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Broadcasting Sep 16

Coverage from the RMPC in Dallas and the RTNDA in Nashville □ Space WARC winds down

NEW BALLGAME □ With final must carry appeal exhausted, broadcasters unite behind new proposal for rules. **PAGE 35.**

RADIO SHOW □ Some 7,000 convene in Dallas for Radio '85 convention. NRBA board passes new super radio resolution. Pornographic rock lyric issue debated. **PAGE 36.**

WINDING DOWN IN GENEVA □ Space WARC attendees reach consensus on planning in fixed satellite service which most hope will withstand challenges. **PAGE 40.**

STILL IN □ Corporation for Public Broadcasting board votes to retain Sonia Landau in chairmanship position. Search for a new president continues. **PAGE 42.**

ROAD SHOW □ More and more Hollywood television productions are being done on location across the country, as sound stages are being modified to handle network dramas and situation comedies. **PAGE 46.**

FALL LINEUP □ New batch of syndicated programming debuts this month and next as syndicators vie for clearances and programs aim for success. **PAGE 52.**

WALL STREET SUSPICIONS □ With hiring of Salomon Brothers by John Blair, some speculate on future direction of company. **PAGE 54.**

EQUAL-TIME SOLUTION □ Senators agree at hearing that negative ads are a problem but are wary of

legislative solutions that could run afoul of the First Amendment. **PAGE 64.**

SOUND PROGRESS □ U.S. achieves some success at WARC on issue of satellite sound broadcasting. **PAGE 74.**

NEWS BITS □ Rather, Jennings lead parade of self-critiques of specific and general news issues at RTNDA convention. **PAGE 76.**

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COMING TOGETHER □ AM radio broadcasters and receiver manufacturers work toward joint agreement for improved high-frequency AM reception. **PAGE 90.**

ABC's MAN □ Mark Mandala has worked his way up through stations sales to become president of ABC Television. **PAGE 111.**

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Last of its kind?

It's no better than even money bet whether National Association of Broadcasters will continue partnership with National Radio Broadcasters Association in sponsoring annual Radio Management and Programing Conference. Strains between organizations, always severe, have been exacerbated in recent weeks by (a) NRBA's abortive effort to create "super" radio association, (b) feelings within NAB that it has been contributing lion's share of effort and manpower to RMPC without realizing commensurate benefit and (c), as almost last straw, antiadvertising-agency speech by NRBA President Bernard Mann at last week's RMPC, whose backlash was felt to damage NAB as well.

NAB research department has been assigned task of surveying industry reaction to RMPC, and individual radio board members will be taking "long and hard" look at situation before reaching decision. NAB President Eddie Fritts has said "emotionalism" won't play part in final choice. What is definite: that NAB will go ahead with RMPC next year, with or without NRBA.

Drum to start turning

FCC is apparently free to reschedule lotteries for multichannel multipoint distribution service. FCC last month informed Court of Appeals in Washington that commission believed that by rejecting lottery preferences for women, it had met court's concern in staying lotteries for MMDS ("Closed Circuit," Aug. 19). But commission had said it would not take steps toward holding lottery for 30 days to give court opportunity to disagree. Way FCC is looking at it, deadline ran out last Friday (Sept. 13) without comment from court.

No reserved seat

Henry Rivera officially stepped down as FCC commissioner yesterday (Sept. 15), and word last week was that Chairman Mark Fowler had still not given blessing to successor. It also was said that nonminority candidates are being considered for Democratic seat, which has been held by minority since 1972, when Benjamin Hooks assumed it. Among reasons being cited for consideration of nonminority candidates is that Fowler felt burned by Rivera. Fowler reportedly had interviewed Rivera several times when Rivera was

campaigning for seat, and chairman reportedly was convinced that Rivera and he were on same wavelength. Rivera, however, turned out to be something of maverick who caused Fowler embarrassment. It's also noted that notion of ethnic quotas, official or unofficial, runs counter to philosophy of Reagan administration. Fowler declined to comment beyond asserting: "I am not considering anybody. The White House does the considering, and the President nominates."

Borrower's market

Hottest trading stock in Fifth Estate has not even been issued. Shares of newly recapitalized Multimedia were initially priced at \$10, began trading on when-issued basis Aug. 22 at 15¼ and as of last Thursday closed at 19 against bearish market. Reason for appreciation in stock's price is not likely related to earnings per share since Multimedia expects to have net losses through 1987 because of debt from buying-in all existing shares. Instead, said Barry Kaplan, securities analyst with Bear Stearns, focus is on \$1-billion debt and how its reduction will leverage asset value of stock by as much as 30% per year. According to Multimedia's chief financial officer, Donald Barhyte, recapitalization is expected to be completed by first of October, at which time 11 million shares of new stock will be issued.

Starting at top

Larry Grossman, president of NBC News, has invited members of National Cable Television Association board to breakfast before their board meeting in Washington Thursday (Sept. 19) to outline plans for what NBC is now calling National Cable News, direct competitor of Ted Turner's Cable News Network. In invitation, Grossman said NBC is teaming up with *Wall Street Journal*/Dow Jones to provide service that offers best in financial and business information as well as general news, sports and weather.

Hired president

Radio-Television News Directors Association is exploring major restructuring that would include making position of president full-time post based in Washington. President is now elected annually from membership of full-time news directors. Newly installed RTNDA president, John Spain, said committee set

up to explore organization's long-range goals has concluded that full-time president is needed to manage day-to-day operations of organization. Spain also said there is proposal to expand Washington staff and move to bigger quarters in Washington next year. Ernie Schultz, current executive VP of RTNDA, would be inside favorite for new post.

Scramble for scrambling

On-site demonstrations of half dozen satellite scrambling systems will be attended by technical representatives of National Cable Television Association between now and October. Companies showing their wares to NCTA panel will be M/A-Com, Scientific-Atlanta, Oak, General Instrument, Cabledata and TRW. NCTA has so far received 17 scrambling system proposals, with bidding to close Friday (Sept. 20). Technical panel will review proposals at meeting

Next in Geneva: radio

Favorite to head U.S. delegation to Regional Administrative Radio Conference on expansion of AM band, in Geneva next April, is James McKinney, FCC Mass Media Bureau chief. FCC Chairman Mark Fowler has given McKinney glowing endorsement. In letter last week to Ambassador Diana Dougan, U.S. coordinator, international communications and information policy at Department of State, Fowler said he was "convinced" McKinney was ideal for task. "Given the obvious dedication and overriding talents of Jim McKinney, I am confident that you will come to the same conclusion," Fowler said. Also candidate is Wallace Johnson, of consulting engineering firm of Moffet, Larson & Johnson.

All the way

It was five years in making, but ABC alone among networks this season will have its entire prime time schedule closed captioned for hearing impaired. *Moonlighting*, *Monday Night Football* plus commitment to closed caption all of ABC's prime time specials will give ABC full 22 hours per week of prime time captioned programing. In addition, another 20 hours per week will be closed captioned in other dayparts: *Good Morning America*, *World News Tonight* and weekend and after-school specials. CBS next season will have eight-12 prime time hours close captioned in average week; NBC will have five.

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Winners lose, losers win

Assuming the Supreme Court doesn't turn things around, the must-carry rules are history. It's now time to figure out what effects the absence of the rules will have on the broadcasting and cable businesses. Some of them, as an analysis by the Washington consulting firm of Shooshan & Jackson suggested, may be surprising.

The analysis concluded that Turner Broadcasting System, which led the fight against the rules, may not benefit from their elimination. In fact, it said, TBS may suffer in the "post-must-carry marketplace."

And, it also found, some broadcasters who vigorously opposed deletion of the rules may end up beneficiaries—if stereo sound broadcasting by television stations turns out to be "moderately" successful.

In 1980, when TBS began its assault on the rules, the study said, cable had much to gain from the elimination of the rules. Saturated cable systems could have dropped some local stations to make room for TBS's superstation WTBS(TV) Atlanta and Cable News Network, which reached 60% and 25% of cable homes, respectively.

But in 1985, TBS has little to gain and much to lose without the rules. Due to TBS's tenacious marketing over the past five years, WTBS and CNN now reach most cable homes. In the absence of the rules, the services will gain relatively few new cable affiliates.

The big winners in the post-must-carry environment will be those cable services still scrapping for clearances. And as cable systems that now carry TBS's services replace little-watched broadcast signals with attractive cable services, viewership of TBS's services is likely to fall.

"All program services now being carried on cable systems could lose some viewers as weak competitors or duplicative services are replaced with stronger competitors," the study said. "However, because its services are among the most widely carried, Turner has more to lose and less to gain from such substitutions than do other superstations and cable networks. We believe that Turner could easily lose 10% or more of its audience to stronger competitors. These losses swamp the 1% to 2% gain it can expect in number of subscribers reached."

The prediction is "confirmed" by WTBS's performance between 1980 and 1984, the analysis said. As the channel capacity of cable systems expanded during the period and WTBS faced more competition, the superstation's Nielsen ratings fell 22%—from 2.7 in 1981 to 2.1 in 1984.

Because new services stand to gain the most from the elimination of the rules, the study said, TBS could capitalize on the situation by offering a new service. It pointed out that TBS has talked about bringing out an advertiser-supported movie service.

TBS already has one service, CNN Headline News, that is not yet widely carried, the analysis said, but the elimination of the rules will not boost its carriage as much as

other services because it's a "second news service," duplicating much of CNN.

How great an impact the loss of TV stereo must carry will have on broadcasting and cable will depend on how successful TV stereo is. If it's either "a big hit" or a dud, the relationship between cable and its local broadcasters will be little affected. But if TV stereo is "moderately" successful, some cable systems will decide not to upgrade their facilities to pass the broadcasters stereo signals to their subscribers.

"In particular, those systems facing substantial expense to convert to stereo will not carry it," the study said. "With no TV stereo on cable, many subscribers who value stereo would drop cable altogether or would install antennas with A/B switches. Either of these decisions by consumers strengthens the local broadcaster in competition with cable [programming] services."

According to the analysis, "a viewer who does not subscribe to cable watches local commercial television stations 44% more than does a viewer who can choose from among the additional options provided by cable."

New chief at Cox Cable

James O. Robbins is in, David R. Van Valkenburg is out as president of Cox Cable Communications, an MSO serving 1.5 million homes in 36 states.

According to a press release issued last Tuesday (Sept. 10), the change was effective immediately.



Robbins



Van Valkenburg

The release said that van Valkenburg had resigned, but gave no explanation.

In a prepared statement, William A. Schwartz, president of Cox Communications, of which Cox Cable is a subsidiary, said, "We appreciate David's many contributions to Cox during the past three-and-a-half years of rapid change and development, and we wish him well in the future."

Robbins joined Cox Cable in 1983 as vice president of Cox Cable New York City. He was senior vice president-operations when tapped to replace Van Valkenburg.

Prior to joining Cox, Robbins, who holds degrees from the University of Pennsylvania and Harvard, had spent nine years with Adams-Russell Co., Continental Cablevision and Viacom Communications. Before getting into cable, he was managing editor of news for Group W's WBZ-TV Boston.

Van Valkenburg is a 16-year cable veteran. After stints at American Television and

Communications and United Cable, he joined Cox in February 1982 as executive vice president-operations. In January 1983, he was named chief operating officer. Four months later, he was named president, succeeding Robert Wright (BROADCASTING, May 9, 1983).

Let 'em in

New Jersey cable operators have won a major court fight. The U.S. District Court in Camden, N.J., has upheld the constitutionality of a state law guaranteeing cable operators access to apartment and condominium developments.

"It sets a nice precedent that developers and SMATV operators can't keep cable operators off their premises," said Robert St. John Roper, an attorney representing the New Jersey Cable Television Association, an intervenor in the case.

The decision stemmed from a battle to provide cable programming to residents of four condominium developments in Camden county, N.J. The developers of the communities and their homeowners' associations awarded exclusive contracts to Direct Satellite Communications, a private cable operator, to provide cable service in the communities.

In late 1983, New York Times Cable Television (NYTC), the franchised cable operator in the area, was denied permission by the developers and associations to serve the communities in competition with Direct Satellite. Subsequently, NYTC went to the New Jersey Board of Public Utilities, demanding the right to serve the communities under the state's Mandatory Access Law.

The developers, associations and Direct Satellite countered with a lawsuit in the federal district court aimed at undercutting the access law. They charged that it violated their rights under the equal-protection provision of the 14th Amendment by guaranteeing franchised cable operators access, but not unfranchised operators. And they said it violated their First Amendment rights by forcing property owners to admit third-party speakers on their property.

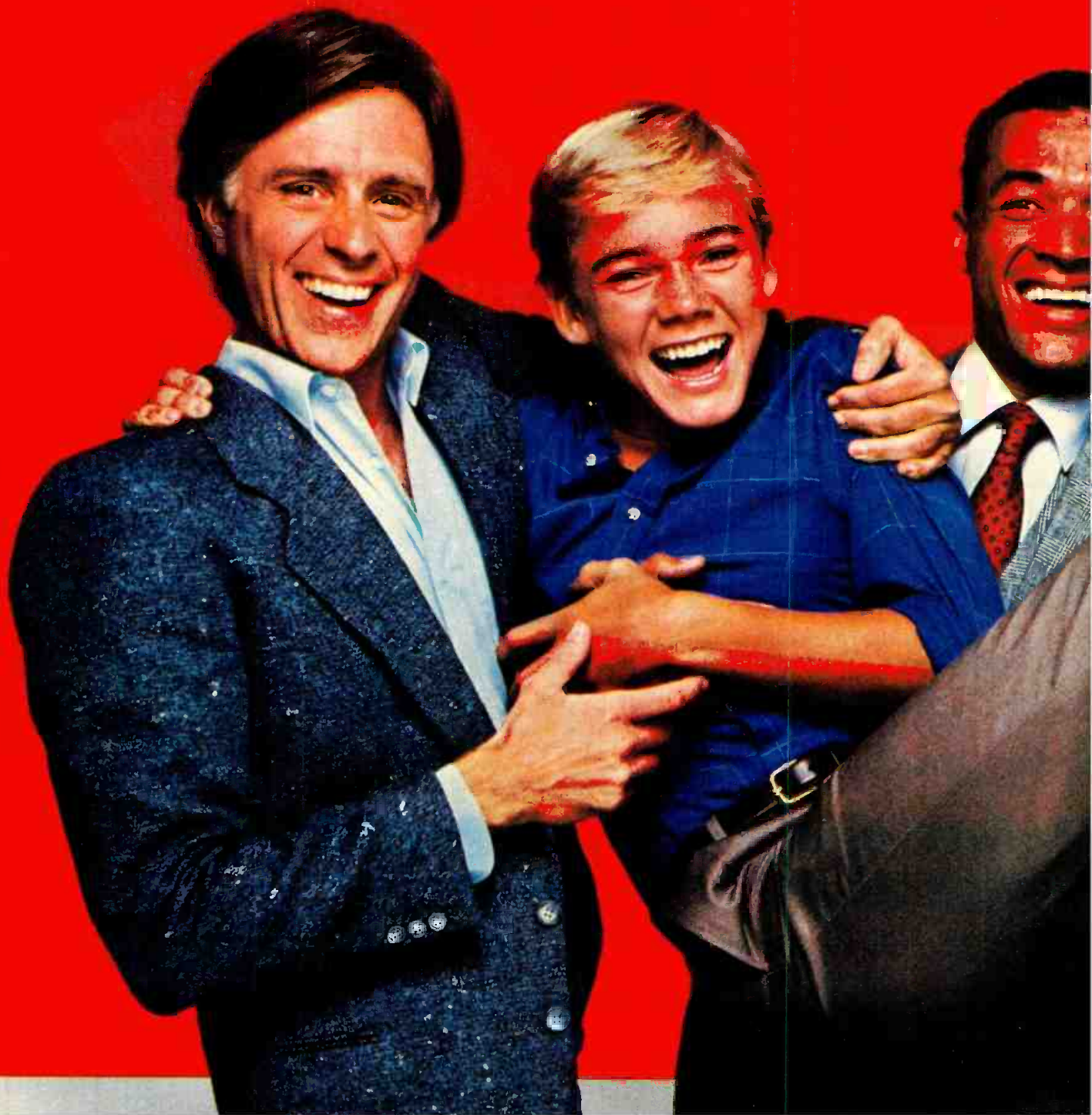
Judge Stanley S. Brotman dismissed the equal protection claim. "Where, as here, the inequity consists of an alleged denial of rights of access, a party has no standing to sue... if access already exists," he said in his 21-page opinion. "In order to raise an equal protection claim, DirectSat must wait until another day when it is faced with an exclusive agreement like the one from which it now seeks to benefit."

And Brotman denied the First Amendment claim. The state law "does not threaten any damage to plaintiff's First Amendment interests," he said. "Because the messages aired by [NYTC] are only directed into the homes of persons who choose to receive such information, there is no danger of forced exposure to [NYTC] broadcasts."

The rights of the individual homeowners, Brotman said, will be protected by some of the "charming" attributes of cable. "It is possible to pick and choose program packages

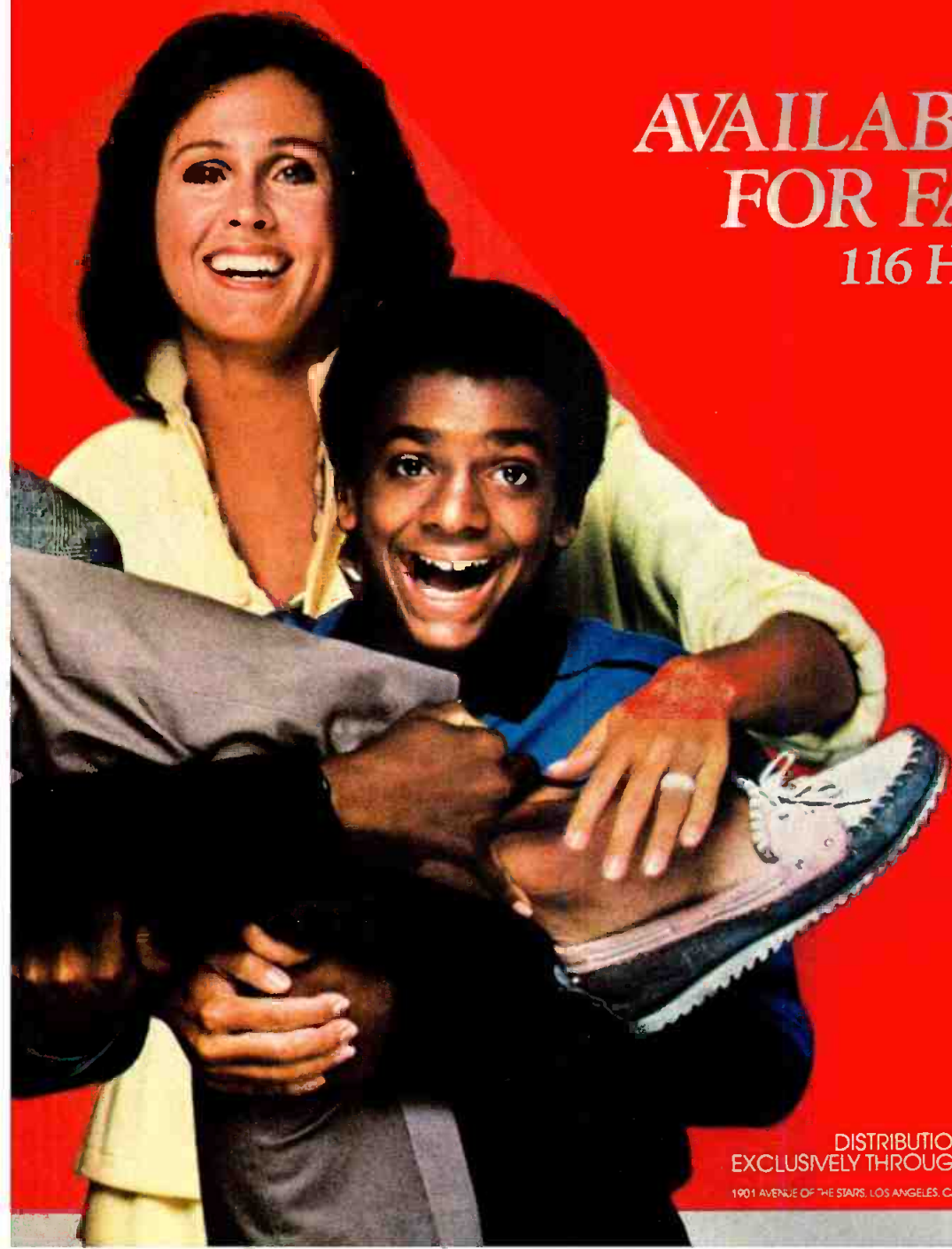
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one wishes to enjoy and these programs are delivered directly into the privacy of individual homes."

Phillip Spector, an attorney for the plaintiffs, said his clients are evaluating whether to appeal the decision. In the meantime, he said, they will continue to try to block NYTC's entry into the communities at the NJBPU.

Buying into Cardiff

Satellite Syndicated Systems Inc. (SSS) has notified the Securities & Exchange Commission it has acquired about 6.6% of the common capital stock of Cardiff Communications, Denver, on the open market for approximately \$314,000 and that, depending on a number of factors, it may increase or decrease its stake.

Edward L. Taylor, chairman and president of SSS, said his company acquired the shares in Cardiff, a Denver-based owner-operator of cable systems, "after concluding that they presented an attractive investment opportunity," and that SSS was considering "a number of alternatives under which the operations of Cardiff could be consolidated with our cable systems." He added that "we have had preliminary, exploratory discussions with Cardiff's senior management about some of these alternatives."

In addition to its cable systems ownership, SSS, based in Tulsa, Okla., handles satellite transmission of superstation WTBS(TV) Atlanta, provides cable TV programming through SPN-Satellite Program Network and distributes the Star Ship Stereo package of audio services.

New on USA

Original comedy series starring Don Adams and Dick Cavett, major professional tennis tournaments along with a busy schedule of football and basketball and the biggest movie lineup in its history are among the highlights of USA Network's fall programming, effective Sept. 30.

Don Adams stars in *Check It Out*, a situation comedy from D.L. Taffner, on Wednesdays at 8 p.m. NYT (repeats Saturdays at 7 p.m.). Dick Cavett returns to television as host of *The Dick Cavett Show*, in which he performs with and interviews his guests, Mondays at 10 p.m. (repeats Wednesdays at 1 a.m.). *The Associates* comedy series returns to television on Wednesday at 8:30 p.m., and *He and She* is set for Sunday at 5:30 p.m.

USA, citing previously announced agreements with Paramount, Viacom, RKO and other distribution companies, said it will offer its "best movie selections to date, in terms of both recent releases and classics." In addition, its *USA Premiere Event* series is entering its second season with a lineup including movies, mini-series and music specials directly off network and off pay cable, before syndication. Continuing movie series include *USA Movie*, Monday through Friday at noon; *Saturday Nightmares*, Saturdays at 8 p.m., and *Commander USA's Groovie Movies*, a Sunday afternoon double-header.

USA's football schedule opened Sept. 7 with Penn State vs. Maryland, the first of 12 regular-season games. These will be followed by six bowl games: Cherry and Independence on Dec. 21, Holiday on Dec. 22, Freedom on Dec. 30, Bluebonnet on Dec. 31

and Senior on Jan. 18. A full-season basketball schedule opens in November and includes the new Big Apple Classic at Madison Square Garden in New York, 30 regular-season games and the National Invitational tournament. Tennis coverage includes the men's and women's finals of the Dupont All-American Tennis Championships at Hilton Head, S.C., on Sept. 14; Seiko Super Tennis from Tokyo on Oct. 28; the European Champions Championship from Belgium at the end of November, and 10 other major professional men's tournaments.

USA said all-new episodes of *Jackpot* are being prepared for presentation this fall as part of the network's three-hour afternoon game-show block. In addition to its returning dramatic, musical, children's and health and business series, USA will also offer *Petrolcelli*, *The Master*, the *Edge of Night* off-network soap opera and Lorne Greene in *Last of the Wild*, and is extending *Alfred Hitchcock Hour* to six days a week.

Scrambled match

Home Box Office announced it will scramble the transmissions in its exclusive presentation of the world championship boxing match between Larry Holmes and Michael Spinks on Sept. 21. The fight, in Las Vegas, will be the second HBO has scrambled (the first was the Aug. 10 Jose Luis Ramiriz-Hector (Macho) Camacho lightweight title fight, also in Las Vegas). Bob Zitter, HBO vice president, network operations, said: "This scrambling of special events, particularly those located in distant cities, is an important part of our scrambling system rollout."

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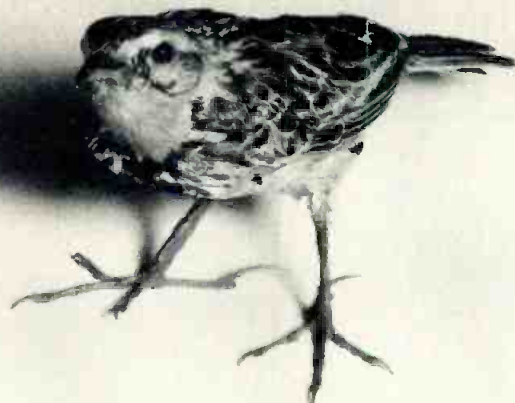
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More big numbers: Now we're in nine of the top ten markets, eleven of the top twenty. Our variety of entertainment formats serves over eight million listeners every week.

And if you'd like still more big numbers on these exciting CBS/FM Group markets, and the CBS/ FM Group, we've got them!

The logo features the letters 'FM' in a large, bold, yellow font with a thick black outline. Below 'FM' is the word 'UP' in a similar style, but with a gradient from yellow to orange. The letters are stylized and slanted, giving a sense of motion and energy.

Business Briefly

TV ONLY

Casio Inc. □ Electric Music Division is promoting MT-100 keyboard in \$2-million plus campaign for 17 weeks



through end of year in major markets including New York, Chicago, Miami, Dallas, Houston, Los Angeles and San Francisco. Commercials also will appear on MTV and USA Cable Network. Commercials will be shown on youth-oriented programs. Target: young adults, 18-24. Agency: Doremus & Co., New York.

Land O'Frost □ Fourth-quarter campaign will start end of September with two three-week schedules and one four-week effort in 12 markets throughout country. Commercials for packaged meat product will run in all time segments. Target: women, 25-54. Agency: Ron Berns & Associates, Chicago.

J. H. Filbert & Son □ Campaign for "I Can't Believe It's Not Butter" (margarine product) will run from late September to late November in 39 markets east of Mississippi. Commercials will be placed in daytime and fringe slots. Target: women, 25-54. Agency: Kenyon & Eckhardt, Boston.

Brookwood Lodges □ Treatment centers for cocaine addicts will begin four-week flight this week in Orlando, Fla., and next week in San Antonio, Tex. Commercials will be carried in daytime, fringe, prime and sports periods. Target: adults, 25-34. Agency: Burton-Campbell, Atlanta.

RADIO ONLY

Federal Express □ Four-week campaign is set to begin this week in



TV commercial debut. Singer John Denver has been signed by Grey Advertising, New York, for his first television commercial as spokesperson for General Foods' Post Natural Raisin Bran cereal. Denver made his TV commercial bow last week and appeared on various programs of CBS-TV and NBC-TV. His commercial will continue on network programs this fall and winter. Commercial was filmed in mountain setting in Aspen, Colo., where Denver lives.

about 20 major markets, including New York, Chicago and Los Angeles. Commercials will appear in all dayparts.

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

LONG SHOTS, JUMP SHOTS AND BIG SHOTS—AP previews the NBA action in October. Check out the fast breaks and slam dunks in this five-part series of one-minute capsules. Series runs in advance October 12 and moves again the week of October 21.

THE BIG MEN ON CAMPUS—AP previews the upcoming college basketball season by taking a close look at the traditional power houses, as well as the long shots. Find out who's got the jump in this year's race for the final four. Series runs in advance November 9 and moves again the week of November 18.

WORLD SERIES, UNFORGETTABLE MOMENTS—AP remembers the most exciting moments in World Series history—the game-winning homers, the shut-outs, the miracle comebacks and more. Series runs in advance September 28 and one-minute scripts move one per weekday—the week of October 7.

AIRCHECK: AP RADIO NETWORK

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

ON THE HOME FRONT—Energy Breaks, hosted by Ed Kane, offers consumers advice on how to save money by conserving energy. Topics range from weatherizing your home to maximizing your mileage. 60-second feature shows are fed Mon-Fri at 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

WDBJ-TV Duluth, Minn.: To Petry National Television from Avery-Knodel.

□

KFTY(TV) Santa Rosa, Calif.: To Adam Young from Avery-Knodel.

□

KPOL(TV) Fayetteville, N.C.: To Adam Young (no previous rep).

□

Wpsi-TV Chattanooga, Tenn.: To Independent TV Sales from Seltel.

□

WPNT(FM) Pittsburgh: To Weiss & Powell from Christal.

□

WLOU(AM) Louisville, Ky.: To Weiss & Powell from Hillier, Newmark, Wechsler & Howard.

□

KVOR(AM)-KSPZ(FM) Colorado Springs: To Katz Radio from Selcom.

□

WBNR(AM) Beacon, N.Y.: To Weiss & Powell from Masla Radio.

□

WBSM(AM) New Bedford, Mass.: To Weiss & Powell from Market 4 Radio.

□

KLEO(AM)-KSKU(FM) Wichita, Kan.: To Weiss & Powell from Christal.

MORE YUK FOR YOUR BUCK!



Face it. Nothing beats a good half-hour comedy series. And nothing is as scarce as a long-running hit with a long list of successes.

Like *GET SMART*. The comedy fast becoming a cult. The winner of Emmys, and a solid five-year network following. All by keeping its wits about it.

To wit, Don Adams, Barbara Feldon, Mel Brooks and Buck Henry.

Today, Maxwell Smart and Agent 99 still outwit KAOS and the competition. Give a lot more value... and deliver more yuk for your buck.

138 dynamite half hours available.



"ART" CAMERAS NEART HISTORY.

For all those keeping close watch on the art of video, Sony is proud to unveil a masterpiece: the BVP-30. A new 3-tube camera which, with a single stroke, has turned its technologically-advanced competitors into technologically-advanced relics.

It accomplishes this through an extraordinary merger: Sony mixed-field technology with Plumbicon™ technology. To create a 2/3" tube with the best picture quality in history.

A tube that offers you all the advantages of the mixed-field Saticon™ tube, including the best resolution, registration and signal-to-noise ratio in the industry.

And adds to them the virtues of Plumbicon™, such as minimized lag, superior highlight handling and superb dynamic resolution.

Meanwhile, the BVP-30 retains the light weight and versatility of the BVP-3, adding such new features as a 500-line viewfinder with built-in audio indicator and control.

And it can be plugged into all currently-used recording formats, including our industry-leading Sony Betacam™ system.

For an opportunity to scrutinize a camera that's making history—as opposed to becoming it—contact your Sony representative.

SONY
Broadcast

SONY

Target: men, 25-54. Agency: Ally & Gargano, New York.

Commercials will be positioned in all time periods. Target: women, 25-54. Agency: Bozell & Jacobs, Dallas.

Washington State Apple Commission □

Value of apples is stressed in one-week flight beginning this week in about 20 markets and resuming for another week in late September. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Cole & Weber, Seattle.

American Stores West □ Retailer is planning to launch one-week flight in about 30 markets this week.

Ryder Truck Rental □ Five-week

campaign is set to kick off this week in 40 markets on radio and 20 on television, including Baltimore, Denver, Cincinnati and Detroit. Commercials will run in all dayparts. Target: adults, 25-49. Agency: Burton-Campbell, Atlanta.

RADIO AND TV

Advantage

TV spending climbs. Television Bureau of Advertising reports that total television spending in second quarter of 1985 increased 8.1%. TVB said local spot advertising rose 11.9% to \$973.6 million; national and regional spot TV advertising increased 9.8% to \$1.2 billion, and network TV advertising climbed 5.6% to \$2.1 billion. For first six months of 1985, according to TVB, local TV advertising gained 12.2% to \$1.8 billion; regional and national spot improved by 9.5% to \$2.1 billion, and network TV increased by 3.2% to \$4.1 billion. Procter & Gamble was leading national spot television and network advertiser in first half of 1985. It topped network ranks with its investment of \$200.9 million and national spot field with \$102.8 million. Top local TV advertiser for first six months of this year was McDonald's Corp., with expenditures of \$55 million.

HBO blast. Home Box Office is investing record-breaking \$15 million for three-month winter advertising campaign that highlights its new programming and is designed to boost subscription sales for pay service. Commercials will be placed in national television spot in more than 80 markets and will feature celebrities appearing in HBO's original programming in montage of brief humorous vignettes. Markets cover about 70% of nation. Spots were produced in-house by HBO's on-air staff. HBO preceded this barrage of advertising with earlier campaign that began in late August and will run through Oct. 5 emphasizing HBO's "big event" programming. These spots highlight outstanding movies, sports events and concerts not available elsewhere.

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Lawrence B. Tishoff, president.
Donald V. West, vice president.
David N. Whitcombe, vice president.
Jerome H. Heckman, secretary
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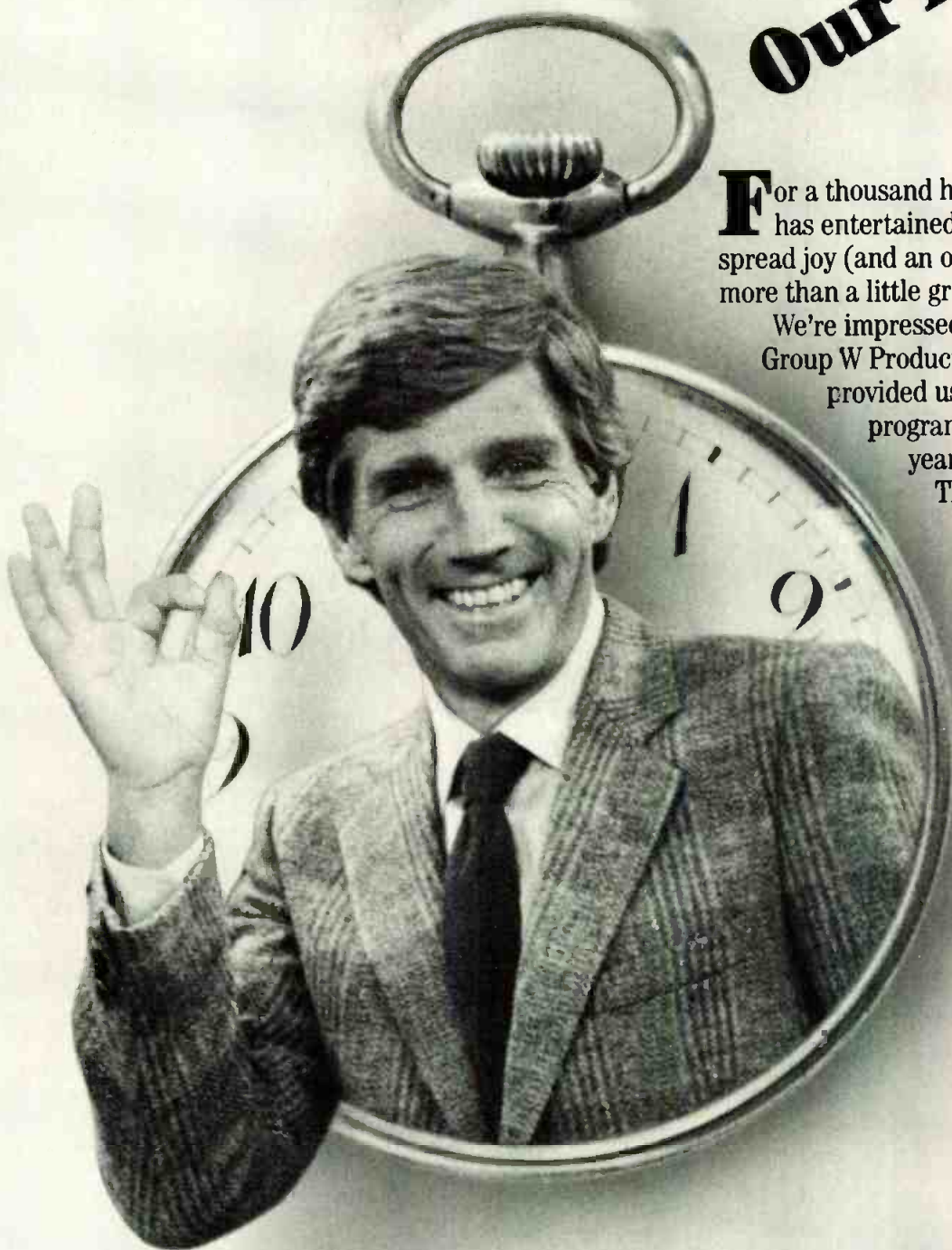


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TELEVISION. Cablecastings.



Our Hour



For a thousand hours Gary Collins has entertained and informed and spread joy (and an occasional tear) with more than a little grace and style.

We're impressed and grateful that Group W Productions has consistently provided us with such a quality program for these past five years.

Thank you.

We're proud to be part of the same family.

Hour Magazine is very much the hour of the hour.

GROUP
W
TELEVISION

WJZ-TV
Baltimore

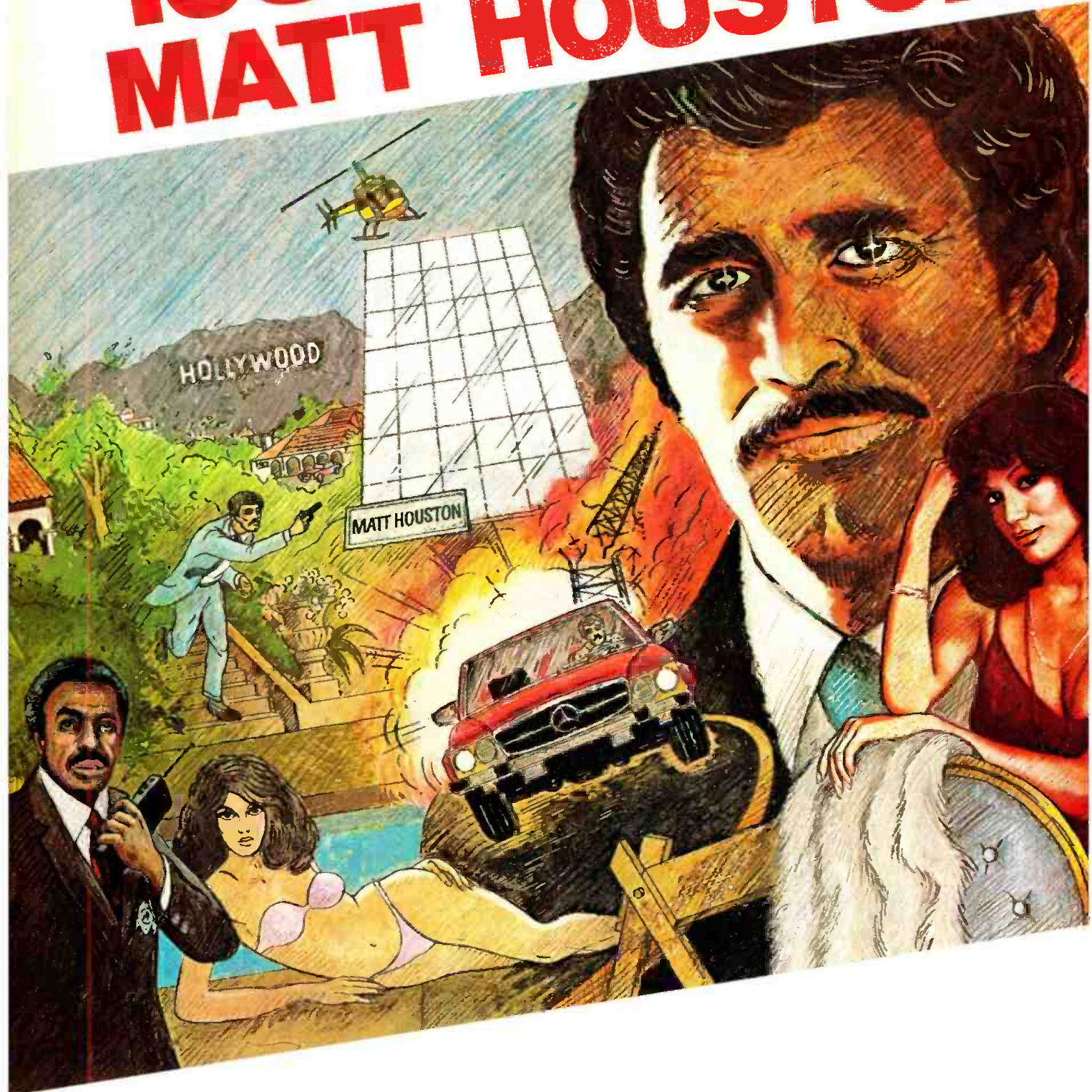
WBZ-TV
Boston

KYW-TV
Philadelphia

KDKA-TV
Pittsburgh

KPIX
San Francisco

1985 THE YEAR OF MATT HOUSTON



KTLA, Los Angeles
WPHL-TV, Philadelphia
WXNE-TV, Boston
WXON-TV, Detroit
KTVT, Dallas-Ft. Worth
WJLA-TV, Washington, D.C.
KHTV, Houston
WUAB-TV, Cleveland
WDZL, Miami
WATL-TV, Atlanta
WTOG-TV, Tampa - St. Petersburg
KRBK-TV, Sacramento - Stockton
WTIC-TV, Hartford
KUTP-TV, Phoenix
WPDS-TV, Indianapolis
XETV, San Diego
KSHB-TV, Kansas City

WAXA-TV, Greenville - Anderson
WYAH-TV, Norfolk - Portsmouth
WXXA-TV, Albany
KMSS-TV, Shreveport
KAKE-TV, Wichita
WPMI-TV, Mobile
WFLX-TV, West Palm Beach
WNFT-TV, Jacksonville
KGSW-TV, Albuquerque
WUHF-TV, Rochester, N.Y.
KAYU-TV, Spokane
KBVO-TV, Austin
KYTV, Springfield, Mo.
KVUU-TV, Las Vegas
KTHI-TV, Largo
KAME-TV, Reno

WARNER BROS. TELEVISION DISTRIBUTION
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Monday Memo

An AM engineering commentary from Scott Standiford, engineering manager, WKYS(FM) Washington

Some technical tips to make AM competitive

Hardly a week goes by without an article appearing in a trade publication discussing the problems of declining ratings and earnings of AM broadcasters. Many solutions have been discussed including stereo, more competitive programming and heavy promotion. All are important elements in the successful operation of a radio station, but they are attempts to cure the symptoms of a very serious problem that, if not itself addressed, will haunt AM broadcasters forever.

AM and FM stations in most of North America do not compete as equal media. If they did, the ratio of people listening to FM vs. AM would not have gone as far in the direction of FM as it has. The main reason is that the standards of AM allocation which were quite "usable" in the 1920's and 30's are not sufficient for today's needs.

What makes these standards inadequate is the presence of active interference in the form of static from light dimmers and fluorescent and neon lights. These devices are major offenders that leak RF interference back into the power systems of homes and apartments. Add to this television sets that radiate baseband video through their cabinets into power lines, not to mention cable television distribution grids that become very effective antenna systems. There are also passive forms of interference, the worst being office buildings and apartment houses of concrete and steel construction. Distance of the listener from the transmitter site is yet another form of passive interference. Much of our urban population has, since World War II, become very suburban. This population has moved out of the coverage areas of Class IV, many Class III and even a few Class I and II stations.

In many parts of the country the AM share of the available audience is declining because of this interference. Many stations not experiencing interference problems are noticing a decline in ratings because of the reputation FM has for being "static free" and "high fidelity." If these problems could be corrected this would set the stage for AM and FM stations to compete on a more equal basis.

I propose a number of changes to the FCC rules that will bring this about.

□

More power is step one in solving the problem. All stations would get an automatic power increase by a factor of 10. The patterns of all directional stations would remain unchanged. The signal strength of each station would increase by a factor of 3.16, as would interference from other stations. If a station is currently protected from interference by other stations out to its 0.5 millivolt contour, protection under the proposed plan



Scott Standiford has been a broadcast engineer since 1961. He worked for WEMD(AM) Easton, Md., in 1961-62 and WCBM-AM-FM Baltimore 1962-67. He was station manager and part owner of WBME(AM) Belfast, Me., 1967-70 and on staff of WLMD(AM) Laurel, Md., 1970-74. From 1974 to 1978 he worked for Burleson Associates, consulting engineers, and McBee Laboratories. He joined the engineering department of WRC(AM)-WKYS(FM) Washington in 1978 and was named manager, engineering, for WKYS in 1980.

would be afforded out to the 1.58 millivolt contour, which would remain at the same location.

The actual coverage area of each station would not change on paper. Those people within that coverage area would hear a much stronger signal. Interference would decrease from all sources but other stations. That interference would remain unchanged.

There would be an additional benefit. Many of the new stereo radio receivers being marketed have an AM bandwidth switch. A larger number of listeners would be able to utilize the wide bandwidth position on their radios. Fidelity approaching that of competing FM stations would be possible over a much larger portion of each AM station's coverage area.

Those stations currently unable to broadcast stereo because of limitations within their directional antenna systems would, at their option, be allowed to go with a smaller power increase and a modified directional pattern that would make stereo possible while still affording protection to other stations. Those stations unable to afford the full increase in power would be entitled to protection as though they had elected a full 10-fold power increase. There would be no protection from other stations taking the full increase. The intent of this provision is to guarantee that those stations would be able to avail themselves of the increases when they had the means.

There will be some negative impact if this proposal is adopted. The first and foremost is cost. Large transmitters are not cheap. They use a lot of electricity. Small-town and marginal operations will have a hard time raising the money to install and operate large transmitting plants. But the industry as a whole is suffering from a steadily worsening problem. We cannot allow something as important as the AM broadcast service to continue to slide.

Perhaps one solution to this would be the use of the funds that were proposed for the relief of broadcasters who experience loss of revenue caused by interference from high-power Cuban radio stations. That money could go into a superfund to guarantee low-cost loans for those stations identified as unable to pay the debt service on construction loans at commercial rates.

Another solution might be the clustering of radio stations that as stand-alone entities are unprofitable, into groups with common programming and sales that have the ability to compete. The current philosophy relating to one entity controlling more than one AM outlet in a market area could be modified to permit the creation of groups of stations formed as "healthy economic units."

Just as three or four suburban newspapers in major metropolitan areas combine their resources to compete on more equal terms with major city newspapers, so could groups of suburban or rural AM radio stations join into profitable entities.

The details of the new rules for ownership of co-located properties need further study.

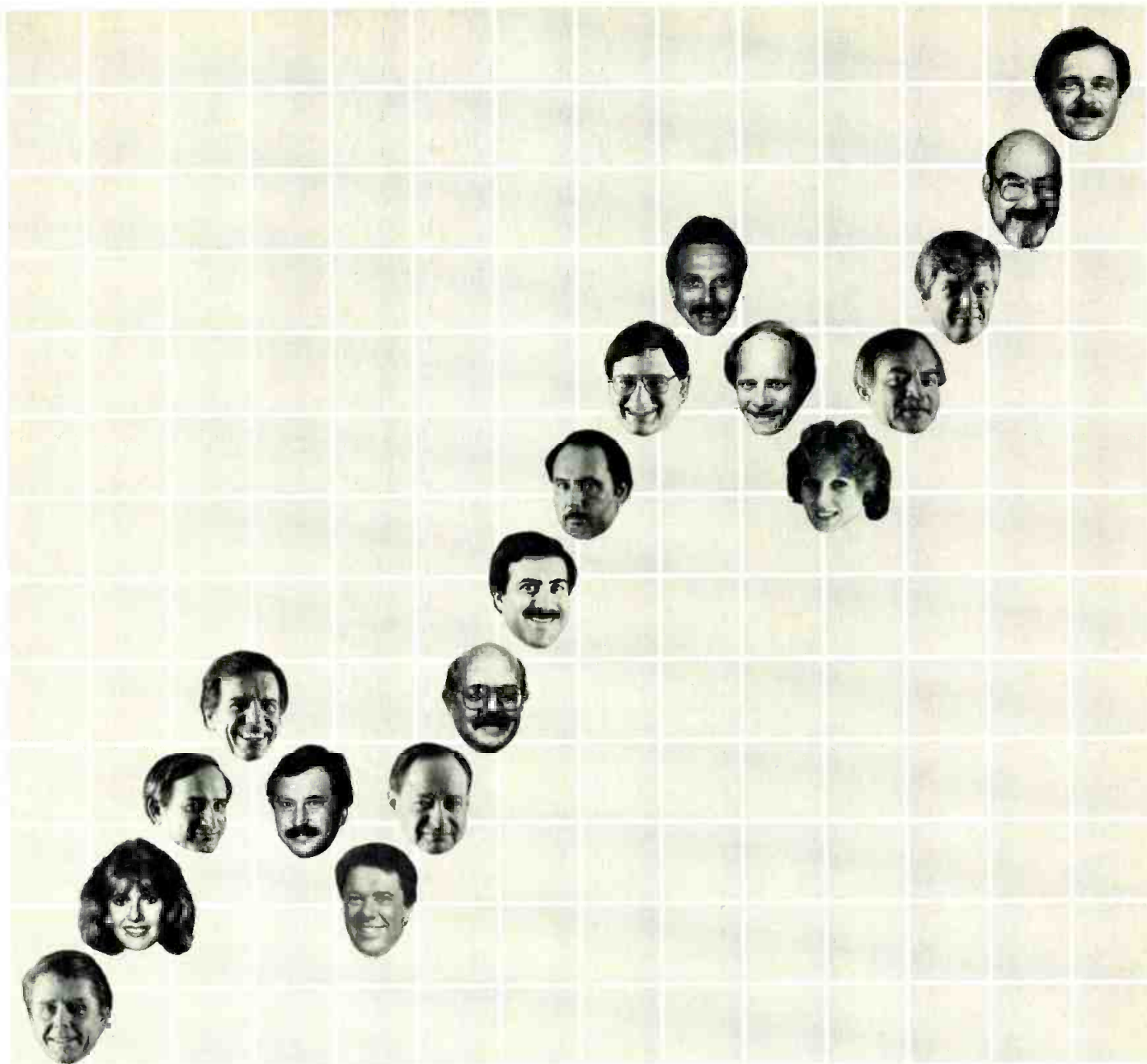
A profitable AM broadcast station pays taxes and can afford good quality programming to serve the public need. It does its part to fuel the economy of its community through advertising and local employment.

