major waterways, including trips through New Guinea, Cambodia, Brazil and Egypt. It is an RKO/BBC-TV co-production, presented by WETA-TV Washington.

Other new programs include:



"The Life of Harvey Milk"



"Smithsonian World"

history and contemporary life of the state.

■ *Owl/TV* (Nov. 3, 5 p.m.) is a 10-part introduction for young people to science, nature and technology. Each 30-minute segment is composed of four segments that present a different facet of nature, science, high technology and the environment.

■ *Penn & Teller Go Public* (Oct. 23, 9 p.m.) presents the comedy and magic of Penn Jillette and Teller.

■ *Treasure Houses of Britain* (Dec. 16, 9 p.m.) is a three-part documentary series which features tours of some of Great Britain's country homes of the 17th, 18th and 19th centuries.

■ *Black Magic* (Sept. 23, 8 p.m.) is a 60-minute special featuring four young girls from inner-city Hartford, Conn., who beat 40,000 competitors to win the 1983 Connecticut Double Dutch jump rope championship. The program follows them on their "victory trip" to England, the first time the girls had been on an airplane and traveled outside Connecticut.

■ *When the Mountains Tremble* (Oct. 2, time to be announced), which was shot in Guatemala, presents the story of Guatemalan Rigoberta Menchu and a history of his country.

■ *The Booth* (Oct. 9, 9 p.m.) presents

three dramas, each taking place in a restaurant booth. The first segment of the 90-minute program is called "Bread." It is about an elderly actress who tells a young producer and his assistant about her life and career. "The 75th" is about a 75th high school reunion in which the only two surviving members show up, and "Death at Dinner" is a comedy involving "misplaced sexual expectations, death, and a dinner check," PBS said.

■ *Comet Halley* (Nov. 26, 9 p.m.) is an hour-long documentary examining the historical and scientific significance of comets, including Halley's comet, which appeared 76 years ago. The program chronicles the international events being coordinated for the next expected appearance of Halley's comet in 1986.

■ *The Creation of the Universe* (Nov. 20, 9 p.m.) is a 90-minute program exploring the scientific developments in discovering the origin and evolution of our galaxy and the universe.

■ *Hispanus* (date to be announced) examines the history of Hispanics in the U.S. in two 60-minute programs. Included in it is a profile narrated by actors Robert and Gail Duvall (husband and wife) of a blind long-distance runner, George Mendoza. A repeat

airing of the profile of mask-maker El Zarco Guerrero is also part of the program.

■ *The National Nutrition Quiz* (Sept. 30, 8 p.m.) features co-hosts David Watts and *New York Times* health columnist Jane Brody who lead a discussion of 23 questions posed on a quiz about how certain foods promote or prevent some diseases.

■ *Olympic Challenge* (Oct. 13, 8 p.m.) goes behind the scenes at the 1984 summer Olympics in Los Angeles, featuring the extensive security preparations made for the games and moments backstage before the opening ceremonies.

■ *On Stage at Wolf Trap* (Sept. 2, 25 and last date to be announced) is hosted by Beverly Sills, general director of the New York City Opera. It features three 60-minute programs from Wolf Trap Farm Park, located in suburban Virginia. Featured artists include the Preservation Hall Jazz Band, the National Symphony Orchestra, Ella Fitzgerald and Oscar Peterson.

Additionally, such PBS staples as *Great Performances* and *Nova* (now in their 13th seasons), *Mystery* (beginning its sixth season), *Mister Rogers' Neighborhood*, *Wall Street Week with Louis Rukeyser* and *Live from Lincoln Center* will return for another year. □

Business

Viacom gets its MTV

\$690-million purchase is seen giving company programing nucleus for DBS channel

Just before midnight, Sunday, Aug. 25, officials of Viacom International signed an agreement that will give the company the remaining half-ownership of Showtime/The Movie Channel, and will likely also make it the sole owner of the three basic services comprising MTV Networks Inc.

The estimated \$690-million purchase, along with Viacom's one-third ownership of Lifetime, will make the New York-based MSO, programmer and syndicator the largest cable programmer and also the only cable programmer with a significant stake in both pay and basic services. It also might give Viacom enough programing services to forge ahead with a direct-broadcast package of scrambled signals to home dish owners.

Announced last Monday morning, the purchase will cost Viacom, and give to Warner Communications, \$500 million cash (with interest [at prime] accruing as of last Monday). Warner will likely use almost all the proceeds to buy American Express's half interest in Warner-Amex for \$450 million but because that deal is not expected to close until next year, Viacom and Warner are hopeful American Express will give approval required to sell one-third of the ownership of MTV Networks Inc., and 31% of Showtime/The Movie Channel. Warner itself directly owns 19% of Showtime and the other one-third of MTV Networks Inc., not in public hands.

Viacom would pay an additional \$172 million if it buys back the publicly held MTV stock. Viacom has said it was only committing to repurchase the publicly held shares until Oct. 15, but that date was seen by most of those involved as a way to help persuade American Express to give speedy approval to the transaction.

If the New York-based financial services firm, which has said it is studying the proposal, declines to approve the Viacom deal, Warner will wait until it buys the remaining half of W-A from American Express next year, at which time it will have complete authority to sell to Viacom.

American Express has its own bargaining chips and may use its approval of the Viacom/Warner deal to insure an expedited closing of its own deal with Warner. It could ask Warner, for instance, to forgo a clause in

their agreement which prohibits the \$450 million closing until franchise approval has been obtained for at least 85% of the W-A systems being transferred.

Additional consideration for the Viacom purchase gives Warner two sets of warrants to purchase Viacom shares, which closed last Monday, after the announcement, at \$50.75, up 25 cents. Those warrants give Warner the option to purchase 1,625,000 shares of Viacom stock at \$70 and warrants (Warner will buy at \$9.75 each) to buy 625,000 additional shares at \$75.

The warrants can be exercised at any time over the next five years during which there is a "stand-still" agreement preventing Warner from making any additional purchases. The exact details of the agreement are still being completed, according to one participant. If Warner exercised all the options, it would eventually own 10.6% of the 21.3 million



shares (fully diluted) of Viacom outstanding.

Despite the fact that the value of the warrants—said by security analysts to be somewhere near \$20 million—pales in comparison to the \$500 million in cash going to Warner, Viacom Executive Vice President Ken Gorman said the matter dominated most of the discussion: "Terry Elkes [president of Viacom] and I negotiated the deal with Steve Ross and we had reached an agreement on what was being purchased and the price within two hours. We then spent the next two days talking about the warrants. Our position was that this reduces our flexibility and we would then not be in a position further down the road to make whatever moves we might feel were necessary. His point was, 'I believe in the business and in the upside of the company.'"

Another participant observed that although Warner has often kept an interest in companies it has sold—including Franklin Mint, Atari and Hasbro—giving Viacom sole ownership of the channels also made it easier for the latter to obtain loan commitments. The end result appears to have been a compromise.

Gorman said that giving Warner options to buy Viacom shares was not intentionally planned as an antitakeover measure, but that it may have been a by-product of the deal: "We have been partners for over two years since starting to put the Showtime/TMC deal together." Others have noted that the additional debt Viacom will take on for the purchase might also serve to discourage any potential corporate raiders. That debt, according to David Fluhrer, a Viacom spokesman, will come from "additional bank financing."

Geoffrey Holmes, a Warner vice president, said, "From our perspective we got a good price. Through the warrants we will be able to participate in the growth of Showtime/TMC, MTV Networks and now Viacom. All of us think this combination will make Showtime a better competitor in the industry, and as a major supplier of films, having a strong Showtime is good for us."

Reaction to the deal generally also supported the idea that Viacom had made a good purchase. Mark A. Riely, a security analyst

Net worth. The average annual salary at a noncommercial television station in January was \$22,955, with compensation ranging from an average of \$13,912 for on-the-job trainees to \$127,333 for a chief executive officers, according to a survey by the Corporation for Public Broadcasting. On average, chief executive officers earned \$52,815 (up 7.6% from 1984); program directors \$32,193 (up 3.9%), and chief engineers \$33,164 (up 8.1%). Producers/directors averaged \$22,386 (an increase of 7.1%) and reporters, \$23,967 (up 7%). Researchers/analysts earned 4.3% less in 1985 than in 1984, with an average salary of \$19,549.

The average annual salary for all public radio stations' full-time employees was \$19,785, the survey found, an increase of 5.9% over last year. Salaries ranged from an average of \$12,732 for trainees to \$62,845 for a chief executive officer. Among those showing the largest salary increase were production managers/directors and directors of development/membership. The former showed a 25.6% salary increase, averaging \$19,021, while the latter's average salary was \$17,671, a 24.6% increase over last year. Radio reporters averaged \$16,898 (up 6.6%), while the average salary of public information assistants was \$16,011 (down 3.4%).

for F. Eberstadt & Co., said, "I think that MTV has a lot more potential than people suspect because Nickleodeon and VH-1 have a lot of upside. One could say that the \$33.50 per share Viacom has offered the public shareholders of MTV makes that value of the company about \$330 million, but in fact if they had put it on the open market it would likely have fetched a higher price. It probably went to Viacom because they were the only legitimate bidder for Showtime and Warner wanted to enhance the value of the latter by making it a package deal."

There were questions being asked last week about whether MTV Networks management would stay with the company, after their own bid for a leveraged buyout, in conjunction with the New York-based investment firm of Forstmann-Little, died at the last moment. Published reports that the LBO party had gone as far as to place \$200 million of their \$33-per-share offer in an escrow account were confirmed by some of those involved, as was the report that American Express had given its consent to the LBO. If there were hard feelings by MTV Networks president, David H. Horowitz, or executive vice president, Robert W. Pittman, no sign of them appeared in a brief general statement released by the company on Wednesday. Neither man was available for comment.

The purchase would give Viacom 100% control of the two pay services and three basic services. Although there is historical precedent for a pay service and basic service being marketed by the same company—HBO previously had marketed USA Network—Gorman said there was no intention to merge the two operations.

Eberstadt's Riely said that at a Tuesday meeting with security analysts reviewing the transaction, Elkes had expressed the view that the pay and advertising services would be coming together toward the end of the decade. The securities analyst added, "Without saying it directly, he was indicating that Showtime would be carrying advertising . . . As far as a joint Showtime/MTV operation I take him at his word on the near term but his view of 1990 suggests they may overlap in the future."

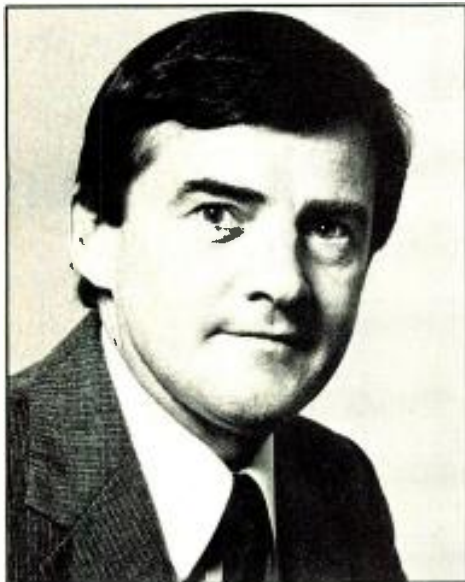
The assembling of the services under one corporate banner might also, at first glance, make it more likely for Viacom to pursue any desires it might have for a "C-band direct" scrambled packaged the company could market directly to TVRO dish owners. But here again, Gorman downplayed any immediate significance: "We haven't thought about it. We are going to let the

NCTA decide what they want to do about scrambling and we have not had any conversations with the management of MTV. It's a public company and that would be inappropriate. To my understanding, they are still working with ESPN and Turner and will make a presentation to the NCTA meeting [Sept. 19-20] [BROADCASTING, Aug. 19]. Whatever we decide will be friendly to the cable industry and to the dish owners."

At least one MSO executive was concerned with the C-band direct question. Dale Parker, vice president of marketing and programming, Heritage Communications, said, "It certainly would give them a nice package. I have to tell you that the cable industry would have to be very concerned or should be very concerned about that. It is a very real threat. Showtime had initiated that action earlier this year, and up until this acquisition had been trying" to assemble a TVRO package.

The benefits for Viacom in the purchase extend in many directions, including outside the cable industry, Gorman said. "There are a lot of hidden values. Two years ago, Viacom formed a worldwide operation to market cable services and consult in cable. MTV

Warner stake. Lorimar announced last week it intended to purchase up to 15% of the outstanding shares of Warner Communications for "investment" purposes. The announcement raised a number of questions including why Lorimar made its intentions public even before it had bought 5% of Warner, triggering the reporting requirements of the Securities and Exchange Commission. A 15% bloc of Warner's stock, which rose \$1.50, to \$31.25, the day of the announcement, would cost Lorimar over \$300 million at current prices. The Culver City, Calif.-based production and advertising company had \$70 million in cash and securities, according to its most recent quarterly filing. No indication was given last week as to when any purchases might be made nor whether Lorimar intended to get involved in the already complicated negotiations between Warner and its primary shareholder, Chris-Craft Industries (BROADCASTING, July 8). Partly in response to the news at least one securities analyst, Lee Isgur, of Paine Webber, changed his recommendation on Lorimar to "unattractive." The day following the company's announcement, Lorimar's stock dropped 2%, to \$31.50, on heavy volume.



Gorman

has started to explore in that area. Also, the mere fact that we now own these services will expand our Hollywood production operations. Those directors and producers who want to do shows for children or those who like music are more likely to be attracted to us. This also enhances possibilities for such events as live pay-per-view concerts."

Questions about the sale's consequences for Warner focused mainly on what it still owned—the Warner-Amex cable systems serving over 1.2 million subscribers. Via-

com tried to get Warner to sell the systems in the same deal but was turned down, according to one of those involved.

There was no clear indication given by Warner whether it would keep or sell the properties but Warner's Holmes said: "We will go by what we have always said, that all things being equal we would like to remain in the cable business." He added, "Is it possible we will get a partner or sell some of the systems? Yes." Apparently the jury is still out on that question. □

Bouncing back at RKO General

Despite regulatory cloud over broadcast ownership, company is working hard to create new image, cut losing operations and make the most of what works well; President O'Neil sees tunnel's end

It's "never a dull moment" at RKO General. That's how President Shane O'Neil views life at the helm of the diversified company whose fortunes are so intertwined with broadcasting. O'Neil has been charting a new course at RKO since assuming the presidency in 1983 and despite the problems facing its broadcasting division foresees a bright future.

(For 20 years RKO has been entangled in a series of challenges to its station licenses, which resulted in the loss of WNAC-TV Boston [now WNEV-TV] in 1982. Challenges to 13 other RKO stations are consolidated in a hearing on the company's qualifications to run KHJ-TV Los Angeles. FCC Administrative Law Judge Edward Kuhlmann is expected to render a decision in early 1986. On top of that a \$7.9-million overbilling scandal involving the RKO Radio Networks [which were sold to United Stations in March 1985] erupted last year, and Kuhlmann ruled that the billing errors issue could be explored during RKO General's license qualification hearings.)

O'Neil is working to put a new RKO in place. And while that task is not completed, he feels 85% of the goal has been met. "Certainly in terms of management, in terms of the philosophy and orientation of management, and the style and manner of management, yes, there is definitely a new RKO," he told BROADCASTING in an interview last week. "In terms of how it functions with regard to its sole stockholder, absolutely. We're now a consolidated division of GenCorp. (formerly General Tire & Rubber Co.); before, we were an independent corporation."

O'Neil said that changes affecting RKO's long-term direction also are under way. Some, however, won't become apparent for a year or two. "The most obvious," he noted, "is that we, as of the end of October, will no longer have an airline." (RKO sold its share in Frontier Airlines to the airline's employees and management for \$90 million.)

In the early 1980's, O'Neil would have described RKO as an "airline with some subsidiaries." However, given the losses Frontier experienced, "it was a horrifying drain on our earnings." O'Neil is relieved to see it go.



O'Neil

Despite those financial difficulties, his enthusiasm is unbowed. "I love the concept of a conglomerate. It's like a piston engine—some parts are up while others are down. There's always some good news somewhere. It's never dull. To shift from broadcasting to bottling to hotels to motion pictures to air transport, it really keeps me on my toes." RKO reported \$371 million in revenue in 1984 and \$333 million in 1983.

O'Neil would like to expand RKO's interests even further. But there are other matters that RKO must settle before that expansion occurs. After Frontier, O'Neil said, "we have to solve our AM radio programming problems." (The group's KHJ[AM] Los Angeles and KFRC[AM] San Francisco have been troubled with poor ratings over the past few years.) RKO also has some difficulties in growth adjustment in its RKO Hotel Group, and, he added, "we're eliminating our partners in the hotel management company." The group operates two hotels and is planning to open a third in Monterey, Calif., in October.

Once the company tackles those issues, the RKO chief said, "I think we can turn to our new parent and say we're ready to do something else." That isn't to say, he went on, that RKO won't continue to expand in its existing lines of business. "For instance, in bottling, we acquired another bottling franchise last year, we are currently looking at

two and possibly a third. Our role in bottling has been largely acquisition; in the last four years we've acquired at least one bottler every year."

And, last year, RKO entered the videocassette market with its RKO Home Video division. "What we have is a very specialized product," O'Neil said. (Some of the titles RKO is marketing include "Lena Horne: The Lady and Her Music," "Judy Garland in Concert" and "Sweeny Todd.") "It's not something that sells itself in the same sense that big-budget theatrical movies do. We have to spend a little more time getting it into the market." The venture, he noted, is "just about breaking even." While the division is not as successful as RKO would like it to be, O'Neil said, it's more successful than "our worst case analysis." He anticipates even further involvement in specialized video products, but not theatrical products. "There's too much competition, and too many people who have a much more vested interest, and who have a much better access to theatrical films than we do. We're a small guy."

As for the competition for the company's broadcast licenses, O'Neil said the FCC was not at fault, any more than RKO or its challengers. "Any time there is an asset that's worth between \$300 and \$500 million, let's say (KHJ-TV or WOR-TV), and it can be acquired by spending between \$500,000 and \$4 million in legal fees, possibly, and maybe a little political influence, it's worth a go. I'd take that gamble; that's what motivates challengers," he said.

The problem, O'Neil noted, is that once a license is challenged the proceeding continues indefinitely. "I think until the comparative hearing process is changed it [the RKO hearings] could pretty much go on indefinitely as long as the challenger perceives that RKO is in some way disadvantaged by having lost a license for WNAC-TV."

As for the fate of KHJ-TV, O'Neil said the administrative law judge has "told us, in effect, that he will probably find against us for any number of different reasons, mostly not having to do with RKO, strangely enough, but having to do with his belief that corporations should not own licenses; individuals should." It's an opinion, O'Neil said, also held by some FCC staff members.

Nonetheless, the broadcasting executive expects the FCC will ultimately rule in RKO's favor and then, he said, "it's pretty much all downhill from there."

Last year RKO spent \$7 million in legal and FCC costs involved with the case. "That doesn't include executive time or the salaries of about 25 people we've hired just to handle the paper work and FCC-related documents," he said. "It doesn't include any costs to the stations for disruption of business or effects on morale."

But the single greatest cost to the company, he said, has been its inability to buy and sell stations. "We can't sell; we can't buy. We would like to be a cash player in the broadcasting business again. It's frustrating not being able to sell or buy broadcasting properties."

In particular, O'Neil explained, RKO has a number of properties it would have sold years ago. "But we can't. It's sort of like

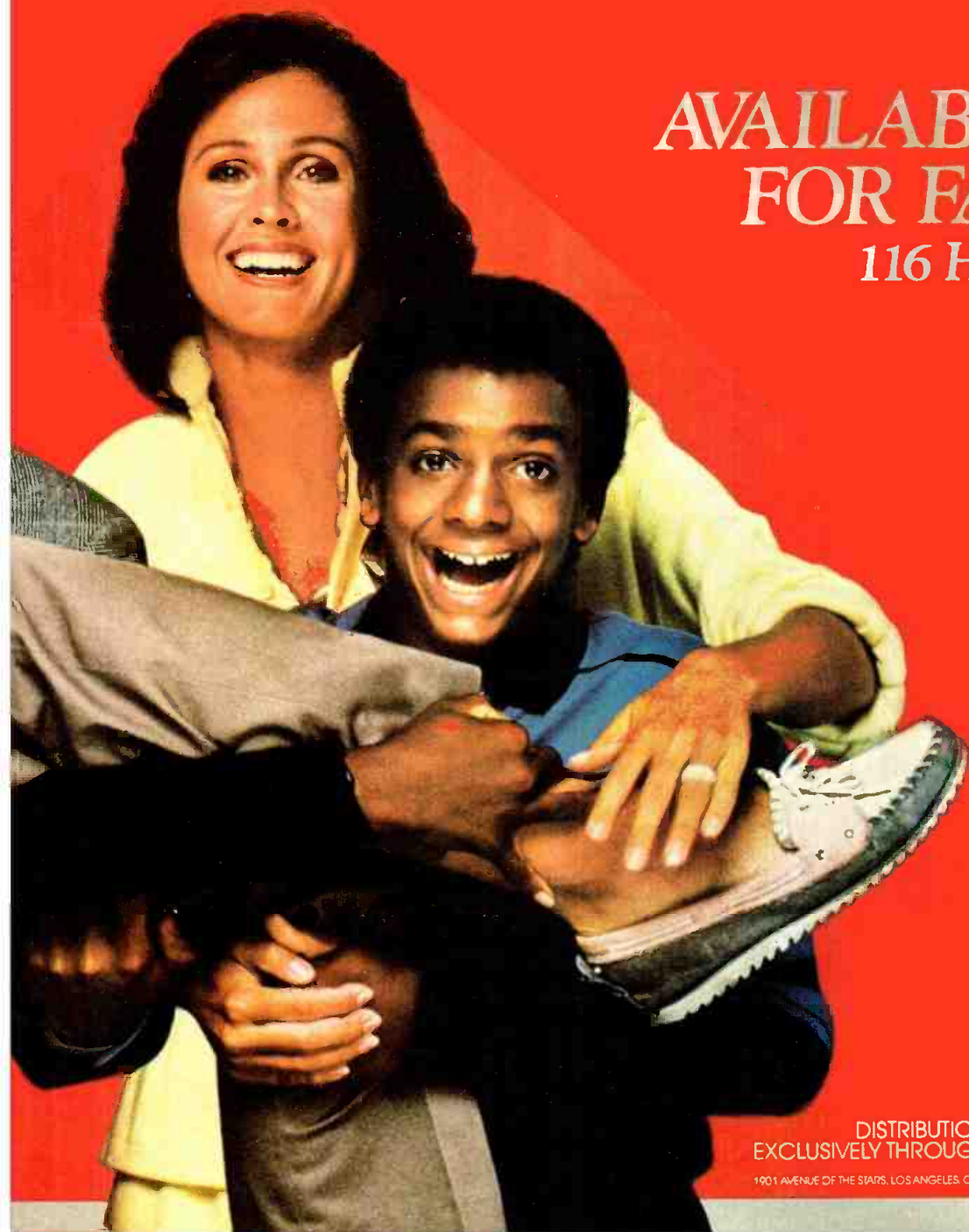
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buying a stock that's turned into a loser and you can't sell it." He cited the Memphis stations, for example (WHBQ-AM-TV). That market, he said, has gone from the 37th market to the 41th market in the past four to five years. In terms of the total advertising dollars in the market, "if they're growing at all, they're growing at a rate of about 2% a year. As a television station, our fate is largely tied to the performance of ABC, which has been less than we would hope in the last 18 months. In the AM market we have two problems. AM radio in general has become a mature industry since its audience has picked up and moved their tents to FM. The demographics of Memphis are very disappointing. Years ago we would have gotten out of Memphis and gone to some other market that has a promise of better growth."

Despite those obstacles, O'Neil sees the light at the end of the tunnel. "On the one hand, it forces us to be ingenious in dealing

with tough situations, but we're deprived of that kind of flexibility that other broadcasters have. One thing strikes me more than anything else about this whole thing, regardless of the loss of WNCN-TV's license for highly technical reasons. We've never done anything wrong. So there is no reason to feel guilty or dispirited. The whole thing is an unfortunate bureaucratic morass."

It's like a merry-go-round, he added. "We're all going in the same direction and we're all stuck, the FCC, the commissioners, the staff. An awful lot of money is being spent trying to determine who's better to run a station, somebody who's been running it for 18 years or somebody who's not in the business, who says 'I'll run it better than they will, I promise, I promise.'"

"It's absurd," O'Neil concluded. "The whole thing is like 'Through the Looking-Glass.' Pretty soon I expect we'll see the Red Queen." □

als for the cable and newspaper operations: the cable operations serving 270,000 subscribers (valued at \$280 million); the three daily newspapers serving Greenville, S.C.; Asheville, N.C., and Montgomery, Ala., (valued at \$326 million), which provide three-quarters of total revenue for that division. The company's five television stations (valued at \$313 million by one appraiser and \$410 million by the other) provide 60% of the revenue for the broadcasting and entertainment division.

The higher of the appraisals was \$150 million below the total value of Jack Kent Cooke's proposed \$70-per-share tender offer, but the appraisals did not include Multimedia's four AM and four FM stations, as well as other parts of the newspaper/publishing operations that were not appraised.

As the company said previously, a quarter of its net income is from Multimedia Entertainment, and most of that from *Donahue*. On Aug. 12, Phil Donahue signed a revised contract that said if the recapitalization is adopted by shareholders he would extend a specific commitment to produce *Donahue* through Aug. 31, 1990—the existing agreement expires on Dec. 31, 1987. The new agreement also provides that if half or more of the new outstanding shares are acquired by somebody not approved by the board, Donahue can cancel his commitment to produce *Donahue* on 90 days' notice.

As a result of canceling options on the Multimedia stock currently traded, Donahue will receive \$723,000. He has agreed to purchase 394,860, or 3.6%, of the new stock and would receive options for 10 years to purchase 50,000 additional shares at \$10.

Senior management will increase its stock ownership from the current 1.3% to 4%, with options that might permit it to own up to 12% of the new stock. In addition, the proxy statement said that \$8 million will be paid for cancellation of existing stock options to certain board members and "management investors" who are: Wilson C. Wearn, chairman; Walter E. Bartlett, president and chief executive officer; Donald J. Barhyte, chief financial officer and president of Multimedia Newspapers; James T. Lynagh, president of Multimedia Broadcasting; Donald D. Sbarra, president of Multimedia Cablevision; Myron B. Weinblatt, president of Multimedia Entertainment, and Robert E. Hamby Jr., controller. According to the proxy statement, Wearn earned \$406,356 in 1984, followed by Bartlett (\$366,177), Barhyte (\$309,113) and Sbarra (\$224,000).

The future Multimedia will be generating almost \$1 billion a year in revenue by 1995, the proxy statement projected. The numbers were based on assumed average annual increases of 11% in revenue and 12% in net operating cash flow. The company said it does not expect to make any major acquisitions until it reduces its debt, which it projects would carry an annual interest rate of 13.5%. Because of interest costs, the proxy statement said it expects to incur net losses for the next two years. To help contain costs, the company said it will keep overhead at a minimum: "Corporate operating expense will be reduced approximately 7% in 1986 and will increase between 4% and 6.5% thereafter." □

Proxy sheds light on Multimedia

It outlines history of recent battle for Greenville, S.C., firm; says new stock will sell for \$10; spells out stock ownership for Phil Donahue and contract renewal arrangements; predicts \$1 billion in revenue by 1995

Shareholders of Multimedia have until Sept. 20 to review the 200-page document the company has distributed describing the proposed recapitalization plan that would leave Multimedia with publicly traded stock. But instead of the 16.7 million shares currently outstanding there will be 11 million and instead of the \$50 to \$60 at which the stock has been trading recently the new shares will initially be priced at \$10.

Last week's proxy statement also discussed at length the recent five-month battle to control the company; disclosed Phil Donahue's ownership of stock and his recently revised contract, and made financial projections about the future operations of the Greenville, S.C.-based publisher, group owner, cable MSO and entertainment company.

Multimedia said that to complete the recapitalization it will need a little more than \$1 billion: \$940 million for the redemption of the currently outstanding shares; \$79 million to pay existing indebtedness and \$22

million to pay costs and fees associated with the transaction. Of the last sum, two investment banking firms will receive \$10.7 million; lawyers will receive \$5.5 million, and banks, \$4.5 million.

To raise that money the company has received bank commitments for \$665 million. It will raise \$110 million from the sale of the new stock (11 million shares at \$10 each) and \$240 million from the sale of debentures (assuming an issue price at 50% of face value). It also has \$26 million in cash on hand.

In 15 pages of details of the merger's background, the company disclosed it initially discussed the idea of taking the company private in the spring of 1984, but a rise in interest rates forced it to table that plan. In December of that year talks recommenced and as was since reported on Feb. 1, plans for a "leveraged buyout" at roughly \$49 per share, were announced. Those plans were put aside because of several outside bids at a significantly higher price.

The proxy disclosed that the first outsider, the Wesray proposal, was made on March 15, nearly a full month before reports appeared in the press.

During the bidding for the company, two independent appraisals were made of the market value of some of the company's properties. They agreed to the same apprais-

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Stereo totals

BROADCASTING's running count of stereo TV stations is now at 110, with the multichannel sound signal within reach of more than 55 million homes. Two additions in Amarillo, Tex., the 116th market, make it the first in the nation with all three commercial network affiliates in stereo. ABC affiliate KVII-TV made the switch July 20, followed by NBC affiliate KAMR-TV Aug. 1. KFDA-TV, the CBS affiliate, has been broadcasting in stereo since July 1. In market 55, Richmond, Va., WXEX-TV converted in June, joining WWBT(TV) and WVIR-TV (Charlottesville), both NBC affiliates, while Washington state got its fifth MTS station when KHQ-TV Spokane, market 75, went stereo Aug. 2.

Component concordance

Component video has moved one step closer to the TV studio with an industry committee's approval of standards for studio interfaces with both serial, single-channel (S-MAC) and parallel, three-channel component signal forms.

The committee, a standards working group of the Society of Motion Picture and Television Engineers, had first reached consensus in 1984 on the standardized component analog video (CAV) signals, which, unlike composite video, record color and monochrome signals separately.

Final draft documents were approved in July, according to group chairman Merrill Weiss of Imagex, San Francisco, and will now be forwarded to the parent SMPTE Committee on Television Technology.

In addition, agreement on virtually all issues regarding the component camera/recorder interface has been reached within a group subcommittee, and Weiss expected all points to be resolved in time for the next committee meetings, Sept. 9-11 in St. Paul, Minn.

Also announced by the committee was the selection of Bill Hogan of Ruxton Ltd., Los Angeles, as chairman of an ad-hoc

group to study component filtering requirements. The filtering group, formed jointly by the CAV working group and a working group on digital video standards chaired by Stan Baron of NBC in New York, has completed an initial series of tests, with results to be forwarded to the meetings in St. Paul.

A second jointly run ad-hoc group, on component studio implementation, headed by Birney Dayton of Grass Valley Group, Grass Valley, Calif., has also been active this summer. The committee is currently considering a request from the CAV working group to undertake on short notice a study that will consider the elimination of set-up in TV facilities, easing encoding and decoding between component and composite formats.

Calling all transmitters

Ex-Moseley Associates President John Leonard and broadcast phone equipment maker Russell Gentner have joined forces to form a new RF products division of the Salt Lake City-based Gentner Electronics Corp., and the two are now preparing to introduce the division's first product, a voice-synthesized remote control system for broadcast transmitters.

The new Model VRC-1000 remote control system, available this month, is a single-chassis unit located at the station's transmitter site and accessed by a standard touch-tone telephone. Using a synthesized voice with a 500-word vocabulary for data output, the system has alarm reporting and 16-channel metering capability, and also comes with a built-in microphone for audio monitoring of the surrounding area. The unit will sell for \$2,795.

The new RF products division is headquartered in San Jose, Calif., and was formed after Gentner bought Leonine Technology, founded in 1984 by Leonard. According to Gentner, the purchase of Leonine was made after his company went public in March 1985 and raised funds to seek acquisition candidates. Another wholly owned di-

vision, Gentner Engineering Co., makes telephone interface and audio routing equipment

"Cart" wheels over spot player

More than six months have passed since the first Sony Betacart multicassette system was put on the air by WNET(TV) Newark, N.J., last January (see BROADCASTING, Jan. 14), and now, according to Sony, positive reports are coming in from the several dozen other stations using the unit.

Over 50 of the Betacarts have been delivered, according to Mike Greene, director of video recording product management, Sony Broadcast, and by the end of 1985 the company expects to have an installed base of 90 or more units.

Although the earliest installations reportedly had to work through initial software bugs, Sony said the most recent installations cite benefits such as "streamlined operations," "reliable performance" and "high-quality on-air product." Praise comes, for instance, from Cox Communications-owned KDNL-TV St. Louis, where Jim Withers, director of station operations, commented: "The Betacart pre-produces all of the error out of television. It's tremendously easy to operate and has given our on-air look a consistency with smooth transitions from commercial breaks to programing."

Betacart, introduced at the 1984 National Association of Broadcasters annual equipment exhibition, uses a software-controlled elevator arm to automatically retrieve and load any of 40 stored cassettes in one of four half-inch Beta videotape recorders. Price ranges from \$180,000 to \$200,000 depending on peripheral equipment and configuration, according to Sony.

Better AM

To assist AM radio station chief engineers and technical staff in improving the technical quality of their medium, the National Association of Broadcasters has released a bibliography of approximately 300 engineering works, including reprints from a half-dozen technical trade journals and presentations made by engineers at NAB engineering conferences (BROADCASTING, July 22).

The bibliography covers 12 engineering topics: transmission lines, phasors, measurement techniques, operational monitoring, coupling or matching networks, towers, ground systems, directional antennas, FCC compliance and proofs, reradiation, broadbanding and maintenance.

Also as part of its effort on AM improvement, NAB is continuing work with the Electronics Industries Association in the jointly sponsored National Radio Systems Committee, which first met in Chicago during June. A special working group of the NRSC will meet for the first time in Washington on Sept. 4 to discuss adopting voluntary pre-emphasis for AM broadcasts and standardizing de-emphasis for AM receivers.

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Cable fights stay on must carry

Industry says broadcasters' moves to overturn appeals court order throwing out FCC rules are misplaced; FCC sides with broadcasters on appellate stay

The cable television industry last week weighed in with oppositions to broadcasters' petition to the U.S. Court of Appeals in Washington for a stay of its order overturning the FCC's must-carry rules (BROADCASTING, Aug. 26). The petitioners said staying the order for 30 days, as requested, to enable the broadcasters to petition the Supreme Court to review the case, would continue in effect rules that the appeals court said cause economic harm to the cable industry and violate the First Amendment.

What's more, Quincy Cable TV Inc. and Turner Broadcasting System, the companies that had appealed the commission's rules, and the National Cable Television Association, an intervenor in the case, cited the commission's decision not to seek Supreme Court review in support of their argument that the high court is unlikely to rule on the case.

The likelihood of that court reviewing and reversing the appeals court decision is one of the standards the appeals court applies in determining whether to grant a stay.

But although the FCC is not seeking review, it has sided with the National Association of Broadcasters and its 13 broadcasting industry allies in their request for a stay. It had argued earlier against Quincy's unsuccessful motion to expedite issuance of the court's mandate that the *status quo* should be maintained pending a decision to appeal. And the argument it made then, the commission told the court, is equally applicable in support of the broadcasters' motion for a stay—specifically, that the court's opinion "raises important and difficult issues by holding for the first time that the commission's regulation of the use of broadcast signals by cable television systems is subject to a more rigorous constitutional analysis than is applied to the regulation of broadcasting." Furthermore, the commission said, in overturning rules in effect for 20 years, the court's opinion "can reasonably be expected to have a vast nationwide impact."

However, the commission also restated its intention to maintain the *status quo* of cable systems. It said that if the court's mandate is stayed, it will—unless otherwise instructed by the court—make no effort before the Supreme Court's ruling on the petitions for review to order the commencement of carriage of any signals not being carried on July 19, when the court issued its opinion.

The cable industry representatives argued that the broadcasters had offered the appeals

court no reason to believe its opinion would be reviewed, let alone reversed, by the Supreme Court. Quincy said the court's opinion that the rules requiring cable systems to carry the signals of local stations violate the First Amendment rests on two "well-founded rationales"—that the commission failed to determine whether the "evil the rules seek to correct" is real or imagined and that "the rules are insufficiently tailored to justify their substantial interference with First Amendment rights."

Furthermore, NCTA said, "to stay the mandate would be to perpetuate rules that inflict economic harm on cable operators and programmers and that [as the court said] 'profoundly affect values that lie near the heart of the First Amendment by severely impinging on editorial discretion' and by preventing cable programmers from reaching their intended audience even if that result directly contravenes the preference of cable subscribers." TBS, whose aim in appealing the rules was to free channels for the programming it offers, said a stay would continue to deprive it "of the opportunity to obtain access to its intended audience."

The cable industry representatives brushed off the broadcasters' claims of the hardship they would suffer in the absence of the rules as "throwbacks," as TBS put it, "to precisely the sort of speculative claims that led to adoption of these unjustified rules in the first place." They also said elimination of the rules would not lead to a major change in the *status quo*. "With or without the must-carry rules," NCTA said, "cable operators will continue to carry most local broadcast signals. Local broadcast signals command a major share of cable subscriber viewership nationwide. Therefore, cable operators have every economic incentive to continue carriage of local broadcast signals and no incentive to undertake a restructuring of the broadcast-cable relationship."

And in that connection, the cable industry representatives said the exhibits provided by television station licensees and included in the NAB filing with a view to supporting the contention that broadcasters face bleak times

if the rules are eliminated need not be given any weight. NCTA noted that only 127 of the estimated 1,487 television stations queried by NAB responded and that of them, "only 14...—less than 1% of all broadcasters—indicated a concern that elimination of the must-carry rules might actually force them to cease operations."

The cable interests made considerable use of the commission's announcement that it would not seek Supreme Court review and of the accompanying statement by three of the five commissioners. TBS, for instance, quoted from it in asserting that the public interest would be served by issuance of the court's mandate. Chairman Mark Fowler and Commissioners Mimi Dawson and Dennis Patrick, TBS said, "recognized: 'The Quincy decision focused very directly on the First Amendment issues involved. Because the constitutional analysis as to cable represents a positive step toward recognizing full First Amendment protection for all forms of electronic media, we will not challenge it.'" □

FCC OK's L.P. bid

It grants trustee temporary authorization to collect shares

Accommodating yet another takeover attempt, the FCC last week gave interim approval to Norman Lear and A. Jerrold Perenchio, doing business as L.P. Media Inc., to make a \$1,250-per-share tender offer for the Evening News Association.

