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# Broadcasting Sep 23



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## 1985 STRATEGIC PLANNER

### MARCH

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- ✓ EXPAND RAR'S NY SALES. ADD: STEVE APPEL, CARYN JACOBY.
- ✓ BRING TOM TURNER BACK.

### MAY

- ✓ SCOTT LAZARE, VP/GM, BLAIR RADIO, NY.
- ✓ KAREN WALD, WEST COAST DIV. VENDOR SALES MGR.
- ✓ FRANK KELLY STARTS SPORTS & SPEC. SLS.
- ✓ RADIO TO SIGN WABY/WWOM, ALBANY.
- ✓ TO BLAIR RADIO, NY: AE'S ROSEMARY ZIMMERMAN & ELISE RANDALL

### JULY

- ✓ GREG D'ALBA, NY SALES, BLAIR RADIO.
- ✓ ORDER NATIONWIDE ARBITRON.
- ✓ BRN IMPLEMENTS DIRECT MAIL NEW BUSINESS PRESENTATIONS PROGRAM.
- ✓ REINSTATE QUARTERLY REPORTS
- ✓ ROB KNIGHT, AE, SAN FRANCISCO.

### APRIL

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

### JUNE

- ✓ ANNOUNCE BRN & CBS UNWIRED NETWORK DEAL.
- ✓ RAR ADDS KQKT (FM) SEATTLE.
- ✓ GROUP W SIGNS FOR VENDOR SALES PROGRAM.
- ✓ IMPLEMENT MARKETRON SYSTEM.

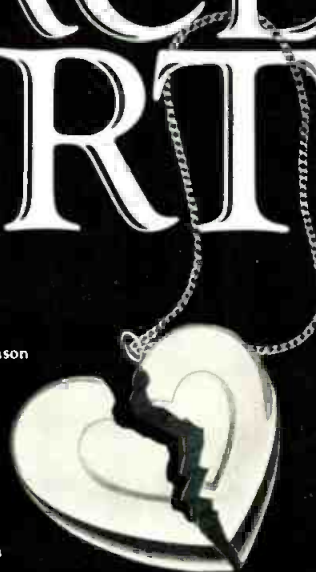
### AUGUST

- ✓ B/2 BRN TOLL-FREE HOTLINE: 1-800-2424-BRN
- ✓ RAR TO SIGN KKCY, SAN FRANCISCO. WBMW, WASHINGTON.
- ✓ SEE CHET TART RE: OCT. FM MUSIC IDEA EXCHANGE, SAN ANTONIO.
- ✓ ~~FOR SEPT.~~ PLAN NRBA MEETINGS & RECEPTION, 9/13.

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THE CRIME:  
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**THE JURY:  
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WGRZ-TV Buffalo  
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WVUE-TV New Orleans  
WBNS-TV Columbus, OH  
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WSPA-TV Greenville-Spartanburg  
WMC-TV Memphis  
WLNE-TV Providence-New Bedford  
KTVX-TV Salt Lake City  
WOWK-TV Charleston-Huntington  
WLKY-TV Louisville  
WHTM-TV Harrisburg-York-Lancaster-Lebanon  
WVEC-TV Norfolk-Portsmouth-Newport-Hampton  
KMOL-TV San Antonio  
WVTM-TV Birmingham  
WDTN-TV Dayton  
WDAU-TV Wilkes Barre-Scranton  
WGHP-TV Greensboro-Winston-Salem-High Point  
WTEN-TV Albany-Schenectady-Troy  
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WEYI-TV Flint-Saginaw-Bay City  
WTVR-TV Richmond-Charlottesville  
KTAL-TV Shreveport-Texarkana  
KOTV-TV Tulsa

KAKE-TV Wichita-Hutchinson  
WATE-TV Knoxville  
WTVG-TV Toledo  
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KMTC-TV Springfield, MO  
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KSWO-TV Wichita Falls-Lawton  
KLBK-TV Lubbock  
WWTV-TV Traverse City-Cadillac  
KTIV-TV Sioux City  
WCBI-TV Columbus-Tupelo  
KIVI-TV Boise  
KIMT-TV Rochester-Mason City-Austin  
WMGT-TV Macon  
KHSL-TV Chico-Redding  
KCBJ-TV Columbia-Jefferson City  
WBTW-TV Florence  
KTPX-TV Odessa-Midland  
WWAY-TV Wilmington  
KTXS-TV Abilene-Sweetwater  
WABI-TV Bangor  
WUTR-TV Utica  
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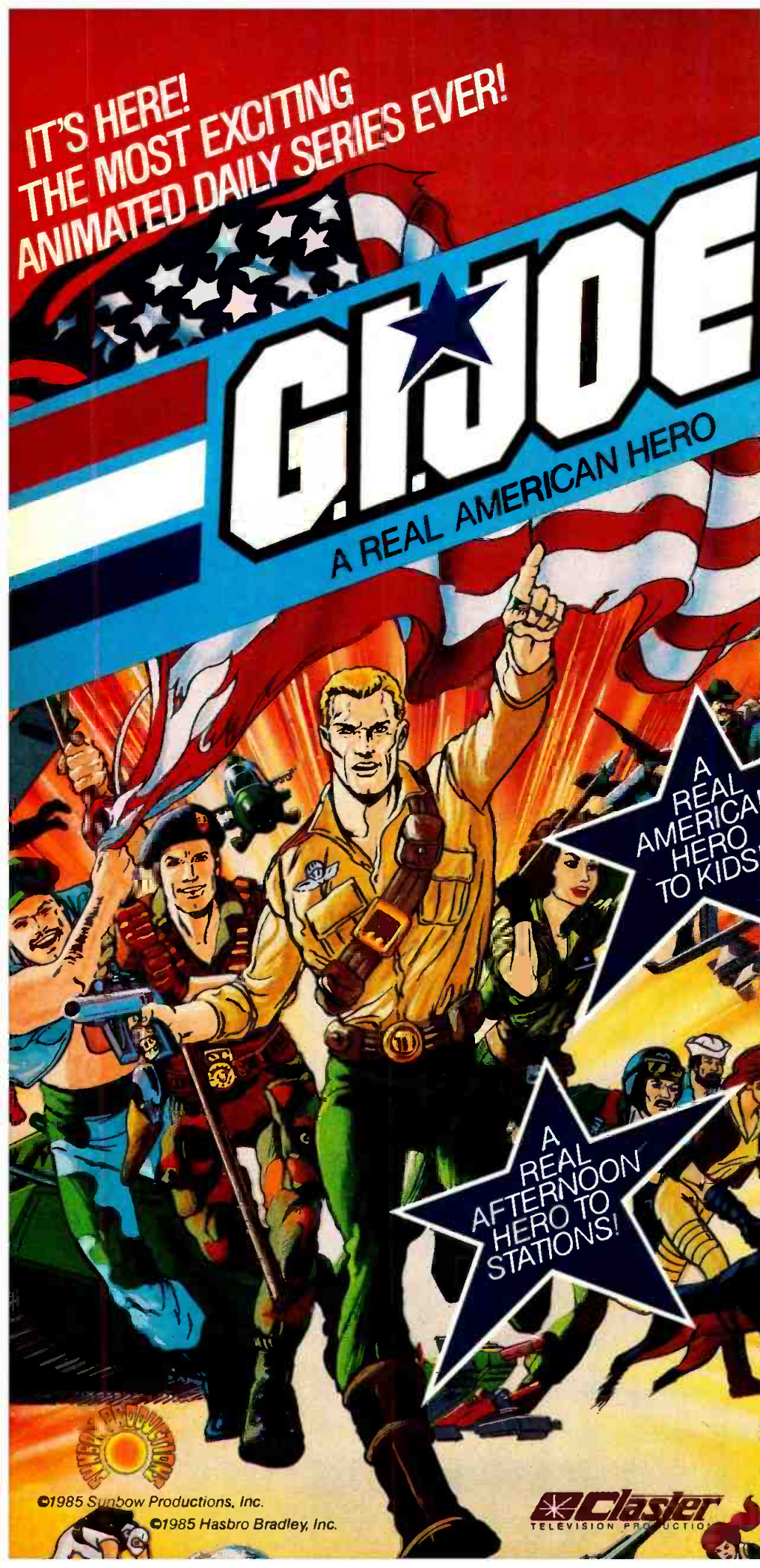
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# Broadcasting Sep 23

## Must carry battle moves to House □ Songs sung blue target of Congressional scrutiny □ Progress on TV in Senate

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**GAINING GROUND** □ Senate may be nearing approval of television coverage of its proceedings. **PAGE 26.**

**DISCORDANT NOTES** □ Parents Music Resource Center and recording artists clash at Senate hearing on "pornographic" rock lyrics. **PAGE 28.**

**SCRAMBLING** □ NCTA board OK's plan to set up independent group of cable operators to scramble programing and market it to backyard earth station owners. **PAGE 30.**

**RMPC** □ Gathering in Dallas viewed as good effort if not rousing success. BROADCASTING's coverage on **PAGES 32-41**, follows panel-by-panel, the many faces of radio programing: Keeping up with the competition and new strategies for long-form programing **PAGE 33.** Adaptability of Easy Listening format and importance of image to country format **PAGE 34.** Challenges and strengths of news/talk, and AM success stories **PAGE 38.** Community involvement key to success, and a look at what's happening in big band/nostalgia, adult contemporary, classical and urban formats. **PAGES 40-41.**

**RTNDA REVIEW** □ At Nashville meeting, networks discuss plans for satellite-interconnected regional networks. **PAGE 48.** John Spain, newly elected RTNDA president, maps out association's goals. **PAGE 49.**

**THE WINNERS ARE** □ Public Broadcasting Service takes top honors for news and documentary Emmy awards. **PAGE 50.**

**WHAT'S NEW IN NEWSGATHERING** □ Latest in new newsgear was on display at this year's RTNDA convention. **PAGE 51.**

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**WAGONS IN A CIRCLE** □ INTV launches advertising campaign to discourage cable systems from dropping independent stations. **PAGE 58.**

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**TWO FOR THE MONEY** □ Selling ads, financing station purchases, working around ratings at AM-FM combos are among subjects covered at RMPC panels on the business of radio broadcasting. **PAGE 63.**

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## Coke is it?

Strange as it may seem in light of company's recent efforts to avoid outside partnership, rumor in Washington last week had it that CBS is discussing merger possibilities with Coca-Cola. CBS is partner of Coca-Cola's Columbia Pictures in Tri-Star Pictures. Obvious stumbling block would be financial interest and syndication rules, cited as hurdle in attempts to wed RCA and MCA; CBS conversations with Hollywood studios over modification of rules (BROADCASTING, July 22) are said to be continuing, however. Spokesman for Coca-Cola had no comment. Bill Lilley III, CBS senior vice president, said company, according to policy, will "neither confirm nor deny rumors of CBS negotiating with any other companies" on mergers. Of financial interest negotiations, Lilley said: "Those discussions are confidential."

## Cooking

Transfer applications for Capital Cities Communications/ABC merger and Rupert Murdoch's buyout of Metromedia's television stations are on front burner at FCC's Mass Media Bureau. And last week, James McKinney, bureau chief, said both items might be ready for action within six weeks. McKinney also said it has not yet been determined whether Capcities will get waiver to retain WABC-TV New York and WPVI-TV Philadelphia or whether Murdoch will get one to retain daily newspapers in New York and Chicago and WNEW-TV and WFLD-TV long enough for orderly divestiture. "We're not going to get anything on that until the commissioners tell us what they want, and it's too early in the process," McKinney said.

## Unexpected help

Intelsat and U.S. government have not been on best of terms, but at recently concluded Space WARC, Intelsat observers there won praise from U.S. delegates for help in securing conference approval of incorporation of Region 2 direct broadcast satellite plan in international radio regulations. There had been potential for drawn-out squabble over interference between assignments in plan and Intelsat's facilities used in its business service networks in 12.5-12.7 ghz band. Instead, Intelsat, through Jack Dicks, worked out agreement with countries involved—Denmark, France, and Netherlands, which have territories in

western hemisphere, and Argentina—that resolved problems: Four countries will employ initially only those channels that would not cause interference to Intelsat service, and will not use those that could until Intelsat has been given two years notice, to enable it to modify its frequency plan.

## Antiporn recruit

Another prominent Washington woman is joining Parents Music Resource Center, which is opposing so-called pornographic rock lyrics (see page 28). Add to list Sharon P. Rockefeller, wife of Senator Jay Rockefeller (D-W.Va.) and board member of Corporation for Public Broadcasting. Rockefeller, who attended Senate Commerce Committee hearing last week (her husband also sits on committee), said she plans to step up her involvement with group after return from public broadcasting trip to Moscow.

## Penetrating curtain

Ted Turner, who hopes to take Intervision news programming off USSR satellite and transmit it through his Cable News Network as part of program exchange with Soviet Union, has been reminded U.S. expects that exchange to be reasonably implemented by Moscow. USIA director, Charles Z. Wick, along with Al Snyder, director of USIA's TV and film division, and Henry Hockeimer, retired chief executive officer of Ford Aersospace, met with Turner and Bob Wussler, executive vice president of Turner Broadcasting System, in Turner headquarters in Atlanta two weeks ago. Purpose was to discuss Turner's application for authorization to build and operate earth station in Atlanta to be used in program exchange. FCC has responsibility to act on application, but it has requested State Department for its views on foreign policy implications, and State, through its new Bureau of International Communications and Information, has included USIA in task force to consider matter.

Gist of Wick's message, reportedly, was that while U.S. endorses concept of free flow of information, it feels it should be two-way street, that Soviets should take, and use, U.S. information as well as making their news available to U.S. Upshot of what was said to have been "friendly exchange" was that Turner suggested that he be given temporary authorization to initiate exchange. Then, kind of play Soviets give material supplied by Turner could be monitored on ground.

Indications were that State will follow that suggestion. What would happen if street turns out to be one way? That, it seems, remains to be seen.

## Target: Arbitron

News/talk KELI(AM) Tulsa, Okla., was to place full-page advertisement in last Sunday's *Tulsa World* newspaper blasting methodology used by Arbitron Ratings in measuring market's radio audience, saying sample size used doesn't accurately reflect listening. Ad also was to offer \$14.30 (station is on 1430 khz) to every local fall Arbitron diary recipient who puts down KELI(AM) throughout book. Station plans to collect those diaries and forward them to Arbitron. KELI(AM) president and general manager, Fred Weinberg, hopes bold move will focus industry attention on what he sees as need for "better methodology" than that used by Arbitron.

## Closing toll booth

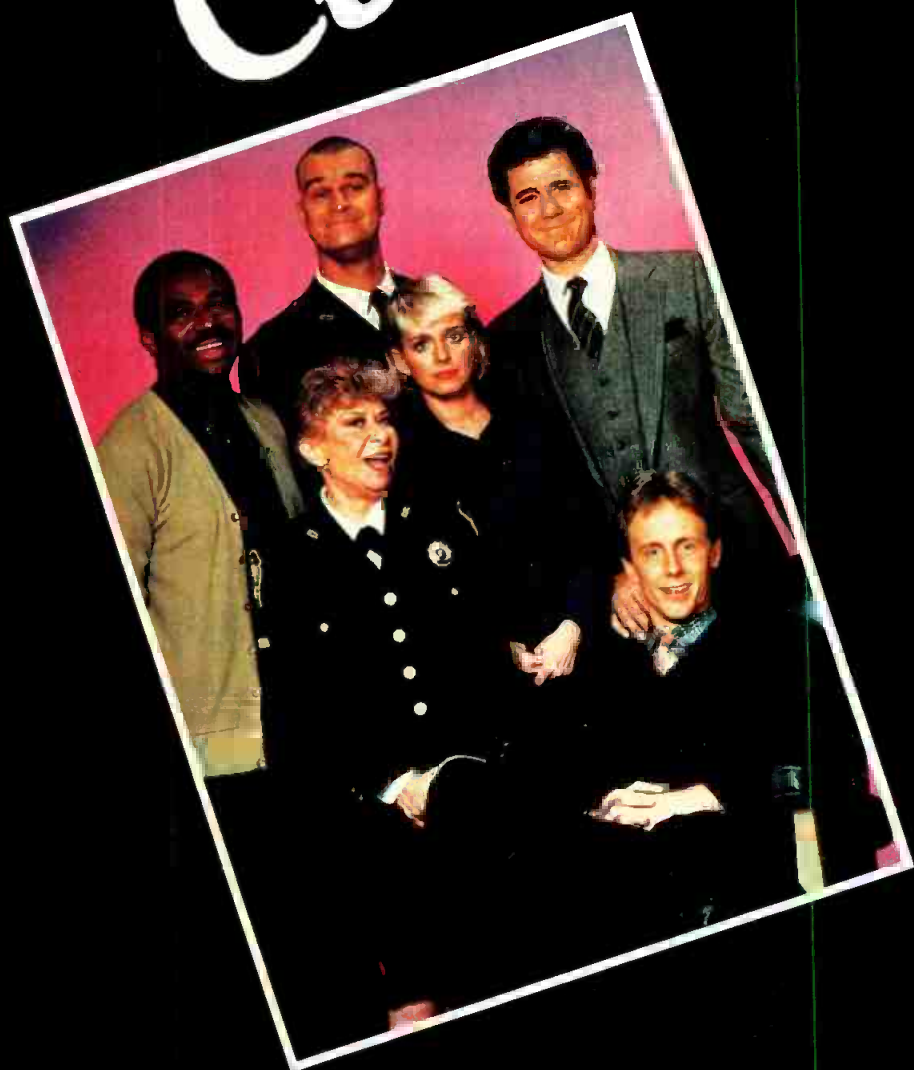
Prospect of cable systems charging broadcasters to carry their signals may be subject of restraining legislation. House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), who expressed concern about matter at hearing last week (see page 24) has told staff to try drafting legislation amending Cable Communications Policy Act to prevent cable charges.

## Angel in wings

Fairness in Media (FIM) may have been of less concern for CBS while company battled Ted Turner's unsuccessful takeover bid, but Raleigh, N.C.-based conservative organization may soon receive attention beyond *60 Minutes* segment two weeks ago. Clout of FIM, which has urged supporters to buy CBS stock to help change network's news policies, could be increased by soon-to-be-announced, million-dollar donation from unidentified wealthy individual. If other donors cough up, FIM will buy fundraising spots on Turner's CNN and WTBS Atlanta and make more direct mailings. According to one of organization's directors, potential cost of additional legal battles with CBS is giving FIM pause before proceeding with proxy fight at next spring's CBS shareholders meeting. FIM must decide on proxy fight within next six weeks if it wishes CBS to bear costs of mailing FIM proposals.

Everyone's Wild About Harry!

# Night Court





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WTAF-TV, Philadelphia	KGMC, Oklahoma City
KBHK-TV, San Francisco	KTVX, Salt Lake City
WLVI-TV, Boston	KMOL-TV, San Antonio
KTVT, Dallas - Ft. Worth	WTEN, Albany
WDCA-TV, Washington, D.C.	WNEM-TV, Flint - Saginaw
KHTV, Houston	WPMI-TV, Mobile
WUAB-TV, Cleveland	WFLX-TV, West Palm Beach
KMSP-TV, Minneapolis	WAWS-TV, Jacksonville
WCIX, Miami	KGSW-TV, Albuquerque
WATL-TV, Atlanta	WHO-TV, Des Moines
KSTW-TV, Seattle - Tacoma	WUHF-TV, Rochester, N.Y.
KPLR-TV, St. Louis	WOC-TV, Davenport
WTOG-TV, Tampa - St. Petersburg	KZAZ-TV, Tucson
KDVR-TV, Denver	WLTX-TV, Columbia, S.C.
KRBK-TV, Sacramento	KTNV-TV, Las Vegas
WJZ-TV, Baltimore	KTHI-TV, Fargo
WHCT-TV, Hartford	WISC-TV, Madison
KUTP-TV, Phoenix	WJCL, Savannah
KPTV, Portland, Or.	WLTZ, Columbus, Ga.
WPDS-TV, Indianapolis	KOLO-TV, Reno
WXIX-TV, Cincinnati	



## Looking for ways to make pay pay

The best way for local cable operators to market pay television is with "a reasonably priced core package," Michael Fuchs, chairman and chief executive of Home Box Office, told the Philadelphia Cable Club in a speech last Wednesday.

The cable industry, Fuchs said, is contributing to customer confusion: "The public still doesn't know what it's buying. If anything, we've given the public too much too fast and not explained it well enough. And putting our product in multipay guides has turned cable into a tremendous game of hide-and-seek."

Fuchs also faulted the cable industry for what he called its emphasis on selling to current customers rather than on recruiting new or former subscribers.

"We have used a measure of dollars per home to judge our success rather than dollars per homes passed," he said. "As a result, we have increased dramatically the price many current subscribers pay for cable while, at the same time, increasing duplication that exists when over-selling similar broad-appeal networks. We have stretched the current users' price/value limits while ignoring the efforts to plow new ground or sell former subscribers."

Much better, he said, is offering a core package of complementary elements. He said a recent HBO/Cinemax review showed that a core package of HBO and its complementary Cinemax service—the HBO/Cinemax Combo—delivered 27% more viewer satisfaction than the HBO/Showtime core package and 24% more than the HBO/Movie Channel pairing in dual-pay homes.

Fuchs said HBO's marketing campaigns have produced pay-unit gains ranging from 7% to 13%, and that HBO/Cinemax research has shown that subscribers are less likely to disconnect Cinemax when it is combined with HBO than any other pay service sold in combination with HBO.

## Who's friendlier

With oblique references to rival HBO, Showtime/The Movie Channel Chairman and Chief Executive Officer Neil Austrian told members of the Southern California Cable Association last week that claims by "some programmers" that Showtime/TMC was not sufficiently "cable friendly" and was dragging its feet on scrambling are "designed to debilitate relationships between certain programmers and their affiliate customers."