There will be other problems of a technical nature. High RF fields cause interference problems in poorly designed receivers and other equipment. With time, patience and good engineering, those problems could be resolved.

□

Should the spectrum between 1610 and 1790 khz ever become available for direct broadcast use, it should be allocated to Class IV AM stations to extend each station's coverage within its local market. These channels, which would be designated as Class V, would be allocated to existing Class IV's—one each to use as off-channel translators with a power of between 10 and 1,000 watts nondirectional and limited groundwave protection. Class V translators would receive no nighttime interference protection. Only vertical antennas would be permitted. Driven or parasitic directional arrays of two radiators would be allowed on special showing. Current restrictions relating to minimum tower height, ground systems and rooftop antennas would be relaxed for the Class V's.

Any station with a translator frequency would be able to install more than one translator in its market on that channel with synchronized carriers. Each Class IV would get a minimum of one channel to use as desired in its area. The license for each translator would be part of the license of its associated station and could not be separated from it, although two stations could swap translator programming if it could be shown that each



THE BOTTOM LINE IS ALWAYS BETTER PEOPLE.

At Eastman Radio, we've never forgotten that selling is a one on one process between buyer and seller.

So while other radio rep firms depend on numbers to do all their selling, we've concentrated on hiring, training, motivating and keeping the best sales force in the business.

HIRING. Most people we hire don't have a spot radio background. That way they don't have to "unlearn" someone else's system.

TRAINING. Eastman sales training has always been the toughest in the business.

We pioneered videotape role playing. Before Eastman people sell for you, they have to be able to sell to their peers and to our management. Then they

must undergo a daily routine of self-evaluation and improvement.

MOTIVATION. Eastman is employee-owned. Our people are motivated from Day One. No fancy psychology, just simple economics — they work harder for you because they're working for themselves.

EXPERIENCE. Because we're dedicated to our people, they remain dedicated to us. They stay with us longer — an average of 10 years. They know their stations and their markets.

So this is our bottom line: At Eastman, we put all our efforts into developing and holding onto winners. Aren't those the kind of people you want to sell your station... one on one?

 **EASTMAN RADIO** SUPERNET MEMBER

One on one, no one can beat us.

station would benefit.

When each Class IV has allocated to it one translator per channel per market, Class III daytime and full-time stations would be allowed one each to fill in areas where population has outgrown coverage. Daytimers could even use these Class V translators for limited nighttime coverage. Limited audio bandwidth (7.5 khz) and 30 khz spacing would enable six translator channels to be assigned in each market.

□

Audio processing is great. It causes the AM transmitter to put more of its modulators' power on the air in the sidebands covering up noise. Unfortunately, too much processing eliminates the dynamics that were put into the program content by the writer, the composer and the performer. If we can restore some dynamics to AM broadcasting, AM can move a bit further toward competing with FM. If it can be done while maintaining the advantages of high-density audio processing, so much the better.

It is technically possible for an AM station to transmit a phase-modulated, low frequen-

cy pilot tone with the information needed to enable a specially equipped AM radio to restore the dynamics eliminated by the processor. It can be done in stereo.

Telephone-talk and all-news AM radio stations are especially vulnerable to extraneous noise. Properly designed and implemented, the system that restores program dynamics could be utilized during periods of talk to reduce receiver gain between words and sentences. This would reduce noise even more as well as listener fatigue.

The gain to the broadcaster for such a system is an increase in the length of time a listener stays with a particular station. The industry as a whole would benefit from development and implementation of such a system.

□

To minimize interference between stations on the same channel, it is desirable to have everybody on exactly the same frequency. With today's technology it is feasible to have a national frequency standard that can be delivered everywhere in the United States. All stations would be required to lock their

carriers to it when they increase their power 10 times.

These proposals are a radical departure from the current AM philosophy and system of allocations. As such, treaties must be negotiated with Canada, Mexico and the nations of Central America and the Caribbean. At least one other country—Cuba—is giving serious consideration to its proposal: that of increasing the power of its regional AM stations. If this is done, we may be forced into a part of this plan just to protect the United States existing AM stations from nighttime interference.

The concept of the across-the-board power increase is not unknown in this country. Within the last 25 years Class IV AM stations were twice granted power increases, and Class B FM stations were permitted a power increase from 20 kw to 50 kw.

Now is the time to start the groundwork that will restore AM radio as an economically healthy broadcast service. We currently have over 4,700 AM stations on the air with an annual payroll in the hundreds of millions of dollars at stake. This is a natural resource that must be protected. ■

Datebook

This week

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**—Women in Communications tour of Washington Post. Washington. Information: (202) 955-5161.

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**—New York chapter, National Academy of Television Arts and Sciences, breakfast. Speaker: Arlene Dahl, actress/author, on "How to Keep Fit Under Stress." 1700 Broadway, 18th floor, New York.

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—New York Television Academy, "A Night at the Round Tables." Omni Park Central hotel, New York. Information: (212) 765-2450.

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 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**—Radio-Television News Directors Association region four (Texas, Oklahoma) and Society of Professional Journalists seminar. Houston Press Club, Houston.

■ **Sept. 21**—Golden Radio Buffs of Maryland meeting. Baltimore Museum of Industry, Baltimore. Information: (301) 358-4272.

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.

Also in September

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. 23**—New York chapter, National Academy of Television Arts and Sciences, dinner. Topic: "TV's Impact on Taste and Trends." Copacabana, New York.

Sept. 24—International Radio and Television Society newsmaker luncheon, with FCC Chairman Mark Fowler.

■ Indicates new entry

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DETROIT • WASH. D.C. • MIAMI • *And more each day!*



The Greatest American Hero

Cash Only* Fall '86

*OR MAJOR CREDIT CARDS.



Stephen J. Cannell
Productions

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LORIMAR

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. 25-27—National Association of Black Owned Broadcasters ninth annual fall management conference. Theme: "Takeovers, Mergers and Spinoffs—Are Minorities Being Excluded Again?" Sheraton Washington hotel, Washington. Information: (202) 463-8970.

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

Sept. 26—FCC advisory committee on radio broadcasting meeting. FCC, Washington. Information: (202) 632-7792.

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—Radio-Television News Directors Association** region eight (Ohio, Michigan and West Virginia) conference with *Ohio AP Broadcasters*. "The Good, the Bad and the Mediocre" in broadcast news reporting. Speakers include Rebecca Sobel, NBC News; Faith Daniels, CBS News, and Jim Hood, AP Radio News. Bowling Green University, Bowling Green, Ohio.

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

ings, S.D.

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

■ **Sept. 28—"How to make the move from radio to TV,"** seminar sponsored by *Associated Press Television-Radio Association (California-Nevada)*. Luncheon speaker: Tom Schell, ABC News, Los Angeles. Maitia's Basque restaurant, Bakersfield, Calif.

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, "Life After the Cable Act of 1984." 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 advertising sales workshop. La Mansion hotel, Austin, Tex.

■ **Oct. 1—Society of Satellite Professionals, Southern California chapter**, meeting. Sheraton Mirimar hotel, Santa Monica, Calif.

Oct. 2—West Virginia Broadcasters Association sales seminar. Charleston House, Charleston, W. Va.

■ **Oct. 2—New York chapter, National Academy of Television Arts and Sciences**, luncheon. Speaker: Kevin O'Brien, vice president-general manager, WNEV-TV New York. Copacabana, New York.

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, MCA-TV, sponsored by *Brandeis University*. Proceeds will be used to establish scholarship. Plaza hotel, New York.

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

Oct. 3—West Virginia Broadcasters Association sales seminar. Ramada Inn, Morgantown, W. Va.

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. 3-6—American Women in Radio and Television, South Central area, conference, including Bill Brower management seminar. Park Suite, Oklahoma City.

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—Broadcast Promotion and Marketing Executives board meeting. Westin Renaissance Center, Detroit.

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. 11-13, 1987, Atlanta Marriott, Atlanta.

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.

Major Meetings

March 6-8, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 15-18, 1986—National Cable Television Association and Texas Cable Television Association combined annual convention. Dallas Convention Center. Future convention: 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 13-17, 1986—National Public Radio annual convention. Town and Country hotel, San Diego.

April 27-30, 1986—Public Broadcasting Service/National Association of Public Television Stations annual meeting. Washington.

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 3-6, 1986—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

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.

June 22-25, 1986—Cabletelevision Administration and Marketing Society annual convention. Westin Copley Plaza, Boston.

July 24-26, 1986—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

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

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. Information: Beth Harris, (415) 928-7424.

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 electronic 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 Borchert (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* fall meeting. Chancellor Inn, Champaign, Ill.

Oct. 12—*Radio-Television News Directors Association* region 12 (New York, New Jersey and Pennsylvania) student seminar. Buffalo State College, Buffalo, N.Y.

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. 14—*San Francisco Bay Area chapter of Women in Cable* annual meeting, including panel discussion on must carry. San Francisco.

Oct. 14—*American Teleport Association* second membership meeting. New Orleans. Information: (415) 781-1191.

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.

Stay Tuned

A professional's guide to the intermedia week (Sept. 16-22)

Network television □ **ABC:** *Our Family Honor** (drama series), Tuesday 9-11 p.m.; *45/85* (documentary), Wednesday 8-11 p.m.; *Spenser: For Hire** (action-adventure series), Friday 9-11 p.m.; *Lime Street** (adventure series), Saturday 9:30-11 p.m.; *The 37th Annual Prime Time Emmy Awards* (live), Sunday 8-11 p.m. **CBS:** *Stir Crazy** (comedy-adventure series), Wednesday 8-9 p.m.; *Charlie & Company** (comedy series), Wednesday 9-9:30 p.m.; *George Burns Comedy Week** (comedy series), Wednesday 9:30-10 p.m.; *The Equalizer** (drama series), Wednesday 10-11 p.m. **NBC:** *Bob Hope Buys NBC?* (entertainment special), Tuesday 9-10 p.m.

Radio □ **CBS Radio Network:** *Right to Know or Wrong to Tell* (panel discussion), Friday 2:30-3 p.m.

Cable □ **Arts & Entertainment:** *I Am the Blues* (music special), Sunday 9-10 p.m. **HBO:** *World Championship Boxing: Larry Holmes vs. Michael Spinks*, Saturday 9-11 p.m.

Syndication □ **WWP Productions:** *Jayce and the Wheeled Warriors** (animated series), 65 half-hours airing Monday through Friday, available to 80% of viewing audiences (check local times).

Museum of Broadcasting (1 East 53d Street, New York) □ *Television's Silents: Silent Firms Newly Restored and Orchestrated for Television*, seven silent films restored by Kevin Brownlow and David Gill, screenings Sept. 13-Nov. 2, screenings with seminars Tuesday through Friday, including: "The Wind," Tuesday 5:30-8:30 p.m.; "Flesh and the Devil," Wednesday 5:30-8:30 p.m.; "Old Heidelberg, or The Student Prince," Thursday 12:30-3:30 p.m.; "Show People," Thursday 5:30-8:30 p.m.; "Napoleon," Friday (seminar only) 12:30-2 p.m., and "Our Hospitality," Friday 5:30-8:30 p.m. *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.



Jeannie Wilson as Capt. Betty in CBS's "Stir Crazy."

Note: all times are NYT. Asterisk denotes series premiere.

Errata

July percentage increases for national spot radio expenditures in Sept. 2 issue were reversed. Month was off from July 1984 by 9.1% (unadjusted), but when adjusted by **Radio Expenditure Reports to compensate for variance in standard billing weeks, business increased 13.6%.**



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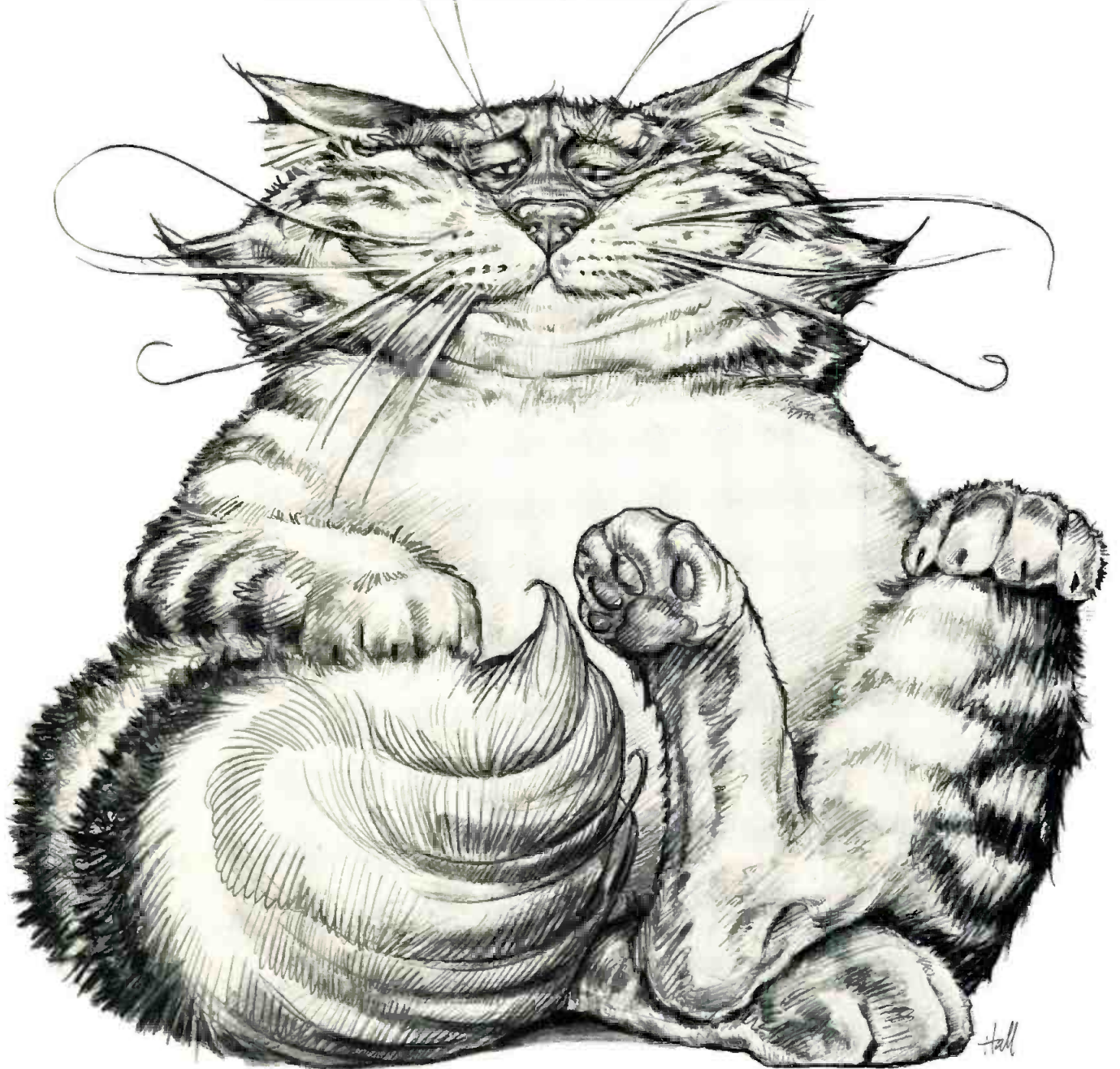
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NBC Radio's Young Adult Network

Broadcasting Sep 16

Vol. 109 No. 12

TOP OF THE WEEK

Broadcasters coming together on must carry

They devise new set of rules, while Senator Stevens tries to spur FCC into starting rulemaking; next task is to get cable industry OK

The broadcasting industry is close to a consensus on new must-carry rules that it would like to see replace those thrown out as unconstitutional by a federal appeals court last July. Its challenge now is to persuade the cable industry to go along with them and the FCC to adopt them through a rulemaking.

To precipitate a must-carry rulemaking at the FCC, the National Association of Broadcasters has enlisted the support of Senator Ted Stevens (R-Alaska). According to an aide, Stevens is now considering various means of making the FCC launch a rulemaking, including attaching an amendment to an appropriations bill ordering action.

Under the proposed new rules, cable operators with more than 12 channels would have to set aside no more than one-third of their channels to carry stations within 35 miles of the cable system (or, perhaps, 50 miles in hyphenated television markets), but they would not have to carry duplicative network or Public Broadcasting Service stations. Cable operators with fewer than 12 channels would be free of any must-carry obligations.

The appeals court's decision officially took effect last week after the Supreme Court rejected a petition to stay the decision



Stevens

from the NAB and 13 allied broadcast groups. Cable operators are now free to drop or add local broadcast signals as they see fit. Although cable operators maintain that most broadcasters will be unaffected, some broadcasters, particularly new ones scrambling for cable carriage, could be seriously hurt (see box).

Despite the rejection of the stay request, the NAB plans to petition the Supreme Court

for certiorari on Wednesday (Sept. 19) in an effort to reverse the appeals court decision.

In a prepared statement, the NAB said it was disappointed that the Supreme Court turned down its request for stay, but expressed the hope that the court would "carefully judge the petition for 'cert' on the merits of the case."

According to industry sources, the new must-carry scheme is the handiwork of the Television Operators Caucus, which comprises the major group broadcasters, and is now supported by the NAB and the networks.

Of the major players, only The Association of Independent Television Stations (INTV) has yet to formally endorse it. INTV President Preston Paddon said he was aware of the scheme, but "nobody consulted us in putting it together." Before the INTV lends its support, he said, it will have to study it to make sure it's in the best interest of most INTV members, the established, well-trenched stations, as well as the newer ones. "We are not going to cut anybody loose yet," he said, adding that he has been invited to discuss must-carry strategy with representative of the NAB and TOC this Thursday (Sept. 19).

Before going to the FCC, the broadcasters would like to win the support of the cable industry, principally the National Cable Television Association. NCTA President Jim Mooney said last week that individuals,

Must-carry damage case study

Broadcasters have been on the lookout for egregious examples of broadcasters harmed by the elimination of the must-carry rules to support their call for the elimination of cable's compulsory copyright license on Capitol Hill. The Association of Independent Television Stations thinks it's found a good one in the person of John C. Bailie.

Bailie is president and general manager of WTGS(TV) Hardeeville, S.C., which went on the air Sept. 1 to serve the Savannah, Ga., television market as its only independent. Making it as an independent in the 108th largest market is tough, he told BROADCASTING last week, making it without free carriage on all the cable systems in the market is even tougher. "My first six months are going to be very scary," he said. "I'm a hurting cowboy."

It's not that the cable systems in the market aren't willing to carry or don't have room for WTGS, he said. It's just that they all think that if they carry it they should be entitled to some kind of compensation. WTGS has managed to secure carriage on six of the 11 systems in his primary service area, but it had to pay the price. To get carried, Bailie has bought equipment for cable operators, given them advertising time to promote their services and, in the case of the largest cable system, agreed to pay it \$2,000 a month. "I'm doing whatever I have to do to survive."

According to Bailie, the cable systems that have so far agreed

to carry the station have been the reasonable ones. Some of the other systems, he said, have set terms so onerous as to make a deal impossible. Plantation Cablevision, which serves most of the homes on exclusive Hilton Head Island, S.C., for example, is demanding \$27,000 a month to carry the signal, he said. Charles Renwick, general manager of Plantation, denied asking Bailie for any money, although he suggested to him in general terms what channel is worth. Renwick said he hasn't decided to add station under any circumstances, and will not until legal questions surrounding must-carry are fully resolved.

The additional expenses and loss of cable households caused by the loss of the must-carry rules will be felt on WTGS's bottom line, Bailie said. With its lineup of first-rate movies and off-network and syndicated programming, he said, the station felt it had a chance to capture 10% or \$1.6 million of the \$16 million spent on television advertising in the market each year. But because of its inability to secure carriage throughout the market, he said, it will probably garner no more than \$1 million. That would mean a loss of \$400,000, he said.

Cable systems serve about half of the 191,000 homes in the Savannah market, he said. To sell time, it's important to be on almost all of them. "With the advertisers, it used to be, 'No book, no buy,'" he said. "Now it's 'No book, no buy; no cable, no buy.'"

whom he declined to name, have broached various must-carry alternatives to him, but no one has made a formal proposal.

But Mooney does not seem receptive to any proposal to resurrect the must-carry rules in any form. "You can't expect the cable industry to agree to some form of reinstatement of must carry just to be nice guys," he said. "We'll need a tangible reason. And, at this moment, I don't see one, nor can I conceive of one. There would have to be some benefit to the cable industry."

Proponents of the new rules believe NCTA does have incentives to talk about new rules. The NCTA is currently negotiating with the Motion Picture Association of America on reforms of cable's compulsory license, which allows cable operators to retransmit broadcast signals without having to negotiate copyright agreements with individual broadcasters and program suppliers. To implement the reforms, the NCTA and MPA will have to persuade Congress to amend the Copyright Act of 1976. But as

long as NCTA refuses to deal on must carry, broadcasters will try to block any new copyright legislation that lacks a must-carry provision.

Broadcasters have also vowed to seek elimination of the compulsory license on Capitol Hill unless the cable industry comes to the table on must carry. "I honestly believe that over the long haul, they can't hang on to the compulsory license if there is not some reasonable arrangement on local carriage," said Paddon. "We are not going to give up—even if it's a 20-year war."

Other broadcasters feel the cable industry has to appear reasonable by compromising on must carry to smooth some of the feathers it ruffled on Capitol Hill during its battle to pass the Cable Communication Policy Act last year.

One Washington communications attorney involved in plotting the broadcaster's must-carry strategy said NCTA, negotiating from a position of strength, may be willing to strike a compromise if it does little practi-

cal harm to cable operators and stops broadcasters from tampering with the copyright law. NCTA may be prodded to compromise by members like Cox and Storer that own television station as well as cable systems, he added.

If Congress, through a Stevens amendment, ordered the FCC to begin a must-carry rulemaking, the commission would presumably do so. But to what end is not clear. Following the appeals court's decision, FCC Chairman Mark Fowler and Commissioners Mimi Dawson and Dennis Patrick said they felt a rulemaking aimed at coming up with new must-carry rules would ultimately prove fruitless. "At this point," they said in a formal statement, "we cannot conceive of a new set of rules which would accomplish the commission's policy goals and would meet the constitutional test outlined in the ... decision."

A Fowler aide had no comment on Stevens's initiative: "We haven't been asked about it; we haven't been told about it." □

Radio reigns in Dallas

About 5,000 meet for second annual joint NAB-NRBA radio-only convention; Mann blasts ad agencies, is criticized in turn by RAB's Stakelin and SRA's Feniger; Fritts urges greater community involvement by stations

They came by the thousands. Radio broadcasters from across the country flocked to Dallas last Wednesday (Sept. 11) to the second annual joint radio convention sponsored by the National Association of Broadcasters and the National Radio Broadcasters Association. The Radio '85 Management and Programming Convention was, in the words of

Doubleday President Gary Stevens, who was co-chairman of the event with NRBA President Bernie Mann, "the most dynamic meeting of radio brains and talent to ever occur."

But no sooner did the conferees assemble for their three-day meeting than a controversy erupted over Mann's comments at the Thursday morning general session during which he voiced some harsh criticism about the advertising agency community, incurring the wrath of both the Radio Advertising Bureau and the Station Representatives Association.

"Ad agencies are not known for having an enormous amount of backbone. And they

are often delighted to do whatever the client wants. On the other hand, clients know what a group of 'snake oil salesmen' most agencies are. That's why they [clients] change them so often," Mann told the group.

The NRBA president also said that radio's share of the total advertising dollar had not increased in the past 10 years. "Radio is not gaining for several reasons and one of them is because we permit too much of our business to come at the discretion of ad agencies. The self-interest of agencies prevents them from treating us fairly and equally," said Mann, in reference to television buying. "With our low rates and very small production charges, it's hard for agencies to make



Radio 85's opening reception



Mann goes after the "snake oil salesmen."

any real money using radio. Therefore, we must make a special effort to retain our relationship with the client. We have to consistently be selling the client on the advantages of radio in order to stimulate those two magical words: 'client dictate,' " said Mann.

In a strongly worded release issued hours after the opening session, RAB President and Chief Executive Officer Bill Stakelin took issue with Mann's characterization of ad agencies as "snake oil salesmen." "I don't think Bernie's comments are representative of the sentiments in the radio industry. To make a statement like this without substance or without offering ideas or approaches for working with agencies is both irresponsible and counterproductive."

Terming Mann's call for greater client effort "standard operating procedure for any professional radio marketer," Stakelin said: "Bernie clearly doesn't know what he's talking about. If he did he'd realize that agencies are our advocates and allies not adversaries." He added, "While radio still has much educational, marketing and liaison work to do in the agency community, name calling won't improve the situation nor will it build a climate for increased use of radio."

Echoing Stakelin's sentiments were those of Jerry Feniger, president of the Station Representatives Association, who said, "The SRA eschews Mr. Mann's position. It is outrageous and ill-serves the radio industry which has dealt honorably with ad agencies for many years. The NRBA president's remarks have set back our missionary efforts by decades."

Mann also attacked the Association of Composers, Authors and Publishers and Broadcast Music Inc. for their escalating music licensing fees. "In 1984, we [the radio industry] gave ASCAP and BMI \$100 million. In five years, we will give them \$200 million," he said, urging those attending to financially back the All-Industry Radio Music License Committee's efforts in combatting rate hikes by both firms.

(In January, BMI instituted a new two-year contract with the radio industry, which raised rates approximately 8.8% annually. Today ASCAP is seeking a new deal which, according to the committee, would raise an-

nual fees by 13%. Under a dissent decree by the Justice Department, the committee and ASCAP filed affidavits in federal rate court over the pricing structure. The court is expected to issue a decision early next year.)

Following Mann at the opening session was NAB President Eddie Fritts, who stressed the need for the American radio system to be "free of the threat of government intrusion."

"There seems to be a sense in some corners of Congress that the government should be involved in your advertising, which is the lifeblood of our industry, and in your programming decisions, which are protected under the First Amendment," Fritts said. He noted that advertising has been threatened by the "mistaken efforts" of those concerned about alcohol abuse while the so-called "porn rock" issue may lead to a congressional censorship battle.

Fritts advised the attendees that, to "fend off" these governmental intrusions, they need a strong presence in their communities and a relationship with members of Congress. "Broadcasters have to be perceived as part of the solution to local and national problems," said Fritts. "As we have waged the battle over beer and wine advertising, members of Congress have been impressed with station efforts to curb abuse in their communities," he said.

If there was an underlying theme to Radio '85, it was one of unity among radio broadcasters, not only in their drunk driving campaigns, but in the industry's efforts to combat world hunger, especially in Ethiopia. This was addressed at the opening session in an audio-visual presentation that highlighted the simultaneous playing of the USA for Africa foundation song, "We Are the World," on more than 8,000 radio stations and networks worldwide on Good Friday (April 5). Talent manager Ken Kragen, president of USA for Africa, and performer Marlon Jackson, who is involved with the foundation, received an award in the shape of a glass eagle for their role in fighting hunger. Kragen said of the April 5 broadcast: "No other event in the movement has been so significant."

The total attendance at the convention, including exhibitors, hospitality suite hosts, spouses and guests, came to about 5,000. There were 82 different workshops, 90 hospitality suites and 111 companies exhibiting in 19,300 "net" square feet at the Dallas Convention Center.

NRBA backs off from its call for separate 'super' radio-only association, but says it's still willing to work with any industry organization

The National Radio Broadcasters Association sued for peace last week, but it's not yet clear whether the other side is willing. The quid: NRBA's retreating from its earlier call for a new "super" radio association that would embrace the radio division of the National Association of Broadcasters and the Radio Advertising Bureau, along with radio

"No one's better than anybody else, but we're all better together."

—Shamrock's Bill Clark

elements of other industry associations. The quo: the NAB's agreeing to continue its collaboration with NRBA in sponsoring the annual Radio Management and Programming Conference, held last week in Dallas. At stake: more than \$400,000 in profit, split between the two trade associations—an amount believed to be of far greater consequence to NRBA than to NAB.

Officials on both sides were striking conciliatory postures, but NRBA was clearly the party bending over backward. Its board of directors met on Tuesday to discuss the super radio matter and ended up adopting a new resolution, offered by the executive committee, that put considerable yardage between itself and the old version. The text in full:

Whereas, the National Radio Broadcasters Association is dedicated to serving its members and the radio industry at large as a full service radio-only national trade association; and

Whereas, the NRBA recognizes the value and benefit to the radio industry in cooperating with other trade associations in joint efforts and activities;

Be it resolved, that the NRBA will independently continue to serve and represent the radio industry through meaningful "bottom line" oriented programs, services, publications and benefits; and

Be it further resolved, that the NRBA, as the independent radio-only association, will cooperate with other industry organizations where such activities are in the best interest of the radio industry. Furthermore, the NRBA embraces and supports the concept of unifying the radio industry for the purpose of pursuing such common goals as full First Amendment rights for broadcasters and a larger share of advertising dollars for radio. The NRBA is prepared to explore these opportunities further with those interested parties.

Bill Clark, of Shamrock Broadcasting and chairman of the NRBA, later emphasized that the organization still believes in the goal of a unified radio association but recognizes the difficulties in getting there. "One step at a time" is NRBA's strategy. Clark now recognizes the super radio nomenclature to have been a "red flag" that fostered misunderstanding about NRBA's motives—and Clark owns up to having authored the term. "But radio's best interests are served by an independent and autonomous voice for radio," he said.

Speaking of the broadcast trade associ-

ation universe in general, Clark told the NRBA board: "No one's better than anybody else, but we're all better together."

NAB's radio board met Thursday morning but did not act on renewing its association with the NRBA for another year; at the time, it had not received a copy of the new resolution. Expressing itself pleased by the prospects of last week's convention, it nevertheless deferred until a later date its decision on going it alone or staying in harness with NRBA.

Also the subject of the NRBA's attention: setting technical standards so that all stereo radios manufactured or imported into the U.S. would be capable of receiving both AM and FM stereo broadcasts, as well as to push for "voluntary improvements in AM receivers from receiver manufacturers and their related trading companies." NRBA board members plan to discuss with members of Congress and the FCC what can be done about it.

Pornographic rock lyrics issue gets airing at radio convention as PMRC calls for record warning labels

So-called pornographic rock lyrics, an ongoing debate between the record industry and parent groups, received a lively airing at last week's radio convention. At a forum sponsored by the National Association of Broadcasters, the issue came to life as representatives from the recording and broadcasting industries and creative community challenged the position of the Parents Music Resource Center, which they argued might lead to censorship.

PMRC, created by a group of influential Washington women (Pam Howar, Susan Baker, wife of Treasury Secretary James Baker; Tipper Gore, wife of Senator Al Gore [D-Tenn.], and Sally Nevius), is calling for warning labels on records with lyrics that contain "explicit sexual language, profanity, violence, the occult and the glorification of drugs and alcohol." They also are asking for "full disclosure of lyrics prior to the purchase of any music, either on record covers, on cards that would be part of packaging of cassettes and tapes, or available at stores where such purchases are made." Additionally, they asked the recording industry to establish a "common standard by convening a panel of industry representatives and, if they choose, some consumer representatives." (The movement is gaining ground. Last

week, the National PTA announced it was joining the PMRC in its battle to require warning labels.)

There was, however, little enthusiasm for the PMRC proposal at the convention. Indeed, broadcasters attending the session, while sympathetic to PMRC's concerns about some rock lyrics, voiced strong opposition to an effort some viewed as "censorship." Moreover, the radio broadcasters pointed out that many of the examples of lyrics cited by the parent's group are not "mainstream" songs aired by most rock stations. "None of those songs that I am aware of have made the charts," claimed one broadcaster. Furthermore, said another, "we're already policing ourselves. You're doing radio a great injustice if you present those songs to the Senate committee; 90% of them never get on the air." The Senate Commerce Committee is holding a hearing this week on rock lyrics. (Gore's husband is a member of the committee.)

One participant also pointed out that much of the PMRC's concern is with music videos, a function unconnected to radio.

PMRC's Gore appeared with Stanley Gortikov, president, Recording Industry Association of America; Chuck Ducoty, WYYY(FM) Baltimore; George David Weiss, Songwriters Guild; William O'Shaughnessy, WVOX(AM)-WRIN(FM) New Rochelle, N.Y., and Gary Stevens, Doubleday Broadcasting, New York.

Gore read examples of what she called offensive lyrics. (She also showed broadcasters album covers with violent or sexually explicit themes.) The rock group Shout at the Devil, she said, performs a song, "Too Young to Fall in Love," with these lyrics: "Not a woman, but a whore. I can taste the hate. Well, now I'm killing you... watch your face turning blue." Another set of lyrics she read came from the group W.A.S.P.: "I got pictures of naked ladies lying on my bed. I whiff the smell of sweet convulsions. Thoughts are sweating inside my head. I'm making artificial love for free... I start to howl in heat... I fuck (Gore spelled out that word instead of saying it) like a beast... I come steal your love."

Gore emphasized that PMRC is not interested in censorship or legislation. "The material has a right to exist," she said. "All we're asking for is some consumer guidance. We have faith that the industry will respond voluntarily." She said that PMRC's

goal is to "strengthen" broadcasters' sensitivity to "what we view as a serious problem." She praised the NAB for being the "first industry to respond positively." (Gore was alluding to a letter NAB President Eddie Fritts sent to the recording industry several months ago, asking the companies to attach copies of lyrics with records distributed at radio stations.)

The PMRC, however, is not satisfied with the Recording Industry Association of America's response to its proposal. RIAA is proposing that individual record companies include a "packaging inscription that will state, 'Parental Guidance-Explicit Lyrics.'" But, Gore said the PMRC thinks one uniform standard would create less confusion and be more effective. She told BROADCASTING she hoped RIAA would reconsider its position.

But there seemed little likelihood that would occur. RIAA's Gortikov expressed concern over the group's motives. "I must now say to the PMRC that I am getting a little apprehensive about your motives. Recording companies have met your core concern," he said. "Yet, you tell us that's not good enough, without even waiting to see how the program operates. You want more. You said you do not want censorship. I trusted you on that pledge. But I am increasingly uncertain," he stated.

Gortikov further charged that PMRC was imposing its will on "an entire creative community and on broadcasters, on record retailers, and thus on all who buy or hear recorded music." He asked the group to let up. "I appeal to you by saying, 'Enough, already. Take pride in what you have spotlighted and achieved and in the response you have triggered. Grasp it before you risk its loss in a backlash of frustration. Please do not allow a thirst for press, public and government attention to gain priority over concern for children.'"

Gortikov was not the only panelist objecting to PMRC's proposal. "As a broadcaster, I question who's the appropriate judge of what is acceptable," said Ducoty. Moreover, he argued, explicit rock lyrics are not an issue that can be decided on a national basis. And he wondered, whether the policing extend beyond music.

Ducoty said a rating systems on records would only increase their appeal. "Forbidden fruit in many cases is the sweetest. Marketers for years have used 'banned in Boston,' as a real effective way of selling a product." He said that concerned parents do get information on record lyrics and communicate with their children. "The unconcerned parent is going to be unconcerned whether we put a label in front of a record or not. If they don't care, they're not going to care," he said. He concluded that the issue raises a philosophical question of whether "someone is to impose a national moral standard."

Stevens noted that the PMRC sees this as largely a recording industry problem. Nonetheless, he stressed, there is linkage with a "downstream effect on radio." He said he was concerned that once "you start labeling you create a trail that leads right to broadcasters." And, he asked, "Who among us is



Porn panelists (l-r): O'Shaughnessy, Weiss, Stevens, Ducoty, Gortikov and Gore.

going to play a product that is clearly labeled potentially objectionable. I know I for one would think very long and hard before doing something like that. That for me," he continued, "sets the stage for censorship or certainly de facto censorship."

Moreover, Stevens said there is no shortage of pressure groups that have ideas about how things ought to be disseminated. "That just doesn't stop with music; it goes right on into commercial content, news itself. That to me is a major threat. I am very concerned about it."

Stevens, however, emphasized that he has "no problems with where PMRC is coming from." He noted that broadcasters are not against PMRC. "Opposing labeling or the establishment of an elite core of individuals to determine what taste levels ought to be disseminated to the public at large, that doesn't mean we aren't against what we've seen. Some of what we've seen today is reprehensible. There's got to be a better way to approach this."

Stevens said he feared rock lyrics could provide a convenient vehicle for pressure groups that are threatening stations' licenses. "I don't think we need to create a root by which those kinds of people who are already present in our daily work life can follow on through to find another way to get to us. Think long and hard, folks in the PMRC and broadcasters, because what we're talking about here could have a major impact on our entire system of free expression as we know it today."

Like Stevens, Weiss is disturbed by some of the lyrics used by rock musicians. "I deplore violent, sexually explicit themes," he said. And, he added, "I don't underestimate the power of ideas, which are deadlier than bullets." As a songwriter, he said, it was more of a challenge to employ innuendo than blatancy.

"What a contribution we can make by resisting the tide that seems to be swelling by sticking to our good taste guns and writing as cleverly and as beautifully as we can. But there's the rough," he said. "When I say good taste, the obvious response would be, 'In whose opinion?' But I would shun like the plague the position that would make me administrator of good taste." Weiss said he would also "fight with every ounce of my strength before allowing Washington to decide what is and isn't acceptable.

"Once the Pandora's box of censorship is opened, no one will escape its spreading poison," he warned. He suggested that some of the "great artists, like Lionel Richie, use their personal persuasion by calling up those who deal in porn lyrics and saying, 'Come on man, don't do that. Straighten up and fly right, guys.' I truly believe that the embarrassment of that peer pressure will get more response from these porn writers than 100 guns to their heads." And Weiss further cautioned that if we put X's on records, they'll probably sell in the millions. "On the other hand, if parents stop buying these records, record executives wouldn't be too happy. They'd have to discuss this with the artists. Possible result, no profits, exit porn."

O'Shaughnessy also addressed the subject



The Dallas duo: NRBAs Bernie Mann and NAB's Eddie Fritts.

of censorship. "We broadcasters are permittees and trustees and we have a fiduciary relationship to the airwaves which rightly and properly belong to the people of this country," he said. "I am not sure that the popular songs of our day might not deserve the same sensitivity and protection as our own pronouncements," he added. "No matter how gross, how clumsy, how outrageous. A song is like an eyewitness report."

Indeed, O'Shaughnessy maintained that the definition of taste is constantly changing. "The populace redraws it every season. And we can't stop it. People have been making songs to reflect their environment since the beginning of time." He cited examples of suggestive lyrics from earlier years. "Listen carefully to that classic Abe Burrows song, 'Adelaides lament' from 'Guys and Dolls' or Frank Loesser's lyrics about the travails of a single girl getting a kind of name for herself. Or Eddie Cantor's 'Making Whoopee.' Making whoopee was doing 'you know what' in the vernacular of the day."

He listed other examples. "Benjamin Franklin wrote songs that would shock some of those senators who will consider this subject next week. And so did Ogden Nash." The censors, O'Shaughnessy argued, can't get rid of the "debris." It is, he continued, "part of the landscape. It's called life. A song is a banner. But without the banner, the parade will go on."

Despite the criticism, Gore insisted that PMRC was not interested in censorship and was not "imposing any national moral standard." Instead, she said her organization was calling on the record industry to "voluntarily" create a panel. It would be up to the

industry to choose whomever it wanted for the panel, she said. While Gore admitted that some of the lyrics she cited do not receive major air time, she argued they are becoming "more mainstream."

"We do not seek legislation. The solution is right here in this room," she said.

FCC officials urge broadcasters to go on keeping good records

Take heed broadcasters and "keep good records," concluded a panel of legal and regulatory experts at last week's radio convention. FCC deregulation removed the requirement to keep station logs, but stations were told they'd be "foolish" to discontinue the practice.

Stations, cautioned Washington communications attorney Frank Mullin of Mullin, Rhyne, Emmons & Topel, are still vulnerable to a license challenge. "Anybody that's out there and is dissatisfied or feels they could do a better job, who hungers for your station, has a right to contest you for your channel," Mullin said. "You have to demonstrate by evidence, if someone comes in to challenge your license, that you're doing a good job for the community." It's important, Mullin stressed, that broadcasters keep "exquisite records." They need, he added, to be able to show how many times a mayor has been featured on a story. Or the last time the station aired an emergency broadcast signal.

"The fact that you're not required to keep logs," he told the audience, "doesn't mean you shouldn't. It's important to file those quarterly notices. Don't regard it (deregulation) as total liberation. There's a statute out

there and you are the trustee."

That theme was repeated by Gerald McCartin, Arent, Fox, Kintner, Plotkin & Khan. "Pay attention to your issue-responsive programs lists," McCartin recommended. Often stations prepare bare-bones lists, he said, but that is a mistake. "If you monitor those programs, it will save you a lot of time and pain down the road. A petition to deny is difficult to prove if you have good quarterly lists."

From a regulatory point of view, the FCC's Dan Brenner also underscored the necessity of good record keeping. "If you have a good case, you're going to have a good chance." Brenner, who predicted the FCC's deregulatory trend would continue, urged the group to "watch your EEO." That is one area, he added, where broadcasters "trip up." He warned: "It's not something you can take idly. It's not something that the commission will just slap your wrist for."

Larry Eads, FCC chief of the audio services division, cautioned broadcasters not to "misrepresent their records. Keep good records," he said. Eads also discussed the FCC's new ruling on radiation hazards that goes into effect January 1986. "If your facility creates a radiation hazard, you'll be required to have an environmental impact statement. I encourage you to watch for that document." The FCC official also suggested

broadcasters "stay in tune with the rapidly changing FCC." □

Space WARC reaches consensus

Conference Chairman Stojanovic breaks impasse on planning fixed satellite service band

With the pressure of time running out working its magic, the first session of the Space WARC, in Geneva, was completing much of its mission late last week. It was not a "rush to adjournment"—the pace was too slow. Nor was it a graceful end to an International Telecommunication Union conference that had been laced with politics and surfeited with debate—it was to end on Saturday late. But what might have been a seriously disruptive factor in the five-and-a-half-week session had been averted.

On Thursday, shortly after the lunch break, a consensus was reached on the critical question of the conference—the bands in the fixed satellite service to be subjected to arc-allotment planning. Enthusiasm for the consensus was not uniformly great. A number of countries, including the United States, expressed reservations for a variety of reasons. But a vote on the issue that might

have deepened the already serious antagonisms within the conference was avoided through the action of the chairman, Dr. Ilija Stojanovic, of Yugoslavia, who demonstrated a toughness some delegates thought he had lacked on other occasions.

Essentially, the consensus calls for planning 300 mhz of the expansion bands associated with 6/4 ghz and 500 mhz of the expansion bands associated with the 14/11-12 ghz. Each country would be allotted at least one orbital position with 800 mhz of bandwidth for fixed satellite bands—those that would not be subjected to planning—a multilateral planning method of coordinating requirements on a regularly scheduled basis is to be developed. The U.S. and several other countries have proposed multilateral planning as a means of easing the procedural complications involved in bilateral negotiations that developing countries particularly find burdensome.

But that is only part of the framework. The structure is not to be completed until 1988, when the second session of the conference is to implement principles adopted and decisions taken over the past several weeks.

The conference, called at the request of developing countries fearful of being preempted by developed countries in a race for satellite slots and bands, is intended "to guarantee in practice for all countries equitable access to the geostationary satellite orbit and the frequency bands allocated to the space services using it." But for the U.S. and its allies among the developed countries that had not wanted the conference—feeling it was unnecessary—the objective was damage control.

In that regard, the U.S. was counting itself fortunate last week. "Barring unforeseen pitfalls in the next couple of days," said Ambassador Dean Burch, head of the U.S. delegation, "we'll go home with a package we can be proud of and live with, and that won't be a burden on the government or the private sector." He made the comment at 10:30 a.m. Thursday, in Geneva's international conference center, following the final plenary session of a day that had begun 14 hours earlier. It was that kind of week.

Burch and other members of the delegation were expressing satisfaction with the fact the conventional bands, in which 45 domestic U.S. satellites are operating, are not to be included in the allotment planning process. "We feel very good about that," Burch said. "An allotment plan will not place a cloud over our operational bands." David Markey, head of the National Telecommunication and Information Administration and a member of the U.S. delegation who attended the conference last week, was telling reporters that "a year ago," there was considerable concern that the U.S. would be overwhelmed by demands of developing countries for planning conventional as well as expansion bands.

The U.S. did not escape completely unscathed, however. Two of the separate satellite systems planning to compete with the International Telecommunications Satellite Organization that have been conditionally approved by the FCC—Pan American Satel-

Searching for a standard

One way to attract broadcasters to AM stereo is to eliminate their need to choose an AM stereo system, according to panelists on last Thursday's session, "The Incredible Case for AM Stereo Now." Richard Reis of WFTQ(AM) Worcester, Mass., suggested that a "multisystem radio" be developed so broadcasters don't have to choose between systems. Broadcasters should "agree to disagree on what system is best," Reis said, adding that "there's no difference in cost today, to produce an AM stereo radio in one system and an AM stereo as a multisystem. So why don't we make a multisystem radio?" Additionally, Reis said that once choosing a product is "out of the way," AM stereo broadcasters can go to manufacturers as "a unified front" and "really make a noise." (Reis said he would also like to see "the standards of AM radios—not just AM stereo—improved" and would like to abolish the AM-FM switch on radios so "that when people buy a radio they won't know the difference between AM and FM, they'll just be tuning to a radio that's high fidelity.")

Reis was joined on the panel by other self-proclaimed AM stereo enthusiasts John Gehron, WLS(AM) Chicago; Cary Pahigian, WBZ(AM) Boston; Dale Taylor, WQUE(FM) New Orleans, and Ron Frizzel, WLAM(AM) Lewiston, Me., who moderated the session. The last told conferees that there are millions of AM stereo radios coming into the market and too many broadcasters are just taking a "wait-and-see" attitude about them. He called it "unfathomable" that broadcasters are still "standing around." Frizzel said that according to "production schedules," by February 1986, there should be about five million AM stereo sets in the marketplace, with most of them in cars rather than in homes. "AM stereo radios are being offered as options on almost every car in the American or foreign marketplace," Frizzel said. "We as an industry" he added, have to send a signal to receiver manufacturers that we care about the quality of their radios and that "we are *really* upset about the radios [on which] you can't hear anything higher than a bass fiddle."

Panelist Gehron urged the broadcasters to keep up with what is happening technologically, warning that as better quality radios come into the market, "people will hear how bad you sound. We'll become the Morse Code of broadcasting if we don't stay competitive," he said.

Pahigian admitted to being "skeptical a couple of years ago" about AM stereo, but said that hearing was believing. Additionally, he said, it has gotten an "excellent" response from listeners. "It does work," he said. Taylor said broadcasters have to make a commitment to AM stereo. "There's no reason why we shouldn't be competitive with FM," he said.

lite Corp. and International Satellite Inc.—each propose to operate two systems in the 10.7-10.95 ghz band, an expansion band slated for allotment planning. The effect, if any, on them was not clear. Technically, “existing systems” would be protected, and the definitions of such systems being discussed in the final days of the session would apparently cover them.

The question of the bands to be planned was not the only divisive issue successfully resolved. Another involved the effort on the part of Switzerland, backed by a number of other countries, to accommodate the requirements of “multi-administration systems,” by using Intelsat and Eutelsat. Charles Steffan, head of the Swiss delegation, said such common user types of organizations are essential to small countries that have no other means of access to communications satellite service. As a result, he said in an interview, Switzerland felt it important to have those organizations specifically mentioned in the ITU processes; they are not now; their dealings with the ITU are through individual governments—the U.S., in the case of Intelsat. And that, Steffan said, poses a possible “conflict of interest.” He said Switzerland wanted the systems “clearly recognized,” to make sure they are “included in the planning process in a way that is in accord with the [ITU] convention.”

To the U.S., however, the proposal would have afforded preferential treatment to multi-administration systems and, in the process, would have established a dangerous precedent. Nor were American delegates reassured by language in the proposal that appeared intended to exclude privately owned international systems, such as those the U.S. has said it would authorize. But when the matter was discussed in committee Tuesday night, the U.S. found itself supported only by the USSR, Brazil, India and the United Kingdom. The support for the proposal, on the other hand, was described by a member of the U.S. delegation, Steven Levy, a communications lawyer in Washington, as “awesome.” (Indeed, Levy saw support for the proposal as indicating that the backing Intelsat has received from member governments in connection with its controversy over the U.S. policy decision to authorize separate satellite systems is “real,” and not simply a

product of the lobbying of Director General Richard Colino.)

In any event, Burch, on leaving the committee meeting, conferred briefly with Intelsat’s chief representative on the scene, Gilbert Carter, and said: “It would be good to work something out so we don’t have to take a reservation.” A compromise finally was achieved.

The U.S.’s Ronald Stowe, vice president of Satellite Business Systems, working with the Swiss, United Kingdom and other delegations, developed language asserting that the account to be taken of the requirements of the countries using multi-administration systems would be done “without affecting the rights of administrations with respect to national systems.” Burch said later that would include, in the U.S., any system authorized by the FCC. The U.S. was satisfied.

However, one remaining hitch had to be overcome. After a number of delegation chairmen said that, “in the spirit of compromise,” they would accept the new language, Algeria’s Nouredine Bouhired, a thorn in the side of the U.S. and other developed countries throughout the conference, offered what he said was “clarifying” language as an amendment. To the U.S., however, it read like another effort to exclude separate systems, and the debate was on again, in full cry. But during a coffee break, Carter was in earnest conversation with Bouhired, and shortly after the session resumed a consensus on the compromise language was announced.