The FCC gave L.P. Media's trustee—former Treasury Secretary G. William Miller—a renewable, 180-day special temporary authorization to collect shares tendered under the offer. If the offer is successful, the FCC said it would consider L.P. Media's pending long-form transfer application. A variety of conditions were placed on the STA to insulate L.P. Media from the trustee and ENA.

ENA filed a notice of appeal with the Court of Appeals in Washington last Tuesday

Media guide. The Federal Emergency Management Agency has published a new handbook to provide background information for the media about federal procedures surrounding presidentially declared major disasters and emergencies. The 34-page booklet, "When Disaster Strikes—A Handbook for the Media," "does not presume to tell the media how to do their job," said FEMA public affairs director, Robert V. Mahaffey. It explains federal, state and local responsibilities, the legal requirements of the Disaster Relief Act of 1974, the major recovery programs that may be involved, how information is disseminated to the press and public, and what factors are included in figuring the cost of a disaster. The booklet, which is a collaborative effort of the print and electronic media, FEMA and the journalism department of American University in Washington, is free and available at FEMA's office of public affairs, Washington, 20472.

(Aug. 27), the same day the commission released its order. A day later, ENA asked the court to stay the commission's ruling pending "expedited" review.

The FCC's 2-1 action (with Commissioner James Quello dissenting and Chairman Mark Fowler and Commissioner Henry Rivera not participating) tracks the substance and logic of the commission's *McCarthy* decision, in which the FCC gave interim approval to Jack Kent Cooke's aborted effort to take over Multimedia Inc. (BROADCASTING, July 22). (In *McCarthy*, the FCC gave Cooke's proposed trustee, former Senator Eugene McCarthy, the same sort of STA.)

There are differences between the two cases, however. The commission's authority to award STA's is limited by the Communications Act to situations where "extraordinary circumstances" require temporary operations in the public interest. In *McCarthy*, the FCC majority indicated that the "extraordinary" circumstance was that administrative delay might have had the effect of denying Multimedia shareholders the opportunity to consider a Cooke tender offer (which never materialized) at the same time they considered a Multimedia recapitalization plan, which the FCC already had approved. (Cooke agreed to jettison his takeover plans for a greenmail profit of an estimated \$25 million on stock he had independently purchased.) In *Miller*, no similar proposal from ENA management existed at the time the FCC acted. In the L.P. Media case, the FCC held: "It is the circumstances presented by the tender offer itself that are 'extraordinary,' because of the need for expedition to permit shareholders to consider the tender offer," the FCC said. "Thus, at least at this time, and subject to further consideration in our pending notice of inquiry on proxy contests and tender offers [BROADCASTING, Aug. 26] . . . we shall continue to consider such matters extraordinary on this ground as well."

In its order, the FCC also noted that Peter Clark, ENA president, had been quoted in a newspaper as stating that the corporation would fight the tender offer by whatever means necessary. As a result, the FCC said, L.P. Media's concerns about ENA management erecting roadblocks to its offer appeared to be well founded. "We believe in these circumstances that the public interest is served by following the two-step procedure, approved in *McCarthy*, in this case as well,"

the FCC said. "Although the Evening News asserts that this procedure favors L.P. Media in the contest for control of the corporation, we believe our position is essentially neutral. The commission's procedures, of course, contemplate similar expeditious processing of any other application for opposing proposals to the shareholders, including any which might come from the Evening News itself. L.P. Media will be able to make its offer to shareholders in the same time frame as would be the case if a corporation not holding FCC licenses were involved, and the Evening News will have a similar opportunity to express and explain its position to the shareholders. Insofar as the shareholders are concerned, both sides will be in the same position. It will thus be the shareholders, not the commission, who decide whether the company should be sold. This result, in our view, maximizes our neutrality."

In a statement, Commissioner Quello questioned the legality of the majority's action, just as he did in *McCarthy*. "The commission's authority to grant temporary authorizations for 'temporary operations' under 'extraordinary circumstances' to avoid 'serious prejudice [to] the public interest' cannot be interpreted legitimately to permit permanent changes in ownership and control when ongoing 'operations' are in no jeopardy and would, at best, be unaffected by the proposed transfer," Quello said.

ENA asked the appellate court to act on its request for a stay by last Friday (Aug. 30), the day L.P. Media's tender offer was slated to expire. Among other things, ENA alleged that the FCC had "patently failed" to demonstrate that an STA was appropriate. "The crux of the commission's rationale is its determination that it and its processes should be entirely neutral between a tender offeror and its target," ENA said. "This determination is plainly at odds with the intent of Congress as expressed in the Communications Act, as well as with policies held by the commission for decades and endorsed by this court and the Supreme Court."

"ENA is the nation's longest continuing broadcast licensee," ENA added. "If the commission's decision is not stayed, control of ENA could pass overnight to a trustee beholden to a totally different group with no experience in the communities ENA serves, saddled with debt, and quite likely interested far more in short-term profit than in public

service. Indeed, L.P. Media has candidly stated that it contemplates the sale of various ENA assets piecemeal upon acquisition of control. This is precisely the sort of chaotic transfer that the commission for years has concluded would harm the public interest."

Fowler, according to an aide, opted not to participate in *Miller* to avoid any appearance of conflict with his daughter's employment as a summer intern at ENA's WDVN-TV Washington. Rivera, who is scheduled to join the Washington law firm of Dow, Lohnes & Albertson Sept. 15, had similar concerns because that law firm, representing Multimedia, has filed a notice of appeal with the Court of Appeals in Washington to review the FCC's *McCarthy* decision, which raises similar issues, according to an aide to Rivera. Both Fowler and Rivera were with the majority in *McCarthy*.

Multimedia's notice of appeal, according to a Multimedia attorney, represented an attempt to keep the corporation's legal options open, should its deal to buy out the 9.75% of Multimedia shares that Cooke controls (BROADCASTING, July 22) fall apart. The agreement with Cooke is contingent upon Multimedia's shareholders approving the Multimedia recapitalization plan, which the shareholders are scheduled to vote on Sept. 20. □

PanAmSat opposes Intelsat request to lease birds

It says more time is needed to study effects of request

The Pan American Satellite Corp., one of three applicants that have received conditional authority from the FCC to launch separate international communications satellite systems, is the one most likely to be affected by the reported proposal of Intelsat's director general to establish a "planned domestic service" based on "surplus" transponders (BROADCASTING, Aug. 26). And last week, PanAmSat urged the government to instruct the Communications Satellite Corp., the U.S. signatory to the International Telecommunications Organization, to oppose adoption of the proposal when it is discussed at the Intelsat board of governors meeting beginning this week, or at least to seek deferral of the item until it can be analyzed.

The proposal, as it surfaced in the last two weeks, involves the sale (for the first time in Intelsat's history) or long-term lease on a nonpreemptible basis of 162 transponders over the three ocean regions that Intelsat says constitute excess capacity. Since the cost of the transponders must be borne, Director General Richard Colino says in the document, the proposed domestic service would reduce the cost burden that those transponders impose on users of the global system. The proposal is also described as meeting the needs of member countries for domestic service.

But PanAmSat, in letters to FCC Chairman Mark Fowler; David Markey, assistant secretary of commerce for communications

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and information, and Ambassador Diana Lady Dougan, the State Department's coordinator for international communications and information policy, says the proposals "are too complex and raise too many questions to be discussed adequately" in advance of the board of governors meeting. PanAmSat—which plans to provide domestic service in Latin American countries, as well as service between North and South America—says the proposals raise various significant legal and pricing issues that must be resolved.

Since the Intelsat document has yet to be made public, PanAmSat based its request to the government on trade press reports. Other comments on the proposal are likely, however. At least one party, Unilease Aerospace Corp., a U.S. subsidiary of a British leasing company involved in the worldwide marketplace for satellite capacity, filed a Freedom of Information request with the FCC for access to the document filed by Intelsat.

Among the legal questions PanAmSat says the proposals raise is one posed by language in Article III(c) of the Intelsat Agreement regarding the provision of domestic public telecommunications services that PanAmSat says "has historically been interpreted" to permit such service only on a preemptible basis. The Article says the service may be offered only to the extent that Intelsat's "ability to achieve its prime objective"—international service—"is not impaired." And capacity "dedicated to non-preemptible domestic services cannot be reclaimed to meet Intelsat's international public telecommunications needs," PanAmSat says.

As for the unprecedented sale of transponders, PanAmSat says the Intelsat Agreement permits sale only if the ultimate user requests creation of the separate space segment and enters into a contract under which it agrees to pay all costs involved in the design, development and construction of it, as well as part of Intelsat's administrative costs. But, PanAmSat adds, the director general's proposals involve a situation where Intelsat has already financed "the entire cost" of the transponders involved. Thus, it says, "the Intelsat investment of those signatories who already have domestic satellite systems (and will not utilize the domestic transponders up for sale) will be transferred

to those signatories who purchase the low-priced domestic transponders." That is the result the Agreement was intended to prevent, according to PanAmSat.

PanAmSat also says the director general's proposal would confront Comsat, a rate-regulated common carrier, and the FCC with a problem. It says that only those costs incurred in doing work for U.S. ratepayers can be included in Comsat's regulated accounts. Consequently, PanAmSat adds, "Intelsat's provision of foreign domestic leases or sales would face Comsat with the prospect of disallowing and recovering millions of dollars from the rate base."

As for the pricing issues it says the proposal raises, PanAmSat says below-cost pricing of either domestic leases or sales of transponders violates the Intelsat Agreement as well as U.S. policy prohibiting predatory pricing and cross-subsidization. And Pan-

AmSat, while not directly accusing Intelsat of planning to engage in predatory pricing, says the U.S. should insist on application of the FCC's policy of requiring each category of rates to recover the full costs of providing the service. PanAmSat says the "short-term incremental cost" to Intelsat of an additional service "approaches zero," particularly in view of the excess capacity, while the overall costs of doing business are borne by the international monopoly telephone services.

Accordingly, PanAmSat says the government should direct Comsat to require Intelsat to provide cost data "justifying all proposed domestic lease and sales rates in terms of fully distributed costs."

Intelsat officials had not yet seen a copy of the PanAmSat letter. But one official said, "Neither we nor the board would approve of anything not consistent with the [Intelsat] Agreement." □

USSR a step closer to joining Intelsat

After seven years, U.S. and Russia sign 'memorandum of understanding'

The Soviet Union, which has shunned membership in Intelsat since it was established more than 20 years ago, took an action that could be a step toward Soviet membership in the organization that provides telephone, telex, television and other services to most countries of the world and that now includes 110 members. Last week Soviet and Intelsat representatives, meeting in Geneva, signed a memorandum of understanding.

The memorandum was described in an Intelsat announcement as addressing "certain administrative and operational matters related to the use of the Intelsat system by the Soviet Union." The Soviet Union, although it is becoming a major player in the use of communications satellites through the facilities of the 14-member Intersputnik organization it dominates, has been using the Intelsat system since 1974, and now has three earth stations tying it into Intelsat satellites over the Atlantic and Indian oceans.

The signing of the memorandum of understanding—by A. L. Badalov, deputy minister of the Soviet Union's Ministry of Posts and Telecommunications (MPT), and Jose

Alegrett, deputy director general of Intelsat—climaxed seven years of talks that had been initiated by Intelsat's then-director general, Santiago Astrain. The apparent breakthrough came during a visit that Intelsat Director General Richard Colino and Alegrett made to Moscow last March (BROADCASTING, March 18).

The memorandum—which was submitted to the Intelsat board of governors in advance of its meeting this week—essentially codifies Intelsat provisions on nonmember users of the system. It specifies that the Soviet earth stations will be subject to the same legal treatment accorded to earth stations of other Intelsat users and says the MPT and Intelsat will extend "the business contacts already existing between them including mutual exchange of information on the questions of mutual interest." (According to a statement issued by Alegrett on his return from Moscow in February, the information to be exchanged would be that published by Intelsat and the MPT "in order to facilitate ongoing business, such as intersystem coordination and use of the Intelsat system.") Alegrett added that each side would have the right to determine what information it would provide.) The memorandum also says that, in accordance with its rules, Intelsat will aid in providing access to the Intelsat system for the Soviets' earth stations.

Colino was quoted in the Intelsat announcement as saying that the memorandum of understanding "formalizes relationships and rights which are available to nonmember users of the Intelsat system" and adding: "I view the conclusion of this memorandum as a positive and constructive action in the development of a good relationship with the Ministry of Posts and Telecommunications of the USSR." He also said the understanding would serve to reinforce and improve "the cooperation of Intelsat and the USSR in coordinating the use of their satellites."

If the memorandum appears to be, as one Intelsat official put it, "a low-level statement... There is nothing very hard about it," it could have implications for the future relations between Intelsat and the Soviet

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Union: It could signify "an inching toward [the Soviet Union] possibly joining Intelsat—and maybe Intersputnik and Intelsat working out an agreement," an Intelsat official said. Such developments appear to be on Intelsat's wish list. That is evident from the origin of the talks leading to the signing of the memorandum last week. For the expansion of Intersputnik's operations would not be in the long-term interest of Intelsat.

On the other hand, the Soviet Union has reason to be comfortable with the present arrangement, particularly with its use of Intelsat now formalized. Since all Intersputnik communications go through Moscow, the Soviets have political and propaganda control over the system.

And while Intersputnik hardly constitutes competition for Intelsat, it has its appeal. A study of the Soviet Union's use of communications satellites for broadcasting that was prepared by consultant George Jacobs for the U.S. Information Agency in February said that the Soviet Union pays most of the costs of Intersputnik and that, as a result, the system's tariff is about one-third that of Intelsat's for comparable services (BROADCASTING, Feb. 18). That arrangement, the report said, offers Third World countries the oppor-

tunity "to enter the space communications age at considerably reduced rates." So does the fact that Intersputnik deals in rubles and other soft currencies, while Intelsat deals only in dollars and other hard currencies.

When word of Colino's visit to Moscow last March leaked—and initial reports indicated, inaccurately, that the Soviet Union was ready to join Intelsat—U.S. officials were stunned and expressed dismay. Part of the reason for that reaction was concern that the Soviets would gain access to American satellite technology that the government has barred from export to East bloc countries. At present, the Soviets do not have such access, even though they use the Intelsat system. But if the USSR became a member, the U.S. might find it necessary—as a means of guarding against the leak of sensitive information—to review the practices and procedures it follows in connection with Intelsat research and development projects and the manufacture of spacecraft.

Those problems are not likely to be confronted in the foreseeable future. But the Soviet Union does not need anyone's permission to join Intelsat. Membership is open to every member of the International Telecommunication Union. □

Washington Watch

Telcos win. FCC has refused to reconsider action reducing from 90 to 45 days notice dominant common carriers must give before tariffs that would increase or restructure rates or introduce new services can go into effect. ABC, CBS and NBC had petitioned FCC to reconsider, contending that reduced notice and accompanying reduction in time for filing petitions to reject or suspend from 25 days to 15 would leave networks without enough time to prepare meaningful comments and would limit FCC's ability to review tariffs. FCC, however, said networks had raised no new arguments that would warrant reconsideration. □

Turned down. Eighth Circuit Court of Appeals in St. Louis has denied request for rehearing for Christine Craft, former anchor of KMBC-TV Kansas City, Mo., who sued Metromedia in 1981, charging sex discrimination, unequal pay and fraud. Court's action follows its previous decision in late June to overturn jury's award of \$325,000 damages to Craft (BROADCASTING, July 1, 8). In August 1981, Craft was awarded \$500,000, but that decision was overturned. In second trial (July 1983), she was awarded \$325,000, which was overturned last June. Attorney for Craft, Dennis Egan, of Kansas City, Mo.-based law firm of Popham, Conway, Sweeny, Fremont & Bundschu, said he would petition U.S. Supreme Court to review case. □

Reconsideration requested. Hispanic Information and Telecommunications Network Inc., which wants to put together network on instructional television fixed service stations, has asked FCC to reconsider rules establishing eligibility and comparative criteria for ITFS. FCC's rules give local applicants first crack at ITFS frequencies in their areas (BROADCASTING, June 13). FCC also declined to give minorities preferences for ITFS facilities. Hispanic Information asked that FCC reconsider decision to implement local priority period on retroactive basis. Among other things, it also said minority preference "is essential to insure that minorities are not excluded from the ITFS licensing process as they have been excluded from the commercial licensing process in the past." □

Minority opportunities. Congressional Black Caucus Foundation is sponsoring seminar on telecommunications opportunities for minority entrepreneurs at 3 p.m. Sept. 25 at Washington Hilton Hotel. For further information call Zora Kramer or Delores Browder at (202) 254-7674, or Vivian Bowers, (202) 543-8767. FCC will sponsor seminar on financing for minorities Oct. 7-8 at Capital Hilton in Washington. Advance registration will be required. □

More TV violence. According to television monitoring by National Coalition on Television Violence from Oct. 4, 1984, through Jan. 5, 1985, violence on three networks combined "was a record high," averaging 10.9 acts per hour. NCTV said that NBC and CBS "set records for their most violent programming ever," with CBS's *Mike Hammer*, NBC's *A-Team* and *V*, top three shows in "very high violence" category. □

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A crossing of the fingers for HDTV

CCIR decision on high-definition technology due in October; proponents continue to lobby for joint U.S.-Japanese system

U.S. supporters of a world high-definition television standard have entered a period of forced waiting. The Japanese-developed HDTV production technology they back nears its moment of truth in October when a four-year international standardization cycle reaches its climax.

The U.S. position was essentially established last spring after a decision by the Advanced Television Systems Committee to approve a 1125-line, 60 hz, 2:1 interlaced production system developed by the Japanese public broadcast service, NHK, along with a U.S.-suggested 5.33:3 aspect ratio.

Now, U.S. broadcasters, producers and equipment manufacturers advocating adoption of the 60 hz system can do little but wait while a handful of representatives, such as E. William Henry and Robert Hopkins of ATSC, Joseph Flaherty of CBS and Richard Green of Public Broadcasting Service, attempt to buttress the U.S. position during a series of European and international meetings starting this week and continuing until the decisive Oct. 16-Nov. 1 meetings of CCIR (International Radio Consultative Committee) study groups.

World opinion appears increasingly unpredictable as the decision on an international studio standard approaches, so ATSC and others are making efforts, such as the submission of lengthy "white papers" and scientific reports, to back the belief their choice can serve countries with 50 hz-based television systems (which include all European nations), as well as those already on 60 hz systems.

With the greatest hurdle for agreement on the system being the process of converting between 60 hz HDTV and 50 hz systems,

Japanese developers are also working at a steady pace to bring the HDTV standards converter first shown last January up to full capability.

Recent enhancements to the converter were disclosed at a meeting of the ATSC's HDTV technology group last Monday (Aug. 26), with improvements reported in horizontal and vertical judder as well as "nibbling," or geometric distortion of small objects in motion, such as moving soccer balls.

Videotapes processed through the improved converter to provide 625-line, 50 hz PAL pictures are now being examined by various European broadcast laboratories for image quality. This review is the second round of subjective tests. The first was completed this spring and resulted in a highly critical appraisal of the converter technology by a group of engineering specialists within the European Broadcasting Union.

As the initial engineering report reached higher levels within EBU, where technical management, rather than working engineers, dominate, appraisals of the system performance were softened. But at a meeting of the top level bureau of the EBU technical committee last April in Seville, Spain, no consensus was reached on the conversion quality of the system, and the group took a neutral position on the NHK system as a potential world standard.

With European support of the standard critical to its world acceptance, however, the EBU agreed later to re-examine the question, redoing the tests to examine improvements in the conversion and also to improve testing methods, which came under some fire for focusing too narrowly on certain aspects (i.e. motion images) of the test tapes, rather than testing for total picture quality, as Japanese and U.S. proponents later suggested.

The laboratories' reports are to be reviewed this week at meetings of the original

specialist group in Brussels and the bureau will meet again in late September in Tunisia. Additional input to the bureau meeting will come from an action committee formed by EBU last spring and comprising EBU, NHK and ATSC representatives. Bureau Chairman Carlo Terzani of the Italian RAI will reportedly attend the action committee meeting in mid-September in Brussels, to gather opinions from the debate, which is likely to cover both technical and nontechnical aspects of the issue.

What impact a recently publicized Soviet Union position paper will have on the process is unclear ("Closed Circuit," Aug. 26). The document, submitted earlier this summer to the CCIR, suggests waiting for the next four-year standardization cycle to decide the HDTV issue, and contains suggestions for examination of possible 50 hz HDTV systems, such as one using a 75 hz receiver with frame stores to eliminate flicker problems associated with the 50-cycle system.

In addition to several informal liaison meetings between EBU, NHK and ATSC members in September, and an HDTV demonstration in Geneva this week for delegates at the Space WARC, the U.S. recommendations will be aired at a Sept. 30-Oct. 2 meeting in Geneva of the CCIR interim working party, which will write its final recommendation for consideration by the study groups later that month.

The ultimate decision on the standard is actually made by a final plenary meeting held next spring, but that body relies heavily on the study group input. It is possible, however, for the plenary to reject or change a study group decision. For instance, if an open-ended document is forwarded, the plenary could vote it in instead as a full recommendation. □

Unscrambling the technology for satellite delivery

Debate over system choice ranges in many quarters as component analog MAC and enhanced-NTSC proponents watch actions of NCTA, DBSA, ATSC

With new satellite delivery methods being debated daily by the television industry, protagonists of both component analog MAC and enhanced-NTSC technologies are keeping a watchful, if wary, eye on several system comparisons either under way or in planning.

The controversy over system choice is

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currently most heated in the cable industry, where operators and programmers are seeking scrambling techniques to limit signal piracy and take advantage of the growing C-band direct business. Hoping to facilitate the choice, the National Cable Television Association last week began inviting bids from manufacturers for possible scrambling systems (BROADCASTING, Aug. 19).

Also parties to the fray are potential purveyors of Ku-band direct broadcast services, as well as television networks considering both scrambled affiliate feeds and long-term quality improvements.

On the DBS front, for instance, manufacturers Scientific-Atlanta and General Instrument are preparing this week to subject their respective technologies to a 15-week comparative test by the trade group Direct Broadcast Satellite Association (BROADCASTING, July 8). S-A's B-Mac format system is an analog component system with Dolby digital audio and hard video scrambling, while GI has an encrypted B-NTSC-type system, with audio subcarriers replaced by a digital audio scheme.

DBSA plans to use results of the objective and subjective tests, which are being conducted at NASA-Lewis Labs in Cleveland, to recommend a Ku-band DBS standard to the FCC this fall.

While some industry observers commend the tests for being the first scientifically conducted comparison between MAC and NTSC technologies, others have been skeptical of a comparison limited to only two systems, with several competing systems dropping out along the way, including M/A-Com and, most recently, Telelease.

M/A-Com, which supplies its B-NTSC-type Videocipher scrambling system to the cable industry and was instrumental in helping develop the DBSA test plan, nevertheless chose not to participate in the study, according to company representative Mark Medress, because of the demands of a "complete roll-out" of its system to the cable industry. "There is a great demand on services and it's difficult to commit people and equipment to the DBSA tests," Medress said.

Shortly after withdrawing from the tests in July, M/A-Com joined RCA Corp. (as well as HBO) in a public demonstration and endorsement of B-NTSC and Videocipher scrambling for use with both C-band and potentially Ku-band satellite program distribution. A B-NTSC system is preferable to MAC delivery systems, the companies argued, because of its rough technical parity with MAC and a more "evolutionary" transition for the receiver market (BROADCASTING, July 29).

The demonstration was roundly criticized by S-A, which has also traded jabs with M/A-Com last spring on Videocipher. S-A raised objections over the MAC parameters selected for the demonstration, arguing that they were not those of S-A or other MAC proponents, and lacked the quality achieved by those formats. The company also disagreed with RCA's assessment of the economic impact of adapting NTSC receivers to MAC transmissions and its view of RGB video displays, as well as MAC's compatibility with standard CATV systems.

Even while contesting the RCA-M/A-

Com-HBO position, S-A was working to gain its own foothold for MAC in the U.S. On Aug. 21, it announced its first U.S. user, New York-based Private Satellite Network, a two-year-old supplier of corporate point-to-multipoint video services.

According to H. Allen Ecker, S-A's vice president, corporate development, the agreement with PSN is an "important step, since PSN is a network supplier to major corporations which can take advantage of B-Mac's data channels, hard scrambling, flexibility and high quality."

Among PSN's customers in the \$4-million, two-year deal are Merrill Lynch, which will use B-Mac's data capability to supplement weekly video programs that PSN now sends to Merrill Lynch field offices.

PSN should be the first, but may not long be the only domestic customer for S-A's B-Mac. Ecker is "optimistic" about negotiations with HI-NET, a joint venture of Holiday Inns Inc. and Comsat General which has awarded a \$40-million contract to GTE Spacenet Corp. to develop a Ku-band satellite network.

Also raising hopes at S-A is experimentation by CBS with a similar MAC video format for long-range use in satellite distribution affiliates. Although it won't say whose, CBS is already field-testing several encryption systems, scrambling several hours of programming a day to check for potential pitfalls before implementation. According to one CBS source, a choice could be made as early as this fall.

MAC systems also have the backing of the standards body, Advanced Television Systems Committee, whose technology group on enhanced 525-line TV has endorsed an analog component approach such as that developed by S-A and CBS. The technology group, chaired by Dan Wells of Comsat, met last Monday (Aug. 26) in Washington to discuss plans for developing engineering tests to fully define the enhanced system.

ATSC tests will be unlike those of DBSA, since ATSC's concern encompasses not just DBS, but all satellite and terrestrial TV distribution. In addition, the group will not attempt to choose one complete approach, but will bring together characteristics of different technologies to outline a system for recommendation domestically and internationally as a delivery standard.

Although Wells told BROADCASTING ATSC has assisted DBSA in developing its test plan and "looks forward" to seeing its results, he also admitted the group's decision to "intentionally defer" its own effort while awaiting DBSA's findings "hasn't proved to be a wise path. Time has slipped, and the DBSA tests are now down to two candidates," Wells said. "We should have gotten going."

The technology group is expected to establish target dates for the tests perhaps as early as this month, following a Sept. 11 meeting of a subgroup on transmission and distribution headed by engineering consultant Jules Cohen. The full technology group next meets in early November. □

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O N R A D I O

Separate ways

The ABC Radio Networks and New York-based DIR Broadcasting, which produces three series for ABC: *King Biscuit Flower Hour*, *Silver Eagle Cross-Country Show* and *Supergroups*, will go their separate ways once the contract between the two parties expires at the end of the year.

The parting, which was "mutually" agreed upon, stems from a difference in philosophy on producing and selling programming. It ends a five-year relationship that both ABC and DIR agreed was "profitable."

DIR Broadcasting President Bob Meyrowitz said his company will produce and clear the country music *Silver Eagle* broadcast and the album-rock *King Biscuit* program and will launch a new series of two-hour rock specials, called *Super Biscuits*. According to Meyrowitz, the new shows will be available only to the *King Biscuit* "network of stations." The same advertisers who

buy the *King Biscuit Flower Hour* will also be part of *Super Biscuits*, he said, adding that the new specials would "run the gambit" from concert broadcasts to artist interviews.

King Biscuit, which made its debut in 1973, is currently heard on about 250 contemporary rock stations. *Silver Eagle* airs on approximately 300 country outlets. Many of the stations are ABC Radio affiliates, but Meyrowitz said he doesn't expect them to drop the programs once his company takes over distribution in January. (*King Biscuit* had been distributed by DIR before the ABC agreement in 1980 [BROADCASTING, June 30, 1980].) DIR last week said it plans to change the name of the *Silver Eagle* show to a yet undetermined title after it leaves ABC.

ABC Radio Networks Vice President and Senior Executive Bob Benson emphasized that the break with DIR doesn't reflect a "retreat" from special programming. ABC, which was producing *Supergroups* before DIR took over, will keep the series going and

will announce some new programs "shortly," said Benson. "The ABC Radio Networks will offer more hours of special programming in 1986 than 1985," he said.

In a separate development, DIR's Meyrowitz told BROADCASTING that his company is planning a new, one-hour, live monthly music/interview series for January, titled *The Sassy Stars of Rock 'n' Roll*. The program, which will be sponsored "exclusively" by Tab, will be hosted by rock journalist Lisa Robinson. Slated as the first guest is singer Cyndi Lauper.

Seat selection

The National Association of Broadcasters will hold an election in October to fill the two newly created seats on its radio board. NAB is soliciting nominations for the seats that were created to insure representation by major-market radio groups.

A list of 23 major-market radio groups eligible to nominate one candidate was sent last week to members. (The NAB's definition of a major-market radio group is one with at least seven stations [with at least one station in two top 25-markets], in good standing with the association and not currently on the board.) They are: Bonneville International Corp., Capital Cities Communications, DKM Broadcasting Corp., Doubleday Broadcasting, EZ Communications, Family Stations, Gannett Co., Group One Broadcasting, Hearst Broadcasting, Infinity Broadcasting Group, LIN Broadcasting Group, Lotus Communications Corp., Malrite Communications Group, Metromedia Inc., Mid America Gospel Radio Group, Moody Bible Institute of Chicago, Nationwide Communication, Pyramid Broadcasting Corp., RKO General Broadcasting, Sandusky Newspapers, Scripps-Howard Broadcasting, Shamrock Broadcasting and Taft TV & Radio Co.

Once the nominations are received, NAB will mail the ballots on Oct. 4. Votes will be cast by the stations in the major markets where the 23 groups own stations. The ballots must be returned by Nov. 1 and the two nominees with the most votes will be declared the winners.

NFL update

NBC Radio last week said it has, thus far, assembled an affiliate lineup of 245 stations, including outlets in all top 25 markets and in 93 of the top 100 cities for its upcoming National Football League coverage. The season kicks off Monday, Sept. 9, when the Washington Redskins play the Dallas Cow-

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- ✓ GREG D'ALBA, NY SALES, BLAIR RADIO.
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- ✓ BLAIR RADIO TO SIGN: WOHO, WWWM, TOLEDO/WGNT, WAMX, HUNTINGTON, W. VA. / KROQ-FM, LOS ANGELES.
- ✓ BOB LION, GM, BRN
- ✓ MARISA KESHIN, AE, NY NETWORK SALES.
- ✓ SUE HAGY, HOUSTON MGR.

JUNE

- ✓ ANNOUNCE BRN & CBS UNWIRED NETWORK DEAL.
- ✓ RAR ADDS KGKT (FM) SEATTLE.
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- ✓ IMPLEMENT MARKITRON SYSTEM.

AUGUST

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boys at Texas Stadium in Irving, Tex.

According to NBC Radio Network Vice President and General Manager Steve Soule, the station count includes six originating stations for NFL teams as well as three NBC-owned AM stations: WNBC(AM) New York, WMAQ(AM) Chicago and KNBR(AM) San Francisco. However, the NBC Chicago and San Francisco outlets have conflicts for some Monday night NFL games because of local Major League Baseball coverage of the Chicago White Sox and San Francisco Giants, respectively. In Chicago, NBC has struck a deal with Group W-owned WIND(AM) to carry four NFL games in September that conflict with WMAQ's airing of White Sox baseball, said Soule. He added that a similar arrangement with another station in San Francisco is being worked out.

Additionally, Soule said that all stations will carry most or all of the post-game show, *NFL Live*, which will be hosted by NBC sportscaster Bob Trumphy.

Soule said advertising sales for the NFL games are just about on target. To date, each of 10 advertisers has bought one of NBC's three basic NFL sales packages, including Anheuser-Busch, GMAC, Delco and State Farm Insurance. Soule said at least a dozen more advertisers are "solid" possibilities for NFL sponsorships.

Playback

NBC Radio Entertainment is scheduled to broadcast a one-hour, live Roger Daltrey music/interview special from the Abbey Road Studios in London on Oct. 3. The show, to be hosted by New York radio personality Dan Neer, will air at 2 p.m. NYT. It will feature the former lead singer of the Who's new album, *Under A Raging Moon*.

New York news

Melcor Broadcasting Co., New York, says it will have "the first full-service, local news radio network in the country" operating in New York "by early 1986."

The service, Radio News New York, will provide New York metro area stations with five-minute hourly newscasts around the clock seven days a week, bulletins and special reports as warranted, and voice-overs and actualities on major stories twice a day, according to Melcor President George Kalman. It will be sold to stations on a barter basis.

Kalman, the former owner of WNVR(AM) Waterbury, Conn., said the news network is being put together by "several veteran news and sales executives in the city," and that a private survey of area stations yielded "nearly a dozen expressions of station interest." Advertisers and advertising agencies were also said to have shown interest. Kalman, who said he has a major partner in the venture whom he would not identify, added that the New York network will be the first stage of a planned expansion of the concept to major- and medium-sized markets across the country.

The service, according to Kalman, is designed to "ease" the news budget burden for station managers who are finding it more costly to maintain their operations. It will also open "new, untapped retail market dollars" while "not intrud[ing] on stations' traditional sources of revenue," he said. Kal-

man said he will hire news 28 staffers.

Melcor Broadcasting is primarily a radio timebuying service, which was started by Kalman five years ago.

Funny bones

A new, full-service syndicated comedy format designed primarily for AM radio stations will be revealed at next week's (Sept. 11-14) Radio '85 Management and Programming Convention in Dallas.

The tape-distributed service, titled "Comedy Radio," was conceived by Jim LaMarca, president of the LaMarca Group, a New York-based media and marketing service company, and its subsidiary, the Radio Group. According to LaMarca, the format will cover the "entire spectrum" of comedy, including contemporary satire, stand-up bits and classic comedy routines "that still hold up," such as Buddy Hackett's "Chinese Waiter" and Abbott & Costello's "Who's On

July sales. National spot radio business for July was up 13.6% over July 1984, to \$70,431,600, according to Larchmont, N.Y.-based Radio Expenditure Reports (RER), which confidentially collects financial information each month from 15 rep companies. However, when RER adjusts last year's figure to compensate for the variance in standard billing months in 1984 versus 1985, expenditures were actually off 9.1%. (RER notes that spot billings in individual markets, market groups or areas may differ substantially from the total national spot figure reported to the company.)

First?" "But the format's emphasis will be on contemporary artists and current material," said LaMarca. He added that different forms of music "keyed to the particular comedy pieces" will be integrated into the format.

"Our objective is to keep the rotation and dispersion of the tapes fresh and original," he said. The company will also supply a "kick-off" television campaign to the subscribing stations and will work with them in promotions, LaMarca said.

"Comedy Radio," which will be produced and distributed by the Radio Group, is being targeted for a Jan. 1 launch. The format has been in production most of the year, said LaMarca. Handling its marketing is Bob Smith, former vice president and general manager of WOR-AM-FM-TV New York. Serving as the format's program director is Edward Brown, a formerly broadcast journalist at various New York area stations.

In another development, the Radio Group also is producing *The Julius LaRosa Show*, which is described as "a sophisticated music show." It will air weekly, but its length and launch date have not yet been determined.

News views

A new, 30-minute weekly panel show of "outspoken" views is scheduled to make its debut on the Mutual Radio Network the weekend of Sept. 21. Titled *The Newsbreakers*, the program, according to Mutual vice president of news, Ron Nessen, "will feature well known journalists and commentators in spirited discussions of issues and events of interest to all Americans, not just

those who live in Washington." Plans call for each program to be recorded late Friday for airplay that weekend. Nessen, who created the show, will serve as its moderator.

NPR grants

Twenty new radio projects received grants totalling more than \$314,000 from the National Public Radio's Satellite Program Development Fund. The grants will fund some 100 hours of news and current affairs, musical performance and comedy for use by public radio stations in 1986. The grants range from \$2,500 to \$45,000 for single shows, limited series and development of full seasons of programming, NPR said. Recipients include The Radio Foundation Inc. (\$45,000) for *The Bob and Ray Public Radio Show*, a new series featuring the comedy team of Bob Elliott and Ray Goulding; Pennsylvania Public Radio Associates Inc. (\$18,900) for *Totally Wired*, a continuation of the music series focusing on new electronic music; Deborah Amos (\$13,277) for *Arab Journal*, four half-hour documentaries about the Middle East and Islamic fundamentalism, and Anne T. Bohlen (\$2,500) for *The Power and the Spirit*, a half-hour discussion of ordaining women as Catholic priests. The next deadline for SPDF applications is Nov. 15, with funding announcements scheduled for Jan. 31, 1986.

Hispanic week

National Hispanic Heritage Week, Sept. 15-21, will be celebrated on National Public Radio with several programs. A five-part half-hour series hosted by Rene Enriquez (Lieutenant Calletano of *Hill Street Blues*) and called *Portraits of Hispanic America* will profile influential Hispanics. In addition, five hour-long Spanish-language music specials, including music of a Colombian choral company, and classical guitarist Abel Carlevaro of Uruguay, will be broadcast in stereo.

Improving signals

Minnesota Public Radio has received a financial boost from the First Bank System Foundation, which has granted it \$30,000 over three years to help pay for the construction of new MPR FM stations in the Hibbing-Virginia, Mankato-St. Peter areas, and in Sioux Falls, S.D. "With these new facilities, we'll be able to dramatically broaden our coverage area in Minnesota and bordering states," Conley Brooks Jr., chairman of the MPR board said.

Townshend talks

Public Interest Affiliates, a Chicago-based radio program supplier, is offering stations a two-hour music and "in-depth" interview special featuring former guitarist for the Who, Pete Townshend. The program, titled *Pete Townshend: My Generation*, will contain 10 commercial minutes per hour, four of which will be available for local sale. The show is slated to air on Oct. 20, just after the expected release of Townshend's new book, "The Horse's Neck," and prior to the release of a new solo album. Company officials expect at least 100 stations to clear the broadcast, which will be the first music special from PLA. WWLUP(FM) Chicago personality Bob Stroud will be the host.



TELECASTINGS



Four more

Westinghouse Broadcasting & Cable will present four more specials by its television group this year, bringing its 1985 total to nine, the company announced last week.

Larry Fraiberg, president of the company's TV station group, said the four are *The Seduction of Sports*, a one-hour study of the exploitation of athletes caught in the allure of big-time sports; *Our Worst Fears: The AIDS Epidemic*, a one-hour examination of acquired immune deficiency syndrome and its spreading prevalence; "Harry's Game," a two-hour movie thriller centering on the turmoil in Ireland, and *Breaking the Blues*, a one-hour study of the problems of depression.

Seduction of Sports, to be presented during the first two weeks of September, was produced by John Ketcham at WJZ-TV Baltimore, with Baltimore Orioles catcher Rick Dempsey as host. *Our Worst Fears*, produced at KPX(TV) San Francisco by Nancy Saslow, draws on two years of research by reporter Jim Bunn. Wendy Tokuda will host the show which will air the week of Sept. 8. "Harry's Game," adapted by Gerald Seymour from his best-seller of the same name, will be presented during the last week of October, with KYW-TV Philadelphia producing the promotion material for all of the group's stations. *Breaking the Blues*, to be shown in mid-December, was produced by Richard Saiz at KPX(TV) and has Robert Foxworth of *Falcon Crest*, himself a former victim of depression, as host.