Showtime/TMC cannot afford to be anything but friendly with cable operators, Austrian said. The relationship between programmers and operators is synergistic, he said. "For one of those parties to be unfriendly towards the other would not only be stupid, it would be suicide."

Austrian took particular umbrage at the suggestion that Showtime/TMC was drag-

ging its feet on scrambling. The implementation of the programmer's scrambling plans was delayed by the confusion caused by the National Cable Television Association's plans to set up a consortium of cable operators to facilitate scrambling by all the programmers.

Nonetheless, he said, Showtime/TMC is moving forward with its scrambling plans. It will begin shipping M/A-Com Videocipher decoders to affiliates by the end of this month, he said, and should be ready to start testing the system by the end of the year.

Austrian implied that HBO is more to blame than Showtime/TMC for the industry's not being further along in the scrambling on cable signals. About a year ago, he said, Showtime/TMC was in the "final stages" of an agreement to join HBO in scrambling satellite signals and in launching an HBO-managed C-band direct service. "HBO aborted our agreement in principle earlier this year through no fault of Showtime/TMC."

## Cable compliance

Despite the opposition of the Department of Justice and the U.S. Commission on Civil Rights, the FCC has voted 4-0 (with Commissioner Dennis Patrick dissenting in part but reserving the right to change his vote before the actual order is issued) to use its equal employment opportunity processing guidelines to monitor cable EEO compliance ("Closed Circuit," Aug. 26). It did that in implementing the EEO provisions of the Cable Communications Policy Act of 1984 last week.

In comments, the Civil Rights Commission contended that that the FCC's proposal sought to impose quotas. Justice implied that the proposal was unconstitutional. The FCC majority, however, essentially argued that processing guidelines do not quotas make.

Chairman Mark Fowler said the guidelines would only be used to identify, in FCC processing of reporting forms, systems that might qualify for a "harder" look. "They will be used for an administrative purpose only," Fowler said. (The use of the processing guidelines triggered Patrick's concern. But Patrick said the guidelines might "send a signal" that could work against the goals of EEO—that is, that they might create the perception of a "safe harbor." The guidelines also could encourage "race- and sex-conscious decisionmaking" in hiring decisions, Patrick said.)

At the same time, the FCC adopted new EEO processing guidelines. It raised from five to six the number of full-time employees a cable unit must have before the EEO reporting provisions apply. (The Cable Act only required those systems with more than five full-time employees to make annual employment reports to the commission.) As a result, cable entities (and satellite master

antenna television operations) serving 50 or more subscribers who have six to 10 full-time employees must have 50% parity with the labor force overall and 25% parity in the top four job categories; those same types of entities with 11 or more full-time employees must have 50% parity overall and in the top four job categories. Those with five or fewer full-time employees won't have to report annually, but they are supposed to indicate that they have fewer than six employees.

The new FCC procedures face at least one hurdle, but it's unclear whether it is a high one. The Office of Management and Budget disapproved use of the form the FCC had originally planned to use to collect the annual employment data from the cable operators.

But the form (395-A) has been modified to meet some of OMB's criticisms. (For example, as originally proposed, the form would have required a cable entity to provide labor-force data. OMB objected to that requirement. As the form has been modified, the FCC will provide labor-force data, but permit the operator to provide other data if it desires.) "It's our hope that OMB will approve our form," said James McKinney, Mass Media Bureau chief.

Under the cable act, the FCC is supposed to certify each year that cable systems are in EEO compliance. The act also requires the FCC to investigate each cable entity at least once every five years. The FCC generally will conduct the annual certifications with the 395-A's, which are existing annual employment reports supplemented with questions on hiring, promotions and recruitment sources and a series of yes/no questions on EEO policy and program obligations. The FCC will conduct the five-year "investigations" largely on paper by requiring 20% of the about 3,000 cable employment units to supply additional information each year. The commission also will be conducting random "on-site" audits of cable systems.

At a press conference, McKinney said cable operators generally would be provided notice of the on-site audits. But the FCC would make "surprise visits" to operators the commission had reason to believe warranted those, McKinney said.

Multiple system operators will have the option of filing consolidated EEO reports for all of their employment units.

In a press release, the FCC said that if the record indicated that a cable entity is making "reasonable and good-faith efforts to recruit and employ minorities and women and place them in responsible positions, certification will be granted irrespective of any disparity between the number of minorities and women employed in specific job categories and their respective proportions in the relevant labor market."

## New numbers

Cable's share of audience in cable homes in prime time averaged 31.9% and broadcast

services' share averaged 77.6%, according to results of 30 audience surveys conducted during the past two and a half years. (The percentages exceed 100% because of divided viewing in multi-set homes.)

These averages were calculated by Information & Analysis Inc., an independent research firm based in Hicksville, N.Y., from its newly issued "Compendium of Local CableRatings Reports," containing the results of 35 audience surveys conducted during the two-and-a-half-year span for systems throughout the U.S. Thirty of the 35 surveys covered prime time and, in some cases, early-fringe periods as well.

I&A said the cable channels in the 30 surveys had an average rating of 18.3 and the broadcast services an average rating of 44.7. In the cable group, advertiser-supported networks had an average 5.8 rating/10.1 share; superstations, 2.6/4.5; pay TV services 9.3/16.2, and other cable services, 0.6/0.9.

I&A Vice President Peter Roslow said that at the 5.8 average rating level shown for advertiser-supported cable networks in the compendium, these networks "are competitive with other media if advertisers use the 'roadblock' technique of airing their commercials during the same time period on the different networks."

Roslow also said that the "Compendium of Local CableRatings Reports" "can serve as a guide to cable performance across the country, particularly in view of the limited amount of cable audience research at the local level. It will help system operators see how national services perform on other systems. It can also be useful to producers for programing information."

### New target

Now that the must-carry rules are gone, one cable operator is taking aim at the network nonduplication rules.

Citizens Cable of Fort Wayne, Ind., has petitioned the FCC to refrain from enforcing the nonduplication rules as a logical step following the appeals court's finding that the must-carry rules are unconstitutional, a violation of the First Amendment rights of cable operators.

The rules in question require cable systems to delete network programs of distant affiliates that duplicate programs on local affiliates if requested by the local affiliates. Despite the elimination of must-carry, said Stephen Ross, chief of the cable television branch of the FCC, the nonduplication rules are still in full force.

"The nonduplication rules are no less an encroachment by government on cable television's speech freedoms than are the must-carry rules," Citizens Cable told the FCC. "The two sets of rules are not severable in terms of delivering cable from government intrusion on the right to publish freely and to participate in the marketplace where ideas and information are exchanged. There is now no plausible justification for the [FCC] to not also signal that its network protection rules are terminated."

Aside from the constitutional question, Citizens Cable said, the nonduplications simply no longer make sense in the post-must-carry world. If a local affiliate requests nonduplication protection for a program, the

cable system may respond, in the absence of the must-carry rules, by dropping the local affiliate or its broadcast of the program. Under the copyright laws, it said, cable systems may delete the programs of local stations without increasing their copyright liability.

"Network program protection with all of its switching, blacking out and just plain interference with speech freedoms is now underbrush holdover from another era," Citizens Cable said. "As a consequence of the ...[must-carry] decision and in the circumstance that the nonduplication rules are now easily avoidable, the...[FCC] is asked to declare that it will no longer insist on enforcement of its network exclusivity rules."

### 'Marlowe' returns to HBO

Six more one-hour *Philip Marlowe—Private Eye* mysteries are being prepared for 1986 debuts exclusively on Home Box Office, once again with Powers Boothe in the title role. Boothe played Raymond Chandler's fictional detective in HBO's 1983 *Marlowe* limited series produced by David Wickes. John Slan of Paragon Motion Pictures will produce the new episodes with Wickes.

Bridget Potter, HBO senior vice president, original programing, said the new editions of *Philip Marlowe—Private Eye* will be drawn from previously unadapted Chandler stories. Scheduled to go into production in Toronto this month, the episodes are tentatively titled "Blackmailers Don't Shoot," "Spanish Blood," "Pickup on Noon Street," "Guns at Cyrano's," "Red Wind" and "Trouble Is My Business."

Potter also announced that production will begin this month in Toronto on three new editions of *Ray Bradbury Theater*, an original anthology of fantasy and science fiction tales adapted by Bradbury exclusively for HBO. Due to be included in the new editions, which are tentatively set to debut on HBO early next year, are "Banshee," a ghost story set in an Irish castle; "The Town Where No One Got Off," about two train passengers, and "The Screaming Woman," in which a 10-year-old girl is the only one who hears the sound of a woman screaming underground.

### ACC purchase

American Cablesystems Corp., an MSO based in Beverly, Mass., has completed the purchase of the 27,000-subscriber cable system of Joyce Cable Inc. of Romeoville, Ill., serving Joliet, Romeoville and five other Illinois communities. ACC also announced that a \$24-million limited partnership offering by American Cablesystems Midwest, a wholly owned subsidiary, has been sold with the proceeds going to acquire and improve the Romeoville regional system.

American Cablesystems Midwest will serve as general partner in the Romeoville franchise which encompasses about 80,000 homes, of which 62,000 are currently passed. This is American Cablesystems Corp.'s second cable acquisition in Illinois: last year, through another limited partnership, it bought a 26,000-subscriber system covering Chicago's northwestern suburbs from Warner Amex Cable Communications. Eric Schultz, who for the past year has been

general manager of that system, has been named ACC's vice president for Illinois.

The \$24-million limited-partnership offering was placed by E.F. Hutton through the sale of 400 \$60,000 units. In the acquisition of the Romeoville operation from Joyce, Donald Russell, senior vice president of Communications Equity Associates, represented the buyer and the seller. ACC is a privately held owner of cable systems with more than 300,000 subscribers in seven states.

### Arts count

Arts & Entertainment Network announced that its subscriber count has reached 17.3 million, via 2,100 cable systems. Nickolas Davatzes, A&E president and chief executive, said the new figure represents a gain of five million subscribers since the beginning of 1985. Approximately seven million, he said, are receiving A&E's full, 20-hour-a-day schedule following A&E's switch to Satcom III-R's transponder 24 on Jan. 1. The new count is based on the Nielsen Television Index Coverage Tracking Report.

### Chasing thieves

Showtime/The Movie Channel has filed a lawsuit against the Corinth motel, a Holiday Inn franchise in Corinth, Miss., charging it with stealing Showtime/TMC's pay television services in violation of the Communications Act's anti-piracy provision. It was the third such lawsuit filed by Showtime/TMC since June (BROADCASTING, Sept. 9).

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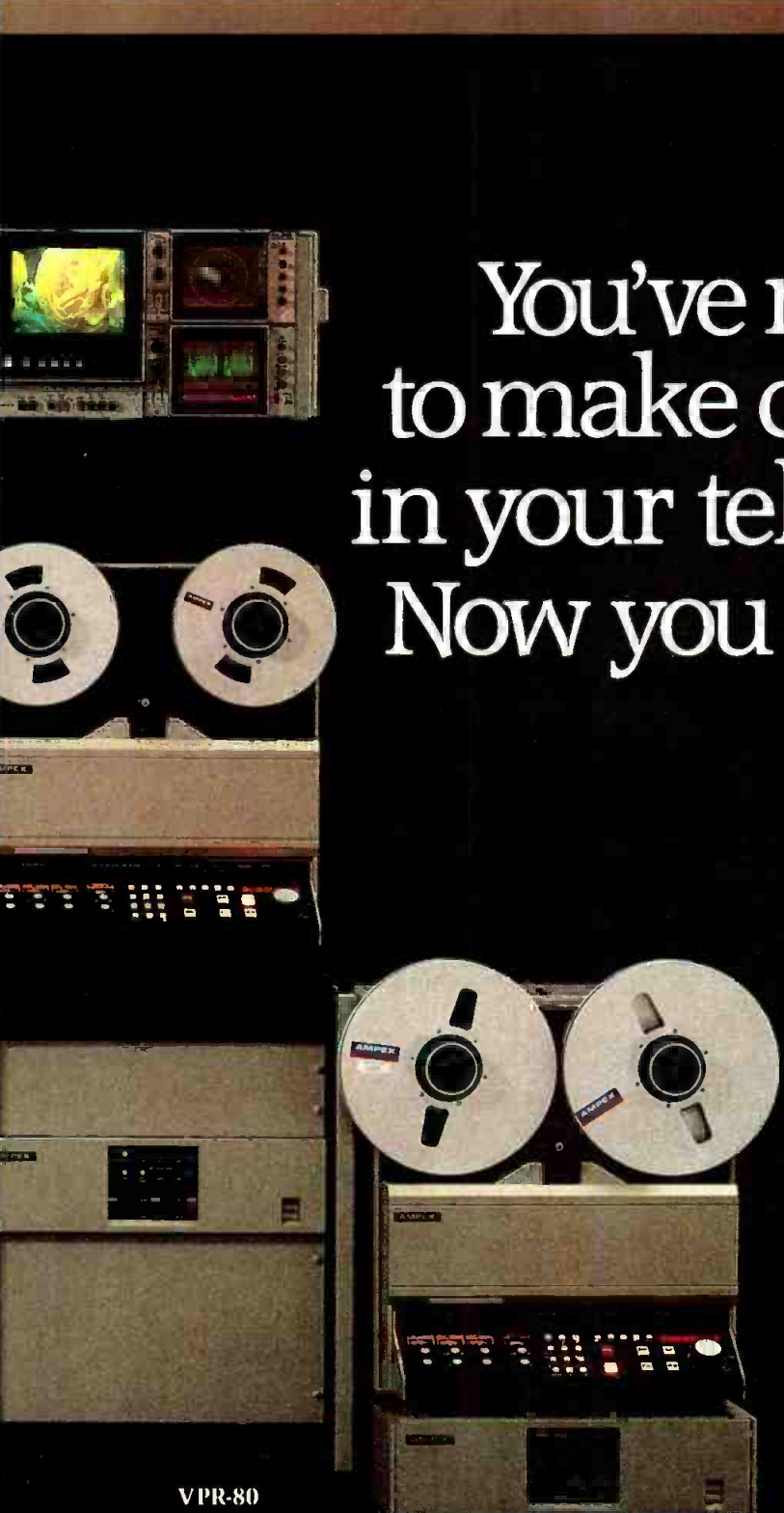
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# Business Briefly

## RADIO ONLY

**Sea Galley Restaurants** □ Five-week flight is scheduled to begin in late September in Denver; Portland, Ore.; Seattle; Spokane, Wash.; Boise, Idaho, and Anchorage. Commercials will be placed in all dayparts. Target: adults, 25-49. Agency: Evergreen Media, Edmonds, Wash.

**Handyman Hardware Stores** □ Flights of three to four days will be held in fourth quarter in San Diego and Fresno, Calif. Commercials will be presented in all dayparts. Target: adults, 25-54. Agency: Kenneth C. Smith & Associates, La Jolla, Calif.

**Radio Shack** □ In its largest radio advertising splurge to date, retailer of electronic equipment is embarking on eight-week campaign in late October in more than 50 spot markets, supplementing network radio effort.

Commercials will be placed in markets including Washington, Boston, San Diego, St. Louis and Salt Lake City. Commercials will be carried in morning, afternoon and early evening periods. Target: men, 18-49. Agency: Central Advertising, Fort Worth, Tex.

**White Hen Pantry** □ Convenience stores will launch four-week flight on Sept. 30 in Boston, Chicago, Milwaukee and Springfield, Ill. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Jordan/Tamraz/Caruso Advertising, Chicago.

**Voluntary Hospital Plan of America** □ Two-week flight will begin in early October in six markets, including Milwaukee, Kansas City, Mo., and Chicago. Commercials will run in all dayparts. Target: adults, 18 and older. Agency: Lord Geller Federico & Einstein, New York.

**Columbia Crest** □ San Michelle Wine is being introduced in test markets in Spokane, Wash., and Sacramento, Calif., for two weeks starting in late October. Commercials will run in all dayparts. Target: adults, 18-49. Agency: Cole & Weber, Seattle.

## RADIO AND TV

**Business Exhibitions U.S.A.** □ Trade shows will be spotlighted in one-week flights in September and October in San Diego, Seattle and Sacramento, Calif. Commercials will be shown in all time periods. Target: adults, 25-49. Agency: Evergreen Media, Edmonds, Wash.

## TV ONLY

**Sundor Brands** □ Sunny Delight orange juice will be spotlighted in six-week flight in about 50 markets, starting in mid-October. Commercials will be positioned in daytime, fringe and prime time. Target: women, 18-49. Agency: Gumpertz/Bentley/Fried, Los Angeles.

**McRae's Department Store** □ Image-building campaign will be conducted during September and October in nine markets. Commercials will be carried in all time periods. Target: adults, 21-54. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

**Aaron Fells Furniture** □ Furniture will be advertised in fourth-quarter campaign starting end of September in 30 markets. Commercials will be shown in daytime and fringe periods. Target: adults, 18-34. Agency: Paces East Advertising, Atlanta.

**Yamaha International Corp.** □ Electric piano will be advertised in 22 markets for four weeks, starting in early November. Markets include Orlando, Fla.; Charleston, S.C., and Tampa, Fla. Commercials will be placed in daytime and fringe periods. Target: women, 25-54. Agency: Western International Media, Atlanta.

**Jim Dandy Co.** □ Dog food will be highlighted in six-week flight kicking off on Oct. 14 in 21 markets in Southeast. Commercials will be scheduled in daytime and fringe periods. Target: women, 25-49. Agency: Cole Henderson

## 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

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

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

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**Vestron Video** □ Supplier of home video software is introducing VideoGif through campaign costing more than \$1 million on spot television in undetermined number of major markets.

Campaign will run from Nov. 16 through mid-January. It will emphasize broad-based price reductions in films, music video, children's, comedy and specialized programming. Commercials will be carried in all dayparts. Target: adults, 18-54. Agency: In-house.

## Advantage

**Tasty treat.** Hershey Chocolate Co. has produced new TV commercials for its Kit Kat chocolate wafer bars, depicting brand as "irresistible snack." New commercials made their debut last week on CBS-TV. Three vignettes are contained in each commercial, showing reaction of hungry individuals to unexpected delay before they can eat. Spot cuts to close-up of Kit Kat as voice-over explains: "So when you get an urge for delicious snacks, have a Kit Kat." Agency for Hershey is Doyle Dane Bernbach, New York.

□  
**Soft drink surge.** For first six months of 1985, television advertising by carbonated soft drink companies rose by 28%, to almost \$210.5 million, according to Television Bureau of Advertising. Network TV advertising for first half increased to \$107.4 million, as opposed to \$71.7 million in 1984 period, while spot TV amounted to \$103.1 million, up from \$92.5 million last year. Coca-Cola was leading soft drink advertiser with first-half TV expenditures of \$34.6 million, up from \$15.1 million last year.

□  
**Cases settled.** National Advertising Division of Council of Better Business Bureaus resolved nine challenges to national advertising during August, including six on television. Substantiated by NAD was TV commercial for American Motors (Renault auto warranty). Modified or discontinued were TV commercials for Alpo Pet Foods; Azark-Hamway International (Remco toys); Lin Toys Ltd.; Revlon Inc. (mascara) and Sara Lee Corp., Bryan Foods Division.

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New York: 630 Third Avenue, 10017.  
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Marie Leonard, June Chahan,  
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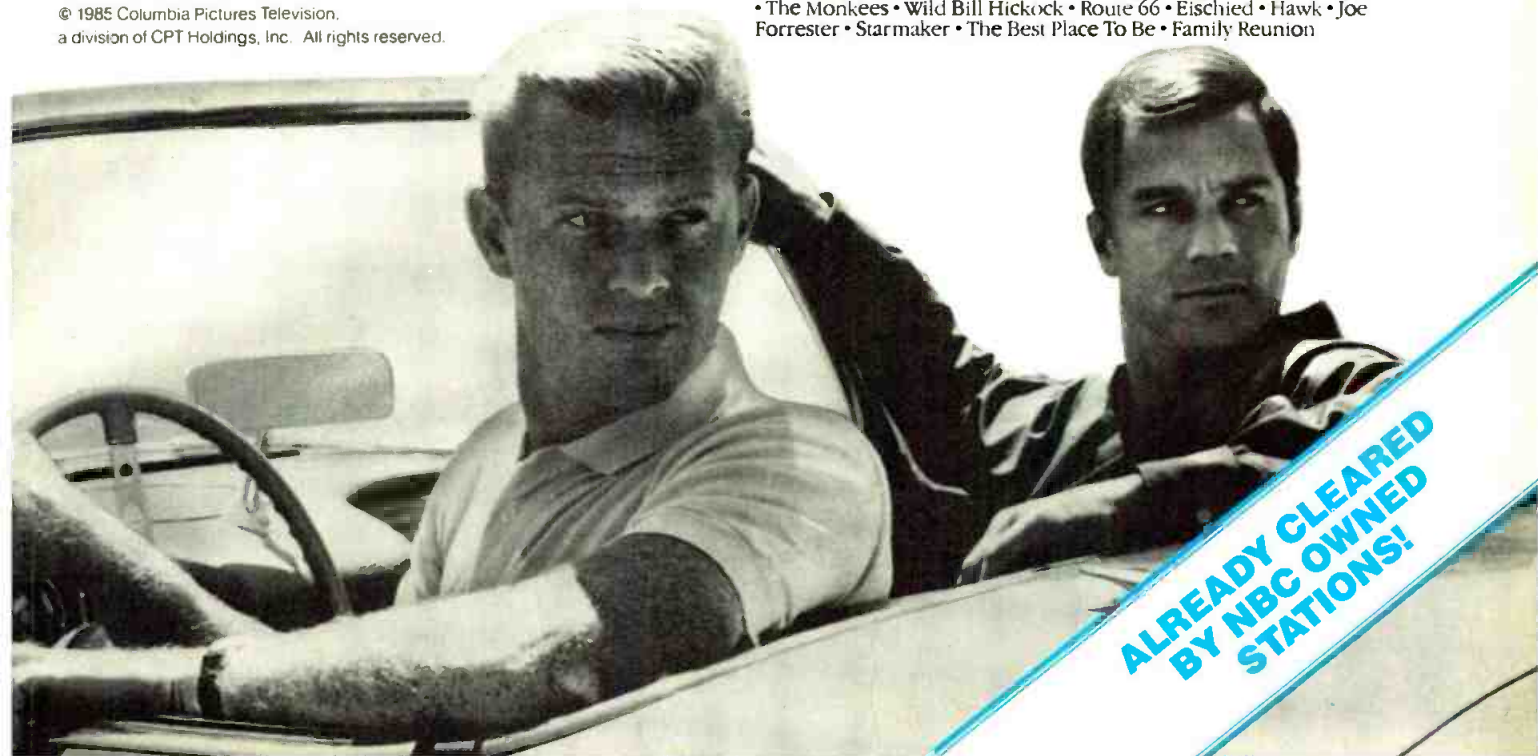
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## This week

**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. Waldorf-Astoria, New York.

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

■ **Sept. 24**—*Washington Journalism Review* panel discussion: "Press Response in a Crisis Situation: What Would or Should be Handled Differently in the Future?" Panelists include Tom Brokaw, NBC News; Van Gordon Sauter, CBS/Broadcast Group; Roone Arledge, ABC News; Henry Kissinger, former secretary of state, and Congressman Tom Luken (D-Ohio). Westbury hotel, New York.