Carter later issued a statement, in behalf of Intelsat, asserting that the objective he said Intelsat member governments had sought at the conference had been achieved: that the conference give “appropriate recognition to the needs of multi-administration international organizations” to enable them to meet the needs of the international community.

But it was the fight over bands that would be planned and the kind of planning that would be employed that threatened the conference with deadlock and failure. Developing countries arrived in Geneva seeking rigid a priori planning for bands virtually across the board. They said they needed guarantees in writing of access to the orbital arc and

associated frequencies, even if they were not prepared to launch or buy a satellite for 50 years.

To the developed countries, such planning is wasteful and inefficient. The U.S. had proposed turning over the expansion bands associated with 6/4 ghz for long-range planning by developing countries as well as devising a multilateral planning method for coordinating requirements in the conventional 6/4 ghz band.

By the time the issue had made its way, tortuously, to the decision-making stage of the plenary session, the U.S. had given some ground. It was prepared to convert its proposal for reserving the 6/4 ghz expansion bands for developing countries to some form of allotment plan, provided it was flexible. A number of its allies were proposing planning the expansion bands associated with 14/11-12 ghz as well as 6/4 ghz.

But agreement had been reached in the meantime on employing a plan under which allotment would be made within a predetermined area. And that would permit greater flexibility than the rigid a priori type of planning that developing countries had been proposing as a means of securing guaranteed access to the orbit. Thus, as one U.S. delegate put it, if developed countries yielded on the amount of bandwidth to be planned, it had gained in the flexibility of the plan to be developed.

The debate over the bands to be planned made manifest the wide disagreement between developed and developing countries that had been evident throughout the previous five weeks of the session. Developing countries were not insisting on planning the conventional bands in 6/4 ghz and 14/11-12 ghz. But Kenya’s delegate said the 3.4-3.7 ghz bands should be planned, a proposal that the U.S. had made clear, as far back as the 1979 World Administrative Radio Conference, is unacceptable. The U.S. makes heavy use of the band for a number of services, including radar. India called for planning part of the 30/20 ghz band, a band about which the U.S. said too little is known even to consider planning. (The U.S. also foresees the band as a future major location for domestic satellites.) Algeria wanted the conference to make available a total of 1,000 mhz, from whatever source.

All morning, the debate droned on. Finally, one of the African countries proposed closure. It passed with the result that, under the rules of the ITU, a vote would have to be taken on the issue under debate. But ITU conference chairmen generally try to avoid the kind of confrontation explicit in votes; they try to orchestrate decisions by consensus. And the arrival of lunchtime afforded Stojanovic the opportunity to engage in the kind of politicking familiar on Capitol Hill.

He met with representatives of the contending delegations and urged compromise. “They understood my position,” Stojanovic said. And, he added, recalling the drama of the occasion, “taking all the risk myself” of ignoring the requirement of a vote, “I announced we have a consensus—and the delegates applauded.” Some delegates said the chairman’s action in working for, and announcing, a consensus in such a situation



was unprecedented and, as one put it, "historic." Other delegates said that was the kind of action they had hoped Stojanovic would have taken weeks earlier.

Stojanovic feels his action helped the conference achieve "a breakthrough." The past five weeks, he said, had been a "catastrophe." They had, observers agreed, been marked by an endless, often pointless debate and posturing. Decisions that should have been taken, initially, in working groups and then passed on through committees to plenary, were being taken for the first time in plenary. And the "consensus" Stojanovic announced did seem to inject some forward motion into the conference—although only for a day. The conference became bogged down in a fight over procedures on Friday to a degree that threatened plans for adjournment on Saturday.

No one at the conference would agree that the issue of the bands to be planned was even close to resolution. The U.S., while it reluctantly accepted some form of planning in the 6/4 ghz expansion bands, served notice it was reserving judgment on the proposal to include the 14/11-12 ghz expansion bands in the planning. The U.S. feels there is sufficient spectrum for planning in the band. But it also wants to see how much flexibility will be built into the allotment plan submitted at the second session. The U.K. and France took similar positions. A number of developing countries, including India, Iran and Algeria, made it clear they were reserving judgment subject to the development of the total package to be prepared. The reservations being discussed last week were only notices of concern. Reservations taken from the Final Acts of the conference in 1988 would be a different matter—a notification that a country does not consider itself bound by the conference decision with which it disagrees.

Indeed, there were even some loose ends from the "historic" plenary remaining to be tied up before the first session was to end. India proposed setting aside half of the 30/20 ghz band for planning by some "future" conference, a proposal the U.S. opposes, while Stojanovic suggested the matter of planning the band be studied as part of the intercessional work. That matter was not resolved as of Friday afternoon. Nor was a proposal that the multilateral planning method be applied to the 3.4-3.7 ghz band.

Beyond those issues there was the work of what was called "the other conference," that dealing with the incorporation of the Region 2 direct broadcast satellite plan into the international radio regulations. The bulk of the work had been accomplished the week before the session was to end (BROADCASTING, Sept. 9), and the final procedural steps were being taken on Friday. The success of that effort—which U.S. DBS applicants and licensees had said was necessary to ease their search for financing—was described by Burch as "a big plus."

What does the U.S. make of the ITU in light of the first session of the Space WARC? The increasing politicization of the ITU has been a matter of concern for the Reagan administration. In a sense, the continuing val-

ue of the ITU as a means of facilitating resolution of international telecommunications problems was under scrutiny. Burch said, "The U.S. has to constantly evaluate and reevaluate. . . One thing is clear. The ITU is becoming a political organization, and that's regrettable." □

CPB board votes to retain Landau

Towery also remains in office as 5-5 vote split continues

Sonia Landau, chairman of the Corporation for Public Broadcasting, and Ken Towery, vice chairman, were re-elected by default last Thursday after the board split 5-5 on three successive secret ballots. Landau and Towery both defeated Playa del Rey, Calif., broadcaster Harry O'Connor, who was nominated for chairman by Lillie Herndon and for vice chairman by Sharon Percy Rockefeller.

Herndon's nominating remarks epitomized the feud that has split the CPB board on a number of issues. "I sincerely believe that we need a change in leadership," said Herndon. "I think Harry is a team player and one who could lead this team extremely well, and help, hopefully, bring the board together much more than we are together now."

The board's disagreement stems from charges that it has become increasingly politicized since Landau replaced Rockefeller as chairman one year ago. The agency was set up by the government in 1967 as an independent entity to fund production and distribution of noncommercial radio and television programming and to provide grants to public stations needing operating and programming funds. But at a board meeting in San Francisco last May, Landau helped shelve plans for partial CPB financing of a program-related trip to Moscow, to be made by about dozen public television executives, including then CPB President Ed Pfister. Pfister resigned, citing "a fundamental difference" between his views and those of a majority of the board members. The board had voted 6-4 to shelve the trip after "heated discussion of CPB's proper role—if any—in

program exchanges with the USSR" (BROADCASTING, May 20).

And at last Thursday's meeting, the board again showed evidence of fundamental differences, first in the stalled vote for chairman and vice chairman, then in a 5-5 split over whether to amend the process of electing chairman, vice chairman and officers to require approval by a majority of board members present, and again in discussion of the search for a general counsel and for a new president—both posts as yet unfilled.

CPB issued a press release Thursday stating that more than 100 candidates had been presented to the presidential search committee, co-chaired by O'Connor and William Lee Hanley Jr., and comprising Landau, Howard Gutin and Lloyd Kaiser. But at the meeting, board members argued over whether the search for a counsel should be disbanded until a president has been found.

Rockefeller, Herndon, O'Connor, Kaiser and Howard White favored waiting. Rockefeller said: "Yesterday we were given a report by the search committee that it's very possible that a president will be chosen before the end of the year. . . If that is going to be the case, I see no reason to rush into the hiring of a general counsel. I think that the first respect that we have to pay to a new president is to let them have some choice in their team of officers. . . I believe we'd lose some good candidates if they looked around and saw the had absolutely no choice in the operation and administration of CPB."

Landau, Hanley, Towery, Gutin and Richard Brookhiser favored continuing the search for a counsel. Towery raised the objection that a good candidate for general counsel "will be long gone" if he has to wait six or eight months until a president is selected. And Landau addressed a problem she felt the board had apparently had with Pfister. "When we had a previous president and general counsel, this board was almost uniform in the thought. . . that there was too close a working relationship between the president and the general counsel—that often the general counsel was assuming a role of chief of staff. . . I'm of a view that for the good of this corporation, it is important that we select a general counsel whose one sole, main attribute is that they're an excellent lawyer, and all they're going to do is deal with the law of this corporation. . . If we have a president that we feel is going to have trouble getting along with the general counsel, my guess is we don't have a very good choice for president."

The subject was dropped at the urging of Gutin: "I think we ought to move on with the business of the corporation, get off the dime, and accomplish what we were put here to do. Now if somebody wants to bring it to the table and there's a vote and it's 5-5, so be it. If we haven't conveyed that there's a disagreement on this board at this point in time, that 5-5 vote is not going to do anything."

The board moved on to programming issues. It later allocated a budget of \$2,229,000, with one amendment: \$120,000 proposed for career development was redesignated to "identify and/or generate education and training programs for women and minorities." □



Landau

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Hollywood takes its show on the road

New York, Miami, Chicago, Boston and other areas offer change of scenery for producers searching for new 'look' in TV programs; improved production facilities make location shooting attractive

After a morning of location filming in the Little Italy section of New York City for the ABC series *Our Family Honor*, star Eli Wallach asked an ABC publicist to drive him around the corner to Mulberry Street where an episode of CBS's *The Equalizer* was also being taped. The reason, Wallach told the publicist, was that he wanted to drop by and surprise his wife, Anne Jackson, who was there for a role in an episode of the CBS series. "It was real cute," recalls the publicist. "I grabbed a Polaroid and they both camped it up."

While working Hollywood couples may run into each other at the studio commissary, such scenarios in New York have been uncommon. Until recently, most television series have been produced at one of the major Hollywood studios or smaller satellite studios in the Los Angeles area.

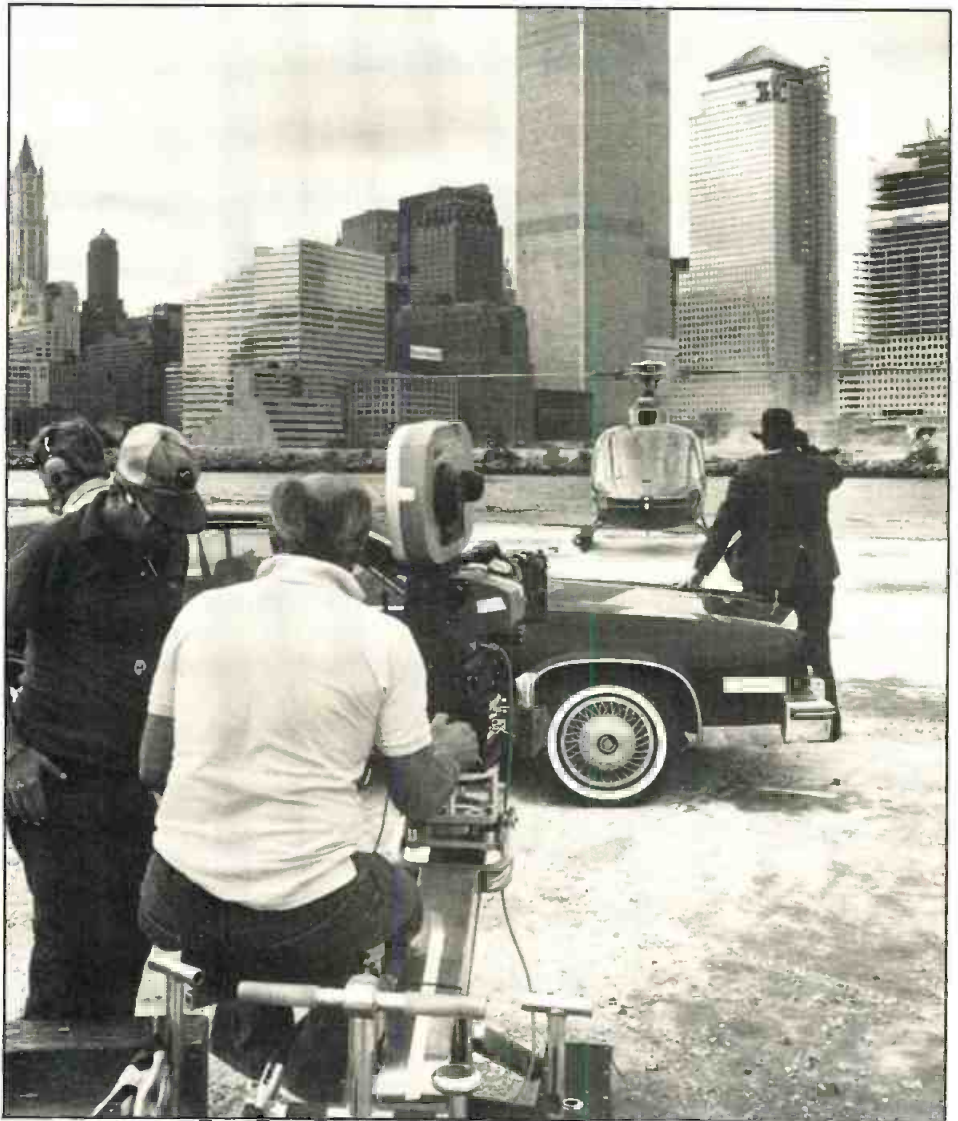
But that is changing. Thanks to advancements in technology, better production support services and a desire to achieve a fresh "look" in prime time series, a minor exodus has hit Hollywood as producers head to New York, Chicago, Boston, Miami, Virginia, Hawaii and Texas to produce their shows.

Of the 70 regular prime time series this coming season, 14 are in production entirely or principally outside Hollywood. New series are joining returning series in production at a growing rate outside the entertainment capital. Besides ABC's *Our Family Honor* and CBS's *The Equalizer*, both of which are being filmed in New York, ABC's *Lady Blue* is being filmed in Chicago and *Spenser: For Hire* in Boston; *Lime Street*, starring Robert Wagner, is being produced in Virginia and England. At CBS, *Hometown* and back-up series *Melba* join *Kate & Allie* in New York. NBC, although it has no new series produced outside Hollywood this season, has two of the most admired: *The Cosby Show* (New York) and *Miami Vice* (Miami).

Production of television series outside of Hollywood is not new. Twenty years ago, the CBS series, *Route 66*, was filmed on location around the country, and *Naked City* (ABC, 1958-63) and *Kojak* (CBS, 1973-78) owed much to their New York settings.

But never before has so much production left the film capital, and the trend has developed its own opposition. Hollywood unions and other interested parties call it "runaway production," and they would like to limit it.

Recently, the California State legislature's subcommittee on sports and entertainment



On location in New York for ABC's 'Our Family Honor'

passed two bills introduced by Assemblyman Stan Statham to discourage producers from leaving the state to make motion pictures and television series. The first bill would allow the state of California to provide the film industry with the use of state personnel without charge, and the second would establish a California Highway Patrol "access team" as a "one-step unit" that would give film and television companies quicker access to filming locations.

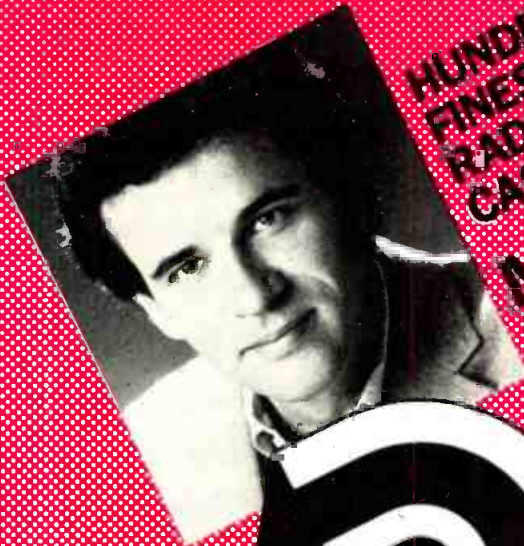
Statham called the passage of the two bills a "clear message to Hollywood that the legislature is taking the runaway production problem very seriously. It also means that many of us on the state level realize that unless we compete with other states for this special industry, we'll eventually lose it all." Since the California legislature has closed for the remainder of the year, a hearing on

the two bills before the Assembly Committee on Governmental Organization is not expected until January.

Producers are not the only ones interested in production outside Hollywood. Networks have begun to assign full-time executives to coordinate and shepherd those projects through the network program development process. "I'm here because CBS recognizes the value of producing shows in this area... not just New York, but East Coast development in general," said Josh Kane, vice president of programs, CBS Entertainment. New York, whose mandate is to work with East Coast-based writers and producers. The effort has spawned several projects. Besides *Kate and Allie*, *Hometown* and *Melba*, Kane's department oversaw the pilot of *Foley Square*, a CBS backup series, which, although currently in production on the West

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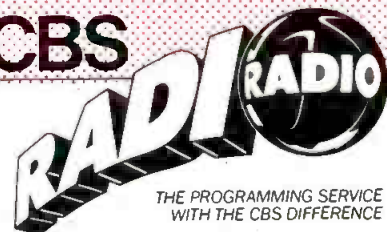


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Coast, was developed in the East. It was the opposite situation with *The Equalizer*, which was developed in Hollywood but is being produced in New York.

Kane credits *Kate and Allie*, entering its third season, with the revival of New York production. At the least, Kane said, "it reminded CBS that shows could be produced in the East."

Reasons to produce outside Hollywood are as numerous as there are outside Hollywood productions. Kane said that by setting up an East Coast development and production department, CBS is "looking for a variety of voices and looks on screen that can only be gotten by reaching beyond the community that has traditionally supplied" prime time series. "It's that different look, style and pace," he said, that sets non-Hollywood-based productions apart.

The "look" of the show is a term that repeatedly crops up in discussions with network and studio executives about why they have begun to make series outside Hollywood. Achieving the right "look" is a major reason why the producers of *Our Family Honor* decided to shoot the location episodes on the streets of New York. The ABC series is a serial drama about two New York families on opposite sides of the law—one claiming three generations of police work and the other of a crime family. "We could have saved \$3 million by staying in Los Angeles," said Ron Frazer, the show's producer, "but that's not what it's all about." What it is about, said Frazer, is giving a gritty, streetwise texture to the series, an atmosphere that he and other producers say cannot be recreated on any Hollywood lot, thus justifying the additional expense of location shooting.

On the other hand, producers for *Spenser: For Hire* are shooting the show in Boston because that is the setting for the Robert Parker novels upon which the series is based. Parker, who lives in Boston, is also a consultant for the series.

To hear producers talk about it, a series' particular look is more important than ever. Christopher Seiter, supervising producer of ABC's *Lady Blue*, explained, "We are a cop show and a lot of cop shows are made in L.A. We wanted another city to identify with. *Miami Vice* has Miami. *Magnum* has



Taping CBS's 'Kate & Allie' in the Ed Sullivan Theater

Hawaii. Audiences are a little tired of looking at L.A., and Chicago hasn't been tapped a lot."

But Seiter said *Lady Blue* is not in Chicago just for the sake of getting out of Los Angeles. He said the architecture and landmarks in Chicago easily lend themselves as backdrops, and audiences will appreciate the difference. "Like any picture," he said, "the frame around it gives it a setting. You may not notice it, but the background sets your eye going."

And instead of plopping the show down in Chicago as if it were just any series, Seiter said, *Lady Blue*'s storyline is crafted to take into account local sites. "We're taking full advantage of the city. We're writing for the L train, upper Wacker Drive, the south side of Chicago."

At CBS, there were some unexpected surprises in making a series away from Hollywood. Kane said that when CBS first ordered scripts for *Kate & Allie* from New

York writers, the page count was above what was normally expected. Kane attributed that to East Coast/West Coast cultural differences. "We decided there is a rhythm and pace to the actresses and to the writers. They talk faster in New York," he explained. The result, according to Kane, is that New York writers crammed more dialogue into a scene than might be expected from West Coast writers. Producing the series in New York also has an effect on the cast, Kane added. "Susan Saint James explained to me that there's a difference to her as a performer. She brings with her the sense of the city that overlaps into the character she plays."

But unlike a manufacturer who takes his operations abroad because it is cheaper to make his product there, the opposite is usually true with producers of television series. According to John Pike, executive vice president, Paramount Network Television, transportation and housing for crew and talent "eats up the budget" and escalate produc-

Syndication Marketplace

■ **Lexington Broadcast Services** says it has cleared *Route 66* for a Jan. 6, 1986, premiere in 30 markets. The one-hour show, which had a broadcast run in the 1960's, will be shown weekly. Distribution is on a barter basis, with stations getting seven minutes of commercial time and Colex keeping five minutes. Clearances include KNBC(TV) Los Angeles, WMAQ-TV Chicago, KRON-TV San Francisco and WNRV-TV Boston. ■ **Syndicast** reports it has cleared *The Woman Who Willed a Miracle*, a made-for-television movie starring Cloris Leachman, in 99 markets covering 75% of the country. The Dick Clark Production relates the true story of a mother's effort to educate her adopted retarded child. Distribution of the one-hour movie, which originally aired on ABC-TV in 1983, is on a barter basis, with stations and Syndicast each getting six minutes of advertising time. The show is available throughout this month. Clearances include WNBC-TV New York, KNBC-TV Los Angeles, KYW-TV Philadelphia and WFAA-TV Dallas. Syndicast has also begun distribution of *The Christmas Raccoons* and *Raccoons on Ice*—for December and the first quarter of next year, respectively. The specials, which feature the voices and singing of Rich Little, Rita Coolidge, Leo Sayer

and Rupert Holmes, are being sold on a barter basis. ■ **MG/Perin** says that it has cleared holiday specials based on Johnny Hart's *B.C.* for Thanksgiving and Christmas in 25 markets. Now in their second year, sales for the shows are in cash and for separate for three-year deals. Latest clearances include WISN-TV Milwaukee. Previous clearances include KTLA(TV) Los Angeles, KTXA(TV) Dallas and KTXH(TV) Houston. ■ **All American Television** reports it has cleared *Elvis: The Echo Will Never Die*, a one-hour look at the career of Elvis Presley, in 20% of the country. Distributed on a barter basis, with stations getting seven minutes of commercial time and All American keeping five, the special features B.B. King as well as other stars. Among clearances are KTZO(TV) San Francisco, WFAA-TV Dallas, WPLG(TV) Miami, WATL-TV Atlanta and KCPQ(TV) Tacoma, Wash. ■ When **Gaylord Program Services** recently began marketing *TNT (Top New Talent)*, a one-hour music/variety show for prime access, fringe or late night, it encountered snafu: the initials TNT are already being used by Titan Sports for its *Tuesday Night Titans*. The show's name, which was available for this fall, will be changed, he said, and it should be ready for NATPE 1986.

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tion costs. Unpredictable weather can also increase costs, when production must be postponed. (The year-round mild climate was a major reason studios originally settled in southern California.) Pike also pointed out that studios in Hollywood have post-production facilities, but outside Hollywood, "you rent." Furthermore, he said, "there are increased costs in dealing with unfamiliar territory, such as getting caught in traffic."

(Frazer, of *Our Family Honor*, said that a traffic jam near the Lincoln Tunnel in New York caused by fans on their way to attend a Bruce Springsteen concert cost his crew, which was in transit, an extra \$20,000 in overtime charges.)

Universal Television, the largest supplier with 13 prime time series on the networks this fall, is producing three outside Hollywood: *Miami Vice*, *The Equalizer* and, for the sixth consecutive season, *Magnum, P.I.* Universal is also preparing a back-up series for NBC called *Dalton*, a highly stylized action-adventure series about a mysterious drifter who helps people in distress. The series will be a "road show," similar to *Route 66*, according to Earl Bellamy, senior vice president of production, Universal. The production schedule, he said, will "hub" around one city, such as Atlanta or New Orleans, for perhaps up to four episodes, and then move to another locale.

Bellamy acknowledged that on-location production is more expensive, but he said the networks assume the additional costs in their license fees with the studios. They are willing to pay more because "they want that look." He declined to give the cost of an on-location episode of any Universal series, but several producers believe *Miami Vice* is the most expensive of any prime time series on network television, with most estimates figuring it costs about \$1.4 million per episode.

Said one major studio production head: "I've heard horror stories about *Miami Vice*."

Producers are not only filming exterior shots on location, but interior shots as well. The interior scenes for Paramount's *Hometown* are being filmed on a sound stage erected in the lobby of the old Holland America Cruise Lines building on Pier 40 in New York. Interior scenes for *The Equalizer* are being shot in a former garage on West 59th Street in New York. The interior shots for



CBS's 'The Equalizer' in Central Park

Lady Blue are being filmed on a set at Chicago's Hospital for Communicable Diseases, which has been abandoned for several years. NBC's *The Cosby Show* is taped at the network's Brooklyn studios, and CBS's *Kate and Allie* is shot at the Ed Sullivan Theater in New York, now owned by Reeves Communications. The sound stage for *Magnum, P.I.* is a converted warehouse.

Another reason that production is on the rise outside Hollywood is that the quality of studio facilities in other parts of the country is also improving. The Kaufman Astoria Studios in Queens, N.Y., the Silversup Studio in Long Island City, and the old Fox Movietone studio on Manhattan's west side will soon be joined by another major production facility: a \$100-million TV production studio that will include seven 14,500-square-foot sound stages and "all support services." Called the Manhattan Television Center, the new facility is being renovated from an old wire factory on the edge of east Harlem. Procter & Gamble has announced it will move production of three of its soaps to MTC—*As The World Turns*, *The Guiding Light* and *Another World*.

Also, Disney and MGM/UA have announced joint plans to build a full-scale \$300-million motion picture and television studio adjacent to Disney World in Florida. Disney said plans call for full-size studios, capable of expansion to 12, along with a Disney-MGM/UA studio tour. Ground-breaking is expected before the end of the year and completion in 1987.

The construction and expansion of studio facilities have not been lost on network executives. Observes CBS's Kane: "One of the things that is getting much easier for New York is the facilities question. We're at the point now where you don't have to say, 'Great idea, but where do we have to shoot it?' That was always a consideration." Along with the basics, such as sound stages and on-line production facilities, Kane pointed out that ancillary services such as insurance, payroll and commissaries are now available in other cities besides Hollywood. The post-production business, Kane said, has "eased considerably to the point where it is much less of a factor." □

NBC rebounds to first place in ratings

NBC regained its winning form in the prime time ratings for the week ending Sept. 8 after finishing third the previous week. The network—which has been in first most of the summer—posted a 13.5 average rating and a 24 average share based on Nielsen's National Television Index. CBS had a 12.5/22 and ABC a 12.2/21.

The week was noteworthy for the number of preemptions of regular network schedules on Tuesday, Thursday, Friday and Saturday when some affiliates ran a Billy Graham special. For example, on Tuesday,

Who's the Boss (8-8:30 p.m. NYT) was carried by only 89% of ABC affiliates.

HUT levels for the week were up 2%, from last year's 56.6 to 57.7. Combined ratings were also up 2%, from 37.4 to 38.2. And combined shares were virtually unchanged from last year's 66.5 at 66.4.

NBC had five of the top 10 shows, CBS had three and ABC two. In nightly wins, NBC took Wednesday, Thursday, and Friday; CBS Monday and Sunday, and ABC Tuesday and Saturday.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	25.0/44	22.	MacGruder & Loud	ABC	13.6/24	43.	Hunter	NBC	10.4/20
2.	Family Ties	NBC	22.1/38	23.	Who's the Boss?	ABC	13.5/24	44.	Inside Third Reich, pt. 1	ABC	10.4/18
3.	Stripes	ABC	19.0/31	24.	Love Boat	ABC	13.4/25	45.	ABC Sat. Morn. Preview	ABC	10.2/19
4.	Cheers	NBC	18.9/31	25.	A Change of Seasons	NBC	13.3/22	46.	I Had Three Wives	CBS	10.1/18
5.	Murder, She Wrote	CBS	18.7/31	26.	Remington Steele	NBC	13.2/23	47.	West 57th	CBS	10.1/18
6.	The Gambler—sequel, pt. 1	CBS	18.7/30	27.	Scarecrow & Mrs. King	CBS	12.9/22	48.	Knight Rider	NBC	10.0/20
7.	Moonlighting	ABC	17.6/28	28.	Funniest Commercial Goofs	ABC	12.7/21	49.	Off the Rack	ABC	9.9/18
8.	Hell Town	NBC	17.2/29	29.	Facts of Life	NBC	12.6/23	50.	Life's Embarrassing Moments	ABC	9.8/18
9.	Night Court	NBC	17.0/28	30.	TV Bloopers & Practical Jokes	NBC	12.6/21	51.	T.J. Hooker	ABC	9.8/19
10.	60 Minutes	CBS	16.9/32	31.	Road Warrior	NBC	12.4/20	52.	Our Time	NBC	9.3/17
11.	Kate & Allie	CBS	16.7/28	32.	Gimme A Break	NBC	12.2/24	53.	Whose America Is It?	CBS	9.2/16
12.	Newhart	CBS	16.2/25	33.	Margin for Murder	CBS	11.7/21	54.	Dark Night-Scarecrow	CBS	8.8/17
13.	Miami Vice	NBC	16.0/29	34.	Webster	ABC	11.6/23	55.	Ripley's Believe It or Not	ABC	8.8/17
14.	Simon & Simon	CBS	15.5/25	35.	St. Elsewhere	NBC	11.6/21	56.	Inside Third Reich, pt. 2	ABC	8.5/14
15.	A Team	NBC	14.9/25	36.	oceanQuest	NBC	11.4/19	57.	Silver Spoons	NBC	7.6/14
16.	Cagney & Lacey	CBS	14.7/25	37.	Hometown	CBS	11.3/21	58.	Punky Brewster	NBC	7.3/14
17.	20/20	ABC	14.3/26	38.	Benson	ABC	11.1/20	59.	U.S. Open Tennis (Sat.)	CBS	7.0/14
18.	License to Kill	CBS	14.1/24	39.	NCAA Football, Ala.-Ga.	ABC	11.0/18	60.	No Place Like Home	CBS	6.5/12
19.	Three's A Crowd	ABC	14.0/23	40.	Magnum, P.I.	CBS	10.8/19	61.	Bugs Bunny Special	CBS	6.2/10
20.	Hill Street Blues	NBC	13.8/25	41.	Barbara Mandrell Special	CBS	10.7/17				
21.	Riptide	NBC	13.7/22	42.	Motown Revue	NBC	10.6/19				

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40," "Countdown America," "Dick Clark's National Music Survey."

Fall brings new syndicated shows

Information, variety, comedy and animated shows among offerings

The day of reckoning has come for a new crop of syndicated programs. Beginning with last January's NATPE International convention, syndicators have been busy seeking clearances for a fall season marked by a bumper harvest of new first-run offerings, including LBS's *Inday*, a two-hour block for daytime, and Paramount's *America*, an hour-long local news lead-in.

Randy Reiss, president of Paramount Domestic Television and Video Programming, said that clearing *America* has been "easier than we thought" and called the lineup of 113 stations for the show "good, demanding stations." *America*'s producers, Paramount and Post-Newsweek, have invested \$22 million to \$25 million in the show.

Henry Seigel, chairman of the board of LBS Communications, said *Inday* has been cleared in 85% of the country, and he expects that figure to reach 90%. While some reps have said the show may suffer from appearing on a lineup of weaker independent stations, Siegel is not concerned. "My only concern is that stations promote" the show, he said.

Among the new offerings are three first-run, weekly sitcoms. *Small Wonder*, distributed by Metromedia Producers Corp. and produced by the New Program Group, debuted on Sept. 7 at 6:30 p.m. on WNEW-TV New York and scored a 10/22 in the Nielsen overnight ratings. It debuted at 7 p.m. on the same day on KTTV(TV) Los Angeles and scored an 8/16; on WFLD-TV Chicago, at 6 p.m., it did an 8/17.

What's Happening Now, distributed and produced by Columbia Pictures Television in association with LBS, did a 8.7/20 in Nielsen overnights when it debuted Sept. 7 at 6 p.m. on WNEW-TV, and a 7.3/18 on WFLD-TV Chicago at 5 p.m.

To make a first-run production a "firm go," many of this year's productions are relying on cash clearances. (The third first-run sitcom this year, LBS's *It's A Living*, is being sold on a barter basis.)

Bill Kunkel, vice president of marketing and sales for Tribune Entertainment, says cash sales (or cash plus barter) are one way to insure recovery of production costs from shows.

The late-night daypart will see the addition of two new shows, the Viacom-distributed *Comedy Break with Mack and Jamie*, and Orbis's *Comedy Tonight*. Lucille Sallany, vice president for programming at Taft Broadcasting, said that off-network product, such as *Dynasty*, will also present some late-night competition.

This year's offerings also include two groups of "copy cats." Six new game shows will attempt to follow in the footsteps of *Wheel of Fortune*, and a number of animated shows will try to duplicate the success of *He-Man & Masters of the Universe*, playing in afterschool time periods. □

What's new in first-run for syndication, 1985

(* indicates strip)

	Syndicator/producer	# of mths./ % of US homes	# of episodes/ repeats	Terms of sale	Debut date	Time period
Game shows						
* <i>Headline Chasers</i>	King World/Merv Griffin	126/77%	195/65	cash plus	Sept 9	early fringe
* <i>New Newyweed Game</i>	Firestone Programs/Chuck Barris	160/97%	170/85	cash plus	Sept.16	access
* <i>\$100,000 Pyramid</i>	20th Century Fox/Bob Stewart	51/51%	100/30	cash plus	Sept. 9	access
* <i>Price is Right</i>	Television Program Source/Goodson-Todman	120/85%	170/90	cash plus	Sept. 9	access
* <i>Break the Bank</i>	Blair/Richard S. Kline	51/55%	195/65	cash plus	Sept. 16	daytime
* <i>Catch Phrase</i>	Telepictures/Marty Palfatta	130/85%	195/65	cash plus	Sept. 16	various
Sitcoms						
* <i>What's Happening Now</i>	Columbia Pictures in assoc. with LBS	89/76%	22	cash plus	Sept. 7	access/early fringe
* <i>It's A Living</i>	LBS/Witt-Thomas	107/88%	22	barter	Sept.23	weekend access
* <i>Small Wonder</i>	Metromedia Prod. Corp./New Program Grp.	NA/70%	24/24	cash plus	Sept. 7	weekend access
Daytime						
* <i>Inday</i>	LBS/ Tribune Broadcasting/Dan Enright	100/82%	95 to 120	barter	Oct. 7	11a.m.-2:30p.m.
* <i>America</i>	Paramount in assoc. with Post-Newsweek	113/80%	312	cash plus	Sept. 16	early fringe
<i>Ebony/Jet Showcase</i>	Carl Meyers/Johnson Publishing Co.	55/71%	26/52	barter	Sept. 14	early, late fringe
Animated						
* <i>Thundercats</i>	Telepictures	125/88%	65	barter	Sept. 9	afternoon
* <i>Mask</i>	LBS/Enterprises	78/80%	65	cash plus	Sept.30	afternoon
* <i>Jetsons</i>	Worldvision/Hanna-Barbara	85/77%	65	cash plus	Sept.16	afternoon
<i>The Fantastic World of Hanna-Barbara</i>	Worldvision/Hanna-Barbara	87/76%	17	barter	Sept.16	Sunday a.m.
* <i>Jayce and the Wheeled Warriors</i>	SFM/Group W/ Filmation	82/76%	65	barter	Sept.16	afternoon
* <i>She-Ra, Princess of Power</i>	Group W Productions/Group W/Filmation	120/84%	65	barter	Sept. 23	afternoon
* <i>G.I. Joe</i>	Tribune/Claster	120/86%	65/130	barter	Sept.23	afternoon
* <i>Gobots</i>	Television Program Ent./Hanna-Barbara	107/80%	65	barter	Sept.16	afternoon
* <i>Tranzor Z</i>	TEN/3B	70/60%	65	barter	Apr.1	morning
Other						
* <i>Comedy Tonight</i>	Orbis/Boggs/Baker	110/78%	65/65	barter	Sept.23	late fringe
* <i>Comedy Break</i>	Viacom/Barbara Booker	42/52%	65/65	cash plus	Sept.23	late fringe, access
<i>Star Games</i>	Viacom/Company III	110/82%	13/13	barter	Sept. 16	wknd, 4-8 p.m.
<i>Dick Clark's Nitetime</i>	King World/Dick Clark Productions	91/NA	35/17	cash plus	Sept.28	Sat., 11:30p.m.-12.30
<i>FTV</i>	MCA/Chris Bearde	115/85%	36/13	barter	Sept.16	wknd late, ear. frng
<i>Mad Movies</i>	Four Star in assoc. w/the L.A. Connection	44/43%	26/52	cash	Sept.14	wknd late night
<i>Dempsey and Makepeace</i>	Tribune/London Weekend Television	38/62%	19/57	cash	Sept 9	open

***The TVX flagship station,
WTVZ, Norfolk, Virginia
chooses SELTEL as its
national sales representative***

SELTEL

Wall Street spotlight turns to John Blair

Burgeoning broadcast firm has big decisions to make about the future, hires Salomon Brothers for advice; tempting takeover target?

You know you've made it as a major player in electronic communications these days when you become a gleam in the eye of takeover artists, owe interest payments that exceed cash flow and could possibly be worth more if liquidated than by being traded in the market. John Blair & Co. is no exception to those penalties of success.

Several weeks ago the company hired an investment banker, Salomon Brothers, and, apparently as a result of that move, the price of Blair's stock rose 27% in four days of trading.

Among the things for Salomon to ponder: Blair is losing money this year in its major business, direct marketing. According to financial reports, the cash generated by Blair's various businesses has not been enough to meet interest payments in the first half of the year.

Whether these developments are coincidental facts, or clues in an unfolding drama is unknown. Future clues may come from third-quarter results and from subsequent decisions by Blair's seven-man board of directors who will be hearing from Salomon at a Sept. 26 meeting. For the moment, the New York-based company's chief executive officer, Jack W. Fritz, is not talking.

That the company has gone to outsiders for advice is not, by itself, indicative of any major changes. Many companies have standing ties to investment banking firms—the Washington Post Co., for instance, has long-standing ties with Salomon. Last October Blair appointed a new executive vice president, Hugh R. Beath, and a new chief financial officer, Richard Leberman, and they may account for the change in policy. Leberman, who until early this year, was treasurer of Metromedia, told BROADCASTING: "We have a lean corporate staff. . . and I have never worked without an investment bank. Drexel [Drexel Burnham Lambert] has handled several security offerings, but as for overall corporate strength and corporate finance-type projects that don't require public securities, we decided to hire Salomon."

But according to securities analysts, institutional investors, investment bankers and others with whom BROADCASTING talked, there is another type of logic at work here. A logic of numbers.

In the past few years Blair has pursued an aggressive acquisition program. Its purchases included: WKAQ-TV San Juan, P.R., for \$60 million; WIBC(AM)-WNAP(FM) Indianapolis and KVIL-AM-FM Highland Park (Dal-

las), Tex., for \$50 million, and a direct marketing firm, ADVO, for \$37 million and cash advances of \$72 million. These and other acquisitions boosted Blair's 1984 revenue from direct marketing, broadcast representation, station ownership and printing to \$842 million, more than double the previous year's total of \$414 million.

But the additions also helped to create \$300 million of debt, which this year will require \$43 million in interest payments and \$6 million in principal coming due. Interest payments in the foreseeable future will remain the same and the principal coming due will increase to \$12.5 million in 1986; \$16 million in 1987 and \$24 million in 1988.

At the same time, operating losses are being registered by Blair Marketing, which distributes product coupons and other adver-



tising pieces through newspaper inserts and pre-sorted mail. After years of profitable operation, the division, which accounted for 59% of the company's revenue in 1984 and 63% in the first six months of this year, started losing money during 1984.

For the first six months of 1985, Blair Marketing reported an operating loss of \$21.4 million against a profit of \$2.7 million last year. In particular the coupon/newspaper insert part of the operation has suffered from price competition and, according to some observers, management problems, and is responsible for all the division's losses. ADVO, which handles pre-sorted mail advertising, is not as successful as the company initially hoped.

As a result, Blair's cash flow (net income before interest expense plus the non-cash book expenses of depreciation and amortization) for the first half of this year was not enough to cover interest payments. The situation is even more complicated because, for instance, during the next couple of years the company will be able to get some past tax payments refunded by applying its current

losses against taxable income of earlier years.

But the general feeling among those commenting is that by 1986 at the latest, the seven Blair directors will have to make certain major decisions. Said one observer: "They are going to sit down and listen to Salomon Brothers' evaluation of each division and ask: 'Is this a business, or isn't it?'"

Some of the analysts following Blair suggest that the company does not have very deep pockets and is not in a position to sustain a long-term rebuilding of the marketing division. The ratio of current assets to current liabilities has stayed roughly the same over the past year and a half at 1.4 to 1, with about \$13.7 million in cash and cash-equivalents as of June 30.

Because of senior management's relative silence—their last meeting with securities analysts was in March—observers have fabricated various scenarios of what will happen at Blair. The speculation runs the range, from a sale or "restructuring" of the marketing division to establishment of antitakeover measures to merger talks with another company.

At least some of the talk and speculation about John Blair comes from those who would like to see the stock price rise so they can profit from the situation. The company has more than once been the subject of rumors ("Closed Circuit," Feb. 18), and Leberman noted it doesn't take many of the company's eight million shares outstanding to change hands to cause a large rise or fall in the price. As a former executive of the company reportedly has said, "Blair has been successfully sold seven times this year."

And the eighth time might have occurred beginning Aug. 21, when the stock (BJ/NYSE) rose on four straight trading days from 16½ to 21½, a 27% gain, in the absence of any announcement from the company. The stock remained in the low 20's before declining last Wednesday to 19¼.

One plausible explanation of the price gain is that some viewed Salomon's hiring as a sign the company would take some dramatic action to change its operating results. If Blair sold certain valuable assets, it could pay down some of its debt. Eliminating parts of the marketing division, even if they could not be sold, would help the company by eliminating losses.

If Blair solves its current problems, the company could indeed be an attractive target for some raider. No one person controls the company, according to recent filings. Only Sears, Roebuck & Co. has more than 5% of Blair's stock (6.3%), according to CDA Investment Technologies, which said that total ownership by 35 institutions, using the restricted definition of the Securities and Ex-



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Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Avnet	Fourth	\$344,360	-25	\$7,762	-68	\$0.22
	Year	\$1,534,172	-6	\$49,384	-43	\$1.39
John Blair	Second	\$248,944	11	(\$5,853)	NM	(\$0.73)
Capital Cities	Second	\$267,065	10	\$41,226	5	\$3.15
Chyron Corp.	Year	\$29,413	34	\$3,535	-32	\$0.35
Clear-Channel	Second	\$6,982	112	\$643		\$0.22
Coca-Cola	Second	\$2,037,912	6	\$196,078	6	\$1.50
Compact Video	Fourth	\$9,173	-16	\$65	NM	\$0.02
	Year	\$41,390	16	(\$4,237)	NM	(\$0.99)
Robert Halmi	Year	\$7,781	-11	\$771	-9	\$0.05
Interpublic Group	Second	\$180,668	7	\$15,261	4	\$1.40
Josephson Internat.	Fourth	\$83,469	21	(\$5,263)	NM	(\$1.09)
	Year	\$319,785	32	(\$7,510)	NM	(\$1.54)
McGraw-Hill	Second	\$359,061	9	\$34,630	7	\$0.64
Mickelberry Corp.	Second	\$35,058	13	\$187	-59	\$0.03

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

John Blair reported net income in second quarter of 1984 of \$4.3 million. ■ **Chyron** Chairman Alfred O.P. Leubert said "The shortfall in revenue from our Video Products line of low-cost character generators was the primary cause for the decline in net income, which had been targeted at \$6.5 million or 64 cents per share." ■ **Compact Video** lost \$1.7 million in fourth quarter of 1984. Loss for year ending April 30 includes \$3.6-million charge for consolidation and termination of certain production operations. Company lost \$1.7 million in fiscal 1984. ■ **Robert Halmi's** fiscal year ended May 31 for 1985; March 31 for 1984. New York-based television programming production company said anticipated net income for first quarter 1986, which ended Aug. 31, should be \$1.4 million on revenue of \$5.5 million. ■ **Josephson International** reported net income in 1984 of \$680,000, and net loss in that year's fourth quarter of \$3.2 million. Company said sale of WNIC-AM-FM Dearborn Mich., will result in pre-tax gain of about \$15 million, to be reported in first quarter, ending Sept. 30.

change Commission, was 35% as of June 30, down from 42% held by 39 institutions a year earlier. Senior management and directors have a little over 6%, and Blair's employee pension fund owns several percent.

James Dougherty, of F. Eberstadt & Co., one of a few securities analysts who regularly follow the company, said, "I don't think they [Salomon Brothers] have been hired to evaluate the company to sell; I think they have been hired to evaluate the defenses. My guess is that before very much longer we are going to get some antitakeover news out of them, a staggered board, poisoned pill and/or a rights offering."

The company is considered attractive, despite the problems at Blair Marketing, because the company's other businesses are doing well. "We think that it's possible that earning power of the company could be \$2 per share in 1986 [compared to this year's expected net loss]," said Dougherty. "That assumes that the newspaper insert business is gone and ADVO [the pre-sorted mail business] is at least somewhat profitable."

If Dougherty is right, and his assessment of the company's prospects is currently the most optimistic—the average analyst's estimate, according to Zack's Investment Research, is \$1.48—the stock's current resting place in the low 20's is a reasonable and perhaps appealing 10 times 1986 earnings.

Another ratio more in vogue is that of a media company's stock price to its "break-up" value (the sum that its operating units would fetch if sold). There is a disparity of views on this, with some saying the company, and its \$300 million of debt, is worth \$19 to \$20; one person suggesting \$25, and others placing the value at about \$28. One reason for the disparity apparently is uncertainty about the future profitability and market worth of Blair Marketing.

Both the broadcast properties and the station representation business are healthy. Blair began in 1935 when John Portwood Blair, the company's late founder, incorporated his radio representation firm. Now the overwhelming majority of that division's revenue comes from spot television advertising. The rep business earned \$6.6 million in the first six months of this year, on revenue of \$32 million.

One topic of discussion in the industry is whether Capital Cities Communications, whose television stations Blair currently represents, will still need the firm's services after its merger with ABC is complete. But with 27 major group clients, including Scripps Howard, Gannett and Hearst, Blair is not likely to see a major impact on the bottom line if Capcities goes. A larger, positive, impact would result if the merged entity were to turn over the ABC stations in New York, Los Angeles, Chicago and San Francisco to Blair. Officials at Blair aren't saying what the effect of that windfall would be. It is quite possible Capcities management will decide not to make any changes for the present.

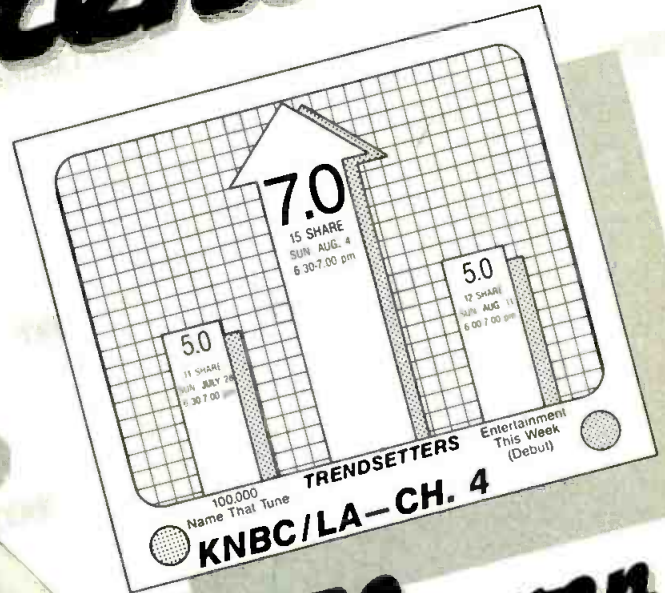
Fritz and other Blair executives get credit from one analyst for "creating value in the broadcasting area." The company now owns four AM's, four FM's, and five TV's, all purchased within the past decade. For the first six months of this year, broadcasting



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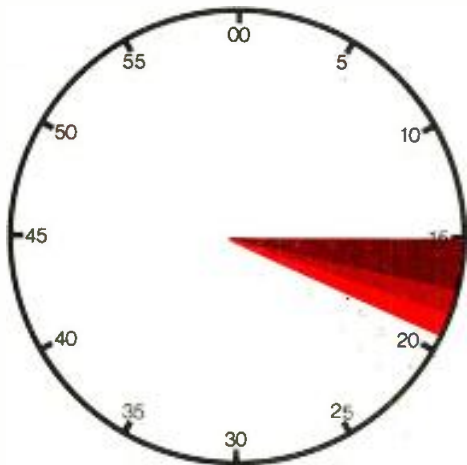
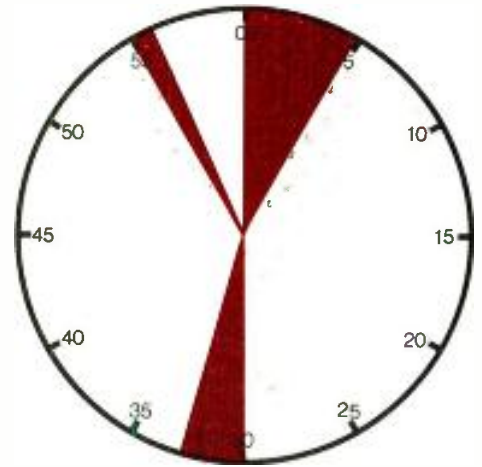
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Business

:15-:17 5 A.M., 6 A.M., 7 A.M., 8 A.M., 9 A.M., 10 A.M., 6 P.M., 7 P.M.,

: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.