"The television station group is committed to airing special programming that appeals to the wide range of viewers in our five markets," Fraiberg said. "Our success reflects the fine teamwork among the staffs of our stations working together on common projects."

Besides the three stations identified with these specials, the Westinghouse station group includes WBZ-TV Boston and KDKA-TV Pittsburgh. Each of the five stations will also produce its own local follow-up to the AIDS special.

Orbis offering

Orbis Communications is distributing *Geo*, a one-hour pilot hosted by Charles Haid (Renko on *Hill Street Blues*), which looks at extraordinary people and places. The show is produced by Mike Cerre, a former ABC-TV correspondent, and present anchor/reporter for KRON-TV San Francisco. The show will be composed of stories culled by Cerre from the magazine, *Geo* in a television licensing agreement with the German publishers of the magazine.

Among the program's highlights are a look at the efforts of an American couple to develop a 20-acre island in the South Pacific into a surfing paradise, as well as an exploration of Australian football mania. Each of

the programs will be composed of six segments. Pamela Bellwood of *Dynasty* will act as a guest contributor. The show's theme music will be composed by Andy Narell of Windam Hill Records. Sales are on a barter basis with stations betting seven minutes, and the show's sponsor, Oldsmobile, getting five minutes.

Tapes donated

The Children's Television Committee of the National Association of Broadcasters has donated more than 50 hours of children's television programs to Soaring Spirits, a public service project that provides video equipment and television programming to hospitalized children across the country. The donated programs were selected from 1985 entries in NAB's Service to Children awards program, the NAB said. Spirits is a project of the American Women in Radio and Television.

Long documentary

On Sept. 8, the Louisiana Educational Television Authority will host the premiere of a 90-minute documentary, *The Life and Times of Huey Long*, marking the 50th anniversary of the controversial Louisiana governor's as-



sassination. The program, which is expected to air nationwide on the Public Broadcasting Service sometime in the next year, combines archival footage of Long and interviews with his contemporaries. The premiere will be held in the House chamber of the state capitol which Long built and in which he was assassinated in 1935. The showing is part of a celebration following the noncommercial Louisiana network's 10th anniversary, Sept. 6.

TV tips

The National Education Association has released 10 tips to help parents educate children "on how to watch TV," so that the children can become "intelligent and critical viewers," NEA President Mary Hatwood Futrell said. Among the suggestions: Set aside time each week to decide what programs

children will watch; watch TV with the children and talk about whether programs "realistically portray life"; encourage children to watch specials, news and documentaries; turn the TV off, getting rid of the "background noise" of television while children are reading; discuss TV commercials, and encourage local stations to air positive programming "on issues that you think are important."

Money spells relief

Noncommercial KOED(TV) San Francisco called off 16 days of planned on-air fundraising last month, keeping a promise to contributors. The station told viewers that for every \$50,000 collected by the station, a weekday of on-air appeals would be canceled and for every \$100,000 a Saturday or Sunday of pledging would be scrubbed. In July, KOED aired short segments in which viewers voiced their antipathy towards on-air appeals and said: "There must be another way." Later in the month, messages suggesting that viewers send in contributions to cancel the August pledge drive were aired. The station began receiving money around July 25, a spokeswoman said, and by Aug. 22, had received \$1,223,659. Additionally, the mayor's office declared August "KOED month" and a mineral water company attached cards to 400,000 of its bottles asking customers to support the station in its pledge-free efforts, PBS said.

New front

Noncommercial KCET(TV) Los Angeles has created a new division to produce and acquire national programs, which the station hopes will develop additional revenue. The division will be headed by KCET's vice president, David L. Crippens, and will concentrate on educational and instructional programs and series, the station said.

Jersey hotline

More than 10,000 people called the noncommercial New Jersey Network following its national broadcast of *Battered Wives, Shattered Lives*, produced by the state network and broadcast on PBS. The documentary, narrated by actor Ed Asner, examined the plight of abused women and their children, as well as what is being done by the courts, law enforcement and shelter and rehabilitation programs. Following the PBS broadcast, the state network fed a half-hour program, *Homemade Violence*, and an hour-long live call-in program that included a panel discussion on domestic violence. The calls came from men and women, both abusers and abused, the network said. About 100 workers took the calls, which lasted until the early hours of the morning.

Stock Index

	Closing Wed Aug 28	Closing Wed Aug 21	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	115 1/4	114 7/8		3/8	0.33	18
N Capital Cities	217 1/4	212 1/4	5	2.36	21	2,800
N CBS	113 3/4	111 3/4	2	1.79	19	3,386
O Clear Channel	18 1/4	18 1/4				25
N Cox	74 3/4	75				2,109
O Gulf Broadcasting	3 1/2	15 3/8	- 11 7/8	- 77.24	32	156
O Jacor Commun.	3 3/4	3 7/8				21
O LIN	32 1/8	32 1/2				846
O Malrite	13	13 5/8				109
O Malrite 'A'	12	12 1/2				51
O Orion Broadcast	1/32	1/32				2
O Price Commun.	10 7/8	10 3/4				64
O Scripps Howard	49 1/2	47	2 1/2	5.32	29	511
N Storer	87 1/2	86 1/2	1	1.16		1,439
O SunGroup Inc.	3 1/2	3 5/8				5
N Taft	80 5/8	80 1/2				727
O United Television	23 1/2	22 3/8	1 1/8	5.03		257

	Closing Wed Aug 28	Closing Wed Aug 21	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	27	26	1	3.85	19	166
A Affiliated Pubs	47 1/4	47 3/4				578
N American Family	25 1/2	22 3/4	2 3/4	12.09	14	761
O Assoc. Commun.	25	25				119
N A.H. Belo	48	50				555
N John Blair	20 1/2	16 7/8	3 5/8	21.48	103	164
N Chris-Craft	52 1/2	50 3/8	2 1/8	4.22		335
N Gannett Co.	58 1/4	59 7/8				4,670
N GenCorp	46 1/4	44 7/8	1 3/8	3.06	51	1,013
O Gray Commun.	104	105				52
N Jefferson-Pilot	44 7/8	44 1/4	5/8	1.41	7	1,376
O Josephson Intl.	8	8 3/8				38
N Knight-Ridder	36 3/4	37 1/2				2,051
N Lee Enterprises	41 5/8	41 3/8				538
N Liberty	30 3/8	30	3/8	1.25	14	307
N McGraw-Hill	44 1/2	45 3/4				2,241
A Media General	78	78 1/4				545
N Meredith	63 1/2	63	1/2	0.79	14	600
O Multimedia	59 5/8	58 7/8	3/4	1.27	29	995
A New York Times	43 1/2	45 1/4				1,740
O Park Commun.	36 1/2	36 1/2				23
N Rollins	24 5/8	25 1/2				360
T Selkirk	21 1/2	23				175
O Stauffer Commun.	80	80				13
A Tech Operations	65 1/4	66 3/4				53
N Times Mirror	49 5/8	50 7/8				3,563
N Tribune	46 1/8	45 1/2	5/8	1.37	17	1,867
A Turner Bcstg.	17 1/4	17	1/4	1.47	36	376
A Washington Post	117 3/4	114	3 3/4	3.29	16	1,510

	Closing Wed Aug 28	Closing Wed Aug 21	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMMING						
O American Nat. Ent.	1 5/8	1 1/2	1/8	8.33	8	4
O Barris Indus	16 1/8	16 1/2				104
N Coca-Cola	72	72 1/4				9,419
N Disney	88 7/8	89 1/4				2,936
N Dow Jones & Co.	44	43 7/8	1/8	0.28	22	2,829
O Four Star	5 1/4	4 3/4	1/2	10.53	6	4
A Fries Entertain.	10 1/4	10 1/2				35
N Gulf + Western	40 7/8	40 7/8				13
O King World	21	21				17
O Robert Halmi	2 7/16	2 1/16	3/8	18.18		42
A Lorimar	32 1/2	35 3/8				248
N MCA	66 1/4	62 1/4	4	6.43	35	3,277
N MGM/UA	25 3/8	26				1,261
N Orion	11 5/8	10 7/8	3/4	6.90	40	110
O Reeves Commun.	11 7/8	11 1/8	3/4	6.74		148
O Sat. Music Net.	14 3/4	15				100
O Telepictures	25 1/2	24 5/8	7/8	3.55	19	198
N Warner	30 7/8	29 3/8	1 1/2	5.11		1,880
A Wrather	19 3/4	19 1/2	1/4	1.28		139

	Closing Wed Aug 28	Closing Wed Aug 21	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	48 1/2	47 5/8	7/8	1.84	14	306
O Compact Video	6 5/8	6 5/8				29
N Comsat	35 1/8	34 1/4	7/8	2.55	12	636
O Doyle Dane B.	23 1/4	23	1/4	1.09	15	123
N Foote Cone & B.	53 1/4	54 1/2				12
O Grey Advertising	185	185				11
N Interpublic Group	40 5/8	41 5/8				441
N JWT Group	31 5/8	32 1/4				285
A Movielab	7 1/4	7 5/8				12
O Ogilvy & Mather	45 1/4	44 3/4	1/2	1.12	16	414
O Sat. Syn. Syst.	6 1/4	6 1/2				36
O Telemation	5 1/2	5 1/2				5
O TPC Commun.	3/8	3/8				4
A Unitel Video	7 3/4	7 3/4				26
N Western Union	14 1/8	14 3/8				345

	Closing Wed Aug 28	Closing Wed Aug 21	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	2	2				12
O AM Cable TV	2 5/8	2 5/8				9
N American Express	42 1/4	42 3/4				9,209
N Anixter Brothers	16 1/4	16 3/8				296
O Burnup & Sims	7 1/4	7 5/8				65
O Cardiff Commun.	1 3/8	1 1/8	1/4	22.22	138	6
O Comcast	19 1/4	17 7/8	1 3/8	7.69	29	375
N Gen. Instrument	16 1/2	17 1/4				535
N Heritage Commun.	18 1/4	17 3/4	1/2	2.82	38	265
O Jones Intercable	6 3/4	6 3/4				13
T Maclean Hunter X	13 1/4	13 1/2				488
A Pico Products	3	3 1/4				11
O Rogers Cable	10 3/8	10 1/8	1/4	2.47		236
O TCA Cable TV	23 1/4	23	1/4	1.09	33	155
O Tele-Commun.	33 3/4	32 3/8	1 3/8	4.25	307	1,575
N Time Inc.	57 1/4	57 1/2				3,479
N United Cable TV	32	31	1	3.23	50	322
N Viacom	49 7/8	50 1/8				779

	Closing Wed Aug 28	Closing Wed Aug 21	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N Arvin Industries	23 3/8	23 1/4	1/8	0.54	9	271
O C-Cor Electronics	7 1/2	7 1/2				22
O Cable TV Indus.	3	3 1/8				9
A Cetec	7	7 1/8				15
O Chyron	5 7/8	6 3/8				54
A Cohu	10	9 5/8	3/8	3.90	10	18
N Conrac	13 7/8	13 5/8	1/4	1.83	6	84
A CMX Corp.	1 7/8	2				7
N Eastman Kodak	43 7/8	44 1/4				10,012
O Elec Mis & Comm.	11 1/2	12 1/4				33
N General Electric	61 1/2	61 5/8				27,975
O Geotel-Telemet	1 5/8	1 5/8				20
N Harris Corp.	25 5/8	26 1/8				1,031
N M/A Com. Inc.	19 3/4	20				860
O Microdyne	6 1/2	6 1/2				81
N 3M	76 1/8	77				8,739
N Motorola	36 5/8	36 3/8	1/4	0.69	12	4,356
N N.A. Philips	34 1/2	35 1/8				995
N Oak Industries	1 3/8	1 1/4	1/8	10.00		28
N RCA	44 5/8	44 1/4	3/8	0.85	13	3,663
N Rockwell Intl.	41 1/8	41 1/2				6,125
N Sci-Atlanta	13 7/8	14 3/8				322
N Signal Co.s	41 1/4	41 3/4				16
N Sony Corp.	15 1/4	16				3,522
N Tektronix	55	63				8
A Texscan	2 1/4	1 3/4	1/2	28.57	38	15
N Varian Assoc.	31 1/2	30 3/4	3/4	2.44	15	696
N Westinghouse	38 1/4	34 3/4	3 1/2	10.07	12	6,696
N Zenith	18 7/8	18 7/8				7
Standard & Poor's 400	208.89	210.22				0.63

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING'S OWN RESEARCH.

Eastern show looks to enhance cable revenue

Sessions explore ways to combat piracy, churn, home video inroads; TBS discloses that it is pondering launch of ad-supported movie channel should MGM deal go through

For an industry that's received a lot of good news lately, there was a lot of bad news to be found at the Eastern Cable Show in the Georgia World Congress Center in Atlanta last week. Inroads by home video, continued churn and piracy, shrinking pay growth and a slowdown in new homes coming on line and the corresponding drop in revenue expansion all cloud the cable horizon.

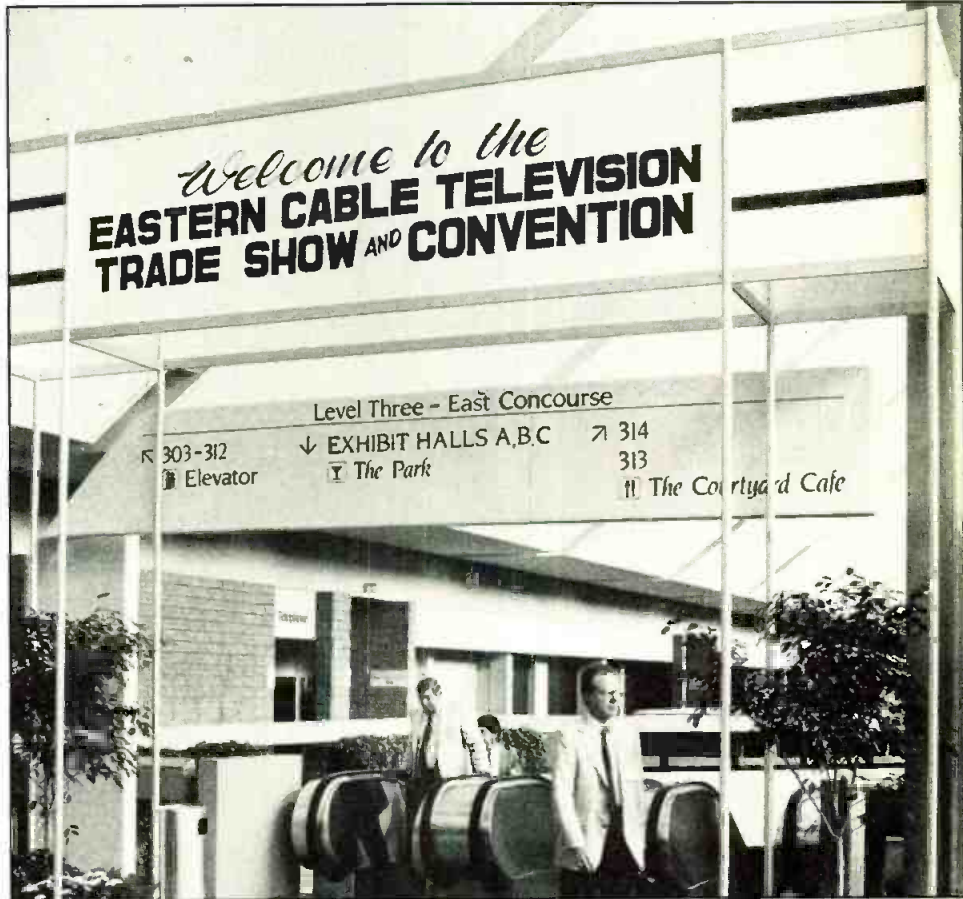
But there was no limit on solutions to those problems expounded at the show. A number of panelists detailed their companies' experiments in pay-per-view programming as a possible revenue source. Others sang the praises of local cable advertising, with some expecting revenue of \$2.50 per subscriber per month in the future. And while pay growth may be slowing, some in attendance said revenue from basic and super-basic tiers was on the increase, offsetting that decline. Still others reiterated that cable's problems were nothing that effective marketing could not cure. One last hopeful sign may have been attendance. The sponsor of the show, the Southern Cable Television Association, reported attendance increased 10% over last year, to 3,750, the first increase since 1982.

Perhaps the biggest news of the convention came from Turner Broadcasting. TBS officials revealed last week they were considering launching a new advertiser-supported movie channel if the company's deal to acquire MGM and its 500-film library goes through. One TBS official stressed that the concept is only one of many that company executives have contemplated. The channel, if launched, would feature family-oriented movies from the MGM library not licensed to other cablecasters and broadcasters.

In other announcements, the Home Shopping Network plans to expand to 24 hours, perhaps as early as Oct. 15, said network vice president Charles Bohart. In the interim, HSN will air from 8 a.m. to midnight beginning Sept. 1. The HSN programming is transmitted over Satcom III-R, transponder 22.

T.W. (Skip) Meadows, general manager of Decatur Telecable, was elected president of the Southern Cable Television Association at last week's show. Donald Perry, president of First Commonwealth Communications, was elected vice president, and Harris Bagley, regional manager of Rome (Ga.) Cable Television, secretary treasurer. In addition, SCTA members voted to add six directors to the board to assist the elected officers with ongoing association business.

Panel sessions at this year's gathering fo-



cused on marketing strategies for improved revenue growth, pay television and pay-per-view television. A rundown of some of the more popular sessions follows.

Looking for ways to increase business

Local advertising, PPV among possibilities to improve cable's bottom line, panelists say

The cable industry's rate of revenue growth has been cut in half since 1981, said Gary Weik, president of Harte-Hanks Cable. While revenue was up 42% in 1981, it increased by only 21% in 1984. The estimates for 1985, he said, call for revenue increases of only 3% to 6%. "That's a pretty frightening trend," said Weik, moderator of a session at last week's Eastern Cable Show in Atlanta, which explored ways that cable operators can maximize revenue streams.

"Revenue growth fuels the engine of any industry," said Weik. "Our engine is slowing down." Although that decline is often explained as the so-called "maturing" of cable as a business, Weik questioned whether "we as an industry should accept that." The question is, he contended, "Are we going to sit

back or will we display the courage and innovation to reposition cable program services and get on a new growth curve?"

James Hall, executive vice president of Storer Cable, said that increasing subscriber rates, particularly for basic services, and cable advertising sales are two practices Storer is invoking to increase revenue. Hall said basic rates in Storer systems now average about \$13, and that by 1987 the MSO expects its average basic rate to be in the \$15-range. "There is increasing recognition that cable is a competitive business," said Hall. He suggested that the company will continue to raise rates as long as the market will bear increases. If rates become too high, he said, "subscribers will vote us down," by canceling or downgrading their subscriptions.

Hall also said that Storer has developed a national training program to hone employees' skills in sales and customer service. "Constant sales activity," said Hall, is essential to improving the cable industry's revenue growth. Employees, he said, "need to be properly trained and motivated" for such activity. The cable business, he stressed, is "the delivery of marketable program services, not just coax cable."

Hall said Storer systems accounting for a million of the MSO's 1.5 million basic subscribers now sell advertising time. He said

the company believes its ad sales departments can generate operating margins of 50%. Hall also said Storer is exploring classified advertising and the commercial leasing of channel space to increase revenue.

Kevin Rorke, executive vice president, American Television and Communications Corp., said that in addition to "building the core of business," ATC is also entering businesses seen as competitive to cable, such as the satellite master antenna television business. Rorke also said ATC "expects to be a retailer of TVRO's," the receive-only dishes purchased by many consumers who have so far resisted cable.

Rorke said ATC was also exploring audio and data services and cable stores as possible new businesses. The company is currently experimenting with PPV in two markets, said Rorke. He said the jury is still out on whether PPV will be successful, but Rorke said the company is taking a hard look at it because it could help recapture some revenue lost to home video and also improve the return on investment in addressable hardware.

"It's too early to jump head-long into it," said Rorke. He added that traditional pay services such as HBO and Showtime, despite some recent subscriber losses, are not "past their prime. They will grow as they fine-tune their formats."

Dodge said he believed PPV would develop "more slowly than many people think." He said the capital costs and "hidden overhead costs" in PPV trials so far have tended to result in "two dollars of expense for every dollar they are putting out." Dodge said his company thinks cable advertising sales has good prospects. He said the company's systems that sell advertising are looking toward generating \$2.50 per subscriber per month "down the road."

James Cownie, president, telecommunications group, Heritage Communications, said the industry has to scramble its programming so that backyard dish owners don't receive free service. "We can't compete with an industry which is stealing the service we pay for," he said. Cownie also said the industry "must embrace pay-per-view" to compete with home video for revenues. Home video, he said, is the "largest single contribution to the diminution of pay TV."

Cownie said Heritage has succeeded in generating advertising sales in some larger systems totaling \$10 per subscriber per year. He said that the company did not believe it was profitable to sell advertising in systems with fewer than 10,000 or 15,000 subscribers.

Cownie said the "most important thing [operators] can do to enhance revenues is decrease churn." He said that is best accomplished by improving customer service.

Steve Dodge, president, American Cable-systems, said there is "so much room for improvement in the execution of the fundamentals," which he said included the "development" of employees and marketing and the delivery of a "good picture." In his view, there's "nothing fancy or magic" needed to improve revenue.

James Robbins, senior vice president, operations, Cox Cable, said that in the coming era of cable deregulation it is more important



On the floor in Atlanta

than ever for cable operators to "spend more time on our politics." Addressing the "hidden costs of deregulation," Robbins said that many local and state governments do not understand that the cable industry is "not all roses and money. We must educate them as

to what our business is." He noted one instance where a local system's property taxes were raised in excess of 300%, with the assessor citing such reasons as reports that cable systems were selling for \$1,000 per subscriber or more. □

Pay operators on the hot seat

They say overpricing by operators is one reason for soft market; operators want better marketing

Pay television marketing executives, at a session exploring recent declines in subscribership, suggested last week that part of the problem lay with operators who have raised subscriber fees at rates that are unacceptable to subscribers. Rate hikes that boost revenues but also cause some subscribers to downgrade or cancel their service are "short sighted," said Jack Heim, senior vice president, sales and affiliate marketing, Showtime/The Movie Channel Inc. He said that operators should "modify price increases."

But when some attendees questioned Heim and John Billock, senior vice president, marketing, Home Box Office, about possible rate reductions at the network end, the two marketers ruled out the idea. "There is a point of no return," said Heim. He argued that the major film studios have no intention of reducing license fees for their product. Billock concurred, saying that HBO's profit margins have shrunk considerably in the past two years in the face of "aggressive pricing" by the film companies.

But the pay service marketers also shared blame for the current softness of their market. "We have to do a better job of marketing," said Billock, "more frequently and more aggressively. I have no one to blame but myself."

Billock outlined HBO's "action plan" for getting its growth rate back on track. He said HBO was being "repositioned" as an event-driven network featuring movies, concerts and boxing matches. The goal, he said, was to make HBO "the premiere in-home source of out-of-home entertainment." The service, he said, is cutting back on repeats and adding more movie titles per month. The marketing will revolve around "major seasonal campaigns," he said. For the current fall marketing campaign, Billock said HBO will send out some 25 million pieces of direct mail, which will be tied to broadcast and print advertising that will run in 100 markets. Billock also disclosed that BBDO, the New York-based advertising agency, was working on a new image campaign that will convey its message with a video-only (no audio "copy") television spot.

In addition to rate increases, Showtime/TMC's Heim said operators emphasizing ba-



Billock, Olson, Heim and Wenger

sic-service marketing at the expense of pay-service marketing were partly to blame for declining pay-TV growth. He said that marketing orientation was a "subtlety that's taking its toll." He cited figures showing that in 1984 about 63% of new basic subscribers also bought at least one pay service. So far in 1985, only about 45% of new basic subscribers are taking a pay service.

Several operators in the audience said they were making more money selling basic and super basic tiers. "Why shouldn't I push the basic and super basic tiers?" said one. "I'm making money on it." Neither Heim nor Billock responded directly to the question.

But Billock said better marketing will help improve pay-TV growth and so will scrambling by the entire pay-cable community. He said that of the estimated 60,000 new backyard dishes being purchased monthly "fully one-third are taking place in your franchise areas." Billock also estimated that between three and five million cable viewers were stealing cable service.

Billock stressed that cable operators were just as responsible for carrying out a "365-day marketing effort" as the programmers are. With annual churn of more than 40%, he said HBO will have to sign "nearly seven million (subscribers) just to break even." That figure is based on the network's year-end 1984 sub count of 14.5 million. He said that the network's analysis of affiliates reporting pay subscriber losses showed such affiliates have "little ongoing marketing." That has to change to stimulate pay growth, he said. "We don't grow unless you ask for the order." Systems reporting gains in pay subscribers, he said, tended to offer better customer service and to have on-going marketing efforts.

Part of the pay growth slide, said Billock, stems from slower system construction. In 1982, he said, cable passed eight million new homes, compared to an estimated 3.5 million for 1985, and 1986 will be "slower yet." He said operators should "get used to slow growth. . . . You can't count on construction to drive the business." He also pointed out that it's not only pay growth that is slipping—basic growth is slipping as well, albeit not as much. In 1983, basic subscriber growth was up 15.3%, compared to 9.2% in 1984. This year, said Billock, basic growth will probably be about 7%.

According to research done by Storer Cable Communications, said Doug Wenger, the company's vice president, marketing, improved local marketing efforts could recoup some of the losses. In a survey of recent subscribers who downgraded their subscriptions, 71% said their local cable company "did not try at all" to persuade them against downgrading service. Wenger said 25% of those polled said they considered taking other premium services and 42% said they "might resubscribe" later. Wenger said 50% of the downgraders owned a VCR and that another 33% said they planned to buy one. Proper marketing could generate greater revenue from the VCR viewing segment, said Wenger, noting that they as a group tend to be loyal subscribers with an average subscription life span of two years or more.

Cox Cable marketing executive Ernie Ol-



Chairman Howard greeting guests at MOMA celebration

Scripps Howard at 50...and still counting

Some 400 of the Fifth Estate's finest helped celebrate the 50th anniversary of Scripps Howard Broadcasting at a dinner dance in New York's Museum of Modern Art on Aug. 21. The guest list ranged from such media celebrities as Tom Murphy of Capcities and Leonard Goldenson of the soon-to-be-merged-with ABC to newsman Roger Mudd of NBC to Jean McArthur (Mrs. Douglas McArthur) and Jack Paar. Also commemorated that evening: the 75th birthday of Jack Howard, the chairman of Scripps Howard Broadcasting as well as chairman of the executive committee of Scripps Howard Inc.

Howard's service with the broadcast division dates back to 1936 when the company was called Continental Radio, comprising WNOX(AM) Knoxville, Tenn. (for which it paid \$77,000) and WCPO(AM) Cincinnati (around \$50,000). (The company paid \$246 million for its most recent TV station purchases.) "Continental was a separate company, not part of the newspapers," Howard told BROADCASTING. "In those days a number of the business managers on the newspapers had a gleam in their eye, anticipating taking over radio, too. But I think everybody agreed with me in radio that we didn't want any newspaper business managers running a radio station. So then the newspapers became competitors of radio, and vice versa."

From that beginning Scripps Howard Broadcasting has grown to become, prospectively (assuming consummation of two purchases from the ABC-Capcities spin-off gallery), the ninth largest television group owner as well as an important radio broadcaster. Its station list: KMEQ-AM-FM and KNXV-TV Phoenix; WCPO-TV Cincinnati; WEWS-TV Cleveland; WMC-AM-FM-TV Memphis; WPTV-TV West Palm Beach, Fla.; KJRH-TV Tulsa, Okla.; KSHB-TV Kansas City; KUPL-AM-FM Portland, Ore.; WBSB(FM) Baltimore, and, prospectively, WXYZ-TV Detroit and WFTS-TV Tampa. In addition, through various ownerships, it is credited with some 500,000 cable TV connections nationwide.

Don Perris, president and chief executive of the broadcast company, describes Scripps Howard as a "sleeping giant"—and one decidedly stirring. "It has always been a very low-key and modest company, and truly big in every way [with revenues of three-quarters of a billion dollars]. But we try to point out that it's a serious company about journalism. To me, that's the thing that connects all of this. Scripps Howard really believes that it is useful, satisfying and important to collect facts and put them out so people can get at them. It's the thread that makes the whole thing hang together."



Howard and Perris comparing notes on first 50 years

RADIO 85

NRBA / NAB

**NATIONAL RADIO
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ASSOCIATION OF
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divided between Los Angeles's Biltmore hotel and Westin Bonaventure, which left attendees drained by the walk between the two locations in 100-degree heat [BROADCASTING, Sept. 24, 1984]). Many sessions will focus on programing; there will be 15 "format rooms." Other areas to be covered include management, sales and engineering.

The opening general session Thursday morning will feature a 20- to 25-minute multimedia presentation spotlighting the United Support of Artists (USA) For Africa's hun-

ger relief efforts as well as the making of the *We Are the World* recording ("Riding Gain," Aug. 19). It will focus on radio's role in making the public aware of world hunger. Talent manager Ken Kragen, president of Kragen & Co., and one of the founding members of the USA for Africa Foundation, will be honored at the session. The assembly will open with an audio program, "Radio '85 Format America," produced for the convention by Otis Conner Companies, Dallas, and will feature excerpts of different radio for-

mats, from classical to rock.

Mutual talk show host, Larry King, has been named recipient of this year's Radio Award by both NAB and NRBA "for his long-term involvement and continuing contribution to the radio industry." The award will be presented by BROADCASTING magazine Vice President and Managing Editor Don West at the Friday luncheon.

Among other highlights of the convention this year is a Thursday afternoon session on "pornographic" rock. Panelists include Tipper Gore, president of the Parents Music Resource Center, Washington; Stanley Gortikov, president, Recording Industry Association of America, New York; William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) New Rochelle, N. Y.; Nick Bazoo, program director, WBZZ(FM) Pittsburgh; Charlie Kendall, program director, WNEW-FM New York, and George David Weiss, president, Songwriters Guild, New York. The session will be moderated by NAB President Eddie Fritts.

A panel on music licensing later that afternoon is expected to attract the attention of a large number of attendees, due to the current federal court battle between the All-Industry Radio Music License Committee and ASCAP over new music performance license fees ("In Brief," July 29). The committee will also have an exhibit booth.

On Friday at 9 a.m., there will be a two-way, satellite hook-up between the radio convention in Dallas and the Radio-Television News Directors Association annual convention in Nashville, which takes place on the same dates. It will feature a 90-minute panel discussion enabling news directors and program directors to exchange ideas.

Other sessions that day include training for new program directors and AM and FM sound improvement.

But what could turn out to be the major topic of discussion among radio broadcasters in attendance will not take place in the workshop rooms. The subject: NRBA executive committee's proposal for a "Super Radio-Only Association," which was scored and virtually killed by other trade organizations during a special Aug. 16 meeting at NAB headquarters in Washington (BROADCASTING, Aug. 19). The concept also has met the wrath of several NAB radio directors, renewing past tensions between the rival organizations ("In Brief," Aug. 12). "Super Radio" will be a key topic when the NRBA 10-member executive committee meets in Dallas on Sept. 9 and when NRBA's full board convenes there the following day either to reject the idea or to keep it alive with an endorsement.

In other convention news, Arbitron will unveil the latest prototype its redesigned quarterly market rating books (BROADCASTING, Dec. 17, 1984) at the company's booth on the convention floor. Arbitron said it will begin to make the changes with the fall 1986 survey. In addition, Westwood One plans to broadcast a live music and interview special featuring pop singers John Denver and Michael McDonald on Friday evening, Sept. 13. It will originate from the company's hospitality suite at the Anatole. □



SOME 1985 TRANSACTIONS

WGKX (FM)	> Memphis, TN	\$13,500,000
KSSN (FM)	> Little Rock, AR	
WYNK AM/FM	Baton Rouge, LA	\$8-\$10,000,000
KRMD AM/FM	Shreveport, LA	\$ 5,000,000
KWED (FM)	San Antonio, TX	\$ 4,200,000
WINW WOOS	Canton, OH	\$ 2,500,000
KSET (FM)	El Paso, TX	\$ 1,750,000
WPMP WPMO	Pascagoula/Biloxi, MS	\$ 1,725,000
WLDS WEAI	Jacksonville, IL	\$ 1,500,000
WEZG AM/FM	Syracuse, NY	\$ 1,350,000

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DAN GAMMON
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Continued from page 27.

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 regional convention, Holidome, Irving, Tex.

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

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

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

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

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

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

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

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

■ Oct. 18-20—*American Women in Radio and Television* Northeast area conference, including Bill Brower management seminar. 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*. Drake hotel, Chicago. Information: (312) 545-7500.

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

Oct. 22-24—*Mid-America Cable TV Association* 28th annual convention, "Cable Frontiers." Vista International, Kansas City, Mo. Information: (913) 841-9241.

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

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

Oct. 22-25—*Southern Educational Communications Association* conference of regional public broadcasters. Excelsior hotel, Little Rock, Ark. Information: (803) 799-5517.

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

Oct. 25-27—Radio sales university, sponsored by *National Radio Broadcasters Association*. Adam's Park hotel, Philadelphia. Information: (202) 466-2030.

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—Deadline for nominations for Golden Anniversary Director's Awards, under aegis of Ohio State Awards, sponsored by *Ohio State University's Institute for Education by Radio-Television*. Information: (614) 422-0185.

■ Nov. 1—Deadline for entries in "Sunny Awards," presented by *Southern California Broadcasters Association* for "creative excellence and effectiveness of those radio commercials produced and aired in the markets of southern California." Information: SCBA, 1800 North Highland Avenue, Hollywood, 90028.

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* 76th 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. 12—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington.

■ Nov. 13—"The Entrepreneurial Woman," panel sponsored by *Washington chapter of American Women in Radio and Television*. National Association of Broadcasters, Washington.

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

■ Nov. 13-15—*Oregon Association of Broadcasters* fall conference. Hilton hotel, Eugene, Ore.

Nov. 13-16—*Society of Professional Journalists/Sigma Delta Chi*, national convention, hosted by Valley of the Sun chapter. Phoenix Hilton.

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

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

Nov. 15-17—*Foundation for American Communications* journalism conference on environment. Houstonian, Houston.

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. 19-21—National television issues conference, "Television 1985-86: Issues for the Industry and Audience," sponsored by *Hofstra Television Institute, Hofstra University*, Hempstead, N.Y. Speakers include Frank Stanton, president emeritus, CBS Inc.; Brandon Tartikoff, NBC Entertainment, and George Back, All-American Television. Information: (516) 560-6800.

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

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

December

Dec. 2-6—*North American Section, World Association for Christian Communication*, 16th annual conference. Hilton Inn, Fort Lauderdale, Fla. Information: (313) 962-0340.

Dec. 3—*National Cable Television Association's National Academy of Cable Programming ACE* awards ceremony and dinner. Beverly Theater and Beverly Wilshire hotel, Los Angeles.

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

Dec. 4—*Direct Broadcast Satellite Association* annual meeting. Mayflower hotel, Washington. Information: (703) 768-9495.

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

■ Dec. 5-6—"Cable Communications Act: A Legislative Analysis and Update," workshop sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives, Washington. Information: (202) 737-8563.

■ Dec. 6—Deadline for entries in 26th international broadcasting awards, honoring "world's best television and radio commercials of 1985," sponsored by *Hollywood Radio and Television Society*. Information: HRTS, 5315 Laurel Canyon Boulevard, North Hollywood, Calif., 91607.

Dec. 8-9—*NBC* midseason promotion executives conference. Doral Country Club, Miami.

Dec. 10-11—*NBC* promotion workshop. Doral Country Club, Miami.

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

■ Dec. 11—"Superwoman: Myth or Reality," panel sponsored by *Washington chapter, American Women in Radio and Television*. National Association of Broadcasters, Washington.

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

■ Dec. 15—Deadline for entries in 8th annual Henry Perry Playwriting Contest for young people, ages 5 to 17, sponsored by *Children's Radio Theater*. Information: Children's Radio Theater, 1314 14th Street, N.W., Washington, D.C. 20005.

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For the Record

As compiled by BROADCASTING, Aug. 22 through Aug. 27, 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

- WCKC(AM) Milton, Fla. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Lulu Communications Inc. to William M. and Sheila Dunaway for \$300,000, comprising \$50,000 cash, \$47,802.81 assumption of note, and \$202,197.19 note. Seller is owned by Richard Taylor and his wife, Janette, who have no other broadcast interests. Buyers are husband and wife with no other broadcast interests. Dunaway is former NAB TV board member. Filed Aug. 22.
- WFST(AM) Caribou, Me., and WDHP(FM) Presque

Isle, Me. (600 khz, 5 kw-D; FM: 96.9 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Dowcom Inc. and Van Buren TV Cable Co. Inc. to Four Seasons Communications Inc. for \$350,000, comprising \$78,000 cash, \$220,000 assumption of debt and \$50,000 note. Seller of WFST, Dowcom, is owned by Clarence B. Dow (50%) and his wife, Wilma (50%). Seller of WDHP, Four Seasons, is wholly owned by Clarence B. Dow, president. Buyer is owned by Timothy Martz, president (90%), and Brian E. Lamont (10%). They have no other broadcast interests. Lamont is and will continue to be general manager of both stations. Martz is associate director-business development with Cleveland-based Eaton Corp., manufacturer of electronics and transportation products. Filed Aug. 21.

- WQRS-FM Detroit (105.1 mhz, 50 kw, HAAT: 480 ft.)—Seeks assignment of license from Outlet Communications Inc. to Marlin II Ltd. Partnership for \$4,075,000, plus \$1 million noncompete agreement. Seller is Providence, R.I.-based station group of one AM, four FM's and seven TV's, headed by Bruce Sundlun, chairman. Buyer is owned by Alexander M. Tanger and his daughter, Brenda. It also owns WTMJ(FM) Miami. Filed Aug. 21.

- KKCI-FM Liberty, Mo. (106.5 mhz; 100 kw; HAAT: 850 ft.)—Seeks assignment of license from Golden East of Missouri Inc. to Transcolumbia Communications for \$4 million, comprising \$2,875,000 cash and remainder note. Seller is owned by Larry Sanders and Dick Lamb, who also own WPEX(AM)-WWDE-FM Hampton, Va. Buyer is principally owned by Eric Hauenstein and Robert G. Herpe, who also own KLZI-FM Phoenix, KVTE-FM Salt Lake City and WZKS-FM Murfreesboro, Tenn. Filed Aug. 21.