**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**—*Federal Communications Bar Association* monthly meeting. Speaker: Jerry Falwell, Moral Majority. Washington Marriott, Washington.

**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, Brookings, 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.

## Also in September

**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, WNEW-TV New York. Copacabana, New York.

■ **Oct. 2**—*Academy of Television Arts and Sciences* seminar, "Making the Story Work: A Structural Look at Movies-of-the-Week and Mini-series." Speaker: Linda Seger, Hollywood script consultant. Writers Guild Theater, Los Angeles.

**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**—Second annual *Walter Kaitz Foundation* awards dinner, saluting Tele-Communications Inc. co-founders, Betsy and Bob Magness. Waldorf-Astoria, New York. Information: (415) 428-2225.

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

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

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

■ **Oct. 3**—*Radio Advertising Bureau* seminar on how radio stations can help retailers develop vendor support programs. St. Francis hotel, San Francisco.

**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.

**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**—"The U.S. Supreme Court and Libel Law: A New Direction," libel symposium sponsored by *American Legal Foundation*. Embassy Row hotel, Washington. Information: (202) 857-0400.

**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.

■ Indicates new entry

**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 Borcherdt (608) 263-2157.

■ **Oct. 8**—*Radio Advertising Bureau* seminar on how radio stations can help retailers develop vendor support programs. Amfac hotel, Dallas.

**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. 10-11**—*Cable Television Administration and Marketing Society* conference, "Managing Through the 80's." New Orleans Marriott, New Orleans.

**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. Mac-Lauchlin, 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. Holiday Inn, 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. 14**—*Texas Association of Broadcasters* sales seminar. Holiday Inn Durango, San Antonio, Tex.

■ **Oct. 15**—*Texas Association of Broadcasters* sales seminar. Crown Plaza-Holiday Inn, Houston.

**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**—*Texas Association of Broadcasters* sales seminar. Regent hotel, Dallas.

**Oct. 16-18**—*International Music Video Festival*. The Kensington Rainbow, London. Information: (212) 245-4580.

**Oct. 16-18**—International Videxpo '85, fourth international video exposition/market/conference. Kensington Exhibition Center, London. Information: (01) 968-4567.

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

**Oct. 17**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Raleigh Marriott hotel, Raleigh, N.C.

**Oct. 17**—*Radio-Television News Directors Association* computer seminar. IBM, New York.

■ **Oct. 17**—*Texas Association of Broadcasters* sales seminar. Ramada hotel, Tyler, Tex.

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

**Oct. 17-20**—*American Women in Radio and Television* Northeast area conference, including roast of former FCC Commissioner Robert E. Lee, and management seminar by Bill Brower. Ramada Renaissance, Washington.

**Oct. 18**—*Radio-Television News Directors Association* region 12 meeting with region one. Society of Professional Journalists/Sigma Delta Chi. Among topics, "Terrorism and the Media," featuring discussion by Fred Friendly, Columbia University; Ed Turner, CNN; Robert Kupperman, Georgetown University, and John Cory, *New York Times*. New York Mayor Ed Koch to open conference. Sheraton Center, New York.

■ **Oct. 18**—*Texas Association of Broadcasters* sales

**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.

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

## Major Meetings

**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. Loew's L'Enfant Plaza hotel, 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. 28-30, 1986**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

seminar. Quality Inn, Amarillo, Tex.

**Oct. 18-20**—Economics conference for journalists, sponsored by *Foundation for American Communications and Chicago Tribune*. Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

**Oct. 19**—“Children and Television: The Vision Beyond the Screen,” 32d annual conference of *National Telemedia Council* in cooperation with *Loyola University department of communication*. Loyola University, Chicago. Information: (312) 983-1103.

■ **Oct. 20**—*American Women in Radio and Television, Washington chapter*, session, “The Networks,” to be held during *AWRT Northeast area conference*. Ramada Renaissance, Washington.

**Oct. 20-23**—*American Children's Television Festival*, being held for first time by *Central Educational Network and noncommercial WTTW-TV Chicago*. Drake hotel, Chicago. Information: (312) 545-7500.

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

**Oct. 22-24**—*Mid-America Cable TV Association* 28th annual convention, “Cable Frontiers.” Vista International, Kansas City, Mo. Information: (913) 841-9241.

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

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

**Oct. 22-25**—*Southern Educational Communications Association* conference of regional public broadcasters. Excelsior hotel, Little Rock, Ark. Information: (803) 799-5517.

■ **Oct. 24**—*Women in Communications, New York chapter*, meeting, “Rising to the Top in the Business World.” Halloran House, New York.

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

## Monday Memo

A station buying and selling commentary from Erwin Krasnow and Julian Shepard

### Myths and misconceptions about buying and selling radio and TV stations

More than two billion dollars in broadcast station trading took place in 1984, and for the first time in the history of American radio, the total number of stations sold exceeded 1,000. The 1984 figure of 1,008 represents a 51% increase over the previous high of 667 in 1983. Moreover, the dollar volume increased to nearly one billion dollars, at \$977 million—an increase of 57% from 1983. More than half of the total dollar volume of broadcast trading in 1984 involved television stations sales—82 television stations were sold at an average adjusted price of \$24.6 million.

For the first time in history, a major television network is about to change hands. The proposed purchase of ABC by Capital Cities for \$3.6 billion would be the largest non-petroleum company acquisition in history.

Some of the increased activity in broadcast trading is attributable to another historical first: a series of recent FCC decisions improving the marketability of stations, ranging from the radio and television deregulation decisions to changes in the attribution, regional concentration and multiple ownership rules. One of the most significant FCC actions was the decision to liberalize the so-called attribution rules. (“Attribution” is a legal term for the level of ownership interest that the FCC will consider in determining whether particular broadcast transactions violate the multiple ownership and crossownership rules.) Under the old attribution rules, ownership of 1% or more of the voting stock in a corporation with 50 or more stockholders triggered the multiple ownership rules. Now, the limit for all corporations is 5% for active investors and 10% for passive investors. Relaxation of the attribution rules allows broadcast investors to increase their media holdings nationwide, and, in some circumstances, in the same market.

Another major change in FCC policy is the relaxation of the “three-year” holding rule. Since November 1982, licensees who obtain station licenses through means other than the comparative hearing process are no



Krasnow



Shepard

Erwin G. Krasnow, a partner in the Washington law firm of Verner, Liipfert, Bernhard, McPherson and Hand, was formerly senior vice president and general counsel of the National Association of Broadcasters. He is a former partner in the Washington law firm of Kirkland & Ellis and served as administrative assistant to the late Congressman Torbert H. Macdonald, chairman of the House Communications and Power Subcommittee.

□

Julian L. Shepard joined the legal department of the National Association of Broadcasters as an attorney in January 1984. His work on behalf of NAB before the FCC has included spectrum allocation issues, common carrier issues, ownership issues and technical rulemakings.

longer required to hold their licenses for three years before those licenses can be sold for a profit—thus, if you acquired an existing station on Jan. 1 for \$3 million, you now can file an application with the FCC several days later to sell the station for \$4 million.

The most dramatic recent changes have involved the multiple ownership rules. In 1984, the commission repealed the regional concentration of control rules (also known as the “100-mile rule”) which prohibited common ownership of a third broadcast property if it was located within 100 miles of two other stations under common ownership and where there was a primary service contour overlap between any of the stations. Later in the year, the Commission issued its final reconsideration order of the 7-7-7 rule. Previously, multiple ownership was limited to

seven AM stations, seven FM stations, and seven television stations (no more than five of which could be VHF). Now, it is possible to own up to 12-12-12 (14-14-14 with 50% minority ownership) if the combined ownership of television stations does not reach more than 25% of the total national television audience (30% in the case of minority ownership).

With so much interest in the acquisition of broadcast properties, we thought it useful to explore the types of myths and misinformation that confront many first-time buyers and sellers. Our selection of the most prevalent myths and misconceptions was based on our survey of a nationwide sample of media brokers and financial consultants.

1. *The myth of comparable pricing: oranges and apples*—Estimating the value of a broadcast property based on the recent sale price of a “comparable” property in another market is a perilous exercise. At the very least, one needs to consider such factors as the facilities of the station, the growth rate of the market, the status of the competition and the structure of the transaction.

2. *The myth of gross revenue formulas: gross input, gross output*—One of the oldest myths is the oft-repeated formula of “two to two-and-a-half times gross revenues equals selling price.” Historically, the profit statements of stations owned by individual entrepreneurs were distorted because the owners, rather than paying income taxes on bottom line profit, found ways to “expense” some items that otherwise would not be deductible. Buyers would compensate by using the gross revenue formula rather than a multiple based on cash flow.

3. *The myth of cash flow multiples: watch out for the new math*—Care must be taken in defining operating cash flow, which is pre-tax income before depreciation, amortization, interest and extraordinary expenses. Cash flow multiples, while useful, do not account for structural differences within a market, such as new competition (e.g., the construction of a new FM station), the change in management of a sleepy competitor and the impact of media such as cable television and newspapers.

4. *The myth that current revenues and profit growth are constant: the herd instinct run amok*—There are “boom times” when

revenue typically grows between 15% and 20% annually and cash flow growth is greater than that. Myopic buyers mistakenly assume that revenue and profit growth will continue at the peak levels for many years into the future. Conversely, when the economy or values are soft, many buyers see such conditions as a long-term inevitability.

5. *Real estate myths: lots of value*—The independent value of real estate does not add proportionately to a station's fair market value. A station's antenna site is an essential operating asset that often cannot be used for any other purpose. Therefore, its value separate from the broadcast property is irrelevant unless the tower of the station can be easily moved.

6. *The myth of the 100% leveraged purchase: don't bank on it*—It is foolhardy to assume that banks or other lending institutions will supply all the necessary funds for an acquisition. The lenders' security interests and a purchase price equaling seven to ten times cash flow effectively stretch this cash flow too thin when 100% of the acquisition price must be repaid with interest.

7. *The lure of turn-arounds: an attractive nuisance*—The belief that all properties are underdeveloped and have upside potential is a myth. Nevertheless, many purchasers acquire a station based on the blind faith assumption that they are smarter and better managers than the current owners. Turn-arounds generally demand considerable experience in the broadcast business and as a general rule of thumb, should not be pursued by first-time buyers.

8. *The myth of the "greater fool" fallacy*—One of the major reasons for higher cash flow multiples is the "greater fool fallacy" which states: "Regardless of what I pay for the station, there is a person out there willing to pay more when I am ready to sell." This theory has encouraged some buyers to pay astronomically high prices.

9. *The myth that sellers have nothing to lose: the testing the waters gambit*—Some first-time sellers believe that they have little to lose in "testing the market" in order to know what their broadcast property is really worth. However, the process of selling a property is not without substantial risks to the seller if a sale is not consummated since even the rumor of a transfer in ownership can create instability among personnel and local advertisers. Also, there is a danger that information given to potential purchasers will be made available to current or prospective competitors.

10. *The myth that Murphy's Laws are inapplicable*—Watch out for the following three of Murphy's Laws: (1) If something can go wrong, it will; (2) Nothing is as easy as it looks, and (3) It always takes longer than you think. Some buyers underestimate their financial needs and are seriously undercapitalized. They underestimate expenses, overestimate revenues and do not allow for contingencies. Many prospective buyers fail to research and evaluate a given market and do not understand the implications of a station's current and potential technical facilities. Beware of taking at face value a statement by the seller such as "don't worry about the tower—you can move it closer to the big city."

## Stay Tuned

A professional's guide to the intermedia week (Sept. 23-29)

**Network television** □ **ABC:** *Growing Pains\** (comedy series), Tuesday 8:30-9 p.m.; *The Insiders\** (drama series), Wednesday 8-9 p.m.; *Lady Blue\** (drama series), Thursday 9-10 p.m.; *MacGyver\** (adventure series), Sunday 8-9 p.m.; *Barry McGuigan vs. Bernard Taylor* (featherweight boxing), Saturday 1:30-3 p.m. **CBS:** *Izzy and Moe* (comedy), Monday 9-11 p.m.; *The Other Lover* (drama), Tuesday 9-11 p.m.; *The Twilight Zone\** (anthology series), Friday 8-9 p.m.; "National Lampoon's Vacation" (comedy), Saturday 9-11 p.m.; *Amos* (drama), Sunday 9-11 p.m. **NBC:** *Amazing Stories\** (anthology series), Sunday 8-8:30 p.m.; *Alfred Hitchcock Presents\** (anthology series), Sunday 8:30-9 p.m.; *The Tonight Show Starring Johnny Carson: 23rd Anniversary*, Sunday 9-11 p.m.

**Network radio** □ **ABC Radio Networks:** *Cancer in America* (25 50-second reports), fed to 1,800 affiliates of all six ABC Radio networks, Monday-Friday, for airing at stations' discretion.

**Cable** □ **Arts & Entertainment:** *Pickwick Papers\** (12-part novel adaptation), Monday 6-6:30 p.m.; *Gershwin and Porgy* (docudrama), Friday 9-10 p.m.; "The Divorce of Lady X" (romantic comedy), Saturday 8-9:30 p.m.; "That Uncertain Feeling" (comedy), 10-11:30 p.m. **HBO:** *Ten From Your Show of Shows* (comedy sketches), Monday 8-9:30 p.m.; *Phil Collins: No Jacket Required* (concert), Saturday 10-11 p.m. **The Nashville Network:** *The Great American Race* (antique car race), Sunday 4-5 p.m. **PTL:** *Children of the Streets* (docudrama), Saturday 11-midnight. **Showtime:** *Harry Anderson's "Hello, Sucker"* (stand-up comedy), Wednesday 8-9 p.m.

**Museum of Broadcasting** (1 East 53d Street, New York) □ **Leonard Bernstein: The Television Work**, 60 hours of programming featuring works of conductor, composer and teacher, Friday through Nov. 14, and seminar, Friday 4-5:30 p.m. **Television's Silents: Silent Films Newly Restored and Orchestrated for Television**, week-long screenings through Nov. 2 of seven silent films restored by Kevin Brownlow and David Gill—"The Wind," "Flesh and the Devil," "Old Heidelberg, or The Student Prince," "Show People," "Napoleon," "A Woman of Affairs" and "Our Hospitality"—beginning with "The Wind," Tuesday through Saturday at 3 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., through Thursday.

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

## Open Mike

### Good for radio

**EDITOR:** As frequent researchers of agency and account media buying behavior, we would like to respond to, and counter, some of the anti-agency sentiments expressed at the Dallas Radio Management and Programming Convention (BROADCASTING, Sept. 16). Several thousand interviews with buyers over the last five years, as part of our Benchmark Sales Performance Studies, have taught us that agencies are often among radio's best friends. Particularly in middle and smaller markets, agency creative and account people are preoccupied with radio's potential for outstanding creativity on limited production budgets, while media directors and planners are attracted to the medium's targeting abilities.

Sure, radio buying can be a low- or no-margin operation for agencies, and more client and agency education is always neces-

sary. But our experience is that the thousands of responsible and cost-conscious agencies in this country bring far more dollars into radio than they shunt out. And, by the way, most of the dollars coming into radio are coming out of print budgets.—*Greg Hankins, vice president, Butterfield Communications Group, Cambridge, Mass.*

### Much news is good news

**EDITOR:** Your 58-page summary of this year's local journalistic high spots at more than 300 U.S. TV/cable outlets (BROADCASTING, Aug. 26) makes reassuring reading for everyone who worships a free press. It would appear that investigative journalism in our industry is very much alive and well. The rest of the world should have its bad news so good.—*Lincoln Diamant, president, Spots Alive Consultants Inc., New York.*

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is pleased to announce our expanded  
association with The Best by  
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**joining WXEX, Richmond-Petersburg, VA  
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Katz American Television.**



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# Broadcasting Sep 23

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TOP OF THE WEEK

## Must carry: coming to a boil at the FCC

**Number of lawmakers join Stevens in asking FCC to intervene where others fear to tread; object is notice of inquiry or rulemaking; NAB task force develops new formula but hasn't yet shared it with cable**

The fate of must carry has once again been thrust into the hands of the FCC as Congress stepped up its pressure on the commission to initiate a notice of inquiry or a rulemaking on the subject. Whether it will or won't wasn't clear at week's end. An aide to Chairman Mark Fowler said the chairman had not made up his mind about how to respond. "We've heard from a number of parties and we're carefully studying the options," the aide said.

It all began two weeks ago when broadcasters enlisted the support of Senator Ted Stevens (R-Alaska). One of the options Stevens is said to be considering, if Fowler refuses to act, would be to attach an amendment to an appropriations bill, forcing the FCC to launch a rulemaking.

"Stevens created a live threat," said one Hill source. Fowler, he said, "is responsive only if you've got a club over his head, and Stevens provided the club." Further pressure was added by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), who wrote Fowler urging him to "make a public announcement that the commission is taking a look at this whole thing and will come up with recommendations."

In the same letter, however, Goldwater admitted he thinks the court's decision on must carry "was a right one, but I also think you are probably going to be faced with a continuing deluge of questions relative to it."

And Senator Ernest Hollings (D-S.C.), ranking minority member on the Commerce Committee, called Fowler personally to urge him to take a look at the issue.

An even stronger letter followed from House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) calling for a "notice of inquiry at the earliest possible date that fully explores this issue, and is specifically aimed at deciding without delay whether it is necessary for the FCC to devise further must-carry rules and what those rules might be."

Members of the House Telecommunications Subcommittee led by Representative Mickey Leland (D-Tex.) also asked Fowler to initiate a proposed rulemaking. "Institution of the requested rulemaking would permit all interested parties to participate in the

examination of the must-carry concept and the possible fashioning of revised rules. Of course, the ultimate question of the adoption of the rules would be the commission's prerogative," they wrote. Joining Leland were Representatives John Bryant (D-Tex.), Al Swift (D-Wash.), Jim Slattery (D-Kan.), Thomas Luken (D-Ohio), Cardiss Collins (D-Ill.) and Jack Fields (R-Tex.), among others.

Some Hill sources view the letters as an attempt by Congress to "get the broadcasters off their back." Indeed, Congress appears reluctant to tackle the must-carry issue. "It would be a long battle," said one House aide. And one observer said broadcasters had not received a "good reception" from



Chairman Fowler  
Will they make the call at the FCC?

House and Senate Copyright Subcommittees in their drive to repeal the compulsory license and instead started telling members "all we want is the FCC to conduct a rulemaking." Nonetheless, the National Association of Broadcasters—with the help of the networks and INTV—was instrumental in convincing members to write. (NAB President Eddie Fritts will meet with Chairman Fowler to discuss the issue this week.)

On another must-carry front last week, the NAB, the Television Operators Caucus and the Association of Independent Television Stations continued to refine a new set of must-carry rules they would like to see the FCC adopt through a rulemaking (BROADCASTING, Sept. 16). According to the proposal, which originated with the Television

Operators Caucus, cable operators with more than 12 channels would be required to devote one-third of their channel capacity to carriage of local stations within 35 miles (or perhaps 50 miles for hyphenated markets). But they would not have to carry duplicative network or Public Broadcasting Service stations, and cable operators with fewer than 12 channels would be free of any must-carry obligations.

Last week NAB's local carriage task force signed off on the proposal, although substituting a 50-mile radius rather than 35 "because our research shows almost no difference between the systems at 35 or 50 miles," said NAB President Fritts. "You could go over 50 miles," he said, and still not exceed one-third channel capacity on most systems. The task force also asked NAB's research department to conduct an additional analysis of hyphenated markets. And the group expressed an interest in addressing another problem in the proposal—that of cable operators charging broadcasters for carriage or broadcasters charging cable operators.

Only INTV has yet to take a position on the proposal. Sources say the independents may be dissatisfied over limiting must carry to one third of channel capacity. Nonetheless, INTV has not revealed any specific problems with the proposal, a source said.

The TOC and NAB met last week to discuss the must-carry proposal and are scheduled to continue to work on the proposal together before making an offer to cable. The TOC is expected to act as the go-between for NAB and the National Cable Television Association.

Meanwhile, at NCTA, news of congressional intervention did not set off any alarms. "If the FCC wants to keep an eye on this, that's not unreasonable," said NCTA President James Mooney. Mooney, who has not seen any formal proposal from the broadcasters ("I don't know if a proposal that hasn't been transmitted can be described as a proposal; it's a little like a tree falling in the forest with nobody around to hear it"), remained skeptical that the NAB proposal would pass constitutional muster. "What interests me is that the broadcasters are paying a great deal of attention to fashioning a proposal, but how is it any more constitutional than the must-carry rules." (Sources say NAB has yet to face that question.) Mooney also reiterated that there won't be any wholesale loss of signal carriage and that cable will carry local signals voluntarily with the exception of duplicative signals and signals that are not significantly viewed. □

## House hears must-carry pro's and con's

**Broadcasters say compulsory license should be dumped now that must-carry rules are gone; cable says there's no need for that; MPAA feels licenses can be phased out over five years**

Representatives of the broadcast and cable industries faced off over must carry last week before a House panel. The broadcasters asked Congress to eliminate cable's compulsory license to counterbalance the loss of the FCC's must-carry rules. Cable, on the other hand, defended present copyright law and denied that TV stations will suffer without the rules. The chances of a settlement between the parties seemed remote.