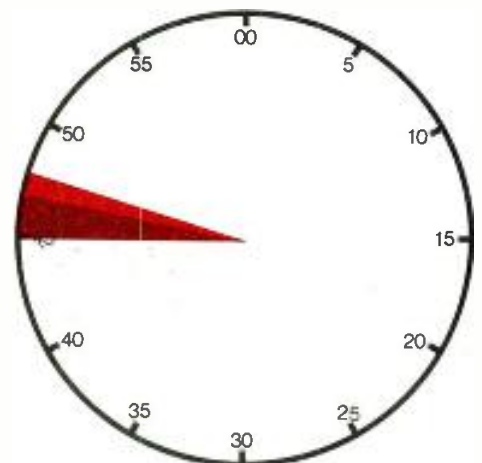
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Sports

: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.



As Good As It Works

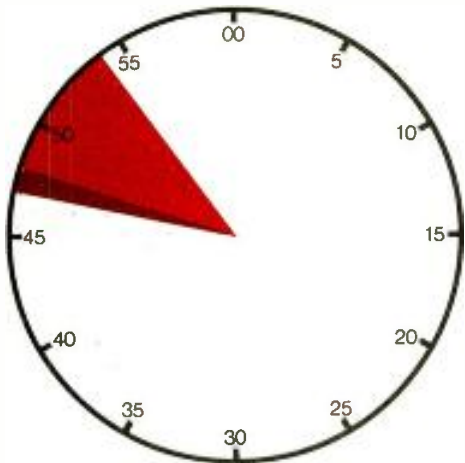
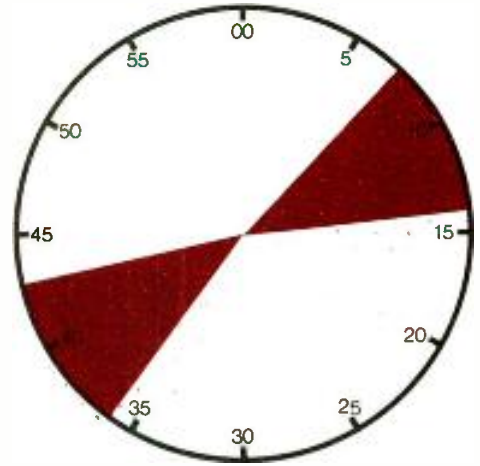
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- PERSONAL MONEY MANAGEMENT
- MEDICINE
- HOLLYWOOD/ENTERTAINMENT NEWS
- HEALTH
- NUTRITION

Features

:48-:54 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.

:49-:54 7 A.M., 9 A.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M.

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earnings declined 14% to \$5.9 million. Although revenue for the division as a whole increased 6% to \$44.2 million, WKAQ-TV's operating income was hurt by a first-quarter revenue decline, which the company blamed on a "soft local economy" in San Juan. Except for that and problems also with Blair's WFLA-AM-FM Tampa, Fla., the company's stations are in good shape, according to observers. The spring Arbitron results show Blair with the number-one radio station in Dallas, the number-two station in Indianapolis and the number-three station in Boston. Dougherty and others said that without debt from the other divisions, the broadcasting properties alone would likely be worth over \$20 per share.

Blair Entertainment, the company's television syndication unit, contributed a profit (modest in comparison to the other divisions) last year, although separate figures for it were not broken out. The printing business, a small percentage of whose work comes from Blair Marketing, earned \$10.5 million, up 23%, on first-half revenue of \$94.7 million.

Investment bankers who have called Blair inquiring about changes at the company have been told that nothing is for sale. But that has not stopped them and others from wondering whether the current atmosphere at John Blair & Co. is only temporary or, if not, whether the logic of numbers will lead to changes in the company on its 50th anniversary. □

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Bottom Line

Paperwork. Ted Turner's proposed acquisition of MGM/UA is currently before Securities and Exchange Commission. MGM/UA submitted its preliminary shareholder proxy material to SEC on Aug. 30 and set its "shareholders of record date" at Sept. 9. Art Rockwell, vice president of corporate relations at MGM/UA, said that shareholder meeting to approve merger could happen "perhaps as early as Oct. 15 or not much later than Oct. 30." Turner Broadcasting System will submit proxy material and have shareholders vote—Turner himself owns majority of voting stock. TBS within next two weeks is also expected to submit prospectus for various types of debt company will issue to finance \$1-billion purchase. Rockwell said transaction could be completed "with cash in hand" before end of October. □

Pitching to Big Apple. Heritage Communications senior executives have been in New York to make several presentations to investment community. Much of discussion at one session focused on Des Moines, Iowa-based MSO's \$110-million purchase of Dallas area cable system from Warner Amex. Heritage officials said they hoped to improve on WA operation by improving signal received by subscribers and replacing current Qube technology with addressable converters. Three-tiered pricing structure for monthly basic service—\$2.95, \$9.95 and \$12.95—is to be replaced with single \$12.95 price. Heritage president, James M. Hoak Jr., was optimistic about economics of system, which would be company's largest, because while WA operation had break-even point requiring 50% of homes passed to subscribe, he said, Heritage needed only 30%-to-35% penetration to make profit. Hoak also discussed other recent acquisitions, including South Dakota TV stations, but said Heritage's identity was still "a communications company emphasizing cable television." □

Funny bunny money? Playboy Enterprises qualified recent year-end results by questioning ability of casino buyer to complete payments on \$33.2 million remainder of note. Obligation was incurred by Elsinore Corp. after it bought 45.7% stake in Atlantic City hotel/casino from Playboy (Elsinore owned rest of operation). In note to company's 10-K filing with Securities and Exchange Commission, Playboy President Christie Hefner noted hotel/casino's recent operating losses. She added that Playboy was not aware of any occasion "where Elsinore Corp. or its subsidiary companies have failed to meet their financial obligations." □

Closing book on paging. LIN announced its intention, subject to FCC approval, to sell its radio paging operations which serve 35,000 customers in New York and 8,000 in Houston. Company has never broken out separate financial figures for operations but said that for 1984, unit's operating profit increased 113%. It said, "Sale of the paging division would not significantly affect LIN's operating results, but a material capital gain is expected to result if a transaction is concluded." □

Equity time. Republic Pictures Corp., Los Angeles-based syndicator and home video manufacturer and distributor, said both classes of company's stock (RPIC-A and RPIC-B) had begun trading on NASDAQ. Republic said approximately 80% of 2.9 million shares (class A) and 762,400 shares (class B) are held by 7,500 shareholders. Class B has 10 votes for every share; otherwise both classes of stock are identical. ■ Telepictures said board of directors declared three-for-two split, "by means of a 50% stock dividend," that will be payable on Sept. 30 to shareholders of record as of Sept. 16. □

Taking public route. Vestron Inc., major independent distributor and producer of pre-recorded videocassettes for home video market, will raise up to \$102.6 million "to finance growth" through public offering of 5.4 million shares of newly issued common stock, according to preliminary prospectus ("Closed Circuit," Aug. 5). As part of same offering, Vestron Chairman and Chief Executive Officer Austin O. Furst, who founded company in 1981, will sell 5.4 million of his and his family's 31,840,000 shares for up to \$102.6 million, which would reduce their interest in company from 99.5% to 70.7%. Price of all 10.8 million shares is expected to be between \$16 and \$19 per share. □

Man with new country. Rupert Murdoch obtained U.S. citizenship, clearing one hurdle before closing can take place on his proposed \$1.5-billion purchase of six TV stations from Metromedia Broadcasting Corp. In ceremony at U.S. District Court for Southern New York, Murdoch, who has lived for number of years in U.S. as resident alien, took oath. Murdoch, previously Australian citizen, needed U.S. citizenship because his direct ownership of Metromedia stations will exceed 20% which is limit of foreign ownership established by FCC.

***San Antonio's first independent
television station, KRRT,
chooses SELTEL as its
national sales representative***

SELTEL

Stock Index

Closing Wed Sep 11 Closing Wed Sep 4 Net Change Percent change P/E Ratio (000,000) Market Capitalization (000,000)

BROADCASTING

N ABC	115 3/4	115 1/2	1/4	0.22	18	3,364
N Capital Cities	208	216 1/4	- 8 1/4	- 3.82	20	2,681
N CBS	116 1/2	116 5/8	- 1/8	- 0.11	20	3,468
O Clear Channel	16 3/4	17 3/4	- 1	- 5.63	23	49
N Cox	74 3/4	74 3/4			23	2,109
O Gulf Broadcasting	3 5/8	3 1/2	1/8	3.57	33	161
O Jacor Commun.	3 3/4	3 3/4				21
O LIN	33 3/8	32 1/8	1 1/4	3.89	25	879
O Malrite	12 7/8	12 3/4	1/8	0.98	16	108
O Malrite 'A'	12 1/2	12	1/2	4.17	15	53
O Orion Broadcast	1/32	1/32				2
O Price Commun.	10 3/4	10 7/8	- 1/8	- 1.15		64
O Scripps Howard	49	49			29	506
N Storer	87 3/8	87 1/2	- 1/8	- 0.14		1,437
O SunGroup Inc.	3 3/8	3 3/4	- 3/8	- 10.00		5
N Taft	83 1/2	82	1 1/2	1.83	16	753
O United Television	23 3/4	23 3/8	3/8	1.60		260

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	26 3/8	23 3/8	3	12.83	18	162
A Affiliated Pubs	47	47			20	575
N American Family	23 1/4	23 1/2	- 1/4	- 1.06	12	694
O Assoc. Commun.	24 3/4	26 1/2	- 1 3/4	- 6.60		118
N A.H. Belo	47	47 3/8	- 3/8	- 0.79	16	544
N John Blair	19 1/4	20 3/4	- 1 1/2	- 7.23	96	154
N Chris-Craft	54 1/4	52 1/4	2	3.83		346
N Gannett Co.	57 1/8	56 3/4	3/8	0.66	20	4,579
N GenCorp	45 1/8	46 5/8	- 1 1/2	- 3.22	50	988
O Gray Commun.	102	103	- 1	- 0.97	18	51
N Jefferson-Pilot	45 7/8	46 1/4	- 3/8	- 0.81	7	1,407
O Josephson Intl.	8 5/8	7 3/4	7/8	11.29		41
N Knight-Ridder	36	38 3/4	- 2 3/4	- 7.10	17	2,009
N Lee Enterprises	41	41 1/2	- 1/2	- 1.20	20	530
N Liberty	30 3/8	30 1/2	- 1/8	- 0.41	14	307
N McGraw-Hill	43 3/4	43 7/8	- 1/8	- 0.28	15	2,203
A Media General	79	78 1/8	7/8	1.12	15	552
N Meredith	64 1/4	62 1/4	2	3.21	14	607
O Multimedia	60 7/8	61 1/2	- 5/8	- 1.02	30	1,016
A New York Times	41 5/8	43 1/2	- 1 7/8	- 4.31	15	1,665
O Park Commun.	23 1/2	24 1/2	- 1	- 4.08	15	330
N Rollins	25 1/2	25 3/4	- 1/4	- 0.97	35	373
T Selkirk	22 3/8	22	3/8	1.70	49	182
O Stauffer Commun.	90	90			15	90
A Tech Operations	64 1/4	67 1/8	- 2 7/8	- 4.28	15	52
N Times Mirror	48	48 3/4	- 3/4	- 1.54	14	3,446
N Tribune	45 1/4	46 3/4	- 1 1/2	- 3.21	17	1,831
A Turner Bcstg.	17 1/2	17	1/2	2.94	36	381
A Washington Post	119	118 1/2	1/2	0.42	16	1,526

PROGRAMING

O American Nat. Ent	111/16	1 7/8	- 3/16	- 10.00	8	4
O Barris Indus	13 5/8	15 5/8	- 2	- 12.80	23	88
N Coca-Cola	68	72	- 4	- 5.56	14	8,896
N Disney	87 3/8	87 3/4	- 3/8	- 0.43	59	2,886
N Dow Jones & Co.	42 1/4	43 1/4	- 1	- 2.31	21	2,717
O Four Star	5 1/4	5	1/4	5.00	6	4
A Fries Entertain.	9 3/8	9 7/8	- 1/2	- 5.06	134	32
N Gulf + Western	41 1/2	42 1/8	- 5/8	- 1.48	13	2,911
O King World	22 1/2	21 1/4	1 1/4	5.88	19	115
O Robert Halmi	2 1/4	2 1/2	- 1/4	- 10.00		39
A Lorimar	33 1/4	32 7/8	3/8	1.14	8	253
N MCA	71 1/4	65	6 1/4	9.62	37	3,524
N MGM/UA	26 5/8	26	5/8	2.40		1,323
N Orion	11	11 3/8	- 3/8	- 3.30	38	104
O Reeves Commun.	11 5/8	11 1/8	1/2	4.49		144
O Sat. Music Net.	14 1/4	14 1/2	- 1/4	- 1.72		97
O Telepictures	25 3/4	26	- 1/4	- 0.96	19	200
N Warner	31 1/4	30 3/8	7/8	2.88		1,903
A Wrather	19 1/2	19 3/4	- 1/4	- 1.27		137

Closing Wed Sep 11 Closing Wed Sep 4 Net Change Percent change P/E Ratio (000,000) Market Capitalization (000,000)

SERVICE

O BBDO Inc.	48	48 1/4	- 1/4	- 0.52	14	303
O Compact Video	5 5/8	6 3/8	- 3/4	- 11.76		24
N Comsat	32 3/4	33 7/8	- 1 1/8	- 3.32	11	593
O Doyle Dane B.	20 5/8	22 1/2	- 1 7/8	- 8.33	14	109
N Foote Cone & B.	52 1/8	52 5/8	- 1/2	- 0.95	12	185
O Grey Advertising	186 1/4	189	- 2 3/4	- 1.46	11	112
N Interpublic Group	38 1/4	39 5/8	- 1 3/8	- 3.47	13	415
N JWT Group	31 1/8	32 1/4	- 1 1/8	- 3.49	17	280
A Movielab	7 3/4	7 1/4	1/2	6.90		13
O Ogilvy & Mather	43 1/2	45	- 1 1/2	- 3.33	16	398
O Sat. Syn. Syst.	6 1/4	6 1/4			10	36
O Telemation	5 1/2	5 1/2			5	6
O TPC Commun.	3/8	3/8				4
A Unitel Video	7 3/4	7 7/8	- 1/8	- 1.59	26	17
N Western Union	13 1/4	14	- 3/4	- 5.36		323

CABLE

A Acton Corp.	1 3/4	1 5/8	1/8	7.69		10
O AM Cable TV	2 1/8	2 1/2	- 3/8	- 15.00		8
N American Express	41 1/4	41 1/8	1/8	0.30	14	8,991
N Anixter Brothers	17 3/8	16	1 3/8	8.59	19	316
O Burnup & Sims	7	7 1/8	- 1/8	- 1.75	6	63
O Cardiff Commun.	1 1/8	1 1/8			113	5
O Comcast	19 7/8	20 3/8	- 1/2	- 2.45	30	387
N Gen. Instrument	15	16 3/8	- 1 3/8	- 8.40		486
N Heritage Commun.	17 1/2	18 1/4	- 3/4	- 4.11	36	254
O Jones Intercable	6	6 5/8	- 5/8	- 9.43	12	55
T Maclean Hunter X	13 1/4	13 1/4			18	488
A Pico Products	2 7/8	2 5/8	1/4	9.52		10
O Rogers Cable	9 3/4	10	- 1/4	- 2.50		222
O TCA Cable TV	22 3/4	22 7/8	- 1/8	- 0.55	32	152
O Tele-Commun.	33 1/2	33 1/4	1/4	0.75	305	1,563
N Time Inc.	56 1/4	56 7/8	- 5/8	- 1.10	17	3,418
N United Cable TV	32 1/4	31 3/4	1/2	1.57	50	325
N Viacom	46 3/8	48 5/8	- 2 1/4	- 4.63	20	724

ELECTRONICS/MANUFACTURING

N Arvin Industries	24 1/8	23 3/4	3/8	1.58	9	280
O C-Cor Electronics	7 5/8	7 1/2	1/8	1.67		23
O Cable TV Indus.	2 3/4	3	- 1/4	- 8.33	17	8
A Cetec	7 1/8	7 1/4	- 1/8	- 1.72	9	16
O Chyron	9	8	1	12.50	17	83
A Cohu	9 3/8	9 3/4	- 3/8	- 3.85	9	17
N Conrac	13 7/8	13 1/2	3/8	2.78	6	84
A CMX Corp.	1 1/2	2	- 1/2	- 25.00		6
N Eastman Kodak	43 1/2	43 7/8	- 3/8	- 0.85	12	9,927
O Elec Mis & Comm.	10 5/8	10 1/2	- 1/8	- 1.19		31
N General Electric	59 3/4	60 1/4	- 1/2	- 0.83	12	27,179
O Geotel-Telemet	1 3/8	1 5/8	- 1/4	- 15.38	17	4
N Harris Corp.	25 1/4	25 3/8	- 1/8	- 0.49	11	1,016
N M/A Com. Inc.	17 3/4	18 3/4	- 1	- 5.33	18	772
O Microdyne	6 1/4	6 1/4			78	28
N 3M	76	76 3/4	- 3/4	- 0.98	12	8,725
N Motorola	34 5/8	35 1/8	- 1/2	- 1.42	12	4,118
N N.A. Philips	32 3/4	33 3/4	- 1	- 2.96	7	944
N Oak Industries	1 3/4	1 1/4	1/2	40.00		35
N RCA	44 3/8	47	- 2 5/8	- 5.59	13	3,642
N Rockwell Intl.	40	40 7/8	- 7/8	- 2.14	11	5,958
N Sci-Atlanta	12 5/8	13 3/4	- 1 1/8	- 8.18	19	293
N Signal Co.s	42 3/4	40 7/8	1 7/8	4.59	17	4,729
N Sony Corp.	15 1/2	14 5/8	7/8	5.98	13	3,579
N Tektronix	54	54 3/8	- 3/8	- 0.69	8	1,051
A Texscan	1 3/4	1 3/4			29	12
N Varian Assoc.	29 3/4	31	- 1 1/4	- 4.03	14	657
N Westinghouse	38 1/8	38 1/4	- 1/8	- 0.33	12	6,674
N Zenith	18 3/8	19 1/8	- 3/4	- 3.9	27	424
Standard & Poor's 400	208.18	208.18				

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. Notes: † 3 for 2 split Sep 3, 1985.

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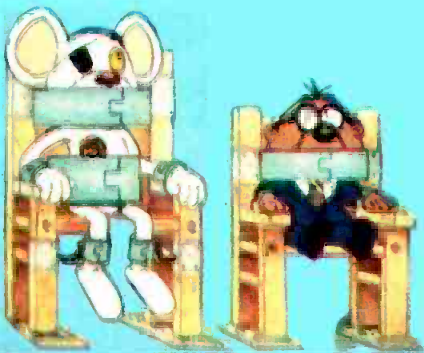
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Much ado about ads knocking candidates

Senators agree that something should be done but legislation could cause First Amendment problems

Negative political spots are becoming a major concern of Senate leaders. At a hearing last week senators agreed on the need to clean up the ads, but how to accomplish that task without running afoul of the First Amendment, they concluded, posed some serious questions.

Members of the Senate Commerce Committee gathered to hear testimony from a number of witnesses, most of whom were

also troubled by negative ads and their impact on the political process. The witnesses also discussed "The Clean Campaign Act of 1985," a bill pending before the committee to require candidates who attack their opponents in television, radio and cable commercials to appear in person in the ad.

According to the legislation, "if a broadcaster airs an ad that violates this provision, then the broadcaster must provide free response time to the opponent to whom the reference was made." Also, the bill would require broadcasters to provide equal time to any candidate "if a political action commit-

tee or outside party attacked him or endorsed his opponent." Moreover, the response time must be equal in length to the original ad and aired during the same time of day.

The measure was introduced in June by Senate Commerce Committee Chairman Jack Danforth (R-Mo.) and ranking minority member, Ernest Hollings (D-S.C.); Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), Larry Pressler (R-S.D.) and others. Danforth, however, acknowledged at the hearing that he was not wedded to the legislation and was open to alternatives.

Danforth said that although the act was a "good bill," it raises constitutional questions. "The point of this hearing is not so much this bill," he said. "It's important to begin debate on what we expect and what we want from our political system."

"It seems to me that these 30-second commercials are corrupting the political process," Danforth continued. He said the ads are undercutting the collegiality of the Senate and creating an atmosphere of "mean-spiritedness." The bill, he noted, would establish a "greater sense of accountability."

Hollings felt that broadcasting is in part responsible for problems with political campaigns. "If I were king for a day I would make sure that each candidate is given broadcast time in a national campaign," he said.

Senator Bob Packwood (R-Ore.), author of legislation that would eliminate all content regulations for broadcasting and cable, said he would place no limitations on the political commercials that broadcasters can accept. "I think the broadcast media should be deregulated. Free unfettered exchange between candidates lend themselves to fair, honest elections," Packwood said. But, he said, "there is sweeping this Congress a revulsion toward these unethical, immoral commercials proffered by independent committees." And he warned, "If broadcasters don't find a way to regulate these ads, Congress will do it."

Still more concern about political ads was expressed in testimony prepared by former Senate Majority Leader Howard Baker (R-Tenn.). "Not only is the negative ad the sleaziest new element in politics; it may also be the most dangerous. The first victim is the person under attack, but the greater victim is the integrity and credibility of the political system itself," Baker wrote. (Baker was unable to testify in person; Danforth read his statement.)

Baker endorsed Danforth's effort to regulate negative ads. "I believe that if a candidate for public office has something bad to say about his opponent, he should say it himself, on the platform, on radio, on television, or wherever. He should have the cour-

Must-carry repercussions. The U.S. Appeals Court decision declaring the FCC's must-carry rules unconstitutional went into effect last Tuesday (Sept. 10) after the U.S. Supreme Court rejected a request for a stay from the National Association of Broadcasters and 13 other organizations. In an effort to bring its new house into order, the FCC Mass Media Bureau last week reopened its proceeding implementing the Cable Communications Policy Act of 1984 to consider the effect *Quincy* has on the commission's definition of basic cable service (BROADCASTING, April 15).

In its order in that proceeding, the FCC defined basic cable service as the tier of service that is regularly provided to all subscribers and includes the retransmission of all must-carry broadcast television signals and public educational and government channels, if required by a franchise authority. In the same proceeding, the FCC provided that, after Dec. 29, 1986, local authorities won't be permitted to regulate the basic cable services of cable systems in markets that receive at least three unduplicated broadcast signals. (The signals are considered to be received if their predicted Grade B contours overlap any part of the cable community's franchise boundaries or are considered significantly viewed.) James McKinney, FCC Mass Media Bureau chief, said the essential questions raised are what signals local governments will still be permitted to regulate for cable systems whose basic services remain subject to rate regulation, and whether local signals will still have to be carried on a cable system's lowest tier. Comments are due Oct. 17.

The Mass Media Bureau also announced that it will continue to certify whether broadcast signals are "significantly viewed" in cable communities. Those determinations will continue to be important since cable's copyright rules, which remain in effect, permit cable companies to carry both local signals and those adjudged to be significantly viewed under a compulsory copyright license. Determinations as to whether signals are significantly viewed also will be used for deciding which cable systems will be qualified for deregulation of their basic service rates. In addition, significantly viewed signals aren't subject to deletion under the FCC's cable nonduplication rules.

The Mass Media Bureau last week also dismissed more than 230 proceedings spurred by the rules, including requests for relief from must-carry obligations by cable systems and requests for changes in the FCC's hyphenated markets for determining what signals were qualified for must-carry status.

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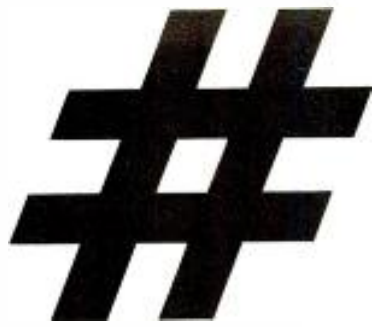
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Gore, Hollings, Danforth and Packwood

age to stand up and make the criticism himself, and let the voters decide which of the two is to be believed," he said. "I am confident that members of this committee and of Congress will find the most effective constitutional way to prevent political candidates from hiding behind negative commer-

cial ads. The principle is a sound one. I supported it when I was in the Senate, and I support it now."

Further endorsement for investigating the issue came from Senators Al Gore (D-Tenn.), Wendell Ford (D-Ky.) and Nancy Kassebaum (R-Kan.). Kassebaum, who



Gans

owns several radio stations, is a co-sponsor of the bill. "My co-sponsorship is not based on my belief that S. 1310 is the only solution to the problems of campaigning for federal office. However, this proposal is a thoughtful step toward a reasoned debate on election reform," she said.

During the hearing, a videotape of negative ads was presented by Curtis B. Gans, vice president and director of the Committee for the Study of the American Electorate. Gans called negative political spots the "newest form of air pollution." He charged that the commercials do not "answer with debate but answer with distortion." Danforth's bill, he testified, would "restore debate into the political process."

Gans, whose committee was formed to examine declining voter turnout, said negative ads have contributed to that decline. "That type of ad turns people off. They are tuning out, turning off and staying home," he said. "Much of this should not be surprising, because the impact of television as an institution is to make the American public spectators and consumers rather than active participants with a stake in the outcome of our politics."

Television advertising, he added, has also run up campaign costs. "There is little question that it is the use and cost of television advertising that is most responsible for driving the cost of campaigns up. In the period between 1952 (when television was first used in political campaigns) and in 1972, according to FCC figures, the amount spent

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Turnabout at BBC. The BBC's board of directors reversed its earlier decision and voted to telecast the documentary, *Real Lives: At the Edge of the Union*, featuring an interview with Martin McGuinness, the alleged leader of the outlawed Irish Republican Army. The program has been revised and will be broadcast during the second half of October, the BBC said. The board's first decision led to a 24-hour strike of BBC journalists on Aug. 7 to protest the show's cancellation (BROADCASTING, Aug. 12). In other action, according to a report in *Wall Street Journal*, the British Conservative Party government has named a special committee to discuss whether the BBC "should start accepting advertising and functioning like a commercial network."

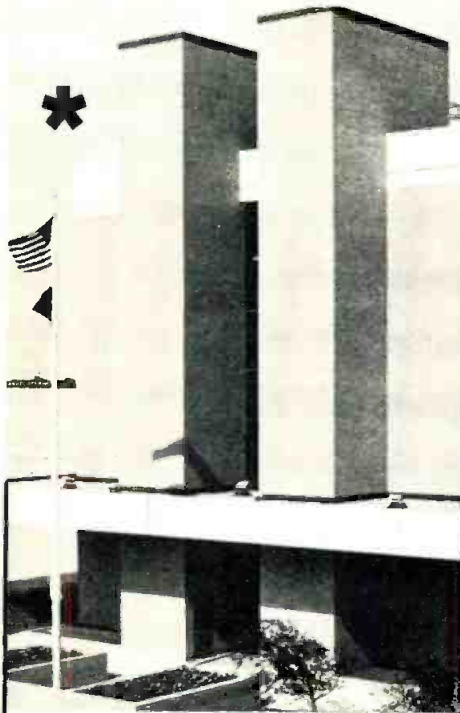
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Washington Watch

LPTV's granted. FCC has tentatively granted low-power television applications of Mountain TV Network for ch. 25, Leadville, Colo.; ch. 19, Winnemucca, Nev.; ch. 62, Limon, Colo.; chs. 15, 21, 23, 25, 31, 33 and 43, Gove, Kan.; chs. 34, 50, 52 and 56, Medicine Lodge, Kan.; ch. 56, Buena Vista, Colo.; ch. 32, Ajo, Ariz.; ch. 32, Vernon, Ariz.; ch. 19, Virginia City, Mont.; ch. 56, Limon, Colo.; chs. 23, 45 and 47, Springfield, Colo.; ch. 16, Burwell, Neb.; ch. 45, Coos Bay, Ore.; ch. 33, Grangeville, Idaho; ch. 29, Red Lodge, Mont.; ch. 32, Council, Idaho; ch. 22, Dugway, Utah; ch. 18, Price, Utah; ch. 28, Central, N.M.; ch. 60, Augusta, Ark.; ch. 20, Teterville, Kan.; chs. 33, 41 and 43, McArthur, Idaho, and ch. 32, Burns, Ore. FCC also has tentatively granted LPTV applications of American Translator Development for ch. 21, Telluride, Colo.; Sallish Kootenai College, ch. 54, Pablo/Ronan, and ch. 56, St. Ignatius, both Mont.; Browning Public Schools, ch. 56, Browning, Mont.; Ackerman Cable TV Co., ch. 19, Ackerman, Miss.; Wireless Cable Broadcasting Co., ch. 67, Gorham, Kan.; Shuttle Communications, ch. 67, Dover, Del.; Owen Broadcasting Enterprises, ch. 48, Lake City, Colo.; Gunnison County Metropolitan Recreation District, ch. 47, Crest Butte South, Colo.; Kentel, ch. 24, Garden City, Kan.; Arapahoe Silent Majority, ch. 16, Pagosa Springs, Colo.; Localvision, ch. 26, Garden City, Kan.; Howard Publications, ch. 5, Hutchinson, Kan.; Deloy Miller, ch. 5, Monticello/Dermont, Ariz.; Womens LPTV Network, ch. 18, Garden City, Kan.; KOAT Television Inc., ch. 34, Portales, N.M.; Gaylord Broadcasting Co., ch. 46, Little Rock, Ark.; Thelma W. Anglin, ch. 55, Branchville, S.C.; Kentel, ch. 42, Whitefish, Mont.; Stanley Emert, chs. 16, 63 and 69, McCool/Starkville, Miss.; Localvision, chs. 21 and 23, Roosevelt, Utah; John F. Craven III, chs. 48 and 50, Quartzite, Ariz.; Free State Broadcasting, ch. 65, Monticello, Miss.; Localvision, ch. 59, Coos Bay, Ore.; KBND Inc., ch. 11, Bend, Ore.; George County Times, ch. 53, Beatrice, Miss.; Free State Broadcasting, ch. 55, Louisville, Miss.; Ambassador Media Corp., ch. 19, Montpelier, Idaho; Christians Inc. for Christ, ch. 66, Harrison, Ark.; and Eric Jacobsen, ch. 22, Alliance, Neb.

Pros and cons. American Enterprise Institute for Public Policy Research has published "Broadcast Deregulation," pamphlet presenting analysis of arguments for and against modification or elimination of fairness doctrine, equal opportunities law and comparative renewal proceedings.

Temple FM. In initial decision, FCC Administrative Law Judge John Frysiak has granted application of MaryMc Broadcasting Co. for new FM in Temple, Tex., denying competing applications of Progressive Communications and Bell County Broadcasting. MaryMc prevailed on integration grounds. It is wholly owned by Mary McFaddin Pyle, who has no other media interests. Pyle is office manager of The Ad Agency in Temple.

AM grants. In initial decision, FCC Administrative Law Judge John Conklin has granted applications of Point Pleasant Broadcasting Co. and Union City Radio for new AM daytimers on 1030 khz in Point Pleasant, W.Va., and Union City, Ind., denying applications of Land O'Lakes Broadcasting Corp. for daytimer on 1030 khz in Troy, Ohio, and Advanced Allied Communication Technologies for new AM daytimer on 1030 khz in Worthington, Ohio. Judge also denied application of WPTW(AM) Piqua, Ohio, to change frequency from 1570 to 1030 khz and upgrade power. Judge picked Point Pleasant and Union City applicants for proposing location in communities without local service. Point Pleasant Broadcasting is owned by Vernon H. Baker whose son, Edward Baker, owns Union City Radio. Vernon Baker, resident of Blacksburg, Va., owns WBZI-AM-FM Xenia, Ohio; WESR-AM-FM Onley-Onancock and WKGM(AM) Smithfield, both Virginia. Edward Baker owns radio paging company in Blacksburg, Va. Reversing initial decision, FCC Review Board granted applications of Vernon Baker for new AM daytimer on 840 khz in Earlysville, Va., and Edward Baker for another on same frequency in Denton, Md. (BROADCASTING, Aug. 12).

Renewals. Denying oppositions by National Black Media Coalition, FCC has granted renewals of WAMS(AM) and WILM(AM) Wilmington, Del.; WBUX(AM) Doylestown, Pa., and WNPV(AM) Lansdale, Pa. NBMC had questioned equal employment opportunity records of stations. Renewal of WAMS was conditioned on submission of one EEO progress report. WBUX(AM) and WNPV(AM) were required to submit revised EEO programs containing proposals to generate job applications for minorities.

Whereas and wherefore. Global Media Commission of International Advertising Association has resolved to urge all governments to avoid taxing advertising; to support activities designed to fight efforts to institute such taxes; to endorse efforts to rescind such taxes; to remind all concerned that specific tax on advertising carries with it threat of subsequent and even more burdensome treatment of press, and "to state unequivocally that a free and unfettered press is the bulwark of a free people, and that the financial underpinnings of that free press should not be threatened or diminished through special taxation lest all of society ultimately pays the bill."

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on political advertising increased five times, while overall campaign spending doubled," he reported.

Also speaking in favor of the proposed legislation was former FCC Chairman Newton Minow, a partner in the law firm of Sidley & Austin. Minow reviewed the constitutional aspects of the measure when first introduced and maintained it would not violate the First Amendment (BROADCASTING, June 24). Indeed, he praised the measure and said it would provide an "excellent beginning" for addressing negative advertising. What has developed, Minow said, is "a mismatch of the technology of television and the political process."

It is an issue, Minow said, that must be faced. "The presentation of one-sided political advertising which advocates certain viewpoints on candidates' qualifications without broadcasting contrasting viewpoints violates the public's right to a balanced presentation of issues on the broadcast media, and often leaves voters uninformed or misinformed about the qualifications of candidates. This poses an unacceptable risk to the democratic electoral process," Minow testified. Indeed, if he had it to do over again, he

would make sure that the equal time laws contained language that required clear identification of the candidate.

Minow was accompanied by Ben Heine-man Jr., also with the firm, who briefly told the Senate panel that the legislation would pass constitutional muster. According to his testimony, the bill is "consistent with the First Amendment and, indeed, advances the First Amendment values of greater accountability, disclosure, information and balance in the unique and special context of the broadcast media." Moreover, he said, the legislation's personal presentation requirement is "analogous to other disclosure requirements which the courts have upheld." And, he continued, "even if the requirement is a restriction on the content of political speech, it serves compelling governmental interests and the requirement is the least intrusive means of meeting the problem effectively."

Further concern about negative political commercials and their effect on the political process was expressed by Dorothy Ridings, president of the League of Women Voters; Fred Wertheimer, president, Common Cause, and Charles Guggenheim, Guggen-

heim Productions. The league, Ridings said, has created its own program to "combat the effects of slick, media-packaged candidates, including televised debates, printed voter guides and publications that explain the electoral process." Nonetheless, she said it was time to examine campaign practices. "Democracy can only work if every candidate, every press secretary, every advertiser, every party leader and every journalist and broadcaster accepts his or her responsibility for fair campaign practices."

Negative advertising, Wertheimer said, is particularly "acute in the case of so-called independent expenditures—expenditures made by a group or individual on behalf of—or often against—a candidate without consultation or cooperation with any candidate or candidate's representative." Political action committees, he noted, unlike individual candidates do not "have to provide voters with constructive policy alternatives and do not have to assume any responsibility at the ballot box for the consequences of their actions."

And, Wertheimer pointed out, as "Terry Dolan of the National Conservative Political Action Committee (NCPAC) and a leader of the independent spending movement, has said, 'a group like ours could lie through its teeth, and the candidate it helps stays clean.'"

Guggenheim, a media consultant, was equally concerned about what has happened to political campaigns. He said negative advertising has "encouraged a system of political campaigning that is eroding the dignity of the election process." He laid further blame on the use of 30- and 60-second commercials. "Ask any seasoned media adviser and he will tell you what he can do best given 30 seconds. Create doubt. Build fear. Exploit anxiety. Hit and run."

He endorsed the concept of requiring the candidate doing the attacking to appear in person. Guggenheim also recommended requiring that paid political announcements be no less than two minutes in length and "you will see a dramatic change in the tone of the political dialogue in this country."

Representing the American Bar Association, former FCC Commissioner Stephen Sharp told the senators that the ABA shares their concern about negative campaigning. Indeed, he said ABA thinks the ads have had a "negative effect on the voters' perception of the political process, of the people involved in that process and of those governing at local, state and national levels." Sharp chairs the ABA's special committee on election law and voter participation. He said the committee will continue to focus on the issue.

The Commerce Committee is scheduled to hold a hearing Oct. 8 where opponents of the legislation will testify. Opposition was expressed by the American Civil Liberties Union and NCPAC in statements released at the hearing. The "so-called 'Clean Campaign Act of 1985' is subtle censorship costumed as good government legislation," ACLU charged. Moreover, ACLU claimed the proposed legislation would benefit incumbent office-holders and that the provision which guarantees free time to respond to ads by political action committees (PAC's)

Preempted? FCC observers who thought the commission had preempted the states from imposing "any regulation that has the effect of prohibiting the provision of 'institutional' transmission service by cable TV companies over facilities used for interstate service" had it wrong.

That's plain to see, now that the FCC has released its order preempting a licensing requirement in Nebraska that was impeding Cox Cable Communications' offering of a high-speed data service in Omaha.

It wasn't plain the day the FCC voted 2-1 on the issue, with Commissioner Henry Rivera not participating, Commissioner Dennis Patrick reserving his vote and Commissioner James Quello dissenting (BROADCASTING, Aug. 12). Indeed, the contrary interpretation was drawn from the FCC news release describing the commission's action. The release, which noted the vote, said "the FCC declared that states may not impose any regulation that has the effect of prohibiting the provision of 'institutional' transmission service by cable TV companies over facilities used for interstate service." Patrick had made it known at the time of the vote that he would either vote with the majority or concur, depending on precisely how the final order was written. He thought the ruling should be drafted more narrowly than Chairman Mark Fowler and Commissioner Mimi Dawson thought.

Judging from the language of the final order, which finds Patrick with the majority, that commissioner won Fowler and Dawson over to his point of view. The final order, as expected, preempts the Nebraska licensing requirement. But on the general preemption question, the order says: "We have made the finding that any state regulation of institutional services offered by cable companies that acts as a *de facto* or *de jure* barrier to entry into the interstate communications market must be preempted." According to an aide to Patrick, that clause doesn't preempt the states generally; instead, it indicates a situation where the commission would be likely to preempt in the future.

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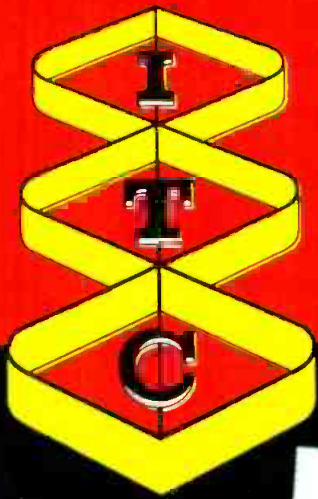
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THE ITC TRADITION CONTINUES

Motor city maneuvers. Attorneys for The Evening News Association filed a motion to dismiss the complaint of Peter A. Kizer, the company's former executive vice president in charge of broadcasting. Kizer's complaint, filed several weeks ago in Wayne county (Mich.) circuit court ("Top of the Week," Aug. 19), alleged that he had been wrongfully dismissed from the company and had been subject to ridicule because of the manner in which he was dismissed. The complaint also alleged that ENA Chairman Peter B. Clark had "wrongfully diverted monies" from the broadcast division to the company's major newspaper, *The Detroit News*. ENA's motion to dismiss, filed Sept. 6, said that the terms of employment for Kizer, and other ENA senior executives, allowed for his dismissal at any time by majority vote of the board of directors, with or without cause. The reply also stated that because Kizer had "breached his corporate fiduciary duties" by delivering confidential ENA financial data to organizers of a hostile takeover, he had no standing to sue on behalf of other shareholders. Judge Marvin R. Stempien is expected to rule on the case in October. Attorneys for ENA told BROADCASTING that if the court declines to grant a motion to dismiss, "the case will come up for trial in late 1988 or early 1989."

"raises serious constitutional problems." That provision, ACLU said, would "likely inhibit robust political debate about candidates and issues by interested citizen groups reflecting all manner of ideologies and causes."

NCPAC's Dolan called the Senate hearing a "kangaroo court" and complained about not being permitted to testify. During the hearing, Danforth responded to Dolan's charge and said NCPAC would testify Oct. 8.

Dolan and Danforth, later that day, debated the issue of negative ads on the *MacNeil/Lehrer NewsHour*. Dolan's statement also said: "We understand the Republican National Committee, the White House and the Federal Election Commission, like NCPAC, oppose this bill." □

FCC Review Board wants help in resolving adult movie question

Should programing shown over STV service be considered obscene and held against licensee challenged by competing applicant?

Are so-called "adult" movies legally obscene?

That's what the FCC Review Board has asked Administrative Law Judge Joseph Chachkin to consider in a case pitting group owner Harriscope Broadcasting Corp.'s Vid-

eo 44, licensee of WSNS(TV) Chicago, against the competing application of Monroe Communications.

More narrowly, the issue is whether WSNS, formerly a subscription television station (now an affiliate of the Spanish-language SIN Television Network), transmitted obscene programing in its STV service, and what effect that should have on its qualifications to be an FCC licensee. (In its order, the board said the federal obscenity statute provides that anyone uttering obscene language over a broadcast station can be fined up to \$10,000 and imprisoned for up to two years. The FCC may also revoke the station's license or deny license renewal.)

The board also referred to the full commission the question of whether the past performance of an incumbent STV licensee should be judged by the same renewal expectancy standards that are applied to conventional broadcast stations.

The board noted that in 1974, the Court of Appeals in Washington, in *Illinois Citizens Committee for Broadcasting v. FCC*, affirmed the FCC's finding that a discussion of oral sex techniques on a call-in show on the former WGLD-FM Oak Park, Ill., was in violation of the obscenity statute. The court said such broadcasts were not protected by the First Amendment. In that case, the FCC assessed the station's licensee, Sonderling Broadcasting Corp., a \$2,000 fine (BROADCASTING, Nov. 25, 1974). The Review Board, in the case at hand, said allegations by Monroe about Video 44's programing appeared "to present a more pronounced violation than the radio broadcast found objectionable by the commission and the court in *Illinois Citizens*."

In the initial decision in the Video 44 case, Chachkin found that the licensee did not deserve renewal expectancy (which gives an incumbent broadcaster a leg up over a challenger) on grounds that it had not been broadcasting news or regular local programs and had, among other things, effectively shut down its studios (BROADCASTING, Feb. 25). Chackin denied Video 44 renewal and granted the competing application of Monroe Communications. Monroe is owned by Robert L. Haig (36%) and 10 others. Haig has interests in WGKY(AM) Charlotte, Mich., and WGLY(FM) Goulds, Fla.

In an appeal to the Review Board, Video 44 alleged that the ALJ had been wrong to deny it renewal expectancy. Video 44 contended that the public interest value of its STV operation should be assessed in determining whether to grant it that expectancy. It said its STV operation fulfilled FCC STV objectives. It also said its STV operation—which, to meet consumer demand, included adult movies—demonstrated the substantial service in public interest warranting renewal expectancy.

Monroe challenged Video 44's assertions. And the board held that "substantial and material questions of fact" had been raised as to whether Video 44 had telecast programing that was obscene under the test put forward by the Supreme Court in its 1973 *Miller v. California* decision. (That case said the test, in part, was whether the "average person, applying contemporary community stan-

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dards," would find that the work, taken as a whole, appeals to the prurient interest. And, in its order, the board said that if a "trial-type hearing" must ultimately be held, the ALJ should first ascertain the procedures to be utilized to insure that the record contains evidence that provides the 'functional equivalent of a jury determination of a clear community consensus [as to whether] the material is lewd and offensive.'")

The board also explained why it had asked the FCC to determine what renewal standards should be used to judge incumbent STV licensees. "Having ourselves reviewed the history of STV, we find little guidance on the matter of STV comparative renewal expectancies," the board said.

In a separate statement, board member Norman Blumenthal said that, by remanding the obscenity issue, the board had not concluded that the transmissions were legally obscene. But Blumenthal also suggested that the FCC's campaign to expand the First Amendment rights of broadcasters might be hanging somewhere in the balance. "That campaign, I fear, might be greatly discredited if it appeared that the agency's growing latitude encouraged a trafficking not in legitimate ideas, but in a spectrum pollution that would befoul the nation's social environment just as surely as a toxic waste dump

would upset the ecobalance of a children's playground," Blumenthal said.

An attorney for Harriscope said the adult programming in question, for which subscribers had to pay extra, was not the same as the hard-core fare available in movie houses. Unlike the movie-house films, the attorney said, the subscription "soft-core" offerings did not show "full frontal views of spread vaginas," erect penises or acts of penetration. "There was never any hard-core pornography," the attorney said. □

U.S. achieves modicum of progress at WARC on satellites for audio

Satellite sound broadcasting was not one of the high-profile issues at the Space WARC in Geneva that was scheduled to end last Saturday (Sept. 14). The question of which frequency should be used did not command the attention drawn by such issues as the planning of fixed satellite bands. But the potential for using satellites to transmit to portable

radio receivers and car radios has attracted the attention of some broadcasters in the U.S., including CBS. And while the work of the conference on the issue was not clear cut, U.S. delegates felt they had achieved as much as could be expected: The search for an appropriate frequency will continue and will not be limited to the band specified in the resolution adopted by the 1979 World Administrative Radio Conference that proposed the study.

The resolution referred to the band 0.5-2 ghz. But studies made since 1979 indicated that the difficulties involved in sharing the band with other services ruled it out as a home for satellite sound broadcasting—a feeling with which delegates working on the matter in Geneva agreed. There was also general agreement that the search for a frequency should continue over the three years before the next session of the conference. But the question was whether, in view of the resolution adopted by the 1979 WARC, the search could include frequencies above and below the 0.5-2 ghz band.

The U.S. sought language in the charge to the next session that would permit action "in agreement with the intention" of the resolution. The Soviet Union, which is cool to the idea of sound broadcasting by satellite, favored language declaring that any decision would be "in agreement with" the resolution. Switzerland, finally, offered language for consideration by preparing an item for inclusion on the agenda of the 1988 session. It would direct the next session to consider the results of "up-to-date studies" and to take decisions concerning various aspects of the system "as outlawed" in the resolution. That was approved by the committee on Wednesday and was to be submitted to a plenary for final solution.

The U.S. believes the language permits a search to be made among frequencies above and below the 0.5-2 ghz band. And if a government can find a suitable frequency, presumably it could recommend its allocation. Richard Parlow of the National Telecommunications and Information Administration, who kept watch over the sound broadcasting satellite issue, said his informal talks with Soviet delegates confirmed his view that the 1988 session will give "consideration to all the studies made, in and out" of the band specified in 1979. But the U.S. delegate warned that "when we get to 1988, we may have to fight it again on the question of allocations."

Delegates on either side of the issue who were looking for arguments to bolster their position did not find any in a document submitted by the secretary general of the International Telecommunication Union. The document, prepared by the ITU's legal adviser, said that, under a strictly legal interpretation, the search for a frequency was limited to the terms of the resolution adopted in 1979. But, under "a goal-oriented interpretation," the document added, the conference could take the view that "the extension of the frequency range beyond, but near the limits of 0.5 and 2 ghz would be within its mandate and competence."

The document was given little weight by the delegates. □

Sex comparison. A survey by the Radio-Television News Directors Association found that female news directors generally head smaller staffs and are younger, less experienced, and lower paid than their male counterparts. Conclusions were based on questionnaires returned by news directors at 463 TV stations and 327 commercial radio stations. Women were news directors at 10.5% of the TV stations and 18.2% of the radio stations that replied.

Although RTNDA found women as likely as men to be located in large markets, women headed TV news staffs of five to six people compared to 19 to 20 for men. The average radio staff that women head is 1.1, compared to 1.4 for men. Women heading television news operations were typically younger than men (29 vs. 37) and women heading radio operations were an average age of 27, compared to an average of 32 for men. In 1982, an RTNDA survey found that female news directors had been working in television news a median of 5.1 years and in radio news a median of three years. That survey found that male news directors had a median 14.5 years experience in television and 7.5 years in radio.

In terms of responsibilities, a 1983 RTNDA survey found that women spend less of their time on administrative duties than do men (one-eighth compared to one-half for television, 4.5% compared to 9.2% for radio). Women were less likely than their male counterparts to have responsibility for hiring and firing. News operations were making money at 72% of television stations run by men and 50% of stations run by women. In radio, 42.1% of the operations run by men were making money, compared to 53.4% of stations run by women.

In 1984, female news directors earned 38% less than males in television and 18% less in radio, the survey said. Median annual salaries were \$20,900 compared to \$33,000 for TV and \$12,000 compared to \$15,600 for radio.



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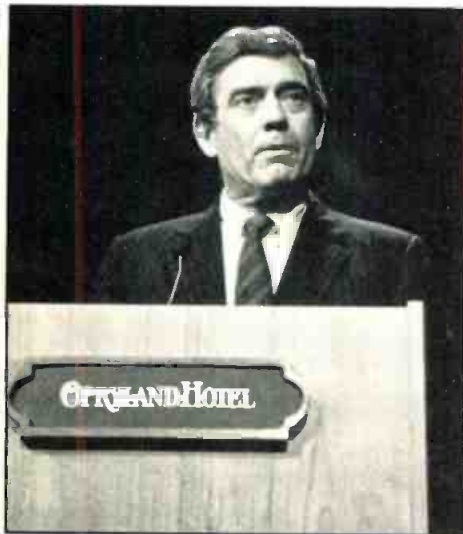
September 1, 1985

News directors on the defensive in Nashville

Role of media in hostage crises defended at annual RTNDA gathering; radio journalists say their medium is often given short shrift

News executives speaking at last week's Radio-Television News Directors Association convention in Nashville took up themes that reflected the position the news media have found themselves in more often than not lately—on the defensive. Prominent news anchors, correspondents and management executives, including CBS's Dan Rather and ABC's Peter Jennings, defended network coverage of the recent Beirut hostage crisis, which had come under particularly intense and harsh criticism from the U.S. government and media critics. The State Department said at the time that the networks had been exploited by the Shiite Moslem groups that had control of the hostages. But while they defended the coverage overall, the newsmen and women acknowledged that it was not flawless, and was perhaps "disgraceful," as Rather put it, referring to a news conference at the Beirut airport where five hostages were seen for the first time after their capture.