- KAPM(FM)[CP] East Helena, Mont. (104.1 mhz, 76.2 kw, HAAT: 2,165 ft.)—Seeks assignment of license from Old West Broadcasting Inc. to Big Sky Communications Inc. for \$60,000, comprising \$22,500 cash and \$37,500

note at 10% over six years. Seller is owned by Carolyn S. McCarthy (50%); her father-in-law George D. McCarthy (25%), and John S. Cote (25%), who have no other broadcast interests. Buyer is owned by Dale A. Owens, president (33.4%), and brothers Steven W. Nistler, Joseph C. Nistler and Werner G. Nistler Jr. (22.2% each). Owens owns CP for new AM at Windsor, Calif., and is app. for new FM at Kerman, Calif., and new AM at Tigard, Ore. Werner Nistler also has interest in CP for AM at Windsor, with Owens. Nistlers have three sisters with broadcast interests: Sherry Tosner, app. for new FM at Fargo, N.D.; Betty Fosbind, app. for new FM at Kaneohe, Hawaii, and Arlene Farnsworth, app. for new FM at San Clemente, Calif. Filed Aug. 22.

- WHPY(AM) Clayton, N.C. (1590 khz, 5 kw-D)—Seeks transfer of control from William Ross Britt (0.1% before; none after) to Billy R. Kirby (49.9% before; 50% after) for \$200. Seller also has interest in WRZK(AM) Spring Lake, N.C. Buyer is general manager of station. Filed Aug. 26.

- KYSR-AM-FM El Paso, Tex. (AM: 920 khz, 1 kw-D, 500 w-N; FM: 97.5 mhz, 60 kw, HAAT: 1,050 ft.)—Seeks assignment of license from KYS Radio Inc. to Tichenor Radio of El Paso Inc. for \$1.3 million. Seller is principally owned by Al Greenfield, president. It has no other broadcast interests. Buyer is subsidiary of Tichenor Media System Inc., Harlingen, Tex.-based station group of four AM's, one FM and one TV owned by McHenry Tichenor and family. Filed Aug. 20.

- KOYL(AM) Odessa, Tex. (1310 khz, 1 kw-D)—Seeks assignment of license from Stream Broadcasting of Texas Inc. to Pete C. Rodriguez for \$175,000, comprising \$50,000 cash and \$125,000 note at 10% over five years. Seller is owned by Harold Streams (95%) and Frank Mendenhall (5%). Stream also owns KUFO(FM) Odessa, sold pending FCC approval (BROADCASTING, July 29). Buyer is individual who also owns KCLR(AM) Ralls, Tex. Filed Aug. 23.

- WREL(AM) Lexington, Va. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WREL Inc. to Equus Communications Inc. for \$198,825, comprising \$150,000 cash and seven annual payments of \$6,975. In addition, there is \$101,175 noncompete agreement, comprising \$50,000 cash, nine installments of \$5,000 each, and final installment of \$6,175. Seller is owned by M. Robert Rogers, president (51%), and his wife, Teresa (49%). Buyer is owned by James L. Putbese, president (45%); his brother, Keith E. Putbese (15%); Olivia A. Welsh (20%); Robert Lurito (10%), and Jeff Balding (10%). James Putbese has interest in WDZ(AM)-WDZQ(FM) Decatur, Ill. His brother, Charles E. Putbese, father, Edward O. Putbese, and nephews, Kelan K. and Kian K. Putbese, all have interest in KWKY(AM) Des Moines, Iowa. Edward as trustee and Kelan and Kian as beneficial owners. Kelan and Kian also have beneficial interest in WJER-AM-FM Dover-New Philadelphia, Ohio. Equus was granted WWZD(FM) Buena Vista, Va., on July 17. Filed Aug. 21.

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New Stations

Applications

AM's

- Maunawili, Hawaii—Anita L. Levine seeks 1460 khz, 5kw. Address: 10880 Wilshire Blvd., Suite 2007, Los Angeles 90024. Applicant is individual with interest in KSUR-FM Greenfield, Calif., and app.'s for new stations at Frazier Park, Greenfield and Soledad, all California. Levine and her husband, Saul, have interest in KKGO(FM) Los Angeles; KKAR(AM)[CP] Hesperia, Calif.; KSHO(TV) Honolulu; KRTR(FM) Kailua, Hawaii, and KSHQ(TV)[CP] Kona-Kailua, Hawaii. Filed Aug. 22.

- Wentzville, Mo.—James C. Magee seeks 880 khz, 5 kw-D, 0.5 kw-N. Address: 2803 Savoy St., Lake St. Louis, Mo. 63367. Applicant is individual with no other broadcast

\$200,000,000

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Price 99.50%

Plus accrued interest from September 1, 1985

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Merrill Lynch Capital Markets

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Daiwa Securities America Inc.

Deutsche Bank Capital
Corporation

Dillon, Read & Co. Inc.

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Thomson McKinnon Securities Inc. **Tucker, Anthony & R. L. Day, Inc.** **Wheat, First Securities, Inc.**

interests. App. is mutually exclusive with major change app. of WINU(AM) Highland, Ill. Filed Aug. 26.

FM's

■ Pinetop, Ariz.—Pinetop Partners seeks 106.7 mhz; 100 kw; HAAT: 833 ft. Address: 635 E. Rancho Catalina Pl., Tucson, Ariz. Principal is owned by Silas A. Douglas, Linda S. Douglas, Lawrence L. Morton and Nancy C. Morton, Israel Teitelbaum, Sandra Teitelbaum, Don Crosby and Mary Crosby (12.5% each) who have no other broadcast interests. Filed July 12.

■ Texarkana, Ark.—Diane N. Landen seeks 106.3 mhz; 1.30 kw; HAAT: 503 ft. Address: 4126 Hawthorne, Dallas 75219. Principal has no other broadcast interests. Filed July 12.

■ Texarkana, Ark.—Susan Lundborg seeks 106.3 mhz; 1.30 kw; HAAT: 503 ft. Address: Suespath, Quogue, N.Y. 11959. Principal is applicant for other new FM's. Filed July 12.

■ Ellwood, Calif.—Ross H. Boyd seeks 94.5 mhz; 660 w; HAAT: 2,881 ft. Address: 265 Kern Ave., Morro Bay, Calif. Principal has interest in application for new TV. Filed July 12.

■ Ellwood, Calif.—Video Services Broadcasting Corp. seeks 94.5 mhz; 940 w; HAAT: 871 ft. Address: Principal is owned equally by Arnold Ferolito, Martin Irwin and Louis Siracusano, who have no other broadcast interests. Filed July 12.

■ Ellwood, Calif.—C&A Broadcasting seeks 94.4 mhz, 0.90 kw, HAAT: 2,888 ft. Address: 1912 15th St., San Francisco 94114. Applicant is partnership of Cynthia K. Lopez, general partner (11%); Amelia Salazar Cerda, general partner (9%); Marc O. Hand, limited partner (40%), and Kenneth B. Devine, limited partner (40%). Hand is on board of noncommercial KSTX(FM) San Antonio, Tex., and KUVU(FM) Denver. He has interest in app. for new FM at Woodlake, Calif. Devine is on board of noncommercial WWOZ(FM) New Orleans, and has interest in app. for new FM at Bay Shore, N.Y. Filed July 12.

■ Ellwood, Calif.—Ellwood Beach Broadcasters Inc. seeks 94.5 mhz, 0.794 kw, HAAT: 918.97 m. Address: 10593 Cheviot Dr., Los Angeles 90064. App. is owned by Jody E. Graham, president, who has no other broadcast interests. Filed July 12.

■ Ellwood, Calif.—Addison Broadcasting Co. Inc. seeks 94.5 mhz, 0.84 kw, HAAT: 2,995 ft. Address: 4545 Atascadero Dr., Santa Barbara, Calif. 93110. App. is owned by Jean Feigenbaum Briare, who has no other broadcast interests. Filed July 9.

■ Ellwood, Calif.—Ross H. Boyd seeks 94.5 mhz; 660 w; HAAT: 2,881 ft. Address: 265 Kern Ave., Morro Bay, Calif. Principal has interest in application for new TV. Filed July 12.

■ Ellwood, Calif.—Video Services Broadcasting Corp. seeks 94.5 mhz; 940 w; HAAT: 871 ft. Address: Principal is owned equally by Arnold Ferolito, Martin Irwin and Louis Siracusano who have no other broadcast interests. Filed July 12.

■ Eureka, Calif.—Amy Suzanne Allgood seeks 105.5 mhz; 600 w; HAAT: 597 ft. Address: 1208 Fairview #3C, Bakersfield, Calif. 93307. Principal has no other broadcast interests. Filed July 12.

■ Greenfield, Calif.—Star Signal Corp. seeks 107.9 mhz, 1 kw, HAAT: 2,788 ft. Address: 175 North Franklin, Chicago 60606. Principal is owned equally by Melvyn J. Goodman, president; Philip D. Goodman; Robert E. Neiman; Michael P. Richer, and Neal P. Robinson (all 20%). Filed July 12.

■ Greenfield, Calif.—Q Prime Inc. seeks 107.9 mhz, 1.5 kw, HAAT: 728 ft. Address: 212 11th St., Hoboken, N.J. 07030. Principal is owned equally by Clifford N. Burnstein and Peter D. Mensch, co-presidents are also applicants for four other new FM's. Filed July 12.

■ Julian, Calif.—Stephanie Rodriguez Vallejos seeks 100.1 mhz; 150 w; HAAT: 1,476 ft. Address: 1580 E. 900 South, Clearfield, Utah 84015. Principal has no other broadcast interests. Filed July 12.

■ Kerman, Calif.—Amador and Amparo Bustos seek 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 3090 Goodwin Ave., Redwood City, Calif. 94061. Principals have no other broadcast interests. Filed July 12.

■ Kerman, Calif.—Kerman Broadcasting seeks 94.3 mhz; 3 kw; HAAT: 329 ft. Address: 555 S. Halcyon Rd., Arroyo Grande, Calif. 93420. Principal is owned by Hilddurg L. Charles who has no other broadcast interests. Filed July 12.

■ Kerman, Calif.—Kerman Radio Corp. seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 304 Springfield, Dark Forest, Ill. 60466. Principal is owned equally by John H. Tyler Sr.

and Ralph Trieger, local sales manager and salesman, respectively, at WMET(FM) Chicago. Filed July 12.

■ Kerman, Calif.—Dale A. Owens seeks 94.3 mhz; 3 kw; HAAT: 300 ft. Address: 1528 Cannon St., Helena, Mont. 59601. Principal is applicant for two AM's and two FM's. Filed July 12.

■ Kerman, Calif.—FM Kerman Limited Partnership seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 150 S. First, Apt. 112, Kerman 93630. Principal is owned by Marc B. Nathanson (80%), who also owns 20% of Falcon Communications, Pasadena, Calif., country's 41st largest cable MSO, and M. Yvonne Brown (20%), who has no other broadcast interests. Filed July 12.

■ Kerman, Calif.—Barnard Broadcasting seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 2029 E. Sussex #209, Fresno, Calif. 93721. Principal is owned by Bacilio Maciel who has no other broadcast interests. Filed July 12.

■ San Joaquin, Calif.—San Joaquin Broadcasting seeks 105.5 mhz; 3 kw; HAAT: 69 ft. Address: 12550 Brookhurst St., Garden Grove, Calif. Principal has interests in KOLL(AM) Coalinga, Calif., CP for new FM in West Klamath, Ore., and in applicant for three other new FM's. Filed July 12.

■ Woodlake, Calif.—Baron Broadcasting seeks 104.1 mhz, 29 kw, HAAT: 628 ft. Address: 1573 Palisades Drive, Pacific Palisades, Calif. 90272. Applicant is 100% owned by George Aguilar Baron, who also owns KSRF(FM) Santa Monica, Calif., and is app. for new FM at Ellwood, Calif. Filed July 12.

■ Woodlake, Calif.—Torres Broadcasting seeks 104.1 mhz, 10.99 kw, HAAT: 872.1 ft. Address: 3321 West Campus Drive, Visalia, Calif. 93277. Applicant is owned by Eva Torres, general partner (20%), and limited partners Peter Trosclair (40%) and Marc O. Hand (40%). Hand is board member of educational stations KSTX(FM) San Antonio, Tex., and KUVU(FM) Denver, and has interest in app. for new FM at Ellwood, Calif. Trosclair has interest in app. for new FM at Bay Shore, N.Y. Filed July 12.

■ Woodlake, Calif.—Robert A. Bennis seeks 104.1 mhz, 2.09 kw, HAAT: 1,683 ft. Address: 303 55th St., Virginia Beach, Va. 23462. Applicant is individual with interest in WFLI(AM) Lookout Mountain, Tenn.; unbuil WFLI-TV Cleveland, Tenn.; WJTT(FM) Red Bank, Tenn.; WHYW-FM Braddock, Pa.; WMYK(FM) Elizabeth City, N.C.; WZAM(AM) Norfolk, Va., and has filed app. for new FM at Ellwood, Calif. His father, William E. Bennis Jr., also has interest in some of above stations. Filed July 11.

■ Woodlake, Calif.—Skyride Unlimited seeks 104.1 mhz, 15 kw, HAAT: 276.6 ft. Address: 2334 N. Edison, Visalia, Calif. 93291. Applicant is partnership of general partners Harry Davis Johnson II and Lee Melton (25% each) and limited partners Don Bevilacqua and Fred E. Brakeman (25% each). Bevilacqua has interest in KARI(AM) Blaine, Wash., and is sole owner of KERI(AM) Wasco, Calif., of which his wife is VP and his daughter, secretary-treasurer. Melton is announcer at KERI, Johnson is salesman there and Brakeman is station's general manager. Filed July 11.

■ Woodlake, Calif.—Golden Bear Communications seeks 104.1 mhz, 50 kw, HAAT: 2,228 ft. Address: 8151 Anchor Drive, Longmont, Colo. 80501. Applicant is owned by Dennis D. Workman, who has interest in KPPL(AM) Denver, KBEY(AM)-KSHR-FM Coquille, Ore., and WBTY(FM) Homerville, Ga. He also is app. for nine new stations. Filed July 12.

■ Woodlake, Calif.—FM Woodlake Partnership seeks 104.1 mhz, 18 kw, HAAT: 774 ft. Address: 755 North Palm, Woodlake, Calif. 93286. Applicant is owned by Ruth Gonzales, general partner (20%), and Marc B. Nathanson, limited partner (80%). Filed July 12.

■ Woodlake, Calif.—Woodlake FM Services Partners Ltd. seeks 104.1 mhz, 1 kw, HAAT: 853 m. Address: 170 East 79th St., New York 10021. Applicant is owned by N. Richard Miller, David S. Gottesman, Allen S. Boorstein, William Spier, Michael Hanson, Leon R. Perkinson and Douglas B. McFadden. Hanson has interest in WNCK(AM)-WNLK(FM) Norwalk, Conn. Boorstein has interest in WXAA-TVAlbany, N.Y. Applicant has filed app.'s for FM's in Ellwood, Woodlake and San Clemente, all California, and Reno. Filed July 12.

■ Woodlake, Calif.—KIKJ Co. seeks 104.1 mhz; 1.45 kw; HAAT: 735 m. Address: 3716 Torino Dr., Santa Barbara, Calif. 93105. Principal is owned by Kei James Takahashi (40%), his wife, Ivy (40%), and his brother, Yoshi (20%). It has no other broadcast interests. Filed July 12.

■ Woodlake, Calif.—Woodlake Community Broadcasting Inc. seeks 104.1 mhz; 1.05 kw; HAAT: 802.2 m. Address: P.O. Box 1300, Freedom, Calif. 95019. Principal is equally owned by Eric R. Hilding and Claudia W. Bartosiewicz. Hilding is announcer at KBAY(AM) San Jose, Calif. It is also app. for five new FM's. Filed July 12.

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■ Woodlake, Calif.—Woodlake Ltd. Partnership seeks 104.1 mhz; 11.2 kw; HAAT: 901 ft. Address: #3 Donnie Circle, Wichita Falls, Tex. 76710. Principal is equally owned by Rosario Carter, Gary Burns and Edward J. Pryor. It is also app. for new FM in Fargo, N.D. Filed July 12.

■ Woodlake, Calif.—Vision Broadcasting seeks 104.1 mhz; 14.79 kw; HAAT: 246 m. Address: 5188 E. Illinois St., Fresno, Calif. 93727. Principal is owned by Stella Romo and Annabell Hwa. It has no other broadcast interests. Filed July 12.

■ Woodlake, Calif.—Q Prime Inc. seeks 104.1 mhz; 31.62 kw; HAAT: 187.74 m. Address: 212 11th St., Hoboken, N.J. 07030. Principal is equally owned by Clifford N. Burnstein and Peter D. Mensch. It is app. for five new FM's. Filed July 12.

■ Woodlake, Calif.—New Life Enterprises seeks 104.1 mhz; 1.26 kw; HAAT: 2,541 ft. Address: 3636 N. First St., Suite 142, Fresno, Calif. 93726. Applicant is owned equally by James Patterson Jr., president, and Dan Jantz. New Life owns KIRV(AM) Fresno, Calif., and has filed app. for station in Mt. Bullion, Calif. Patterson and his wife, Sharon; his sister, G. Dawn Delgatty; his father, Sherwood H. Patterson II, and Sherwood Patterson's wife, Myrlyn C. Patterson, have interest in CP for KGDP(AM) Santa Ynez, Calif., and have app.'s pending for new FM's in San Diego, Honolulu and Blackfoot, Idaho. Filed Aug. 7.

■ Grand Junction, Colo.—Marjorie Ann Price seeks 107.9 mhz; 100 kw; HAAT: 1,029 ft. Address: Box 819, Palisade, Colo. 81526-0819. Principal has no other broadcast interests. Filed July 12.

■ Fenwick Island, Del.—Barbara B. Benns seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 168 Business Park Rd., Virginia Beach, Va. 23462. Principal has no other broadcast interests. Filed July 12.

■ Fenwick Island, Del.—Fenwick Island Broadcast Limited Partnership seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 10100 Ocean Highway, Ocean City, Md. 21842. Principal is owned by Leonard P. Berger (80%) and Fenwick Island Broadcast Corp. (20%) who have no other broadcast interests. Filed July 12.

■ Fenwick Island, Del.—Eastern Shore Broadcasting Corp. seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: Sea Colony, Unit 702, Georgetowne House, Pennsylvania Ave., Bethany, Del. 19930. Principal is owned by Howard and Karen Jatlow (40%), David and Jeanette Jatlow (40%) and Michael Schwartz (20%) who have no other broadcast interests. Filed July 12.

■ Fenwick Island, Del.—The Johns Hopkins Broadcasting Foundation seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 34th and Charles Streets, Baltimore 21218. Principal is educational institution, Barbara J. Norris, president. Johns Hopkins University is licensee of noncommercial WJHU(FM) Baltimore. Filed July 12.

■ Fenwick Island, Del.—Seashore Broadcasting Co. seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 205 St. Louis Ave., Ocean City, Md. 21842. Principal is owned by Louise L. Gulyas and her daughter, Laura who have no other broadcast interests. Filed July 12.

■ Fenwick Island, Del.—Silver Rocket Broadcasting seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 2818 West Glen Dr. #22, Falls Church, Va. 22046. Principal is equally owned by Suzanne E. Porter-Kuchay and Richard Pomeroy Biby who have no other broadcast interests. Filed July 12.

■ Gulf Breeze, Fla.—Timothy L. and Lisa Chisholm seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 1080 Moores Mill Rd., N.W., Atlanta 30327. Principals have no other broadcast interests. Filed July 12.

■ Gulf Breeze, Fla.—Gulf Breeze Broadcasting seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 1158 Laguna Ln., Gulf Breeze 32561. Principal is owned by Galen D. Castlebury Jr. (40%), Helen L. Houseknecht (40%) and Nadine M. Meade (20%) who have no other broadcast interests. Filed July 12.

■ Marco, Fla.—Showcase Communications Inc. seeks 92.7 mhz; 3 kw; HAAT: 328 ft. Address: 301 N. Airport Rd., Naples, Fla. 33942-3507. Principal is owned equally by Donald R. Walters, John V. Burns and Elizabeth Ayala. Ayala has an interest in WZOR(AM) Immokalee, Fla. Filed July 12.

■ Marco, Fla.—PN Radio Co. seeks 92.7 mhz; 3 kw. Address: 157 W. 57th St. #902, New York 10019. Principal is owned by Private Networks Radio Inc. (51%) and Broadcast Data Corp. (49%). BDC is applicant for LPTV stations. Filed July 12.

■ Marco, Fla.—Caravelle Broadcast Group of Florida seeks 92.7 mhz; 3 kw; HAAT: 211 ft. Address: 1900 Independence Center, Charlotte, N.C. 28246. Principal is owned by Roger L. MacBride (50%), Howard L. Schrott (15%), Robert E. Beacham (15%), Richmond G. Bernhardt III (15%) and Norman B. Schrott (5%). Caravelle also owns

WISP(AM)-WQDW(FM) Kinston, N.C., and WAIZ(AM)-WQFX(FM) Gulfport, Miss. Filed July 12.

■ Marco, Fla.—Brenda R. Tanger seeks 92.7 mhz; 3 kw; HAAT: 282 ft. Address: 35 Fox Lane, Newton Centre, Mass. 02159. Principal has interest in WTMJ(FM) Miami and is applicant for three other new FM's. Filed July 12.

■ Marco, Fla.—The Kravis Co. of Marco seeks 92.7 mhz; 3 kw; HAAT: 328 ft. Address: 8655 Baypine Rd. #108, Jacksonville, Fla. 32216. Principal is owned by George R. Kravis II (80%), Carl C. Smith and John D. Hunt (10% each) who have interests in KGTO(AM)-KRAV(FM) Tulsa; WRXJ(AM)-WKTZ(FM) Jacksonville, Fla. Filed July 12.

■ Marco, Fla.—Radio Marco Inc. seeks 92.7 mhz; 3 kw; HAAT: 164 ft. Address: 1837 Collard Dr. N.W., Atlanta 30318. Principal is owned by Katherine A. Schoff, John E. Hoover and William R. Goodell (31% each) and Martha B. Dawson (7%) who have no other broadcast interests. Filed July 12.

■ Marco, Fla.—Rebecca Radio of Marco seeks 92.7 mhz; 3 kw; HAAT: 328 ft. Address: 3530 N.E. 25th Terrace, Fort Lauderdale, Fla. 33308. Principal is owned by Rebecca Ann Fulton (60%), Kathleen D. Walker (30%) and Peter B. Fulton (10%) who are applicants for new FM in Blackfoot, Idaho. Filed July 12.

■ Marco, Fla.—Marco Radio Partnership seeks 92.7 mhz; 3 kw. Address: 22 N. Euclid St., St. Louis 63108. Principal is owned by Richard Goldstein and Brian F. Carr (40% each) and Marsha Koch (20%) who have no other broadcast interests. Filed July 12.

■ Marco, Fla.—Marco Skywave seeks 92.7 mhz; 3 kw; HAAT: 272 ft. Address: 3528 Leatherbury La. 46222. Principal is owned by Kathy L. Hayes, who has no other broadcast interests. Filed July 12.

■ Marco, Fla.—Suncoast Broadcasting seeks 92.7 mhz; 3 kw; HAAT: 220 ft. Address: 1234 Airport Rd. #215, Destin, Fla. 32541. Principal is owned by Kris H. Powell (80%) and David Schoolfield and Kathleen Watson (10% each) who have no other broadcast interests. Filed July 12.

■ Marco, Fla.—Emerald Sea Broadcasting seeks 92.7 mhz; 3 kw; HAAT: 328 ft. Address: 1688 McIlwaine Ct., Marco 33937. Principal is owned equally by Fred M. and Dorothy C. Wood who have no other broadcast interests. Filed July 12.

■ Marco, Fla.—Susan G. and William R. Gaston seek 92.7 mhz; 3 kw; HAAT: 328 ft. Address: Box 344, Marco Island 33937-0344. Principals (wife and husband) have no other broadcast interests. Filed July 12.

■ Port St. Joe, Fla.—Cathie R. Gilbreath seeks 93.5 mhz; 3 kw; HAAT: 300 ft. Address: 6766 Country Field, San Antonio, Tex. 78240. Principal has no other broadcast interests. Filed July 12.

■ Atlanta—Sunshine Activities Group seeks 92.7 mhz; 3 kw; HAAT: 328 ft. Address: 400 Colony Square, Suite 1600, Atlanta 30361. Principal is owned by David T. Jones (60%), Charles Giddens (20%) and Paul Stone (20%). Giddens' wife has application for AM station in Watkinsonville, Ga., and Stone has 20% interest in WAYX(AM)-WQCW(FM) Waycross, Ga. Filed July 12.

■ Van Buren, Ind.—Marion College seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: Marion, Ind. 46952. Principal is educational institution, Dr. James P. Hill, president. Filed July 12.

■ Kingman, Kan.—King Communications seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 325 N. 4th, Arkansas City, Kan. Principal is owned equally by Michael S. Morris, announcer for KSCK(AM)-KWKS(FM) Arkansas City; John W. Marquis, who has no other broadcast interests, and Martin D. Heffner, engineer for KSNW-TV Wichita, Kan. Filed July 12.

■ Salina, Kan.—Ruth Ann Wilburn seeks 104.9 mhz; 1.7 kw; HAAT: 433 ft. Address: 200 Mockingbird Dr., South Altus, Okla. 73521. Principal has no other broadcast interests. Filed July 12.

■ Salina, Kan.—Mary Ellen Domingos Holley seeks 104.9 mhz; 3 kw; HAAT: 328 ft. Address: Route 5, Box 814, Fort Smith, Ark. 72901. Principal is applicant for three FM stations and on board of directors of licensee of KLCO(AM)-KRZK(FM) Branson, Mo. Filed July 12.

■ Salina, Kan.—Cryer Productions seeks 104.9 mhz; 1.85 kw; HAAT: 420 ft. Address: 824 Merrill, Salina 67401. Principal is owned by Tony McGraw (49%) and Adam A. Allard (51%), who have no other broadcast interests. Filed July 12.

■ Salina, Kan.—R&D Communications seeks 104.9 mhz; 3 kw; HAAT: 328 ft. Address: 824 I St., Fairbury, Neb. 68352. Principal is equally owned by Ricky Lee Siebert who also owns KGMT(AM)-KUTT(FM) Fairbury, Neb., and Donald E. Nistl, who has no other broadcast interest. Filed July 12.

■ Salina, Kan.—Claudia Waters seeks 104.9 mhz; 3 kw;

HAAT: 328 ft. Address: 4705 Mercier, Topeka, Kan. 66609. Principal also owns KEBQ(FM) Ardmore, Okla. Filed July 12.

■ Harbor Springs, Mich.—Patricia Ann Mason seeks 103.9 mhz; 3 kw, HAAT: 328 ft. Address: 105 Main St., East Tawas, Mich. 48730. Applicant is individual employed as officer manager, traffic director and in sale with WIOS(AM)-WKJC(FM) Tawas City, Mich. Her father, John Carroll Sr., and brother, John Carroll Jr., have interest in those stations. Filed July 10.

■ Oxford, Miss.—Frank Wayne Jennings seeks 95.5 mhz, 3 kw, HAAT: 328 ft. Address: Route 6, 7 Dogwood Cove, Gulfport, Miss. 39503. Applicant is individual employed as account executive with WLOX(TV) Biloxi, Miss. Filed July 11.

■ Harbor Springs, Mich.—Running Rhodes Inc. seeks 103.9 mhz; 690 w; HAAT: 682 ft. Address: 4824 Lower Shore Dr., Harbor Springs 49740. Principal is owned by Howard Binkow (51%) and Joan Akers Chester (49%), who have no other broadcast interests. Filed July 12.

■ Hurlock, Md.—The Johns Hopkins Broadcasting Foundation seeks 100.9 mhz; 3 kw; HAAT: 328 ft. Address: 34th and Charles Sts., Baltimore 21218. Principal is nonprofit corporation, Barbara J. Norris, president. Johns Hopkins University is licensee of WJHU(FM) Baltimore. Filed July 12.

■ Hurlock, Md.—Muir Corp. seeks 100.9 mhz; 1.45 kw; HAAT: 465 ft. Address: 306 Market St., Cambridge, Md. 21613. Principal is owned equally by Herman J. Stevens and Donald H. Holdt, who have no other broadcast interests. Filed July 12.

■ Leland, Mich.—Yolanda M. Juarez Naismith seeks 94.3 mhz; 2 kw; HAAT: 122 m. Address: 2612 E. Pinconning Rd., Pinconning, Mich. 48650. Principal also owns CP's for KKBK(AM) North Las Vegas and WWRM(AM) Sterling Heights, Mich. Her husband, Robert, owns WFXZ-FM Pinconning, Mich. Filed July 12.

■ Leland, Mich.—Edwards R. Hople seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 5200 Standard St., Bakersfield, Calif. 93308. Principal also owns KWAC(A) Bakersfield, Calif. Filed July 12.

■ Leland, Mich.—Pyramid Communicat. s Ltd. seeks 94.3 mhz; 3 kw; HAAT: 329.6 ft. Address: 3846 Peabody Dr., Bloomfield Hills, Mich. 48013. Principal is owned by Marilyn M. Wrenn (51%), her husband, Lewis (9%), and Carl W. Hurlbaeus (40%). It has no other broadcast interests. Filed July 12.

■ Sault Ste. Marie, Mich.—Board of Control of Northern Michigan University seeks 98.3 mhz; 3 kw; HAAT: 321 ft. Address: Northern Michigan University, Marquette, Mich. 49855. Principal is public educational institution and is licensee of WNMU-FM-TV Marquette. Filed July 12.

■ Sault Ste. Marie, Mich.—Stone Communications Inc. seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: Box 5055, Petoskey, Mich. Principal is owned by Richard D. Stone who is applicant for new FM's in Atlanta and Leland, both Michigan. Filed July 12.

■ Sault Ste. Marie, Mich.—Central Michigan University seeks 98.3 mhz; 3 kw; HAAT: 170 ft. Address: Public Broadcasting Center, 3965 E. Broomfield, Mt. Pleasant, Mich. 48859. Principal is educational institution, Raymond LaBounty, chairman. It also is licensee of three FM and four TV stations. Filed July 12.

■ Sault Ste. Marie, Mich.—Twin City Broadcasting Inc. seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: 2407 Makinac Trail, St. Ignace, Mich. 49871. Principal is owned by Gail Corbiere (77%) and Tim Ahlborn (23%), who has no other broadcast interests. Filed July 12.

■ Deer River, Minn.—Evangelistic Alaska Missionary Fellowship seeks 105.5 mhz; 3 kw; HAAT: 300 ft. Address: Box 0, Mission Road, North Pole, Alaska 99705. Principal is religious foundation, Donald L. Nelson. Fellowship also owns KJNP-AM-FM-TV North Pole and is applicant for new FM. Filed July 12.

■ Bruce, Miss.—Kerry W. Hill seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 107 Spring St., Ripley, Miss. 38663. Principal has interest in WTXI(FM) Ripley, Miss. Filed July 12.

■ Oxford, Miss.—McDowell Broadcasting Co. seeks 95.5 mhz; 2 kw; HAAT: 401 ft. Address: 104 St. Andrews Rd., 38655. Principal is owned by Linda J. McDowell, who has no other broadcast interests. Filed July 12.

■ Oxford, Miss.—Knight Broadcasting Co. seeks 95.5 mhz; 3 kw; HAAT: 311 ft. Address: Route 5, Lot 3, Wallace Creek, Jacksonville, N.C. 28540. Principal is owned by Cora P. Knight, who has no other broadcast interests. Filed July 12.

■ Oxford, Miss.—Mississippi Broadcasters seeks 95.5 mhz; 2 kw; HAAT: 401 ft. Address: 1403 Highland Circle,

Amory, Miss. 38821. Principal is owned by Brenda B. Toney and her husband, Ray, who owns WZBR(AM) Amory, Miss. Filed July 12.

■ Oxford, Miss.—Matthew D. Wiggins seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 102 W. Leake St., Clinton, Miss. 39056. Principal owns WYAI(AM) Ridgeland, and WZXQ(FM) Gluckstadt, both Mississippi. He is also applying for new TV's in Springfield and Orlando, Fla. Filed July 12.

■ Oxford, Miss.—McDowell Broadcasting seeks 104.5 mhz; 2 kw; HAAT: 401 ft. Address: 104 Saint Andrews Rd., Oxford 38655. Principal is owned by Linda J. McDowell who has no other broadcast interests. Filed July 12.

■ Oxford, Miss.—Lafayette County Broadcasting Corp. seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 2897 Old Taylor Rd., 38655. Principal is owned by Leona Starks (50% voting stock) and Melvin E. Chrestman (50% voting, 100% nonvoting stock). It has no other broadcast interests. Filed July 12.

■ Oxford, Miss.—April Wortham seeks 95.5 mhz; 1.75 kw; HAAT: 402 ft. Address: Apt. 12, Orleans 38655. Principal is news director for WKJ(FM) Oxford. Filed July 12.

■ Clinton, Mo.—Bott Communications Inc. seeks 96.1 mhz; 100 kw; HAAT: 954 ft. Address: 10841 E. 28th St., Independence, Mo. Principal is owned by Richard P. Bott Sr. and Sherley E. Bott (husband and wife) and son, Richard P. Bott II, who have no other broadcast interests. Filed July 12.

■ Clinton, Mo.—Virginia L. and Frederic O. Fruits seek 96.1 mhz; 100 kw; HAAT: 984 ft. Address: 14309 Locust St., Olathe, Kan. 66062. Principals (wife and husband) are applicants for three other new FM's.

■ Leland, Mich.—Back Page Broadcasting Inc. seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 24445 Old Orchard, Novi, Mich. 48050. Principal is owned by Mary A. Monkiewicz (60%), and her husband, Steven (40%). Steven is news director at WLLZ-FM Detroit. Filed July 9.

■ Clinton, Mo.—B&F Broadcasting Inc. seeks 96.1 mhz; 100 kw; HAAT: 489 ft. Address: 504 E. Allen, Clinton, Mo. 64735. Principal is owned by Nicole Blank (40%), Carlene Frederick (40%), John M. Blank (10%) and F. Kevin Frederick (10%), who have no other broadcast interests. Filed July 12.

■ Clinton, Mo.—Progressive Media Inc. seeks 96.1 mhz; 100 kw; HAAT: 1,100 ft. Address: 5508 S. Lewis Ave., Tulsa, Okla. 74105. Principal is owned equally by Cynthia C. Pittman, Ronald M. Pittman, Gayle H. Worden and Dennis L. Worden who have no other broadcast interests. Filed July 12.

■ Clinton, Mo.—Lucile Faye Stevens seeks 96.1 mhz; 100 kw. Address: 724 Dogwood Dr., Long Beach, Miss. 39560. Principal has no other broadcast interest. Filed July 12.

■ Clinton, Mo.—CAL Broadcasting Inc. seeks 96.1 mhz; 100 kw; HAAT: 1,003 ft. Address: 2201 North Antioch Rd., Clinton 64735. Principal is owned by Cheryl Lockton (79%), Beverly Hansen (5%) and eight others with 2% each. Lockton's husband, James, is 91% owner of KD(KD)(AM)-KDKD(FM) Clinton. Filed July 12.

■ Desoto, Mo.—Radio Desoto seeks 100.1 mhz; 2 kw; HAAT: 400 ft. Address: 10 Hickory Hills, Rt. 6, Desoto, Mo. 63020. Principal is owned by Judy A. Cole who owns 25% of KHAD(AM) Desoto. Filed July 12.

■ Macon, Mo.—Holden Enterprises seeks 99.9 mhz; 3 kw; HAAT: 281 ft. Address: 312 Country Club Dr., Jacksonville, N.C. 28540. Principal is owned by Jayne Holden, who has no other broadcast interests. Filed July 12.

■ Billings, Mont.—Franklin Broadcasting seeks 94.1 mhz; 100 kw; HAAT: 1,272 ft. Address: 237 Western Blvd., Jacksonville, N.C. 28540. Principal is owned by Charles E. Franklin who also has interests in WJK(AM) Camp Lejeune and WETC(AM) Wendell-Zebulon, both North Carolina, and is applicant for nine other FM's. Filed July 12.

■ Caldwell, Ohio—Thomas Joseph Wagner Jr. seeks 104.9 mhz; 3 kw; HAAT: 1,000 ft. Address: 940 Harvey Dr., Marion, Ohio 43302. Principal has no other broadcast interests. Filed July 12.

■ Millersburg, Ohio—McKinley Communications seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 315 Highland Drive, Edgewater, Md. 21037. Applicant is owned equally by Sarah E. McKinley, general partner, and her brother, John M. McKinley, limited partner. John McKinley has interest in CP for new FM at Fredericktown, Ohio, and is consulting engineer to seven Ohio stations. Filed Aug. 13.

■ Bend, Ore.—Clearwater Broadcasting Co. seeks 98.3 mhz; 800 w; HAAT: 570 ft. Address: 653 Palmetto Dr., Eagle, Idaho 83616. Principal is owned by Gloria D. Dittman (60%) and LeRoy W. Dittman (40%). LeRoy is general manager of KIDO(AM)-KLTB(FM) Boise, Idaho. Filed July 12.

■ Bend, Ore.—Kitsap Communications Corp. seeks 98.3 mhz; 3 kw; HAAT: 300 ft. Address: Box 9010, Portland,

Ore. 97202-9010. Principal is owned by Carol J. Brandt (60%) and Gary R. Holzschuh (40%) who have no other broadcast interests. Filed July 12.

■ Bend, Ore.—Louise Alda McCourtney seeks 98.3 mhz; 950 w; HAAT: 573 ft. Address: Rt. 1, Box 273, Powell Butte, Ore. 97753. Principal has no other broadcast interests. Filed July 12.

■ Bend, Ore.—Richard L. Oberdorfer seeks 98.3 mhz; 871 w; HAAT: 613 ft. Address: 20824 King Hezekiah Way, Bend. Principal has no other broadcast interests. Filed July 12.

■ Bend, Ore.—Suzanne Marie McLain seeks 98.3 mhz; 950 w; HAAT: 573 ft. Address: 900 S.E. Polaris, Bend 97702. Principal has no other broadcast interests. Filed July 12.

■ LaGrande, Ore.—LXI Corp. seeks 100.1 mhz; 3 kw; HAAT: -678 ft. Address: 402 Washington Ave., La Grande 97850. Principal is owned equally by Ronald D. Gilbert, Leonard A. Hermans and Mark W. Masterson, who have no other broadcast interests. Filed July 12.