The conflicting views were expressed before members of the House Copyright Subcommittee in a hearing on reform of the Copyright Royalty Tribunal. Most of the testimony, however, focused on the compulsory license and must carry.

The Motion Picture Association of America also called for abolition of the compulsory license but only after a five-year transitional period. MPAA President Jack Valenti said that cable and MPAA are engaged in serious negotiations to establish a flat rate for cable copyright royalties. (Valenti said the flat fee would be charged until the five-year transitional period ends.)

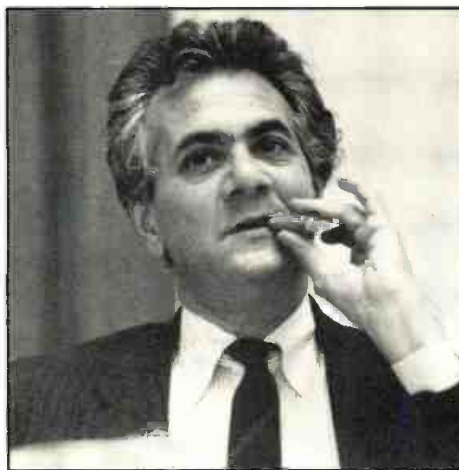
"MPAA continues to support the abolition of the compulsory license, after a transition period, as the fairest, most reasonable pathway to free market judgment," Valenti said. "In the span of time between today and the abolition of the license, NCTA and MPAA can together construct a plan which will cure the disabling afflictions of Section 111, in the long-term best interests of the public we both serve," he said.

Informal talks on the flat fee concept began earlier (BROADCASTING, June 24), and Valenti said that progress is being made. (The parties met the day before the hearing on the issue.)

He said MPAA and the National Cable Television Association were talking "in an understandable way and in good faith." He was hopeful they would reach a compromise by the end of November. NCTA President James Mooney was more reserved. He said only that the flat fee idea "may have some



Kastenmeier



Frank

promise." And he did not endorse the concept of eventual elimination of the compulsory license.

Mooney also rejected the MPAA's claim that cable operators spend less on copyright royalties per subscriber than on postage stamps. "It costs them more to send out their monthly invoices than it costs to bring in programming," Valenti had said.

According to Mooney, distant signals represent only 10% to 12% of the programming carried on a cable system. There are other programming costs, he said. On an average, the NCTA president said, cable systems pay

\$2.50 in royalties for each household.

As for the fate of the CRT, NAB and MPAA both said reform is needed if the agency is to continue. They both recommended the CRT be given the "opportunity to obtain expert advice and assistance." But they agreed there would be no need for the tribunal if the compulsory license were eliminated. In that case, NAB President Eddie Fritts suggested that the CRT's remaining compulsory licenses be administered by other government agencies. Mooney criticized the tribunal and the Copyright Office for always ruling in favor of the copyright holder, "no matter how peculiar-looking the result, and with little or no regard for the interests of the viewing public." Mooney advocated no specific reforms.

Fritts also endorsed legislation introduced the day of the hearing by subcommittee member Barney Frank (D-Mass.). "The Frank bill balances the competing needs of broadcast and cable. It provides a financial incentive to cable operators to carry all local signals," Fritts said. "It also provides to cable operators a measure of relief for saturated systems and allows greater latitude to small operators in deciding on carriage of local signals," he added.

The bill, H.R. 3339, would abolish the compulsory license for most cable systems (all but the smallest, with 2,500 or fewer subscribers, would be affected). Moreover, the measure provides "economic incentives" for local carriage. There would be no copyright liability for local signals for cable systems with fewer than 12 channels. There would be no copyright liability for cable systems with more than 12 channels that carry all local signals—local being defined as signals originating within a 50-mile radius of the broadcasting station. All distant signals would have full copyright liability.

Frank, who appeared at the hearing, stated his objections to the compulsory license. He noted that cable had been given new freedom by the new Cable Communications Policy Act to set subscriber rates. At the same time the compulsory copyright license imposes a "government price fix" on the fees cable pays its program suppliers. "I don't understand why we should continue it," he said. Nor does Frank support the concept of



Fritts



Mooney



Valenti



must carry, he said. Indeed, his bill, would prevent the FCC from creating any must-carry rules.

The broadcasters' effort to repeal the compulsory license, Mooney said, is an attempt to gain leverage "to force the cable industry to accept a 'deal' to reimpose a must-carry requirement that the court said was unconstitutional." Mooney said that broadcasters "don't have much in the way of a copyright interest, per se, as they tend not to be major copyright owners."

Mooney called must carry an "open scandal." He said cable systems have been forced to carry "signals nobody in the cable franchise area wants to watch, even in one instance a channel that had to be brought in by microwave from a hundred miles away." Moreover, he said, the appellate court in the Quincy-Turner case that overturned the must-carry rules had ruled that "must carry turned out to have as its objective the protection of local broadcasters rather than local broadcasting."

The chances of NCTA and NAB striking a deal on must carry are slim, Mooney said. He told the House panel that a negotiated settlement "once might have been possible," but now he is unwilling to "go to the table and start arguing away cable's First Amendment rights." He said NCTA had "implored" broadcasters in the past to "work this out." Last winter Mooney said he met with the heads of several broadcasting groups to discuss a possible compromise on must carry. "I told them they could not expect the rules to prevail forever. The answer I got was: 'That's not what our lawyers tell us.'"

Mooney also insisted there would be no wholesale dropping of local TV signals, now that the rules were off the books. Nor, he continued, would cable operators start charging broadcasters a fee to be carried on their systems. "I don't think there will be a significant incidence of that." He called reports of cable operators extracting a payment "imaginary." And he presented a statement for the hearing record on the matter. (He also told Kastenmeier NCTA was willing to talk about legislation that would keep cable operators from charging fees "for local carriage under the compulsory license.")

Mooney was referring to the case made by a South Carolina broadcaster who met last week with congressional members and said he agreed to pay \$2,000 a month to be carried by one cable operator. John Bailie of WTGS(TV) Hardeeville, S.C., charged that Plantation Cablevision of Hilton Head Island, S.C., demanded a payment of \$27,000 a month to carry his signal (BROADCASTING, Sept. 16).

According to Mooney's statement, WTGS is almost 40 miles from Hilton Head Island and airs programming consisting "primarily of reruns of old network shows." Plantation Cablevision, it said, has a 12-channel basic tier consisting of two affiliates of each network, two PBS affiliates, a franchise-required local origination channel, WTBS(TV) Atlanta, CNN and ESPN. Plantation, the statement said, "has made a decision not to add or delete any programming until the legal landscape is clear."

The statement said: "WTGS offered to pay

Plantation for carriage. Plantation declined to accept payment. Where did the \$27,000 per month figure come from? In discussions with WTGS, Plantation discussed its costs and revenues. WTGS evidently projected the \$27,000 figure from an assumption of either revenues to the cable system from advertising sales or an assumption of what a moderately successful pay television service would generate in revenues to Plantation. Plantation has never quoted a rate to WTGS, does not intend to quote a rate and has declined to carry WTGS at this time. Misrepresentations of this kind do not serve the interest of cable subscribers and unfairly tarnish the image of a cable operator who is acting under his judicially recognized First Amendment rights."

But the issue appeared to concern House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.). "As long as the possibility exists, I suspect broadcasters will be in the position in their market of being subject to sufferance of cable operators," he said. Indeed, Kastenmeier wondered if it might not be possible to amend the Cable Act to keep cable from charging a fee. "It could be amended," Fritts said. "However, our concerns are greater than that." The NAB president said that broadcasters "recognize that must carry as it once was will never be." But, Fritts said, without some form of local carriage protection there is an "imbalance." The cable system, he said, "is the ultimate monopoly gatekeeper." □



Pattiz: broadcaster in the wings

## Mutual gleam in Westwood One's eye

**Amway agrees to sell for price estimated at \$30 million; new owner would be first broadcaster to run network in 30 years; Westwood gross revenues could be second only to ABC Radio**

The Mutual Broadcasting System is on the verge of changing partners. Westwood One, one of the nation's largest producers and distributors of nationally sponsored radio programs, has entered into an agreement in principle to purchase Mutual from Amway Corp. for a price believed to be in the \$30-million range. If the deal goes through, it would be the first time in some 30 years that a Mutual owner comes from broadcasting. In a move that took the industry by surprise, Culver City, Calif.-based Westwood One last Monday (Sept. 16) announced the agreement with the Ada, Mich.-based Amway, a billion-dollar-a-year direct sales and personal care and household products concern, to acquire the operating assets of MBS. According to Westwood One President Norm Pattiz, a definitive agreement is expected to be signed soon, with the transaction completed in November.

Westwood will acquire the Mutual Radio Network, which includes affiliation contracts, studios, programming services and talent as well as management and staff. The sale does not include Mutual's satellite services division and \$10-million uplink facility in Bren Mar, Va. "The satellite distribution system was something that Amway

wanted to keep and it was something that we didn't want to buy," said Pattiz. Gene Swanzy, senior vice president of broadcast and communication services, overseeing Mutual's satellite services, which includes the FM subcarrier data transmission service known as MultiComm, will stay with that division and will continue under Amway's control.

Mutual today has a "basic" affiliate lineup of about 860 stations with approximately 1,400 stations airing one or more of its program offerings. Although many of Mutual's affiliates are adult-oriented in their target demographics, lately the network has tried to expand its programming base with young-adult shows. (Industry sources have put Mutual's gross revenues for fiscal 1984, which ended Aug. 31, at about \$29 million.)

Publicly held Westwood One supplies both short- and long-form programming, the majority of which is youth-oriented, to more than 3,800 stations nationwide. Both networks offer stations a combination of regularly scheduled series and special event programming. Mutual's programming is transmitted to affiliates in analog via Westar IV; Westwood One delivers its programming digitally via Satcom I-R.

Pattiz, founder and chairman of Westwood One, said he initiated the Mutual sale talks with Amway about two months ago. "It's the perfect fit," said Pattiz, in reference to the different demographic appeal of both companies. And he noted that Mutual has a news operation, which Westwood

does not. "It's a classic case of two plus two equalling five," he said.

"This is definitely a quantum leap forward for us. Our inventory over the past year consisted of 24,000 30-second announcements, but Mutual adds another 40,000 30-second spots. . . . It is clearly a situation of providing not only more services to more radio stations, but more inventory to more advertisers," Pattiz said.

He told BROADCASTING that as part of the deal, Amway will continue to transmit Mutual programming from Westar IV for the next three years. "We will also put Mutual programming on Satcom I-R," said Pattiz. (Westwood owns its own uplink facility in Los Angeles.) "We've got three years to make a total conversion to Satcom I-R," he noted. Also under Amway's fold will be the approximately 750 downlink earth dishes that Mutual has installed at different affiliate sites and other station locations.

Pattiz said Mutual, which marked its 51st anniversary last week, will retain its own identity under Westwood ownership. The

new structure, he said, will have Westwood One Inc. as the parent company, operating both the Westwood One Radio Networks and Mutual Radio Network.

Mutual's current president, Jack Clements, will remain in that capacity, Pattiz said, and Arthur Kriemelman, currently Westwood's vice president of marketing, based in the firm's New York office, will assume "corporate responsibility" for Mutual. Kriemelman was at one time vice president of sales for Mutual. According to Pattiz, Clements will report to both him and Kriemelman.

Clements called the purchase "a marriage made in heaven." He said each company "brings something to the relationship that the other company doesn't have and needs."

He said he was surprised to hear of the sale. "I know the network wasn't being peddled around." The Westwood announcement not only startled Clements, but many in the radio industry who seem to feel that Mutual, while under Clements's domain for the past 16 months, had been enjoying a revitaliza-

tion in both sales and programming. (Clements took over in April 1984, upon the departures of Martin Rubenstein, former Mutual president; Tom O'Brien, former vice president of news, and Jerry Wallace, senior vice president of corporate services [BROADCASTING, April 30, 1984].) Since Clements assumed the day-to-day responsibilities of the company, Mutual has hired Ron Nessen, a journalist and former press secretary to President Ford, it re-signed its popular all-night talk show host Larry King and launched a one-hour, daily news magazine series titled *America in the Morning*.

The moves confirmed lingering rumors that began circulating early last year that Amway might sell Mutual. Those reports were fueled when Amway sold one of its two radio properties—WCFL(AM) Chicago—and was quietly entertaining potential buyers for WHN(AM) New York, which was eventually sold to Doubleday Broadcasting. Privately held Amway, which purchased Mutual from principal owners Mr. and Mrs. Benjamin D. Gilbert of Stamford, Conn., in 1977 for \$18



Minority Leader Byrd testifies on TV entry

## Television in Senate making headway

**Number of senators opposed to opening up chamber to electronic coverage is lessening as advocates state case at hearing; hurdle remains in form of Majority Leader Dole**

The idea of introducing the Senate to the 20th century through broadcast coverage of its floor proceedings picked up steam last week in hearings before the Senate Rules Committee, a friendly forum. But continuing to cast a shadow over the chances of pending resolutions that would open the Senate doors to microphones and television cameras is Majority Leader Robert Dole (R-Kan.). He has indicated in the past that he does not regard the matter as important enough to deserve a place on the Senate calendar. Last week, there was no apparent change in his position.

The hearings, however, were generally what supporters of the idea could wish. Minority Leader Robert Byrd (D-W.Va.), a one-time opponent of the proposal who injected new life into it with the resolution he introduced at the start of the current session, argued, as he has in the past, that television

coverage is essential if the Senate is to avoid the fate of becoming "the invisible" arm of government. Committee members who in the past had opposed television coverage were seen switching to the pro-television side—Senator Wendell Ford (D-Ky.), for one. And journalists—some representing the networks, others local stations—argued for action that Robert McFarland, NBC News vice president and Washington bureau chief, said would "promote the strong public interest in the activities of this significant legislative body."

Senator Russell Long (D-La.) provided the sole opposition to the proposal. As he has in the past, he expressed concern that television coverage would encourage senators to posture, to deliver speeches they would not otherwise. In general, the business of the Senate, which by design does not move swiftly now, would be slowed to a snail's pace. "Television will mean we'll be in session 50% more time," he said. Long, who plans to retire at the completion of his present term next year, said his concern is not for himself but for the future of the country. "If this nation is to survive, the Senate

will be required to ratify unpopular treaties, pass unpopular bills," he said. And television, he said, would discourage senators from taking those unpopular stands—which left an opening for probably the hearing's most quotable quote:

Senator Charles McC. Mathias (R-Md.), chairman of the committee and long a backer of television in the Senate, said: "Patriotism doesn't live in dark houses."

Thus, chances for the proposal to subject the Senate to the same kind of coverage that the House has known since 1979 appear "more upbeat than in the past," according to one Rules Committee staffer. He expected swift approval by the committee when it acts on the matter. Ford's conversion was a major one. During the hearing, Ford said he was "leaning" toward support of Byrd's resolution; later, in talking to reporters, he left no doubt he would go all the way. Along with Long, he had helped block Senate action on the matter last year. In addition, there was Senator Claiborne Pell (D-R.I.), another former opponent, who said he would, reluctantly, endorse television in the Senate.

Both may have been influenced by the

million, talked to several companies interested in purchasing the network last year, among them Westwood One. When Clements was appointed executive vice president and general manager, overseeing Mutual Broadcasting, talk of a pending sale subsided. (Clements was named president earlier this year.)

An Amway spokesman declined comment on why the company decided to leave broadcasting, or any other aspect of the Mutual sale. However, in an interview that appeared in BROADCASTING Sept. 10, 1984, Amway President Richard DeVos indicated the company's growing disillusionment with Mutual by saying: "After we acquired Mutual, we had grandiose ideas of what we thought could happen and as time goes on we found you can't make things happen exactly the way you'd like to have them happen. . . . We own a network, but we aren't into that industry personally. I don't know the players, I don't attend all the conventions, I'm not a part of that on a day-to-day basis.

"And I think there was a hope there that we could have a more positive impact. We speak of it as free enterprise involvement, a voice of free enterprise. I guess as time went on, we fought harder for a balanced means than we did for a particular viewpoint to get on the air. You just didn't tell people what to put on; there was no way to do it even if you wanted to. And, therefore, your news guys are going to say what they wanted to," he said.

Asked in that same interview whether Mutual was "of any consequence" to Amway's bottom line, DeVos said, "It's certainly not a contribution."

Westwood One was started by Pattiz, a former television station account executive, in January 1975 with an investment of \$10,000. But most of the company's explosive growth occurred in the past three years, which industry observers attribute to Pattiz's aggressive posture in dealing with the advertising community. Last year, Pattiz took the company public and in its latest stock offering raised about \$40 million. The banking

investment firm of Hambrecht & Quist, underwriters of Westwood One, estimate the company will earn \$3.4 million on sales of \$18.5 million for its current fiscal year, which ends in December. In 1984, Westwood One earned \$1.9 million on sales of \$12.8 million.

Westwood has been on the acquisition trail throughout 1985. Earlier this year, the company failed in an attempt to purchase the RKO Radio Networks from RKO General, which was later acquired by United Stations (BROADCASTING, March 4). Pattiz, however, said he has no plans to acquire any radio properties at this time. "Our first objective was to find something that fit well with what we do that was already in the business so that there would be certain economies of operation that would benefit both Westwood One as the parent company and the acquired company," said Pattiz.

In terms of gross revenues, the Mutual acquisition could make Westwood One the second largest radio network operation in the country, next to the ABC Radio Networks. □

results of a survey conducted by C-SPAN, which transmits television coverage of the House to cable television systems that reach 21.5 million homes. The results show that support for television coverage of the Senate had reached substantial proportions—62 of the 100 senators favored it in some form, while 18 opposed it. Another 15 were said to be "leaning against" it, while five had not yet taken a position (BROADCASTING, Aug. 26). Those results reflect a net gain of eight positive votes from a 1982 C-SPAN poll. Ford, in addition, may have been influenced by broadcasters in his state. Four of the witnesses last week were Kentucky broadcasters, all of whom favored television coverage of the Senate. Ford said he wanted the broadcasters to testify on how Washington coverage "relates to local television."

Much of the testimony in favor of the coverage stressed the importance of informing the public on how the government operates. And there were invocations of past heroes. Byrd, for instance, cited Woodrow Wilson's remark: "The informing function of Congress should be even preferred to its legislative function." But underlying much of the testimony was the feeling that, as Byrd also indicated, the Senate is losing out in a public relations battle with both the House and the President, who appears often on TV. Senator Albert Gore (D-Tenn.), a member of the committee, said, "The Senate need not and should not toil in obscurity forever."

There is another side to that argument that Long and Senator Ted Stevens (R-Alaska), a committee member, made—that television coverage will help incumbent senators win reelection. Long said coverage would enable incumbents to win "at taxpayer expense." Stevens noted that 22 Republicans will be up for reelection next year and 19 Democrats in 1988. "We should admit the political impact of those two elections is a factor," he said. Accordingly, he said, it would be well to defer introducing cameras into the Senate until January 1989.

Even assuming swift committee approval

of some form of television coverage of the Senate, "the next stop would be Dole," the committee staffer said. And that is when the optimism starts to fade. It is the majority leader who schedules the Senate's business. And a Dole aide did not offer grounds for hope that Dole would speed a committee-approved bill onto the calendar. She said Dole is open-minded on the issue. But, she added, "there are pressing matters—reducing the debt, immigration laws—that would take precedence. He hasn't said he is against it [cameras in the Senate]; he's looked at it more in the sense of what the Senate has to do." She indicated that action before adjournment of the current session of Congress

later this year is remote.

Given the support for the proposal before the Rules Committee, it seemed last week that the only question was the kind of coverage the committee would eventually endorse.

Byrd's proposal (S. Res. 2 and S. Res. 29) calls for a carefully controlled experiment. The matters to be available for coverage would be decided jointly by the majority and minority leaders, and rules changes would be designed to insure equality of coverage of the majority and minority sides of the aisle, as well as to streamline some Senate procedures. Cameras would focus only on the presiding officer and speakers (BROADCASTING,



**The pros position.** Both network and local approaches to TV in the Senate were elaborated by these eight news executives. At top (l to r): CBS's Jack Smith, NBC's Robert McFarland, ABC's George Watson, CNN's William Headline. Bottom: Kentucky broadcasters Bob Morse of WHAS-TV Louisville, Tom Becherer of WKY-TV Louisville, Ed Godfrey of WVE-TV Louisville and Ralph Gabbard of WKY-TV Lexington.

Jan. 7).

But caution was Byrd's watchword. He said he would accept a step-by-step approach, beginning with radio-only and progressing, over time, to gavel-to-gavel coverage. "I have to try to achieve what is achievable," he said.

Senator William Armstrong (R-Colo.), on the other hand, called for a more direct approach. His proposal (S. Res. 81) would authorize gavel-to-gavel coverage, with cameras operated by Senate employees, as in the House. The resolution, which has 17 co-sponsors, is identical to one sponsored several years ago by then-Majority Leader Howard Baker (R-Tenn.), one of whose frustrations was his inability to persuade the Senate to approve television coverage. In-

deed, Armstrong's enthusiasm for the project induced him to recommend throwing "caution to the winds. We don't need a transition through radio," he said. "That's not a novel idea."

Gore is another enthusiastic supporter of cameras in the Senate, but he would accept an evolutionary approach. In testifying for the resolutions, he called for "an immediate switch to TV."