Other speakers, most notably CNN correspondent Jeremy Levin, who was held captive in Beirut for almost a year, said that the



Rather

media were at least partly responsible for the fact that the seven American hostages captured in Beirut before last June's TWA incident were still in captivity because they let the story die after those detained in the TWA hijacking were returned home. Levin, who is currently on a paid leave from CNN (he's scheduled to return in November), has, with Peggy Say, sister of Terry Anderson, the AP journalist who was captured earlier this year, mounted a lobbying campaign on Capitol Hill to put pressure on the government to secure the release of the so-called "Forgotten

Seven." He called on the media to pursue the story as well, particularly the angle exploring the reasons why Americans are so vulnerable as kidnap victims in Lebanon.

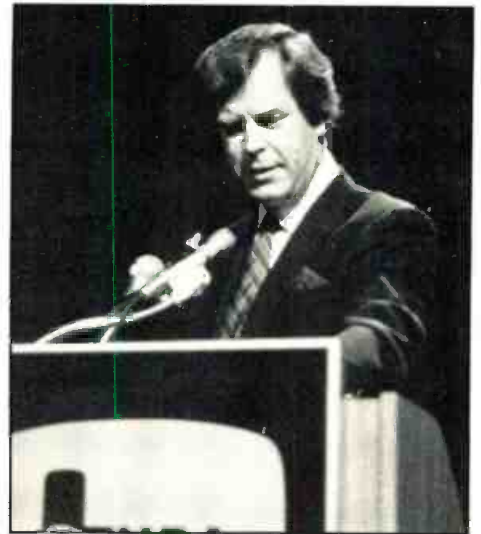
CBS's Rather also defended his network on other fronts as well, notably against Senator Jesse Helms, who earlier in the year launched a campaign for the acquisition of large amounts of CBS Inc. stock by conservatives. At the time, Helms said the networks, and CBS and Rather in particular, had a "smug contempt for American ideals and principles." The "real threat" to the country's constitutional system, Helms said, was "on our TV screens every evening." Rather said last week that the Helms takeover campaign is one the public has apparently decided is "an idea that needs a good leaving alone," and that CBS was "a surrogate for what [Helms] called the 'Hate-America media.'" Helms, Rather said, "still heads a mail-me-money group to keep his network takeover campaign alive. At least I think that's what it's for—these political pressure groups take in each other's wash and I'm never certain which of them is aimed at what."

As to Beirut hostage coverage, Rather contended that most of the criticism came from print journalists, whom he described as "our natural competitors," and politicians. "Mostly it was not the general public that was complaining," he said. "The criticism in most cases wasn't cool and analytical; it was angry and emotional." But in the end, Rather added, "I think most of the criticism fell of its own weight. It did so, I think, because it lost sight of both the demands and realities of that hijacking situation."

As to complaints that the news media spent too much time covering Amal Shiite leader Nabih Berri, Rather argued that "sometimes he was the only person who knew anything who would talk, so why shouldn't we talk to him? We could have spent more time interviewing officials from out State Department. That would have verified our loyalty, but it wouldn't have told our audience much." Talking to the hijackers, he said, while it may have given them the exposure and publicity they so coveted, may also have decreased the chance they would injure the hostages, at least as the talking continued. "Ben Bradlee of the *Washington Post* put it best when he said afterwards: 'As soon as the hostages appeared on television they were safe.'" But those considerations aside, said Rather, basic journalistic principles dictated extensive coverage of the hijackers, even if it meant covering "staged" press conferences, such as the one at Beirut airport. "If you are covering a hijacking and you aren't going to cover the activities of the hijackers—even if they're staged—then aren't you in the wrong business?"

Despite the "disgraceful" nature in which the media representatives handled themselves at that press conference, said Rather, the coverage by the U.S. networks was not only justified but crucial. If the networks had boycotted the news conference, he said, "radio and television journalists from elsewhere in the world would have covered it, and pictures and sound would have trickled back to the American audience second-hand. The truth is that there is such a multitude of news outlets in the world that the refusal of the U.S. networks to carry an event of that importance would serve more to frustrate and confuse American viewers than to quench the enthusiasm of the people who were holding the event."

Rather, as did others speaking at last week's RTNDA, admitted that the hostage crisis coverage by television was less than perfect. "Am I trying to say we didn't make many mistakes in our coverage? Of course not. For one thing, we tried to do too many special reports. We also perhaps should have been better at putting some reports into context." But overall he concluded that coverage was balanced and fair. "We are not, thank heavens," he said, "thoroughly experienced at live coverage of a terrorist hijacking."



Jennings

ABC's Jennings defended the coverage of the hostage crisis by the networks, saying it was, on balance, "a major improvement on our coverage of Iran. Generally, it had more substance and less sheer emotion." But he also said the media "hounded" the families of the hostages more than they should have and, like Rather, believed the networks probably went on the air too much with special bulletins, which he attributed to the "pressure of competition [which] is very strong." But perhaps the most significant criticism of the media coverage that Jennings touched on

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was that it underplayed other big stories while trying to outdo competitors on the hostage story. He cited several examples: House passage of a bill authorizing testing for chemical and biological warfare, after a 15-year moratorium; tax reform, which he said some legislators argue will fail as a result, and wasteful spending at the Pentagon. "Oh yes, we'll get back to it," he said, "but suddenly one day it was a big issue, and the next it was not. There is nothing like a crisis to test our critical judgments on the universe. I think a lot of the viewers who rely on us feel cheated in those circumstances."

But the Beirut hostage crisis aside, Jennings said that he found both perspective and context quite often lacking in media reporting. "I think both are in short supply," he said, "often in the way we see ourselves as communities and certainly in the way we see America as part of the whole world." Jennings was particularly critical of media political coverage. "Our penchant for the ballyhoo surrounding political campaigns is certainly not going to dissolve but the political instinct to substitute theater for debate on the issues, and our willingness to go along is a trap. . . . Because we so truncate events, we very often convey illusion to the viewer and the politician is delighted. We are constantly demanding that the viewer sift reality from image in the maelstrom which is television as a whole."

Part of the lack of context and perspective may well have to do with advancing technology, said Jennings, which easily conveys an image, perhaps at the expense of substance. The technology, he said, enables local stations to cover the world. "You, much better than [the networks], can make the rest of the world relevant to your town. . . . Its a wonderful challenge. It is not always being met." Time after time, he said, "I have encountered local reporters who have not done their homework, who are there as much to burnish their image as they are to explain the complications." On the flip side of the coin, he said, was that with technology that enable local stations to provide national and international coverage, the networks can report stories in greater depth.

Another troubling aspect of media coverage, said Jennings, is that stories tend not to get covered until "after it blows up in our face. It was something of an eye opener recently to hear Jimmy Carter and Cyrus Vance say how little they had known of Islam until after the hostages were taken." Another more chilling example he offered was that perhaps the Reagan administration would have thought twice before committing U.S. marines and the U.S. New Jersey to support the Christians in the Lebanese civil war if the networks had done some background stories on the dangers of taking sides in that war. "It is just possible that the death of our marines was unnecessary," he said.

It wasn't just the network stars who were defending the media and its coverage of the hostage crises at RTNDA last week. A separate panel spent close to two hours addressing just that subject. The panel was formed at the behest of Jeremy Levin, who had only been in Beirut as CNN bureau chief about three months (beginning in December 1983)

before he was taken hostage by Moslem extremists for the better part of a year. Also on the panel were CNN executive vice president Ed Turner and Maggie Fox, Beirut correspondent for Mutual Radio Network, and Say, unofficial spokeswoman for the relatives of those Americans still being held captive in Beirut. All agreed that media coverage of the story was justified and that a lot of the criticism was not.

Levin said the intensity of media coverage "acted as a spur to the administration to act. The eyes of the entire world were upon them, wondering, what will they do?" he said. But just as coverage of the TWA hijacking hastened a resolution to the crisis, said Levin, "the lack of the same enterprise and determination has prolonged the crisis of the 'forgotten seven.'" He said more aggressive media coverage was needed concerning the plight of the remaining hostages to spur the same kind of "sustained, vigorous, overtime effort" on the part of the administration that is needed to secure the release. The "forgotten seven" were a rather large sidebar in the TWA crisis, said Peggy Say, and the media "used our families shamelessly. Isn't it time you give us the coverage when we need it so desperately?" Both Levin and Say read statements at the end of the session detailing their arguments for media coverage of the remaining hostages. After the session, Levin said that as it was initially planned, he and Say were to have read their statements first but that the format was changed later and he "went along because I'm a polite person." But he said he was "disappointed" because as it turned out about three quarters of those attending the session left before the statements were read.

Ronald Reagan, in a letter to the membership of the RTNDA last week, commended the organization "for its devotion to the highest standards of journalistic professionalism." Reagan said the group renders an "important public service." The journalist, he said, "must ever be the servant of truth and follow wherever it may lead."

Radio journalists want more attention given their craft

At another session, devoted to radio news and moderated by Ron Nessen, head of Mutual Radio's news operation, the debate focussed on what many in attendance perceived to be a lack of attention within RTNDA to the radio side of news. The debate was sparked by a comment by Nessen that some of the participants in focus group research done by Mutual said they don't listen to radio news in their cars, but prefer to wait until they are home to see the "real news" on television. "That was the most painful part of the research," said Nessen. One audience participant received a hearty round of applause when she pointed out that "it is the radio [in RTNDA] that is first, yet the presence of radio in this organization is certainly less visible" than the television presence. She said she attended one affiliate meeting last week and "sat through a whole day without one reference to radio." The perception is, she added, that radio is television's "weak sister, almost an apology."

Nessen replied that "I've heard just as

many people say they are embarrassed to be in the same business as Phyllis George." He went on to say that radio was indeed the "real news" in that radio can "get to the news faster and get it on the air faster."

One radio reporter in the audience however, argued that perhaps those on the aural side are at least partially to blame for their lack of visibility. "I've seen *Entertainment Tonight*, C-SPAN and CBS News all covering stories at this convention," said Randy Wheeler, news director at WROZ(AM)-WIKY (FM) Evansville, Ind. "The newspapers and television are telling the story of the convention," and he said that except for himself, he had not seen any radio people filing stories about the convention. Radio network representatives at the panel urged affiliates to submit some of their local or regional stories for possible airing on the networks.

Affiliate meetings

Executives from network news divisions met with affiliates last week at the RTNDA. At the NBC meeting, reported Larry Grossman, president of NBC News, the primary focus was on the network's proposal to start a Ku-band affiliate news exchange (BROADCASTING, Aug. 26). He said the proposal received "enormous enthusiasm" from affiliates. He also said affiliates were briefed on the network's exploration of the cable news business. Nothing has been approved yet, he said, but "it's coming together."

Sources at the ABC News affiliates meeting indicated the primary topic of conversation focussed on improving the network's affiliate news service feeds. Details and proposals were not available at deadline.

New news offerings

A number of new services were announced by companies at the convention.

■ The Local Program Network introduced a new program called *Cover Story*, which offers stations customized local stories on what LPN's promotional literature describes as the "hottest" news item of the week.

■ Newsfeed introduced *The Entertainment Report*, a 15-minute daily program, offered on a market-exclusive and barter basis, primarily on hard news within the entertainment industry.

■ Wold Communications announced a new service designed to provide delivery of short-segment news inserts and electronic press releases to local stations. The service, actually a venture among Wold and two Washington-based firms, Pyramid Video and Saturn Satellite Productions, is called The Satellite Connection and is designed for use by "anyone with a message for television stations."

■ Major League Baseball said it was expanding its Baseball Newsatellite program, a baseball news and highlight service, to year-round coverage of other sports as well. Effective Oct. 21, the name of the service will be changed to Sports Newsatellite, and will include highlight coverage of professional basketball, hockey, golf and tennis, in addition to post-season baseball. It will be offered on a market-exclusive and barter basis. □



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RIDING GAIN

O N R A D I O

Live from Johannesburg

ABC's news/talk KGO(AM) San Francisco has been granted visas by the South African government to do live remote broadcasts from Johannesburg in early October. This is the first time a radio station has been granted approval to originate a live remote broadcast from that country, said KGO Vice President and General Manager Michael Luckoff. The approval, he said, will allow KGO to travel anywhere in the country and speak to representatives from all sides of the apartheid issue. "The philosophy of our radio station is to take our listeners where the news is," Luckoff said.

Plans call for KGO morning personality Ronn Owens to originate his show from Johannesburg from Oct. 1 through Oct. 3. Owens's show, which airs from 9 to 11 a.m. PST (7 to 9 p.m. in South Africa) will be expanded by an hour each day.

During Owens's show, listeners will be able to speak directly to leaders on all sides of the South African controversy for the cost



Owens

of a local call. According to Jack Swanson, KGO director of operations, listeners will be instructed to call the station's regular talk telephone numbers and the calls will then be relayed to the broadcast center in Johan-

nesburg. "This is the main reason why the event is so important. It gives our listeners a chance to ask some questions journalists may not ask," said Swanson, who served as the primary negotiator for the broadcast visas.

Besides Owens and Swanson, KGO will also send producer Mikel Cleland and engineer Herm Stalberg to South Africa.

Arbitron cuts rates

Arbitron Ratings announced it is reducing the price of its radio research service. For subscribers with contracts calling for an 11% increase each year, the annual escalation rate will be cut to 9%, effective with the anniversary of each subscriber's contract, starting Oct. 1.

Arbitron said that on five-year contracts, stations will save at least 4% over the full term of the agreement. For example, on a five-year contract based on a first-year cost of \$10,000, the company estimated the 9% escalation would put the fifth year's cost at \$14,115, as compared with \$15,180 for an 11% escalator.

"Our clients tell us the year-to-year increases are too steep and we are responding to them," said Rhody Bosley, vice president, sales and marketing, Arbitron Radio. "We want to continue to bring them better service, and this pricing modification and our plans for an improved design of the radio market report reflect that concern."

An Arbitron spokeswoman said the change follows a new cost structure system for long-term discounts which gives clients a larger discount at the end of five years as well as a 25% reduction offer for the price of the summer report, both of which were unveiled last spring.

The new design of the quarterly radio market reports (BROADCASTING, Dec. 17, 1984), they said, will carry no price increase.

New from UPI

In an effort to offer its stations more programming flexibility and expanded live coverage, UPI Radio is creating two separate networks, according to UPI Radio News Director Lou Giserman.

Giserman said the two networks will be called UPI NewsFeed and UPI Live. NewsFeed, he said, will provide "in-depth" reporting for stations. Affiliates will receive hourly feeds of "late-breaking news" from UPI's national and international reporters, said Giserman. Also included in UPI NewsFeed are expanded sports, business and news features.

UPI Live, said Giserman, is designed for stations wanting "packaged" newscasts, including hourly newscasts, contemporary life-style reports, sportscasts, hourly busi-

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APRIL

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- ✓ BOB LION, GM, BRN
- ✓ MARISA KESHIN, AE, NY NETWORK SALES.
- ✓ SUE HAGY, HOUSTON MGR.

JUNE

- ✓ ANNOUNCE BRN & CBS UNWIRED NETWORK DEAL.
- ✓ RAR ADDS KQKT (FM) SEATTLE.
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AUGUST

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- ✓ FOR SEPT. PLAN NRBA MEETINGS & RECEPTION, 9/13.

ness reports and features.

The new UPI network structure, which was unveiled at last week's Radio-Television News Directors Association meeting in Nashville, will be marketed under the umbrella name of UPI Radio CustomNet. "CustomNet will meet the needs of stations wanting packaged newscasts as well as those wanting to produce their own," said Gisserman.

Playback

NBC Radio Entertainment will present a 1985 edition of last year's three-hour spe-

cial, *Rock Salutes Motown*, for airplay during the weekend of Sept. 20-22.

The program, which is produced by Denry Somach Productions, is hosted by singer Phil Collins.

New countdown for Clark

Radio and television personality Dick Clark, who is also part owner of United Stations Radio Networks, will become host of United's *Countdown America* beginning with the Nov. 2-3 weekend.

The four-hour weekly show, fed by both stereo disk and satellite to more than 250 stations, will be produced by Dick Clark Productions, Los Angeles. (Clark will relinquish his duties as host of Mutual's *National Music Survey* in late October ["In Brief," Aug. 12].)

The show is currently produced by IS Inc., Mill Valley, Calif., and is hosted by radio personality John Leader. The contract between United and IS Inc. for *Countdown America* runs through the end of this year. IS Inc. also produces *The Hot Ones*, a weekly, 90-minute music/interview series, for United.

The Media

Intelsat board approves sale/lease of transponders

Consultant to satellite system says sales or lease of excess capacity will help company's bottom line

The Intelsat board of governors, in one of many actions during a week-long meeting that ended last Wednesday, gave the go ahead for the sale or lease of excess transponders on Intelsat's global satellite system on a fully protected basis to domestic telecommunications users. Intelsat currently leases capacity for domestic services, but only on a preemptible basis.

At a post-meeting press conference at In-

tel'sat's Washington headquarters, Walter Hinchman, director of business planning and service development, said the new offering should have a "positive" impact on Intelsat's revenues. "Whether it's a 5% or 8% [increase], I don't know," he said. "A lot depends on how much demand there is."

According to Hinchman, the Intelsat system may have as many as 150 surplus transponders that could be made available under the new offering. Intelsat expects, however, to lease or sell only between 25 and 50, he said.

Intelsat was not prepared to release its rate schedule for the new domestic protected transponder leases, which will be available on a cancellable or noncancellable basis. But Hinchman said the rates would be based on, but higher than, those for Intelsat's existing preemptible domestic services.

Jose Alegrett, deputy director general for business planning, said Intelsat would sell the transponders for between \$3 million and \$5.5 million. The Intelsat board also:

- Approved new a part-time international

video service, effective Oct. 1. The part-time service, which Hinchman described as a kind of mezzanine service between existing occasional and full-time services, requires the user to commit to lease at least one hour of satellite time a day, seven days a week at the same time.

- Endorsed the use of the Soviet bloc's Intersputnik satellite system by Iraq, Nicaragua and Algeria and the Soviet Union's Ghorizont-7 satellite by the U.S. through 1990, saying that the uses were consistent with provisions of Article XIV (d) of the Intelsat agreement governing use of non-Intelsat international satellite services by Intelsat signatories.

- Endorsed the use of four U.S. domestic satellites for communications between the U.S. and Canada or the U.S. and Latin America, saying it, too, was consistent with provisions of Article XIV (d). The four satellites are American Satellite's ASC II, GTE Spacenet's Spacenet III, RCA Americom's Satcom K-I and AT&T's Telstar 302. □

MCTV service poised for Okla. debut

Argonox to used 21 channels for direct competition to cable

Argonox Communications, a start-up company backed by New York real estate investor Francesco Galesi, is planning to offer multichannel television service (MCTV) in Oklahoma City, Okla., beginning early next year.

Speaking at a conference on the Instructional Television Fixed Service (ITFS) sponsored by the National Association of State Universities and Land Grant Colleges in Washington last Monday, Argonox President Curtis Bradley said his company is prepared to spend \$10 million to launch an MCTV service with up to 21 channels of cable programming in the Oklahoma capital, the nation's 36th largest television market.

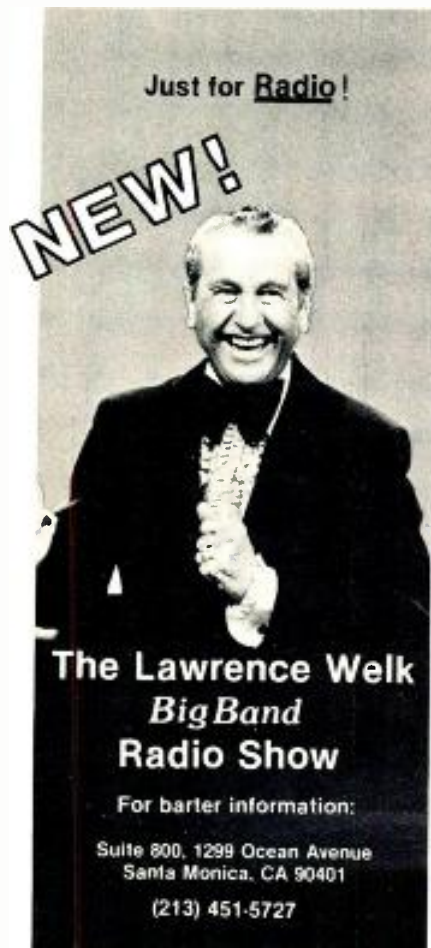
According to Bradley, the MCTV or, as it more commonly known, "wireless cable" service would use a combination of 10 MDS, eight ITFS and three Operational Fixed Service channels, all of which share

the 2 ghz band and require a special antenna and tuner for reception.

Argonox believes it can sign up 50,000 subscribers in the market, Bradley said. If it's right, he said, it to have a thriving and highly profitable business. Argonox expects most of its subscribers to come from areas in Oklahoma City and surrounding towns that are not yet wired by cable, he said. But, he said, it also thinks it can persuade between 10% and 15% of the area's cable subscribers to make the switch to MCTV by offering a similar service at a lower price.

According to Bradley, the service will offer the same cable programming services as do the area's cable operators—Cox, which holds the franchise for Oklahoma City, and Multimedia, which serves several communities around the city. Bradley believes the cable programmers will authorize Argonox to deliver their services. If they don't, he said, they will leave themselves open to charges of restraint of trade.

To guard against piracy, Bradley said, Ar-



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Movie Systems moving up. To help fuel its growth from a single-channel MDS provider to a multichannel television operator in Milwaukee, the publicly traded Movie Systems Inc. has agreed to sell controlling interest to Gilbert Communications for \$3 million.

Under the agreement, Gilbert, a New York-based investment firm headed by Peter Gilbert, will acquire 300,000 shares of newly issued preferred stock, convertible to 1.5 million shares of common stock, and 10-year warrants entitling it to buy up to 5.1 million shares of common stock at \$2. Each share of preferred stock represents 40 votes, giving Gilbert 64% of the voting power in the corporation.

The deal is conditioned on the MSI's receipt of new bank financing and restructuring of relationships with several key suppliers and creditors. If those conditions are met, said MSI Chairman Jack Stephens, the parties hope to close the deal late this month or early next.

Once MSI completes its refinancing and gets the cash infusion from Gilbert, Stephens said, it hopes it can move forward with the rollout of a 14-channel MCTV service in Milwaukee, using two MDS and 12 ITFS channel. MSI is also making plans to launch an MCTV service in another market where MSI has a single-channel MDS service, Minneapolis.

Argonox plans to scramble all of its channels, using the Zenith Z-Tac system. Scrambling is critical, he said. Piracy is among the factors that caused the demise of single-channel MDS, he said. The major factor, he said, was the advent of multichannel cable.

Argonox would be Galesi's second crack at the pay television business. Galesi, who is one of *Forbes* magazine's 400 wealthiest Americans, was an investor in United Satellite Communications Inc., the ill-fated direct satellite broadcasting concern. He could not be reached for comment last week.

(USCI pulled the plug on its five-channel service last April and, subsequently, filed for protection from its creditors under Chapter 11 of the bankruptcy code. Galesi blames the failure of USCI on the management and not

on the economics of satellite broadcasting or pay television.)

The start of Argonox's Oklahoma City operation will be the single-channel MDS service Argonox is now in the process of buying from Movie Systems Inc., a Des Moines, Iowa-based single-channel MDS operator with MCTV plans of its own. Bradley said the transaction should be closed by the end of the month, but MSI Chairman Jack Stephens, in a telephone interview later in the week, hinted that the closing is not certain. The transaction, he said, is being reviewed by Gilbert Communications, which signed an agreement two weeks ago to buy controlling interest in MSI (see box).

Bradley, who is a former MSI executive, would not disclose the purchase price but

said it was included in the \$10 million Argonox has earmarked for the Oklahoma City start-up. He said the single-channel system now serves about 10,000 subscribers, but most are hotel and motel rooms, as part of bulk buys, and in apartment buildings that are plagued by extensive churn. The city has a 70% apartment vacancy rate and 150% annual apartment turnover. In buying the MSI operation, he said, Argonox is buying "opportunity," rather than assets or a subscriber base.

Each market has two MDS channels. If all goes well, Bradley said, Argonox will pick up one single-channel MDS channel in the MSI transaction and lease the other from Graphic Scanning. In addition, Argonox plans to lease eight ITFS channels from Oklahoma City University, as soon as the school is granted the channels by the FCC, he said, and eight multichannel MDS channels from whichever applicant wins the channels in the FCC's upcoming allocation lottery. And it will lease the OFS channels from whoever secures their licenses from the FCC.

Since Bradley's audience comprised ITFS licensees or would-be ITFS licensees, Bradley provided some of the details of Argonox's agreement with Oklahoma City University. For the use of the channels, he said, Argonox promised to purchase, install and maintain an eight-channel ITFS transmission system and reception equipment at any of 50 sites selected by the school. The transmission system alone, he said, will cost around \$400,000. In addition, he said, Argonox agreed to pay the school \$1 per month for each subscriber it signs up.

FCC rules prohibit a commercial operator like Argonox from using ITFS channels 24 hours per day. They require a specific number of hours of each channel to be used for what the ITFS band was originally intended—the transmission of educational or instructional programing.

To avoid periodically preempting the ITFS channels to broadcast instructional-educational programing—a practice that would put off 24-hour-a-day cable programers as well as subscribers—Argonox has turned to technology. According to Bradley, Zenith has come up with a descrambler/receiver that will, for example, allow Argonox to put 24-hour-a-day cable services on six of the channels and permit Oklahoma City University to beam instructional and educational programing on the other two and still comply with the rules.

The trick is called "channel pathing," Bradley said. When a cable service is preempted to broadcast instructional-educational programing, he said, the service is instantly and automatically switched to another channel. The subscriber's descrambler/receiver is preprogramed to make the switch at the same time, he said.

With Bradley's ideas and Galesi's money, Argonox plans to enter as many as 10 markets in all. And in each of them, Bradley said, the company plans to challenge cable for at least a portion of its customers. Bradley said he disagrees with those who say an MCTV service can succeed without encroaching on cable. "If it can't compete," he said, "it can't be in the business." □

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Changing Hands

PROPOSED

WXLT(TV) Sarasota, Fla. □ Sold by Sarasota-Bradenton Florida Television Co. to Southern Broadcast Associates Joint Venture for \$40.5 million. **Seller** is principally owned by Robert W. Nelson, who also has interest in WBRD(AM)-WUDV(FM) Bradenton, Fla., and WAAT-TV Wildwood, N.J. **Buyer** is owned by Southern Broadcast Group (SBG) and Triquest Broadcasting Group Inc. SBG is owned by Douglas C. Barker, Manuel Calvo, Matthew Liebowitz and two others. Triquest is principally owned by James D. Gershman and three others. Barker is station manager of WTVJ-TV Miami. Calvo is creative services director at WLVJ-TV Miami. Liebowitz is Miami-based communications attorney. Gershman is Stamford, Conn.-based investment consultant. WXLT is ABC affiliate on channel 40 with 2,871 kw visual, 431 kw aural and antenna 771 feet above average terrain.

KMEO-AM-FM Phoenix □ Sold by Scripps Howard Broadcasting Co. to Group W for approximately \$16 million. **Seller** is publicly traded subsidiary of Cleveland-based E.W. Scripps Co., which also owns Scripps Howard newspapers. Broadcast group owns three AM's, four FM's and seven TV's and is cable MSO. It is headed by Donald L. Perris, president. Sale is necessitated by Scripps Howard's purchase of KNXV-TV Phoenix ("In Brief," Jan. 14). **Buyer** is station group subsidiary of Westinghouse Electric Corp. It owns six AM's, four FM's and six TV's and is headed by Dan Ritchie. Westinghouse is in process of selling its cable interests (BROADCASTING, Sept. 9). KMEO is daytimer on 740 khz with 1 kw. KMEO-FM is on 96.9 mhz with 100 kw and antenna 1,560 feet above average terrain. **Broker: Howard E. Stark, Media Broker.**

WCJX(FM) Miami □ Sold by Wodlinger Broadcasting of Miami to Beasley-Reed Broadcasting of Miami for \$10.6 million. **Seller** is owned by Connie Wodlinger and her husband, Mark. It also owns LPTV in Houston. **Buyer** is owned by George Beasley and Greg Reed. Beasley owns Beasley Broadcast Group, Goldsboro, N.C.-based station group of four AM's and six FM's. Reed is general manager of Beasley's WXTU(FM) Philadelphia. WCJX is on 96.5 mhz with 100 kw and antenna 1,049 feet above average terrain. **Broker: The Mahlman Co.**

KEAN-AM-FM Abilene and KYKX-FM Longview, both Texas □ Sold by, respectively, Taylor County Broadcasting and Stereo 105 Inc. to Sungroup Inc. for \$8,250,000, comprising \$3.2 million cash and remainder note. **Sellers** are commonly owned by John Dickson Osborne and Rusty Reynolds, who also own KYKS(FM) Lufkin, Tex.; WKYZ(FM) Lake Charles, La., and WSLY(AM)-WYYN(FM) Jackson, Miss. Sungroup also obtained right of first refusal to purchase WSLY(AM)-WYYN(FM) for five-year period. **Buyer** is publicly held, Nashville-based station group of two AM's and one FM, headed by Frank A. Woods, president. KEAN is daytimer on 1280 khz with 600 w. KEAN-FM is 105.1 mhz

with 100 kw and antenna 810 feet above average terrain. KYKX-FM is on 105.7 mhz with 100 kw and antenna 950 feet above average terrain. **Broker: Jamar-Rice Co.**

WIND(AM) Chicago □ Sold by Group W to Tichenor Media Systems for \$6.9 million ("Closed Circuit," Sept. 9). **Seller** is purchasing KMEO-AM-FM Phoenix (see above). **Buyer** is Harlingen, Tex.-based station group of three AM's, one FM and one TV principally owned by McHenry Tichenor and family. WIND is on 560 khz full time with 5 kw.

WHME(FM) Toledo, Ohio □ Sold by Hillebrand Electronics to Waite Broadcasting Corp. for \$6.7 million. **Seller** is owned by William A. Hillebrand, who has no other broadcast interests. **Buyer** is owned by Frank D. Osborn, who also has interest in purchaser of WRKZ-AM-FM Wilkes-Barre, Pa. ("Changing Hands," Aug. 26). WHME is on 92.5 mhz with 50 kw and antenna 480 feet above average terrain. **Broker: H.B. LaRue, Media Broker.**

KGHL(AM)-KIDX(FM) Billings, Mont. □ Sold by Cooper Broadcasting Inc. and KIDX Inc. to Sunrise Montana Inc. for \$3 million cash including \$500,000 noncompete agreement. **Sellers** are subsidiaries of Communications Investment Corp., Salt Lake City-based station group of six AM's, six FM's and seven TV's, owned by George C. Hatch and fam-

ily. **Buyer** is owned by Richard G. Elliot, who also owns KUTR(AM)-KLTQ(FM) Salt Lake City. KGHL is on 790 khz full time with 5 kw. KIDX is on 98.5 mhz with 85 kw and antenna 370 feet above average terrain. **Broker: Blackburn & Co.**

KOFY(AM) San Mateo, Calif. □ Sold by Radio Espanol Inc. to Pacific Rim Inc. for \$2 million cash. **Seller** is owned by Doug Pledger and Robert Day, who have no other broadcast interests. **Buyer** is principally owned by James J. Gabbert (85%) and Michael Lincoln (15%), who also own KZTO(TV) San Francisco. KOFY is daytimer on 1050 khz with 5 kw. **Broker: William Exline & Co.**

WIDO(FM) Dunn, N.C. □ Sold by W.B. Belche to Landsman-Webster Communications of North Carolina Inc. for \$1.2 million cash. **Seller** owns WIDU(AM) Fayetteville, N.C. **Buyer** is owned by Dean Landsman, Maurie Webster, Michael C. Nigris, Nigris' wife, Norma, Steven Baum and Kenneth Eisenberg. They also have interest in KVEC(AM) San Luis Obispo and KPGA(FM) Pismo Beach, both California. WIDO is on 103.1 mhz with 2.7 kw and antenna 325 feet above average terrain.

WALE(AM) Fall River, Mass. □ Sold by Key-note Broadcasting Inc. to Atlantic Broadcasting Inc. for \$1,050,000. **Seller** is owned by Milton E. Mitler, who has no other broadcast interests. **Buyer** is owned by Frank Battaglia, owner of Place Management Corp., Woodside, N.Y.-based computer software design company. It has no other broadcast interests. WALE is on 1400 khz full time with

September 10, 1985

Nationwide Communications Inc.

has completed the acquisition of the assets of television station

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Minneapolis, MN

from

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The undersigned helped initiate this transaction on behalf of the seller and assisted both parties during the negotiations

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TED HEPBURN
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1 kw. Broker: *New England Media Inc.*

KIPR-AM-FM Diboll, Tex. □ Sold by KIPR Radio Associates Inc. to Keymarket Communications of Texas Inc. for \$1 million. Seller is owned by Hal J. Davis, Red McCoombs and McCoombs's wife, Sharon. It has no other broadcast interests. Buyer is subsidiary of Aiken, N.C.-based station group eight AM's and eight FM's, principally owned by Kerby Confer, Donald Ault and Paul Rothfuss. KIPR(AM) is daytimer on 1260 khz with 1 kw. KIPR-FM is on 95.5 mhz with 50 kw and antenna 450 feet above average terrain. Broker: *Norm Fischer & Associates.*

WSEG(FM) McKean (Erie), Pa. □ Sold by Seggi Broadcasting Corp. to The Jet Broadcasting Co. for \$850,000 cash, plus \$25,000 noncompete agreement. Seller is owned by Guy, Ronald and Sam Seggi, who have no other broadcast interests. Buyer is owned by Myron Jones (57.5%), William Fleckenstein (36.5%) and John Kanzius (6%). It also owns WJET-AM-TV Erie, Pa. Jones and Fleckenstein also own WHOT(AM) Campbell and WHOT-FM Youngstown, both Ohio. WSEG is on 102.3 mhz with 3 kw and antenna 670 feet above average terrain.

KQXK(AM)-KCIZ(FM) Springdale, Ark. □ Sold by Johnson Communications Inc. to KWON Broadcasting Inc. for \$700,000, comprising \$260,000 cash and remainder note. Seller is owned by Dewey Johnson, who has no other broadcast interests. Buyer is owned by R.J. Moran, who also owns KGTM(AM)-KNIN(FM) Wichita Falls, Tex. KQXK is daytimer on 1590 khz with 1 kw. KCIZ is on 104.9 mhz

with 3 kw and antenna 137 feet above average terrain.

KBUK(AM) Baytown, Tex. □ Sold by Gross Communications Inc. to RCK Broadcasting Corp. for \$600,000, comprising \$500,000 cash and remainder note at 12% over five years. Seller is owned by Laurence Gross, who has no other broadcast interests. Buyer is owned by Richard C. Klement, who also owns KGAF(AM) Gainesville, KOGT(AM) Orange and KCLE(AM) Cleburne, all Texas. KBUK is 1360 khz full time with 1 kw.

WTOE(AM) Spruce Pine, N.C. □ Sold by Toe River Valley Broadcasting Co. to WTOE Inc. for \$320,000, comprising \$80,000 cash and remainder note at 10%. Seller is owned by Stanley R. Beach, who has no other broadcast interests. Buyer is owned by Fred T. Boyd (50%), John J. Dobson (25%) and Carroll P. Rogers (25%). Boyd is Marion, N.C., investor with diversified interests. Dobson is banker and Rogers is retired businessman, both in Spruce Pine. WTOE is daytimer on 1470 khz with 5 kw.

KSPO(AM) Dishman, Wash. □ Sold by Melinda Read to Unicom Broadcasting Inc. for \$310,000. Seller has interest in KTBI(AM) Ephrata, Wash. Buyer is owned by Larry deBoef, (33.3%), Andrew Molaskey (8.325%), his brothers, Alan (8.325%) and Steve (8.325%), and their sister, Beth Dias (8.325%), and Andy and Gary Adelson and their sister, Ellen A. Bailey (11.1% each). It also owns KTCW(FM) Pasco, Wash. KSPO is daytimer on 1050 khz with 5 kw.

CABLE

System serving nine communities in Chicago suburbs including Joliet, Romeoville and Will county □ Sold by Joyce Cable Inc. American Cablesystems Midwest for approximately \$40 million. Seller is owned by William J. Joyce, who also owns cable system in Minocqua, Wis. Buyer is Beverly, Mass.-based cable MSO with systems in Massachusetts, Illinois, New York and Florida. It is headed by Steven B. Dodge, president. System passes 82,400 homes with 635 miles of plant and 38,000 subscribers. Broker: *Communications Equity Associates.*

Broker for the sale of *KMBY(FM) Seaside, Calif. (Sep. 9), was Kalil & Co.*

For other proposed and approved sales see "For the Record," page 92.

ABC's Duffy: Fifth Estate is much in public eye

What used to be trade news is now general news, says ABC after its educational campaign

Americans are following developments in the Fifth Estate as if it were a national sport and "people are very much involved in the business of television." That was a key finding in a tracking study conducted by ABC following that network's six-month campaign to educate viewers about the U.S. broadcasting system. The campaign included informational spots on the ABC-TV network, op-ed advertisements in major newspapers and a whistle-stop tour of cities by ABC executives.

According to James E. Duffy, president of communications for the ABC Broadcast Group, the general public is well informed about such industry news as Ted Turner's attempted takeover of CBS, the acquisition of ABC by Capital Cities and Rupert Murdoch's pending purchase of the independent Metromedia television stations. And the public, Duffy said, is wondering about questions once only posed by trade reporters: "How will [the mergers and acquisitions] affect programming?" "Will there be a cutback in news?"

At the same time, Duffy said, ABC found gaps in public knowledge on how broadcasting works. For example, Duffy said, many viewers think the networks staff local news operations.

The six-month campaign, "American Television and You," was not intended as a promotional vehicle for ABC's programming, company executives emphasized, but was developed to improve viewers' understanding of broadcasting.

To date, Duffy said, the campaign has consisted of three strategies: using the network's own air time to deliver 60-second and 30-second spots hosted by Duffy; op-ed newspaper advertisements directed to "opinion leaders," and visits to local television markets to meet viewers face-to-face at town



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meetings, Chamber of Commerce gatherings, Kiwanis and Rotary functions and on local radio/TV talk shows.

The television campaign consisted of 12 60-second and 30-second spots featuring Duffy explaining different aspects of the industry, including closed captioning, broadcast standards and practices, program diversity, ratings, perceived news bias and technology. The 12 spots have run 292 times over the past six months in all dayparts of the schedule. The print campaign included op-ed advertisements in *The New York Times*, *The Washington Post*, *The Wall Street Journal*, *USA Today*, *Christian Science Monitor*, *The Los Angeles Times* and *The National Journal* covering some of the same topics. They also touched on the different roles of public television and network television, and television's role in exploring crucial issues.

The third part of the campaign consisted of two-day stops in various markets, with Duffy making himself available before local audiences and media reporters. When ABC launched the campaign on March 25, 1985, Duffy recalled that he was told to expect a lot of "cynicism" because the campaign might be viewed by the public and press as an attempt to promote ABC's own programming. But after six months in the field and on the



air, "I haven't found that much skepticism, to tell the truth," Duffy said.

During the first six months, Duffy visited Las Vegas; New Orleans; Baton Rouge; Philadelphia; Billings, Mont.; Birmingham, Ala.; Oshkosh, Wis.; Green Bay, Wis., and Sulphur Springs and Little Rock, both Arkansas. Ten additional visits, mostly to major markets, are scheduled for the year.

ABC commissioned R.H. Bruskin to survey public reaction at various stages of the campaign. Two weeks after the campaign opened, Duffy reported, 26% of approximately 700 respondents said they were aware of the television spots. After 13 weeks of the campaign, 45% said they were aware and 85% of them said it was an "excellent, very good or good" idea that a network was presenting generic information about the broadcasting industry. The newspaper op-ed advertisements evoked less response. After two weeks 8% said they were aware of the advertising. After 13 weeks the recognition rose to 19%.

But the most important finding, Duffy believed, was that after 13 weeks 18% of those who were aware of either the television spots or newspaper advertisements indicated they "felt more positive toward television than

they did before they saw the message."

As a result of what ABC executives consider to be the success of the campaign's first six months, the network is launching another six-month campaign that will zero in on sharper issues. Duffy said the second phase will try to explain to the public what a network is, how it works and how it relates to local stations, in addition to addressing commercial aspects such as advertising. In some television spots, Duffy will appear with the

ABC affiliate board chairman, Joe Jerkins of KVUE-TV Austin, Tex.

Duffy said shortly after ABC announced its "American Television and You" campaign last spring, it invited representatives from CBS and NBC to join the project. Although Duffy said the other network representatives applauded ABC's idea, they declined to make it a three-network effort because they had their own similar projects in mind or did not have management's full support. □

Cable feelings. A United Media survey of 111 Fifth Estate leaders on the impact of new video technologies finds that while those services will improve the quality of life, they will have to be satisfied with smaller pieces of the audience pie. Of those surveyed, 59% said the new technologies improved the quality of life.

The leaders saw significant growth of cable and VCR's, and further growth in the use of personal computers, on-line databases and videotex services. Network television, while still judged to be the leading video outlet, was the only category among the selected video outlets that showed diminished use. Based on a scale of one to 10 for daily use, the leaders gave network TV a 9.6 rating this year and a 8.8 rating for 1990, a decrease of 8%. In the same period, cable increased 21%, from 6.2 to 7.5, and VCR's jumped 60%, from 4.7 to 7.5.

How will cable adapt to the newer technologies? Among those surveyed, 60% said it will adapt as well as print did to radio and television, with 15% of those agreeing "strongly" and 45% agreeing "somewhat." And 64% of those surveyed disagreed that cable will be replaced by newer video technologies.

The leaders agreed that the print media will survive technological advances in the future, with 63% saying that readership will remain unchanged. The survey found that 52% believed print and video to be "somewhat" or "primarily" complimentary.

Nearly 300 surveys were mailed to media leaders through the fourth quarter of last year and the first quarter of this year. Among those participating whose names were released were John D. Abel, senior vice president of the National Association of Broadcasters; Otis Chandler, chairman of the board, Times Mirror Co.; Jeff MacNelly, cartoonist for the *Chicago Tribune*, and John C. Quinn, editor in chief of *USA Today*.

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TELECASTINGS

Goodwill sponsorships

Corporate advertisers will be able to buy both media and event sponsorships in the Goodwill Games in Moscow next summer, according to Turner Broadcasting System, one of the sponsors of the multi-event meeting of athletes from the U.S., USSR and other countries. TBS is co-sponsoring the games along with the USSR State Committee for Television and Radio (Gosteleradio) and the All-Union Association (Soyuzsport).

Turner said that "the decision to package the sale of TV and event sponsorships represents a significant step forward in sports marketing because it guarantees sponsors both on-air and on-site exclusivity, thereby reducing the confusion often created when conflicting advertisers buy one or the other. Further enhancing the sponsorship value is the fact that television coverage of the Goodwill Games will be available both in the U.S. and around the world."

TBS plans to syndicate more than 100 hours of coverage nationally on an ad hoc network and superstation WTBS(TV) Atlanta.

To augment its own sales staff for the events, TBS said, Turner Broadcasting Sales has selected the sports marketing firms of Capital Sports Inc. and Dixel Inc. Dixel's president, John Lazarus, was vice president of sports sales for ABC in its coverage of the 1984 winter and summer Olympics. Gerry Hogan is president of Turner Broadcasting Sales.

The integrated site/media packages for the games are to be presented to advertisers at receptions to be held in Chicago on Tuesday (Sept. 17) and in New York on Wednesday (Sept. 18).

The Goodwill Games, planned as a quadrennial event to strengthen mutual understanding among nations, are set for July 5-20, 1986, in Moscow, featuring top male and female amateur athletes competing in track and field, gymnastics, swimming, basketball, boxing, figure skating, cycling and oth-

er events. Gold medals are to be awarded in some 160 events.

Conditioning

The National Association of Broadcasters will augment its antidrunk-driving campaign with the Drug Enforcement Administration's sports drug awareness program. The theme "Team Up Against Drug and Alcohol Abuse" will highlight a series of public service announcements to be sent by NAB to all television stations via its monthly satellite-fed program, *Telejournel*, and to radio stations via network feeds. To announce its ongoing series of sport-related PSA's, NAB will hold a press conference tomorrow (Sept. 17) featuring guests from DEA, the National Football League, the NFL Players Association, and possibly Congress, CBS Sports and the FBI.

The first feed will be sent Friday (Sept. 20) over Telstar 301, transponder 5v, from noon to 12:30 p.m. NYT. It will be hosted by Irv Cross, CBS Sports commentator and former pro football player, and will feature an endorsement of the *Team Up* program by Congressman Jack Kemp (R-N.Y.), also a former pro football player. The feed will include a segment about the DEA's sports drug awareness program presented by NFL Players Association President Gene Upshaw and NAB President Eddie Fritts.

Subsequent antidrug-abuse feeds will highlight professional athletes in hockey and basketball during those seasons.

Ratings watchdogs

Research directors of Los Angeles television stations have formed themselves into a permanent committee to keep an eye on the audience-measurement and other research firms doing business in their market. Don Searle of KCOP(TV) is president, and Bill John-

son of KABC-TV is secretary-treasurer.

The purpose of the committee, officially known as the Los Angeles Television Stations' Research Committee, is "to strive to enhance all aspects of television research that affect the Los Angeles market... by monitoring the various research firms to insure accuracy in all segments of their operations."

Two standing subcommittees have been set up for in-depth studies of the two major rating services, Arbitron and Nielsen. Subcommittee chairmen are Bob Moore of KCBS-TV for the Arbitron study and Jane Collins of KTTV(TV) for the Nielsen study.

Founding members of LATSRC are the research directors or representatives of eight area stations, but they say other stations will be welcome. Membership is open to the research directors of all FCC-licensed television stations having a city of license within the Los Angeles ADI (area of dominant influence).

Leaders said the committee has already met with Arbitron officials to discuss current practices and proposed changes, that it will meet with Nielsen shortly and that it "will be monitoring closely the Los Angeles survey sample data for Nielsen, Arbitron and other research services, and will delve into developments now under way for so-called 'people meters' of Arbitron, Nielsen and AGB."

A similar committee, it was noted, has been active in New York for many years.

Indie distribution

The Association of Independent Television Stations has produced two public service announcements on tax legislation that will be distributed among its 136 station members. The spots, according to Eugene McCurdy, INTV board chairman, are part of an effort by independents to "encourage the flow of communication between the citizens and members of Congress."

Featured in the 30-second spots are House Ways and Means Committee Chairman Dan Rostenkowski (D-Ill.) and Senate Finance Committee Chairman Bob Packwood (R-Ore.). Both lawmakers urge viewers to write Congress with their own views on tax reform.

TIO and the First

The Television Information Office is adding to its material dealing with First Amendment rights and recently issued to members a new, 30-second TV spot called "Without Freedom of the Press..." The spot features five emigres from nations without press freedom discussing America's free press guarantees. In the past several months, TIO also has produced two other spots on the

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subject—"Cronkite on Television Journalism," starring Walter Cronkite, on the value of the First Amendment protection, and "We the Puppets," which stresses the importance of the Bill of Rights and freedom of the press.

Preparing

The Writers Guild of America East will vote on a proposal to establish the guild's first strike benefit fund at a meeting in New York on Sept. 19. The annual election of officers and council members will also take place at the meeting. A spokesman said the 2,800-member union expects to raise about \$1 million over five years. The guild's council is suggesting that the fund be financed by a 25% increase in the annual membership dues of 1.5% of union-covered earnings. (An official of the Writers Guild of America West said that unit has no formal strike fund but in past strikes has made funds available to needy members.)

Go for Grammys

CBS has renewed its contract with the National Academy of Recording Arts and Sciences for seven more years of coverage of the annual Grammy Awards. The signing marks the third contract between NARAS and CBS, which began covering the event in 1973. The 1986 Grammy Awards will be broadcast live at 8-11 p.m. NYT on Feb. 25.

Preventative television

Colorectal cancer, one of the most curable cancers, kills more people in Washington than in any other city in the U.S. To teach the public about prevention, early detection and treatment, WJLA-TV Washington has begun a two-month campaign to provide information through a series of special reports and PSA's. Also, with the help of Peoples drug stores and four area hospitals—Georgetown University Medical Center, Washington Hospital Center, Fairfax Hospital and Holy Cross Hospital—WJLA-TV will make available free kits for testing stool samples at home. "Similar projects have resulted in lives being saved. That's our goal," said WJLA-TV President and General Manager Tom Cookerly.

Course of TV courses

Enrollment in the Public Broadcasting Service's television credit courses showed a 15% increase to 125,000 students during the 1984-85 academic year. About 900 colleges and universities have participated in the service, which is sponsored by PBS's Adult Learning Service. Two new television courses, *The Mechanical Universe* and *The Business File: An Introduction to Business*, will premiere next fall, with 10 courses returning from past semesters.

The Mechanical Universe uses computer animation, experiments and "historical reenactments" to teach a 26-part, half-hour, introductory physics course. It was developed by the California Institute of Technology, which co-produced it with the Southern California Consortium; funding came



Line of duty. Two NBC newsmen were killed last week covering an attempted coup in Bangkok, Thailand. Neil Davis, NBC's Bangkok bureau chief since 1982, and William Latch, reporter and sound man, were caught in a fire fight between loyalist troops holding down a government-controlled radio station and a rebel faction. They were hit by tank fire from rebels seeking to take the radio station. Davis, 52, had a long and distinguished record as a television journalist, most of which was spent covering turmoil in Southeast Asia. He worked for Visnews from 1963 to '73, covering Singapore, Vietnam and Cambodia. In Vietnam, said an NBC spokesman, Davis, a native Australian, was the only journalist to capture on film the storming of the presidential palace by a North Vietnamese tank regiment upon the Communists' arrival in Saigon in 1975. Davis was also the subject of a 1980 documentary, *Frontline*, which featured some of his battle coverage of South Vietnamese, Cambodian and U.S. troops. He was seriously wounded on several occasions during his coverage of Southeast Asia. Latch, 35, a native of Abilene, Tex., was a freelance still photographer and English teacher prior to joining NBC in Bangkok in 1979. Davis is survived by a wife and son living in Taiwan. Latch is survived by a wife and two children living in Bangkok.