■ LaGrande, Ore.—A.J.T. Broadcasting Services seeks 100.1 mhz; 3 kw; HAAT: -187 ft. Address: 1605 Madison Ave., LaGrande 97850. Principal is owned by David O. Baum (70%) and Arthur J. Trice (30%), who have no other broadcast interests. Filed July 12.

■ LaGrande, Ore.—Blue Mountain Broadcasting Co. seeks 100.1 mhz; 3 kw; HAAT: -558 ft. Address: 3392 Melrose Rd., Roseburg, Ore. 97470. Principal is owned by William G. Williamson (60%) and his sister, Linda J. McCormick (40%), who are applicants for three new FM stations. Filed July 12.

■ Abilene, Tex.—Clayton Creekmore seeks 106.3 mhz; 3 kw; HAAT: 328 ft. Address: 601 Napa Valley Rd. #1011, Little Rock, Ark. 72211. Principal is engineer at KARN (AM)-KKYK(FM) Little Rock with no broadcast interests. Filed July 12.

■ Abilene, Tex.—Atkins Broadcasting seeks 106.3 mhz; 3 kw; HAAT: 112 ft. Address: 7146 Bayberry, Dallas. Principal is applicant for new stations in Plainview and Amarillo, both Texas, and Lawton, Okla. Filed July 12.

■ Abilene, Tex.—Brocom Corp. seeks 106.3 mhz; 3 kw; HAAT: 328 ft. Address: 449 Northway, Abilene 79601. Principal is owned equally by Claudie C. Royals and Conrad Coleman. Coleman is assistant news director of KOSA-TV Odessa, Tex. Both have no other broadcast interests. Filed July 12.

■ Abilene, Tex.—Saybro Communications Inc. seeks 106.3 mhz; 3 kw; HAAT: 251 ft. Address: 2400 Arrowhead, Abilene 79606. Principal is owned equally by James F. and Frank Sayre, who have no other broadcast interests. Filed July 12.

■ Abilene, Tex.—Crescendo Broadcasting Inc. seeks 106.3 mhz; 3 kw; HAAT: 201 ft. Address: 704 Havenwood La., South, Fort Worth 76112. Principal is owned by Stuart Hepburn (21.18%), Lee Goodman (21.18%), Cliff Overcash (21.18%), Lloyd Weaver (10.59%), Dwaine Tidwell (10.59%) and three others with 5.084% each. Crescendo also owns WATV(AM) Birmingham, Ala. Filed July 12.

■ Abilene, Tex.—West Texas Radio Broadcasting Inc. seeks 106.3 mhz; 3 kw; HAAT: 328 ft. Address: 402 Cypress, Suite 710, Abilene 79604. Principal is owned by Lynn Barnett (50%), James D. Tittle (25%) and W.P. Wright Jr. (25%) who have no other broadcast interests. Filed July 12.

■ Dimmitt, Tex.—Ken Braddick seeks 95.9 mhz; 3 kw; HAAT: 205 ft. Address: 54 Bonnell St., Flemington, N.J. 08822. Principal has no other broadcast interests. Filed July 12.

■ Eastland, Tex.—Breckenridge Broadcasting seeks 97.7 mhz; 3 kw; HAAT: 203 ft. Address: Route 3, Box 14, Breckenridge, Tex. 76024. Principal is owned by Owen D. Woodward (66.5%) and J. David Bullion (33.5%) who also own KEGG(AM) Daingerfield, KROO(FM) Breckenridge and KEAS(AM) Eastland, all Texas, and KTAT(AM)-KYBE (FM) Frederick, Okla. It has also bought, subject to FCC approval, KILE(AM) Galveston, Tex. Filed July 12.

■ Eastland, Tex.—Susan Lee Saunders seeks 97.7 mhz; 3 kw; HAAT: 249 ft. Address: Box 2504, Ogdan, Utah 84404. Principal has no other broadcast interests. Filed July 12.

■ Kerrville, Tex.—Webb Communications seeks 92.1 mhz; 3 kw; HAAT: 380 ft. Address: 1560 Monte Carlo Court, Merritt Island, Fla. 32952. Principal is owned by Robert G. and Karen M. Webb, husband and wife, who have applications for three new FM's. Filed July 12.

■ Kerrville, Tex.—Hill Country Broadcasting Ltd. seeks 92.1 mhz; 3 kw; HAAT: 327.8 ft. Address: 1110 Crowley Rd., Arlington, Tex. 76012. Principal is principally owned by Juan Paredes, who has no other broadcast interests. Filed July 12.

■ Kerrville, Tex.—Hill Country Broadcasting Ltd. seeks

92.1 mhz; 3 kw; HAAT: 328 ft. Address: 711 Mockingbird La., 78028. Principal is equally owned by Carlos A. Guerra; William Rector, Larry H. Adams and Rector's wife, Lyndia. Rector has interest in KCLW(AM) Hamilton, Tex. Filed July 12.

■ Kerrville, Tex.—Kerr County Broadcasters seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 801 Leland Pl., 78028. Principal is owned by Virginia Neely (20% gen. part.) and W. Jay Harpole (80% ltd. part.). Harpole has interest in KCNY(AM) San Marcos, Tex., and KVOU(AM)-KYUF(FM) Uvalde, Tex. Filed July 12.

■ Kerrville, Tex.—G&C Minority Telecommunications Inc. seeks 92.1 mhz; 3 kw; HAAT: 326.3 ft. Address: 10487 Cross Creek Terrace, San Diego, Calif. 92131. Principal is owned by Beatrice Gonzales (51% ownership, 100% voting stock) and Mateo Camarillo (49%). Camarillo has interest in new AM in San Diego, app.'s for new FM in Kernan, Calif., and Kerrville, Tex., and is app. for LPTV in San Diego. Filed July 12.

■ Kerrville, Tex.—Kerrville Radio seeks 92.1 mhz; 3 kw; HAAT: 326 ft. Address: 6907 Capitol of Texas Highway, Austin, Tex. 78731. Principal is owned by Paul R. Arreola (10% gen. part.), Richard H. Clester (10%) and Desidio Enterprises Inc. (80% ltd. part.). Desidio is owned by Chuck Chick, his brother, Dick Chick, and John E. Athey. It is app. for 12 LPTV's. Filed July 12.

■ Kerrville, Tex.—Tiner Broadcasting Co. seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 210 West Main, Kenedy, Tex. 78119. Principal is equally owned by Kenneth Tiner and his son, Richard. It also owns KRSS(AM) Spokane, Wash., and KTNR-FM Kenedy, Tex. Filed July 12.

■ Kerrville, Tex.—Independence Broadcasting Co. seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 3613 North Main St., Victoria, Tex. 77901. Principal is principally owned by Wendell Mayes. It owns KCRS(AM)-KWMJ(FM) Midland, KSNY-AM-FM Snyder and KAMG(AM)-KVIC(FM) Victoria, all Texas. Filed July 12.

■ Kerrville, Tex.—Robert G. Kerrigan seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 12009, Pensacola, Fla. 32589. Principal is equally owned by Kerrigan and George W. Estess. It has no other broadcast interests. Filed July 12.

■ Kerrville, Tex.—Guadalupe Communications Inc. seeks 92.1 mhz; 3 kw; HAAT: 300 ft. Address: 529 Fairway Ct., 78028. Principal is owned by Helen A. Spencer and Anna Blake Whitlock. It has no other broadcast interests. Filed July 12.

■ Kerrville, Tex.—Ken Braddick seeks 92.1 mhz; 3 kw; HAAT: 228 ft. Address: P.O. Box, Asheville, N.C. 28802. Principal is also app. for three new FM's. Filed July 12.

■ South Padre Island, Tex.—Betty Howell seeks 92.7 mhz; 3 kw; HAAT: 201 ft. Address: 2500 City West Blvd., Houston 77042. Principal has no other broadcast interests. Filed July 12.

■ South Padre Island, Tex.—Rio Bravo Ltd. seeks 95.3 mhz; 2.51 kw; HAAT: 326.5 ft. Address: 2100 Padre Blvd., South Padre Island, Tex. 78597. Principal is owned by Maria De Los Santos De La Garza Helmke (11%) and Horizon Broadcasting limited partnership (89%) who have no other broadcast interests. Filed July 12.

■ South Padre Island, Tex.—Island Radio of Texas seeks 92.7 mhz; 2.52 kw; HAAT: 358 ft. Address: 318 E. Tarnava, Port Isabel, Tex. 78578. Principal is owned by Olga M. Vega (10%) and Oliver S. Heard Sr. (90%). Heard has interests in applicants for LPTV stations. Filed July 12.

■ South Padre Island, Tex.—Star Signal Corp. seeks 92.7 mhz; 3 kw; HAAT: 297 ft. Address: 175 North Franklin, Chicago 60606. Principal is owned equally by Melvyn J. Goodman, Philip D. Goodman, Robert E. Neiman, Michael P. Richer and Neal P. Robinson who have no other broadcast interests. Filed July 12.

■ South Padre Island, Tex.—Susan Lundborg seeks 95.3 mhz; 3 kw; HAAT: 143 ft. Address: Sues Path, Quogue, N.Y. 11959. Principal is applicant for other new FM's. Filed July 12.

■ South Padre Island, Tex.—Ray G. Gutierrez seeks 92.7 mhz; 3 kw; HAAT: 328 ft. Address: 1207 W. Hopkins St., San Marcos, Tex. 78666. Principal has no other broadcast interests. Filed July 12.

■ South Padre Island, Tex.—El Padre Communications seeks 92.7 mhz; 3 kw; HAAT: 305 ft. Address: 1000 S. Padre Blvd., South Padre Island 78597. Principal is owned by Lauryn Gayle White and Anna Whitlock who have no other broadcast interests. Filed July 12.

■ South Padre Island, Tex.—Hughes Padre Island Broadcasting seeks 92.7 mhz; 2 kw; HAAT: 400 ft. Address: Box 2921, South Padre Island 78597. Principal is owned by Loretta L. Hughes (75%) and Bruce G. Hughes (25%) who have no other broadcast interests. Filed July 12.

■ South Padre Island, Tex.—Island Broadcasting seeks 92.7 mhz; 3 kw; HAAT: 328 ft. Address: 407 E. Vine, McAllen, Tex. 78501. Principal is owned by Rodrigo Santa Ana III who has no other broadcast interests. Filed July 12.

■ South Padre Island, Tex.—South Padre FM Group seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 518 2d St., S.E. #1, Washington 20003. Principal is owned by R. Laurence Macon, Lucila Pena (6%) and Thelma Elizalde (4%). Macon has a 16.5% interest in applicant for new TV and is stockholder of Clear Channel Communications Corp., licensee of three AM's and four FM's. Clear Channel is parent of Broad Street Communications, licensee of three AM's, two FM's and CP for LPTV station and applicant for 10 new LPTV's. Filed July 12.

■ South Padre Island, Tex.—Texas Media Group seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 2117 Leopard St., Corpus Christi, Tex. 78469. Principal is owned by Arnold Malkan who has interests in KEYS(AM)-KZFM(FM) Corpus Christi and WYMJ(FM) Beaver Creek, Ohio. Filed July 12.

■ South Padre Island, Tex.—Sherry V. and James R. Bricker seek 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 825 Sparts St., West Lafayette, Ind. 47906. Principals are applicants for new FM in Brigham City, Utah. Filed July 12.

■ South Padre Island, Tex.—Nina Jean Rubinsky seeks 92.7 mhz; 3 kw; HAAT: 328 ft. Address: 10802 Stone Canyon Rd., Dallas 75230. Principal has no other broadcast interests. Filed July 12.

■ South Padre Island, Tex.—Michele Sanchez seeks 92.7 mhz; 3 kw; HAAT: 100 N. Expressway 83, Brownsville, Tex. 78520. Principal has no other broadcast interests. Filed July 12.

■ South Padre Island, Tex.—R&C Minority Telecommunications Inc. seeks 92.7 mhz; 3 kw; HAAT: 212 ft. Address: 2011 Marcella St., Laredo, Tex. 78040. Principal is owned by Cleotilde Rangel (51%) and Mateo R. Camarillo. Camarillo has interest in new AM in San Diego, has interest in app.'s for new FM in Kerman, Calif., and Kerville, Tex., and is app. for LPTV in San Diego. Filed July 12.

■ South Padre Island, Tex.—Tony A. Cranford seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 100 Fisher Dr., Trinidad, Colo. 81082. Principal also owns KRCT-AM-FM Trinidad, Colo., and KKB(B)(FM) Aurora, Neb. Filed July 12.

■ South Padre Island, Tex.—Spanish Aural Services Co. seeks 92.7 mhz; 3 kw; HAAT: 85 ft. Address: 839 Timber Cove Dr., Seabrook, Tex. 77586. Principal is owned by Roy Henderson, who also owns KYND(AM) Seabrook, Tex. and is app. for seven new FM's. Filed July 12.

■ South Padre Island, Tex.—Robert G. Kerrigan seeks 92.7 mhz; 3 kw; HAAT: 212 ft. Address: P.O. Box 12009, Pensacola, Fla. 32589. Principal is equally owned by Kerrigan and George W. Estess. It has no other broadcast interests. Filed July 12.

■ Stephenville, Tex.—Cross Timbers Broadcasters seeks 98.3 mhz; 1 kw; HAAT: 475 ft. Address: Route 1, Box 175A, 76401. Principal is owned by Billie L. Martin (40% gen. part.), Donita S. Jones (40% gen. part.) and Lynne Schaeffer (20% ltd. part.). It has no other broadcast interests. Filed July 12.

■ Stephenville, Tex.—Michelle Anderton seeks 98.3 mhz; 2.05 kw; HAAT: 392 ft. Address: 1612 Harvard Ave., Salt Lake City 84105. Principal is app. for five new FM's. Filed July 12.

■ Stephenville, Tex.—Breckenridge Broadcasting Co. seeks 98.3 mhz; 3 kw; HAAT: 327 ft. Address: Route 3, Box 14, Breckenridge, Tex. 76024. Principal is owned by Owen Woodward and David Bullion. It is Breckenridge, Tex.-based station group of four AM's and two FM's. Filed July 12.

■ Brian Head, Utah—Brian Head Broadcasting Co. seeks 98.1 mhz; 52.5 kw; HAAT: 2,561 ft. Address: Principal is owned equally by Pamela J. Johnston and Jeffrey G. Johnston, who are in process of acquiring interest in cable TV system in Brian Head. Filed July 12.

■ Brigham City, Utah—Patricia Ann Sauro seeks 100.7 mhz; 100 kw; HAAT: 1,343 ft. Address: 3033 N. 37th St. #11, Phoenix 85018. Principal is applicant for three new FM's. Filed July 12.

■ Brigham City, Utah—PN Radio Co. seeks 100.7 mhz; 100 kw; HAAT: 157 W. 57th St. #902, New York 10019. Principal is owned by Broadcast Data Corp. (49%) and Private Networks Radio Inc. (51%) and is applicant for low-power television stations. Filed July 12.

■ Brigham City, Utah—Susan Lundborg seeks 100.7 mhz; 100 kw; HAAT: 1,343 ft. Address: Suespath, Quogue, N.Y. 11959. Principal has no other broadcast interests. Filed July 12.

■ Brigham City, Utah—Mid-America Gospel Radio Network Inc. seeks 100.7 mhz; 100 kw; HAAT: 1,968 ft. Ad-

dress: One Parkside Plaza, 1430 Olive St., St. Louis 63103. Principal is owned by Harold S. Schwartz & Associates as trustees with Harold S. Schwartz, president. Mid-America is licensee or permittee of seven radio stations. Schwartz & Associates is licensee of FM translator and is applicant for nine new FM's. Filed July 12.

■ Christiansted, V.I.—Sunshine-Eagle Broadcasting seeks 94.3 mhz; 3 kw; HAAT: 886 ft. Address: 200 W. Frontier, Suite 1, Ayson, Ariz. 85547. Principal is owned equally by L.D. Herlow and C.R. Crisler. Crisler has interests in KXJ(AM) Clifton, Ariz., KXXX(FM) Lordsburg, N.M., and in applications for four new FM stations. Filed July 12.

■ Christiansted, V.I.—Franklin D. Graham seeks 94.3 mhz; 180 w; HAAT: 1,298 ft. Address: 301 Guinea Rd., Stamford, Conn. 06903. Principal is also applicant for new FM and LPTV stations. Filed July 12.

■ Christiansted, V.I.—Flambouyant Limited Partnership seeks 94.3 mhz; 3 kw; HAAT: 1,077 ft. Address: Box 3346, Christiansted 00820. Principal is owned by George Granville O'Reilly (33.33%), Randall N. James (33.33%), Robert E. Miller (16.66%) and Anne Susan Miller (16.66%). O'Reilly is announcer at WSTX(AM) Christiansted. Miller is general manager of WSTX-AM-FM Christiansted and is applicant for new FM. Filed July 12.

■ Christiansted, V.I.—St. Croix Wireless Co. seeks 94.3 mhz; 3 kw; HAAT: 732 ft. Address: Box 24, Sugarloaf Shores, Fla. 33044-0024. Principal is owned by John T. Galanes (80%), Betsy Ann Abreu Vasquez de Lopez (10%) and Paul L. Crogan (10%). Galanes has interests in WFKZ(FM) Plantation Key, Fla., and in applications for three new FM's. Crogan has interest in application for new FM. Filed July 12.

■ Christiansted, V.I.—Bantam Broadcasting Co. seeks 94.3 mhz; 3 kw; HAAT: 959 ft. Address: #4 Estate Bellevue, Box 875, Charlotte Amalie, V.I. 00801. Principal is owned by Marianne English-King who has no other broadcast interests. Filed July 12.

■ Christiansted, V.I.—Crucian Communications Co. seeks 94.3 mhz; 3 kw; HAAT: 767 ft. Address: Box 164, Kingshill, V.I. 00850. Principal is owned equally by Staci J. Williams, Janis D. Rames and Maribel Okiye who have no other broadcast interests. Filed July 12.

■ Christiansted, V.I.—Kareem Abdulghani seeks 94.3 mhz; 3 kw; HAAT: 544 ft. Address: No. 10, Mount Pleasant East, Christiansted 00820. Principal has no other broadcast interests. Filed July 12.

■ Appomattox, Va.—Maranatha Broadcasting Co. seeks 102.7 mhz; 50 kw; HAAT: 492 ft. Address: East Rock Rd., Allentown, Pa. 18103. Principal is owned by Richard C. Dean (92%) and David G. Hinson (8%) and also owns WFMZ-FM-TV Allentown and is applicant for four other new FM's. Filed July 12.

■ Appomattox, Va.—Susan H. Kincannon seeks 102.7 mhz; 50 kw; HAAT: 492 ft. Address: Route 9, Box 137, Charlottesville, Va. 22901. Principal has no other broadcast interests. Filed July 12.

■ Appomattox, Va.—Home Town Broadcasting seeks 102.7 mhz; 50 kw; HAAT: 492 ft. Address: Route 322, Appomattox 24522. Principal is owned equally by Margret P. Harris, Ora Scruggs McCoy and Phyllis B. Giles. Giles owns 51% of WTTX-AM-FM Appomattox. Filed July 12.

■ Appomattox, Va.—Appomattox Broadcasting Co. seeks 102.7 mhz; 50 kw; HAAT: 492 ft. Address: 207 W. Jefferson, Bloomington, Ill. 61701. Principal is owned by James A. Pounds who has no other broadcast interests. Filed July 12.

■ Appomattox, Va.—Appomattox Radio Partners seeks 102.7 mhz; 50 kw; HAAT: 489 ft. Address: Principal is owned by Phillip Daniel (75%) and Judy Smith (25%) who have no other broadcast interests. Filed July 12.

■ Appomattox, Va.—Lovie McAuslan seeks 102.7 mhz; 50 kw; HAAT: 492 ft. Address: 9311 Raintree Rd., Burke, Va. 22015. Principal has no other broadcast interests. Filed July 12.

■ Appomattox, Va.—J. Scott Broadcasting seeks 102.7 mhz; 50 kw; HAAT: 520 ft. Address: 305 McConville Rd., Lynchburg, Va. 24502. Principal is owned by Janelle Pooser Scott who has no other broadcast interests. Filed July 12.

■ Appomattox, Va.—Elaine C. Eicher seeks 102.7 mhz; 50 kw; HAAT: 4506 Verplanck Pl., N.W., Washington 20016. Principal has no other broadcast interests. Filed July 12.

■ Grandview, Wash.—Lower Valley Communications seeks 100.9 mhz, 3 kw, HAAT: minus 22 meters. Address: 703 North Tweed, Kennewick, Wash. 99336. App. is owned equally by Richard L. Bichler and Jeffrey L. Place, who have no other broadcast interests. Filed July 12.

■ Grandview, Wash.—Prosser Grandview Broadcasters Inc. seeks 100.9 mhz; 3 kw; HAAT: -91 ft. Address: Be-

tween Prosser and Grandview on County Road #12. Principal is owned by Sidney Roach (33.56%), Judith R. Roach (32.24%), Naomi M. Burghardt (32.24%) and two others with less than 2% each. Prosser is also licensee of KARY (AM) Prosser, Wash. Filed July 12.

■ Walla Walla, Wash.—Blanche Marie Hodgins seeks 100.9 mhz; 3 kw; HAAT: -43 ft. Address: Route 2, Box 130, Milton Freewater, Ore. 97862. Principal has no other broadcast interests. Filed July 12.

■ Buckhannon, W.Va.—Moutainaire Broadcasting Corp. seeks 101.3 mhz; 50 kw; HAAT: 492 ft. Address: Route 1, Box 267, Jane Lew, W. Va. 26378. Principal is owned equally by Emmagene W. Gaston, Yvonne Blake and Amelia B. Callaway who have no other broadcast interests. Filed July 12.

■ Buckhannon, W.Va.—Elaine C. Eicher seeks 101.3 mhz; 11.72 kw; HAAT: 990.9 ft. Address: 4506 Verplanck Pl., N.W., Washington 20016. Principal has no other broadcast interests. Filed July 12.

■ Buckhannon, W.Va.—Reed Broadcasting seeks 101.3 mhz; 50 kw; HAAT: 492 ft. Address: 23 W. Main St., Buckhannon, W. Va. 26201. Principals is owned by Laura W. (55%) and Terry D. Reed (45%), wife and husband. They also have interest in WAUC(AM) Wauchula, Fla. Filed July 12.

■ Buckhannon, W.Va.—Black Media Communications seeks 101.3 mhz; 50 kw; HAAT: 478 ft. Address: 103 Sierra Pl., Jacksonville, N.C. 28540. Principal is owned by Priscilla M. Fuller who has no other broadcast interest. Filed July 12.

■ Vienna, W.Va.—Radio Vienna seeks 100.1 mhz; 3 kw; HAAT: 329 ft. Address: 2711 Highway 62, Jeffersonville, Ind. 47131. Principal is owned by Mary L. Smith, who has interest in LPTV in Jeffersonville, Ind., and is app. for five new FM's. Filed July 12.

■ Vienna, W.Va.—Lower Ohio Valley Educational Corp. seeks 100.1 mhz; 3 kw; HAAT: 328 ft. Address: Box 473, Belpre, Ohio 45714. Principal is educational institution. Anthony L. Atkinson, president. Filed July 12.

■ Jackson, Wyo.—KOVA Communications seeks 95.7 mhz; 100 kw; HAAT: 985 ft. Address: 538 Collegeview Park, Columbus, Neb. 68601. Principal is principally owned by Stanley Tafuya, who also owns KJSK(AM)-KLIR(FM) Columbus, Neb. Filed July 12.

■ Jackson, Wyo.—Archie Givens seeks 95.7 mhz; 100 kw; HAAT: 984 ft. Address: 625 E. 16th St., Minneapolis, Minn. 55404. Principal has no other broadcast interests. Filed July 12.

■ Jackson, Wyo.—Teton Broadcasting seeks 95.7 mhz; 100 kw; HAAT: 322 m. Address: 475 N. Cache St., 83001. Principal is owned by Deborah Blair (10% gen. part.) and limited partners, Sherry Farbo, D. Thomas McKinnon and Glenda Remington. It has no other broadcast interests. Filed July 12.

■ Jackson, Wyo.—Ken Braddick seeks 95.7 mhz; 100 kw; HAAT: 1,271 ft. Address: Filed July 12.

■ Jackson, Wyo.—David R. Nicholas and Joseph M. Rusin seek 95.7 mhz; 100 kw; HAAT: 344 ft. Address: 409 S. 4th, Laramie, Wyo. 82070. Principals also own KOJO (AM)-KRQU-FM Laramie, Wyo. Filed July 12.

■ Jackson, Wyo.—Jackson Skywave seeks 95.7 mhz; 100 kw; HAAT: 336 m. Address: 175 N. Glenwood, Jackson, Wyo. 83001. Applicant is principally owned by Lawrence Wendell Brown. Filed July 12.

■ Jackson, Wyo.—Echonot Corp. seeks 95.7 mhz; 100 kw; HAAT: 984.4 ft. Address: 1925 W. Dartmouth, Englewood, Colo. 80110. Principal is equally owned by Candy M. Ergen, her husband, Charles, and Tom Orloff. It owns LPTV in Nacogdoches, Tex., and is app. for over 100 LPTV's. Filed July 12.

■ Jackson, Wyo.—Beacon Broadcasting Inc. seeks 95.7 mhz; 100 kw; HAAT: 987 ft. Address: P.O. Box 7008, Columbus, Ga. 31908. Principal is owned by William Kitchen, who also owns KBQN(AM) Pago Pago, American Samoa and WOOD-TV Amsterdam, N.Y. Filed July 12.

TV's

■ Opelika, Ala.—Lynn Henley seeks ch. 50; 5,000 kw vis., 500 kw aur.; HAAT: 481 ft.; antenna height above ground: 429 ft. Address: 1602 Merle Circle, Opelika, Ala. 36801. Applicant is individual with no other broadcast interests. Filed Aug. 22.

■ Fort Bragg, Calif.—First Communications Group seeks ch. 8; 100 kw vis., 10 kw aur.; HAAT: 2,343 ft.; antenna height above ground: 78 ft. Address: Liberty Square Box 28, Sparta, Tenn. 38583. App. is owned by Kirk Tollett (51%) and his wife, Jennifer Roberson-Tollett (49%). Roberson-Tollett is app. for new FM at Monterey, Tenn. First Communications is also app. for new TV at Steamboat Springs,

Colo. (see below). Filed Aug. 23.

■ Steamboat Springs, Colo.—First Communications Group seeks ch. 24; 5,000 kw vis., 500 kw aur.; HAAT: 1,717 ft.; antenna height above ground: 71 ft. Address: Liberty Square, Box 28, Sparta, Tenn. 38583. Applicant is owned by Kirk Tollett (51%) and his wife, Jennifer Roberson-Tollett (49%). Roberson-Tollett is app. for new FM at Monterey, Tenn. First Communications is also app. for new TV at Fort Bragg, Calif. (see above). Filed Aug. 23.

Facilities Changes

Applications

AM's

Tendered

- WTTL (1310 khz) Madisonville, Ky.—Seeks CP to increase power to 2.5 kw. App. Aug. 20.
- WADU (830 khz) Norco, La.—Seeks mod. of CP to increase day power to 5 kw; increase night power to 750 w; change TL, and make changes in ant. sys. App. Aug. 21.
- KBXT (1390 khz) Duluth, Minn.—Seeks CP to add night service with 1 kw; increase day power to 1 kw; change freq. to 1490 khz, and make changes in ant. sys. App. Aug. 20.
- WCSP (1520 khz) Crystal Springs, Miss.—Seeks CP to change freq. to 590 khz and change power to 500 w. App. Aug. 20.
- KUIK (1360 khz) Hillsboro, Ore.—Seeks CP to increase day power to 5 kw. App. Aug. 26.
- WCCS (1520 khz) Homer City, Pa.—Seeks CP to increase day power to 5 kw. App. Aug. 26.
- WYRV (770 khz) Cedar Bluff, Va.—Seeks CP to increase power to 5 kw. App. Aug. 26.

Accepted

- KLKY (1130 khz) Prescott, Ariz.—Seeks MP to correct coordinates of TL. App. Aug. 21.
- KLBS (1330 khz) Los Banos, Calif.—Seeks CP to add night service with 5 kw and change TL. App. Aug. 26.
- KRLA (1110 khz) Pasadena, Calif.—Seeks MP to make changes in ant. sys. App. Aug. 20.
- WSTC (1400 khz) Stamford, Conn.—Seeks CP to change TL and make changes in ant. sys. App. Aug. 26.
- KIKI (830 khz) Honolulu—Seeks CP to change TL. App. Aug. 26.
- WHAS (840 khz) Louisville, Ky.—Seeks CP to make changes in ant. sys. App. Aug. 20.
- WSDS (1480 khz) Ypsilanti, Mich.—Seeks MP to reduce night power to 3.8 kw and modify standard radiation pattern. App. Aug. 20.
- KATL (770 khz) Miles City, Mont.—Seeks MP to augment DA pattern. App. Aug. 26.
- WQBS (630 khz) San Juan, P.R.—Seeks CP to make changes in DA pattern. App. Aug. 26.
- WDAR (1350 khz) Darlington, S.C.—Seeks CP to make changes in ant. sys. App. Aug. 20.
- KGOS (1490 khz) Torrington, Wyo.—Seeks CP to change TL. App. Aug. 26.

FM's

Tendered

- WELE-FM (105.9 mhz) Deland, Fla.—Seeks CP to change TL; change HAAT to 1,610.40 ft., and make changes in ant. sys. App. Aug. 21.
- KKIC-FM (101.9 mhz) Emmett, Idaho—Seeks CP to change TL; change ERP to 1.26 kw; change HAAT to 508.4 ft., and make changes in ant. sys. App. Aug. 23.

Accepted

- WFRS-FM (106.1 mhz) Alexander, Ala.—Seeks mod. of CP to change TL; change ERP to 100 kw; change HAAT to 894 ft., and make changes in ant. sys. App. Aug. 23.
- WLTB (99.5 mhz) Birmingham, Ala.—Seeks mod. of lic. to change SL to 236 Goodwin Crest Drive, Suite 518, Homewood, Ala. App. Aug. 21.
- KKOL (107.1 mhz) Hampton, Ark.—Seeks mod. of CP to change TL and change HAAT to 314 ft. App. Aug. 26.
- *KGOD (90.3 mhz) Wasilla, Alaska—Seeks mod. of CP to change TL; change ERP to 58 kw, and change HAAT to

318 ft. App. Aug. 26.

- KAWW-FM (96.7 mhz) Heber Springs, Ark.—Seeks CP to change TL; change HAAT to 328 ft., and make changes in ant. sys. App. Aug. 23.
- KJMB-FM (100.3 mhz) Blythe, Calif.—Seeks CP to change TL; change ERP to 36.4 kw, and change HAAT to 57 ft. App. Aug. 26.
- KWAZ (97.9 mhz) Needles, Calif.—Seeks CP to change ERP to 4.1 kw. App. Aug. 26.
- KSCO-FM (99.1 mhz) Santa Cruz, Calif.—Seeks mod. of CP to make changes in ant. sys. App. Aug. 20.
- KWNE (94.5 mhz) Ukiah, Calif.—Seeks CP to change ERP to 2.35 kw. App. Aug. 26.
- WMGG (95.7 mhz) Clearwater, Fla.—Seeks CP to change TL and change HAAT to 606.8 ft. App. Aug. 21.
- WGLV (97.7 mhz) Micanopy, Fla.—Seeks mod. of CP to change SL to tower site, three miles outside Micanopy. App. Aug. 20.
- WMEZ (94.1 mhz) Pensacola, Fla.—Seeks CP to change TL and change HAAT to 1,316.92 ft. App. Aug. 26.
- WFUZ (93.7 mhz) Ocala, Fla.—Seeks mod. of CP to change ERP to 100 kw and change HAAT to 525 ft. App. Aug. 20.
- WAVE-FM (102.5 mhz) Sarasota, Fla.—Seeks CP to change TL and change HAAT to 1,662.96 ft. App. Aug. 20.
- WKCX (97.7 mhz) Rome, Ga.—Seeks CP to change ERP to .3 kw and change HAAT to 780 ft. App. Aug. 21.
- KXOF (106.3 mhz) Bloomfield, Iowa—Seeks mod. of CP to change HAAT to 300 ft. App. Aug. 20.
- WIXN-FM (101.7 mhz) Dixon, Ill.—Seeks CP to change TL and make changes in ant. sys. App. Aug. 23.
- WLNR (106.3 mhz) Lansing, Ill.—Seeks CP to change ERP to 2 kw and change HAAT to 396.88 ft. App. Aug. 20.
- WXFM-FM (99.3 mhz) Mount Zion, Ill.—Seeks CP to change ERP to 1.13 kw and change HAAT to 497 ft. App. Aug. 20.
- WSCH-FM (99.3 mhz) Aurora, Ind.—Seeks CP to change ERP to 1.15 kw and change HAAT to 528.8 ft. App. Aug. 26.
- KLZS (97.9 mhz) Wichita, Kan.—Seeks CP to change TL and change HAAT to 1,027 ft. App. Aug. 26.
- WWUS (104.7 mhz) Big Pine, Ky.—Seeks CP to change TL and change HAAT to 432.96 ft. App. Aug. 20.
- WQXE (100.1 mhz) Elizabethtown, Ky.—Seeks mod. of CP to change ERP to 2.14 kw and change HAAT to 379.82 ft. App. Aug. 26.
- WKHG (104.9 mhz) Leitchfield, Ky.—Seeks CP to change HAAT to 272 ft. App. Aug. 26.
- WGGZ (98.1 mhz) Baton Rouge—Seeks CP to make changes in ant. sys. App. Aug. 20.
- WRNO-FM (99.5 mhz) New Orleans—Seeks CP to change ERP to 100 kw. App. Aug. 23.
- KQXL-FM (106.3 mhz) New Roads, La.—Seeks CP to make changes in ant. sys. App. Aug. 22.
- WESQ (102.5 mhz) Camden, Me.—Seeks mod. of CP to change SL to Rockport, Me. App. Aug. 21.
- WFRB-FM (105.3 mhz) Frostburg, Md.—Seeks CP to change HAAT to 957.76 ft. App. Aug. 21.
- WMJX (106.7 mhz) Boston—Seeks CP to change ERP to 24.5 kw; change HAAT to 719 ft., and change TL. App. Aug. 26.
- WQXC-FM (100.9 mhz) Ostego, Mich.—Seeks CP to change HAAT to 328 ft. App. Aug. 26.
- WKQC (98.1 mhz) Saginaw, Mich.—Seeks CP to change TL; change ERP to 29.25 kw, and change HAAT to 640.58 ft. App. Aug. 20.
- WTIB (104.9 mhz) Iuka, Miss.—Seeks CP to change TL; change ERP to 1.79 kw, and change HAAT to 410 ft. App. Aug. 22.
- WVLA (95.9 mhz) Woodville, Miss.—Seeks mod. of CP to change HAAT to 328 ft. and change TL. App. Aug. 26.
- KFMQ (101.9 mhz) Lincoln, Neb.—Seeks CP to change TL and change HAAT to 1,192 ft. App. Aug. 20.
- WFLR-FM (95.9 mhz) Dundee, N.Y.—Seeks CP to change ERP to .778 kw. App. Aug. 20.
- WLTV (94.3 mhz) Elmira, N.Y.—Seeks CP to change ERP to 1.28 kw and change HAAT to 496.92 ft. App. Aug. 20.
- WCBS-FM (101.1 mhz) New York—Seeks mod. of CP to change HAAT to 1,327 ft. App. Aug. 21.
- WBCY (107.9 mhz) Charlotte, N.C.—Seeks mod. of CP to change TL and change HAAT to 1,692.48 ft. App. Aug. 20.

■ WWVI (94.5 mhz) Eden, N.C.—Seeks mod. of CP to change HAAT to 981.7 ft. App. Aug. 23.

- WKML (95.7 mhz) Lumberton, N.C.—Seeks CP to change HAAT to 1,053.54 ft. App. Aug. 20.
- WOFM (92.1 mhz) Moyock, N.C.—Seeks CP to change ERP to 1.7 kw and change HAAT to 419.84 ft. App. Aug. 20.
- WAZU (102.9 mhz) Springfield, Ohio—Seeks CP to change HAAT to 492 ft. App. Aug. 20.
- KRKA (104.7 mhz) Alva, Okla.—Seeks CP to change TL and change HAAT to 984 ft. App. Aug. 20.
- KAEZ (107.7 mhz) Oklahoma City—Seeks mod. of CP to change TL; change ERP to 98.5 kw; change HAAT to 990 ft., and make changes in ant. sys. App. Aug. 26.
- KHUG-FM (105.1 mhz) Phoenix, Ore.—Seeks mod. of CP to change TL; change ERP to 51.7 kw, and change HAAT to 544.48 ft. App. Aug. 23.
- WNQQ (106.3 mhz) Blairville, Pa.—Seeks CP to change ERP to 2.4 kw. App. Aug. 13.
- WDAR-FM (105.5 mhz) Darlington, S.C.—Seeks CP to change ERP to 2.4 kw and change HAAT to 362 ft. App. Aug. 20.
- *WKCL (91.5 mhz) Ladson, S.C.—Seeks CP to change ERP to 9 kw. App. Aug. 19.
- WKQB (107.5 mhz) North Charleston, S.C.—Seeks CP to change HAAT to 1,005 ft. App. Aug. 20.
- WNMB (105.5 mhz) North Myrtle Beach, S.C.—Seeks CP to change HAAT to 328 ft. App. Aug. 26.
- KEZV (101.1 mhz) Spearfish, S.D.—Seeks mod. of CP to change TL and change HAAT to 1,641 ft. App. Aug. 13.
- WLRQ-FM (100.1 mhz) Franklin, Tenn.—Seeks mod. of lic. to install transmission sys. App. Aug. 26.
- WTCE (98.3 mhz) Anson, Tex.—Seeks mod. of CP to change TL. App. Aug. 20.
- KTXF (100.3 mhz) Brownsville, Tex.—Seeks CP to change TL; change HAAT to 1,351 ft., and make changes in ant. sys. App. Aug. 23.
- *KHOY (88.1 mhz) Laredo, Tex.—Seeks mod. of CP to change ERP to 1.8 kw; change HAAT to 348.47 ft., and make changes in ant. sys. App. Aug. 19.
- KMHT-FM (103.9 mhz) Marshall, Tex.—Seeks CP to change ERP to 1.85 kw and change HAAT to 421.81 ft. App. Aug. 13.
- KNFM (92.3 mhz) Midland, Tex.—Seeks CP to change TL and change HAAT to 1,010.24 ft. App. Aug. 13.
- KLLS-FM (100.3 mhz) San Antonio, Tex.—Seeks mod. of CP to change TL and change HAAT to 1,633.44 ft. App. Aug. 16.
- WAPL-FM (105.7 mhz) Appleton, Wis.—Seeks CP to change TL and change HAAT to 1,026 ft. App. Aug. 20.
- WISS-FM (102.3 mhz) Berlin, Wis.—Seeks CP to change ERP to 3 kw and change HAAT to 176.14 ft. App. Aug. 23.
- WSJY (107.3 mhz) Fort Atkinson, Wis.—Seeks CP to change TL; change ERP to 28 kw; change HAAT to 647 ft., and make changes in ant. sys. App. Aug. 23.
- WJVL-FM (99.9 mhz) Janesville, Wis.—Seeks CP to change TL; change ERP to 19 kw; change HAAT to 500 ft., and make changes in ant. sys. App. Aug. 23.
- WMGN (98.1 mhz) Madison, Wis.—Seeks CP to change ERP to 28.5 kw and change HAAT to 74.13 ft. App. Aug. 13.
- WBCS-FM (102.9 mhz) Milwaukee—Seeks CP to change HAAT to 433 ft. and replace ant. App. Aug. 20.
- WMGF (96.5 mhz) Milwaukee—Seeks CP to increase power at aux. transmitter. App. Aug. 13.
- WWRW (103.3 mhz) Wisconsin Rapids—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,089 ft. App. Aug. 13.