The broadcast journalists, in their turn at the witness table, urged, as was expected, support for full access to the Senate for their camera crews. "Our belief... is that reporters, rather than those who make the news, should cover the news," said George Watson, ABC News vice president and Washington bureau chief. Besides the journalistic

reason for permitting broadcasters to do it themselves, Watson cited "engineering union restrictions" that would prevent ABC from broadcasting more than three minutes of a live Senate-provided feed. And NBC's McFarland said that, "ideally, the Senate could offer unilateral access to all interested broadcasters." That, he said, would assure the public "the maximum flow of information and diversity."

But those were the outer limits of ambition. McFarland indicated he was prepared to take less—say, a broadcaster pool when "space, security and other limitations" rule out unilateral access. Finally, he acknowledged, he would take still less: "There are other options, including, of course, a type of floor coverage similar to that in the House of

## Congress all shook up over rock lyrics

**Senate committee examines call by Parents Music Resource Center for warning labels on records with objectionable lyrics; musicians and record industry testify that would violate First Amendment rights; some senators say there will be no legislation on matter, but Hollings says there should be if all else fails**

It looked more like a media event than a congressional hearing as members of the public and the print and electronic press crammed into a Senate Commerce Committee room last week to hear musicians Frank Zappa, Dee Snider of Twisted Sister and John Denver discuss so-called pornographic rock lyrics. The musicians defended their right to "artistic freedom" and raised objections to proposals by parent groups for warning labels on records with lyrics containing "explicit sexual language, profanity, violence, the occult and the glorification of drugs and alcohol."

The issue was of keen interest to members of the Senate Commerce Committee who convened the hearing to air complaints of the Parents Music Resource Center, a group of influential Washington women (Pam Howar; Susan Baker, wife of Treasury Secretary James Baker; Tipper Gore, wife of Commerce Committee member Albert Gore [D-Tenn.], and Sally Nevius). PMRC wants warning labels on records that are apt to offend and "lyrics for labeled music products... provided to the consumers in some form before purchase." The group has asked the recording industry to "appoint a one-time panel to recommend a uniform set of criteria which could serve as a policy guide for the individual companies." Baker told the Senate panel that PMRC will ask MTV to label videos and to cluster the "harmless, safe videos for when young children are viewing."

PMRC is not seeking legislation; it only wants to "educate and inform parents about this alarming new trend as well as to ask the industry to exercise self-restraint," Baker testified. Senate Commerce Committee Chairman John Danforth said that the hearing had not been called to "promote any leg-

islation." He said there was "zero" chance that a bill addressing the matter would pass. "We're here simply to provide a forum for airing the issue. There is a concern that the public should be aware of the existence of this kind of music."

But Senator Ernest Hollings (D-S.C.), ranking minority member on the Commerce Committee, held another view. "I tell you it is outrageous; we've got to do something about it," Hollings said. And, he said, he was going to ask the best constitutional minds if there isn't some way to legislate. Hollings later noted that the "First Amend-



PMRC's Gore and Baker

ment absolutism does not pertain to broadcasters."

Senator James Exon (D-Neb.) warned he might "join others in supporting regulation unless performers see fit to clean up their act." But in the same breath, Exon questioned the purpose of the hearing. "I wonder, if we're not talking about federal regulation or legislation, what is the reason for these hearings? Why are these media events scheduled if we're not being asked to do anything about it?"

Senator Gore, present at the hearing, said: "The proposals made do not involve the government. What they [the PMRC] are asking for, is the music industry to show some self-

restraint and come up with a voluntary guide system for parents. This kind of material is really very different from material that caused controversy in past generations."

Sharing Gore's concern about the lyrics was Senator Paula Hawkins (R-Fla.), chairman of the Senate Subcommittee on Children, Family, Drugs and Alcoholism, who also testified. Hawkins played two rock videos (Twisted Sister's "Not Going To Take It" and Van Halen's "Hot for Teacher") and presented examples of what she considered to be obscene rock album covers.

Zappa's presence generated a lively discussion. "The PMRC proposal is an ill-conceived piece of nonsense which fails to deliver any real benefits to children, infringes the civil liberties of people who are not children and promises to keep the courts busy for years," Zappa said. The PMRC demands are the equivalent of "treating dandruff by decapitation," he added. "No one has forced Mrs. Baker or Mrs. Gore to bring Prince or Sheena Easton into their homes."

Taken as a whole, Zappa continued, "the complete list of PMRC demands reads like an instruction manual for some sinister kind of 'toilet training program' to housebreak all composers and performers because of the lyrics of a few. Ladies, how dare you." He also charged the PMRC with confusing the issue by comparing song lyrics, videos, radio broadcasting, record packaging and live performances. "These are all different mediums, and the people who work in them have the right to conduct their business without trade-restraining legislation, whipped up like an instant pudding by the wives of Big Brother."

Zappa provoked a sartorial response. "I found your statement to be 'boorish, insensitive, insulting... You have destroyed any credibility with this body,'" Senator Slade Gorton (R-Wash.) told Zappa.

Zappa did, however, favor placing a copy of the lyrics in albums, as long as "there's a way to pay for it." He suggested that the government print the sheets "to make sure consumers have the information." He remained staunchly opposed to warning labels.

Representatives." And William Headline, Washington bureau chief of Cable News Network, noted he had no illusion about who will call the shots: While he would prefer that television coverage be controlled by journalists, he said he realizes that resolution of the issue, "like the larger one" of admitting cameras into the Senate in the first place, is "properly deferred to the judgment of the Senate."

But even if the broadcasters are obliged to accept coverage provided by cameras operated by Senate employees, there is opposition to the provision of Byrd's proposal that decisions on matters to be covered be made by the majority and minority leaders. Jack Smith, CBS News vice president and Washington bureau chief, said, "Allowing the

leadership to decide which debates would be open to broadcast coverage and which would not could only lead to suspicion that these decisions might be influenced by political considerations."

The Kentucky broadcasters also opposed that aspect of the Byrd proposal, but from their own perspective. Ralph W. Gabbard, executive vice president and general manager of WKYT-TV Lexington and WYMT-TV Hazard, said, "There may be an inclination to broadcast only debates of so-called 'national' importance—by implication, ignoring those of regional importance." Thomas P. Becherer, an at-large director of the Radio-Television News Directors Association and news director of WLKY-TV Louisville, made a similar point: "I submit there are matters of

regional concern debated in the Senate, and my audience deserves to be able to observe these debates as well."

The committee also heard from C-SPAN officials, who made it clear they are prepared to transmit throughout the country images of the Senate in action, as they have been doing with images of the House for the past six years. Brian Lamb, C-SPAN chairman and chief executive officer, said C-SPAN will incorporate a television signal from the Senate chamber as soon as it is available. C-SPAN has been using a transponder on RCA's Satcom III-R satellite for live, gavel-to-gavel coverage of the House since that service began in 1979. For Senate coverage, Lamb said, C-SPAN would use a transponder on Hughes Galaxy I. □

But the PMRC maintained that parents need to know what is on the records. "Today, parents have no way of knowing the content of the music products their children are buying," Baker said. "While some album covers are sexually explicit or depict violence, many others give no clue as to the contents." For example, she said that "Jungle Love," a hit song, is on an album that also contains a song, "If The Kid Can't Make You Come, Nobody Can."

Further examples of explicit lyrics were presented by PMRC consultant Jeff Ling. He cited a Prince song about incest: "I was only 16, but I guess that's no excuse. My sister was 32, lovely and loose. My sister never made love to anyone but me. Incest is everything it's said to be." Ling also mentioned a song by Twisted Sister, "Under the Blade." "Your hands are tied, your legs are strapped, you're going under the blade."

But the center's interpretation of that song did not sit well with Twisted Sister's Snider. He charged the group with "character assassination" and spreading misinformation. Snider said that Mrs. Gore characterized the song as sado-masochistic. But in fact, he said, the song is about having surgery. Moreover, he pointed out that all Twisted Sister albums contain a copy of the lyrics in the record sleeves. Furthermore, Snider rejected the claim that the group's song, "Not Going To Take It," is violent. "I am very pleased to note that the United Way is using a portion of the video on a segment on the changing American family," he said.

Snider told the senators he does not favor exposure of children to some lyrics. But, he said, it is "my job as a parent to monitor what my children see and hear; no authority has the right to make these judgments." He maintained that looking at the cover and titles of the songs should "cover all the bases." Snider was grilled by Senator Gore. "What does the name of your fan club, SMFFTS stand for?" the senator asked. "Sick mother fucking fans of Twisted Sister," Snider said. "Is that a Christian club," Gore asked Snider, who earlier called himself a Christian. "I don't know what Christianity has to do with profanity," Snider replied.

"I strongly oppose censorship of any



Snider



Zappa



Denver

kind," Denver said. Like Snider and Zappa, Denver was opposed to putting warning labels on records. "I am opposed to a rating system, voluntary or otherwise," he said. Instead, Denver advocated self-restraint within the broadcast and recording industries. He noted there is always going to be misinterpretation of lyrics. He said his song, "Rocky Mountain High," was banned on many radio stations because it was incorrectly viewed as being about drugs.

"I'd like to acknowledge the PMRC for bringing this to our attention," Denver said. But he felt the issue should be dealt with by parents' "exercising influence over their children." But Danforth disagreed with Denver's charge of censorship. "The point of the proposal is not less information; no one is trying to prevent rock stars from publishing

what they want. What the mothers are saying is they don't have sufficient information. They don't want censorship," the Commerce Committee chairman said.

What concerns Denver the most about the PMRC campaign, he said, is "the whole presentation comes from a foundation of fear" and quoted President Franklin Roosevelt: "The only thing we have to fear is fear itself." Hollings responded, "Roosevelt didn't hear this music."

Little criticism was directed to broadcasters during the hearing. Indeed, PMRC has complimented the National Association of Broadcasters and its response to the issue. NAB President Eddie Fritts sent a letter to the recording industry several months ago, asking the companies to attach copies of lyrics to records distributed to radio stations.

Baker noted that "most broadcasters are very responsible and don't play the worst offenders." And Senator Gore praised the NAB for responding quickly to the concerns of the PMRC. "It reflects well on the sense of responsibility on the part of the industry and leadership. It's a good first step." Senator Paul Trible also commended NAB's efforts.

Fritts, in a statement before the committee, focused on NAB's activities to create a "higher level of sensitivity" toward the issue. He noted, however, that it is up to each station to "choose for itself how best to serve its community." NAB, he continued, would not intrude on any station's programming decisions. It is concerned about balancing the "need for voluntary restraint with a strong sensitivity to First Amendment concerns."

The Recording Industry Association of America, however, has provoked another reaction from the PMRC. RIAA is proposing that individual record companies include a "packaging inscription that will state: 'Parental Guidance-Explicit Lyrics.'" But the PMRC wants one uniform standard administered by an industry panel. RIAA President Stanley Gortikov defended the industry's position. "We only ask that our proposal be given a chance to work," he said.

He emphasized that most lyrics reflect positive attitudes and practices. He felt the PMRC has "unfairly characterized all artists and all companies as universal practitioners of

evil." And, he asked, why has the group focused only on rock music? "What about movies? And magazine ads, prime time tele-

vision, soap operas, books and cable programs," Gortikov asked. "We must not trample the rights of parents and other adults

whose standards do not coincide with those of the PMRC or the National Music Review Council or any other group." □

## NCTA takes next step toward scrambling

### Board gives go-ahead to create corporation of cable operators to scramble and sell services directly to backyard dish owners

The National Cable Television Association is moving forward with its plans to create an independent nonprofit consortium of cable operators to facilitate the scrambling of cable networks' satellite feeds and the offering of direct-to-home satellite broadcasting services to owners of backyard earth stations. Meeting in Washington last week, the board ordered that articles of incorporation for the consortium be drawn up.

There are numerous logistical and, possibly, legal problems that must still be overcome in implementing the plan, but the real challenge confronting NCTA and the cable operators is persuading the cable programmers to go along with it.

It will not be easy. Some of the industry's largest cable programmers, fearing they would lose too much control of their product under the NCTA plan, have advanced an alternative that would put them in firm control of the satellite broadcasting business and in a position to bypass cable operators. The alternative: a joint venture of Showtime/TMC, Turner Broadcasting Service, ESPN and MTV Networks that would scramble a package of cable services and offer them to the home satellite market. The programmers' plan is as unpalatable to the cable operators as the NCTA plan is to the programmers.

At a post-meeting briefing, NCTA President Jim Mooney said plans for the new corporation have remained essentially unchanged since they were outlined in an NCTA "white paper" issued in July. The plans were based on a scheme worked out and circulated last spring by Tele-Communications Inc., the nation's largest cable MSO.

Under the plan, the corporation, which would be open to cable operators only, would pick a scrambling system and build a computer facility interconnected electronically with the satellite uplinks of participating cable networks. The computer facility would then be available for authorizing and deauthorizing descramblers in the homes of dish owners. (It would not control descramblers at cable headends.)

The corporation would not get involved in the marketing of the satellite broadcasting service to the home satellite market. Each cable operator that belonged to the corporation and wanted to be in the business would have to negotiate with cable programmers for the rights to sell their services to owners of backyard dishes. Those rights may or may not include territorial exclusivity.

Although it wasn't spelled out in the white paper, cable operators would pay for the descramblers at their headends. According to an NCTA survey, most MSO's are willing to pick up that cost, which could be more than

\$350 per channel per headend. The survey also found that about half the cable systems would also be willing to cover the scrambling costs of the programmers, which may run at least \$200,000 per satellite feed.

By provisions of the Cable Communications Policy Act of 1984, the cable industry must insure that all home dish owners have a chance to subscribe to the cable services once they are scrambled. To satisfy that requirement, NCTA plans call for the establishment of another entity that may or may not be associated with the corporation.

Through a toll-free number, this so-called "lifeline entity" would offer cable services to any dish owner on an "a la carte" basis at prices determined by the programmers. It would also be capable of billing subscribers and collecting fees, which it would share with the programmers.

Assuming the corporation gets the final go-ahead from the board, Mooney said the computer facility could be brought on-line early next year. It's NCTA's expectation, he said, that once the facility is ready cable networks will begin scrambling one by one and that a substantial number of services will be scrambled by the third quarter of 1986.



**The NBC Cable News scoop.** NBC News President Larry Grossman told members of the National Cable Television Association board last Thursday that NBC is prepared to go ahead with its launch of a cable news service on June 1, 1986, if cable operators will firmly commit by Dec. 16 to deliver the service to at least 13.5 million subscribers. NBC Cable News, as it would be called, would compete head-to-head with Ted Turner's Cable News Network, which debuted on June 1, 1980. Charter affiliates would be offered three-year contracts, Grossman said. Affiliate fees would start at 12 cents per subscriber per month during the first year and increase to 15 cents the second year, and 18 cents the third, he said. Affiliates would be given two minutes an hour for local advertising and five minutes an hour for a local news insert.

(Home Box Office and Showtime/The Movie Channel are implementing scrambling independent of any industry-wide effort.)

Mooney was confident that the NCTA plan would avoid running afoul of the federal antitrust laws, a fear whenever various elements of an industry band together to offer a service. Mooney said an NCTA technical committee is evaluating several scrambling systems. He would not comment on the suggestion of one reporter that the selection process has been prejudged by HBO and Showtime/TMC having already contracted to use M/A-Com's Videocipher system.

Cable programmers object strongly to NCTA plans, feeling that they put cable operators in control of the potentially lucrative satellite broadcasting business. By virtue of their millions of cable homes, cable operators have a great deal of leverage in dealing with programmers. The NCTA plan, the programmers say, gives operators a way of exerting that leverage in the satellite broadcasting business. For operators to control the home satellite market, they say, is good for neither the programmers nor the public.

The Showtime/TMC-TBS-ESPN-MTV joint venture would scramble their services and offer a package of several basic and one pay service (Showtime) to the home satellite market at a fixed price. Other cable programmers could scramble their services and make them part of the package, but could not take an equity position in the venture.

The venture would give cable operators the rights to offer the package in their franchised areas, but it would also market the service nationally directly to dish owners in competition with them. What's more, the programmers involved would be free to sell the satellite broadcasting rights to others interested in packaging services and offering them to the home satellite market.

The venture is predicated on cable operators picking up the cost of headend descrambling for all the basic services in the package. The venture would pay for scrambling their feeds as well as computers and other necessary hardware. It would use the M/A-Com Videocipher scrambling system, which has already been adopted by Showtime/TMC.

That the venture offered nothing more than non-exclusive rights for cable operators did not sit well with some operators. TCI President John Malone said the scheme would be comparable to General Motors setting up dealerships throughout the country and then going out and selling cars directly to consumers in competition with the dealerships.

What really scares some cable operators is that the programmers' plan would create an independent competitor to their mainline business of distributing cable service through coaxial cable. That's something no cable operator wants. □

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WAWS/Jacksonville  
KCBR/Des Moines-Ames  
WUHF/Rochester, NY  
KMTV/Omaha  
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## Radio '85 gets an A for effort in Dallas

**Most who attended second annual RMPC came away pleased; some disappointment over exhibit floor traffic; Mann expresses regret over choice of language in speech**

Radio broadcasters back on the job last week after attending the National Association of Broadcasters and National Radio Broadcasters Association Radio '85 Management and Programming Convention in Dallas seemed to be pleased with the gathering. "It was the most positive feedback I ever received for a radio meeting," said NRBA Board Chairman Bill Clark, who is president of the radio division of Shamrock Broadcasting.

But still on the minds of many was the controversial speech delivered by NRBA President Bernie Mann who, in his opening remarks about the need to increase radio's share of the advertising dollar, characterized advertising agencies as "snake oil salesmen." The comments elicited the wrath of both the Radio Advertising Bureau and the Station Representatives Association (BROADCASTING, Sept. 16).

Last week Mann issued the following statement about his remarks:

"There have been a number of press reports critical of some of the language that was used in my remarks. It was my intent only to create a sense of urgency about radio's need to obtain a larger share of the advertising revenues, which I believe must be accomplished by selling clients on our

merits and not depending so much on advertising agencies.

"I did not intend to insult anyone, and I regret the language chosen for dramatic effect would have that result. I also want to make it clear that my remarks reflected my own opinion and should not be construed to be the policy of the NRBA."

What was dramatically different from last year's gathering was the overwhelming praise for the Loew's Anatole hotel, the main convention hotel, and the Dallas Convention Center facilities. Those attending the first joint NAB/NRBA radio meeting in Los Angeles last September were plagued by less than adequate hotel and exhibit hall conditions, which superseded the keynote addresses and workshops as the main topic of conversation.

Although there was no precise attendance figure available last week, the event, according to David Parnigoni, NAB senior vice president for radio, drew an estimated 6,000 attendees, 2,500 of which were registered broadcasters. The rest were on-site registrants, exhibitors, hospitality suite hosts, guests and spouses. There were 82 workshops, 90 suites and more than 100 exhibitors ranging from jingle companies to computer firms to equipment manufacturers, who displayed their wares across about 20,000 square feet of space.

Most of the network suite hosts reported substantial traffic. One of the busiest suites was that of Westwood One, which, on the

evening of Sept. 13, originated a live music/interview broadcast featuring John Denver and Michael McDonald. Among the other suites attracting a number of attendees was NBC Radio, which announced two new shows: *Live From Walt Disneyworld*, a series of one-hour, country music concerts, and *The Jazz Show with David Sanborn*, a two-hour, weekly music/interview broadcast ("Riding Gain," Sept. 9). Satellite Music Network unveiled its new black adult "Heart 'n' Soul" format (see "Riding Gain," page 54). SMN Vice President of Programming Robert Hall said the company signed up five stations for the format at the convention.

On the other hand, exhibitors canvassed by BROADCASTING gave the exhibit hall mixed reviews, saying the traffic was often light. One exhibitor said he was "very disappointed" while another said the traffic "lived up to my expectation" still another said business was "excellent." One equipment manufacturer said he will ask the NAB and NRBA to have more engineering sessions at the 1986 meeting to stimulate interest in the technical side. NRBA's Clark was similarly concerned: "Next year, I would like to see us address the engineering issues."

Before the RMPC was under way, the NRBA board met and passed a resolution which virtually backed off from their call for a separate "super" radio-only association, saying that they are prepared to "explore" with interested parties "the concept of unifying the radio industry for the purpose of pur-



uing such common goals as full First Amendment rights for broadcasters and a larger share of advertising dollars for radio" ("Top of the Week," Sept. 16).

The board also re-elected Bernie Mann as the association's president and Bill Clark as chairman. Newly elected to NRBA's executive committee were: Nick Verbitsky, president, The United Stations, New York, vice president/East; Garry Grossman, vice president and general manager, KRKT-FM Albany, Ore., vice president/West; Art Kellar, president, EZ Communications, Fairfax, Va., assistant treasurer, and Jeff Smulyan, president, Emmis Broadcasting, Indianapolis, assistant secretary.

Despite speculation that NAB and NRBA may not sponsor a third radio meeting next year ("Closed Circuit," Sept. 16), another RMPC has been scheduled for Sept. 10-13, 1986, in New Orleans. According to Clark, the NRBA board endorsed the "continuation of this [joint sponsorship] relationship." NAB Radio Board Chairman John Dille, president of Elkhart, Ind.-based Federated Media, noted that the NAB's research department has been assigned the task of surveying industry reaction to the RMPC. "We are committed to a single-purpose radio convention," said Dille. But Dille said he wants to reserve opinion on working jointly with NRBA until the research is completed.

### Keeping tabs on the competition

The radio industry has proved to be "most durable," and those in it are "tough and adaptable"; they are "survivors," according to Rick Sklar of Sklar Communications Inc. Speaking during a session on new programming competition for radio, Sklar said that "there is no medium which is more affordable or more flexible." Nonetheless, he added, there are new technologies vying for radio's listeners and dollars of which radio broadcasters have to be aware.