Davis died "filming his own death," the *Washington Post* quoted a journalist who was with the NBC newsmen when they came under fire as saying. Last Monday (Sept. 9) when they were killed, *Today* ran the last footage taken by Davis before he was hit. The picture shows an approaching tank and then suddenly the picture is on its side—the camera appearing to run automatically as a fellow journalist drags Davis away from the camera. Latch then appears in camera range and is seen crawling away to get out of the range of gunfire.

from the Annenberg/Corporation for Public Broadcasting Project. *The Mechanical Universe* will also air on The Learning Channel, a basic cable service, in areas not reached by PBS.

The Business File is a 28-part examination of business operations including interviews with economist Milton Friedman, Chrysler Corp. executive Robert Steve Miller and M.I.T. Professor Lester Thurow. It was produced by the Dallas County Community College District.

'Trendsetters' preview

In pursuit of clearances, Paradise Venture Partners is beaming the pilot of its recently announced television program, *Trendsetters*, to approximately 900 stations via Wold Communications, instead of selling it the "old fashioned way" by making personal appearances at stations. The stations will be able to see the weekly half-hour program, containing six segments on the latest trends in fashion, entertainment, clothes and art,

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during two screenings this week and some time in October. The show, produced by A&A Productions, is aimed at weekend access or early fringe. The package of 36 first-run episodes for the year beginning January 1986 is distributed on a barter basis with stations getting four minutes and Paradise keeping two.

Money for 'Money World'

Public television's *Adam Smith's Money World* is going into its second year with a \$2.8-million grant from Metropolitan Life, also the corporate underwriter during the show's first year. "We believe this sophisticated and penetrating program contributes to the quality of public understanding of today's complex economic environment," said John J. Creedon, president and chief executive of Metropolitan. The weekly half-hour report on major economic issues is car-

ried on 191 stations and in 19 of the top 20 markets. It is produced by WNET(TV) New York in association with Alvin H. Perlmutter Inc. and features George J.W. Goodman as Adam Smith.

Back with Bixby

Paramount Network Television has signed a two-year agreement with Bixby-Brandon Productions for "overall development" by actor-producer Bill Bixby and his partner, Paul Brandon. Bixby starred in *My Favorite Martian*, *The Courtship of Eddie's Father*, *The Magician* and *Goodnight Beantown*. He also directed four pilots for CBS, including *I Had Three Wives*, which will appear on CBS's fall schedule.

Saturday night grappling

NBC says that *Saturday's Main Event* (11:30

p.m.-1:00 a.m. NYT), which features wrestling, music and entertainment stars, will be telecast once each month for three months, beginning Oct. 5. The *Once a Month* and *Titan Sports* co-production will be hosted by Vince McMahon. NBC Entertainment President Brandon Tartikoff said that "entertainment-wrestling connection has captured the imagination of television viewers" and will add another dimension to late-night programming.

Fire production

Facts of Life star Nancy McKeon has been signed to play the part of Los Angeles county's first woman firefighter in a movie for CBS Entertainment tentatively titled *Firelady*. The project will be produced by Tankee Productions in association with Embassy Television.

In Sync

Working for higher AM standards

AM radio broadcasters and receiver manufacturers now beginning the effort to reach voluntary standards for improved high-frequency AM reception ("In Brief," Sept. 9) will attempt a balancing act between their two, not always harmonious, industries.

From the broadcaster's perspective, the Sept. 4, decision to standardize AM preemphasis and deemphasis (the boosting of high frequencies before transmission and subsequent attenuation during reception) will look to set a uniform AM receiver by which to judge and refine their sound. Radio makers, on the other hand, want to achieve a consistent broadcast sound to design and ultimately sell their equipment by.

While both sides in this case appear ready to cooperate, the difficult question they face is whether to optimize their choice of standards to improve either the sound of existing narrow-frequency-band radios of a new generation of increasingly wider band sets under development or some compromise between the two.

The forum within which these decisions will be made is the National Radio Systems Committee, an umbrella group run jointly by the National Association of Broadcasters and the Electronics Industries Association, and with a long and mixed track record of trying to improve radio by bringing together receiver makers and broadcasters. Previous NRSC efforts include testing the effect on FM receivers of the FCC's Docket 80-90 allocations and less successful work on standardization of AM stereo systems.

For some observers, this most recent reincarnation of the committee spells good news in the effort to join broadcast and receiver interests, particularly in the wake of the success of joint industry standardization for stereo television in 1984.

Also, for NAB, the NRSC work represents an opportunity to demonstrate its own commitment to improving AM radio. That com-

mitment reportedly came under some fire from the receiver industry after an NAB technical committee working last year to develop strategies for bettering the AM media declined to suggest standards for broadcast preemphasis.

Although the work is potentially long and arduous (stereo TV standardization, for instance, took four years), the possibility for success is believed by many to be excellent because both receiver manufacturers and broadcasters recognize the potential benefits of standardization.

The heart of the matter, however, is getting both sides to agree to working numbers for the preemphasis/deemphasis curve, something most acknowledge will require compromise.

For AM broadcasters, the very idea of a preemphasis standard, even a voluntary one such as NRSC will try to develop, is problematic. When broadcast facilities consider altering their produced sound, so many different and subjective factors apply, not the least of which is the critical one of where to place preemphasis in the transmission chain, that many stations will be unlikely to immediately embrace and implement any standard curve.

"From the broadcast point of view," said Robert Orban of Orban Associates, "a preemphasis standard will be a piece of fiction by the time it gets through their chain."

But Orban added: "Receiver manufacturers want something to work with, and they will pretend broadcasters use the [chosen] curve so they can standardize the receiver's sound."

By the same token, Orban, whose company was the first to formally propose a preemphasis standard through NRSC, believes broadcasters can benefit from standardized receiver quality, which makes arriving at decisions about their sound easier.

Manufacturers are apparently comfortable with broadcasters' mixed feelings on how closely to follow a preemphasis stan-

dard, as long as one is alternately chosen. Their primary goal appears to be simply to have something to design new receivers against.

NRSC member Bart Locanthi of Pioneer, agreed. "It's very important to have a standard. The ball is in the broadcasters' court... for them to give receiver manufacturers something to work with. AM broadcasters really want to see AM quality improve, and this is one part of making AM better."

Opinions on numbers for the preemphasis/deemphasis curve do vary, and the choice is laden with subjective factors. According to Michael Rau of NAB's science and technology department, considerations include design, choice of listening environment and economics.

Some manufacturers, for instance, appear to lean toward a relatively conservative 50 microsecond curve (less than the 75 ms curve currently used for FM radio), which they believe will provide some improvement to narrowband radios while maintaining a "clean" sound for newer wideband units.

Others, like Orban, favor a dual 50 ms curve which would provide more apparent improvement for existing narrowband sets.

Commented Orban: "This is really not an engineering, but a political question. To what extent are older, narrowband radios taken into account? My opinion is that AM radio doesn't have 10 years to wait while narrowband radios disappear."

The standards process itself will take place in several separate steps within the open membership committee, explained Rau. The work begins Oct. 25 when a subgroup on method and procedures begins a series of monthly meetings to identify the criteria to evaluate potential standards.

Once criteria are established the effort will continue by conducting an engineering evaluation of proposed standards (proposals are being accepted until early December), then end with the creation of and vote on a final report.

UHF-sharing group gathers

An FCC advisory committee on UHF-TV/mobile radio spectrum-sharing, meeting for the first time Sept. 5 in Washington, established a working structure and appointed key coordinators as it initiated a six-month effort to examine the commission's proposed increase of mobile services in UHF spectrum (BROADCASTING, June 3).

At a gathering that drew 60 and lasted about two hours, the committee designated three working subgroups—technical analysis, review of the commission's sharing plan and generation of the advisory group's report—as well as a steering group under Chairman William Torak of the FCC's Spectrum Management Division.

Representatives from broadcasting and land-mobile interests were also selected for each group. Broadcast representatives on the working groups include engineering consultant Jules Cohen, Greg DePriest of the Association of Maximum Service Telecasters and Michael Rau of the National Association of Broadcasters.

Land-mobile representatives are Jay Kitchen, president of the National Association of Business and Educational Radio, Don Walker of Motorola and Charles M. Meehan of a Washington law firm, Keller & Heckman.

The steering committee, comprising two representatives each from broadcast and land-mobile industries, and one each from TV and land-mobile receiver interests, is made up of Tom Keller of NAB, Ed Czara of a Washington law firm, Covington & Burling, and Ed Thomas of RCA, along with Kitchen, Meehan and Walker.

Although the specific agenda for each group was not determined, the committee's overall task will center on the determination of minimum desired-to-undesired field strength ratios between UHF-TV and land-mobile signals used either on co-channel or adjacent channel operations.

The work of the technical analysis subgroup is the most limited in time, with December suggested as the date for its findings to reach the committee. The group, co-chaired by Cohen and Kitchen, was scheduled to meet last week (as were the other two subgroups) to begin its review of available engineering data on spectrum sharing and determine whether it needs to be supplemented.

The steering group is scheduled to meet today (Sept. 16) to review working group progress, while the whole committee will next meet in October. A final report is due at the FCC in March.

Mile-high stereo

A two-day stereo TV/video conference is set for Nov. 8-9, and the event, co-sponsored by the University of Colorado and the Denver section of the Audio Engineering Society, has scheduled panels on stereo TV production, cable carriage and conversion costs, as well as demonstrations of stereo technologies.

Invited speakers for the event include broadcasters Don McCrosky of ABC-TV, David Lane of KCNC-TV Denver and Janine Petit of WCVB-TV Boston, along with Almon Clegg of Matsushita, Ian Hardcastle of Dolby and engineering consultant Richard Burden. Re-

corded studio representatives, music producers and communications analysts will also be present.

Among the subjects to be covered will be discussions of stereo synthesizers, viewer reaction to music-oriented programming, film usage and potential degradation of the signal during studio distribution.

Jerrold home in Philly

General Instrument Corp.'s Jerrold Division has signed an agreement to sell an estimated \$10 million in cable headend and converter equipment to Wade Communications, one of four cable operators awarded a Philadelphia market franchise late last year.

Wade signed an official contract with the city on Aug. 12 and presented a \$150,000 performance guarantee, and will have nine months to present its final package for permanent financing of the system, according to a Jerrold representative. The Philadelphia operators will eventually wire one-quarter of the city's western area, covering approximately 155,000 homes in a 636-mile area.

Jerrold equipment to be used for the 78-channel system includes a Commander headend, Starline X 550 mhz amplifiers and Starcom VI addressable converters, the Hatboro, Pa.-based firm said, and its Burnup & Sims Cable Products Group will provide Capscan cable and Lectro standby power supplies.

Only one portion of south Philadelphia is currently cabled, and the Times Mirror-owned operation was originally built and owned by Jerrold, a representative said.

Gearing up

Ampex has developed a unit combining time base correction with a variety of video processing and variable motion capabilities. The \$30,000 Zeus 1, compatible with all Ampex Type C VTR's, will be introduced at the Society of Motion Picture and Television Engineers annual exhibition in Los Angeles Oct. 27-Nov. 1. Among the digital processing system's capabilities, according to the Redwood City, Calif., company, are slow motion and program compression, bad color frame edit processing, full frame storage, dropout replacement using averaging techniques and the elimination of long time-constant velocity errors, as well as full digital controls and an optional control panel. The unit will be available for delivery in the fourth quarter of this year.

□

Three new products from Tektronix are set to premiere at the Society of Motion Picture and Television Engineers exhibition in Los Angeles, Oct. 27-Nov. 1. The company's Lightning component analog video waveform monitor, first demonstrated in prototype at last April's National Association of Broadcasters convention, will be shown in its considerably changed production version. The BTSC modulation monitor and decoder used for stereo applications will also be at the exhibit for the first time, as will a new model SPG-170A NTSC sync generator, similar to the TSG-170A test signal generator introduced at the NAB show. No prices or availability have been set by the Beaverton, Ore.-based company.

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For the Record

As compiled by BROADCASTING, Sept. 5 through Sept. 11, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

- KQXK(AM)-KCIZ(FM) Springdale, Ark. (AM: 1590 khz; 1 kw-D; FM: 104.9 mhz; 3 kw; HAAT: 137 ft.)—Seeks assignment of license from Johnson Communications Inc. to KWON Broadcasting Inc. for \$700,000, comprising \$260,000 cash and remainder note. Seller is owned by Dewey Johnson, who has no other broadcast interests. Buyer is owned by R.J. Moran, who also owns KGTM(AM)-KNIN(FM) Wichita Falls, Tex. Filed Aug. 28.
- KOFY(AM) San Mateo, Calif. (1050 khz; 5 kw-D)—Seeks assignment of license from Radio Espanol Inc. to Pacific Rim Inc. for \$2 million cash. Seller is owned by

Doug Pledger and Robert Day, who have no other broadcast interests. Buyer is owned by James J. Gabbert (85%) and Michael P. Lincoln (15%), who also own KZTO(TV) San Francisco. Filed Sept. 3.

■ KQRS-FM [CP] Pagosa Springs, Colo. (106.3 mhz)—Seeks assignment of license from Debra Jo Hillery to Rod-Mar Inc. for \$50,000. Seller has no other broadcast interests. Buyer is owned by Robert B. Roddy and Wayne Marcy, who also own co-located KPAG(AM). Marcy also has interest in KKBK(AM) Aztec, N.M. Filed Aug. 28.

■ WOPY(AM) Jacksonville, Fla.—Seeks transfer of control of Caleb Communications Inc. from Raymond W. Fraley (90%) and Carl D. Chapman (10%) to Marshburn Broadcasting Co. for assumption of liabilities. Sellers have no other broadcast interests. Buyer is equally owned by Danny T. Marshburn and his brother, Thomas. It also has interest in WLLY(AM) Wilson, N.C. Filed Sept. 5.

■ WXLT(TV) Sarasota, Fla. (ch. 40; ERP vis. 2,871 kw; aur. 431 kw; HAAT: 771 ft.; ant. height above ground: 814 ft.)—Seeks assignment of license from Sarasota-Bradenton Florida Television Co. to Southern Broadcast Associates Joint Venture for \$40,500,000 cash. Seller is principally owned by Robert W. Nelson, who also has interest in WBRD(AM)-WDUV(FM) Bradenton, Fla. and WAAT-TV Wildwood, N.J. Buyer is owned by Southern Broadcast Group (SBG) and Triquest Broadcasting Group Inc. SBG is owned by Douglas C. Barker (31%), Manuel Calvo (24%) and three others. Triquest is principally owned by James D. Gershan and three others. Barker is station manager of WTVJ(TV) Miami. Calvo is creative services director at WLVJ(TV) Miami. Gershan is investment consultant from Stamford, Conn. Filed Aug. 30.

■ WHUT(AM)-WLNH(FM) Anderson, Ind. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 97.9 mhz; 50 kw; HAAT: 490 ft.)—Seeks assignment of license from Eastern Broadcast-

ing Corp. to Patch-Dunn & Associates Inc. for \$2,726,000, comprising \$1,726,000 cash and remainder note at 10% over five years, with interest-only payments for first four years and balloon payment on fifth year. Seller is Washington-based station group of four AM's and five FM's principally owned by Roger A. Neuhoff and his wife, Louise. His brother, John R. Neuhoff owns WESO(AM)-WQVR(FM) Southbridge, Mass. Buyer is owned by Kenneth J. Patch and five others. It also owns WOCB(AM)-WRZE(FM) West Yarmouth, Mass. Filed Sept. 4.

■ WZPL(FM) Greenfield, Ind. (99.5 mhz; 50 kw; HAAT: 490 ft.)—Seeks assignment of license from H&W Communications Inc. to Midwestern Communications Ltd. for \$7.5 million. Seller is Kapiolani, Hawaii-based station group of one AM, four FM's and two TV's, principally owned by Cecil Hefel and family. Hefel is Democratic representative from Hawaii. Buyer is principally owned by William L. Yde. It also has interest in KKCW(FM) Beaverton, Ore. Filed Sept. 6.

■ WIDO(FM) Dunn, N.C. (103.1 mhz; 2.7 kw; HAAT: 325 ft.)—Seeks assignment of license from H&W Communications Inc. to Landsman-Webster Communications of North Carolina Inc. for \$1.2 million cash. Seller owns WIDU(AM) Fayetteville, N.C. Buyer is owned by Dean Landsman (16.66%); Maurie Webster (16.66%); Michael C. Nigris (31.66%); his wife, Norma (31.66%); Steven Baum (31.66%) and Kenneth Eisenberg (3.33%). Nigris, Baum and Eisenberg have interest in KVEC(AM) San Luis Obispo and KPGA(FM) Pismo Beach, both California. Filed Aug. 30.

■ WTOE(AM) Spruce Pine, N.C. (1470 khz; 5 kw-D)—Seeks assignment of license from Toe River Valley Broadcasting Co. to WTOE Inc. for \$320,000, comprising \$80,000 cash and remainder note at 10%. Seller is owned by Stanley R. Beach, who has no other broadcast interests. Buyer is owned by Fred T. Boyd (50%), John J. Dobson (25%) and Carroll P. Rogers (25%). It has no other broadcast interests. Filed Aug. 29.

■ KREK(FM) Bristow, Okla. (104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Big Chief Broadcasting of Bristow Inc. from L.M. Jack Beasley (35%) and Edwin R. Percival (35%) to Clifford W. Smith (30% before; 65% after) and Don I. Nelson (none before; 35% after) for

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Summary of broadcasting as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,373
Total Radio	9,813	761	10,572
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
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.

\$150,000. Seller, Beasley owns KKRA(AM). Buyers have no other broadcast interests. Filed Sept. 5.

■ **WSEG(FM) McKean (Eric), Pa.** (102.3 mhz; 3 kw; HAAT: 670 ft.)—Seeks assignment of license from Seggi Broadcasting Corp. to The Jet Broadcasting Co. for \$850,000 cash, plus \$25,000 noncompete agreement. Seller is owned by Guy, Ronald and Sam Seggi, who have no other broadcast interests. Buyer is owned by Myron Jones (57.5%), William Fleckenstein (36.5%) and John Kanzius (6%). It also owns WJET-AM-TV Erie, Pa. Jones and Fleckenstein also own WHOT(AM) Campbell and WHOT-FM Youngstown, both Ohio. Filed Aug. 30.

■ **WCSV(AM) Crossville, Tenn.** (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from WCSV Inc. to Audio Broadcasters Inc. for \$250,000 cash. Seller is owned by Millard V. Oakley, who owns station group of four AM's and three FM's. Buyer is owned by James P. Young, who also owns 49% of WMJA-TV Panama City, Fla. Filed Sept. 4.

■ **KBUK(AM) Baytown, Tex.** (1360 khz; 1 kw-U)—Seeks assignment of license from Gross Communications Inc. to RCK Broadcasting Corp. for \$600,000, comprising \$500,000 cash and remainder note at 12% over five years. Seller is owned by Laurence Gross, who has no other broadcast interests. Buyer is owned by Richard C. Klement, who also owns KGAF(AM) Gainesville, KOGT(AM) Orange and KCLE(AM) Cleburne, all Texas. Filed Aug. 30.

■ **KTKS(FM) Denton, Tex.** (106.1 mhz; 100 wk; HAAT: 1,650 ft.)—Seeks assignment of license from ABC Radio Dallas Inc. to Combined Communications for \$16 million. Seller is subsidiary of American Broadcasting Companies. It is being spun-off to comply with FCC rules and allow merger with Capital Cities Communications Inc. Buyer is subsidiary of Gannett Co. Inc., Arlington, Va.-based publisher and station group of eight AM's, eight FM's and seven TV's. Filed Aug. 22.

■ **KSPX(AM) Dishman, Wash.** (1050 khz; 5 kw-D)—Seeks assignment of license from Melinda Read to Unicom Broadcasting Inc. for \$310,000, comprising \$310,000 cash and remainder note at 10% over five years. Seller has interest in KTBI(AM) Ephrata, Wash. Buyer is owned by Larry deBoef, (33.3%), Andrew Molasky (8.325%), his brothers, Alan (8.325%), and Steve (8.325%), and their sister, Beth Dias (8.325%); Andy Adelson and his siblings Gary Adelson and Ellen A. Bailey (11.1% each). It also owns KTCW(FM) Pasco, Wash. Filed Aug. 30.

New Stations

Applications

AM

■ **Custer, S.D.**—French Creek Communications Inc. seeks 1490 khz; 1 kw-D. Address: Box 791, Hot Springs, S.D. 57747. Principal is equally owned by Conrad Stettom and Michael W. Marek. It has no other broadcast interests. Filed Sept. 5.

FM's

■ **Mobile, Ala.**—God Church Inc. seeks 88.5 mhz; 17 kw; HAAT: 500 ft. Address: 1501 Knollwood Dr., 36609. Principal is nonprofit corporation headed by David C. Boykin, chairman. It has no other broadcast interests. Filed Aug. 20.

■ **Eldorado, Ark.**—Board of Supervisors of Louisiana State University seek 90.9 mhz; 3 kw; HAAT: 586.3 ft. Address: 99 University Lakeshore Dr., Baton Rouge 70803. Principal is state land grant university headed by board of 18. It also owns WWNO(FM) New Orleans and KDAQ(FM) Shreveport, La. Filed Aug. 22.

■ **Julian, Calif.**—Southern California Minority Media Co. seeks 100.1 mhz; 85 w; 1,838 ft. Address: 4540 Kearney Villa Rd., Suite 208, San Diego, Calif. 92123. Principal is owned by Karin Holloway (51%) and Thomas J. Stimple (49%). They have no other broadcast interests. Filed July 12.

■ **Saint Cloud, Minn.**—Fellowship Broadcasting Corp. of Saint Cloud Minnesota seeks 91.5 mhz; 514 w; HAAT: 95.2 ft. Address: 1400 Northway Ct., 56302. Principal is nonprofit corporation headed by Lawrence E. Simmons, president. It has no other broadcast interests. Filed Sept. 3.

■ **Lawton, Okla.**—Lawton Educational Broadcasting Foundation seeks 90.3 mhz; 1 kw; HAAT: 46 m. Address: Route 4, Box 148A, 73505. Principal is nonprofit trust headed by Harold W. Wilson. It has no other broadcast interests. Filed Aug. 23.

TV's

■ **Inverness, Fla.**—West Florida Television Ltd. seeks ch. 64; ERP vis. 2,500 kw; aur. 250 kw; HAAT: 859 ft.; ant.

height above ground: 852 ft. Address: P.O. Box 64, 32651. Principal is equally owned by Peggy R. Pendergrass, James E. Johnson and his wife, Roberta. It has no other broadcast interests. Filed Aug. 28.

■ **Newton, N.J.**—East Coast Television seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 978.2 ft.; ant. height above ground: 229 ft. Address: 2809 Coleherne Rd., Baltimore, Md. 21204. Principal is owned by Barbara Simpson. It has no other broadcast interests. Filed Aug. 28.

■ **Newton, N.J.**—Newton Broadcasting Co. seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 889 ft.; ant. height above ground: 141 ft. Address: 1019 Fanny ST., Elizabeth, N.J. 07201. Principal is owned by Jose Morales, who has no other broadcast interests. Filed Aug. 28.

■ **Newton, N.J.**—John R. Powley seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,193 ft.; ant. height above ground: 1,521.5 ft. Address: 1536 Logan Ave., Altoona, Pa. 16602. Principal owns one FM and two TV's. Filed Aug. 28.

■ **Newton, N.J.**—Mountain Broadcasting Corp. seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,125 ft.; ant. height above ground: 644 ft. Address: 957 Preakness Ave., Wayne, N.J. 07470. Principal is owned by Sun Young Joo and three others. It has no other broadcast interests. Filed Aug. 28.

■ **Myrtle Beach, S.C.**—Coastal Carolina Communications Corp. seeks ch. 32; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 512 ft.; ant. height above ground: 498.8 ft. Address: 1600 S. Highway 17, 29582. Principal is owned by Judy Himmelsbach (85%) and Al Ervin (15%). It has no other broadcast interests. Filed Aug. 28.

■ **Myrtle Beach, S.C.**—Myrtle Communications Inc. seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 473 ft.; ant. height above ground: 468 ft. Address: P.O. Box 75, Murrells Inlet, S.C. 27410. Principal is owned by Hazel Lee Pratt and James B. Wiglesworth. It has no other broadcast interests. Filed Aug. 28.

■ **Myrtle Beach, S.C.**—South Carolina Broadcasters seeks ch. 32; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,000 ft.; ant. height above ground: 987.3 ft. Address: 294 Bay Tree Lane, 29577. Principal is owned by Jean M. Hanna and Oliver Lewis. It has no other broadcast interests. Filed Aug. 28.

Facilities Changes

Applications

AM's

Tendered

■ **WBQN (1160 khz) Barceloneta, P.R.**—Seeks CP to increase night power to 2.5 kw, DA-D. App. Sept. 6.

■ **KASY (1210 khz) Auburn, Wash.**—Seeks CP to increase power to 1 kw and install DA-D. App. Sept. 3.

Accepted

■ **WDDD (810 khz) Johnson City, Ill.**—Seeks MP to change TL. App. Sept. 4.

■ **KRDR (1230 khz) Gresham, Ore.**—Seeks CP to make changes in ant. sys. App. Sept. 3.

■ **KLIQ (1290 khz) Lake Oswego, Ore.**—Seeks mod. of lic. to change SL to 9500 S.W. Barbur Blvd., Lake Oswego. App. Sept. 4.

FM's

Accepted

■ **KZZZ (94.7 mhz) Kingman, Ariz.**—Seeks CP to change TL; change ERP to 12.59 kw, and change HAAT to 3,640.48 ft. App. Sept. 4.

■ **KROQ-FM (106.7 mhz) Pasadena, Calif.**—Seeks mod. of CP to change SL to 4640 Landershim, North Hollywood. App. Sept. 5.

■ ***KSGN (89.7 mhz) Riverside, Calif.**—Seeks CP to install aux. sys. By separate app., seeks CP to change TL and make changes in ant. sys. App. Sept. 5.

■ ***WWPT (90.3 mhz) Westport, Conn.**—Seeks CP to make changes in ant. sys. App. Sept. 4.

■ **KZFN (106.1 mhz) Moscow, Idaho**—Seeks mod. of CP to change HAAT to 961 ft. App. Sept. 6.

■ **WKQA (104.9 mhz) Pekin, Ill.**—Seeks CP to change TL and change HAAT to 328 ft. App. Sept. 3.

■ **KTPK (106.9 mhz) Topeka, Kan.**—Seeks CP to change

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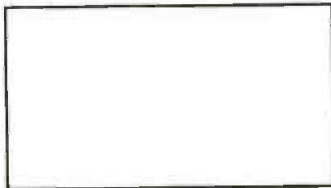
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- TL and change HAAT to 1,209.4 ft. App. Sept. 3.
- WFNX (101.7 mhz) Lynn, Mass.—Seeks CP to change TL and change HAAT to 328 ft. App. Sept. 3.
- WTGY (94.3 mhz) Charleston, Miss.—Seeks mod. of CP to change TL and change HAAT to 328 ft. App. Sept. 3.
- KHBN (92.7 mhz) Socorro, N.M.—Seeks mod. of CP to change TL; change ERP to 3 kw, and change HAAT to minus 234 ft. App. Sept. 6.
- *WCEB (91.9 mhz) Corning, N.Y.—Seeks CP to keep existing allocation at same frequency. App. Sept. 5.
- WLSR (104.9 mhz) Lima, Ohio—Seeks CP to change HAAT to 286.67 ft. App. Sept. 3.
- *KTEC (89.5 mhz) Klamath Falls, Ore.—Seeks mod. of CP to change HAAT to 184 ft. and change overall height above ground to 43 ft. App. Sept. 4.
- WIFI (103.9 mhz) Kane, Pa.—Seeks mod. of CP change TL and to change HAAT to 226 ft. App. Sept. 3.
- WXTU (92.5 mhz) Philadelphia—Seeks mod. of CP to make changes in ant. sys. App. Sept. 4.
- KEZP (103.1 mhz) Canadian, Tex.—Seeks CP to change TL; change ERP to .83 kw, and change HAAT to 574.98 ft. App. Sept. 3.
- KJUN-FM (92.3 mhz) Farwell, Tex.—Seeks mod. of CP to change HAAT to 355 ft. App. Sept. 3.
- KOOI-FM (106.5 mhz) Jacksonville-Tyler, Tex.—Seeks CP to change TL and change HAAT to 1,144.63 ft. App. Sept. 3.
- WXLK (92.3 mhz) Roanoke, Va.—Seeks CP to make changes in ant. sys. App. Sept. 3.
- *WBCR (90.3 mhz) Beloit, Wis.—Seeks CP to change ERP to .13 kw; change TL and SL, and make changes in ant. sys. App. Sept. 4.

TV's

Accepted

- *KUAS-TV (ch. 27) Tucson, Ariz.—Seeks MP to change ERP to vis. 30.2 kw. App. Sept. 9.
- WOTE (ch. 36) Bayamon, P.R.—Seeks MP to change ERP to vis. 1,480 kw, aur. 148 kw and change HAAT to 895 ft. App. Sept. 6.
- WJWT (ch. 16) Jackson, Tenn.—Seeks MP to change ERP to vis. 588 kw, aur. 58.8 kw. App. Sept. 4.

Actions

AM's

- WVOK (690 khz) Birmingham, Ala.—Granted app. to move SL to 236 Goodwin Crest Drive, Homewood, Ala. Action Aug. 20.
- WHZI (1170 khz) Hanceville, Ala.—Granted app. to change TL and make changes in ant. sys. Action Aug. 19.
- KPTO (890 khz) Citrus Heights, Calif.—Granted app. to change TL and make changes in ant. sys. Action Aug. 19.
- KPPL (1390 khz) Denver—Granted app. to change TL and make changes in ant. sys. Action Aug. 23.
- WEBY (1330 khz) Milton, Fla.—Granted app. to change TL and make changes in ant. sys. Action Aug. 19.
- WONQ (1140 khz) Orlando, Fla.—Granted app. to change TL. Action Aug. 19.
- WDCQ (1200 khz) Pine Island Centre, Fla.—Granted app. to move SL to Cape Coral, Fla. Action Aug. 16.
- WGNB (1520 khz) Seminole, Fla.—Granted app. to change TL and make changes in ant. sys. Action Aug. 19.
- KTCJ (690 khz) Minneapolis—Granted app. to operate by remote control from main SL. Action Aug. 19.
- WDNV (1400 khz) Dansville, N.Y.—Granted app. to increase day power to 1 kw. DA-D. Action Aug. 28.
- WBT (1110 khz) Charlotte, N.C.—Granted app. to make changes in ant. sys. Action Aug. 19.
- WGLD (1320 khz) Greensboro, N.C.—Granted app. to change TL and make changes in ant. sys. Action Aug. 19.
- WAUB (1590 khz) Auburn, N.Y.—Granted app. to change TL. Action Aug. 19.
- WMYL (1420 khz) Herkimer, N.Y.—Granted app. to change TL and make changes in ant. sys. Action Aug. 19.
- WSKE (1040 khz) Everett, Pa.—Granted app. to increase power to 4 kw. Action Aug. 19.
- WKNV (910 khz) Dorchester, S.C.—Granted app. to move SL to 409 Coleman Blvd., Mount Pleasant, S.C. Action Aug. 16.
- WPJM (1540 khz) Adamsville, Tenn.—Granted app. to

change freq. to 960 khz; change power to 500 w, and change Mon-DA. Action Aug. 22.

FM's

- WIZD (104.1 mhz) Atmore, Ala.—Granted app. to change HAAT to 1,554.72 ft. Action Aug. 27.
- KWST (101.7 mhz) Carmel, Calif.—Dismissed app. to move SL outside community of lic. to 400 Pacific St., Monterey, Calif. Action Aug. 29.
- KIXQ (94.3 mhz) Webb City, Mo.—Granted app. to change ERP to 1.25 kw; change HAAT to 521.52 ft., and move SL to 2620 Dogwood Road, Joplin, Mo. Action Aug. 22.
- WJZR (99.7 mhz) Kannapolis, N.C.—Granted app. to make changes in ant. sys. Action Aug. 28.
- *WCXL (89.5 mhz) Dayton, Ohio—Returned app. to change freq. to 97.5 mhz; change TL, and make changes in ant. sys. Action Aug. 28.
- WDFM (98.1 mhz) Defiance, Ohio—Granted app. to change overall height above ground to 575 ft. Action Aug. 27.
- *KAUR (89.1 mhz) Sioux Falls, S.D.—Granted app. to specify coordinates. Action Aug. 27.
- KWCB (94.3 mhz) Floresville, Tex.—Returned app. to make changes in ant. sys. and change HAAT to 109 ft. Action Aug. 27.
- KWNS (104.9 mhz) Winnesboro, Tex.—Granted app. to change HAAT to 282 ft. Action Aug. 27.

TV

- KEII (ch. 16) Dubuque, Iowa—Dismissed app. to change

In Contest

Review Board made following decisions:

- Green Valley, Ariz. (Alden Communications Corp., et al) TV proceeding. Scheduled oral argument for Sept. 20 on

exceptions to initial decision of ALJ John Conlin granting Sungilt Corp.'s app. for new TV station at Green Valley denying Alden Communication Corp.'s app. American Cable Television Inc. was made party to proceeding. Each party has 20 minutes for argument. Alden may reserve part of its time for rebuttal. By letter, Aug. 28.

■ Chicago (Video 44 and Monroe Communications Corp.) TV proceeding. Remanded to presiding ALJ to determine whether Video 44, during 1979-1982 license term, transmitted obscene material which violated 18 U.S.C. Section 1464 and, if so effect on its basic or comparative qualifications. Also, Review Board certified to commission question whether past performance of incumbent subscription TV license should be judged by same renewal expectancy standards as conventional broadcast licensees. By MO&O, Aug. 29.

■ Gardnerville, Nev. (International Broadcast Consultants Inc., et al) AM proceeding. Granted Algeria I Inc.'s appeal of ALJ's Memorandum Opinion and Order and reinstated its app. in this proceeding. By MO&O, Aug. 29.

Call Letters

Applications

Call	Sought by
New AM's	
WQRX	Cook Communications Inc., Valley Head, Ala.
KCIG	Evergreen Broadcasting Inc., Tumwater, Wash.
New FM	
*KOAB-FM	Oregon Educational and Public Broadcasting Acting By and Through the Oregon

Commission on Public Broadcasting, Bend, Ore.

Existing AM

KDXX KYSR Tichenor Radio of El Paso Inc., El Paso

Grants

Call	Assigned to
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New AM's

KNSA Unalakleet Broadcasting Inc., Unalakleet, Alaska

KRAD W. Robert Morgan, Perry, Okla.

New TV

KXRC Community Christian Television, Rapid City, S.D.

Existing AM's

KSAC KENZ Jonsson Communications Corp., Sacramento, Calif.

WRBA WQDI Greater Miami Broadcasting Inc., Homestead, Fla.

WGZS WKLH Chase Broadcasting Corp., St. Johns, Mich.

WSSI WECP Michael D. and Linda D. Goodwin, Carthage, Miss.

KGIR KZIM Robert J. Phalen, dba KGIR Radio, Cape Girardeau, Mo.

KZIM KGIR Hirsch Enterprises Inc., Cape Girardeau, Mo.

KMJK KLIQ 107 Ltd., Lake Oswego, Ore.

WIXC WKZF Lincoln County Broadcasters Inc., Fayetteville, Tenn.

KZUN KTM1 4-K Radio Inc., Newport, Wash.

WKKW WPQZ Radio One Inc., Clarksburg, W.Va.

Existing FM's

KKFR KJJJ-FM The Broadcaster Group Inc., Glendale, Ariz.

KAVR-FM KAPV B.H.A. Enterprises Inc., Apple Valley, Calif.

KROY KSAC Commonwealth Broadcasting of Northern Calif., Sacramento, Calif.

WTWN WMLA-FM W. Russell Withers Jr., Leroy, Ill.

WBCI WNON Boone County Broadcasters Inc., Lebanon, Ind.

WAJI WFWQ Sarkes Tarzian Inc., Fort Wayne, Ind.

KBAU KZZQ Callais Broadcasting Inc., Golden Meadow, La.

WAX WFMM LDM Broadcasters Inc., North Muskegon, Mich.

WLNZ WKLH-FM Chase Broadcasting Corp., St. Johns, Mich.

WSSI-FM WWYN Michael D. and Linda D. Goodwin, Carthage, Miss.

KROI KROY Jonsson Communications Corp., Sparks, Nev.

*WRDV WCSF-FM Bux-Mont Educational Radio Association, Warminster, Pa.

WRSR WNSY Susquehanna Broadcasting Co., Newport News, Va.

WKKW-FM WKKW Radio Two Inc., Clarksburg, W.Va.

Existing TV's

KATD KRVE Ethnic Radio Inc., Los Gatos, Calif.

WAYK WSCT TV 56 Ltd., Melbourne, Fla.

WJW-TV WJKW-TV Storer Communications Inc., Cleveland



"Young man, do you realize the street value of a 2-month old issue of SRDS?"

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

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.

Sales Manager. Immediate opening. For selling sales manager, who can motivate and train. Radio sales experience a must. Call Fred Jacob. 615—521-6220. WKGN-Knoxville, TN. EOE

Sales Manager- Opening for solid aggressive professional. Prior Sales Management experience helpful. Must have good people skills. No calls. Send resume to James E. MacFarlane, General Manager, WHBL/WWJR, Box 27 Sheboygan, WI 53082-0027. EOE.

Arizona tourist area. Small market--owner looking to expand. Great opportunity--future ownership possible. Box T-62.

Sales manager. Top rated combo in medium market, S.E. Our goal is to bring more dollars into the radio market. We have a staff of 8 successful AEs ready to learn more. If you believe your background and skills can meet the challenge, we have an excellent compensation program, great living/working conditions, and an opportunity for advancement within the group. We will consider AEs with proven experience. Resume and references in confidence to Box T-56.

Tampa market. Classical station WXCR general manager position available. Strong sales management experience required. Excellent salary and bonus arrangement. Telephone 813—797-9927, Mr. Shepard.

Anyone knowing the whereabouts of David Moore and/or Judith Ricketts please contact Richard Sweetland. 919—756-9956, 205F Shiloh Dr., Greenville, NC 27834.

Coastal crester: N.C.'s best. New FM for quality-starved area (ever, dolphins not listening anymore) needs sales/general manager, hands-on leader, to take sales team over the top plus charm national/regional agencies. Beach buster/city phisiccate combo with heart of gold, head for bottom line and will of steel. Box T-84; include phone number for quick contact.

Earn \$50,000 a year...or more!! If you have a professional radio background, can accept compensation based on productivity, and are able to communicate with top broadcast management, we have a dynamite new service you need to know about. We'll furnish all the leads you can work...as fast as you can cover them. Call Bob Manley at 806—358-8316.

Management opening now available with south Georgia Christian radio group. Excellent opportunity for experienced sales-oriented general manager and sales manager with solid track record. Resume/references to Lifeline Communications Corporation, Inc., P.O. box 90, Thomasville, GA 31799. EOE.

General Manager. Small market (250,000) G.M. of A.M. 6 station market. Satellite operation. Western U.S. Previous turnaround experience a must. Box T-91.

Station manager: WKPE AM/FM Orleans, MA is looking for a dynamic sales and promotion minded individual to manage Cape Cod's dominate station. Send resume, in strictest confidence, to: Roth Communications, 830 Main Street, Melrose, MA 02176. EOE, M/F.

HELP WANTED SALES

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.

Northern Illinois. Aggressive high-energy radio salesperson needed immediately. Solid, established, position open due to move up by current executive. AM/FM ABC affiliate. Join five other pros; learn the business or bring your experience to us. Resume to Jay Errick, Sales Manager, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301. Equal Opportunity Employer, M/F.

If you enjoy helping individuals grow, and can focus on developing and meeting departmental objectives, we have an opportunity for you as sales manager for WDIF-FM. We are an aggressive, growth-oriented company, and offer unlimited potential. Send letter and resume to: Jim Hopes, Vice President Sales, Scantland Communications, Box 10,000, Marion OH 43302. EOE.

Lucrative opportunity available immediately for experienced salesperson. Pros only call Tom Sullivan, WXMC, Parsippany, NJ, at 201—335-1310. EOE.

New York City FM wants individual with strong desire for street retail sales. Excellent opportunity for a beginner with suburban NY market radio sales experience. Car required. Reply in confidence to Box T-52.

Arizona tourist area. Small market. Great potential. Future unlimited. Owner looking to expand. Box T-63.

Sales manager. Transtar AC in California college town. Excellent ratings. Looking for responsible, experienced SM to motivate young staff, and help coordinate community oriented promotions. Send resume to GM, KKUS, P.O. Box 5107, San Luis Obispo, CA 93403.

General Sales Manager. Prefer west coast. Must have agency and direct exp. Will consider top biller ready to move up. Reply General Mgr., KRLT-FM, P.O. Box 5310, Stateline, NV 89449.

Louisiana. Sales Manager needed for top rated FM Urban Contemporary station. If you're a leader, a strong motivator and goal-oriented, we have a great opportunity for you. Salary, commission, bonus and benefits. Call Mr. Wilson at 504—926-1106. EOE.

Top-rated CHR FM & Urban contemporary AM stereo has immediate opening for aggressive young man. General Sales Manager. Hire, train and direct local sales staff. Opportunity to become GM if can handle the sales job successfully. Beautiful medium size market. Southwest Louisiana. Let us hear from you today. P.O. Box 1725, Lake Charles, LA 70602.

Growing NJ broadcast corporation seeks experienced Account Executive for radio sales. Candidates must possess excellent communication skills, ability to be creative, and desire to develop new and existing accounts. We offer attractive compensation package and excellent benefits. If interested, please send resume and cover letter to: Christina Ruiz, 605 Mattison Ave., Asbury Park, NJ 07712.

HELP WANTED ANNOUNCERS

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.

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. Rocky 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.

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.

Coastal Carolina FM seeking dependable, mature, experienced announcer. Must be strong in production and able to grow with young aggressive company. Box T-68.

Major market suburban FM looking for morning drive "crazy" personality who'll make the market talk. Must be spontaneous and can relate to a 25-54 audience with humor and conversation. Tape and salary requirements, please. Box T-85.

Experienced radio announcer/reporter. T/R to: Louisiana Network, P.O. Box 3691, Baton Rouge, LA 70821. No calls.

Talk show host. Recent small market experience required. Friendly, moderate on-air approach. No crusaders. Box T-93.

Interested in talking with experienced announcer. 314—586-8577 for Mgr. call 8:30AM to 4PM, CDT only.

HELP WANTED TECHNICAL

Chief engineer for major Hawaii AM/FM Combo. Group owned station. Experience a must. Immediate opening. \$22,000. Call 808—531-4602.

Small market combo. Excellent equipment. Good opportunity for growth. Call Manager. 618—382-4161.

Chief engineer. Major NE FM seeks organized energetic FCC licensed engineer with experience in studio and transmitter facility construction and maintenance. Responsible for budgeting, supervision of technical staff, FCC compliance, equipment acquisition and maintenance. Send resume to: Business Manager, 1265 Boylston St., Boston, MA 02215. An Equal opportunity employer, M/F.

Chief engineer—general license or SBE certified. Experienced. Resume, salary requirements to WKYG-WXXK, P.O. Box 368, Parkersburg, WV 26102, or call Jim Beard, GM, 304—485-4565. A Jacor station. EOE.

Chief engineer. Well-equipped 100KW public radio station has immediate opening for engineer with strong studio/transmitter maintenance, repair, installation, construction and operation experience. Knowledge with STL, SCA, ATS, satellite systems. Concert recording, production and announcing experience helpful. Send letter, resume and tape (if applicable), by October 4, 1985 to Don Kingery, Director of Personnel, Western Iowa Tech Community College, Box 265, Sioux City, IA 51102. An EEO/AA employer.

HELP WANTED NEWS

News Director wanted. Ideal living, top staff & excellent equipment available. Rush tape & resume to S. Hill, WIIN-WFPG, 2707 Atlantic Avenue, Atlantic City, NJ 08401.

DuPont Columbia Award winning 100,000 watt National Public Radio station is seeking to fill two news vacancies. A self motivated professional broadcast journalist to take the leadership of an award winning news department as news director. Also seeking radio news reporter. Demonstrated KOSU management support for quality news. Salaries competitive. For consideration and detailed job description(s), send audition tape, references, script examples and VITA to: Craig Beeby, GM, KOSU-FM, PM Bldg., Oklahoma State University, Stillwater, OK 74078. Please indicate job(s) for which applying. Deadline September 30, 1985. KOSU is an affirmative action, equal opportunity employer.

Immediate opening for news director at the top rated, most exciting station in tremendous new market. Need track record, great voice, leadership & writing skills. Tapes and resumes to John Roberts, KKGR, 2550 Denali, Anchorage, AK 99503.

New England AM/FM looking for strong news gatherer/reporter. Join the most listened-to station in Cheshire County with the only computerized newsroom in all small market ADI's. Send tape and sample stories to: WKNE, P.O. Box 466, Keene, NH 03431. ATTN: Amy.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Program director: mature personality for full-services community oriented stations. Automation experience helpful. Strong production skills a must. Resume/cassette: James E. MacFarlane, General Manager, WHBL/WWJR, Box 27, Sheboygan, WI 53082-0027. EOE.

Operations manager. Suburban Boston AC needs your proven programming, production, administrative skills. Work hard and feel only slightly underpaid. Tape, letter, salary requirements to GM, WMRC, 11 Congress St., Milford, MA 01757. EOE.

TELEVISION

HELP WANTED MANAGEMENT

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 Cavleer, Channel 41 Associates, 4250 South 76th East Ave., Tulsa, OK 74145, 918—622-5311.

News director: Strong NBC affiliate in top N.E. market looking for creative individual to lead talented staff. Strong leadership qualities important. Send resume and salary requirements to Terry S. Baltimore, WBRE-TV, P. O. Box 28, Wilkes-Barre, PA 18701. EOE.

Local sales manager. Duties include hiring, developing and directing five person staff for a new affiliated UHF station. Prefer five year successful sales management experience, demonstrated ability to create and implement marketing plans. College degree preferred. Outstanding compensation and benefit package with ample opportunity to advance with growing Sunbelt company. Send resume to: Human Resources Director, Communications Center, 320 North Glenwood, Tyler, TX 75702.

First class independent station seeks local sales manager, preferably with experience, who would like to have a future in a major broadcasting company in a top 20 market. Must have proven sales ability. Excellent salary and benefits. Send resume to Bernie Mancuso, P.O. box 5222, Englewood, CO 80155.

HELP WANTED SALES

Account executives: Tulsa independent seeking aggressive sales people, Radio or TV experience preferred. Send resume to—David Cavleer, 4250 South 76th East Ave. Tulsa, OK 74145.

Television sales—national, regional, local WAYK, TV-56, Melbourne, Florida. Air Date 12/85, and WCEE-TV-13, Box 1300, Mt. Vernon, IL 62864, ATTN: Debbie Varecha, 618—822-6900.

Sales rep./account executive: Dynamic, aggressive rep./account exec. needed for production and post facility. Creative and/or production experience helpful. Challenging. Box T-75.

Advertising representative. Established account list for right person in one of the nation's fastest growing areas. Some travel required—no overnight. Send resume to Dusty Thein, KYCU-TV, 2923 East Lincolnway, Cheyenne, WY 82001. EOE.

HELP WANTED TECHNICAL

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.

Assistant chief engineer: Tulsa independent seeking qualified assistant chief. Send resume and salary history to David Cavleer, 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.

Switchers, studio engineer, WAYK-TV-56, Melbourne, Florida, air date 12/85. Resume to WCEE-TV, Debbie Varecha, WCEE-TV-13, Box 1300, Mt. Vernon, IL 62863, 618—822-6900.

Engineer: Responsible for master control switching, production engineering and remotes. Minimum two years experience in television engineering and production. Two years electronic training at a reputable institute. FCC license required. Send resume and salary requirements to Personnel, WTVI, 42 Coliseum Drive, Charlotte, NC 28205. Close out date September 25, 1985. EOE.

Testing free agency: 7 yrs. exp. with college management and top 50 market background. True communicator and team player. Successful, ready to negotiate and relocate. 412—833-9837.

Eight years in small markets. Experienced all formats, PBP, programming, production, interviews. Hard worker plus some sales. Earning \$300. P.O. Box 307, Dillsboro, NC 28723.

Former St. John's basketball PBP man seeks PBP position in either basketball, hockey, baseball or football on collegiate or professional level. Mark combines a resonant, authoritative voice with a fluidity and eloquence that should make him your choice. Therefore don't stall, just call at 718—357-4664.

6 years professional, terrific air personality seeking talk oriented format. Interested in a PD position. Let's grow together! Douglas 419—893-0551.

SITUATIONS WANTED TECHNICAL

Radio-engineer, engineer-announcer (C&W-M.O.R.), TV-engineer, engineer-switcher, C.A.T.V. technician. Experienced, will relocate. Box T-37.

Chief engineer. 19 years experience in high power directional AM-FM. Construction from mike to antenna. Want the loudest, cleanest, legal signal on the dial? Write Box T-28.

Chief engineer for hire...19 years experience in all phases of broadcasting. Prefer Florida but all considered. Write Box T-109.

SITUATIONS WANTED NEWS

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.

Let's talk sports! Knowledgeable, enthusiastic sports nut looking to move up. 2 years PBP, sports talk, reporting. Ohio University grad will relocate. Bill, 216—255-8143.

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.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Experienced operations manager, program director, on air personality, talk show host, and chief engineer. Nearly 2 decades of experience in Big Band, MOR, Oldies, Top 40, and local community involvement. If you are into making money doing good radio, write Box T-29.