TV's

Accepted

- WCAJ (ch. 68) Birmingham, Ala.—Seeks MP to change ERP to vis. 1,380 kw, aur. 138 kw; change HAAT to 1,129 ft.; change ant., and change TL. App. Aug. 13.
- KREQ (ch. 23) Arcata, Calif.—Seeks MP to change ERP to vis. 1,380 kw, aur. 55 kw; change HAAT to 1,659 ft., and replace ant. App. Aug. 22.
- WTBS (ch. 17) Atlanta—Seeks CP to install aux. transmitter. App. Aug. 23.
- KBFD (ch. 32) Honolulu—Seeks CP to install aux. ant. sys. App. Aug. 22.
- WLJC-TV (ch. 65) Beattyville, Ky.—Seeks mod. of CP to

change ERP to vis. 1,603.25 kw, aur. 160.32 kw; change HAAT to 200 ft., and change TL. App. Aug. 15.

■ WMFP (ch. 62) Lawrence, Mass.—Seeks MP to change ERP to vis. 3,200 kw, aur. 320 kw and change HAAT to 929 ft. App. Aug. 23.

■ WIIM-TV (ch. 8) Iron Mountain, Mich.—Seeks MP to change HAAT to 556 ft. App. Aug. 16.

■ WTUV (ch. 33) Utica, N.Y.—Seeks MP to change ERP to vis. 6.95 kw, aur. .695 kw and change HAAT to 772 ft. App. Aug. 26.

■ WASV-TV (ch. 62) Asheville, N.C.—Seeks MP to change ERP to vis. 8.4 kw, aur. 84 kw; change HAAT to 154 ft., and change TL. App. Aug. 20.

■ KVNI-TV (ch. 15) Fargo, N.D.—Seeks CP to change ERP to vis. 8 kw, aur. .8 kw; change HAAT to 197 ft.; change ant., and change TL. App. Aug. 13.

■ WBNX-TV (ch. 55) Akron, Ohio—Seeks MP to move SL outside city of lic. App. Aug. 26.

■ WWSG-TV (ch. 57) Philadelphia—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,159 ft., and replace ant. App. Aug. 21.

■ KPEJ (ch. 24) Odessa, Tex.—Seeks MP to change ERP to vis. 4,453.2 kw, aur. 890.6 kw; change HAAT to 1,100 ft., and change TL. App. Aug. 22.

Actions

AM's

■ KIFW (1230 khz) Sitka, Alaska—Granted app. to increase day and night power to 1 kw. Action Aug. 6.

■ KTNN (660 khz) Window Rock, Ariz.—Granted app. to change TL. Action Aug. 13.

■ KVVQ (910 khz) Hesperia, Calif.—Granted app. to change TL. Action Aug. 6.

■ KRVV (1360 khz) Vail, Colo.—Granted app. to change freq. to 610 khz. Action Aug. 9.

■ WGTO (540 khz) Cypress Gardens, Fla.—Granted app. to increase power to 5 kw. Action Aug. 9.

■ WZEP (1460 khz) De Funiak Springs, Fla.—Granted app. to increase power to 5 kw. Action Aug. 8.

■ WBIX (1010 khz) Jacksonville Beach, Fla.—Granted app. to add night service with 10 kw; install DA-D, and make changes in ant. sys. Action Aug. 8.

■ WNOG (1270 khz) Naples, Fla.—Granted app. to increase power to 2.5 kw. Action Aug. 9.

■ WGNZ (650 khz) Titusville, Fla.—Granted app. to change city of lic. to Christmas, Fla. Action Aug. 7.

■ WAEC (860 khz) Atlanta—Dismissed app. to change city of lic. to Mableton, Ga. Action Aug. 12.

■ KBBK (970 khz) Rupert, Idaho—Granted app. to change TL. Action Aug. 8.

■ WFEN (1160 khz) Fenton, Mich.—Granted app. to change TL. Action Aug. 7.

■ KSRN (1590 khz) Sun Valley, Nev.—Granted app. to change TL. Action Aug. 8.

■ WERA (1590 khz) Plainfield, N.J.—Granted app. to augment standard night pattern. Action Aug. 7.

■ WSMI (1190 khz) Graham, N.C.—Dismissed app. to add night service with 1 kw; increase day power to 10 kw; install DA-N; change freq. to 1200 khz; change TL, and change SL to Ivey Road, Graham, N.C. Action Aug. 7.

■ WBIG (1470 khz) Greensboro, N.C.—Granted app. for direct measurement of ant. power. Action Aug. 15.

■ WETC (540 khz) Wendell, N.C.—Granted app. to change SL. Action Aug. 13.

■ KBND (1110 khz) Bend, Ore.—Granted app. to operate with 12.5 kw non DA. Action Aug. 6.

■ KRUN (1400 khz) Ballinger, Tex.—Granted app. to request specified hours of operation. Action Aug. 8.

■ KFRZ (800 khz) Brigham City, Utah—Granted app. to increase power to 1 kw and change TL. Action Aug. 8.

■ KBBO (1390 khz) Yakima, Wash.—Granted app. to increase day power to 5 kw; reduce night power to 500 w, and install DA-2. Action Aug. 8.

FM's

■ KWBO (98.1 mhz) Hot Springs, Ark.—Granted app. to change SL to 600 West Main, Hot Springs. Action Aug. 20.

■ KXGO (93.1 mhz) Arcata, Calif.—Dismissed app. to operate formerly main facilities as aux. Action Aug. 12.

■ KHCR (95.5 mhz) Paailo, Hawaii—Granted app. to change TL; change ERP to 3 kw, and change HAAT to minus 186.96 ft. Action Aug. 9.

■ WFRB-FM (105.3 mhz) Frostburg, Md.—Returned app. to change HAAT to 959 ft. Action Aug. 5.

■ KDHL-FM (95.9 mhz) Faribault, Minn.—Denied app. to change TL; change ERP to 3 kw, and change HAAT to 328 ft. Action Aug. 6.

■ KAAQ (105.9 mhz) Alliance, Neb.—Granted app. to change HAAT to 705 ft. Action Aug. 7.

■ KILA-FM (95.5 mhz) Henderson, Nev.—Granted app. to change SL to 1515 East Tropicana, Building B, Las Vegas. Action Aug. 13.

■ *WCQS (88.1 mhz) Asheville, N.C.—Returned app. to change TL; change ERP to .26 kw; change HAAT to 1,132 ft., and make changes in ant. sys. Action Aug. 6.

■ KELI-FM (92.1 mhz) Broken Arrow, Okla.—Granted app. to change SL to 6931 South 66th East Avenue, Tulsa, Okla. Action Aug. 12.

■ WHYLFM (102.3 mhz) Carlisle, Pa.—Granted app. to change TL; change HAAT to 328 ft.; install DA, and make changes in ant. sys. Action Aug. 8.

■ WYFM (102.9 mhz) Sharon, Pa.—Granted app. to install new transmission sys. Action Aug. 2.

■ WCOS-FM (97.9 mhz) Columbia, S.C.—Granted app. to change SL to 2440 Millwood Ave., Columbia. Action Aug. 12.

■ WWDM (101.3 mhz) Sumter, S.C.—Granted app. to use former main facilities as aux. Action Aug. 7.

TV's

■ KARK-TV (ch. 4) Little Rock, Ark.—Granted app. to replace ant. Action Aug. 15.

■ KTHV (ch. 11) Little Rock, Ark.—Granted app. to replace ant. and change HAAT to 1,710 ft. Action Aug. 15.

■ WHCT-TV (ch. 18) Hartford, Conn.—Dismissed app. to change ERP to vis. 3,258 kw, aur. 325.8 kw and change HAAT to 1,115.1 ft. Action Aug. 12.

■ KBFD (ch. 32) Honolulu—Granted app. to change HAAT to 424 ft. and change TL. Action Aug. 16.

■ *KHBU-TV (ch. 14) Houston—Granted app. to change ERP to vis. 4,500 kw, aur. 450 kw; change HAAT to 1,336 ft.; replace ant., and change TL. Action Aug. 15.

In Contest

Review Board made following decisions:

■ Chicago (Video 44 and Monroe Communications Corp.) TV proceeding. Scheduled oral argument for Aug. 23 on exceptions to initial decision of ALJ Joseph Chachkin conditionally granting app. of Monroe Communications for new TV station on ch. 44 presently occupied by WSNS-TV, and denying app. for renewal of Video 44. Each party has 20 minutes for argument. Video 44 may reserve part of its time for rebuttal. By letter, July 24.

■ Universal City and Marble Falls, Tex. (Gandores Corp., et al) AM proceeding. Granted request for agreements; dismissed apps. of Marble Falls Broadcasting and Worden Communications Co.; granted app. of Gandores Corp. for new AM station at Universal City, and terminated proceeding. By order, July 31.

ALJ Joseph Chachkin made following decision:

■ San Diego (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted motion by C & E Partners and dismissed its app. with prejudice and granted motion by Arden Lawrence Sniffen Jr. and dismissed his app. with prejudice. By order, July 25.

ALJ John H. Conklin made following decision:

■ Mobile, Ala. (Mobile TV 61 Inc. and South Alabama Telecasters) TV proceeding. Dismissed South Alabama Telecasters' app. for failure to prosecute its app. By order, July 30.

ALJ Thomas B. Fitzpatrick made following decisions:

■ Redding, Calif. (Clapp and Auel Microwave Communications and Lipper LaRue) MDS proceeding. Granted joint request for settlement agreement; two applicants will merge into partnership with Marvin Clapp, Carl Auel, Michael Lipper and Knox LaRue with 25% each; dismissed Clapp and Auel Microwave's app. with prejudice; granted amended app. of Lipper LaRue for new MDS station at Redding, and terminated proceeding. By MO&O, Aug. 1.

ALJ Byron E. Harrison made following decision:

■ Watertown, N.Y. (790 Communications and Thomas Gramuglia) FM proceeding. By separate orders: granted motions by 790 Communications and added issues against Gramuglia, among other things, to determine if he had reasonable assurance of availability of his first and second transmitter site and to determine if he failed to notify FCC within 30 days of FAA's actions with respect to his transmitter site; to determine if he misrepresented facts or lacked candor with environmental impact of first proposed tower, and to determine if Gramuglia possesses basic and/or comparative qualifications to become commission licensee. By MO&O, July 24.

ALJ Edward J. Kuhlmann made following decisions:

■ Los Angeles and Norwalk, Calif. (RKO General Inc. and Fidelity Television Inc.) TV proceeding. On judge's own motion, deleted following intervenors apps.: Professional Broadcasters Group Inc., Women in Broadcasting Corp., First City Communications Inc., Florida Southern Broadcasters, Broadway Broadcasters and City Broadcasting Co. By MO&O, July 25.

■ San Antonio, Tex. (Vela Broadcasting Co., et al) TV proceeding. Granted motion by Televista Corp. and dismissed Salinas-Oatman Corp.'s app. with prejudice and granted motion by Fiesta Communications and dismissed its app. with prejudice. By MO&O, July 25.

ALJ Edward Luton made following decisions:

■ Santa Barbara, Calif. (Coast TV, et al) TV proceeding. Granted motion by Solar Television Inc. and added, among other things, to determine if Mission Broadcasting Corp. improperly certified its app. as being complete and accurate, if it misrepresented facts or was lacking in candor of its ownership and effects on basic or comparative qualification of Mission to be commission licensee. By MO&O, July 31.

■ Morehead, Ky. (John H. Leland and Garcia Communications) TV proceeding. Neither applicant appeared at pre-hearing conference, therefore, judge dismissed apps. of Leland and Garcia with prejudice and terminated proceeding. By order, July 29.

■ Cadillac, Mich. (GRK Productions Inc. and Robin C. Brandt) TV proceeding. Granted joint request for settlement agreement; dismissed Brandt's app. with prejudice; granted GRK's app. for new TV station at Cadillac, and terminated proceeding. By MO&O, Aug. 7.

ALJ Walter C. Miller made following decision:

■ Venice, Fla. (Holiday Group, et al) TV proceeding. Granted joint request for joint settlement agreement and dismissed Santa Rosa Broadcasting Inc.'s app. with prejudice. By

Summary of broadcasting as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
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.

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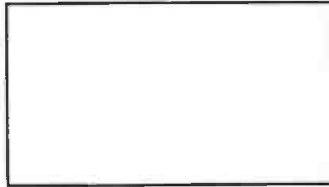
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MO&O, Aug. 5.

ALJ James F. Tierney made following decisions:

■ Paradise, Calif. (Butte Creek Communications Co., et al) TV proceeding. Granted joint request for settlement agreement; dismissed apps. of Garcia Communications and Sutter Broadcasting Co. with prejudice; granted app. of Butte Creek Communications Co. for new TV station at Paradise, and terminated proceeding. By MO&O, Aug. 2.

■ Kankakee, Ill. (Wilk Broadcasting and Mid America Audio-Video Inc.) FM proceeding. Granted joint request for settlement agreement; dismissed Wilk's app. with prejudice; granted Mid America's app. for new FM station at Kankakee, and terminated proceeding. By MO&O, July 26.

Call Letters

Applications

Call	Sought by
Existing AM's	
KLSC	KLSC Century Broadcasting Corp., Aurora, Colo.
WWLD	WREM Como Inc., Pine Castle, Fla.
KKLC	KPAL Red River Broadcasting Corp., Pineville, La.
WMGG	WALK Island Broadcasting Co., Patchogue, N.Y.
Existing TV's	
KDOS	KBSC-TV Estrella Communications Inc., Corona, Calif.
WGBA	WLRE Family Group Ltd, Ill., Green Bay, Wis.
WLAX	WWQI Family Group Ltd, Ill., La Crosse, Wis.

Grants

Call	Assigned to
New FM	
WIML	Wrightsville Broadcasting Co., Wrightsville, Ga.
New TV's	
*WCEU	Coastal Educational Broadcasters Inc., New Smyrna Beach, Fla.
WCLJ	Ara Christian Television Inc., Bloomington, Ind.
KSAX	Hubbard Broadcasting Inc., Alexandria, Minn.
KCCD	Castle Communications, Tonopah, Nev.
Existing AM's	
KKGZ	KCMP G-Z Broadcasting Inc., Brush, Colo.
KZAM	KODO Visionary Radio Euphonics of Oregon Inc., Springfield, Ore.
Existing FM's	
KKDD	KBUL G-Z Broadcasting Inc., Brush, Colo.
WZRO	WWWO IRP Inc., Columbia City, Ind.
KIKV-FM	KCMT-TV Lusk Broadcasting Inc., Alexandria, Minn.
KOZZ	KELI-FM N5587J Inc., Broken Arrow, Okla.
KZAM-FM	KZAM Visionary Radio Euphonics of Oregon Inc., Creswell, Ore.
KIKM-FM	KZXL-FM Gregg Broadcasting Co., Sherman, Tex.
Existing TV's	
WYZZ-TV	WBLN Bloomington, Ill.
KOLR	KOLR-TV Independent Broadcasting Co., Springfield, Mo.

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Growing group needs aggressive station manager for regional country giant. Prior sales management success essential. Strong possibility for promotion, future equity. Write: WMCL, 108 N. 10th St., Mt. Vernon, IL 62864. EOE, M/F.

General manager. Full charge GM needed for Fresno, California winner KKNU. This group owned 50,000 watt FM needs strong hand to lead its new contemporary format to the top. Position offers base salary, performance bonus and benefits. EOE. Send resume to Deane Johnson, P.O. Box 207, McMinnville, OR 97128. 503-472-2151.

Sales manager. Facility: successful audience involved medium market AM in competitive 12 station Florida real growth area. **Target:** very active 35+ audience. **Opportunity:** good base pay and no limit income tied to personal and station's billing. Excellent benefits. Join team of broadcast professionals. **Need:** long term commitment from experienced sales manager. Boundless energy and promotional creativity a must. **To do:** first letter and resume tells all. Send to Box S-122.

Sales manager wanted for East Texas AM-FM. Send resume and sales history to: Richard Martin, P.O. Box 192, Kilgore, TX 75662, or phone 214-984-2001. EOE.

Firebreathing GM for the hottest mid-market CHR in the USA. KTUX-FM. Shreveport. See Ken Stephens during N.R.B.A.M.P.C. at Quality Inn.

SMALL MARKET SPECIALIST needed. If you have small market sales management/GM experience, can motivate and relate to people, lets talk. We are an expanding company on the lookout for additional stations and the management people to staff them. Box T-2.

HELP WANTED SALES

Live on the best South Carolina beaches, work in one of the Southeast's fastest growing top 100 markets, and, enhance your earnings. WKQB - Q-107; the 100kw CHR needs a killer. If you've got a good education, a good business-like appearance and are committed to working hard, rush resume and photo along with employment references to Steve Judy, VP & GM, WKQB, 4995 LaCrosse Rd., Suite 1600, North Charleston, SC 29418. EOE.

Sales position now available at small market Texas AC FM. \$600 per month guaranteed draw plus commission and gas allowance. Will assign small account list which must be further developed. Some production required using state of the art equipment. Station sales are steadily increasing. Market wide open and growing rapidly. Reply to Box S-131.

Sales position for experienced, self-motivated salesperson in dynamic market with large market potential. Must have 3 year track record. Ag experience a plus. Great incentives and benefits. Send resume to Jack Gennaro, WFHR/WWRW, Box 2222, Wisconsin Rapids, WI 54494, 715-424-1300.

A competent salesperson can pick his spot! Why not a top-rated station in California's fastest growing market. Pick opportunity and California lifestyle. KCIN, Box 1428, Victorville, California 92392.

Growing Group needs account executive in Toledo, Ohio. Salary, Bonus. Class B FM, AC format. Send resume to Box T-8.

Sales Manager: WRCN/WRHD, Long Island needs experienced sales pro to hire, train and lead local sales force. Send letter with qualifications to President, Box 666 Riverhead, NY 11901. EOE.

Wisconsin station, searching for sales leader to head staff. Base, commission, profit sharing. Resumes: WFCL, Box 269, Clintonville, WI 54929.

Eastern Connecticut. Two great sales opportunities at successful FM station. Good list available for experienced account executive. Also looking for ambitious entry level salesperson. Enjoy the wonderful lifestyle of the Mystic shoreline and take advantage of an opportunity to make good money with a growing company. Send credentials to Andy Russell, WORQ 102 FM, P.O. Box 97, Mystic, CT 06355. EOE.

If you can sell radio, and have sales management potential, we want to talk with you. AM-FM combo. 618-382-4161.

Morning DJ needed for medium market Country FM, 40 miles southwest of Chicago. Good personality, production, technical skills. Send tape, resume and salary history to: Bob Channick, WCCQ, 1520 N. Rock Run Drive, Joliet, IL 60435. EOE.

Above average pay, plus benefits, for experienced announcer. North central Pennsylvania market. Duties include drive time air shift, production, some news and sports. Excellent area for raising a family and enjoying a relaxing life style. Send tape and complete resume to Box T-14. Equal opportunity employer.

KOJY Fresno's only EZ station seeks afternoon announcer with excellent announcing, news, and production skills. Send tape & resume to Scott Moseley, 597 N. Alta, Dinuba, CA 93618. EOE.

Automation biases. Looking for live radio. 7 yrs. exp. Ex-Country, A/C. MOR. Fred, 216-755-1847.

Group owned WYNK AM/FM is seeking experienced sales professionals to join our new dynamic sales team in Baton Rouge, Louisiana. Call John L. Peroyea, General Sales Manager, 504-343-8348. EOE.

HELP WANTED ANNOUNCERS

AM Radio morning personality, who loves on-air, start \$18,000.00, but will consider experience, presentation, professionalism and enthusiasm. Must love prep of show, production and public relations in the community. Send tape and resume to Box 1981, Kettering, OH 45429.

Sports Talk Show. Major market talk station with opening for sports talk host with personality. If your talent lies somewhere between Howard Cosell and Brent Musberger send resume. EOE Box S-155.

Immediate full-time position for an individual who knows how to communicate. Beautiful city. Excellent pay. Benefits. Tape and resume to PD, WZOE, Box 69, Princeton, IL 61356. EOE.

HELP WANTED TECHNICAL

Chief Engineer. Immediate opening for competent hands-on engineer. Well equipped Class B FM/Class IV AM. Must have strong studio/transmitter maintenance background. Contact Hal Payne, 517-484-4981, or send resume/references to WIBM-FM, 310 N. Grand, Lansing, MI 48933.

Corporate chief engineer for national group broadcaster. Requires theoretical and hands on experience in all phases of AM and FM engineering plus administrative experience in supervising multiple market operations. Travel required. Send resume with salary history to Box T-7. EOE.

HELP WANTED NEWS

Northeast Ohio newscaster. Major market FM with aggressive news department. Excellent salary and benefits. Send resume. EOE Box S-112.

WIBX/WIBQ central New York's top rated news-talk operation is expanding award winning news department. A 50-year CBS affiliate on air since 1925. Top notch facilities, good salary, benefits for right person with two years experience as reporter and anchor and possesses solid delivery, good writing skills. Send tape, resume, salary requirements to News Director, Randolph Gorbman, WIBX/WIBQ, P.O. Box 950 Utica, NY 13503. EOE.

Radio/Cable TV newscaster. Expanding staff. Field reporting, news writing, news announcing. Suburban NYC market. Top rated NJ FM. 5 1/2 day workweek. \$250 weekly start. Salary review after 3 months. Personal interview required. Resume/audio tape: Bob Aaronson, News Director, WSUS Communications, Franklin, NJ 07416. EOE.

Future openings: Three Southeast State radio networks seeking experienced, aggressive and hard working anchor/reporters with strong writing skills. If you want an opportunity to give it everything you've got in a no-nonsense news operation, send tape, resume and salary requirements to Director of News and Programming, 621 Mainstream Drive, Suite 230, Nashville, TN 37228.

News director for AM-FM. Anchor morning drive; strong delivery, news writing ability a must. Talk show background helpful, but not necessary. Must put on good appearance. Tape, resume and references to: Jeff Weber, General Manager, WKOL/FM 98, P.O. Box 3, Amsterdam, NY 12010. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Florida suncoast: Market's #1 AM/FM AC-Btl. Seeks strong production manager, capable of air work when needed. Lots of PR. Established company, benefits. Great area. Tape/resume/salary requirements to: GM, WBRD/WDUV-FM, Box 240, Bradenton, FL 33506. EOE.

SITUATIONS WANTED MANAGEMENT

25 years, small-medium markets. 5 years radio broadcast college professor. Sales, bottom line my forte. Box S-163.

Ten year radio veteran wants to be general manager. Experience: street sales, award-winning copywriting, staging of promotions on and off the air, music director, program director, and sales manager in medium size markets. Inquire Box S-85.

Hello Sunbelt! One of the best GM's or SM's anywhere is looking for a solid opportunity in a med. to large Sunbelt market! Outstanding credentials and bottom-line/people oriented skills! Speaking at NRBA/NAB in Dallas next month. Could interview there. Write Box S-130.

Black Radio Management Pro. Over 20 years experience, 10 years major market management, programming, and sales. Successful track record and reputation. Looking for station owner who wants dedicated professional. 817-599-0804.

Knowledgeable, experienced, looking for country station seeking leadership. Sales, programming, promotion, operations background. Jack 606-371-5469.

Shirt sleeve manager who gives 110%. Twenty years experience, the last seventeen as GM. Strong on administration, budgeting & programming. Call 412-528-3153.

Call Gary to manage your station. 402-564-6252. Evenings. Weekends. Sold successfully 10 years. Radio career 25 years. I'm worth phonedcall!

Major market pro seeks small/medium market. Management, sales, programming, 20 year problem-solving money maker. Box T-20.

Management Situations Wanted. Experienced 26 year veteran--previous 18 as owner/operator seeks large market GM in Carolinas, Va., or Md. Box S-156.

Marketing-oriented programmer seeking move to manager's position. Unique concepts in station operation, painstaking attention to details. Box T-25.

SITUATIONS WANTED ANNOUNCERS

Correction: Successful small market morning personality looking for larger market. 7 years' experience. Prefer Southeast but will consider other. Football B/P, college degree. 912-283-8253 after 3 EDT.

Available now, anywhere. Excellent news, production. Darryl, 319-355-4212 days. 319-324-2211 nights. Family man. Entry level.

Dependable, literate deejay school grad seeks job on Country or AC station. Call Steve, 212-576-8871.

Experienced D.J. Top 100 market. Excellent PBP, copy, production. Go anywhere. Scott, days 319-355-4212, 319-852-3514.

Recent broadcasting graduate from Brown Institute, seeks entry level position. Dave 414-258-6085.

Attention small & medium mkts. Five yrs mkt experience. Desire POP/MOR, MOYL, BB type format. Good news delivery, production exp, creative, dependable. You'll get alot. Call 314-961-9957.

Columbia School of Broadcasting graduate. Entry level position. Good production and news. John Dickson, 316-852-3347; Box 53, Colony, KS 66015.

Broadcaster with some experience. Looking to settle down and do sportscasting for your small market station. Box T-16.

Talented, energetic, part-time announcer/producer in nation's top 40 market seeks full-time position in coastal Florida. Degree in Broadcast Productions. Respond for tape. Box T-13.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Sportscaster, currently radio news reporter/DJ. Recent Penn State grad. Interned in news and sports in 17th market. Great knowledge of sports. Small and medium markets call 717-838-6076.

Seeking a programming position with future. Midwest medium of major market. Ready, willing and extremely able to do the job. Box T-5.

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager. Sunbelt major market network affiliate seeking a creative individual to run promotion department, including on-air, print promotion campaigns, and budget. Send resume and salary requirements in first letter to Box S-150. EOE.

Local/regional sales manager for independent in beautiful Tulsa, OK. Will be responsible for recruiting and building strong aggressive new sales staff--will move up to GSM after proving yourself. Send resume and salary requirements or call--David Cavileer, Channel 41 Associates, 4250 South 76th East Ave., Tulsa, OK 74145, 918-622-5311.

Chief Engineer: Challenging opportunity for strong technical engineer to join successful full power UHF TV independent in Charleston, West Virginia. This is an ideal position for a person who has good managerial and technical skills necessary to be the chief engineer. We are a young group offering a competitive salary and benefit package. EOE/M/F. Send resume and salary requirements to: Gary Dreispul, Station Manager, WVAH-TV, 23 Broadcast Plaza, Hurricane, WV 25526.

HELP WANTED SALES

Local TV salesperson. Major market affiliate seeking bright, aggressive person with TV sales experience. Must have strong direct and agency background. We are one of the leading broadcast groups in the industry. Call Steve Cummings, WPXI-TV, 412-237-1275.

WTNH New Haven needs a director of traffic and sales operations. Person must have minimum of 1 1/2 years of TV traffic and two years of computer experience. Call Don Gorman, General Sales Manager, 8 Elm Street, New Haven, CT 06510, 203-784-8888. Equal opportunity employer.

Account executives: Tulsa independent seeking aggressive sales people. Radio or TV experience preferred. Send resume to--David Cavileer, 4250 South 76th East Ave. Tulsa, Ok 74145.

Salesperson: Opportunity for experienced TV salesperson to move into 22nd market. If you are a strong proven professional and have at least 1 1/2 years experience and want to grow with an outstanding station, call Bruce Lawrence, LSM, WTNH-TV, New Haven, CT 06508, 203-784-8888. An Equal opportunity employer.

National sales manager for KRRT-TV (San Antonio). National sales experience required. Send resume to Morrie Beitch, 401 W. Commerce, Suite 320, San Antonio, TX 78207.

SALES/RESEARCH COORDIANATOR #1 independent in top ten market looking sales/research coordinator. Candidate will work closely with research director on overnight ratings plus be deeply involved in sales presentations with local staff. Knowledge of Minipack and Kosmic systems desirous. SEnd resume to Box T-23.

Account executive. Florida Coastal Independent needs expereined account executive or experienced radio salesman ready to move up. The ability to sell in an extremely competitive market a must. Call: Jason Elkin/Station Manager, WPAN-TV, Ft. Walton Bch, FL 32548, 904-244-5353.

HELP WANTED TECHNICAL

Assistant chief engineer for New Orleans full-power independent station. Duties include maintenance, repair, installation, scheduling and construction at 18-month old state of the art facility. Applicants should have 5 years' minimum television maintenance background and 3 years' minimum supervisory experience. Send resume and salary requirements to James Gonsey, CE, WNOL-TV, 1661 Canal St., New Orleans, LA 70112.

Transmitter supervisor for New Orleans 5,000,000 watt independent station. Duties include maintenance, repair, and installation at 18-month old RCA 110 KW transmitter and state of the art facility. Applicants should have 3 years' minimum television transmitter maintenance background with strong trouble-shooting experience. Send resume and salary requirements to James Gonsey, CE, WNOL-TV, 1661 Canal St., New Orleans, LA 70112.

Maintenance supervisor for New Orleans full-power independent station. Duties include maintenance, repair, and installation at 18-month old state of the art facility. Applicants should have 3 years' minimum television maintenance background with strong trouble-shooting experience. Send resume and salary requirements to James Gonsey, CE, WNOL-TV, 1661 Canal St., New Orleans, LA 70112.

Assistant chief engineer. An engineer who has prerequisite knowledge and experience of TV studio and transmitter maintenance and is ready for an opportunistic move to an exciting situation with excellent salary and benefits, we want to hear from you. EEO. Box S-92.

Chief engineer. Top rated CBS affiliate, superior facility in beautiful upper midwest city is seeking qualified applicants. Solid broadcast television engineering background a must. Minimum 2-3 years' management experience. Proven record as a good teacher and administrator. Demonstrated people skills, experience setting and meeting budgets. FCC rules and regulations including microwave, satellite earth station, similar auxiliary technologies. Up-to-date working knowledge of broadcast industry technology required. Prefer individual with experience in station construction, plant design, computer-assisted systems. "black box" design and construction. We have a heavy commercial production schedule. Send resume with references to: David Sanks, Operations Mgr., WISC-TV, 7025 Raymond Rd., Madison, WI 53711. Deadline: September 13, 1985. EOE, M/F.

Leading Chicago film and tape production company seeks experienced, self-starting engineer. This key person will be responsible for maintenance and operation of our 1" edit system, cameras, etc. 5 years' experience and college degree preferred. Excellent salary and benefits. Box S-154.

Maintenance Engineer. Two immediate openings for full power UHF independent in Gulf States. Seeking self-starter with minimum 2 years hands-on technical experience. 1st ticket a plus. Competitive salaries and benefits. Contact Mark Mooty, KMSS-TV, P.O. Box 30033, Shreveport, LA 71130. 318-631-5677.

Maintenance engineers: Immediate opening for high end maintenance engineer at top video editing facility, 2-channel ADO, ISC 51, BVH 2000, VPR-3, and Paint Box experience required. For confidential consideration send resume to: Operations Manager, Varitel Video Los Angeles, 3575 Cahuenga Blvd. West, Suite 675, Los Angeles, CA 90068.

Wanted-Video Design Engineer. Major manufacturer is seeking a video design engineer with a background in the design of video recorders, consoles, switchers, synchronizing systems; and be familiar with manufacturing procedures of the above. Send resume and salary expectations to Box T-4.

Chief engineer: full power UHF in the fast growing Orlando market needs chief engineer now. Must have supervisory and maintenance experience in the studio, transmitter, microwave and engineering operations. Send resume to: David Laskey, WMOD-TV, 4450-L Enterprise Court, Melbourne, FL 32935.

TV studio maintenance engineer. Experience in installation and maintenance of studio equipment at a television or production facility mandatory. Familiarity with TR 600, NEC TT 7000, Harris TC 50, and ADO helpful. Immediate opening. Send resumes and references to Operations Manager, KDEB-TV, P.O. Box 3417 G.S., Springfield, MO 65808. No telephone calls please. EOE.

Audio/video/film maint. engineer; Major NYC sound post-production facility seeks candidates with min. five yrs exp bench repair, troubleshooting & systems design of consoles, audio and videotape recorders, magnetic dubbers, electronic synchronizers, etc. Excellent salary, benefits and conditions. Send resume to: Sound Shop, Inc., 304 E. 44th St., NYC 10017.

Broadcast field technician with state public broadcasting system. Responsibilities include maintenance and installation of statewide microwave and translator system. Extensive travel. Experience with video, microwave (heterodyne and remod) translators necessary. TV studio experience especially helpful. \$1850/month. Contact Vaun McArthur, Idaho Educational Public Broadcasting System, 1910 University, Boise, ID 83725, 208-385-3727 for application form. Closes October 20. EOE.

Assistant chief engineer: Tulsa independent seeking qualified assistant chief. Send resume and salary history to David Cavileer, Channel 41 Associates, 4250 South 76th East Ave., Tulsa, OK 74145.

RF TV Engineer for eastern New Mexico public high powered television and FM station. Extensive low band TV transmitter maintenance experience essential. Applicants must be skilled in maintenance of 2 & 7 GHz STL-IC microwave and translator systems. Five years practical experience necessary, lots of local travel involved. Must be able to work unsupervised. Send resume to Larry Ahlstrom, Director of Broadcast Engineering, KENW-TV/FM, Eastern New Mexico University, Portales, NM 88130. Call 505-562-2112. EOE.

HELP WANTED NEWS

Anchor: 6 PM & 11 PM, M-F, must have 3-5 years anchor experience, excellent on-air skills, strong writing and reporting abilities. No phone calls. Send resume and videotape to News Director, WLSL-TV, 401 Church Ave., Roanoke, VA 24011. EOE, M/F.

Anchor/producer. Small market network affiliate seeks male co-anchor for nightly newscasts. Strong reporting/producing skills required. 3 years' minimum experience. Competitive news market, must have strong air presence, communication skills. Excellent pay and benefits. Send resume to Box S-152. EOE.

Photographer. Competitive Midwest market looking for a creative photographer who can make the story come to life. Prefer two years' experience. Women and minorities are encouraged to apply. Send tape & resume to Lane Michaelsen, Chief Photographer, WQAD-TV, 3003 Park 16th St., Moline, IL 61265. No phone calls, please. EOE.

Executive Producer, market leader seeking strong individual. Successful candidate must be able to lead strong team of producers. Must be creative and energetic. Minimum 3 years on-line producing experience. This position is part of a strong management team. This position will be filled as soon as the right candidate is found. So apply now if it fits you. Send letter of philosophy, resume and references to Box S-162. EEO, M/F.

If you're serious about finding a better job, send tape and resume to: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Anchor-Reporter: NBC medium market affiliate is looking for 10 PM weeknight anchor. Must have anchor experience. Reporting and producing experience also essential. Tape and resume to: News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61821. EOE.

WLVI-TV is currently seeking a news photographer/editor. Applicant should have at least 3 years experience shooting and editing newstape. Some familiarity with 1/2" format is preferred as well as knowledge of ENG microwave van. Please send resume and examples of work to: Jack Fitzgerald, News Director, Gannett Broadcasting, 75 Morrissey Blvd., Boston, MA 02125.

Reporter/producer. College education in broadcast journalism preferred, two years television/radio experience a must. Send resume and tape to Jim Holland, News Director, WTVH-TV, 980 James St., Syracuse, NY 13203. No phone calls please. We are an equal opportunity employer.

Weekend assignment editor/reporter: WLOX-TV ABC affiliate in Biloxi, Mississippi has opening for reporter who would like to get into management. Will head up 11 person weekend staff. Please send resume and tape to: Dave Vincent, News Director, WLOX-TV, P.O. Box 4596, Biloxi, MS 39535-4596, 601—896-1313.

Sports is important in our major-college market. We're looking for a weekend anchor who is as strong as the M-F team. Send resume and your philosophy of sports journalism first reply. Box T-19.

A special job for a special person! We're looking for a credible combo of weather, with news and feature reporting. Southern mid-sized market. Box T-18.

Weathercaster: Meteorologist and/or AMS seal. Experienced in computer graphics, radar. Out-going personality. WPTZ-TV, Old Moffitt Road, Plattsburgh, New York 12901.

Newly Acquired Southeast Network Affiliate. Expanding news department positions for experienced reporters and photographers. Strong skills essential. Send tapes and resumes to: Tom Knight, WITN TV, P.O. Box 468, Washington, NC 27889. No phone calls please. WITN TV is an equal opportunity employer, M/F.

Meteorologist- Are you a qualified meteorologist with other skills to offer a network affiliate in one of the country's most livable cities? Could you handle weather and contribute in another area like news production or engineering? Is this the right starting job for you? Box S-128.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/Director. WHAS-TV in Louisville is seeking an experienced professional with a proven track record. A strong background in news and live programming is required. Send resume and references to: Jerry Lloyd, WHAS-TV, P.O. Box 1084, Louisville, KY 40201. An equal opportunity employer.

Producer/Director. Top-rated CBS affiliate in medium Florida market looking for person with three years experience directing news shows and managing personnel. Must have commercial experience and be able to technically set up video equipment. Need good driving record and valid license. Send resume and salary requirements to Box S-133. EOE.