Among those providing a fix on the new competition was panelist Jim Trecek of Tulsa, Okla.-based Satellite Syndicated Systems. He sees cable audio services as "a real threat" to radio. Any cable system, he said, can pick up 10 full-time commercial-free formats that compete with radio, "and it's happening more and more every day."

Trecek said SSS's satellite-delivered service, Starship Stereo, is an ancillary service to cable for which the company receives an average of two cents per household per month per audio service from the cable operator. Starship does not sell commercial time. Trecek said that customers pay for cable audio because there are no commercials, there is variety and there is "great quality" because of the satellite. Additionally, it crosses "numerous demographics."

It does have its limitations, however, said Trecek. Mainly, the service is only in the homes that are cabled, and it is not in cars, boats or schools, he said. Also, cable is still thought of primarily as a video service; hence, cable audio is a "tough, tough sell." Nonetheless, by 1990 Trecek expects that about 15 million homes will be using his services, with each home averaging about 4½ of Starship's audio services. "That's real competition," he said, adding that it was

also a "great opportunity" for radio broadcasters. He said that "we won't replace commercial radio; we will enhance it." He suggested that radio broadcasters "seize the opportunity" to work with local cable operators.

Bob Galen of the Radio Advertising Bureau, during a slide presentation, listed radio's challenges as including records, tapes, television, low-power TV and CB's. Of all of them, the "primary" challenge is music videos on MTV, he said. Television is "getting attacked" by cable and the superstations, Galen said, adding that the advent of the 15-second commercial may not be beneficial to the medium. "How much can people absorb in 15 seconds?" Galen asked. Radio, he said, limits the number of interruptions.

Galen does not see cable as a strong revenue poacher from radio. He said that cable's penetration is "uneven" and "misses a lot of people." It is the "key limitation to cable at the moment," he said. Comparing the two media, Galen said that radio "offers fine-tuned selectivity," current music and is measured on a local basis. Cable, he said, is "mostly not measured" and its audience numbers are "guestimates." "Sure there will be attacks [on radio's market], but they can be minimized," he said, adding that radio has to promote itself aggressively. From 6 a.m. to 5 p.m., he said, "it's radio's world."

Former NRBA President Jim Gabbert, who now owns KTZO(TV) San Francisco, said that radio "has a serious problem." It's "over-consulted, over-researched. It doesn't really have fun anymore," he said, adding that "there's a lack of creativity in radio today that is horrifying. Everybody researches. The researchers research the researchers. . . . Something's wrong."

Gabbert, a 27-year veteran of radio, said that he got into television because he thought radio "in the long run" was going to be "more and more fragmented," and because the medium "had lost its fun to me and I saw a challenge in television." His experience at his television station, he said, exemplifies that TV can be a "definite threat to radio." Although KTZO is not competing on "a programming minute-by-minute or hour-by-hour" level, the station is competing on a marketing level, Gabbert said, distributing bumper stickers, doing local promotions and focusing on 18-49 adults.

However, Gabbert said that in the midst of all the competition, television and radio still have localism; "that's how they'll survive in a fragmented market," he said. "Promotion and localism is the name of the game." Gabbert disagreed that television is not as easily accessible as radio. It will be able to go to

the beach, he said. Also, although he does not see LPTV as a threat at the moment, he warned the broadcasters to "beware" of it. With 5,000 applications, he said, "somebody, somewhere is going to come up with an idea."

Another radio veteran, Gary Smithwick of Winston-Salem, N.C.-based Keith & Smithwick, agreed that localism "has always been central to radio." He said that if someone becomes successful at airing music videos, then "radio broadcasters better look out." Currently, however, Smithwick said that for those who may decide to become "music video entrepreneurs" there are "serious" problems, including the change in must-carry rules, paying for airing music videos and getting advertising agencies to accept a new type of programming such as "a radio station with pictures."

Another radio competitor is the compact disk. Sklar said that the quality of the sound is "superior" to anything anyone in the media can deliver and that its quality is close to a live concert.

Added Sklar, whether it's radio's "listeners or its revenues, or a combination of both which are the target [of the new competition], we can be sure that radio people are planning strategies to once again overcome the competition." Said Gabbert: "Keep your eye on all the new technologies and don't underestimate them."

### Panel examines long-form programming; sees no general glut; cites need for new product; debates selling strategy

Has the radio program marketplace reached its saturation point with long-form programming? Not according to a panel of radio industry executives at last week's Radio '85 meeting, who seem to feel that networks and program suppliers have only scratched the surface.

"I don't see that there's a glut of programming for radio stations... Rather, what you have is a glut in individual programming categories such as concerts, countdown programs and music/interview shows because we know they work. We need to find new types of formats that work," said Westwood One President Norm Pattiz, whose company last week purchased the Mutual Radio Network (see "Top of the Week").

Agreeing with Pattiz was DIR Broadcasting President Bob Meyrowitz, who added that many of the specialized shows are "undercleared." Radio stations should be taking advantage of the "unique opportunities" presented by these programs. "We sell our programming at premium rates because it's spe-

**Staking a CHR claim.** According to Betty Breneman of Woodland Hills, Calif.-based The Breneman Review, contemporary hit radio is "the format of the masses," with the typical "top 40 person" tending to be "progressive and current." She encouraged broadcasters at a session on the format to "identify their audience not only by age groups, but by life style." Hence, a station should get involved in the community and remain "topical," she said. Gary Berkowitz of WHTT(FM) Detroit called CHR a "fun format" and an "active" one. Those who are in it, however, have to "really stand up and identify" themselves, he said, adding that those "who make it" are those who get to the "heart" of the listeners by raising their emotions. John Clay of KWES(FM) Monahan, Tex., suggested putting someone on the streets "in front of people" as one method of getting name recognition and staking out an identity for a station. Asked by someone in the audience if CHR included "black music," Berkowitz said, "I think so. My feeling is 'play the hits,'" he said, adding that "music is colorless."

cial. But local stations are not selling the local spots at premium rates," Meyrowitz said.

Frank Murphy, director of programming for CBS' youth-oriented RadioRadio network, also extolled the virtues of long-form programming: "We are in a growth industry. There is no glut of programming," he said. As an example, Murphy noted that in 1982—RadioRadio's first year of operation—the network produced 36 hours of long-form shows. This year, said Murphy, RadioRadio will offer upward of 450 hours of programming, all of which are in the form of weekly series.

Murphy also revealed some findings of a "second" programming study conducted for RadioRadio by Toronto-based consultant John Parikhall earlier this year, which showed that listeners like network programming but don't perceive it as a national offering. "They [listeners] like network programming because of its variety," said Murphy. The study also substantiated the notion that long-form programming promotes longer listening habits, Murphy said.

Regarding the future direction of long-form programming, Murphy said that there should be even more shows catering to specific station needs. He said RadioRadio is examining a variety of concepts, one of which is long-form program offerings on a Monday-through-Friday basis.

Mutual Vice President of Programming Dick Carr said the "new wrinkle" at his network is finding more ways to better serve stations, audience and advertisers. "We [the networks] have to become part of the station," said Carr.

Pattiz, however, disagreed with Carr and Murphy on how to research new programming products. "We don't want to know what program directors want. We need to go out and survey the marketplace and see what [programming] is working and then go back and tell them [program directors] what is making money nationally," said Pattiz.

According to one member of the audience, Lenny Stein, vice president and associate director, local broadcast and network radio, Young & Rubicam, the problem with long-form network programming, especially youth-oriented shows, is that all commercial exposure is on weekends. "Most advertisers would like to see it [exposure] spread out on a seven-day basis," he said.

In response to Stein's comments, Pattiz said that advertisers could employ other methods for daily exposure. "For example," he said, "advertisers can also sponsor promotional spots for a weekend show throughout the week. In this way, the advertiser can get the maximum bang for the buck."

But Murphy said that there is concern among advertisers that there is currently a glut of long-form programming on some "important" major-market radio stations. "It's very tight," he said. Carr added that short-form programming "seems the best way to get advertisers to buy through the week."

The subject of selling programming on a cash vs. barter basis sparked a lively exchange between Pattiz and Carr. Selling for cash is unprofitable because radio stations don't pay, said Pattiz. "Years ago many com-

panies who sold via cash went out of business." Carr, however, said that cash sales might work for some stations in smaller markets. "We need to find new ways of doing business. If someone expresses a need, you have to be open-minded," said Carr.

The session was moderated by Richard Verne of New York-based LIN Broadcasting.

### **Easy listening panel believes format is flexible enough to change with the musical times**

There was little doubt among panelists at the easy listening session that today's format can accommodate the spectrum of music from traditional instrumentals to more contemporary sounds.

Playing the most important role in the positioning of easy listening stations are the staff announcers, said Dave Verdery, vice president, programming, Bonneville Broadcast Consultants. "They've got to know the rules and the goals of the radio station."

He noted that many stations provide announcers with "image" liners. "However, we [Bonneville] work with announcers to come up with liners in their language so it becomes their own identification," said Verdery.

In news, Verdery said, easy listening stations should not think in terms of how much news is aired, but rather the "quality" of the broadcasts. The most important stories are those that relate to the station's particular market, he said. Verdery offered as a parameter seven to ten stories per newscast. He added that the weather report on easy listening stations should be very concise and should not include long-range forecasts because of the difficulty of making such projections.

St. Petersburg, Fla.-based easy listening consultant Ed Winton, whose primary client station is Metromedia's WWBA(FM) Tampa, voiced his concern over easy listening competitors who, he said, are "fueling the fire" again about the "death" of the format with their television and print advertising. Winton used as an example several advertisements in which local stations referred to the format as "elevator" or "background" music. "They are not aware of our format. But the reality is that the public likes it," said Winton, who cited stations around the country that consistently post 9 and 10 overall 12-plus metro shares.

Winton also addressed the issue of vocals vs. instrumentals in today's easy listening format. Winton said he did a study at WWBA that found that just as many people like vocals as instrumental selections. "We had dropped vocals completely but started to put them back into the format eight months ago. The result: higher ratings," said Winton. But certain artists like Melissa Manchester and Lionel Richie are not yet ready for WWBA(FM), said Winton.

If there is a trouble spot for the easy listening format, it appears to be in smaller markets where, according to TM Communications' easy listening consultant Steve Hibbard, the format has disappeared from a number of FM stations which opted for the "hot" contemporary sounds. "But many AM

stations have adopted the easy listening format, similar to 25 years ago," said Hibbard.

Hibbard observed that it is better for smaller-market easy listening outlets to have a "brighter, more foreground contemporary sound" which would be "full-service" oriented, containing a large measure of vocal selections. "Many of these markets have no all-news station, so news becomes a major factor, said Hibbard. "In some situations, we are the premiere news station, doing seven to eight minutes of news at the top and bottom of the hour."

Hibbard said some problems with small-market easy listening outlets lies in the execution of the format, especially in the situation where the station is automated and part of an AM/FM combo set-up in which one person works both outlets. "This is the biggest destroyer of ratings," he proclaimed.

Hibbard also noted that he stresses ongoing promotions with TM's small-market client easy listening stations. "The value is to create good will between the station and your listener. But, more importantly, it is to get the listeners involved with the station and get them to remember your call letters," he said.

Promotions, once rarely used by easy listening stations, are now being implemented on the major-market level as well. Mike Burnette, operations manager for Group W's KJQY(FM) San Diego, emphasized the importance of using promotions, which, he said, have to serve three constituents: stations, merchants and audience. "And to be a successful cume builder, you've got to spend money on outside advertising such as newspapers and billboards." Burnette said Group W Radio uses promotions and contests at all of its owned FM stations that program easy listening.

The panel was moderated by Tom Churchill, president of Phoenix-based Churchill Productions.

### **Using a country format to cultivate a good image with listeners and advertisers**

The country format is alive and well despite some reports to the contrary, according to panelists at a roundtable discussion on the format. Country, they agreed, does face some stiff marketing and promotion challenges.

"We've got to make the country share grow; it's not going to grow on its own," said one broadcaster. And the way to do that, the programmers said, was through marketing and promotion.

But not everyone agreed on the best approach. Indeed, using station logos with a cowboy image was not for every station. "It's not a good idea to market ourselves with a cowboy image," said Ted Stecker, KMPS-AM-FM Seattle. Some broadcasters, however, said they were experiencing success using hats and boots as logos. One broadcaster said his station used a red, white and blue guitar. "It gives us quick identity and is not hokey," he said. "We use a hat," said another broadcaster. "It has a classy image; people go crazy with it. I've never seen a logo take off" like this one, he said. Moderator Charlie

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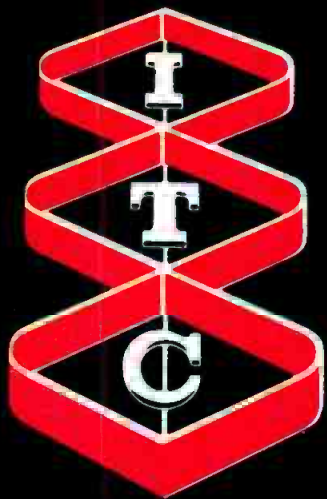
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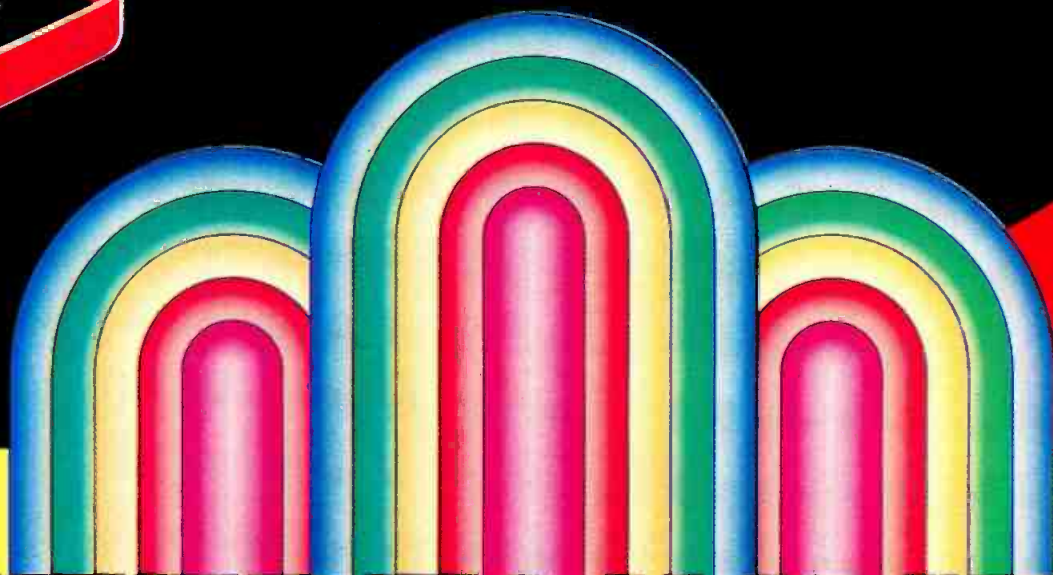
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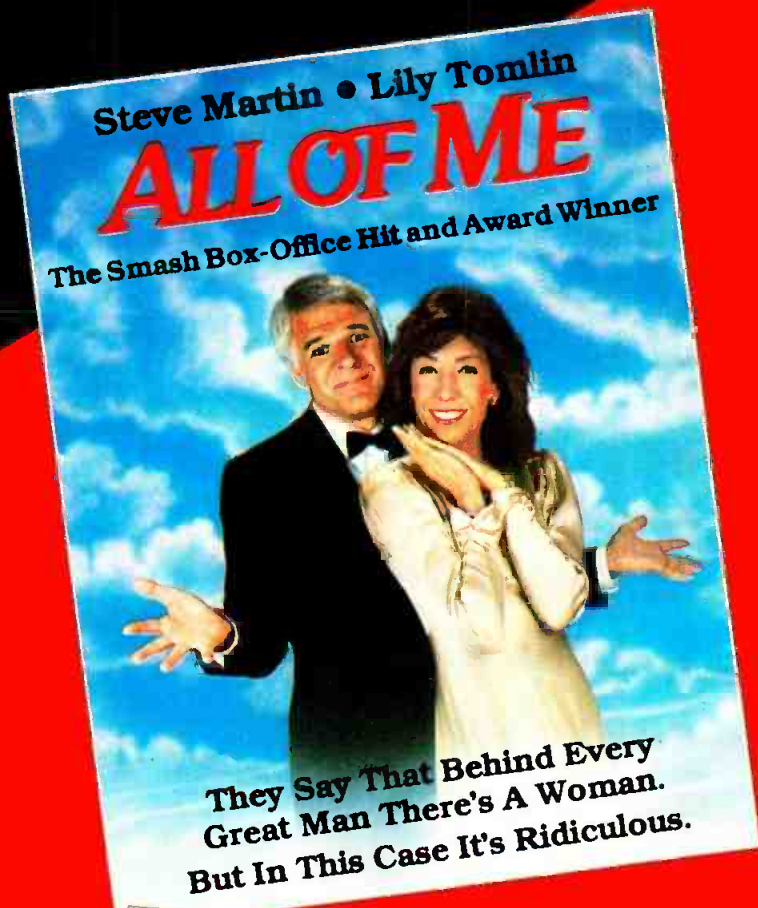
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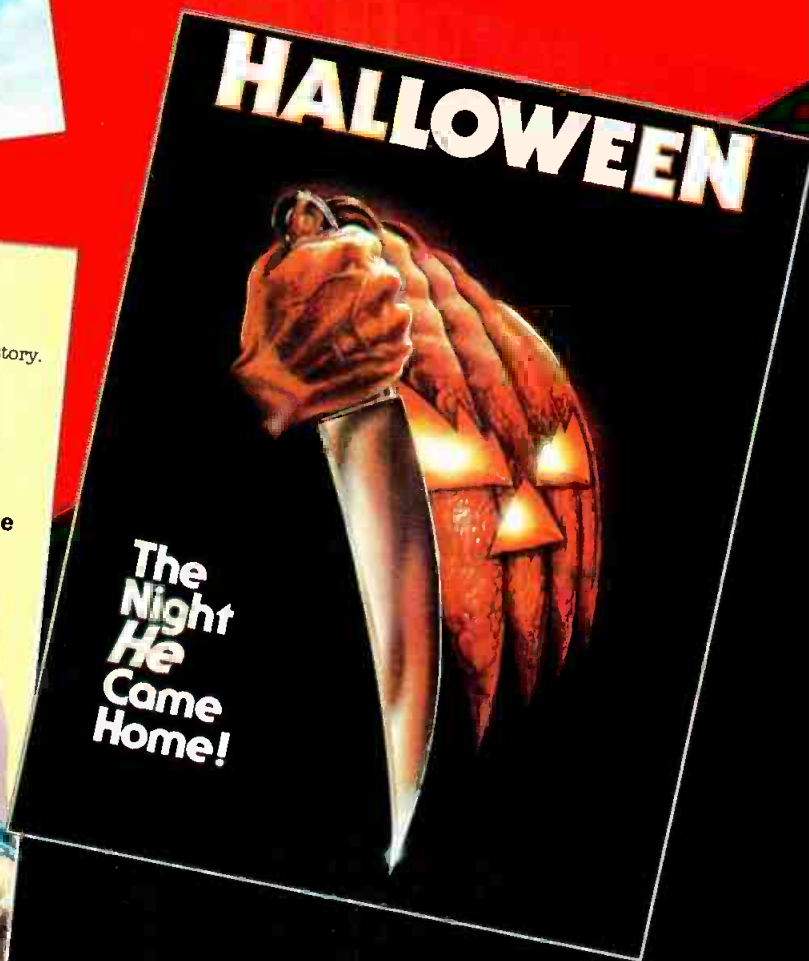
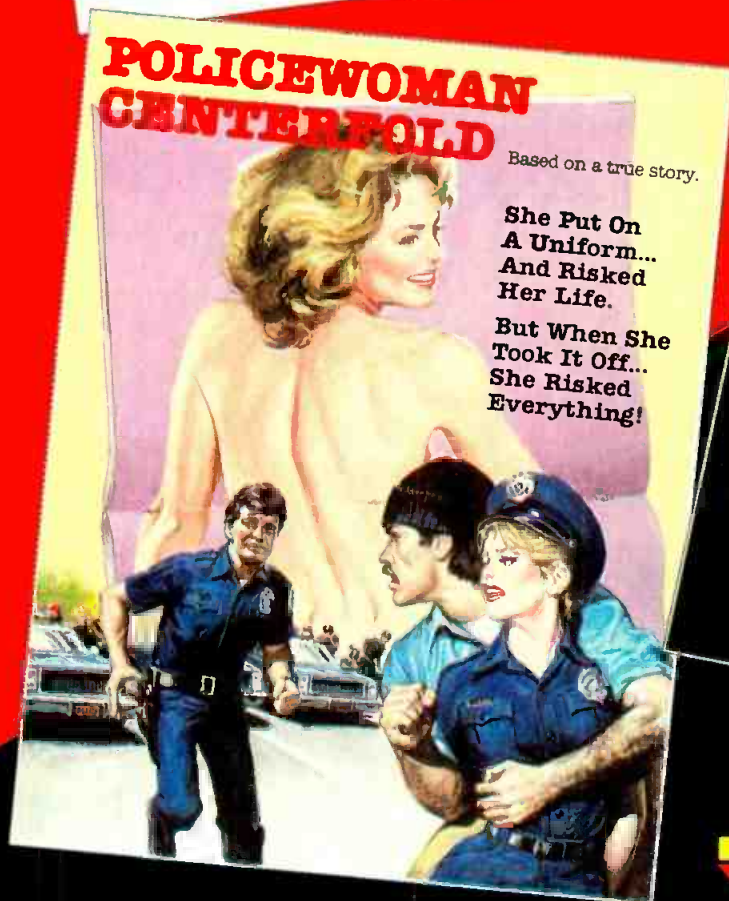
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**King of radio.** "The greatest joy of my life is to be in this business. Thank you for this honor," said Mutual talk show host Larry King (l) as he accepted this year's "Radio Award" at a Friday luncheon during the convention. "It's a great honor. I am doubly honored by the fact that this award is the first thing NAB and NRBA have agreed on in two years," King said. BROADCASTING Managing Editor Don West (r) presented the award to King and praised him for having "raised the common denominator of American public opinion and information." West continued: "We honor his making our medium larger—in breadth, in depth and in meaningfulness. We honor him for making radio a more knowing and happier place to be. We honor him for taking a vacuum and filling it with life."