News talk pro. Operations director, talk host, news anchor, 20 years experience. TX, NM, CO, AZ. Box T-45.

Programmers: if ratings are important to you, let's talk. Mature voice with production skills and network radio experience seeking CHR, AC, or urban station, willing to relocate. Box T-66.

Seeking a programming position with future. Midwest medium or major market. Ready, willing and extremely able to do the job. Box T-5.

Far West, Rockies, Pac. NW—heavy hitter East Coast news anchor, news director, prod. annrc. Years of experience. Box T-54.

Continuity and production director ready for innovative team that appreciates creativity's selling power. Tim, 608—784-3725.

Female, 27, four years in traffic, bookkeeping, programming, music, acting manager, some sales, air and production. Prefer Appalachian Mtn. area. Box T-100.

Operations manager. Program director available. Experienced in top 40, AC, MOR, oldies, big bands. Currently operations manager in top 20 market. Prefer Florida. Write Box T-108.

Program director. NW leading commercial Classical FM seeks PD with minimum two years experience, in medium to large markets. Candidates should have a proven successful programming record together with a strong music (emphasis on classical) and research background and the ability to supervise, develop and motivate a competent and stable on-air staff. Desirable Seattle location with leading Broadcast group. Send resume together with letter stating programming philosophy and salary requirements to Bob Gallucci, KING FM, 333 Dexter Ave. N, Seattle, WA 98109. EOE, M/F/H.

Program director for leading Northwest FM. Must have excellent track record, ratings success and ability to manage people. Excellent salary & benefits for the right person. EEO. Box T-86.

SITUATIONS WANTED MANAGEMENT

25 years, small-medium markets. 5 years radio broadcast college professor. Sales, bottom line my forte. Box S-163.

Black Radio Managemnet 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.

GSM or GM. Major market aggressive leader! Turn-around successes! GSM with ten year verifiable track record for co-op sales to computer expertise! Motivator with high morale building attitude! Looking for equity or good opportunity in major growth market. Please send business card to Box T-36.

Currently GSM in top 100 Midwest market. Increased station billing 37.5% in 1985. 12 years radio experience. Top station biller. Currently earning 55K annually working with a total of 35 accounts, selling a 25 dollar rate. Seeking management/sales management position in market sufficient for continued growth. 100% relocatable. Interview and resume upon request. All inquiries will be contacted personally. Box T-64.

General manager. Need better ratings? Increased sales? Experienced GM with sales/ratings track. Kirk, 601—924-3087.

Manager with small market radio television experience. References, employed. Seeks ownership now-future. Midwest-East. Box T-107.

10-year owner-manager seeks GM position with equity. Strong sales/people skills. Box T-53.

General manager. Take charge individual with strong sales and sales training. 15 years experience. Seeking challenging and long term opportunity. Box T-76.

Complete background and available now! Experience in station management, sales, programming, automation, promotions, business-automation computers, people and management skills. To fill your station manager position. Box T-90.

Radio sales professional seeks equity position for growing company. Reply to Lanny Finfer, 1330 Lily Way, Southhampton, PA 18966.

GM and/or GSM. Strong sales, budgeting, administration. 25 years radio, agency, TV. Presently employed. All markets considered. Box T-87.

SITUATIONS WANTED SALES

Versatile pro seeks entry level sales position. Twelve years experience in programming, promotions and some sales. Award winning production. Fifty voices. Ready now. Box T-55.

SITUATIONS WANTED ANNOUNCERS

Young and talented hard working broadcaster, well rounded, looking for a move. Two years experience. Sportstalk show host in a suburban market outside of New York City. Northeast preferred. Call Tom 914—273-8954.

Mature, E.L., classical, newsman-annrc. with great delivery to match, looking for station to match. If you're not for sale every year, can we talk? Phil De Haan, 3718 Groschel, East Helena, MT 59635. 406—227-8289.

Nine years experience. Seeking Eastern medium or major country station, or try me with oldies. Box T-69.

Mature voice with production skills and network radio experience. Seeking CHR, AC, urban station in East Coast or Mid-West region. Willing to relocate. 718—287-8105.

Camera operator/editor. To shoot and edit ENG EFP, limited cinematography. Must have experience to work independently of close supervision. Combine creative talents with regular hours and excellent benefits. Send resume and demo tape to Personnel Department, Co-operative Extension Service, The University of Georgia, Athens, GA 30602. Refer to position announcement #4995 (revised), EEO/AA.

Broadcast engineer. Immediate opening. Experienced engineer with radio, TV or cable background for Washington, DC communications consulting firm. College degree and minimum 3 years technical experience preferred. Excellent writing skills and attention to detail essential. Extensive travel. Excellent compensation, benefits, opportunity to advance. EOE. Send resume and salary requirements to Box T-83.

Assistant chief engineer-UHF. We have an immediate opening for an individual with 3-5 years studio/transmitter maintenance experience. Supervisory exper. a plus. Responsibilities include assisting the Dir. of Eng. in preparing and administering the budget, supervising engineering operations, assisting in the purchasing and installation of new equipment. Competitive salary and benefits package. Send resume in confidence to: Personnel, c/o WPGH-TV 53, 750 Ivory Ave., Pgh., PA 15214. No phone calls please. EOE, M/F.

Studio chief engineer for new state origination center. Five years camera, switcher, all format maintenance production systems design and supervision experience required. Starting \$30,000. Director of Engineering, Prairie Public Broadcasting, Box 3240, Fargo, ND 58108.

Engineer. Install, maintain and repair studio and transmitter equipment. Electronics training and repair experience required. Resume and salary requirements to: Chief Engineer, WVIR-TV, Box 769, Charlottesville, VA 22902.

Chief Engineer, well equipped Northwest station, must have administrative experience and a sound working knowledge of RF and studio equipment, good salary and benefits package. Contact Jim Bowen, 503-342-4961.

Editor. Quality Chicago production company seeks creative, diplomatic editor for our ISC edit system. Minimum three years experience in computer editing, knowledge of list management procedures, and college degree necessary; film cutting experience desirable. Send resume and salary requirements. Box T-72.

Broadcast maintenance engineer: Responsible for maintaining broadcast plant, installation of new equipment and training engineers in proper maintenance. Must have knowledge of RCA tape and cameras. Experience desired with VGV 1600-7K, NEC DVE, Chyron IV, Adda Still Store and RCA TT-50FH. Send resume and salary requirements by September 25, 1985 to Personnel Director, WTRF-TV, 96 Sixteenth St., Wheeling, WV 26003. EOE.

Video maintenance technical: If you're looking for an opportunity as a video maintenance technician look to cablevision. We are seeking an individual with component level repair skills on teleproduction equipment, ENG and studio camera video, special effect generators, 3/4" VCRs and editing equipment. Miscellaneous audio equipment also requires digital and logic control experience. Formal technical training and 5 years experience (with at least 3 years teleproduction equipment experience) is essential. We are offering pay commensurate with experience as well as medical and life insurance and a payroll investment plan. If interested, please submit resume to: ATTN: Human Resources Cablevision, 5428 Florida Blvd., Baton Rouge, LA 70806. Equal Opportunity Employer.

Third Coast Video in Austin, Texas has an immediate opening for an experienced video tape editor. Experience with CMX, Ampex ADO, and Grass Valley necessary. Only qualified applicants need reply. Send resume and demo tape in confidence to: Third Coast Video, Inc., 501 North I.H. 35, Austin, TX 78702, ATTN: Jeff Van Pelt.

HELP WANTED NEWS

ND/anchor. Heavy assignment editor duties and coordination of aggressive young staff. Must be experienced. Small market Network affiliate. Send tape/resume to GM WENY-TV, P.O. Box 208, Elmira, NY 14902. EOE/MF.

Sports director: Opportunity for experienced, mature sports journalist with strong writing skills and knowledge of television production to join top-rated news team. CBS affiliate. Tape and resume to Jack Keefe, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

Outstanding television news positions currently available! Our fees rise soon, so call now and inquire about our success. APR-Broadcast, 919-756-9244.

For a better job contact: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

11 PM producer. Person with strong writing and organizational skill. To produce fast paced newscast. Two years experience. Send tape and resume to Jim DePury, News Director, WJKS-TV, P.O. Box 1700, Jacksonville, FL 32216.

Reporter/associate producer: Reports directly to producer/unit manager of "For the Record" as a member of a six-person production unit which produces this Monday-Friday public affairs series. Researches a topic area, schedules and performs on-camera interviews, scripts, and electronically edits. Plans visuals and graphics. Preps program for live studio interviews. Appears on live or taped broadcasts of "For the Record". Required: BA in closely related field and reporting experience. Preferred is experience as a television news or public affairs reporter. Grant supported position begins 12/1/85 through 12/1/86. Salary: \$17,326. Employee will live and work in Montgomery, AL. Application deadline: 10/4/85. Resume tape/writing samples may be requested later. For further information contact: Judy Stone, 205-348-6210. Send resumes to: Employment Office., Box 6163, University, AL 35486. The University of Alabama is an equal opportunity/affirmative action employer.

Anchor/producer/reporter. We are looking for someone with a college degree and television experience. We offer excellent benefits in a highly competitive midwestern small market. Resume to Box T-67. EOE.

Co-Anchor: The Rocky Mountain's fastest growing and best equipped television news department is looking for the right person to complement our male co-anchor on weeknight newscasts. Applicants should have a solid TV news reporting background, experience in live remote reporting and must have a pleasant, authoritative on-air presence. Great opportunity for present weekend or morning anchor to move up. Excellent salary and benefits plus a unique lifestyle close to Grand Teton and Yellowstone National Parks. Send resume and tape to News Director, KPVI-TV, P.O. Box 667, Pocatello, ID 83204.

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.

Anchor/producer. 10PM news. Growing network affiliate in medium Midwest market. Send resume and salary history. Box T-96.

Health/medical reporter. We want a reporter who has experience covering the beat and is able to tell stories in human terms. This beat is a major element of our news effort here in the 17th market. Send resume, tape, references to Ken Middleton, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. No phone calls. EOE.

Technical Director wanted for fast paced local news at NBC affiliate in Southeastern US. At least two years directing experience in news required. EOE. Send resume to Box T-99.

News Meteorologist for small market Pacific Northwest station. Help build weather center, strong on air presentation, good salary and benefits. Resume and references to Box T-77. Equal opportunity employer.

Weather Anchor needed for 6 & 10 newscasts. Heavy experience on computer, chroma-key, severe? coverage, and promotional/public appearances, AMS of meteorologist preferred. No calls. Send tape, resume, & salary requirements to: Glenn Bracken, News Director, WHNT-TV 19, Box 19, Huntsville, AL 35804.

Meteorologist...Join our team. Excellent opportunity for individual who knows weather and can communicate well. Ability to ad-lib important. If you shine on TV then dash resume to Box T-92. EOE, M/F.

General assignment reporter. Competitive California market. Anchor experience preferred. Tape/resume: P.O. Box 489, Chico, CA 95927.

Weathercaster. Experienced professional needed for 70s Midwestern station 6PM and 10PM television newscasts. Forecasts for radio, too. Meteorologist preferred. Resumes to Box T-89.

Radio and television news coordinator. Responsible for the production of TV and radio stories related to the University of Mississippi. Produce news stories for distribution regionally and nationally. Also produce radio news, public service announcements and a half-hour public affairs program. Ability to follow production from conception through scripting, shooting, editing, and distribution is essential. Bachelor's degree in Broadcast Journalism or equivalent required, plus a minimum of two years commercial broadcast news experience. Network contact would be helpful. Salary is competitive. Application deadline is October 1, 1985. Contact Dr. Ed Meek, Department of Public Relations, The University of Mississippi, University, MS 38677. Equal opportunity employer.

Producer. Are you the best? We're a top 20 market looking for someone who's an aggressive innovator, has a creative approach, good people skills and a minimum of 2 years experience. Sound like you? Send resume to Gary Walker, KOMO-TV, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

Anchor, reporters, writers/researchers, associate producers needed for a new Spanish-language daily news magazine show. Bi-lingual a must. Minimum two years TV experience required. Send resume and demo tape/writing samples to B. Maggio, P.O. Box 5224, Glendale, CA 91201. EOE.

Executive Producer: Capital Cities Communications, Inc., KFSN-TV, Fresno. Innovative newperson; must have reporting, producing, and assignment desk experience. Strong writing background a necessity. Send resumes to: Gene Ross, News Director, KFSN-TV, 177 G. Street, Fresno, CA 93706. No phone calls please. We are an equal opportunity employer.

Producer: Experienced newscast producer needed for number one station in medium sunbelt market. Must have strong writing skills. Computerized newsroom. Contact: Steve Ruppe, News Director, 602-624-2477.

Weekend WX/reporter needed. Will report and prepare/deliver weekend weathercasts. G&A reporting three weekdays. No calls. Send tape, resume & salary requirements to: Glenn Bracken, News Director, WHNT-TV19, Box 19, Huntsville, AL 35804. M/F, EOE.

Major league baseball play-by-play announcer for television regional network. All replies confidential. Send resume to Box T-43.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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.

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.

Experienced medical or science producer/writer for fast-growing broadcast and industrial production company. Should be curious person--fascinated by medicine or science. (Our subjects range from oncology to robotics.) Tape and resume to Larry Kutner, Health and Science Communications, 716 N. First Street, Minneapolis, MN 55401.

Videographer to shoot and edit double system 16mm, 3/4" and 1": video tape. Shoot documentaries, public affairs, promotion and programming. Preferably 5 years experience with documentary film or communications preferred. Send resume and salary history to: Production Dept., P.O. Box 5007, Denver, CO 80217.

Executive secretary, assistant program director, promotion director, traffic/accounting, WYAK, TV-56, Melbourne, FL, air date 12/85. Resume to Debbie Varecha, WCEE-TV, Box 1300, Mt. Vernon, IL 62864, 618-822-6900.

Controller. A fast growing, Los Angeles based television production company engaged in network, first-run syndication and cable programming seeks a seasoned financial executive responsible for financial reporting, forecasting, strategic and profit planning, and budgeting for multi-unit television production/distribution operation. Candidate must possess 7-10 years professional/management and financial experience in a television or motion picture company. The candidate will supervise a staff of 20 and must be well organized and highly motivated with excellent communication skills. We offer an excellent salary and a generous benefits package. Please send resume with salary history to Box T-79.

TV promotion manager/writer/producer opportunities in Atlanta, Boston, Denver, Oklahoma City, Minneapolis, Phoenix. Send tape to VP Promotion, Gannett Broadcasting Group, 1611 W. Peachtree Street, Atlanta, GA 30309. Tape held for future openings unless return requested. Please no calls or beginners without tapes. EOE.

Video switcher and CG operator. Midwest network affiliate needs switcher for GVG 300-3B and operator for Vidifont V. Rotate jobs during newscasts and creative production. Send resume and salary requirements to Box T-61.

Editor: Expanding independent production facility looking for an editor with at least three years experience. Sony BVE-5000/ADO. Box T-74.

Promotion professional experienced in on-air news and syndicated program promotion needed at South Florida affiliate. Must be creative, organized and motivated. Excellent opportunity for advancement. Send resume and salary requirements to Box T-73. EOE.

Electronic graphics position to operate Vidifont V graphics generator for state-of-the-art post production facility in Los Angeles. At least one year character generator experience required. Resume to Box T-95.

Videographer/editor. News magazine/mini-documentary BA or equivalent. 2-3 years experience. Salary: \$15,432 plus generous benefits package. Send resume and tape. Deadline: October 1, 1985. Contact: Arthur E. Albrecht, General Manager, WSWP-TV, P.O. Box AH, Beckley, WV 25802-2831.

Technical Director needed for fast-paced newscasts. At least one year of news directing experience. Ability to produce commercials and promotions a plus. Call Bill Martin, Production Manager, 603-623-8061. Send resume to WMUR-TV, 1819 Elm Street, Manchester, NH 03104.

Graphic Artist. Experienced in electronic graphic operation and design (prefer Vidifont V), print production skills from design/layout through keylines and press proofs. General clerical functions as needed by art director. Top 15 NBC affiliate. Letters and resumes to Box T-97.

Research Analyst/TV. Major TV rep firm has opening for audience research analyst. 1+ yrs experience preferred. Box T-98.

Producer/director. Creative, people-oriented producer-director wanted for production arm of Connecticut's #1 television station. You'll find a state-of-the-art facility and a great and growing list of commercial and industrial clients. If you're experienced in field production and 1" computerized editing, get along with clients and agency creatives and have team spirit, send your resume and reel to Personnel Department, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Promotion writer/producer. WHNS-TV21 is now accepting applications for Promotion Writer/Producer. Applicant must have creative skills in writing and producing on-air promotion, with special emphasis on movie promotion. BA degree in broadcasting or its equivalent and a minimum of 2 years experience in promotion, production and/or film is required. Experience in independent television helpful. Send resume to WHNS-TV, Doris Friend, Personnel Manager, Interstate Court at Pelham Road, Greenville, SC 29607. EOE, M/F.

Director, capable on fast, tight, error-free newscasts M-F. This position entails full responsibility and authority for news look on air. Send resume to Box T-82. An equal opportunity employer.

Writer/producer at award-winning NBC affiliate in attractive university community. Creative, energetic person to be responsible for writing and producing of commercials and coordination of agency-produced spots. Must possess strong writing and organizational skills, thorough knowledge of production and ability to work well with staff and clients. 2-3 years television experience. Send tape, resume and salary requirements to Production Manager, WMTV, 615 Forward Drive, Madison, WI 53711. EOE.

Production manager: ABC affiliate in Chesapeake Country needs production manager. Minimum 3 years' experience. New Ampex ADO, ESS, 1" VTR, Chyron and switcher. EOE M/F. Frank Pilgrim, WMDT-TV, P.O. Box 4009, Salisbury, MD 21801.

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 Betacam 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.

Producer/director: WYTV has an immediate position open for directing the 6 & 11 PM newscasts Monday through Friday. Minimum 2 years' directing experience required. Send resume, Harvey Dulcy, Production Manager, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE.

SITUATIONS WANTED MANAGEMENT

ENG photographer/tape editor seeking large mkt position shooting or editing. 5 yrs experience, numerous awards. 512-696-0814.

FCC Attorney with 6 years FCC and related experience seeks management or legal related position in broadcasting or cable. Willing to travel and relocate. Box T-70.

Video editor desires move to production or operations management. MBA, FCC General, People skills. 313-869-7504.

SITUATIONS WANTED ANNOUNCERS

Former NBC news director-anchor returning to broadcasting. Polished professional. Any market. Salary negotiable. 904-673-5215.

Broadcasting grad wants to relocate to Virginia, seeks entry level position as sportscaster announcer. Talented and dedicated. Contact Ted 516-477-1224.

SITUATIONS WANTED SALES

Sold, successful radio station. Wish to return to TV in a management position or AE position with possibility to advance. Proven 16 year track record. Prefer Southeast. 912-888-0732.

Attention GSMS! Attractive, persuasive MBA desires sales position. Knows broadcast, research, production terminology. Confident hard worker. Box T-65.

SITUATIONS WANTED TECHNICAL

Master control. Crew chief/TD/Supervisor experienced with automation and manual operation, also transmitter. Very dependable person. Box T-60.

FCC first. Experienced master control switcher. Videotape cameraman, editor. Seeking solid job in TV or cable operations. Let's talk. Call Bill: 201-383-0654.

Are you fed up with drunks, drug users and misfits? Hire a responsible, experienced pro. Crew chief/TD/supervisor, etc. Box T-80.

SITUATIONS WANTED NEWS

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.

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.

12 years radio news experience: reporter, anchor, network news editor, overseas. Seek TV reporter slot. You get seasoned reporter, I get on-camera experience. Box T-26.

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.

Assignment editor at top 25 market looking for a new challenge and the right opportunity. Strong motivator and organizer with 11 years experience, including #1 newsradio news director. Looking to build a quality operation for a station wanting to be at the top. Call 602-481-7540.

Feature reporter, 40s market, warm, witty, humorous. Desires larger market East of Mississippi. Box T-94.

All news radio reporter in New York City. 5 years experience plus numerous awards--can do it all, but needs first start in TV. Let's talk about your needs. Norm Weil, 914-961-1965.

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.

I have ideas! Desire to use my creativity again! Strong production skills and network show experience in #1 market. Will consider production or programming related positions. Versatile background and good references. Call 718-474-5614.

Proven Broadcast producer. Have worked in TV programming/producing at network, local and cable stations. Bright, creative and energetic. Recently returned to NYC. Box T-81.

Seeking re-entry position as researcher, writer, production assistant. Highly efficient, energetic and enthusiastic, with broadcasting degree and varied experience. Box T-88.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant/associate professor, tenure track position beginning Fall 1986. To teach courses in print and broadcast writing and/or editing, and related courses. Ph.D. and professional experience preferred. Salary competitive. Closing date: November 18, 1985. Send resume, transcripts, 3 letters of recommendation to Rex M. Fuller, Head, Department of Communication Arts, James Madison University, Harrisonburg, VA 22807. AA/EOO.

HELP WANTED MANAGEMENT

Small market specialist needed. If you have small market sales management/GM experience, can motivate and relate to people, let's talk. We are an expanding company on the lookout for additional stations and the management people to staff them. Box T-2.

HELP WANTED TECHNICAL

Videotape editor. Aggressive Philadelphia area programming/production company seeking experienced videotape editor to work on our syndicated programming, plus ads, industrials, etc. Expertise with CMX and ADO or equivalents a must. Excellent salary and benefits available for right person. Send resume and reel to: Edit Masters, 1000 Laurel Oak Corp. Center, Suite 108, Voorhees, NJ 08043.

MISCELLANEOUS

Videographers, your excess footage could be our commercial background. \$50.00 per 30 second cut accepted. For more information call or write DTL Enterprises, 4211 Hubbell, Des Moines, IA 50317. 515-263-3066.

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.

Need 1 KW AM and FM transmitters to replace aux. units lost in fire. KJOY 209-948-5569.

Wanted: used VHS videocassettes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" videotape. Call Andy Carpel, 301-845-8888.

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 now on the air—America's first and most successful Syndicated Real Estate 2-way talk show is being fed live each Sunday from 11AM to 1PM 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 100 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.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

25KW FM Continental 816-R3(1983) also McMartin BF25K(1977) both on air, site change, must sell. M. Cooper 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.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

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. \$25,000. 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.

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.

Quantel DPE 5000 digital effects system. Fully loaded single channel machine. Attractive price. Contact Neil Bonanno or Kathy Schick at 303-320-3680.

2 TCR100 video cart machines, Pinzone systems, well maintained and operating, with 2700 carts. John McNally, KWTW, 405-843-6641.

K55CP-TV (since 1981), Victoria, TX. ADI #203, an all UHF market wants barter programming via satellite, tape of film. Expanding to full facilities, full time, 500' tower. 713-479-1614. 9625 Callett, LaPorte, TX 77571.

AM Harris MW-1. Great condition. On air now. Call Bohanan, 404-786-1430.

40' mobile unit- 1600 grass switcher - Yamaha PM 2000 board - 7 Hatachi SK 70 cameras - 4100 - Quantel - Ampex tape machines - 40,000 actual miles on 30' mack tractor w/extended box and cable reels \$895,000.00, 213-467-6272.

FM equipment for sale: (1) RCA transmitter BTF-20EI, (1) RCA exciter BTE-15A, (1) RCA stereo generator BTS-1B, 1500' 3 1/8 50 ohm rigid coax line in 20' sections, 75 dual line hangers, (1) RCA 7-bay elliptical polarization antenna, all tuned for 106.5 mhz, all in operation, available October 15. Call Rick Wardell, 919-633-2406.

Telecine, that's our specialty. Free lists. RCATP66, RCA FR-35, Eastman 250, 275, & 285, Eastman PD-1, RCA TK-27 & 28s, RCA TP-7B, readers, splicers, preview projectors, great prices. Trade-in your old gear. International Cinema, 6750 NE 4th Court, Miami, FL 33138, 305-756-0699, TLX 522071.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialists. Bonded with 25 years experience (lurnkey operations), T.M.C.I., 402-467-3629.

3/4" evaluated videotape! Guaranteed to look and work as new. Prices: Mini-20s \$7.49, Large 20s or shorter \$6.99, 30 minutes \$9.49, 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect, 301-845-8888.

Videomedia 1" VTR editor Model 2810 new. Half price. Bill Kitchen, Quality media, 404-324-1271.

DBS equipment. United Satellite Communications, Inc. ("USCI") is soliciting bids for its inventory of Ku-band DBS equipment (the "Inventory"). The Inventory consists of approximately 530 complete sets, including dish, LNB, receiver, and remote, plus additional quantities of certain items. USCI has received a bid of \$42,625 for the Inventory. Anyone desiring to submit a bid or additional information should write: USCI (DBS), 150 East 58th St., 39th Floor, NY, NY 10155, or call 212-371-2112. All bids must be received no later than September 30, 1985. Any sale of the Inventory is subject to approval by the bankruptcy court supervising USCI's reorganization case.

FM transmitters: 25, 20, 15, 10, 7.5, 3.5, 2.5, 1 and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

AM transmitters: 50, 10, 5, 2.5, 1, .5 and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

Remote truck: 35' 5th-wheel gooseneck trailer with cabinetry, finished interior 1980 seven-passenger pickup truck. \$13,000. 201-287-3626.

Needed—RCA TP-66s! For sale—VPR-3, VPR-2Bs, VPR-2s, VPR-1C, BVH-1000, BVH-2000, TR-800, BVH-1200B, TR-60s, TR-600s, A/R-2, TP-7Bs, TP-15, TK-27s. 2 complete RCA Chains. SK-96s, IKE HL-79As. Vital VIX-114s, Ampex 4100 Model L. ADDA VIP-PR2, Digital Phaser I TBC/Frame sync. Call Media Concepts 919-977-3600.

RADIO

Help Wanted Management

Sales Manager

Growing Spanish Group needs aggressive, take-charge sales manager for established station in SW. Strong possibility for promotion to GM. EOE. Reply to Box T-38.

Help Wanted Announcers

WNBC--NEW YORK

Seeks America's most exciting basketball play-by-play announcer for 85-86 NBA Season.

THE NEW JERSEY NETS...one of pro 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.

Help Wanted Programing, Production, Others

PRODUCTION PROFESSIONAL #1 NEW YORK CITY RADIO STATION

KISS-FM is seeking an experienced Production Professional for a challenging production/continuity position.

This position will be responsible for coordinating all station production for sales/programming. The successful candidate must have extensive copywriting experience for retail sales, excellent voice-over capability, complete knowledge of four-track studio operations and continuity department administration.

If you are looking to make your creative mark in New York with a top notch operation, send your demo reel and resume including salary requirements to: Stu Goldberg, c/o WRKS Radio, 1440 Broadway, 2nd floor, New York, NY 10018.

Situations Wanted Management

SUCCESSFUL, MOTIVATED, EMPLOYED
National Sales Executive
seeks challenge at the station level. Exceptional understanding of the bottom line and outstanding people skills. Northeast and Midwest.

Reply: Box T-44

SEEKING NEW CHALLENGE

Dynamic, creative leader ready for new station management challenge. 14 years in broadcasting. Celebrated accomplishments. Seek VP/GM responsibilities for aggressive, savvy, major-market company. Call Michael Edwards (212)868-1121.

TELEVISION
Help Wanted Management

MANAGER, PROGRAM RESEARCH

Showtime/The movie channel Inc., a dynamic leader in the pay TV industry has an immediate opening for a manager, program research. This position requires a minimum of 3 years experience in both primary and secondary research on the media/entertainment industry.

The successful candidate will design and implement studies of viewing behavior and attitudes toward cable programming and competitive media/entertainment.

Excellent communications and analytical skills are necessary. Familiarity with computers and an MBA degree preferred.

We offer an excellent benefits package that includes dental coverage and a 100% tuition refund.

For confidential consideration, please forward your resume indicating salary requirements to: Faith Grobman, Manager of Employment.



1633 Broadway, New York, NY 10019
An Equal Opportunity Employer M/F

PRODUCTION MANAGER

Public TV station WIPB has opening for the right person to plan and oversee technical production activities for special events, programming and remote broadcast. BS degree in telecommunications or related area plus 2 years experience as a producer/director required. Application deadline is 9/27/85. Send resume and transcript of college courses to: Human Resources Department, Ball State University, Muncie, IN 47306. Equal opportunity/affirmative action employer.

Help Wanted Sales

TV SYNDICATION SALES

Rapidly expanding independent TV syndication company looking for experienced sales person to cover the Southeast.

Strong station contacts necessary and ideal candidate should be presently located in Southeast.

Please send resume and salary range to: Box T-101.

Help Wanted Technical

TELEVISION ENGINEERING MANAGER

Medium market network affiliate VHF station is looking for Engineering Manager to lead the station's technical department as it continues to grow and improve its facilities. Responsibilities include capital and operating budgets and expenditures, management of all technical facilities and operations, and performance as part of the management team.

Qualified candidate will have a good technical background, 5 years experience in television engineering and proven leadership and communication skills.

We offer competitive salary and excellent benefits.

If you want challenge and rewards in television engineering, send resume and salary requirements to: Box T-41. EOE.

CHIEF ENGINEER FOR SOUTHEAST TOP 50 MARKET UHF-TV.

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.

Help Wanted News

NEWS DIRECTOR-ANCHOR

Experience in all phases of TV news production essential. Key positions in nightly Long Island news program for cable distribution. Excellent news writing skills, on-air experience, ability to supervise reporters & producers necessary. Salary competitive. Rush tapes/resume to A.F. Piazza, Executive Producer, "Long Island News Tonight," New York Institute of Technology, Old Westbury, NY 11568. EOE.

KTHT-67

HOUSTON'S NEWEST FULL POWER TV STATION IS LOOKING FOR THE FOLLOWING KEY PEOPLE:

1. Chief Engineer
2. Business Manager
3. Operations/ Program Director
4. Promotion Director
5. General Sales Manager
6. National Sales Manager
7. Local Sales Manager

Resumes to: Jack Moffitt
KTHT Television
2775 West Bellfort
Suite 151
Houston, Texas 77054

An equal opportunity employer

PROMOTION MANAGER

Dominant NBC affiliate is seeking a creative genius to supervise all aspects of promotion and marketing activities. Great opportunity with growth potential in major broadcast group. Send resume to Conrad Cagle, General Manager, WFIE-TV, Box 1414, Evansville, IN 47701. EOE.

PROGRAM MANAGER

Top California independent television station (50-70 market) has opening for a program manager. Experience in independent TV programming and operations required. Strong promotion and research background preferred. Proven success track record in movie and program scheduling, as well as personnel supervision, a must. Send resume and letter telling us you are the person for the job, to Box T-102.

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 promotion manager. If you are competitive, a good marketer and have a proven track record, send your tape and success story to:

Elliott Troshinsky
VP & General Manager
WCIX Channel 6
1111 Brickell Ave.
Miami, FL 33131
EOE

**Help Wanted News
Continued**

**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.

**DOCUMENTARY
TYPE PRODUCTION**

We are former broadcast journalists using the latest production technology to produce video-based marketing and training packages for business and industry. Join us, and put your writing and producing skills to work in an exciting, challenging environment. Minimum of five years TV news experience required, firm. Salary and benefits package commensurate with experience. Send resume, references, and tape to:

VIDEO, LTD.

200 Guaranty Bank Building
Cedar Rapids, Iowa 52401

Equal Opportunity Employer M/F

**Help Wanted Programing,
Production, Others**

EXPERIENCED VIDEO EDITOR

First rate production company is looking for top notch editor for it's 1" post-production suite. You'll be working with all the latest equipment; Dubner, DVE, Stillstore, etc. You'll be challenged by diverse regional and national accounts. And early next year we'll be moving to a brand new 2.5 million dollar video production facility. We're located in Michigan's second largest city, where living costs are reasonable. Excellent salary and benefits. An incredible opportunity for an experienced, creative post-production professional. All inquiries strictly confidential. Contact: Dennis Hart/The Media Group, Ltd., 2215 29th Street SE, Grand Rapids, MI 49508.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

**Help Wanted Programing,
Production, Others Continued**

ENGINEERING

**Quantel Mirage
Programmer
Engineer**

A leading television broadcasting company seeks a creative Quantel Mirage Programmer with demonstrated ability to program Mirage and create new shapes and forms.

The selected person would work with sports and entertainment production units to provide creative output of Mirage in context with program needs. Only those with the above technical and creative background will be considered. A demo tape will be requested at interview. This is a union position with excellent benefits.

If you are interested in this career opportunity, please send resume with salary requirements to Dept. QM.

Box T-57

an equal opportunity employer M/F

Situations Wanted Management

SEEKING NEW CHALLENGE

Dynamic, creative leader ready for new station management challenge. 14 years in broadcasting. Celebrated accomplishments. Seek VP/GM responsibilities for aggressive, savvy, major-market company. Call Michael Edwards (212)868-1121.

GENERAL MANAGER

Presently employed General Sales Manager, ready to move up. Over 6 years as GSM at Independent and Affiliate in major markets. Record setting 15 years experience includes National Rep, NSM, Local Sales and important committees. Box T-104.

ALLIED FIELDS

Help Wanted Sales

REGIONAL ACCOUNT REPRESENTATIVE

Fortune 500 Company Subsidiary; Leader in the industry; producing Station IDs, Sales and Production Libraries, Music Commercials and Television Commercials, has opening for Sales Representative.

Candidates must have successful track record in Radio and TV Sales, Advertising Agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, VP./Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F.



If you have had at least one years' experience in the professional sales of general broadcast sound and RF equipment, we're looking for you. Send resume in confidence to Box T-105.

**Help Wanted Sales
Continued**

HEDCO SALES

New York, Los Angeles

HEDCO is expanding its sales coverage by opening offices in New York and Los Angeles. We are now accepting applications for a New York and Los Angeles sales manager. The person for each of these positions should have at least 5 years' experience selling broadcast quality electronic equipment to the radio, television, industrial, or related markets. Responsibilities include setting up the sales office, providing assistance to the HEDCO dealer network, and working closely with the Marketing Manager.

Send resume to: Ross Shelton

Marketing/Sales Manager

HEDCO

P.O. Box 1985

Grass Valley, CA 95945

**Help Wanted Programing,
Production, Others**

**VIDEO
CAMERAMAN/
EDITOR**

Disneyland's Publicity Department is looking for video professionals with a minimum of two years experience in both shooting and editing, interested in working full-time for the "Happiest Place on Earth." Newly created staff positions will involve the preparation of video news releases covering a variety of Disneyland newsworthy items. A knowledge of microwave systems would be useful. Salaried compensation package includes excellent management fringe benefits. Please submit a resume, salary requirement and samples of work to the address below: Resumes without salary requirement will not be considered.



Disneyland

**Professional Staffing
Dept. P-21-85**

1313 Harbor Blvd.

Anaheim, CA 92803

An Equal Opportunity Employer

Miscellaneous

**VENTURE CAPITAL
DEBT FINANCING**

For broadcasters

Sanders & Co.

1900 Emery St., Ste. 206

Atlanta, GA 30318

404-355-6800

Employment Service

RADIO PERSONNEL NEEDED

In the past year, hundreds & hundreds of radio stations, from every state in the U.S., in every size market, contacted NATIONAL with job orders. So far this year, we're even busier. To help fill these openings, NATIONAL is in constant need of announcers, newspeople, programmers, & salespeople. NATIONAL, the nation's leading radio placement service, places from coast to coast. If you're seriously seeking a move up, don't wait, contact NATIONAL now. For complete information, including brochure & registration form, enclose \$1 postage & handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B., PO BOX 20551
BIRMINGHAM, AL 35216
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WE PLACE

TV and Video Engineers COAST TO COAST

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ALL FEES PAID BY EMPLOYERS
Phone/Resume

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The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production, 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

JOBPHONE

The national job listing service that keeps pace with the communications industry. Unpublished jobs that are listed only on our telephone service. Employers prefer to list openings with **JOBPHONE**. Find out why! For complete information write: Broadcast Entry Consultants
15 West 44th St, New York, N.Y. 10036

Radio Programing



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Business Opportunity

FM APPLICATIONS

Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations).

Contact:
Bob Napp,
(301) 652-4660



Consultants

RADIO STATION OWNERS: 4TH QUARTER OF 1985 & 1ST QUARTER OF 1986 CAN BE YOUR MOST PROFITABLE EVER

GIVE US YOUR UNSOLD SPOTS
ONLY, & WE WILL INCREASE
YOUR SALES WITH NO CASH OUTLAY
ON YOUR PART. AND GUARANTEE
YOUR SPOT RATE.

We have a two-fold sales approach where we sell safety campaigns by telephone, and then follow up selling these accounts in person for long periods, if you desire.

We are now scheduling stations through the end of the first quarter of 1986. We also have a few openings for immediate and near future starts. We will furnish you with complete references before we start our sales effort.

IF YOU WOULD LIKE TO
INCREASE YOUR SALES, AT
NOW COST TO YOU,
CALL ME COLLECT

Stewart P. Lurie, President
Community Service Broadcasting
312-564-3904

MAJOR FM OPPORTUNITY

Docket 80-90 creates 689 allocations nationwide. Turnkey FCC licensing services for new FMs, incl. transmitter site acquisitions. Over 180 professional engineers, field consultants, staff. Flat fee pricing and guaranteed application work. Call today for details: 301-925-9400. ATTN: Carl Hurlbaas, Sachs/Freeman Associates, Inc., 1401 McCormick Drive, Landover, MD 20785. Member AFCCE.

For Sale Equipment

BROADCASTING EQUIPMENT ORDERED SOLD

SECURED CREDITOR
HAS REPOSSESSED PRACTICALLY
NEW EQUIPMENT
SEALED BID SALE

Consisting Of

HARRIS MEDALIST 12-12 CHANNEL DUAL STEREO AUDIO CONSOLE • BGW75 DUAL POWER AMPLIFIER, 38 WATTS PER CHANNEL • ITC DELTA III MONO, 3 DECK CART MACHINE ITC MONO RECORD/PLAY CART MACHINE, DELTA IV/DELTA I MATCHED PAIR • TECHNICS TURNTABLE MODEL SP-15, DIRECT DRIVE • 2 OTARI MX505 B-II, 2 CHANNEL HALF TRACK RECORDER/REPRODUCER w/ QUARTER-TRACK REPRODUCE CAPABILITY • 2 OTARI CB-102-8 REMOTE TRANSPORT CONTROLS • TOSCAM MODEL 122B BROADCAST CASSETTE UNIT • HARRIS TRI BAND AGC AMPLIFIER • EVENTIDE B0955 DELAY UNIT • COMREX TLX • STUDER TELEPHONE HYBRID, DUAL TELEPHONE SYSTEM • 6 SENNEHEISER MD421U DYNAMIC MICROPHONES • GENTER P/N DR TRS-PN w/ADC PATCH PANEL • ULTRAFLEX ADJUSTABLE MIKE ARM 4 SENNEHEISER HD-400 HEADSET • JBL MODEL 4301BWX, 2 WAY SPEAKER SYSTEM

COMPLETE LIST OF SPECS, LAYOUT
AND CONSTRUCTION DETAILS
AVAILABLE UPON REQUEST

SEALED BID OFFERS MUST BE SUBMITTED
BY SEPT. 27th AT 11:00 A.M. IN AUCTIONEER'S
OFFICE 723 E. 25TH STREET, BALTO, MD 21218

FOR ADDITIONAL INFORMATION OR
INSPECTION CALL (301) 366-5555
OUTSIDE OF MARYLAND 1-800-292-5555

TERMS: Deposit with sealed bid \$3,000, balance in cash
within 5 days of notification.

Sale Managed By

JONATHAN
Melnick AUCTIONEERS
LARRY MAROWSKI AUCTIONEER
Baltimore (301) 366-5555 Washington (202) 396-5554
Philadelphia (215) 592-7717 Miami (305) 931-5929

For Sale Stations

**UHF-TV C.P.
5,000,000 WATTS
TOP 50 N.E. MARKET
Excellent Potential**

**VHF LPTV C.P.
Crystal River, Florida
High Growth Area**

**Bill Kitchen
404-324-1271
Quality Media Corporation**

Hoyan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
P.O. Box 116
Encino, California 91426
Area Code (818) 988-3201

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

DON'T MISS THE BOAT

Radio stations are selling at an all time high, if you're a buyer wanting to make a good investment, call or write about getting on our mailing list and...

...if you're an owner looking at all the activity and saying "I wonder what my station would be worth?" Give us a call for a no obligation discussion.

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963
GEORGE WILDEY 207-947-9083 (ME)

TOP 20 AM

Upper midwest suburban 5 kw foreign clear channel with competitive PSA and PSSA. Station will automatically become fulltime with no additional investment upon completion of the Mexican communications agreement late this year. Also awaiting uncontested CP for higher power and fulltime on domestic clear channel; 50 kw potential by day. Mostly newer equipment; renovated studios, offices. Firmly priced at \$750,000 cash for this excellent growth opportunity. Offered by owner to those financially qualified only, please. Box T-42.

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
AR	Met	FM	\$3000K	Terms	Bill Whitley	(214) 680-2807
TX	Met	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
IN	Met	AM/FM	\$1700K	Terms	Burt Sherwood	(312) 272-4970
KA	Sm	FM	\$950K	\$150K	Bill Lochman	(816) 941-3733
KA	Sm	FM	\$650K	Terms	Bill Lytle	(816) 941-3733
CO	Sm	AM/FM	\$600K	\$100K	David LaFrance	(303) 534-3040
MS	Met	AM	\$435K	\$125K	Ernie Pearce	(404) 458-9226
FL	Sm	AM	\$395K	\$75K	Randy Jeffery	(305) 295-2572
AL	Sm	AM	\$275K	Terms	Ernie Pearce	(404) 458-9226
ID	Sm	AM/FM	\$195K	\$39K	Greg Merrill	(801) 753-8090

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.



**BROADCAST
INVESTMENT
ANALYSTS**

**ASSET APPRAISALS
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BUSINESS PLANS
FEASIBILITY STUDIES**

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Dulles International Airport
Washington, DC 20041
(703) 661-8515

Wilkins and Associates
Media Brokers

AL	AM/FM	\$15,000	DOWN PAYMENT
NC	AM Full Time	\$450,000	TERMS
PA	AM	\$350,000	CASH
IL	AM Full Time	\$500,000	20%
CT	AM Full Time	\$800,000	35%
IL	FM	\$325,000	CASH
IN	AM/FM	\$450,000	30%
VA	AM	\$35,000	DOWN PAYMENT
AR	AM/FM	\$335,000	15%
SC	AM	\$35,000	DOWN PAYMENT

3 Tennessee Stations For Sale
P.O. BOX 1714 - SPARTANBURG, S.C. 29304 - 803/585-4638

 **R.A. Marshall & Co.**
Media Investment Analysts & Brokers
Bob Marshall, President

Consistently profitable fulltime AM station with exceptional real estate located in growing Southeastern market. Price of \$1,400,000 with \$400,000 down is five times cash flow and 2.6 times billing.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

**FLORIDA
AM/FM (CLASS A)**

Florida's Panhandle, d/c priced for quick sale. \$295,000.

804-547-9424

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast

44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6600 Powers Ferry Rd. #205
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

**ESTABLISHED AM STATIONS
FAST GROWING
SUNBELT MARKETS**

Two full-time AM stations in the nation's fastest growing Southwestern markets. Flexible terms. Box T-71.

SOUTHWEST

Fulltime Class IV AM in small West Texas Single Market with Real Estate. \$30,000 down. Details to qualified buyer. Box T-103.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar - Suite 1135 - Memphis, TN, 38157

MONTANA OPPORTUNITY

Great chance to get into a full time AM in one of Montana's major population centers. New transmitter, Shacter automation, Ag oriented, low overhead, now breaking even, a producing staff. \$70,000 down, assume seven year balance at \$4100 per month. Write Box T-35.

MAJOR MARKET, SUNBELT

Fulltime AM, excellent equipment, real estate, forced sale. \$700,000.00 with \$150,000.00 down. 8 year terms to qualified. Qualifications in first letter. Fast sale. Write Box T-50.

- FM covering Hilton Head, \$590,000. Terms.
- 50,000 watt FM covering large southern California resort area. \$2.8 million.
- 100,000 watts. State capitol and university city in south. \$2.5 million. Terms.
- Powerful daytimer covering Knoxville. \$290,000.

BUSINESS BROKER ASSOCIATES
615-756-7635-24 HRS.

JAMAR RICE CO.
Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

For Sale Stations Continued

Dan Hayslett
 & associates, inc.
 **Media Brokers**
RADIO, TV, and CATV
(214) 691-2076
 10509 Berry Knoll Dr., Dallas 75230

COLORADO
 1 KW LPTV CP in one of nation's busiest and fastest growing ski resorts. Earth stations, remodeled studio space and more already in place. Attractive price.. Contact:
 Parry D. Teasdale
 Station Development Consultants
 914-688-9904
 Box 9, Phoenicia, NY 12464

Wanted to Buy Stations

WANT TO BUY CALIFORNIA FM OR AM/FM STATIONS
 Former Owner with cash looking to return to radio. Box T-106.

SOUTH CAROLINA DAYTIME AM
 Growing Spartanburg-Greenville area. Most elaborate small market facility I've ever seen. Owner-operator's dream. Suffering from absentee ownership. Sacrifice cash price under \$200,000 includes over \$100,000 in real estate. Seller may finance up to 80%. Call 804-376-5534.
Graham L. Jones
Graham & Associates, Inc.
 P.O. Drawer 440
 Brookneal, VA 24528

WISCONSIN
 AM/FM combo in single station market. Good track record of growth. Priced at twice gross (\$425,000). Terms available. Box T-58.

Growing communications group wants to expand into East Coast radio. FM, FM AM combo, AM. Send all replies to Box T-59.

THIS PUBLICATION AVAILABLE IN MICROFORM
University Microfilms International
 300 North Zeeb Road,
 Dept. P.R., Ann Arbor, MI 48106

media marketing, inc.

BROKERS CONSULTANTS
 P.O. Box 3800 GREENVILLE CENTER WILMINGTON, DE 19807 302-656-8884

Highly qualified cash buyer wishes to acquire group of three to five radio properties, AM, FM, or AM/FM combos. Middle Atlantic area preferred. N. E. possible. Total consideration \$4-5 million. Able to move quickly. All replies confidential. Ask for Bill Cook.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be ad-

ressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 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



Kidwell

Donald Kidwell, VP and general manager of Cox-owned WHIO-AM-FM Dayton, Ohio, named executive VP, radio, for broadcasting division of Cox Communications, based in Atlanta.

Appointments, Harte-Hanks Communications: **Michael Conly**, VP and general manager, WFMY-TV Greensboro, N.C., to president of station and VP and general manager of co-owned WTLV(TV) Jacksonville, Fla., succeeding **Howard Kelley**, who becomes director of strategic planning for Harte-Hanks Television Group, based in Jacksonville; **Jack Forehand**, operations manager, WFMY-TV, to operations manager, WTLV; **Frank Bennett**, general sales manager, WFMY-TV, to acting station manager. **Jim Collins**, news director, WFMY-TV, succeeds Forehand as operations manager.

Cynthia Weiner-Shepard, station manager and national sales manager, WNYR(AM)-WEZO(FM) Rochester, N.Y., named general manager. **Jeff Goodridge**, program director, WNYR, named operations manager.

Jay Sterin, general sales manager, WROR(FM) Boston, joins WKFM(FM) Fulton, N.Y., as VP and general manager.

Edward Adams, general manager, WFMJ-TV Youngstown, Ohio, joins WUTR(TV) Utica, N.Y., in same capacity, succeeding **Robert Thompson**, who joins WNCT-TV Greenville, N.C., as VP and general manager.

Bob Green, general manager, WYAY(FM) Gainesville, Ga., and **Lee Masters**, general manager, KWEN(FM) Tulsa, Okla., named VP's of parent, Katz Broadcasting Co.

Dick Bove, general sales manager, KXTX-TV Dallas, named VP and general manager.

Judy Glovsky, general sales manager, WGIR-AM-FM Manchester, N.H., named general manager.

Bill Hopkinson, general sales manager, WGRX(FM) Baltimore, named general manager.

Charles Warner, program director and morning announcer, WMMN(AM) Fairmont, W. Va., named general manager.

Bill Hopkinson, general sales manager, WGRX(FM) Westminster, Md., named general manager.

Bob Moss, general manager, Coachella Valley (Calif.) Television, named VP, Florida cable systems, for parent, Palmer Communications.

George Barnard, national sales manager,

Daniels & Associates, Denver, named national sales director, marketing.

Dean Gilbert, director of marketing, TKR Cable Co., Warren, N.J., named VP, marketing.



McCarthy

Michael McCarthy, partner, Dow, Lohnes & Albertson, Washington, joins A.H. Belo Corp., Dallas, as VP and general counsel.

Ted Taylor, VP, mergers and acquisitions, Daniels & Associates, Denver, resigns to "pursue investment opportunities in cable and other communications properties."

Gary Chester, acting director, corporate quality control, ABC, named director, corporate quality control. **Larry Marotta**, assistant director, corporate quality control, West Coast, ABC, named associate director, corporate quality control.

W. Theodore Eldredge, general manager, noncommercial KBIA(FM) Columbia, Mo., joins noncommercial WRTI(FM) Philadelphia as general manager.

James Anderson, director, ethnic heritage studies program, University of Michigan, Detroit, joins noncommercial WTVS(TV) Detroit as director of planning and proposal administration.

Douglas Miller, coordinator of volunteer services, Hampton, Va., joins noncommercial WAER(FM) Syracuse, N.Y., as director of development.

Susan Grant, VP, sales, Magnicom Systems, Stamford, Conn., joins Intec Systems, West Palm Beach, Fla., as account executive, with responsibilities for business development of company's cable system.

Marketing

Richard D. O'Connor, chairman and chief executive officer, Marschalk Campbell-Ewald Worldwide, assumes additional responsibilities as chairman and CEO of Campbell-Ewald Co., succeeding **Paul John**, who remains consultant to company.