Senior development professional: Aggressive, well-respected 2 TV/2 radio broadcasting operation (total audience = top ten market) is seeking an experienced fundraiser for major responsibility in raising \$4million this year. The job description and the job title are both flexible and will suit the background and the experience of the final candidate. At a minimum, responsibilities include a major membership program (all the basics plus direct mail, telemarketing and major gifts) and could include additional supervisory responsibilities for planned giving, underwriting and/or auction, depending upon interest and experience. Supervision of an eight-person staff included. Position requires demonstrated ability in on-air fundraising, writing, supervision and major campaign coordination. A terrific, high-visibility position for an experienced, bright, energetic, hard-working person. Salary will depend upon experience and responsibilities. Excellent benefits package. Reports to Vice President, Development & Publicity. Apply with resume and salary requirements to Development, Dept. B, P.O. box 1263, Buffalo, NY 14240. An equal opportunity employer.

Director wanted for fast-paced, top rated news format as well as talk-variety program, public affairs shows and specials. Take charge attitude a must. Strong background in medium market with similar responsibilities essential. Position in major Northeast market network affiliate. Please send resume, salary requirements to Box S-143. Equal opportunity employer.

Major Northeast network affiliate seeks producer for talk-variety show. Must be motivated, creative, clever. A self-starter who is "aware" and can manage, supervise and motivate talent and staff to generate ideas. Experience with similar type show a must. Please send resume, salary requirements, to Box S-142. Equal opportunity employer.

Art Director: 3-5 years television graphics experience required. Job encompasses design, print, set design, electronic graphics for on-air news. Experience with electronic art equipment mandatory. (Vidifont V and art Star preferred.) Excellent benefits. Send resume/samples, salary requirements to: Rick Stora, Production Manager, WIS-TV, P.O. Box 367, Columbia, SC 29202. Cosmos Broadcasting Corporation. EOE.

Nationally syndicated entertainment magazine show seeks producer with 5-7 years field/news production experience. Must have excellent writing skills, know production, and be familiar with all facets of editing. Producer must also have strong background in studio production. Resume required. EOC, respond to Box T-9.

Videography/Cinematography position available at broadcast production center. Requires experience in shooting and editing video and film for television. Experience with 1" C-format recording and computer controlled editing highly desirable. Writing skills helpful. Salary high teens. Send work samples demonstrating advanced production skills with resume and references to: Lee D. O'Brien, Director, Center for Television Production, University of Wisconsin-Green Bay, Green Bay, WI 54301-7001. Equal opportunity employer.

Producer/director: WYTV has an immediate position open for a producer/director. The duties include weekday, daytime commercial and/or promotion production. Also, weekend 6 & 11 pm newscasts along with other weekend production. Send resume to Harvey Dulcy, Production Manager, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. No phone calls: EOE.

Anchor/producer for major weekday newscasts. Applicants must have strong reporting background with some anchoring experience. Position is challenging. Affords excellent on-air experience as well as producing and reporting responsibilities at the #1 rated affiliate in booming, beautiful Florence/Myrtle Beach market. Tape/resume to Jan Pate, News Director, WPDE-TV, Box F-15, Florence, SC 29501, EOE/MF.

Individual experienced in TV traffic or accounting is needed to install computer systems, train, and support station personnel. Resume to Video Communications Inc., 96 Industry Avenue, Springfield, MA 01104.

Producer-Writer (on-air promotion): Top 4 market PBS network seeking experienced on-air promotion pro for long-term free-lance position. Proven track record of strong promotion writing and production essential. Previous experience in the development of promotion strategies in accordance with the broadcast schedule which includes a great volume of local program production, program acquisition. Previous experience with CMX and Aurora Graphics systems desirable. Salary negotiable. Send resume and audition tape to Lou Pugliese, Manager Broadcast Operations, New Jersey Network, 1573 Parkside Ave., CN777, Trenton, NJ 08625.

PTV producer/director, KUID-TV, Moscow, Idaho, PBS affiliate and part of 3-station network. Also Asst. Professor, University of Idaho School of Communications. Wanted: an energetic, talented and creative producer/director to take charge of the production of statewide/local/national television programs for KUID/Idaho Educational Public Broadcasting System. You'll also direct and edit studio and location productions, develop/control production budgets and you'll be given creative freedom and the responsibility that goes with it. You'll teach one production course per term in the university's telecommunications degree program. Professional television producing/directing experience, degree in broadcasting or related field, and teaching ability required. Public television producing/directing experience preferred. Send letter of application, vitae including three professional references by October 1 to Peter Morrill, Idaho Education at Public Broadcasting System, 1910 University, Boise, ID 83725. Do not send tapes. \$24,000 EOE.

Tulsa TV adding to current staff, seeking qualified video technicians, switchers camera operators, film editors. Send resume to--David Cavileer, Channel 41 Associates, 4250 South 76th East Ave., Tulsa, OK 74145.

Sports and special events producer/director wanted for top twenty market station. Must have minimum of three years experience directing and producing live and taped sports programming. Proven ability to produce in a sophisticated post production suite essential. Must be a self starter, capable of working on several projects at one time. Qualified applicants send resume & demo tape to Kurt Horn, KOMO-TV, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

Producer. Aggressive, creative individual to join strong number one station. Successful candidate should currently be producing a daily newscast. We're looking for someone who knows what it takes to be number one. Someone who loves TV news. Send resume to Box T-17.

Production manager. Manage department producing commercials and programs at southwest independent. Must be able to train staff in set design, lighting, audio and video techniques. Two years experience as director required. Send resume and salary history in confidence to Box T-15.

Television director/videographer/editor to shoot, direct and edit instructional television programs for the National Technical Institute for the Deaf. MA plus 2 years experience of BA plus 5 years experience in PTV, instructional TV production, or a university broadcast TV production center required. Demonstrated skills in directing, camera operation, CMX editing, location and studio lighting and audio required. TK-76 and/or Beta-cam experience desirable. Manual communication skills or willingness to learn required. Finalists will be asked to send tapes. Closing Sept. 13, 1985. Send resumes to: Personnel Office, Rochester Institute of Technology, One Lomb Memorial Drive, P.O. Box 9887, Rochester, NY 14623-0887. AAE/EOE.

Executive producer: Responsible for all local productions for a growing, award winning, state operated public television station. Designs and monitors systems and procedures to insure quality programming. Requires prior experience as a television producer; undergraduate degree or equivalent work experience; proven track record for high quality productions; and proper supervisory experience. Salary \$22,000-24,000. Good benefits. Deadline is 9-30-85. Send resume to: WNPB-TV Personnel, P.O. Box TV-24, Morgantown, WV 26507. EEO/AA.

Director--TV & Telecommunication. Dundalk Community College, in southeastern Baltimore County, Md., has a full time, 12 month position for qualified individual to develop and produce TV programs for both classroom and Cable TV and to do some teaching in Media Technology Program. Full benefits. Salary range: \$22,000. - \$30,000. Requires Bachelor's Degree in Telecommunications, Mass Communications or equivalent and three years full time work experience in field. Master's Degree in field, six years full time work experience, management and teaching skills are preferred. Call for application, 301—522-5650 by September 5, 1985. Completed applications must be received by the college by September 16, 1985. EOE/AA.

Producer/director. Creative, versatile director needed to direct news, commercials, and special projects. One years experience required. Send resume by September 11, to Personnel Director, WHOI, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

SITUATIONS WANTED MANAGEMENT

Experienced 26 year radio veteran-previous 18 as owner/operator seeks TV management in Carolinas, VA, or MD. Box S-157.

GSM with proven track record wishes to make move. 16 years experience includes national, regional, and local sales for affiliate and independent stations located in southeast. Good references. Steve Logan 912—888-0732.

Dynamite Dan, on-air pro, seeks magazine, entertainment, talk, feature, consumer, critic, weather, commercial position: 813—299-2331/

Former NBC news director-anchor returning to broadcasting. Polished professional. Any market. Salary negotiable. 904—673-5215.

SITUATIONS WANTED ANNOUNCERS

Former news director-anchor returning to television. Polished professional. Adult communicator. All offers considered. 904—673-5215.

SITUATIONS WANTED TECHNICAL

Experienced Master control for network affiliate; Experienced ENG shooting, interviewing in field and editing for cable operation, FCC first, Radar, Naber. Seeking operations position. Bill 201-383-0260. Afternoons: 201-383-0654.

Due to ABC layoffs, fifty broadcast professionals (camera-chyron-videotape-maintenance) will be available soon. Contact Mr. Marshall. Box S126.

Dependable chief engineer looking for new challenge, experienced in all phases of television - production - management - hands-on maintenance. Will relocate. Presently employed. Call evenings 208-343-5065.

Maintenance engineer, FCC 1st; Associate Electronics, MBA. Six years electronics maintenance experience. I am seeking a challenging position in a television station of post production company as a maintenance engineer. Willing to relocate. Write to: Al Chaney, 1415 Oak Nob Way, Sacramento, CA 95833, or call 916-922-3456.

Operations position desired. Experienced master control, ENG, Videotape Editing, FCC first. Call Bill, 201-383-0654, after 3 PM

Key Technical Position Wanted. Previous positions; Broadcast Engineer (CBS-TV), Technical Director (WNVN-TV), Staff Programmer (IBM). 717-388-6719.

SITUATIONS WANTED NEWS

Reporter who can do it all. Hard news, docs, features. Outstanding live ability. 3 years' experience. Seeks medium market or competitive small market. 218-727-2014.

Lost sheep wants to return to flock. Former Major Market News Writer/Assignment Editor, now in production, is itching to return to newsroom. I'm the experienced, hard working professional you need. Let's talk. Box S-38.

Assistant news director/executive producer: major market producer seeks new challenges and demands. Likes working with people/fully experienced with latest technology. Box T-6.

General assignment reporter: Aggressive, enterprising 60's market reporter. Over four years TV experience. I've sold more than 50 stories to networks and CNN. Box T-1.

Do you believe high ratings and journalism are not mutually exclusive? If so, call me. Two years nightly on-air, co-anchor/reporter, masters, looks, voice. Ready. Carol 607-773-0157.

Hollywood reporter: 35 years on Hollywood beat covering movies and TV will provide live telephone reports of 5 min., 2 or 90 seconds. Interviews, commentary, reviews & special events. Also long-line Q & A with listeners. 818-243-7770.

Weekend sports anchor for medium/small market. Ambitious college graduate. Professional experience/photographer-editor. Dirk McDaniel, 923 James Ave., Rockford, IL 61107. 815-399-3650.

Major market sports producer seeks on-air sports reporter job. I'm like Coke Classic in my emphasis of local sports, but like New Coke in my imaginative formatting of national sports. Call Jay 304-723-2141.

TV reporters don't have to be vapid and blonde. I'm not. Network news writer/producer with style, smarts wants to get out on the street. Let's talk. Box S-129.

Sportscaster, currently radio news reporter/DJ. Recent Penn State grad. Interned in news and sports in 17th market. Great knowledge of sports. Small and medium markets, call 717-838-6076.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Top 20 A.D. is ready to call the shots. Looking for A.D. position with real career potential or directing slot. Let me be an asset to your staff. Box S-39.

3 years experience in television studio and remote production. Proficient in directing, camera, audio, 3/4" editing. Call Scott 217-428-4063.

Talented professional, video camera and tape, operation. Recent experience abroad, looking for another challenging position in the industry. I have broadcast and industrial television production experience. David Seppelin, 105 Kenilworth Road, Mountain Lakes, NJ 07046. 201-335-0109.

Music video programmer/producer with 5 years television/10 years music industry experience in Canadian major market looking for station who wants well-seasoned professional. 416-961-2067.

ALLIED FIELDS

HELP WANTED SALES

Sales ability with solid news background needed in a representative of national story feed. Liberal incentives for adding client stations to our line-up of the country's best news and programming organizations. Must speak the news director's language and understand how to market a program service to this specific prospect. Will consider personable, enthusiastic news man without sales track record. Excellent opportunity for right candidate. Resume and salary history to: Local Program Network, 90 South 11th Street, Minneapolis, MN 55403.

Experienced salesperson wanted by 14 year old, very established jingle house with excellent reputation. If you can't travel, good phone technique a must. Resume or call: PMW, Box 947, Bryn Mawr, PA 19010. 215-825-5656.

HELP WANTED TECHNICAL

Director of engineering, Durham Life Broadcasting, Inc. Raleigh based company in Southeast seeks professional with senior management and state-of-the-art experience. Position requires strong leadership abilities and desire to continue building program. Requires first class radio telephone license and a minimum of 5 years' experience in technical and operations procedures with a minimum of 2 years in an administrative capacity. Must have full knowledge of FCC rules and regulations. Responsible for operation and maintenance of all AM, FM and UHF broadcasting and transmitter facilities. Send resume and salary requirement to Personnel, Durham Life Broadcasting, P.O. Box 1511, Raleigh, NC 27602. EOE, MF.

SITUATIONS WANTED INSTRUCTION

Want radio broadcast instructor position. 5 years' experience small private college. News & copywriting, production, programming, D.J., sales, traffic, PBP. Write Box S-163.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Attention radio stations with a dish. Looking at Sat Com IR, a proven winner coming your way Sept. 1--America's first and most successful Syndicated Real Estate 2-way talk show will be fed live each Sunday at 11am EST-Barter Basis with excellent local avails perfect for your real estate, builders, developers and financial clients. Stations now being cleared on a first come, first served, exclusive market basis. Get your piece of the real estate advertising dollar in your marketplace! First 50 markets cleared report 100% sales of local avails with waiting list--play it live or tape-delayed. Hosted by America's only nationally syndicated TV & radio personality covering the world of real estate, who has appeared on ABC's Nightline, and is currently seen weekly on PBS stations nationwide. The show will be cross-promoted of TV, with a heavy national campaign to attract listeners and advertisers. To clear your station, call Diana Calland 202-483-2280, or write Inside Real Estate, Suite 1410, 1410 15th St., NW, Washington, DC 20005.

MISCELLANEOUS

Major market (Midwest, not Chicago) classical broadcaster (University Station) needs host for afternoon drive time. Must have pleasant personality, combining good knowledge of classical music and correct foreign language pronunciation with light, non-pompous manner. Salary negotiable. Send resume to: Box T-3.

3/4" video editing training, work privately, improve efficiency skills, tapes provided. In San Francisco. 415-581-6694.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash- highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Wanted: Used 50kw AM transmitters that have been well maintained, with good maintenance records and documentations. Must also use current tube type-no junk. Call/write Watt Hairston, Sudbrink Broadcasting, 14 Music Circle East, Nashville, TN 37203, Tel. 615-748-8150.

Medical consultant, national reputation, chairman of committees for many medical societies, director of allergy & clinical immunology of medical college. Available to formulate and/or present radio or TV program on advances in medicine with special attention to the body's defense system. Also available to serve as technical consultant. All correspondences to: Mrs. Patricia A. Tiegs, Executive Secretary, Suite #235, Benjamin Fox Pavilion, Jenkintown, PA 19046.

Looking for a good used 55 KW TV transmitter for mid band. Preferably with good Klystrons. Priced reasonably. Call Director of Engineering, 803-244-1616.

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25KW FM Continental 816-R3(1983) also McMartin BF25K(1977) both on air, site change, must sell. M. Cooper 215-379-6585.

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

20KW & 3KW CCA 20,000DS (1973) w/stereo exc. CCA 3000E (1973) w/1980 synth. exc. Both on air at full power w/FCC proof. Call Mr. Cooper 215-379-6585.

5KW AM Gates BC-5P, 125% PP modulation at 5KW, spares in mint condition w/FCC proof. Gates 250 GYon air. M. Cooper 215-379-6585.

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Townsend 55KW UHF transmitter. Immediate delivery, good condition. Quality Media 404-324-1271.

RCA TCR-100 2" video cart. Pinzone diagnostics, carts, spare parts, excellent condition. 2 for \$25,000 each. Quality Media 404-324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. \$750 per section. Quality Media 404-324-1271.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

New manufacturer of UHF, LPTV, FCC type accepted solid state transmitters has three 100 watt prototype units for sale. New warranty, \$13,500 each, immediate delivery, call CommTele anytime 713-479-1614.

3 Thomson MC601 color cameras, Fujinon 14 X 1 lenses, CCUs with Multi Core interface, rear V.F. zoom & focus controls. Contact Walter J. Edel, 212-689-1040.

Over 60 AM-FM transmitters. All powers. All spares, all books. All our inventory. World leaders in broadcast transmitters. BESCO International, owner, Dick Witkouski, owner, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. 26th year of service to the broadcast industry.

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CHANGE OF FORMAT FORCES WCBM, BALTIMORE, TO LOSE 20 TOP NEWSCASTERS, REPORTERS, ENGINEERS, SPORTS PEOPLE, DESK ASSISTANTS, WRITERS, PRODUCERS, AN OPERATIONS DIRECTOR, AND A NEWS DIRECTOR WITH THE STATION FOR 20 YEARS. 20 EXCEPTIONAL PEOPLE. 20 TALENTED, RESPONSIBLE PROFESSIONALS.

The saddest day in the professional life of any radio station manager is when he must abandon a format and lose good people. Not because the programming was not the highest quality. But because the format was simply miscast for the market.

After 3 years of building a lively, fast paced, thoroughly professional news/talk format for the Baltimore market, Metromedia has been forced to change to music to the disappointment of everyone involved.

My first priority is to see that these fine professionals are placed with stations who will benefit by their talent. If you have openings in any of these categories please contact me personally.

Bud Stiker, Gen'l Mgr., WCBM Radio. (301)363-2000.

PROMOTION MANAGER

Sunbelt major market network television station is seeking a creative professional with proven management, communication and organizational skills to supervise all aspects of print and on-air promotional activities. Send resume and full particulars, including salary requirements in first letter to Box S-151. No tapes, please. Equal Opportunity Employer.

PROMOTION MANAGER

South Florida's #1 Independent station needs a Promotion Manager. We are looking for someone with at least 3 years experience as a Promotions Manager. If you are competitive, a good marketer and have a proven track record, send your tape and success story to:

Elliott Troshinsky
V.P. & General Manager
WCIX Channel 6
1111 Bricknell Avenue
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TELEVISION

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(203) 661-3970

Help Wanted Sales Continued

Field Sales Manager

Broadcast Microwave Services, Inc. manufacturers of ENG and fixed microwave equipment, is opening sales offices in Atlanta and Dallas. Aggressive sales professionals with industry knowledge are needed to live and work in these regions. BMS offers excellent compensation, benefits, and growth opportunities.

Please send resume to:

Jeff Harding, Director of Marketing
Broadcast Microwave Services, Inc.
7322 Convoy Ct.
San Diego, CA 92111
(619) 560-8601

BMS Broadcast
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THE NEW JERSEY NETS...one of basketball's most exciting teams needs announcer/personality to complement their exciting style of play on New York's most sports-oriented radio station.

Send tape and resume to Dale Parsons, Program Manager, WNBC, 30 Rockefeller Plaza, N.Y., N.Y. 10020. No phone calls please.

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seeking creative, energetic person, a total pro, to team with our female co-host for highly successful morning talk show. Zany to serious, you'll do it all! Super staff; great benefits. Send your resume and photo to Box S-26. EEO M/F.

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Rapidly growing national telecommunications company is seeking an experienced video engineer who can combine technical expertise with strong organizational and communications skills to manage a network of permanent downlinks, as well as direct daily broadcast operations, including traffic, network schedules, etc. The qualified candidate should also possess a strong engineering background in satellite broadcast operations. If you are looking for a challenge in a rapidly changing environment, send resume and salary history to:

Personnel Department
Hospital Satellite Network
1901 Avenue of the Stars, Suite 1050
Los Angeles, CA 90067
EOE

Help Wanted News

SPORTS RADIO-TV SPECIALIST

Large Eastern University with men's and women's sports programs has an opening for a radio-TV specialist with excellent reportorial and creative skills. Position will require producing-directing of sports videotape segments of feature and news nature, developing personal contact with radio, TV and network sports departments within a three-state area including New York City and will be responsible for electronic media contact with the University's athletic department. Applicants must have Commercial TV experience. This is a new position with fine opportunity for advancement. Salary open depending upon qualifications. Excellent fringes. All replies confidential. EEO/M-F. Send resumes to Box T-22.

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Award winning News Department looking for outstanding leader to be responsible for editorial content by our reporters

Oversee desk, reporters, etc.

We want a strong journalist who can recognize interesting stories and who is strong on production. 5 years news experience. 2 years news management.

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KPIX 5
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Help Wanted Programing, Production, Others

SPORTS PRODUCER

#1 Station in major market seeking Sports Producer for Program Department. Must have experience in major league sports production and 10 minute tape demonstrating your work. Produce 40 baseball games; prime specials; college sports; soccer.

Send resume and tape to KDKA-TV, One Gateway Center, Pittsburgh, PA 15222, ATTN: Program Manager.

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Background should include 2-3 years Production management and 2-3 years Producer/Director experience. Responsibilities require familiarity with all aspects of studio and remote production, administration, supervision, and scheduling. Send resume to Jackie Woods, Personnel Administrator, WFLD TV, 300 N. State, Chicago, IL 60610.

No phone calls, please.

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WFLD TV

Help Wanted Programing, Production, Others Continued

QUITE SIMPLY THE BEST!

Our goal is to locate the best independent television programmer available today. He/She should have knowledge of traditional programming strategies, but possess the self-confidence to consider new ones for this top 50 UHF station. EEO. Box 5690, Providence, RI 02903.

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Established, modern, well-designed facility with state-of-the-art equipment. Minimum of three years experience as Chief Engineer or seven years as Line Supervisor. Position requires good written and oral communication skills with experience in budgeting, EEO policies, management principles and reporting procedures. Ability and desire for hands-on maintenance for the equipment complement of the station. Beautiful surroundings. A lovely place to live and raise a family. Box S-146.

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Marketing/Sales Manager
HEDCO
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Grass Valley, CA 95945

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Please send resume and salary history to:
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2714 Union Avenue Extended
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EEO, M/F

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If you're an outstanding creative salesperson who can sell outstanding creative, then consider selling nationally recognized, award winning, animation. • Do you understand a storyboard? • Can you show a video tape? • Do you want to make good commissions? If YES, send a resume or compelling letter to Jim Mathis, President, Hellman Animates, P.O. Box 627, Waterloo, Iowa 50704.

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Sub carrier available on 100,000 watt Dallas station. Call Richie Martin, 214-721-0104.

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Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.



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NB	Med	AM/FM	\$1100K	\$300K	Bill Lytle	(816) 941-3733
WA	Med	AM/FM	\$750K	\$75K	Greg Merrill	(801) 753-8090
CA	Sm	FM	\$675K	Terms	Elliot Evers	(415) 387-0397
IA	Sm	FM	\$600K	\$150K	Bill Lochman	(816) 941-3733
CO	Sm	AM/FM	\$600K	\$100K	David LaFrance	(303) 534-3040
TX	Med	AM/FM	\$500K	\$135K	Bill Whitley	(214) 680-2807
VT	Sm	AM/FM	\$495K	Cash	Ron Hickman	(401) 423-1271
AL	Sm	AM/FM	\$475K	\$100K	Ernie Pearce	(404) 458-9226
FL	Sm	AM	\$395K	\$75K	Randy Jeffery	(305) 295-2572

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For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404—458-9226.

■ Daytime. Billing \$135,000 in TN, located where GM to build SATURN automobile plant. \$240,000. Terms.

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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.)

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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: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All others classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations Wanted (personal ads): \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & 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

David Jones, president and chief executive officer, KARK-TV Little Rock, Ark., named vice chairman of station and its parent, SouthwestMedia Inc. **Michael Waddington**, chairman of Southwestern Inc., investment firm owned by SouthwestMedia chairman Larry Wallace, succeeds Jones as president and general manager. **V. Ray Brown**, general sales manager, KARK-TV, named executive VP, administration.

Richard Marschner, VP, WFMT Inc., operator of WFMT(FM) Chicago and *Chicago* magazine and its subsidiary publications, named general manager of WFMT, succeeding **Ray Nordstrand**, who had previously served as both president and general manager. Nordstrand remains president.

Jack Shaver, VP, sales, WCYB-TV Bristol, Va., assumes additional duties as assistant to general manager.

Tim Bever, general sales manager, KTRV(TV) Nampa, Idaho, joins KBSI(TV) Cape Girardeau, Mo., as general manager.

David Bradshaw, from Harrington, Righter & Parsons, Los Angeles, joins KGAY(AM) Salem, Ore., as general manager, succeeding **Robert Ratter**, resigned.



Schuch

Michael Schuch, VP and general manager, Gaylord Broadcasting's WVTM(TV) Milwaukee, joins co-owned WUAB-TV Cleveland in same capacity. **Alvin Leittl**, assistant general manager, succeeds Schuch.

Sheldon Storrier, VP and general manager, WKTU(TV) Utica, N.Y., named senior VP of parent, Harron Communications Corp.

J. Kenneth Lamarche, station manager, Donrey Media Group's KYRK-FM Las Vegas, joins co-owned KEXO(AM) Grand Junction, Colo.-KLDL-FM Delta, Colo., as general manager.

James Macfarlane, general manager, WKJF-AM-FM Cadillac, Mich., joins WHBL(AM)-WWJR(FM) Sheboygan, Wis., as general manager.

George A. Gamblin III, general manager, WHAS(AM)-WAMZ(FM) Louisville, Ky., joins WBCS-AM-FM Milwaukee in same capacity.

Joseph Newman, president, Joe Newman Advertising, Indianapolis, joins WTAQ(AM) La Grange, Ill., as general manager.

Eileen Martin, office manager, Lowell Cable TV, Colony Communications' system serving Lowell, Mass., named operations manager, U.S. Cablevision Corp., Colony system serving Hudson Valley, N.Y. **Julie Wintjen**, billing clerk, Copley/Colony Harbor Cablevision,

Wilmington, Calif., named office manager.

David Stagnitto, promotion manager, American Family Broadcast Group's KWVL-TV Waterloo, Iowa, named operations manager at co-owned WAFF-TV Huntsville, Ala.

Appointments, Continental Cablevision of St. Paul, Minn.: **Thomas Patterson**, director of system operations, to director of system development; **Judy Holmes**, member of quality assurance department, to operations coordination manager, and **Linda Beal**, administrative manager, regional operations, to additional duties as system coordinator for new system serving northern Dakota county, Minn.

Mark Young, from Arbitron, New York, joins WVEC-TV Norfolk, Va., in newly created position of director of administration.

Laura Crouch, business manager, KZKC-TV Kansas City, Mo., named VP.

Lee J. Cooper, VP, research and development, Rantec division of Calabasas, Calif.-based Emerson Electric Co., joins Adams-Russell, Waltham, Mass.-based cable system operator and manufacturer of technical equipment, in newly created position of director of planning and acquisitions.

Jerry Carr, hired as station manager for future acquisition by Miami-based Grant Broadcasting System, assumes interim duties as assistant to president.

Elizabeth Wolfe, Peat, Marwick, Mitchell & Co., Washington, joins Public Broadcasting Service there as controller. **Sue Bomzer**, senior research analyst, ABC, New York, joins PBS Washington as associate director, research.

Olga Cole, business manager, noncommercial KAWF(TV) Bemidji, Minn., named director of finance.

Linda Roby, assistant business manager, WQAL(FM) Cleveland, joins WCLQ-TV there in same capacity.

Marketing

Dale Silverberg and **Joe Minnella**, creative group supervisors, W.B. Doner & Co., Detroit, named senior VP's.

Senior VP's named executive VP's, BBDO, New York: **Charlie Miesmer**, **Bruce Meyers** and **Ted Sann**.

Dick Salyer, account supervisor, Tatham, Laird & Kudner, Chicago, named partner.

Thomas Barquinerio, senior account executive, Dancer Fitzgerald Sample, San Francisco, named VP, account supervisor. **Martin Russell**, senior copywriter, DFS, San Francisco, named VP, associate creative director.

Camille Kolcz, media director, Jordan Advertising, Wheaton, Ill., named VP.

Ken Runkel, VP, account supervisor, Tracy-Locke, Dallas, named VP, management su-

pervisor.

Rhonda Hack, manager, Southwest sales, ABC Radio Networks, Dallas, named VP, sales, ABC Radio Networks.



Gallo

Teresa Gallo, VP, creative group head, Dancer Fitzgerald Sample, New York, named senior VP, associate creative director.

Raymond Marione, management supervisor, Benton & Bowles, New York, named senior VP. **Donna Salvatore**, associate director of national broadcast, B&B, named VP.

Lawrence Fried, VP, director, news sales, ABC-TV, New York, named VP, news sales.

Barbara Gonda, systems analyst, Coca-Cola Bottling Co., New York, joins Geer, DuBois there as associate media director.

Deborah Fuddy, media supervisor, Tully-Menard, Tampa, Fla., named media director.

Appointments, Petry Television: **Jim Baral**, account executive, meteor team, Los Angeles, to group sales manager there; **Blaine Rominger**, from Doyle Dane Bernbach, Los Angeles, to account executive there; **Sid Gurkin**, owner and operator, SWG Representatives, Denver rep firm, to account executive, Petry Television/Petry National Television, New York; **Gary Bronson**, member of sales training program, to account executive, blue team; **Michelle Clark**, from Telerep, New York, to account executive there, and **Roger Hoefler**, member of sales training program, to account executive, ravens team, New York.

David Schwartz, account executive, knights team, Seltel, Los Angeles, named VP, sales manager. Named account executives, Seltel, New York: **Michele Heller**, media buyer, Benton & Bowles, New York; **Becky Charvat**, media buyer, J. Walter Thompson, New York, and **Lillie Roberts**, sales assistant.

John Crenna, account executive, Katz American Television, Chicago, named manager, white sales team. **Linda Bryant**, research director, KPRC-TV Houston, joins Katz Television, Memphis, as account executive.

David Tyler, regional manager, TM Communications, Dallas, named general manager of newly created TMC Concept Sales.

James George, account executive, Tribune's WGN(AM) Chicago, named director of sales, Tribune Radio Networks and Tribune Radio Syndication there.

Terry O'Neill, account manager, Business Times, New York, joins The Weather Channel there as account manager, advertising sales.

Francelle Acosta Dietrich, assistant art director, Root & Associates, Baton Rouge, joins

Herbert S. Benjamin Associates there as senior art director.

David Schwartz, sales manager, knights team, Seltel, Los Angeles, named VP, sales manager, Atlanta office.

Peggy Grover, from Cox Cable Communications, Atlanta, joins The Disney Channel there as area marketing manager, Southeastern region.

Jack Patterson, Detroit sales manager, RKO Radio Networks, joins CBS Radio Networks there as sales manager.

Betsy Flaum, from Phillips Information Systems, Atlanta, joins The Weather Channel there as regional sales manager, affiliate sales and marketing.

Nancy Aeschbach, from MMT, New York, joins Petry Television there as account executive. **Sonia Fernandez**, from Goldome Federal Savings Bank, New York, joins Petry Television/Petry National Television there as benefits administrator.

Tom Chandler, VP, senior art director, direct response group, Quinn & Johnson/BBDO, Boston, named VP, associate creative director.

Henry Howell, assistant media planner, Foote, Cone & Belding, New York, named media planner.

Terry Volbert, account executive, Parker Communications, Minneapolis, joins Republic Radio there as sales manager.

Jerry Moody, from Hesselbart & Mitten, Fairlawn, Ohio, joins Brand & Gerber & Shick, Cleveland, as art director.

John Welling, account executive, The Spanish Connection, Los Angeles-based advertising agency, joins Caballero Spanish Media there in same capacity.

Mary Brown, account coordinator, Quinn & Johnson/BBDO, Boston, named assistant account executive.

Les Sugarman, sales manager, KLIQ(AM) Portland, Ore., joins Alexander Broadcasting as co-op director. Based at KLX-AM-FM Portland, he will be responsible for its five radio's.

Gary Lay, local sales manager, KARK-TV Little Rock, Ark., named VP and general sales manager.

Glenn Schiller, general sales manager, KWEN(FM) Tulsa, Okla., joins WKKX(FM) Jerseyville, Ill., in same capacity.

Mark Jollie, general sales manager, WXGZ-TV Appleton, Wis., joins KBSI(TV) Cape Girardeau, Mo., as general sales manager. **Gary Scobie**, account executive, KDNL-TV St. Louis, joins KBSI as regional sales manager.

Daniel Crotty, from KWKW(AM) Pasadena, Calif., joins WTAQ(AM) La Grange, Ill., as sales manager.

Steve Patz, regional sales manager, WZLZ-TV Miami, joins WSCV(TV) Fort Lauderdale, Fla., as national sales manager. **Eduardo Estrada**, from KSKQ(AM) Los Angeles, joins WSCV as national sales manager, West Coast, based in Los Angeles. **Christina Schwarz**, from The Bravo Group, New York, Hispanic marketing division of Young & Rubicam, joins WSCV as national sales manager, East Coast, based in New York.

Mark Freedman, regional sales manager, WKQS(FM) Miami, named local sales manager.

Mark Featherston, account executive, WUHQ-TV Battle Creek, Mich., named local sales manager.

Lynne Ajimine, account executive, KITV(TV) Honolulu, named assistant sales manager.

Margaret Tjepkema, account executive, Katz Communications, Los Angeles, joins WXIN-TV Indianapolis (formerly WPDS-TV) as national sales manager.

Wendy Hartzler, from *Maryland Business and Living Magazine*, Baltimore, joins WCBM(AM) there as account executive.

Mark L. Oborn, account executive, KSL-TV Salt Lake City, named director of retail sales.

David Herald, local sales manager, KWWW(AM) Wenatchee, Wash., named regional sales manager, KWWW(AM) and co-owned KWWW-FM Quincy, Wash.

Dave Hoxeng, account executive, Blair, New York, joins KTSA(AM)-KTFM(FM) San Antonio, Tex., as marketing manager.

Gregg Filandrinos, national sales manager, KPLR-TV St. Louis, named director of sales.

Mike Mundy, program manager, KLNK(FM) (now KZBS) Oklahoma City, joins KOKH-TV there as local sales manager.

Elise Tucker, senior account executive, regional sales, WTKR-TV Norfolk, Va., joins WTVZ(TV) there as local sales manager.

Sharon Ross, account executive, WVAF(AM) Charleston, W. Va., joins WHWH(AM)-WPST(FM) Princeton, N.J., as senior account executive.

Pamela Greeley, from Ann Arbor (Mich.) Cable, joins WHND(AM)-WMJC(FM) Monroe, Mich., as account executive.

Hal Hardy, sales manager, KEIN(AM) Great Falls, Mont., joins KULR-TV Billings, Mont., as account executive.

Programing

Peter Holmes a Court has completed two-year term as president of ITC Entertainment and will return to Australia. **Elliott Abrams**, executive VP, acquisitions, ITC, assumes Holmes a Court's responsibilities.



Sawyer

Sharon Sawyer, production executive, ABC Circle Films, Los Angeles, joins Paramount Pictures Corp., Los Angeles, as executive director of production, Paramount Network Television.

Thom Ferro, VP, station sales, Westwood One, Los Angeles, named to newly created position of VP, general manager.

John Litvack, VP, current drama programs, NBC Entertainment, Los Angeles, assumes additional responsibilities as VP, drama development, NBC Productions.

Robert Gumer, director, business affairs, Co-

lumbia Pictures Television, Burbank, Calif., named director, comedy development.

Wilton Haff, senior director, TV business affairs, Lorimar, Culver City, Calif., named VP.

Patsy Bundy, contract administrator, King World, Summit, N.J., named corporate administrator.

Curt Rosloff, from marketing department, CBS Television Stations division, New York, joins Primetime Entertainment there as manager of operations.

Appointments, The Disney Channel: **Fred Grossbard**, director of program planning, Showtime/The Movie Channel, New York, to Los Angeles as director of programing; **Glenn Milligan**, from Showtime/The Movie Channel, Chicago, to area marketing manager there; **John Charles Pumphrey**, affiliate marketing representative, Chicago, to area marketing manager. **Maria Fitch**, supervisor, marketing department, Burbank, Calif., to manager, graphics and production, and **Beth K. Hildrick-Smith**, regional coordinator, Chicago, to affiliate marketing representative.

Arnie Rosenthal, senior VP, affiliates and marketing, Financial News Network, Santa Monica, Calif., named to newly created post of general manager, SCORE, instant-access sports news service.

Sally Maisel, head of contest department, Barry & Enright Productions, Los Angeles, joins Ron Greenburg Productions there as associate producer, game show development.

Joe Coppoletta, producer-director, United Way Productions, Alexandria, Va., named VP, television and film productions.

Tom Coughlin, director of special projects, The Disney Channel, Los Angeles, resigns.

Appointments, ESPN, New York: **Tom Hagel**, manager, program pricing, finance department, to director, sales administration; **Sharyn Taymor**, program planning coordinator, to manager, sales planning; **Andrea Ingram**, from Lifetime Cable Network, New York, to account executive, direct response advertising; **Bruce Blair**, manager, affiliate marketing, central region, Chicago, to account executive there, and **Yvette Graham**, sales secretary, to sales service coordinator.

Karen Paull, manager of programing, Paramount Domestic Television and Video Programing, Los Angeles, named director of programing.

Frank Guida, producer, Progressive Radio Network/ProMedia, New York, named executive producer.

Richard Thomas II, VP, sales and marketing operations and administration, HBO, New York, joins Comcast Cable Communications, Bala Cynwyd, Pa., as VP, marketing and programing.

Michael Chinich, VP, Universal Studios, joins Hughes Entertainment there as president.

Merle Gordon, director of operations, business affairs, RKO Pictures, New York, named director of development, television co-production, RKO Pictures.

Appointments, newly created cable programing division, CMS Television, Binghamton, N.Y.-based program producer: **John Smith**,

executive producer, *TV Store Home Shopping Program*, interactive cable offering of TV Store Productions, to executive producer; **Mark Needham**, from WUHF(TV) Rochester, N.Y., to unit manager; **John Foltz**, executive VP, to additional responsibilities as managing director; **Joseph Lozzi**, president, to additional duties as executive producer; **Martin Brandt**, staff director, to creative director; **Michael Konkus**, videographer, to director of lighting and photography, and **Donald Levin**, staff writer, to head writer.

Arvin Kaufman, from Agency for Performing Arts talent agency, Hollywood, joins Gaylord Productions, Los Angeles, as director of development, television division.

Kazuo Yoshimura, adviser to Intervice Inc., Tokyo, joins TeleJapan USA, Tokyo and New York, as president. TeleJapan USA produces *Japan Today*, weekly series carried on USA Cable Network and independent television stations.

Robert Affe, program director, WTX(TV) Waterbury, Conn., joins WOIO(TV) Shaker Heights, Ohio, in same capacity.

Mikki Wolkowicz, director of business affairs for special projects, Dick Clark Productions, Los Angeles, joins Paramount Domestic Television and Video Programming there as associate director, business affairs-legal.

Larry King, Mutual Radio talk show host and CNN television talk show host, adds duties as contributing on-air columnist, *NFL '85*, NBC Sports.