Ochs, KJJJ-FM Glendale, Ariz., thought the secret was to use boots and guitars with a contemporary image, "not hokey or hillbilly."

Jay Albright, KMPS-AM-FM Seattle, said that country delivers the 25-54 demographic "more effectively than any other format." Nonetheless, he underscored the need for promotion. And as Ron Harper, WNOE-AM-FM New Orleans, pointed out, promotion is particularly important in "hostile" markets. "New Orleans was not a country market until four years ago," Harper said. "It was a process of educating listeners to what you are. You have to bring them along, step by step." One broadcaster suggested country programmers promote their stations in areas where they might not normally go. "We have to integrate ourselves," he said.

As for advertisers that are anti-country, panelist Bob Longwell, WDBO-AM-FM Orlando, Fla., said that "every station on the dial is going to hear objections from advertisers." It's important, Longwell stressed, "to hire sales people who understand how our format works." Albright suggested using research to demonstrate to advertisers that country music listeners are "making more money and tend to be consumers."

One attendee argued that having a good morning show is the key to success. "If you don't put that effort into your station, it doesn't matter what format you have. The music is not going to save you. It's a matter

of just being a good radio station."

"Make a little magic, add a little sparkle," suggested another participant. "Explain to your listeners who these country stars are."

### Improving news/talk operations

If there was one thing broadcasters took with them from the news/talk workshop, it was that the format remains a viable and profitable one. Nonetheless, panelists agreed that there are still many challenges facing news/talk. And chief among those, the broadcasters concurred, is the need to change how they present the news.

"Our research," said Ron Nessen of Mutual Radio Network, "tells us that listeners, even in the 18-to-34 demographic, don't want silly news. They want real news, but they don't want a lot of it." He urged news/talk broadcasters to evaluate their presentation of the news. He also suggested they choose topics carefully for their talk personalities. "Spend time on the subjects they do best," he said.

E. Karl of E. Karl Broadcast Consultants, San Luis Obispo, Calif., said listeners want to hear news with a "definite beginning and end." He said that it's important to think about the order in which stories are presented. "Reflect on the news that is most important to the target group you're going after." And he suggested using headlines to "hook

listeners.

Among other tips Karl offered at the session were: "Come up with a handle and make sure it's credible; think about using jingles; repeat power topics during sweeps; make your station the *USA Today* of radio."

A number of the ingredients that helped WRKO(AM) Boston get back on its feet were shared by the station's Mel Miller. He credited the success of his station to having the "second best signal, two well-established talk personalities and an aggressive, dedicated news department." In addition, he added, the station had little competition. And he praised WRKO's program manager for contributing to its success.

On the negative side, however, WRKO had an image of a "strong but dying Top 40 station," he said. "We also had four personalities, good but not great, but well contracted. "In 1982 the station received a 1.9 rating in the morning," Miller said, while it's now getting a 6.5.

Frank Newport, Tarrance Radio Report, Houston, reviewed the results of a survey conducted in April. Among them: Many news/talk stations are not achieving the target demographics they want. Instead, they are attracting an older audience.

Another problem is the development of good talk personalities. Moderator Ed Busch of AP said he finds the best talk personality is not a news person, but someone trained as a disk jockey who is also a news junkie. Miller suggested using professionals such as lawyers. Karl recommended hiring actors.

### Strategies for success on AM

It was standing room only at the RPMC session on AM programing "success stories," at which broadcasters heard both good news and bad about AM radio. Among the latter were some of the results of a study by Blair Radio on "the perceptions of AM radio" in major and small markets around the country.

According to Chet Tart of Blair, a study on the future of AM showed that it is in "deep trouble." Tart said "the basic concern that listeners have is programing," which they view as "awful." It is not "bright" to listen to, it is not up-to-date and there are too many commercials, the report said. On the positive side, however, the survey showed that "AM is the band to listen to for sports," as well as news and weather forecasts, Tart said.

"Are there problems with AM?" asked Randy Michaels of WLW(AM) Cincinnati. "Absolutely," he answered. "Most AM radio stations in this country are over with as top-rated contenders," he said, adding that "the big problem is the signals. Most of the stations in the AM band can't compete effectively in major metropolitan areas" partly because of high interference.

However, Michaels said there are "some real opportunities for those of us with a signal." He said that the "kind of programing" an AM station does is "extremely critical today." There is a lot of it that is "very compelling." And he called music "a conduit" on AM. "It can't be a format."

Both Tart and Michaels stressed the importance of knowing a market. Tart suggest-

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"television is a very important influence on the psychological and social development of children." He claimed that the success of public broadcasting's *Sesame Street* is due to the "close and intimate relationship between the research staff and the production staff... No commercial television program has that kind of liaison between research personnel and production personnel, and I think that's the way to go in terms of making the most effective use of research."

Many of the questions from the audience led to discussion of program choice. Approaches differed: Vinson said NBC avoids extreme issues because it hasn't yet answered the question: "Whose values do you convey?", but Baker said Group W stations feel it is their responsibility to make those choices, and so "we put it all on the air and let it all hang out. Some people like it; some people don't." The panelists seemed to believe that children do influence what is shown during the "Saturday morning ghetto": Vinson said NBC's few live action Saturday shows were canceled because they were not popular, and Baker agreed "too many good programs have died because they were not watched." "Kids come to television for entertainment," Reinhard said, and car-

toons hold the attention of children with fast cuts and action, according to Rubenstein.

The second panel discussion featured Senator Albert Gore Jr. (D-Tenn.); Susan Weil, PBS senior vice president for programming, and Geraldine Laybourne, vice president for programming at the children's cable channel Nickelodeon. Gore is co-sponsor of legislation in the Senate that would require all broadcasters to air programming designed specifically for children one hour each day. The networks currently are not meeting their programming responsibilities, he said, and are supported by the deregulation of the FCC. "What are we doing? We have this wonderful, miraculous tool for communication, information, education, and we're sitting our children down in front of it and showing them 18,000 simulated murders by the time they graduate." Gore claimed that a "nonintrusive, minimalist type of requirement" such as the one in the bill he supports would stimulate the production of new quality programming and would lead to more variety in the programs offered to children.

Panelists Weil and Laybourne spoke of the programming offered to children by their "alternative" services. Long recognized as a

leader in production of programming for children, PBS again has a roster of new shows premiering next fall—but fewer episodes of each are available due to lack of corporate funding, Weil said. Laybourne was asked to define quality in children's programming. She said Nickelodeon, like PBS, has a close working relationship between the research and programming staffs. Programmers should not make decisions "without knowing their audience and without being aware of the kids' preferences, so I kick my staff out and make them go out and be with kids, and it works," she said. "We involve kids in the concept stage. We brainstorm with them."

Both panelists decried the scarcity of children's programming in the U.S. Laybourne said Nickelodeon's programming comes almost exclusively from other countries, such as Canada, Great Britain and New Zealand. And Weil said of public television's success as a programmer for children: "It's lonely at the top. I wish we didn't have such a clear field. We could use more competition. It would be nice if kids could have more choice."

In closing, Bishop DuMaine urged the audience: "Say not 'What will they do about it?' or 'What ought they do?' but 'What am I doing?' and 'What can I do?'" □

## Syndication Marketplace

**ITC Entertainment** says it has cleared Volume Five, a package of 16 films, in nine markets in pre-sales. Actual sales of the package begin this week. Sales are for cash for four to six years. The package includes nine theatricals, including "All of Me," "Sophie's Choice," and "Halloween"; and five made-for-TV movies, including *Policewoman Centerfold* and *Sunset Limousine*; and two made-for-HBO movies, *Sakharov* and *Blackout*. Clearances include WNEW-TV New York, KTTV(TV) Los Angeles, WPHL-TV Philadelphia, WTTG(TV) Washington, WDLZ(TV) Miami, KPHO-TV Phoenix, KPDX(TV) Portland, Ore., WOVR(TV) Denver and KTXL(TV) Sacramento, Calif. ■ **MGM/UA** says that it has cleared the *Man/Girl From U.N.C.L.E.* in 16 markets covering 16% of the country. Sales are on a cash basis. Among clearances are WFBN(TV) Joliet, Ill. (Chicago), KTZO(TV) San Francisco, WUAB(TV) Cleveland, and WCPQ(TV) Tacoma, Wash. (Seattle). ■ **LBS Communications** has cleared five *Care Bears* half-hour animated specials for Sept. 23-27 in 116 markets covering 83% of the country. The idea for the *Care Bears Week* was generated by LBS's "Care Bear Movie," which grossed over \$20 million. The package is being distributed on a barter basis with stations getting three-and-a-half minutes and LBS keeping two-and-a-half. Among clearances are WNEW-TV, WLVI-TV Boston, WXON(TV) Detroit, WTTG(TV) Washington, WCLQ-TV Cleveland and KTXA(TV) Dallas. The offering marks the second time LBS has offered a children's week. The first was in 1983 with its Strawberry Shortcake Week. ■ In connection with the discovery of the Titanic, **Viacom** is distributing *S.O.S. Titanic*, a made-for-TV movie from 1979 on a cash basis for immediate availability. The movie stars David Janssen, Cloris Leachman and Susan St. James. ■ **JRD Productions** says it has cleared *The Door is Always Open*, a two-hour country music special, in 172 markets, covering 90% of the country. Distribution is on a barter basis with 11 minutes to stations and 10 to JRD. It is also available as two separate hours with a total of 12 minutes for stations and 10 for JRD. The show is billed as a "rare gathering of musical giants [Willie Nelson, Kris Kristofferson, Waylon Jennings among others] together in an informal, intimate setting that gives special insight into their lives and personalities." There will be two windows—September-October and January-February for the repeat. Among clearances are WNEW-TV New York, KHJ-TV Los Angeles, KTZO(TV) San Francisco, WDIV(TV) Detroit and WUSA(TV) Minneapolis. ■ **All-American Television** has signed John Davidson to host the *Miss World Pageant*, scheduled to run between Nov. 28 and Dec. 22. Fifty one stations covering 51% of the country have reportedly been cleared. Distribution of the two-hour special is on a barter basis with 11



Viacom's "S.O.S. Titanic"

minutes for national sale and 13 for local sale. The pageant, featuring 75 contestants, will be taped in London on Nov. 14. Among clearances are WPIX(TV) New York, KHJ-TV Los Angeles, KTVU(TV) San Francisco, WXON(TV) Detroit, KDFI-TV Dallas and WUAB(TV) Cleveland. ■ **Harmony Gold** reports clearing *Robotech* in 94 markets covering 78% of the country. An animated children's show, *Robotech* debuted last March. Sales are on a cash or a "time bank" basis. Among clearances are WNBC-TV New York, KCOP(TV) Los Angeles, WPMR-TV Aurora, Ill. (Chicago), WXON(TV) Detroit and WOTV(TV) Boston. A feature film, "Robotech the Movie: The Untold Story," will be released in 1986. ■ **Silverbach-Lazarus Group** is distributing *In the Name of God*, a one-hour examination of television evangelists, on a cash basis. Sale of the Post-Newsweek production includes four two-and-a-half minute news inserts of additional material. Among ministers examined are Jerry Falwell, Richard Hogue, Rex Humbard and Pat Robertson. Also interviewed are George McGovern, Norman Lear and former FCC Commissioner Anne Jones. While the show is currently in post-production, with sales beginning in the next several weeks, it has already been cleared on all four of the Post-Newsweek stations—WFSB(TV) Hartford, Conn.; WJXT(TV) Jacksonville, Fla.; WPLG(TV) Miami, and WXON(TV) Detroit.



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## Talk of the RTNDA convention: SNG networks

### ABC, CBS and NBC, reacting to growth of regional networks using portable uplinks, discuss plans to enlarge their supply of news with new technology

On its surface, the Radio-Television News Directors Association convention two weeks ago had its fill of network and other stars addressing a host of journalistic issues (BROADCASTING, Sept. 16). But take away the speeches and appearances by big names and it was a working convention, especially for network affiliate news directors and network officials who gathered for a series of meetings focusing primarily on plans for implementing satellite-interconnected regional networks and news exchanges.

And in the minds of many affiliates, it was about time. A number of them last week said the network proposals were "reactive"—reacting to established independent satellite and electronic newsgathering cooperatives such as Conus, Newsfeed, and on the regional level, the Florida and Carolina news networks. (For more on satellite newsgathering equipment, see page 51).

"All three networks are reacting to independent services like that," said Tom Becherer, news director, WLKY-TV Louisville, Ky., and chairman of the ABC affiliates news advisory committee. He said that one issue that emerged during the ABC meetings at the convention dealt with conflicting commitments that develop at stations between the new independent services and the networks.

Jim Boyer, news director at CBS affiliate WWL-TV New Orleans applauded the network for, as he put it, "finally waking up," and placing a plan for expanded satellite-based regional networks before the affiliates. "This planning should have gone three or four years ago," he said. "Had that happened we might not have seen something emerge like the Florida News Network or perhaps even Conus."

ABC officials, Becherer said, laid out

plans to expand the regional network concept beyond the one network currently in place at 25 stations in the southwest region of the country. They hope to set up a south-eastern regional network by year's end and have another five or six regional networks covering the remaining areas of the country in place by the third quarter of next year. In addition to the regional networks, there would be a national feed, probably originating from Washington or New York, that all affiliates would have access to. The regional and national feeds combined would replace the current DEF news affiliate feed. The regional and national feed would be transmitting about two hours of material each to affiliates according to the proposal, said Becherer, compared to the 45-minute daily feed currently offered by DEF.

Each regional feed would have a central hub, located at network bureau sites, such as Atlanta, Dallas, Chicago and Los Angeles, which would feed stations in each region. And while stations would be a major source of material for the regional feeds, the network plan does not envision stations uplinking their stories to the hubs, in part because of the prohibitive cost of installing C-Band uplinks at each station. Stations would have to bicycle tape to the hubs.

Becherer said all the ABC affiliates will receive proposals in the mail within the next couple of weeks. The estimated annual project cost is around \$3 million, and stations will pay a flat weekly fee that will vary from station to station but should average about \$400.

Becherer said that at the RTNDA meetings there was some resistance to the regional network concept voiced by stations participating in the Florida and Carolina networks. He described the resistance from the stations involved with FNN as "modest" and while the Carolina stations were somewhat "stiffer" in their resistance. The position of FNN participants, he said, was, "We can take care of you on the major stories," feeding video and natural sound but no

sound bites or packages. The Carolina affiliates, he said, simply stated that their existing obligations to that regional network "precluded them from offering ABC a great deal of service." That whole issue, he said, is "really dicey." As each additional regional service goes on line, it will be interconnected to all of the others in operation.

Attempting to work outside the regional approach, it appears, is NBC, which, according to Art Kent, vice president of news operations, proposed to its affiliates a "national/international news exchange."

"Regional is a bad word," Kent explained. "Regions are definable in many ways; geographically, by commonality of interests, by ownership. To try to impose regions on a geographical basis is counterproductive." Accordingly, Kent said, NBC has outlined a combination of point-to-point satellite story feeds between affiliates, and the support of Ku-band satellite newsgathering trucks in the Mountain and Pacific zones where excess transponder time is now available, or in other parts of the country on an ad-hoc basis.

The start-up of point-to-point feeds is targeted for Sept. 30, Kent said, when the network begins outfitting 50 affiliates' Ku-band receive-only satellite dishes with electronics to allow their conversion into what NBC terms "semi-portable" uplinks. The first installation will be in Dallas-Fort Worth, tentatively followed by San Francisco, Phoenix, Seattle and New Orleans.

The new uplinks, which Kent said would take eight hours to move and set up, will supplement the 10 existing fixed uplinks at NBC's owned-and-operated stations and news bureaus. Five dishes will get the new electronics each month, and more than 100 of the 200-plus NBC affiliates with receive-only dishes are prewired to accept the uplink conversion packages. Stations will "share in the investment" for transponder time and coordination of feeds, he said, adding the price would be "competitive".

For expanding SNG capabilities, according to Kent, NBC will focus its energies on establishing a coordination center within its new satellite master control operation in New York and will construct a new communications master station at an as-yet-unselected site. As to the possibility of group purchases of SNG trucks for affiliates, however, Kent said that was not in NBC's plans. "At this time, we feel stations have to assess their own relative need and the competitive pressures that may apply. That should determine their purchases."

CBS News officials also laid out a plan to affiliates, proposing six regional networks. But like the proposed NBC affiliate news exchange, and unlike the ABC proposal, the CBS plan envisions that affiliates will have some Ku-band uplinking capacity to trans-

**Credibility gap.** Jane Pauley, co-anchor of NBC's *Today*, told the Radio-Television News Directors Association meeting in Nashville that the credibility of broadcast news professionals "has suffered from the perception that we recruit on-air talent from the field of runners up in the Miss America pageant." She said the pool of women making a career of broadcast journalism has increased to where it is no longer "legitimate" to hire inexperienced co-eds fresh out of college. Pauley urged news directors to give news programs time to gel and be successful before making changes that are likely to be ineffective. "Time was a major factor in *Today's* success," she said. "As little as two years ago, we weren't making it. What we've got now is no secret formula. It's even more elusive than that. We've got comradery, chemistry, teamwork."

Pauley also noted that she recently marked her 10th anniversary with NBC. (Next year will be her 10th year on *Today*.) "It was duly noted," she said. "The network gives 10-year employees a choice between a pen and a pocketknife. I'm not complaining. CBS gives you early retirement."

mit stories to their regional network.

CBS News launched a southwest regional network about a year ago. In July it began a Florida-only network that was expanded to encompass the entire southeast over the Labor Day weekend.

Bob Horner, vice president, news services, CBS News, said the plan he laid out to affiliates calls for the startup of a western regional network next month. That will be followed by two midwest networks and one covering the northeast. The entire regional network system, he said, will be up and running by the middle of next year.

Like the ABC regional networks, the CBS regionals will have hubs, but for the most part they won't be located at network bureaus. Rather, said Horner, they will be at affiliates expressly interested in providing hub facilities. For example, in the southeast region, the CBS affiliate in Charlotte, N.C., WBT(TV), will provide main hub facilities while stations in Tallahassee and Atlanta, WCTV(TV) and WAGA-TV, respectively, will act as "sub-hubs." In the West, CBS's Salt Lake City affiliate, KSL-TV, will be the primary hub while sub-hubs will be located at Portland, Ore., and Sacramento, Calif.

CBS's regional network system, like ABC's, will be locked into the main network's C-band system. But each region, through one of its primary or secondary hubs, said Horner, will have Ku-band satellite down-linking capability for receiving stories from affiliates in the field. Those stories would then be uplinked via C-band for distribution to the entire regional network. Each regional would be fed twice daily, 45 minutes in the afternoon and a half-hour in the evening.

Horner acknowledged that affiliates have a legitimate gripe when they complain that the networks were slow in developing enhanced news services. Up to this point, he said, "we have not done enough for them." But he is quick to add, "and now we are."

As to conflicts the affiliates may have between serving the CBS regional networks and the independent network they may already belong to, Horner said CBS's position is that affiliates "shouldn't have to go elsewhere for services." But if they choose to participate in independent news gathering organizations, as many are now doing, "that's their business." In fact, acknowledged Horner, with the networks slow to react to changing affiliate needs, they "had to belong" to outside networks. "That's what troubled us," he said.

NBC's Kent agreed: "We're in the business of helping stations, and it would bother me if we couldn't. If an NBC affiliate decides it needs more live or tape material on a story, the news director will have to go where they can to get what they need when they need it. But the affiliates are basically very loyal and we will provide the services we are able."

Kent also affirmed sentiments expressed in meetings during the convention, that the broadcasting of "basic pictures, headline hard news," was increasingly the province of local news operations, and also, as raised in a Sept. 13 gathering of news directors from Conus member-stations, that the poten-

tial for shared access of a nationwide network of SNG vehicles for live interactive feeds was becoming an important catalyst to that trend.

"There's no question this trend has come with the proliferation of methods of news-gathering for locals," Kent commented. "But it becomes critical with market size, because larger stations are more able to react than small stations. It's important to remember we owe loyalty and allegiance to all our affiliates, not just the bigger ones."

In order for any of the network's plans to get off the ground, they will need a firm commitment from the affiliate body, it was

acknowledged. According to WLKY-TV's Becherer, for instance, "It's up to the news directors to go home and sell this [concept] to the general managers." Without the approval of station management, the networks would be reluctant to launch services that won't be used by or paid for by the affiliates.

"I think it has to happen," said Becherer, noting that outside news gathering competition has severely shaken traditional network-affiliate ties. "We were collectively slow to realize what was going on," he said. "If they can't develop it [the enhanced affiliate news services], the network news concept may be dead in the water." □

## New RTNDA president maps out his goals

**John Spain's plans for next year include changing organization's set-up, including a fulltime president, launching a court fight to eliminate fairness doctrine, enlarging staff and lobbying presence and finding larger quarters in Washington**

Incoming Radio-Television News Directors Association President John Spain, news director at WBRZ-TV Baton Rouge, talked with BROADCASTING last week about the organization's goals and priorities over the next two years. The main focus, said Spain, includes a restructuring of the association's top management scheme, imposing a more aggressive lobbying front in Washington, including the launching of court proceedings aimed at eliminating the FCC's fairness doctrine; moving the RTNDA executive staff to larger quarters in Washington; continuing the campaign to get cameras and microphones into the Senate, and working with broadcast journalism educators on several fronts.