Buchanan

Robert A. (Buck) Buchanan is retiring as executive VP, U.S. media director and member of board of directors of J. Walter Thompson U.S.A. at end of 1985 after almost 30 years of service with JWT. He has held present position since 1980, when U.S. company was

formed. His successor has not been named.

Donald Daniel, manager of programing and systems software, Needham Harper Worldwide, New York, named director of management information systems.

William Overlook, senior VP, treasurer, SSC&B: Lintas USA, New York, named executive VP, administration-finance. He succeeds **William Ryan**, retired.

John Kane, creative supervisor, Carrafiello Diehl & Associates, Irvington-on-Hudson, N.Y., named senior VP.

Cheryl McClenahan, from *Adweek*, Chicago, joins D'Arcy MacManus Masius there as communications director.

Matthew Anderson, VP, media director, Inter-marco Advertising, New York, joins MG Media as New York manager.

Barbara Ford, account supervisor, Needham Harper Worldwide, Chicago, named VP.

Appointments, Katz: **Laura Nilon**, business manager, Katz Sports, New York, to newly created position of manager of television administration; **Marc Berman**, research analyst, gold team, Katz Continental, New York, to research manager, gold team. **Ann Humphrey**, marketing analyst-assistant, Katz Independent Television, New York, to research analyst, Katz Continental Television there; **John Rossi**, account executive, Katz Sports, New York, to account executive, Katz American Television; **Roberta Elliott**, member of sales training program, to account executive, Katz Independent Television, Los Angeles; **David Harris**, account executive, blue team, Katz American Television, to same capacity, eagles team; **Michele Spector**, member of training program, to account executive, Katz American Television; **Bentley Wade**, member of sales training program, to account executive, New York; **Yuri Kobziar**, account executive, stars team, Katz American Television, to white team in same capacity; **William McGuire**, account executive, NBC Spot Sales, New York, to Katz American Television there in same capacity; **Leile Farley**, account executive, Avery-Knodel Television, New York, to account executive, Katz Independent Television.

Jeffrey Kirk, from Stephen Winchelle & Associates advertising agency, Washington, joins Kalish & Rice, Philadelphia, as media estimator.

Carlos Acevido, marketing manager, Progreso Quality Foods, New York, joins Caballero Spanish Media there as account executive.

Thomas Reeve, Midwest sales manager, CBS Radio Networks, Chicago, named Eastern sales manager, based in New York.

Robert Lazar, national-retail developmental sales manager, WCAU-FM Philadelphia, named general sales manager. **Marianne Zaren**, senior account executive, WCAU-FM, named local sales manager.



Dalton

Donald Dalton, VP and general manager, Cox Communications' KFI-(AM)-KOST(FM) Los Angeles, named VP, sales, Cox radio.

Phil Mazur, from Blair Television, Dallas, named general sales manager, KXTX-TV Dallas, succeeding Dick Bove, named VP and general manager

of station (See "Media," above). **John Maybin**, from WVUE(TV) New Orleans, joins KXTX-TV as national sales manager.

Ross Elder, general sales manager, WZOU(FM) Boston, named general sales manager of WZOU and co-owned WHDH(AM). **Barbara Crouse**, national sales manager, WBZ(AM) Boston, joins WHDH-WZOU as national sales manager.

Gary Blum, general sales manager, WNEW(AM) New York, joins WPIX-FM there in same capacity.

Darlene Michael, from KIKK-FM Houston, joins KLUV-FM Dallas as general sales manager.

John Hysler, general sales manager, WLCT-TV New London, Conn., joins WLIG(TV) Riverhead, N.Y., in same capacity.

Stephen McGrory, account executive, CBS Radio Networks, New York, joins KKHR(FM) Los Angeles as general sales manager.

Dave Weinkauf, general sales manager, KEZI-TV Eugene, Ore., joins KVAL-TV there in same capacity.

Kevin Glenn, promotion director, KNAC(FM) Long Beach, Calif., named director of co-op advertising.

Susanne Lauchner, senior account executive, WGIR-FM Manchester, N.H., named sales manager.

Kim Romano, local sales manager, WEZO(FM) Rochester, N.Y., also named local sales manager, co-owned WNYR(AM) there.

Sheila O'Connor, account executive, WCLR(FM) Skokie, Ill., named local sales manager.

Mike Fulton, general manager, WAIK(AM)-WGBQ(FM) Galesburg, Ill., joins WLS-AM-FM Chicago as account executive.

Judith Banyas, account executive, WOIO-TV Cleveland, and **Cliff Hershman**, from Cable Adnet, San Francisco, join WJKW-TV Cleveland as account executives.

Shane Morger, from Montana Television Network, Billings, Mont., joins KEYT-TV Santa Barbara, Calif., as account executive.

Marcia Johnson, promotion assistant, WBBG(AM)-WMJI(FM) Cleveland, joins WCLQ-TV there as traffic assistant.

Aaron Spelling Productions, Los Angeles, joins D.L. Taffner Ltd. there as VP, program development.

Vivien Goodier, communications consultant, who helped in start-up of Black Entertainment Channel and The Disney Channel, joins Viewers First National, Washington, as VP, corporate development. VFN will market scrambled programming to home earth station owners.



Klein

Michael Klein, VP, development, 20th Century Fox Television, Los Angeles, named senior VP, series development.

William Trotter, Western division manager, MGM/UA Television, Los Angeles, joins Access Syndication there as VP, national sales manager.

John Angier, VP, business affairs, Viacom, Los Angeles, joins Reeves Entertainment Group there as VP, business affairs.

Pam Trickett, assistant music director, WRQX(FM) Washington, named supervisor of programming and advertising and promotion.

Steven Rothman, VP, MCA Home Entertainment Group, Los Angeles, joins New Century Productions there as VP.

Emmy Davis, manager of production finance, Paramount, Los Angeles, named director of finance, Paramount Domestic Television and Video Programming.

Jane Blaney, programming administrator, USA Network, New York, named manager, program administration. **Dick Ross**, director of broadcast administration, USA Network, named director of operations.

Ross Greenburg, producer, HBO Sports, New York, named VP and executive producer.

Thom Ferro, VP, station sales, Westwood One, Los Angeles, named to newly created position of VP and general manager, Westwood One Radio Networks.

Beatrice Dupont, director of programming, Tele-France-USA, New York, joins Bravo, Woodbury, N.Y., as manager of program acquisitions.

Dianne Brand, market strategy specialist, Viacom Enterprises, New York, named manager, market strategy.

Betsy Green, VP, operations, Genesis Entertainment, Warrington, Pa., named senior VP, based in Westlake Village, Calif.

Frank Cammarata, manager, affiliate relations, CBS RadioRadio, New York, named manager, programming, CBS RadioRadio.

Appointments, ESPN: **Curtis Symonds**, central region cable advertising consultant, Chicago, to manager, affiliate marketing, central region; **George Bodenheimer**, marketing representative, south central region, to manager, affiliate marketing, Rocky Mountain region, Englewood, Colo.; **Joan Wilson**, marketing representative, Northeast region, Bristol, Conn., to manager, affiliate marketing, Northeast region; **Mark Noon**, member of af-

filiate marketing department, Bristol, to marketing representative, Northeast region.

John Storrer, senior VP, financial planning, LBS Communications, New York, named executive VP, controller.

John Colston, assistant producer-director, *International Edition*, Maryland Center for Public Television, Owings Mills, Md., joins Blackwell Corp., Washington, as associate producer, *American Interests*, weekly foreign affairs series on PBS. **Ronald Bailey**, from *New Yorker*, New York, joins *American Interests* as research director.

Jane Edmondson, director of program marketing, National Captioning Institute, Washington, named executive director, program marketing.

David Moore, from KCAL-AM-FM Redlands, Calif., joins Peter Productions, San Diego, as director of programming, responsible for firm's eight radio formats.

Tony Kilbert, air personality, KBLX(FM) Berkeley, Calif., named program director.

Don Cristl, program director, KNIX(AM) Phoenix, joins WBCS-AM-FM Milwaukee as program director.

Todd Johnson, from WIFR-TV Rockford, Ill., joins WMTV-TV Madison, Wis., as sports director.

Dan Deely, air personality, WMJI(FM) Cleveland, named assistant program director.

Jim Felber, associate producer, *PM Magazine*, WJKW-TV Cleveland, named producer-director.

Paul Cockerill, coordinating producer, KABC-TV Los Angeles, named producer.

Chuck Crane, air personality, WZNE-FM Tampa, Fla., joins WLS-AM-FM Chicago as music director.

Heisman Trophy winner **Doug Flutie** has joined ABC Sports as studio analyst for network's coverage of College Football Association games this fall. He will join studio host Jim Lampley and reporter Beano Cook in CFA pre-game, half-time and post-game shows.

Donald Taylor, cameraman, WJBF-TV Augusta, Ga., named film director.

News and Public Affairs



Caputo

Greg Caputo, news director, WBBM-TV Chicago, joins WFLD-TV there as news director. Caputo had been replaced at CBS-owned WBBM-TV by Jay Newman, former news director of CBS's WCAU-TV Philadelphia ("Fates & Fortunes," Aug. 12).

Dow Smith, VP and station manager, WJLA-TV Washington, joins WDIV(TV) Detroit as news director.

Dave Humphrey, morning news anchor, WCBM(AM) Baltimore, joins WLIF(FM) there as news director.

Programming

John Rocknowski, VP, marketing, Harmony Gold, Los Angeles, named president of marketing.

Susan Silverberg, manager of development,

Roger La May, news director, KTTV(TV) Los Angeles, joins WTAF-TV Philadelphia as news director.

Ross Mason, news director, KATU(TV) Portland, Ore., joins WJZ-TV Baltimore as assistant news director.

Appointments, NBC News: **Brady Daniels**, manager of finance administration, NBC News, Washington, to deputy bureau chief, administration, succeeding Daniel Webster, who joined Conus Communications as VP ("Fates & Fortunes," Sept. 9); **Les Kretman**, deputy bureau chief, Washington, to producer, Frankfurt bureau; **Christie Basham**, senior producer, Washington specials, succeeds Kretman; **Emery King**, White House correspondent, to general assignment correspondent; **Robin Lloyd**, State Department correspondent, to White House correspondent, and **Bob Abernethy**, from one-year sabbatical at Yale Divinity School, New Haven, Conn., returns to NBC, Washington, as correspondent.

Appointments, business news department, CNN: **Mary Lou Hartman**, associate producer, *Freeman Report*, formerly on CNN, New York, to associate producer, business news, Washington; **Pat Browning**, associate producer, Atlanta, to associate producer, business news there; **Leslie Linton**, from American Business Network, Washington, to producer, *Business Morning*, New York; **Eric Scholl**, writer, New York bureau, to associate producer, *Business Morning*, New York, and **Emily Rose**, producer, to special projects producer, business news, New York.

Victor Locke, noon co-anchor, WPTA-TV Fort Wayne, Ind., assumes additional duties as assistant news director. **Jeff Runser**, noon news producer, KCNC-TV Denver, joins WPTA-TV as executive producer.

Mark Smith, correspondent, Associated Press, London, named national correspondent, Washington.

Susan Tejada, reporter, KBIM-TV Roswell, N.M., joins KSBY-TV San Luis Obispo, Calif., in same capacity.

Brian Clark, 6 and 10 p.m. producer, KWWL-TV Waterloo, Iowa, joins WKBW-TV Buffalo, N.Y., as weekend producer and weekday news writer.

Angie McCorkle, intern, WJBF-TV Augusta, Ga., named assistant producer, *NewsWatch 6*.

Todd Johnson, sports director, WIFR-TV Rockford, Ill., joins WMTV(TV) Madison, Wis., in same capacity. **Mera Kohler**, anchor-producer, *Today in Wisconsin*, WMTV, named weekend news anchor-producer.

Laurie Everett, anchor-reporter, WAGA-TV Atlanta, joins KMBC-TV Kansas City, Mo., in same capacity.

Clint Frye, member of news department and host, *Sunday Morning Live*, WFIL(AM) Philadelphia, named public affairs director.

Blaine Baggett, independent producer, joins noncommercial KCET(TV) Los Angeles as executive producer, public affairs.

Paul Gowen, reporter-anchor, KOFO(AM) Ottawa, Kan., joins KSNG-TV Garden City, Kan., as reporter-anchor.

Mary Travers, anchor-reporter, WKBW(AM) Buffalo, N.Y., named general assignment re-

porter, WKBW-TV there.

Bonita Flores, from CompuWeather, Queens, N.Y., joins WUPE(AM)-WUHN(FM) Pittsfield, Mass., as reporter. **Diane Maxson**, from WWCN(AM) Albany, N.Y., joins WUPE-WUHN as midday anchor.

Gary Miller, sports director, KNDU(TV) Richland, Wash., joins KSBY-TV San Luis Obispo, Calif., as weekend sports anchor-reporter.

Helen Wortser, from WGXA-TV Macon, Ga., joins WLUK-TV Green Bay, Wis., as reporter and weekend producer.

Bob Thomas, former placekicker, Chicago Bears professional football team, joins WGN(AM) Chicago as sports commentator.

Brigid Cusick Noone, Scranton (Pa.) bureau chief, WBRE(TV) Scranton, joins Media General Cable of Fairfax, Va., as staff reporter, *News 30: The Fairfax Evening Report*.

Technology

V. Orville Wright, president and chief operating officer, MCI Communications, Washington, vacates that position effective Oct. 1. He will serve as vice chairman of board and remain consultant to company.

Tadashi Suzuki, senior VP and director, NEC America, Tokyo, named president, NEC America, succeeding **Ko Muroga**, who rejoins NEC Corp. as associate senior VP and director. Suzuki will relocate to Garden City, N.Y.

George Geesey, manager of engineering and

Just looking. National Telecommunications and Information Administration head David Markey has confirmed that he has had "serious" talks with an undisclosed Bell operating company about a position. However, he told BROADCASTING that there was nothing to announce. "Whether it will work out I just don't know." Meanwhile, he emphasized, "I am not resigning. I am not going anywhere."

technical services, WRC-TV Washington, joins Wold Communications there as director of operations and engineering.

Jon Peisinger, president, Vestron Inc., Los Angeles, named chief operating officer. **Stephen Einhorn**, senior VP and chief financial officer, Vestron Video, Los Angeles, named executive VP. **Joseph Brady**, controller, Vestron Video, Los Angeles, named VP.

Emanuel Fthenakis, president, Fairchild Industries, Chantilly, Va., named chief executive officer. He succeeds **Edward Uhl**, who remains chairman.

David Marshall, director of engineering services, Advanced Communications Services, Atlanta, joins Cox Cable Communications there as manager of network architecture and analysis.

Alan Horton, managing editor, Scripps Howard's *The Evansville (Ind.) Press*, named general manager of Scripps Howard Videotex Corp. and general manager of its Viewtron/Pittsburgh videotex venture.

Michael Kelly, technical manager, Continental

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New forum. Doug Duitsman, vice president and senior executive for advertising, publicity and promotion for Warner Bros. Television, and Barbara Brogliatti, senior vice president, worldwide publicity, promotion and advertising for Embassy Communications, have been elected chairman and vice chairman, respectively, of newly formed Television Publicity Executives Committee. The committee was created to serve as a forum for discussion of publicity-related matters common to its members and the television industry. TPEC membership includes one representative from each of the seven major Hollywood studios, each of the four major production companies with in-house publicity departments, each of the three commercial TV networks and up to four members-at-large representing independent public relations companies, studios, production companies and recognized leaders in TV publicity. Its first project will be to establish an informal calendar of industry activities, being maintained by the Academy of Television Arts and Sciences in Hollywood effective Sept. 1, to help avoid conflicts in scheduling news conferences, screenings and other events.

Cablevision, Richmond, Va., joins Continental Cablevision of Saint Paul (Minn.) in same capacity.

Jeff Yuen, operations manager, post production department, Varitel Video, San Francisco, named operations manager, Varitel's Hollywood facility.

Steven Ford, R.L. Drake Co., Miamisburg, Ohio, joins Broadcast Electronics Inc., Quincy, Ill., as advertising manager. **Bill Harland**, sales manager, radio products, TTC/Wilkinson, Broomfield, Colo., joins BE as national sales manager, RF products.

Promotion and PR

Thomas Harrison, executive and member of board of directors, Daniel J. Edelman Inc., Los Angeles, joins Russ Reid Co., Pasadena, Calif., as VP, public relations, member of board and of executive committee.

Susan Palladino, production executive, Witt/Thomas/Harris Productions, Los Angeles, named VP, creative affairs.

Michelle Amato, corporate communications director, Cranston/Csuri Productions, Columbus, Ohio, named director of corporate communications.

Lee Cooley, news promotion producer, WLWT(TV) Cincinnati, joins WJKS-TV Jacksonville, Fla., as promotion manager.

Vivienne Vaughan, assistant manager of advertising and promotion, WRQX(FM) Washington, named director of advertising and promotion.

Robert Reed, press representative, Katz Communications, New York, named manager, TV public relations and promotion.

Lawrence Locke, independent consultant, joins Brouillard Communications, New York, as account supervisor, public relations department.

Erich Thompson, senior account executive, Windsor Communications, Beverly Hills, Calif., named director of creative affairs.

Mark Kern, manager, press and public relations, NBC-owned WKYC-TV Cleveland, joins NBC press department, Burbank, Calif., as press representative.

Paul McGonigle, news director, KOY(AM) Phoenix, named director of communications for parent, Edens Broadcasting.

Dave Adler, member of air staff, WLTF-FM Rockville, Md., named promotion manager.

Charles Paige, promotion producer, KXAS-TV Dallas, joins KSDK-TV St. Louis as creative affairs producer.

Jane Peak, promotion supervisor, WVAH-TV Charleston, W. Va., named promotion manager. **Steve Thomas**, freelance artist, joins WVAH-TV as art director.

Clyde Becker, promotion writer-producer, KTVI(TV) St. Louis, joins KMGH-TV Denver as creative director, news.

Jon Fox, senior designer, Koplak Creative Center, St. Louis, joins WKW-TV Cleveland as art director.

Judith Burns, promotion director, WFTQ(AM) Worcester, Mass., joins WGN(AM) Chicago as promotion assistant.

Jock Lauterer, instructor, University of North Carolina, Chapel Hill, N.C., joins noncommercial WUNC(FM) chapel Hill, N.C., as promotion coordinator.

Allied Fields

Joseph Coppoletta, producer-director, United Way Productions, United Way of America, Alexandria, Va., named VP, in charge of television and film productions.

Charlie Cook, VP, McVay Media, Cleveland, named vice president of new Jhan Hiber & Associates Los Angeles office. **Holly Stone**, research analyst, Eastman Radio, New York, joins company in Pebble Beach, Calif., office as VP, programing services.

David McNamee, VP, Gulf Broadcast Group, St. Petersburg, Fla., joins Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta, as adult contemporary consultant.

Jon Kraushar, VP, business communications, Ailes Communications, New York-based consulting firm specializing in television production and media consulting, named senior VP, corporate division. **Larry McCarthy**, VP, politics, named senior VP and head of newly opened Washington office.

Hale Montgomery, from Comsat, Washington, has formed telecommunications consulting firm, Capstone Communications, based in Washington.

Charles Novitz, night news executive and producer, NBC News, New York, joins Executive Television Workshop there as associate, communications training.

Kathleen Willis, VP and manager, media analysis, Grey Advertising, joins AGB Television Research, Hicksville, N.Y., as man-

ager, marketing services.

Elections, West Virginia Broadcasters Association, Charleston, W. Va.: **Bill O'Brien**, WJLS(AM)-WBKW(FM) Beckley, president; **Dale Miller**, WAJR(AM)-WVAQ(FM) Morgantown, vice president, and **Leo MacCourtney**, WOWK-TV Huntington, secretary-treasurer.

Deaths



Tatham

Arthur E. Tatham, 77, co-founder and former president of Tatham-Laird & Kudner, Chicago, and chairman of executive committee at his retirement in 1973, died Sept. 6 at Evanston (Ill.) hospital following stroke. Graduate of Northwestern University in Chicago, Tatham

joined Young & Rubicam in 1938 as contact executive. He became VP in charge of Chicago office, and later supervisor of contact in New York. In 1946, he joined with J. Kenneth Laird Jr. to form Tatham Laird Inc. In 1965, T-L acquired Kudner Advertising, New York. Past director of Association of national advertisers, Tatham was also director-at-large of American Association of Advertising Agencies from 1955 to 1958, and chairman of board in 1963-64. He is survived by his wife, Gertrude, two daughters and son.

David Wills, 81, newscaster for NBC Radio in 1950's-60's and for WMAL(AM) Washington and ABC Radio in 1940's, died at Northern Virginia Doctors Hospital, Arlington, Va. He is survived by his former wife, Virginia.

Edward J. Murphy, 56, senior TV commercial producer, N W Ayer, New York, died of heart attack Aug. 30 at his vacation home in Nigerville, N.Y. He began his broadcast career as NBC page and joined Ayer in 1960.

Johnny Desmond, 65, singer and actor on radio and television, died of cancer Sept. 7 at Cedars-Sinai Medical Center, Los Angeles. Desmond, vocalist with Glenn Miller Army Air Force band during World War II, was afterward featured on radio program, *The Breakfast Club*, and television version, *Don McNeil's TV Club*, on ABC in 1954-55. Desmond appeared in number of music-oriented television programs in early television, including *Face the Music* on CBS in 1948, *Tin Pan Alley TV* on ABC in 1950 and one season as co-host of *Your Hit Parade* on CBS in 1958. He is survived by his wife, Ruth, and two daughters.

Charles Lea Shepp, 62, videotape editor, Washington bureau, CBS News, died of heart attack Sept. 7 at his home in Alexandria. He had been with CBS for 31 years. He is survived by his wife, Anne, two sons and daughter.

Joyce S. Seid, 32, promotion director, WEWS(TV) Cleveland, died of injuries received in traffic accident Sept. 4 in Cleveland. She had been with station since 1979, and in 1984 had been given Lighthouse award from WEWS's parent, Scripps Howard, for "special contributions" to company.

ABC's Mandala: managing well



MARK ALBERT MANDALA—president, ABC Television; b. May 1, 1937, Los Angeles; BA, English, University of Southern California, 1959; MA, English, USC, 1963; MBA, Stanford, 1974; various positions at KCBS-TV Los Angeles, including mail room, operations and promotion departments. 1959-61; assistant director, sales research, KABC-TV Los Angeles, 1961-62; account executive, KABC-TV, 1962-67; account executive, ABC Spot Sales, 1967-70; sales manager, WLS-TV Chicago, 1970-72; general sales manager, KGO-TV San Francisco, 1972-83; president, ABC-owned television stations division, 1983-85; current position since March 1985; m. Joan Neely, Aug. 19, 1961; children—Steve, 22, Charles, 20, Michael, 15.

sales manager, within the ABC system, there was a prescribed route you followed. It wasn't as rigid as an IBM or Xerox training program. It was more an exposure program. You'd go from local sales to a rep at ABC Spot Sales," the sales arm responsible for selling all the national spot availabilities for the network's five owned-and-operated stations. "You'd work at one of the outer offices and then go to New York. So my path was to San Francisco Spot Sales for seven months then to Chicago Spot Sales for nine months." From there he moved to New York Spot Sales for a year and a half, and then, in 1970, was promoted to sales manager of WLS-TV in Chicago. In 1972 he was promoted again, this time to the general sales manager slot at KGO-TV San Francisco, where he stayed for 12 years. He also went to school at night to earn an MBA from Stanford.

The sales path proved the right one. In January 1983 Mandala was appointed president of the ABC owned and operated stations. And in March of 1985, just one week before the announcement that Capital Cities Communications would acquire ABC, he assumed his current post. Any connection? "I can't say that I haven't thought about it," says Mandala. "I don't think that there is a connection. I believe I was promoted because there was a job that opened and the people that I work for considered me to be qualified for the job." A source close to ABC President Fred Pierce agrees. "Fred

was very impressed with the way Mark ran the stations and his attention to cost control" at the owned stations division. "He accomplished it very quietly and effectively."

Indeed, Mandala was paring down the corporate staff of the owned stations division long before Capcities approached ABC. "There are changes at ABC that weren't necessarily stimulated by Capcities," says Mandala, including the recently implemented staff cutbacks. "They were stimulated by the problems and opportunities that presented themselves to us." As for the impact of the Capcities deal on corporate thinking within Mandala's territory, which includes ABC's O&O's and the television network, he says, "We continue to operate with the same philosophy we've had in the past. It's fashionable to say that Capcities' influence on ABC has been one of greater fiscal responsibility. That flat isn't true in either the stations division or the network. They have always had their eye on the bottom line."

As for the next several years at ABC, Mandala says the network has a five-year financial plan that positions television "in general as a maturing business. I'm talking about the revenue end of it." As an emerging business, Mandala recalls, "television grew annually by significant double digits—18 to 19%. Now that kind of growth is tough to come by." In the next five years, he says, network revenue growth "may be only in the high-single-digit area or lower." Part of the slowing growth curve is due to lower rates of inflation, he adds, now between 3% and 5%, compared to rates of between 12% and 17% not long ago. "We need to position ourselves in the business to take advantage of the lower inflationary rate and maximize profits in the meantime... We've got to find better ways to do business and be more efficient. Cost controls in the entire industry, not just ABC, are of primary importance."

Mandala also said the network thinks its prime time audience will stabilize. "We have seen a slowing of the decline in prime time audience trends," he said. "What the 'experts,' and I use that term a little loosely, were saying, about what cable was going to do to network television four years ago just hasn't come to pass. Our sets in use may be less, but we haven't gone right into the waste paper basket with our audience circulation as some predicted. So we think our audience is stable, and we are looking for ways to bring the larger audience we once had back in the face of a more fragmented marketplace."

An avid golfer, Mandala also does a lot of reading and likes to spend time with his wife, Joan, and three sons during nonwork hours, which are precious for an executive who puts in a 60-70-hour work week. In fact, it's the long hours he dislikes most about his job. "But it is an investment," he explains, "and that's a trade-off. If the job is that rewarding you've got to make a sacrifice somewhere along the line. I happen to believe I've balanced it pretty well."

If Mark Mandala, president of ABC Television, had followed through on his initial career path, he might have become chairman of the English department at a university. His early academic credentials pointed toward that career—bachelor and masters degrees in English from the University of Southern California. On the strength of that education, he began writing promotion for KNXT(TV) (now KCBS-TV) Los Angeles, where he soon discovered that a shorter way to top management in television was through sales. Mandala was at first rebuffed. "The sales manager told me, 'You'll never be a salesman, you're a great writer,' Mandala recalled. "With your background keep writing promotion spots and on-air ads and you'll be very successful at it." That was in 1961 when Mandala, now 48, had been scheduling and writing promos for about a year. Mandala left the station for competing KABC-TV, where he became assistant director of advertising research. He's been with ABC ever since.

Mandala got into the business in the KCBS-TV mailroom immediately upon graduation from USC in 1959. He intended to work there only a long enough to raise money for a trip to Europe. "I was paid a quick 66 bucks a week and I thought, 'Hell, with that kind of money I could go to Europe for a lifetime; all I have to do is to work three or four months.'" He never left for Europe, but he did go abroad—"last year with ABC to see the British Open. So the trip was only delayed 26 years."

From the mailroom at KCBS-TV he moved to the operations department, where he spent six months typing logs. That position made a lasting impression. "It was pure drudgery," Mandala recalls. "It really improved my typing skills, which I haven't used since. But if you want to talk about learning the business from the bottom, that is about as bottom as you get." Despite the tedium of his early posts, Mandala says he probably learned more in the first six months in the mailroom at KCBS-TV than he did in "a dozen telecommunications classes I took as electives [in college]. Once I got into the business I literally fell in love with it." Why? "I think it was the pioneering spirit of broadcasting at that time. I found that I was attracted to that dynamic of being entrepreneurial... It was no fun working in the mailroom but it was part of an extended education and I moved up from there."

After a year of "rassling with the ratings books" in his research post at KABC-TV, Mandala moved into an account executive slot that opened up at the station. He stayed there for six years before moving to what he saw as the required next step. "At the time there existed a 'system'," he explains. "If you wanted to become a manager, specifically a

CBS next month will begin accepting 15-second commercials from different advertisers in split 30-second commercial pods, paving way for sale of 15-second units on stand-alone basis. CBS experimental policy on split 30-second commercials has been in effect since May 1983 and is due to expire Sept. 30, 1985. After that, CBS will continue to accept split 30-second commercials, but will also accept 15-second commercials from different sponsors. Until now, policy has been that split 30-second commercials can only contain two 15-second spots of related products from same advertiser. CBS spokesman emphasized CBS was not selling 15-second commercials on isolated basis, and that all 15-second spots sold would have to be matched with another sponsor's 15-second commercial. CBS's policy has been to accept only one split-30 second commercial per 90-second or 120-second pod and that will not change, spokesman said. CBS policy has been to limit acceptance of split 30-second commercials to 25% of its inventory, but utilization has been only 5%-6%. "We're responding to the marketplace," explained spokesman, who said CBS was modifying its experimental policy as result of advertiser's requests. Two months ago, CBS began accepting 15-second commercials in its prime time news breaks and weekend sports breaks because of what it said were sponsor's inclinations not to make 10-second commercials for which breaks originally were designed. Spokesman at ABC said network had no plans to modify its split-30 policy at present. NBC spokesman said network also had no plans to sell 15-second commercials on stand-alone basis, but if ABC follows it "will do so to remain competitive in the marketplace." If that were case, NBC spokesman added, it still could not be done until first quarter of 1986 because NBC is sold out now for fourth quarter.

Rumors resurfaced beginning previous week that **RCA was talking with MCA about merger**. MCA stock rose 11% to 70 1/2 on Friday, Sept. 6, apparently result of rumors. Whereas previous speculation on talks between two companies had focused on possibility of complete merger, more recently published reports suggested RCA might want to buy MCA's film library and its record company, with other MCA operations going in leveraged buyout to chairman, Lew Wasserman, and other MCA executives. Word by early this week suggested RCA talks had been discontinued, and MCA stock price, which had risen to \$72 by Monday, fell to 69 5/8 on Thursday. Spokesmen for both companies declined to comment on rumors.

RCA last week adopted additional antitakeover measure last week by adding to each of its 89 million shares potential right to purchase preference shares. In letter to shareholders, RCA board of directors said, "The rights are not being distributed in response to any specific effort to acquire control of RCA and the board is not aware of any such effort." But letter did say that because company was in "highly liquid condition," with \$588 million cash from re-

No go yet for Olympics. *The International Olympic Committee rejected all three bids by the television networks for broadcast rights to the summer 1988 Olympic games from Seoul, South Korea. The IOC reportedly was seeking minimum bids of \$500 million. By comparison, ABC paid \$225 million for the rights to the 1984 summer Olympic games in Los Angeles. Each network delegation, led by the president of the respective sports division, made a presentation to an IOC committee in Lausanne, Switzerland. Unconfirmed reports had NBC being invited back for a second presentation. Neal Pilson, executive vice president, CBS/Broadcast Group, described that network's meeting with the committee as "very cordial" with an invitation to return the next day and resume the talks. However, the following morning he and the other delegations were told the bids were unacceptable and to resubmit written bids to the committee by Monday, Sept. 23. One sticking point was said to be the scheduling of the final events. Seoul is 17 hours ahead of New York time which would make it impossible to broadcast certain events live during prime time, and, networks claim, pulls down the value of the rights. At press time last Friday network delegations were headed home.*

cent sale of Hertz, it wanted to "protect shareholder interest against some of the abusive takeover tactics prevalent these days... while not foreclosing a fair acquisition bid for the company." At company's 1984 annual meeting, shareholders adopted measure calling for staggered election of company's directors and "fair price" provision that insures any tender offer is available to shareholders. New rights are exercisable if someone makes offer for 30% of RCA or if somebody has acquired 20% of company stock. If merger follows such situation, rights permit shareholder to buy stock in merged in surviving company for 50% of net stock's value.

Rupert Murdoch is negotiating to buy out his 50% partner in 20 Century Fox Film Corp., Marvin Davis, said one source close to Murdoch. Murdoch purchased initial half from Davis on March 1 for \$162 million and cash "advance" of \$88 million. Reason for decision to quickly abandon partnership is not known, but speculation focused on Murdoch's \$1.5-billion purchase of six television stations from Metromedia Broadcasting Corp. It is said Murdoch would like TV stations to have at their disposal resources of 20 Century Fox, including company's chairman, Barry Diller. But with Davis having decided not to participate in purchase of stations, combining two enterprises is difficult. No word was available last week on how close negotiations were to completion.

On eve of 1985-86 prime time season, advertising agency **BBI released annual evaluation of new season predicting ABC will have most success with new series** this coming season as compared CBS and NBC. However, report also claimed there will not be a single hit this season among networks and only six new shows will survive to following season. According to BBDO, new series requires average share of 28 or greater to qualify as hit, and none fall into that category this season. However, BBDO predicted six new series will average between 23-27 shares and thus qualify as "survivors." Those series are: *MacGyver* (ABC); *The Insiders* (ABC); *The Equalizer* (CBS); *Hell Town* (NBC); *Dynasty II: The Colby* (ABC), and *Lime Street* (ABC). All 14 other news shows among networks will average below 22 share and that is "generally regarded as a failure," said BBDO. But agency still predicts CBS will dominate fourth quarter prime time ratings with average 16 rating, compared to 15.9 for NBC and 15.2 for ABC.

Earnings estimates for 1985 for ABC and CBS were being lowered past two weeks by several securities analysts. Jay Nelson, manager in research department of Brown Brothers Harriman & Co., cut ABC estimate from \$6.50 per share to \$6; CBS estimate from \$7.50 per share to \$6.50. Rich McDonald, securities analyst for First Boston Corp., was in process of lowering estimate for CBS's earnings from operations from "low-to-mid seven's to high six's." Both analysts said weak network advertising market in third quarter played role in revisions. For NBC, anticipated profit contribution to parent company, RCA, has changed little over past few months, said Alan Gottesman, analyst with L. F. Rothschild, Unterberg, Towbin.

As promised, Senator **Albert Gore Jr.** (D-Tenn.) introduced last week **legislation** (S. 1618) intended to insure that **marketing and distribution of scrambled cable programming services to backyard dish owners are conducted fairly**. Legislation would give dish owner ability to petition FCC to set terms and prices for scrambled programming under certain conditions. Dish owner in cable franchise area could petition FCC if he were forced to subscribe services through cable operator. Dish owner outside cable area could go to FCC if he were forced to pay more than cable subscriber.

ABC News has chosen BASYS newsroom computer system to supplement network-designed computer operation already online at ABC New York headquarters and news bureaus. BASYS software was being tested by ABC for past three months, and network has elected to link Parallel computer-based BASYS system into ABC's TV news IBM mainframe computer, in addition to using BASYS system for radio news. ABC will pay under half-million for New York installation, expected before year's end. Computer system of Mountain View, Calif., firm, are already in use at NBC network TV and radio facilities. CBS news operation uses competitive

duct of ColorGraphics of Madison, Wis., which has 40 of its stems installed in U.S.

atings for NFL football on first Sunday (Sept. 8) of new season **owed increase over last year**, which opened Sept. 2. In National Nielsen averages. CBS was up 60% in ratings, ABC-TV up 7% and NBC-TV was even for first game of its doubleheader and off 15% in second game. For its nationally telecast group of six games, all beginning at 1 p.m., and followed by Conners-Lendl U.S. Open match, CBS averaged 13.3/34. Last year's season opening group of six games averaged 8.3/24. NBC's first game averaged 7.4/19 and second game scored 10.8/28, compared to last year's 7.3/21 and 10.4/33, respectively. On ABC, *Monday Night Football*, featuring Washington Redskin and Dallas Cowboys, scored 20.2/35, up from last year's debut of 18.9/37 when Dallas played Los Angeles Rams.

its premiere on NBC-TV on Wednesday, Sept. 11 (9-10 p.m. ET), *Helltown* starring Robert Blake, **won its time period** in national Nielsen ratings with 17.5/28. It ran opposite the first hour of two movies, *Brass*, on CBS-TV, and *Joe & the Colonel* on ABC-TV. *Brass* scored 12.11/19 and 11.7/19, respectively.

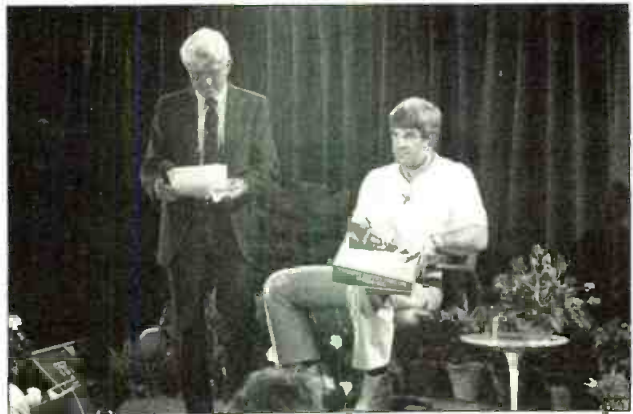
Despite uncertainty surrounding scrambling of cable programming, Showtime/The Movie Channel announced last week it is **moving ahead with its scrambling program, using M/A-COM system**. Pay programmer said all Showtime and TMC affiliates, who have registered headend, should receive free decoders by December and scheduled scrambling should begin by end of year. East Coast feeds services will be first signals to be scrambled.

World Wrestling Federation announced **series of five pay-per-view events** to be packaged under title *WrestleVision*. New York-based Video Techniques Inc. is marketing *WrestleVision* to cable operators and coordinating satellite transmission. WWF said suggested retail price of \$12 per event will be split evenly between WWF and cable operator with minimum of \$6 going to promoter/programmer. Showtime Pay Per View has signed up for all five events to be offered on systems representing 460,000 addressable homes. In addition, WWF said that Rogers Cablesystems, Cox Cable, Storer Cable and New Channels Corp. have all indicated they will sign up. First event is scheduled for Thursday, Nov. 7, and will include top WWF names including Hulk Hogan. Four other events are scheduled for next January, March, May and August.

Handful of companies have joined Ku-bandwagon with new transportable uplinks for satellite newsgathering. SNG products introduced at Radio-Television News Directors Association equipment exhibition in Nashville last week (see page 76) came from companies including Comsat General, Broadcast Microwave Services, ENG Corp., with M/A-Com and BAF Communications. Newcomers to field joined more than half-dozen others showing SNG vehicles at three-day show.

Expressions of interest from prospective UPI buyers are due today (Sept. 16). UPI spokesman said company, which is in Chapter 11 bankruptcy proceedings, already has received "several" expressions of interest. Spokesman declined to reveal interested parties. UPI management and Wire Service Guild, which represents UPI reporters and editors, agreed late last Thursday night (Sept. 12) to work together to select purchaser. Guild has hired Brian Freeman, former Treasury Department official, to represent interests of reporters and editors in negotiations to sell company. Freeman helped negotiate government bailout of Chrysler and has represented employe unions during reorganizations of Trans World Airlines, Conrail and other companies.

Secretary of State George Shultz last week said department's **policy objectives on communications** front were to enhance free flow of information and ideas among nations; to promote free competition or new technologies in global marketplace while protecting internal security; to support international cooperation to develop cost-effective and flexible international communications networks; to expand economic and social benefits of communications and in-



Run for the Rose. Phil Donahue and his entourage traveled to Cincinnati last week to do a one-hour interview on Donahue show with Cincinnati Reds manager Pete Rose the day after he broke Ty Cobb's 57-year record for career hits. It was one of the largest Donahue shows on record—more than 5,000 people went to Cincinnati's Riverfront Colosseum to watch Donahue pitch Rose questions. The show was produced with help of Multimedia-owned WLWT-TV.

formation throughout world, especially to developing countries; to promote continued effectiveness of American industry internationally in fields of communications and information, and to "strengthen our national defense through communications and information policy to promote international peace and security." Shultz made remarks before Symposium on International Communications Technology and Foreign Policy at Department of State.

Representative **Carlos Moorhead** (R-Calif.), member of House Telecommunications Subcommittee, **has recommended to White House name of Steven Pena as successor to Henry Rivera as FCC commissioner**. Pena, 30, describes himself as "conservative" Democrat. He is communications attorney for Washington law firm of Gurman, Kurtis & Blask. He is Hispanic who was raised in East Los Angeles.

Investing in entertainment. Russell Goldsmith, chief operating officer and a director of Lorimar, has resigned to head a newly formed investment group that will seek to own and operate companies in the entertainment and broadcasting industries.

Lorimar announced that instead of naming a replacement for Goldsmith, it will divide his responsibilities among current Lorimar senior management. The company said it is "streamlining its management operations" and will eliminate the office of chief operating officer. As part of the redistribution of executive functions, Lorimar said Chairman Merv Adelson will assume "more direct responsibilities in the operational areas" and President Lee Rich will assume a "more active role in creative affairs." Lorimar said it plans to announce more details of its new structure shortly.

Goldsmith told BROADCASTING he has been invited by a "well capitalized" private group of investors to head a new company interested in "buying, operating and in certain cases investing in entertainment and broadcasting arenas." He said the group was eyeing network affiliates in markets 15-100. A formal announcement of the company is expected in the next few weeks. He said the group was not associated with a similar venture announced by departing Paramount Domestic Television Distribution President Randy Reiss.

Lorimar said Goldsmith would continue to be a consultant for Lorimar as well as continuing to serve of counsel to the law firm of Saunders, Barnet, Goldsmith & Jacobson. Goldsmith was a partner in that firm before he took the chief operating officer position at Lorimar three years ago.

Editorials

Mann act

Just when everyone thought the worst was over between the National Radio Broadcasters Association and the rest of the broadcasting establishment, Bernard Mann, the NRBA president, decided to take on the advertising agency world. In one of several keynote addresses that opened last week's Radio Management and Programming Convention in Dallas, Mann offered his opinion that agencies were less than radio's best friends, in that they could make more money via commissions off the higher priced television medium and, worse still, that agency people were little better than "snake-oil salesmen" and judged as such by their advertiser clients.

The reaction, quite naturally, from the Radio Advertising Bureau and the Station Representatives Association and others that spend much of their lives dealing with advertising agencies, was outrage.

So what's the bottom line? Regrettably, in these delicate times, it is to drive a wedge deeper between the NRBA and its colleagues in the business of broadcasting. It is to jeopardize the chances for continued National Association of Broadcasters cooperation in sponsorship of the very RMPC at which Mann spoke. It is to emphasize NRBA's reputation as an organization that "shoots from the lip" where broadcasting matters of state are concerned.

The fact of the matter is, radio is feeling the pinch in the advertising marketplace. As a strategy, singling out villains for public calumny is open to question. Yet it was a well-intentioned broadcaster making a well-intentioned speech. And we hope that the NAB and the NRBA may yet find their way to accommodation, however virulent the differences that divide them.

Bernie Mann was far more provocative than he set out to be last week. Just as, we suspect, the NRBA's initial "super radio" idea upset more applegarts than he and his colleagues anticipated. Is the radio industry better off or worse off for such departures from the status quo? Both, we suspect. Better for the initiative. Worse for the execution. If only the twain could meet.

It's always television's fault

The "Clean Campaign Act of 1985" was ostensibly the subject of a hearing last week before the Senate Commerce Committee, but the session turned into a recitation of all kinds of complaints against the use of television advertising in political campaigns. The legislation in question was drawn to blunt the effects of television messages purchased by political action groups to oppose candidates they have targeted for defeat or to endorse those they favor. The discussion drifted far beyond that. On no evidence at all, television was accused of perverting the political process.

Newton Minow, who has been trying to turn television into a soapbox for political candidates since he was chairman of the FCC in his youth, was at last week's hearing to talk about "the public's right to a balanced presentation of issues on the broadcast media." Minow has always had a low opinion of the public's IQ and ability to detect imbalance when it sees it.

Curtis B. Gans, director of the Committee for the Study of the American Electorate, accused television of lowering the vote. The "impact of television as an institution," said Gans, "is to make the American public spectators and consumers rather than active participants with a stake in the outcome of our politics."

With that, the twaddle quota in the transcript went up about three points.

The committee has scheduled another day of hearings Oct. 8 with witnesses who oppose the legislation. Perhaps the witnesses will also find time to present a real-world view of television and American politics.

Minerfield

The FCC Review Board's decision to remand the obscenity issue in a recent license renewal case carried some unsettling baggage. The board, in asking Administrative Law Judge Joseph Chachkin to consider whether movies once aired over WSNS(TV) Chicago, formerly a subscription television station and currently an affiliate of SIN Television Networks, were obscene and if so what effect that should have on its qualifications as a licensee, invoked *Illinois Citizens Committee for Broadcasting vs. FCC*. In that case, a 1974 Court of Appeals in Washington confirmed the FCC's findings that a discussion of oral sex on a radio talk show was a violation of the obscenity statute and thus not protected by the First Amendment. An editorial in this magazine at the time of the commission's decision observed: "An FCC that had been advancing toward the view that broadcasting fell within the same First Amendment that protects other media was forced back to language explicitly denying that protection."

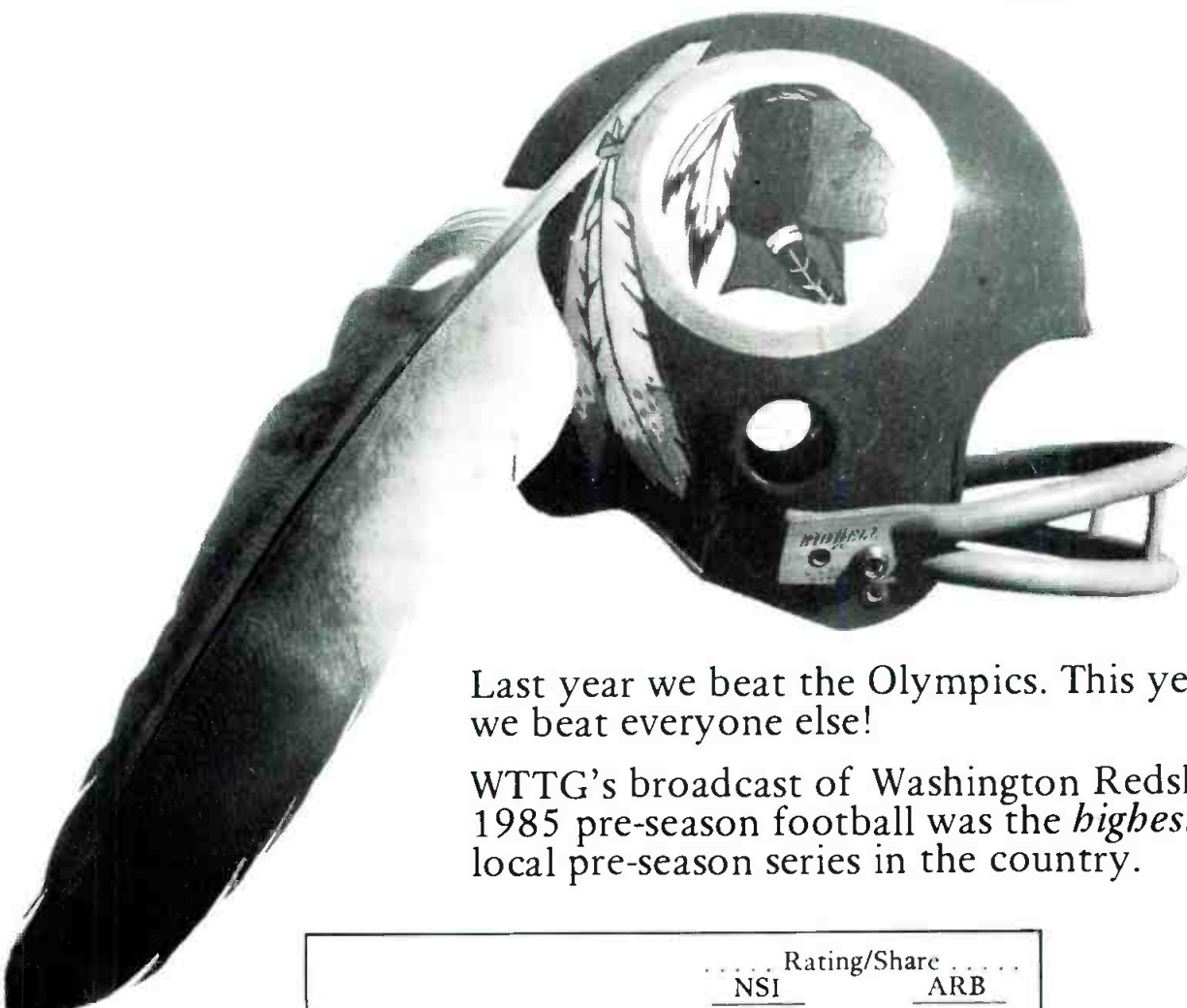
The Review Board said that the programing currently under scrutiny presented "a more pronounced violation than the radio broadcast found objectionable by the commission and the court in *Illinois Citizens*." Does that mean the broadcaster involved is that much less entitled to First Amendment rights in this case? The prospect is frightening. Board member Norman Blumenthal, in a separate statement, said that the FCC's campaign for expanded First Amendment rights "might be greatly discredited if it appeared that the agency's growing latitude encouraged a trafficking not in legitimate ideas, but in a spectrum pollution that would befoul the nation's social environment."

Mr. Blumenthal's offended sensibilities aside, while the Review Board had little choice in calling in reinforcements on this case—there is also involved the issue of what renewal standards should be applied to STV licensees—the resurrection of the *Illinois* decision raises the disturbing scenario of a bad law given new life through an extended trip through the legal limelight. The law is on the books and, the specter now raised, will be confronted. It would be in the best interests of the First Amendment and the Fifth Estate for the commission to exhibit the respect for broadcasters' freedoms it has long championed.



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	NSI	ARB
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Washington -vs- New England 8/23/85 8pm	29.6/53	27.6/54
Washington -vs- Tampa Bay 8/30/85 8pm	27.7/49	26.4/50

Source: Arbitron (ADI) & Nielsen (DMA) Meter Market Service
 Bos, Chi, Dal-Ft. W, Det, Hou, L.A, Miami*, NY, Phil, S.F., Wash, DC
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