Larry Magariel, studio-remote coordinator, KSHB-TV Kansas City, Mo., named production manager, succeeding Bob Forsythe, named creative services manager (see "Promotion and PR," below).

Mike Wolf, music director, WLS-AM-FM Chicago, joins WYSP(FM) Philadelphia as assistant program director.

Linda DesMarais, program manager, WCIX(TV) Miami, joins WDZL(TV) there in same capacity.

David Bachynski, from WKIS(AM) Orlando, Fla., joins WLVA(AM) Lynchburg, Va., as program director.

James Cory Anderson, executive producer, *Evening Magazine*, KYW-TV Philadelphia, joins KABC-TV Los Angeles as managing editor, *Eye on L.A.*

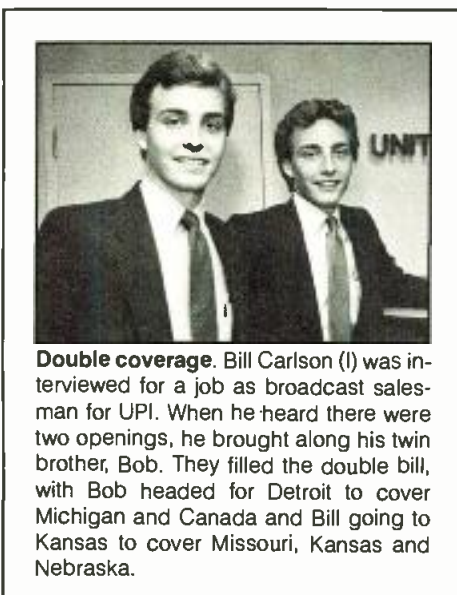
Jon Findley, production manager, WFLD-TV Chicago, joins KRLD-TV Dallas as programming manager. **Ken Kolb**, assistant production manager, WFLD-TV, succeeds Findley.

Mike Sanders, production manager, WIFR-TV Rockford, Ill., joins WVAH-TV Charleston, W. Va., in same capacity.

Aviva Enoch, classical music director, non-commercial KVLU(FM) Beaumont, Tex., joins non-commercial WUNC(FM) as music producer.

Ellen Geiger, West Coast director, Affinity Enterprises, Los Angeles international sales and producer's representative company, joins non-commercial KCET(TV) there as manager of program development.

Shirley Ford, producer, WNCN(FM) New York, named assistant to music director.



Double coverage. Bill Carlson (l) was interviewed for a job as broadcast salesman for UPI. When he heard there were two openings, he brought along his twin brother, Bob. They filled the double bill, with Bob headed for Detroit to cover Michigan and Canada and Bill going to Kansas to cover Missouri, Kansas and Nebraska.

News and Public Affairs

Bonnie Holmes, co-anchor, KNAZ-TV Flagstaff, Ariz., named news director.

Mary Ann Jennings, assistant news director, WRNL(AM)-WRXL(FM) Richmond, Va., named news director of stations and of Virginia News Network, which serves approximately 50 Virginia radio stations.

Joel Cheatwood, news director, KMPH-TV Fresno, Calif., joins WXEX-TV Richmond, Va., in same capacity.

Dick Hoffman, from WQOW-TV Eau Claire, Wis., joins noncommercial WUFT(TV) Gainesville, Fla., as news director, succeeding **Mike Cremedas**, resigned.

Gerry Culliton, afternoon drive anchor and night editor, WVIP(AM) Mount Kisko, N.Y., named news director.

Sue Ducat, associate producer, *Washington Week in Review*, noncommercial WETA-TV Washington, named producer, news and public affairs.

Appointments, Associated Press: **Thomas Slaughter**, chief, Newark, N.J., bureau, named chief, Seattle bureau; **Mike Embry**, sports editor, Milwaukee, to correspondent, Lexington, Ky.; **Julia Martinez**, newswoman, Dallas bureau, to correspondent, Morgantown, W. Va., and **Cynthia Roberts**, newswoman, San Francisco bureau, to correspondent, Woodbury, N.Y.

Appointments, WJAR-TV Providence, R.I.: **Dyana Koelsch**, part-time reporter, to reporter; **Doug Rossi**, 11 p.m. producer, WWLP(TV) Springfield, Mass., to 6:30 a.m. producer; **Betsy Henry**, part-time associate producer, to full time associate producer; **Jim Karpeichik**, temporary photographer, to full time; **Kathy Gleason**, from WPRI-TV Providence, to photographer; **Sherry Dorn**, from WEAN(AM) Providence, to night assignment editor; **Kathy Rainaldi**, from University of Rhode Island, Kingston, R.I., to part-time associate producer, succeeding Henry, and **Joannie Dorney**, secretary, to news assistant.

Joe Petrovich, chief meteorologist, WBAY-TV Green Bay, Wis., joins KSDK-TV St. Louis as

on-air meteorologist.

John Sheahan, correspondent, CBS News, Warsaw bureau, named reporter, Peking bureau. **David Jackson**, correspondent, Peking bureau, to same capacity, Hong Kong bureau.

Greg Hernandez, vacation relief, ABC Radio News, Washington, named news writer. Hernandez is former news editor and producer, Mutual Radio, Arlington, Va.

Dan Cohen, 10 p.m. news producer, WTTG(TV) Washington, named managing editor. **Frank Traynor**, from KYW-TV Philadelphia, joins WTTG, succeeding Cohen. **Vito Colonna**, production engineer, WNCN(FM) New York, named production supervisor.

Giselle Fernandez, from KEYT-TV Santa Barbara, Calif., joins KTLA(TV) Los Angeles as reporter.

Ron Colbert, from WRAL-FM Raleigh, N.C., joins UPI Radio Network, Washington, as news editor-sportscaster.

Cray Yarbrough, from KVET(AM)-KASE(FM) Austin, Tex., joins WABB-FM Mobile, Ala., as morning anchor.

Chuck Dowdle, sports director, WPLG(TV) Miami, joins WSB-TV Atlanta in same capacity.

Jan Black, morning news anchor, KFRC(AM) San Francisco, joins KCBS(AM) there as anchor-reporter.

Chris Schmidt, sports reporter-anchor, WMC-TV Memphis, joins WREG-TV there in same capacity.

Technology

George Geesey, manager of engineering and technical services, WRC-TV Washington, joins Wold Communications, Los Angeles, as director of operations and engineering.

Dave Morris, West Coast manager of unit managers, broadcast operations and engineering, ABC, Los Angeles, named director, unit managers.

Harry Foulkrod, VP, advanced systems, Melpar division, E-Systems, Falls Church, Va., named VP, customer relations, E-Systems, Washington, succeeding **Pierce Chambers**, retired. E-Systems manufactures communications systems.

Misty Palla, telecommunications marketing administrative assistant, satellite services division, Mutual Broadcasting, Arlington, Va., named marketing support specialist.

Earl Harris Jr., from Ehrhorn Technical Operations, Canon City, Colo.-based manufacturer of power amplifiers for medical industry, joins Electro-Voice Inc., Buchanan, Mich., as director of engineering.

Corey Carbonara, lecturer in TV, radio and film production, Baylor University, Waco, Tex., joins Sony, Teaneck, N.J., as product manager, high definition video systems.

Jim Cundiff, Eastern regional sales representative, Jefferson-Pilot Data systems, Charlotte, N.C., joins Basys Inc., supplier of broadcast news computer systems, New York, as Eastern marketing manager.

Todd Brookes, from Akron University, Akron, Ohio, joins WBOT-TV Wilmington, Del.,

as assistant chief engineer.

Sharon Rourke, senior controller, ABC News, Washington, joins Pyramid Video Inc. there in same capacity.

Charles Johns, engineering manager, TVSC, Pittsburgh-based division of Group W Productions, retires. **Ronald Lease**, chief engineer, TVSC, succeeds Johns.

Gerry Brill, product manager, Thompson-CSF Broadcast, joins magnetic products division, Fuji, New York, as broadcast markets manager.

Bill Sanford, chief engineer, ch. 26, Bemidji, Minn., subscription service, joins noncommercial KAWB(TV) Bemidji, Minn., as director of engineering and operations.

Jeff Pinkerton, chief engineer, KXOK(AM) St. Louis, joins WJBM(AM)-WKXX(FM) Jerseyville, Ill., as chief engineer.

Promotion and PR

Jake Jacobson, freelance producer-director, joins Multimedia Entertainment, New York, as promotion manager.

Joseph Schramm Jr., supervisor of advertising and promotion, Cablevision Systems, Woodbury, N.Y., joins Rainbow Programing Services there as manager of creative services.

Richard Dineley III, assistant controller, Comsat, Washington, named controller. **Richard McGraw**, senior VP, corporate communications, Eastern Airlines, Washington, joins Comsat as VP, corporate affairs.

Travis Marshall, VP and director of corporate government relations, Motorola, Washington, named senior VP, director of government relations.

James McAvoy, account supervisor, Burson-Marsteller, Washington, named VP.

June Burakoff-Smith, manager of promotion and advertising, 20th Century Fox, Los Angeles, joins Columbia Pictures Television there as director of advertising and promotion for its syndication arm.

Tim Braine, VP, executive producer, Sports, HBO, New York, named VP and executive producer, on-air promotion, HBO and Cinemax.

Mariann Babnis, from public affairs office, National Cable Television Association, Washington, joins Pitelli & Price there as manager, communications services.

Rob Forsythe, production manager, KSHB-TV Kansas City, Mo., named creative services manager. **Lisa Heron**, assistant promotion manager, KSHB-TV, named public relations director.

Bruce Binenfield, promotion manager, WBSB(TV) Ocala, Fla., joins WUSV(TV) Schenectady, N.Y., as director of programing and promotion.

Michael Stopnick, promotion manager, WCIX(TV) Miami, joins WDZL(TV) there in same capacity.

Jill Schoenbach, national publicist, noncommercial WNET(TV) New York, named publicity manager; **Michael Shepley**, national pub-

New assignments. NBC News has restructured its editorial board, with four management task force units created. The board, which is responsible for overall management of the news division, comprises NBC News President Lawrence Grossman; John Lane, executive VP; Timothy Russert, VP, assistant to president; Paul Greenberg, senior executive producer; Gordon Manning, VP, editorial projects; Tom Brokaw, anchor, and John Chancellor, news commentator. Task force units, which report to Grossman and Lane, are editorial content, Russert, Greenberg and Manning; affiliate relations, Jo Moring, VP, affiliate news services; Art Kent, VP, news operations; Joseph Angotti, VP, news, and Russert; new technology, Thomas Wolzien, VP, editorial production services; Kent; Natalie Hunter, VP, finance and administration; Angotti, and Greenberg; operations and facilities, Kent, Wolzien, Angotti and Hunter.

licity coordinator, WNET, named manager of editorial services. **Joan Guck**, manager of business affairs, WNET, named manager of advertising and promotion.

Allied Fields

Robert Chatten, minister-counselor, U.S. Embassy, Mexico City, named deputy director, United States Information Agency, Washington, as deputy director for programs, Voice of America.

James Roy, VP, concert music administration, Broadcast Music Inc., New York, resigns, but will remain consultant. His departmental duties will be assumed by Barbara Petersen, manager, concert research.

Suzanne Sell, television news consultant, Frank N. Magid Associates, Marion, Iowa, joins Arbor Inc., Philadelphia market research firm, as manager, broadcast research group.

Brian James, manager of standards and practices, Cablesystems Engineering of London, Ontario, joins National Cable Television Association, Washington, as director of engineering, science and technology department.

Linda Wellstein, communications associate, Cole, Raywid & Braverman, Washington, joins Schnader, Harrison, Segal & Lewis there in same capacity.

Stephen Roberts, former president, 20th Century Fox Telecommunications, Los Angeles, has formed own consulting firm, S. Roberts Co., Los Angeles.

Lee Tolchin, president, Tolchin Communications Corp., New York, joins Arbitron there as VP, national radio sales.

Carl Gibson, lighting director, Imero Fiorentino Associates consulting firm, named senior VP.

Deaths



Haverlin in 1960's

While at station as announcer, actor, sports reporter, salesman and

even occasional elevator operator, Haverlin hit on idea of broadcasting Rose Bowl game, selling package to NBC for coast-to-coast broadcast in 1927. Subsequently, he was named sales manager of KFI and KECA(AM), then being run as joint operation. He left station to join Davis & Schwegler, music and transcription firm, as station relations manager. Haverlin joined BMI in 1940, and was VP, station relations, until 1944, when he left to join Mutual Broadcasting in same capacity. In 1947, he returned to BMI as its first salaried president and began number of public service projects, including Concert Music Package and annual Student Composers' Radio Awards competition. He retired in 1964, but remained consultant to BMI executives. Haverlin's sidelines were extensive. He was acknowledged scholar on Civil War history and widely read on other subjects. He wrote series of radio scripts on Abraham Lincoln that were broadcast nationally. Haverlin is survived by his sister and two grandchildren.

Louis Joseph N. du Treil, 94, electrical engineer involved in radio, died Aug. 17 at Chateau de Notre Dame, New Orleans nursing home. As physics professor at Loyola University, he helped put WWL(AM) New Orleans on air in 1922. He was also radio operator for Marconi Co., Metairie, La. In 1922 he joined U.S. Commerce Department's radio division, and later moved to FCC, where he was engineer until his retirement in 1949. He then began New Orleans service measuring radio frequencies and then electrical engineering firm which he operated until 1979. He is survived by 6 sons, one of whom, Louis R. du Treil, is partner in Washington consulting engineering firm, du Treil-Rackley.

Ruth Gordon, 88, television and film actress and writer who won Emmy in 1979 for appearance in *Taxi* television series, died of stroke Aug. 28 at her home in Martha's Vineyard, N.Y. She is survived by her husband, writer and producer Garson Kanin.

Samantha Smith, 13, whose letter to Soviet leader Yuri Andropov in 1982 expressing her concern over nuclear war prompted her visit to that country and a wave of attendant publicity, died in plane crash Aug. 25 in Auburn, Me. She was returning to her home from London, where she had been filming ABC series, *Lime Street*, with Robert Wagner, scheduled to debut in September. Following her Russian trip she had made frequent television appearances on talk shows, had hosted 90-minute special for Disney Channel, *Samantha Smith goes to Washington*, and had appeared in episode of *Charles in Charge*. Her father, Arthur, was also killed in crash. She is survived by her mother, Jane.

Garin of Telepictures: Setting high standards

It might have been hard for outsiders to believe that the man leaning against the back wall in a rumpled blazer and necktie with open collar and a cigar perched between his thumb and forefinger was the chief operating officer of a seven-year-old entertainment company on the eve of announcing \$106 million in sales for the past year. But contrary to that insouciant stance, Telepictures president Michael Garin was simply holding back, allowing the more spotlight-prone executives to conduct the press conference while he hugged the background.

If Telepictures had a guru, Garin would be the logical choice. He sees the company as a philosophical proposition as much as a commercial enterprise and describes it in terms plain one moment, lofty the next. "I believe strongly that people will work up to, or down to, the standards set for them. We encourage people to stretch, and rarely have been disappointed," he says, following that immediately with "the next stage of evolution has arrived: the organization. The best you can do is redefine the organization so that the goals of the organization and the individual are coincidental."

The Walden Pond School of Corporate Management? No doubt it appears that way to some, what with Garin and his partners shutting the entire company down for three days every quarter to bring all employees, regardless of rank, together under one roof for a self-administered report card. At these town meetings, everything from employee bonuses to beefs are openly discussed—an experiment in corporate democracy that might make less secure executives cringe.

At the same time, Garin is generally regarded as Telepictures' link to Wall Street, the one who speaks the language of finance—stock offerings, note placements and positive cash flow—to the crowd who has bankrolled much of Telepictures' remarkable growth.

Get Garin to sit down, and he'll gladly run through the Telepictures story. How four executives, all trained at major corporations but growing frustrated with the traditional corporate culture, raised \$1.2 million in six months from a venture capitalist and struck out on their own. Telepictures has long since moved away from just selling reruns and has expanded into first-run program production and distribution, network productions, animation, station ownership, publishing and, most recently, a joint venture with *Rolling Stone* publisher and editor Jann Wenner to reformat *JS* magazine and position it as a competitor to *People*.

It was at a MIP convention in Cannes, France, eight years ago that Telepictures co-founder Michael Jay Solomon met Garin and the two immediately started talking about



MICHAEL NEIL GARIN—president and chief operating officer, Telepictures Corp., New York; b. July 7, 1948, Roslyn Heights, N.Y.; AB, Harvard College, Cambridge, Mass., 1968; MA, New School for Social Research, New York; market research, Time magazine, 1969; assistant to publisher, *Fortune* magazine, 1970-71; director, planning and development, *Fortune*, 1971-75; special projects, board of directors, Time Inc., 1975; in charge of public television division, Time-Life Films, 1976-77; director, sales and programming, T-LF, 1977-78; present position since Sept. 6, 1978; m. Torunn Atteraas, Dec. 29, 1968. Children: Kristoffer, 8; Aleksander, 5; Nickolas, 1.

setting up their own company.

Garin says that the birth of Telepictures owes a lot to "where [the founding partners] came from, and reacting to both the positive and negative things." Solomon made his mark in the international distribution arms of the major studios. David Salzman ran stations and the syndication division for a major group owner. Dick Robertson sold network advertising. Garin moved among various departments and staffs at Time Inc. All four knew a thing or two about Nimitz-class corporations. In setting up Telepictures, Garin says, "we tried to make an environment that encouraged competition, shared the success and minimized internal politics."

And although Garin owns between 2% and 3% of Telepictures, financial reward is not his primary motivation. "I left Time because I was too young to be earning a lot of money and be unhappy. I've always thought of business as a means, not an end. This company has been an umbrella under which we can reach our personal goals, and therefore the organizational goals."

In case that sounds too stiff and dry, Garin adds: "We have an axiom here. We take our jobs seriously but we don't take ourselves seriously."

But if Telepictures is an unconventional company, Garin's road there was fairly routine. At Harvard he followed *Washington Post* scion and now publisher Donald Gra-

ham as business manager of *The Crimson*. Garin's classmates and friends in college read like a who's who in media, including Embassy Television president Glen Padnick and producer Marshall Goldberg.

Following graduation, Garin had a brief stint in advertising at BBDO, where he worked on the Burger King account. He was then assigned to the Dow Chemical account. But it was the height of the antiwar movement and Garin, an early supporter of Students for a Democratic Society, although he later disassociated himself from the radicals who took control of the organization, couldn't square his Dow assignment with his position on the war, and resigned.

Garin shopped around and, based on his *Crimson* experience, was hired at Time as assistant to the publisher of *Fortune*.

That was the beginning of a 10-year tour with the magazine publisher, doing some special assignments for the company's board of directors along the way, and eventually winding up in the Time-Life Films department as director of sales and programming. Garin was not one to let his job dominate his life. During that time he earned a masters degree at night in philosophy and esthetics from New York's New School for Social Research, and began shuttling to Washington a couple times a month to work toward a doctorate in public administration from a Washington branch of the University of Southern California. To date he has completed all but the thesis, admitting to being sidetracked by running a diversified communications company.

Garin went to graduate school at night for eight out of the 10 years he was at Time Inc. "Part of the thing was business wasn't totally satisfying to me," he explains. He said he had once felt a "strong sense" to work in the government or public policy area. (Garin hasn't totally strayed from his original plans. He teaches a class at the Harvard School of Government once a year.)

Garin comes from a family of achievers. His father had his own company in New York's garment district. His mother is a director of a mental health center on Long Island. His brother is president of Peter Hart & Associates, a leading Washington pollster. His sister heads a social service organization.

Growing up on the north shore of Long Island, Garin and his friends used to hang out at Jones Beach on the weekends and during the summers. But he hardly married the girl next door. During summer vacation from college he met a young Norwegian student who was touring the U.S. "I realized this was someone very special," he recalls. After several years of furiously exchanging letters, Garin married the former Torunn Atteraas six months after graduating from college. Before the wedding "we had been with each other a total of 12 days," confides Garin, "it's kind of syrupy." ■

Steve Sohmer, executive vice president, **NBC Entertainment**, has been named **president and chief operating officer of Columbia Pictures**, motion picture division of Columbia Pictures Industries Inc. He will report to Guy McElwaine, who moved up from president to chairman and CEO of Columbia Pictures last June. Sohmer will have responsibility for production of Columbia Pictures theatricals—total of 15 to be released in 1985—but not their marketing. Columbia spokesman said Sohmer will also not be involved in



Columbia Pictures Television Group, division that produces network and syndicated series. Sohmer joined NBC Entertainment from CBS Entertainment in July 1982 as vice president of advertising and creative services, was promoted to senior vice president in March 1983 and to executive vice president in August 1984. In last position, Sohmer was in charge of daytime, Saturday morning, specials, *The Tonight Show Starring Johnny Carson* and program administration for NBC Entertainment.

CRT decision approved. For the third time in as many years, a panel of the U.S. Court of Appeals in Washington last week ventured into what it called "this hotly contested territory," and issued a decision, as in the two earlier cases, upholding distributions made by the Copyright Royalty Tribunal to owners of copyrighted material used by cable television systems. The two separate cases that were decided last week were brought by the National Association of Broadcasters and the Christian Broadcasting Network Inc., involved 17 consolidated petitions, and dealt with distributions made in 1979, 1980 and 1982. The dispute basically boiled down to broadcasters, including Canadian claimants, who felt the distributions made to them were inadequate. On the other hand, the Motion Picture Association of America entered litigation to argue that the distributions made to broadcasters were, if anything, too generous.

The panel, noting that four of the five distributions made by the CRT have now been appealed, made it clear that those challenging the CRT have a heavy burden—and that the court is losing patience with the litigiousness over CRT pay-outs. The panel, in the opinion written by Judge Kenneth Starr, said its job in reviewing the CRT actions is not to weigh the evidence with precision but to determine whether the awards are within a "zone of reasonableness." Given the money stakes involved, Starr said, the strategy of "boundless litigiousness" . . . directed at the various nooks and crannies of the tribunal's decisions is perhaps understandable. "But with the latest decision joining the two earlier ones, Starr added, "the broad discretion necessarily conferred upon the Copyright Royalty Tribunal in making its distributions is emphatically clear." Accordingly, he said, should the strategy of "litigation to the hilt continue to characterize the aftermath of CRT distribution decisions," the court might well refrain from providing detailed responses "to the myriad claims and contentions advanced by a highly litigious copyright-owner subculture." Joining Starr in the opinion were Judges Antonin Scalia and Harry T. Edwards.

Offer to buy Santa Ana, Calif.-based **Freedom Newspapers Inc.** "in excess of \$900 million" was rejected by company's board last week. Harry Hoiles, one-third owner of company, and son of founder, made offer for 100% of company. (Other two-thirds are equally owned by family of Hoiles's sister, Mary Jane Hoiles Hoiles, and by estate of Hoiles's brother, Clarence H. Hoiles and his family.) Peter Kent, president of Henry Ansbacher Inc., which has been retained by Hoiles, said latter is considering making another offer which could include making higher bid or offering property to shareholders; seeking offers from "major media company," or selling Hoiles's share to outside buyer. Freedom is publisher of newspapers and owner of WLNE(TV) New Bedford, Mass.; KTVL(Ore.) Medford, Ore.; WTVC(TV) Chattanooga, and KFDM-TV Beaumont, Tex.

Turner Broadcasting System last Tuesday (Aug. 27) formally notified FCC it was **withdrawing its applications seeking approval of transfer of CBS to TBS.** In letter to FCC, TBS said it had "terminated" its offer to acquire CBS shares "because of the failure of several of the conditions it imposed in the offer."

Ernesto F. Betancourt, who has held executive positions in various Latin American organizations and was once supporter of Fidel Castro's revolutionary movement, has been named **director of Radio Marti**, U.S. station which went on air May 20 to broadcast news and other programming to Cuba. Betancourt is native of Cuba who had been serving as acting director of Radio Marti since June (BROADCASTING, July 8). Before joining Radio Marti, he had been consultant to U.S. companies working on development projects in Latin America. For 16 years, he held number of positions at Organization of American States. During his service as coordinator of OAS Department of Economic Affairs, he did preparatory work for Punta del Este meeting which launched Alliance for Progress name that Betancourt is credited with coining and that President Kennedy used to describe his Latin American policy. Betancourt had backed Castro during 1950's as Washington representative of Castro's 26th of July Movement, which overthrew Batista government in 1959. USIA director Charles Z. Wick, in announcing appointment, said Betancourt's "personal knowledge of Cuba and Fidel Castro and his impressive professional training make him an ideal choice as Radio Marti's director."

Showtime/The Movie Channel Inc. has filed suit against Boardwalk Inn, Quality Inn-franchised motel in Ocean City, Md., charging motel with **unauthorized reception of Showtime and TMC** in violation of anti-piracy provision of Cable Communications Act. Suit, filed in U.S. District Court in Baltimore, seeks injunctions against motel's reception of services and damages. Suit was brought in conjunction with Home Box Office Inc. and local cable operator, Unit Cable of Eastern Shore Inc. "When we filed our first lawsuit against . . . [the Eastgate hotel in Lima, Ohio] in June . . . we presumed it would be the first of several such suits, and that it would represent the opening salvo in our attack against commercial signal pirates. We are very pleased to be able to announce the commencement of our second action so soon after the first. It is our hope that, through our legal actions and our other wide-ranging efforts, signal piracy by other parties will be discouraged." Boardwalk Inn is owned by Irvin Bainum, brother of Stewart Bainum who is chairman of Manor Care Inc., parent company of Quality Inn International.

Using lotteries, FCC has tentatively granted low-power television applications of Mountain TV Network for ch. 53, Bowman, N.D.; ch. 29 and 35, Bonilla, S.D.; and ch. 42, Burns, Ore. It also has tentatively granted LPTV applications of Evangelina Garcia Garza, ch. 8, Riverton, Wyo.; KXMC-TV, ch. 59, Crosby, N.D.; Meyer Broadcasting, ch. 57, Crosby, N.D.; Robert Sandstorm, ch. 8, Bend, Ore.; Minerva Rodriguez Frias, ch. 12, Morris, Minn.; Sandoval Broadcasting, ch. 10, Davenport, Iowa; B&J Communications, ch. 23, Aberdeen, Wash.; EEF Trust, ch. 2, Rio Grande City, Tex.; Glenda Kassis, ch. 5, Sheridan, Ark.; American TV Network, ch. 13, Minneapolis; Ann's Balloon Boutique, ch. 10, Lawton, Okla.; Ambassador Media, ch. 17, Soda Springs, Idaho; Communicators of America, ch. 49, Baton Rouge, La.; Presidio Enterprises, ch. 65, Fort Worth, Tex.

mens LPTV Network, ch. 55, Dickinson, N.D.; Charles Baca, ch. 49, Memphis, Tenn.; JLR Broadcasting, ch. 24, Gillette, Wyo.; Eastern Telecasters, ch. 5, Clear Lake, Tex.; Forward Broadcast, ch. 31, Biloxi, Miss.; American Christian Television, ch. 16, Columbus, Ohio; Millard Oakley, ch. 8, Myrtle Beach, S.C.; Evar-a Romero, ch. 5, Park Rapids, Minn., and ch. 12, Watertown, D.; Telecrafter, ch. 18, Havre, Mont.; Malheur Publishing, ch. 19, Astoria, Ore., and Inspiration TV, ch. 26, Boise, Idaho.

Coca-Cola Co. announced last week it had reached **agreement with Reeves Communications Corp.** for development and worldwide distribution of Reeves' television series. Agreement covers all prime time series beginning production in fall 1985 through June 1990. Domestic distribution will be handled by Embassy Telecommunications; worldwide distribution by Columbia Pictures International—both Coca-Cola units. Current Reeves series are *Kate and Allie* and *Gimme a Break*.

IS Communications, New York, major distributor of advertising-supported television programming, is expected to announce eight regular series radio shows this week, signaling company's entry to **radio syndication arena**. Programs, said to be both short-form and long-form, will be targeted for early 1986 debut. Company has spent last six months planning move ("Closed Circuit," March 11) and recently tapped former director of programming for NBC Radio Entertainment, Steve Saslow, as senior vice president and general manager for new operation, which is being called LBS Radio.

NBC will broadcast national press conference with **Miss America** to all of its affiliates through its Ku-band hookup on Sept. 3, and will follow up week later with **conference with Steven Spielberg**. Conference will feature Miss America 1985, Sharlene Wells of Utah, 11 days before new Miss America is crowned. Reporters in affiliate studios will hear and see conference on local monitors, and will be individually equipped with telephones to ask questions, which will be heard by all. Conference will originate from NBC studio in New York at 2:30-4:00 p.m. NYT.

With help of NASA, **American Satellite Co.** put its **first satellite into orbit** last week. ASC I, hybrid with 18 C-band and six Ku-band transponder, rode into space aboard space shuttle Discovery last Tuesday (Aug. 27) morning. Discovery deployed bird that evening. Firing of PAM was successful; firing of apogee kick motor was scheduled for Saturday (Aug. 31). Satellite will orbit at 128 degrees east longitude. Discovery deployed two other satellites: Aussat I for Australian government and Leasat IV for Hughes Communications and U.S. Navy. At press time last Friday (Aug. 30), Discovery crew was preparing to salvage Leasat III, which failed to climb to geostationary orbit after its deployment last April. According to ASA spokesman, plan called for astronauts to leave orbiter to effect repairs on satellite so it could be lifted into intended orbit.

National Association of Broadcasters is hosting **congressional forum** for its January board meeting in St. Martin, Netherland Antilles, on 13-17. NAB has invited several key congressional leaders to participate in three-day forum on legislative issues. Association also changed name of its Metro Market Radio Committee to **Group Radio Committee**. Focus of committee will not only concern metro market station issues but matters of interest to group operators.

Half-million-dollar order for **TV satellite dishes** was announced last week by **M/A-Com**, which bought 3.7-meter Ku-band receive-only antennas from **Microdyne Corp.** subsidiary, **Antennas for Communications**. Deal is part of earth station systems supplied by M/A-Com to RCA American Communications for subsidized installations at television stations seeking programming from RCA Ku-band satellites to be launched later this year. Nearly 460 broadcasters have agreed to order already, according to RCA Americom.

Nashville Network said last week it will televise live **12 hours of Arm Aid benefit concert** scheduled for **Sept. 22** at University of

union has made funds available to needy members.)

artist Willie Nelson and is designed to raise money for financially stricken farmers. Other participating entertainers include Kenny Rogers, Bob Dylan, Beach Boys, Waylon Jennings, Charley Pride, Randy Newman and others. TNN, now seen in 23.8 million U.S. cable homes, will carry concert from 1 p.m. to 1 a.m. Concert will also be syndicated to television stations by Gaylord Syndicom in three-hour prime time package (8 p.m.-11 p.m.), and will be delivered nationally to radio stations via WSM/Music Country Radio Network in Nashville.

Arbitron said it will include **"mention" in Chicago summer radio report** that ABC-owned **WLS(AM)** engaged in **on-air discussions of ratings** on July 11, 12, 15 and 16, during summer survey period (June 20-Sept. 11). Arbitron ruled that occurrence "was not a technical violation of our rating distortion policy, but it represents an undesirable practice which could interfere with our ability to produce an objective report." Summer reports are due in mid-October.

FCC Review Board has approved settlement agreement resulting in grant of **new FM in Cheney, Wash., to Delta Radio Inc.**, and dismissal of competing applications of High Tech Industries Inc. and Cheney Broadcasting Co. In initial decision, administrative law judge had found Cheney Broadcasting application favorable on integration grounds. But Cheney Broadcasting settled for \$50,000 in cash and promissory note for another \$450,000. High Tech settled for \$35,000. Delta Radio is 49% owned by John H. Rook, who is also president and half owner of KCDA(FM) Coeur D'Alene, Idaho, and KEYG(AM)-KEYF(FM) Grand Coulee, Wash. Delta Radio-Kansas owns remaining 51% of Delta Radio. Irwin A. Molasky and Mervyn L. Adelson each own 24% of Delta Radio-Kansas. Adelson is chairman and 12.8% owner of Lorimar Productions; Molasky is vice president and 7.4% owner of Lorimar. Molasky is also president of La Costa Community Cable TV, Carlsbad, Calif., and Adelson is vice president. Board also approved settlement agreement resulting in grant of new AM to Ganadores Corp. in Universal City, Tex., and dismissal of mutually exclusive applications of Marble Falls Broadcasting and Worden Communications Co. Worden had prevailed in initial decision on integration grounds. Marcos A. Rodriguez is president and 56.8% owner of Ganadores. He is also president and 71.9% owner of Latin American Broadcasting Co., licensee of KESS(FM) Fort Worth. In addition, board approved settlement agreement paving way for grant of new FM in Los Lunas, N.M., to Brasher Broadcasting Co.—applicant that prevailed in initial decision—and dismissal of competing application of Los Lunas Media Co. Los Lunas Media settled out for \$2,000. Brasher Broadcasting is 40% owned by Frieda Brasher, bookkeeper for Central United Methodist Church in Albuquerque. Michael Brasher, 20% owner, is general manager of noncommercial KANW(FM) Albuquerque. Paul Brasher, another 20% owner, is design engineer for Albuquerque's water resources department. Perkins Brasher owns remaining 20%.

CBS last week said it is attempting to sell its **Holt, Rinehart & Winston**, general books, and **Praeger and Winston-Seaberry** publishing businesses. CBS spokeswoman declined comment on asking prices. She said those businesses account for less than 10% of revenue generated by CBS's educational and professional publishing division, but declined to reveal how much revenue that division generates. CBS Chairman Thomas Wyman announced last month that company planned to sell assets that would generate about \$300 million after taxes to help pay off indebtedness incurred by \$954.8-million stock repurchase (BROADCASTING, July 8). Stock repurchase was spurred by Ted Turner's failed effort to take over network.

National Telecommunications and Information Administration has made its grant announcements for **Public Telecommunications Facilities Program**: \$22.8 million or 144 grants were made to 44 states, Guam, American Samoa and Yap, UN Trust Territory of Pacific Islands.

Editorials

The raging marketplace

Well, let's see now, two weeks ago the Washington Post Co. bought Capacities' cable systems for \$350 million. Last week Westinghouse Electric Corp. put its cable systems on the market where they are expected to fetch \$2 billion or more.

Back in the high nine figures, Gannett bought the Evening News Association last week for \$717 million.

Did anybody notice that John Fetzer, one of the living broadcast pioneers, sold his solid little group of radio and television stations for \$80 million a couple of weeks ago? What's \$80 million in today's market? About \$50 million more than Fetzer would have gotten from a sale before people started paying half a billion for an independent VHF in Los Angeles.

Is this a bubble that has to burst? Hard to say. Gannett's buy is calculated at \$1,583 a share for ENA stock. That's six times the \$250 at which ENA bought back some of its shares only last December.

Next?

Start of something big?

The text of the FCC's report concluding its inquiry into the legality and effects of the fairness doctrine (BROADCASTING, Aug. 26) lives up to its advance billing (BROADCASTING, Aug. 12). It is a masterful summary of the doctrine's origins and applications and a persuasive argument for the doctrine's repeal. It is also a reflection of the political reality that broadcasters must look elsewhere than the FCC for relief from a doctrine that, in the FCC's carefully worded conclusion, "no longer serves the public interest" (if it ever did) and is subject to question now "as a matter of both policy and constitutional law."

The commission left unanswered whether Congress, in amending Section 315 of the Communications Act in 1959 to exempt news programming from equal-time demands by political candidates, codified the fairness doctrine, which until then was only an FCC interpretation of the vague, public-interest obligation in the law. The FCC had been told by the best lawyers to be found by such organizations as the Radio-Television News Directors Association, the National Association of Broadcasters, The National Radio Broadcasters Association, CBS and NBC that Congress had merely recognized the commission's doctrine which the commission had the power to repeal. It had been told otherwise by others. The FCC's report recited the arguments on both sides and said the conflicting evidence made it difficult to decide what was on Congress's mind—a law or a nod in the direction of agency policy. To the disappointment of Jim Quello, who thinks the record "compels the conclusion that Congress intended to codify the fairness doctrine," the FCC ducked the ultimate decision.

Maybe it is just as well. If the commission had been persuaded that it had the power to repeal the doctrine, the rest of its findings in the fairness inquiry would have forced it to exercise the power. Congressional retaliation would have been swift and merciless. If the agency had decided that the doctrine were indeed the law, it would have emphasized the general despair of corrective action on the Hill. Despite the support of such champions as Senator Bob Packwood, repeal of the fairness doctrine is unrealizable in this Congress.

That leaves things to the courts, and the FCC has carefully crafted a document that as much as invites appellate review. The report is clearly written to supply answers to important footnotes included by the Supreme Court in its decision that declared un-

constitutional a law prohibiting noncommercial broadcasters from editorializing (BROADCASTING, July 9, 1984). One footnote said, in effect, that the court would hear evidence, if it could be supplied, that the so-called "spectrum scarcity" that has been "the prevailing rationale for broadcast regulation" is nonexistent. The other said that the court would reconsider its *Red Lion* decision of 1969, which held the fairness doctrine to be no violation of the First Amendment, upon a showing that the doctrine has inhibited the presentation of controversy on the air.

If the appropriate entry to the courts can be found, the FCC's voluminous evidence of rampant competition in the media and chilling effects of the fairness doctrine could become the liberating force that broadcasters have needed.

The fairness report just might enter history as one of the more important works of the Fowler-Quello-Dawson-Patrick FCC.

Tapeworm?

Cablecasters and the broadcasters they have been battling for audience share might be well advised to turn their attentions to a challenger that by all appearances has become a legitimate contender.

The concern over inroads from videocassette recorders expressed by many in the cable industry at this year's National Cable Television Association convention in June appears to have been well founded. Behind the crowing of home-video dealers and distributors displaying wares at their annual convention in Washington last week were the facts and figures: VCR penetration has risen from 2.7% in 1980 to a projected 1985 level of just over 28%, doing in five years what it took cable three decades to do. The ancillary use of the television receiver as home theater is proving an attractive alternative to a growing number of viewers.

How the services will shake out remains to be seen. The Darwinian nature of the free media marketplace—exemplified by the promise and fall of quadraphonic sound, the videodisk and on-the-air subscription television, among others—suggests that those who serve the most the best will prosper. In that case, the winner will continue to be the viewing audience (not to mention program suppliers, who welcome each new outlet for their product).

While broadcast television continues to be the cheapest seat in town, its rivals are offering increasingly attractive alternatives. Grab a scorecard and stay tuned.



Drawn for BROADCASTING by Jack Schmidt
"He's undressing me with chroma key."

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WAVA(FM)/Arlington-Washington,
KDWB-FM/Richfield, MN

Source: Arbitron Spring 1985
Mon-Sun 6A-Mid AQH and CUME Total Pers
Subject to limitations