The RTNDA board recently approved a measure recommended by a staff committee to explore ways to reorganize the group's management structure, including establishing a full-time presidency—a post currently filled on an annual basis by an elected member. Spain said a task force will explore the organizational structure of other groups, and he said it's likely RTNDA will adopt a structure similar to that of the National Association of Broadcasters, which has a full-time president and a rotating chairmanship. "I consider it a mandate," said Spain, of the staff recommendation. "We need a constant presence in Washington and we need continuity in our representation there. In the present structure, it changes every year." He



Spain

also said the RTNDA presidency is simply too big a job to be juggled by a member who is also a full-time news director.

The full membership would have to approve the management restructuring, Spain said. And if approved, the timetable is to have it implemented in 1987. Currently, he said, the board expects that Ernie Schultz, RTNDA's executive vice president, would move into the presidential slot. "Ernie is certainly the most qualified," said Spain, although he added a search committee or other less formal group designated by the board may talk to other candidates.

Spain said the board would authorize the hiring of additional staff people and would appoint a task force shortly to work out a plan for moving the RTNDA's staff to larger quarters in Washington. The task force, he said, "would take a look at the costs and re-evaluate staff needs." He said the move and some staff expansion should be complete sometime in 1986.

At the RTNDA convention two weeks ago, the full membership passed a resolution authorizing the organization to launch "judicial proceedings" aimed at eliminating the fairness doctrine, which Spain said the membership feels "clearly impedes" broadcasters' constitutional guarantee of freedoms of speech and expression. Asked if RTNDA would initiate an appeal in Washington Appeals Court, Spain said, "I think that's

**New leader.** J. Spencer Kinard, news director, KSL-TV Salt Lake City, was elected president-elect of the RTNDA at the group's convention two weeks ago. Kinard, who ran unopposed, will serve as conference chairman for the 1986 RTNDA International Conference in Salt Lake City. Elected directors-at-large were Mary McCarthy, news director WYFF-TV Greenville, S.C., and Steve Vogel, news director, WJBC(AM)-WBNO(FM) Bloomington, Ill., both of whom previously served on the RTNDA board.

what's being discussed. That is one of two or three avenues we're exploring."

The organization, said Spain, will continue to push for camera and microphone coverage of the Senate. "We'll continue to move forward" on that front, he said. "There have been some encouraging signs on Capitol Hill," he said, adding that the Senate may be weakening in its resolve against live broadcast coverage (see "Top of the Week").

Spain said he would be working closely with academicians in the field of broadcast journalism. Spain said one concern is the criteria used by universities and colleges in tenure-review hearings for broadcast journalism professors. He said some professors have complained that they are often not given credit for broadcast documentary work in the course of tenure review proceedings and should be, just as print journalism professors are credited for writings they publish.

Despite some complaints from radio news professionals at this year's show that their medium is underrepresented generally within RTNDA activities (BROADCASTING, Sept. 16), Spain dismissed such complaints as unfounded. He said that "radio has had more attention paid to it [by RTNDA] in the last three years than television." He said this year's convention program was "clearly balanced" between radio and television. "Perhaps there is an appearance on the exhibit floor," he said, that radio is underrepresented, but he attributed that largely to the nature

of the two mediums. But he acknowledged that "we do need greater representation for radio on the floor and we are working on that." While the exhibit is a "vital part of the convention," said Spain, "we are more concerned about the program" and giving radio balanced attention on that front. □

## News and documentary Emmys handed out

The Public Broadcasting Service took top honors by winning 19 News and Documentary Emmys bestowed by the National Academy of Television Arts & Sciences. The winners were chosen from more than 600 entries. The awards are presented for work aired during calendar year 1984. CBS took 11 awards, ABC seven and NBC six. One syndicated program also won an Emmy. The list of winners follows:

**Outstanding coverage of a single breaking news story (program)** □ "Massacre in San Ysidro." ABC News, *Nightline*: Richard Kaplan, executive producer; Robert Jordan, senior producer; Bob LeDonne, Steve Lewis, Tara Sonenshine, Heather Vincent, producers; Ted Koppel, anchor.

**Outstanding coverage of a single breaking news story (story)** □ "India Broadcast," *CBS Evening News with Dan Rather*: Lane Venardos, executive producer; Andrew Heyward, Tom Bettag, senior producers; Gordon Joseloff, Peter Schweitzer, Harry Radcliffe, Kent Garrett, Jan Albert, producers; Wyatt Andrews, Tom Fenton, Steve Kroft, Bob Simon, Bill Moyers, correspondents.

**Outstanding background/analysis of a single current story**

(programs) □ "Living Below the Line," *Frontline* (PBS): David Fanning, executive producer; Mark Obenhaus, producer; Edward Gray, Michael Schwarz, co-producers.

"Cry Ethiopia. Cry," *Frontline* (PBS): David Fanning, executive producer; Michael Kirk, senior producer; Nicholas Claxton, Andrew Liebman, producers.

"The Hostage Crisis Five Years Later," ABC News, *Nightline*: Richard Kaplan, executive producer; Bob Jordan, Bill Moore, senior producers; Pam Kahn, Steve Lewis, Tara Sonenshine, Heather Vincent, producers; Ted Koppel, anchor.

**Outstanding background/analysis of a single current story (segments)** □ "Beirut: A Retrospective," *CBS Evening News*: Lane Venardos, executive producer; Bob Anderson, producer; Linda Mason, senior producer; Bob Simon, reporter/correspondent. "TV Campaigning," *CBS Evening News*: Lane Venardos, executive producer; Tom Bettag, senior producer; Richard Cohen, David Browning, producers; Bruce Morton, Bob Schieffer, correspondents.

"Zumwalt-Agent Orange," *The MacNeill/Lehrer NewsHour* (PBS): Lester Crystal, executive producer; Tim Smith, Maura Lerner, producers; Charlyne Hunter-Gault, correspondent; Lee Koromvokis, reporter.

"Reagan's Re-election," *CBS Evening News*: Lane Venardos, executive producer; Brian Healy, senior producer; Susan Zirinsky, Bill Skane, producers; Lesley Stahl, Bill Plante, correspondents.

"Star Wars," *Crossroads* (CBS): Andrew Lack, senior executive producer; Elena Mannes, producer; Bill Moyers, reporter/correspondent.

**Outstanding investigative journalism (programs)** □ "The Silent Shame," *NBC Network News*: Thomas Tomizawa, executive producer; Chuck Collins, producer; Mark Nykanen, reporter/correspondent.

"Hard Metals Disease," *Today* (NBC): Jon Alpert, Steve Friedman, producers; Jon Alpert, Karen Ranucci, reporter/correspondents.

**Outstanding investigative journalism (segments)** □ "General Dynamics," *CBS Evening News*: Lane Venardos, executive producer; Bill Willson, producer; Linda Mason, senior producer; Rita Braver, reporter/correspondent.

"Leader LaFouche," *First Camera* (PBS): Sy Pearman, executive producer; Tom Tomisawa, senior producer; Patricia Lynch, producer; Mark Nykanen, correspondent.

"What Happened to the Children," *20/20*: Danny Schechter, producer; Tom Jarniel, reporter/correspondent.

**Outstanding interview/interviewer (programs)** □ "World War II Propaganda Battle," *A Walk Through the 20th Century* (PBS): Merv Koplin, executive producer; David Grubin, producer; Ronald Blumer, co-producer; Bill Moyers, correspondent.

**Outstanding interview/interviewer (segment)** □ "Race in America, parts I and II," *CBS Evening News*: Lane Venardos, executive producer; Kent Garrett, producer; Bob Faw, reporter/correspondent.

**Outstanding coverage of a continuing news story (program)** □ "Jesse Jackson and the Press," *Inside Story* (PBS): Chris Koch, executive producer; Ned Schnurman, senior executive producer; Susan Udelson, producer; Hodding Carter, correspondent.

**Outstanding coverage of a continuing news story (segment)** □ "Afghanistan," *CBS Evening News*: Lane Venardos, executive producer; Linda Mason, senior producer; Harry Radcliffe, producer; Dan Rather, reporter/correspondent.

### Print praise. Speaking at the RTNDA

convention two weeks ago, syndicated columnist Jack Anderson offered "grudging praise" to television news organizations, which he said are providing "the greatest competition in journalism today. Some of the best reporters are coming out of television." He stressed the need for journalists to be accurate. "Every mistake they make will hurt us more than the people they write about," he said. Anderson said journalists must "be fair," and that is something "too many people in our profession have not done." As a result, he said, "public opinion is turning away from us." Anderson also decried the chilling effect on journalism of the high cost of litigation. "Stories that should be told," he said, "are being tossed in the wastepaper basket because of the high cost of litigation." He urged everyone in the news business to contact their congressmen and press for a law requiring losing plaintiffs in libel cases to pay all the legal costs of the defendants involved in the case. "You must do it," he said, "for the sake of freedom of the press."

**Tracing the libel roots.** First Amendment expert Floyd Abrams of Cahill Gordon & Reindel gave a history lesson last Wednesday (Sept. 18) at the National Archives in Washington, commemorating the anniversary of the trial and acquittal of a New Yorker who refused to reveal his sources to that state's governor.

As part of an archives series exploring the First Amendment, Abrams spoke about John Peter Zenger, the New York newspaper editor and publisher who was charged with seditious libel 250 years ago after he denounced the conduct of New York Governor William Cosby. Zenger's actions, Abrams said, demonstrates that "the *cri de coeur* of journalists for such protection [of confidential sources] is not some recent invention, not some Warren Court First Amendment junkie's dream, but was articulated by Zenger."

After Zenger attacked the colonial governor for allowing a French "man-of-war to prowl about the New York Harbor," Abrams said, Zenger was accused by the crown of publishing "scandalous, virulent, false and seditious reflections, not only upon the whole legislature, in general, and upon the most considerable persons in the most distinguished stations in this Province, but also upon his Majesty's lawful and rightful government, and just prerogative." It was, said Abrams (the recently appointed chairman of a committee designed to "figure out some way" to honor Zenger), "even by today's standards—pretty rough stuff."

"It led to an effort by the crown to require Zenger to reveal his sources," Abrams said. "It led to a result which enormously changed colonial and ultimately American history."

The Zenger case "set us on our way" in several areas, Abrams said. "Consider the question of confidential sources of journalists. It has been, for some time, a controversial question, as a policy matter, let alone a legal one." Abrams added that 26 states "have passed shield laws to protect journalists, in some or all circumstances, from divulging their confidential sources; there is, as well, a good bit of First Amendment protection, albeit qualified protection, for such confidences."

Because of the Zenger case, Abrams said, "we do not have seditious libel prosecutions such as the one commenced against Zenger. . . . But we have recently had the misguided efforts of William Casey at the CIA to use the fairness doctrine to punish ABC for broadcasting a news report attacking the CIA. Mr. Casey did not, to be sure, seek to jail anyone from ABC. All he wanted was a modern form of capital punishment—that ABC should lose its broadcast licenses as a result of its news broadcast. New York's colonial Governor William Cosby would have understood," Abrams said.

Abrams said that the press "is not only large and powerful; it is also large and vulnerable. And it is often small and vulnerable. . . . And so it is true to say, but oh-so-hard to persuade people," Abrams said, "that we must take steps as a society to assure a press—large and small—that is willing to take the risk that libel suits can result from what they print."

Nonetheless, America "remains unique in the degree of protection" afforded "its press and us. Even in my worst nightmare, nothing in this Supreme Court is likely to change that," Abrams said, adding that it is "useful" to keep in mind how these rights came into existence. □

**Membership notes.** Receiving lifetime honorary memberships to the RTNDA at the convention were John Hogan, an RTNDA founder 40 years ago, and CNN's Jeremy Levin. At the time, Hogan ran the news department at WCSH(AM) Portland, Me. (now WYNZ). He said the first RTNDA gathering in Cleveland in 1945 drew 68 news editors, while today the association claims membership of more than 2,700. RTNDA launched a membership drive last week. The individual who recruits the most members in the next year receives a free trip to the 1987 convention in Orlando, Fla.

**Peer praise.** The seven winners of the 1985 Radio-Television News Directors Association International Awards for excellence in electronic journalism were honored Sept. 11 at the RTNDA convention. The winning entries—chosen from among nearly 100 regional winners—were featured in an audio-visual program at the awards banquet.

The radio winners:

■ **Edward R. Murrow Award for outstanding overall news operations** □ WDBO Orlando, Fla.; Lee Hall, news director.

■ **Spot News Award** □ KFMB(AM) San Diego; Cliff Albert, news director.

■ **Continuing Coverage Award** □ KMOX(AM) St. Louis; John Angelides, news director.

The television winners:

■ **Edward R. Murrow Award** □ WCVB-TV Boston; Phil Balboni, news director.

■ **Spot News Award** □ WVEC-TV Norfolk, Va.; David Goldberg, news director.

■ **Continuing Coverage Award** □ WRAL-TV Raleigh, N.C.; Ron Price, news director.

■ **Investigative Reporting Award** □ WCCO-TV Minneapolis; Reid Johnson, news director.

## Technology

### The news in newsgathering technology

**RTNDA convention in Nashville proves to be prime spot for showing of latest in news gear**

The technology of newsgathering appears to have found a consummate showcase in the annual equipment exhibition of the Radio-Television News Directors Association, judging from the accolades of many of the 135 exhibitors and 2000-plus attendees at the Sept. 11-14 event in Nashville's Opryland hotel.

Within the nearly 40,000 square feet of exhibits—dubbed a "mini-NAB" by some—was found a broad range of TV and radio news products aimed at the burgeoning budgets of the steady stream of news-gear shoppers.

Satellite newsgathering technology was the talk of the show, both on the exhibit floor and at the various news directors meetings held during the four-day event (see story, page 48). Also creating interest were a number of newsroom computer system and weather service/hardware vendors, as well as exhibitors of a variety of TV and radio broadcast news equipment.

The majority of exhibitors lauded the four-day event, although not every company was pleased with the relatively light floor traffic, particularly those toward the rear of the exhibit hall. Most, however, cited the show as an excellent way to establish their presence in news technologies and to initiate sales. They said the small turnout was outweighed by the "quality" sales prospects represented not only by the news executives, but also by the greater number of technical personnel attending. Nearly all praised the organizing skills and amiable nature of exhibit manager Eddie Barker, a former news director and RTNDA president who has helped increase the size of the show five-fold since it was initiated in 1975.

Satellite newsgathering technology helped make this year's exhibit an even more important showcase for the industry, with developments in Ku-band SNG hitting a

blistering pace. At last December's RTNDA, only one company, Conus Communications, offered SNG technology and services, and only a handful of broadcasters were using them. Now, 10 months later, a minimum of a dozen companies are moving into the technology, with several companies showing equipment at the show for the first time, and nearly 40 TV broadcasters soon to be equipped with SNG vehicles.

"Ku-band technology in satellite newsgathering was the hottest thing at the convention," commented Phil Balboni, news director, WCVB-TV Boston, which has had a Conus Newstar truck since October 1984. "We're on the threshold of a new explosion of interest in SNG for both affiliates and the networks. Already, the question I'm asked is beyond 'does it work?'. It is 'how well does it work?'"

But for some, regardless of the wide range of system choices and the widespread predictions of increasing use of SNG technology at competitive major market stations,

there may be several reasons to wait for the new newsgathering tool to develop further.

For instance, Will Dishong, executive producer for operations, news and local programming, for Cox Communications-owned WSB-TV Atlanta, will recommend that his station wait for the purchase, despite his belief the technology will eventually be part of every major market news operation. Cost of the units is a major factor in the decision, with price tags ranging from \$225,000 to over \$400,000.

Dishong also believes the large number of manufacturers introducing systems may not survive a marketplace limited primarily to the top-market stations, and that it would pay to find out which will still offer systems a year from now, as well as see what further innovations they will make in their technologies.

Attendees had plenty to consider, however, with new SNG trucks in abundance, both in an expanded outdoor exhibit and indoor booths with more than a dozen companies



showing vehicles from 23-foot trucks to ENG-size vans, and with satellite dishes ranging in size from Dalsat's 4.5-meter unit to a prototype 1.7-meter dish developed by M/A-Com.

The pioneer in the SNG field, Hubbard Broadcasting's Conus Communications and Hubcom, Hubbard's equipment manufacturing arm, were at the exhibit, and the pair occupied the largest indoor booth at the show (2,500 square feet), using it to display the new SNG truck designed for WOWT(TV) Omaha, as well as an ENG van built by Hubcom and Wolf Coach for WGN-TV Chicago.

The company, a limited partnership cooperative which markets several regional and national services to member stations, along with a \$250,000-\$350,000 SNG truck, will soon claim its 29th participating broadcaster (four receive only the service's news feed and do not have uplinking facilities), with three new, still-unnamed, stations expected to take truck deliveries by the end of this month, according to Chuck Dutcher, vice president and general manager.

One new competing system introduced at the show came from Comsat General, which has developed a 19-foot SNG truck housing electronics compatible with NBC's Ku-band satellite interconnection system, and with a roof-top 2.4 meter satellite dish.

The \$300,000-400,000-vehicle, dubbed Skybridge, also has a Microdyne-designed six-duplex-voice-circuit communications system for access between truck, station and network. Manufactured in conjunction with LB Telesystems, a Chantilly, Va.-based remote vehicle designer, and antenna-maker Radiation Systems Inc., also of Chantilly, the truck's roof-mounted antenna has a full 355 degree azimuth and 0-90 degree elevation and folds inward to the front of the truck when not in use, bringing truck height down to 12½ feet. The dish can be up and in the ready position in less than two minutes, the company said, and can make a full 355-degree rotation in less than a minute.

The van's first (unnamed) customer, according to product manager Arthur Hill of Comsat, will take delivery of the van in November and the second unit will be ready by January. The company, which has proposed NBC use the vans for its own SNG system, hopes to take the vehicle on a 50-city tour in several weeks.

Also showing a new van was ENG Corp. of Concord, Calif., whose president, Jack Harris, recently completed design of a combined ENG/SNG unit with both satellite and microwave transmit capabilities. (Other vehicle makers, including Conus, BAF Communications and Comsat, can also accommodate microwave masts in their trucks.)

The 18-foot Econoline van, displayed on the floor of the exhibit, used a newly-developed elliptical offset feed satellite dish from M/A-Com, positioned on the vehicle's roof along with an M/A-Com microwave antenna. Alternate dish sizes of 1.8 and 2.4 meters are also available. Harris completed the unit in August, following its conception after last year's National Association of Broadcasters convention, and although interior space appeared more limited than some

of the larger vehicles shown, he maintains the \$300,000 truck (\$225,000 without microwave capability) can house as much gear, including editing systems, as the other trucks.

Also showing its new SNG truck was BAF of Salem, Mass., a one-year-old firm that had on view a 23-foot-by-11-foot-high unit built for KTSP-TV Phoenix. The \$300,000 vehicle, with interior designed by Auburn, Mass.-based Wolf Coach, sports a 2.3-meter Andrews dish that descends partially into a rear cabinet during storage.

Voice and data transmissions for the unit



will be via a digital communications system designed by Advance Communications Engineering of Palm Bay, Fla., which announced Sept. 11 the signing of a \$500,000 contract with BAF to supply the gear for as many as 15 remote units.

Dalsat of Plano, Tex., which made the SNG trucks with 4.5-meter dishes now used by the Florida News Network, was also there, as were two other firms using the Dalsat technology: Wolf Coach, which manufactured an SNG unit with Dalsat for WWL-TV New Orleans, and San Diego-based Centro Corp., offering a \$305,000 satellite transmission truck for news, sports and teleconferencing using the Dalsat dish and housing editing, multi-camera and graphics production capabilities on-board.

Also touting SNG technology were RF Scientific, a two-year-old Maitland, Fla., firm which recently built transportables for Harris Corp., offering two towable SNG units with 2.4- and 3.5-meter dishes; Broadcast Microwave Services of San Diego, which has built portable SNG uplinks for Media General Broadcast Group stations WFLA(TV) Tampa and WKYC-TV Jacksonville, both Florida, and WCBD-TV Charleston, S.C.; Midwest in Edgewood, Ky., which built a towable unit with 3.5-meter dish at under \$200,000 for KWTW(TV) Oklahoma City; Los Angeles-based Wold Communications, which, along with Ocala, Fla., firm, Microdyne Corp., is offering a Ku-band pipeline service with a towable 3.66-meter Quicklink uplink, and GEC McMichael, with offices in Scottsdale, Ariz., whose recently modified transportable 1.7-meter elliptical antenna is on order by CBS.

Newsroom computer system manufacturers and software suppliers drew their own share of attention from convention participants.

According to several companies, news directors are far less intimidated by technology than they were when the first systems were installed.

One of the largest makers of newsroom computers, Colorgraphics Systems, used the occasion to announce more than half a dozen new system orders amounting to more than \$1,500,000 in equipment. For the Madison, Wis., company, the recent surge in purchase orders leading to a doubling of its installed base to 40 systems over the past eight months is a sign the industry is "out of the 'tire-kicking' stage."

News of another major boost to newsroom sales came from competitor BASYS, which announced Sept. 12 a \$500,000 sale of its newsroom computer system to ABC News (BROADCASTING, Sept. 16) for use in its New York headquarters and bureaus, where it will supplement existing ABC-designed library, assignment, election and program production systems. The network will also use the total BASYS system for its radio news network, according to Mountain View, Calif.-based BASYS.

New computer data services were introduced by United Press International, which has developed UPI TeleCast, giving TV newsrooms access to the entire UPI high-speed wire database, and providing a feature called "assignment desk" which provides users with research capabilities. Also debuting a new database was Compuserve, a Brooklyn, N.Y., firm which worked with radio news consultant Jim Cameron to develop the JForum database, including expert contact library, stringer and job file, equipment exchange and bulletin board.

The weather graphics field, meanwhile, showed evidence of a continued heating up of competition by individual companies to provide an increasingly broad variety of services, combined in some cases with the hardware to use them. Some observers acknowledge, however, the boom in their field experienced over the past several years, due, in large part, to changes in U.S. government policy of providing free weather satellite pictures, has led to an overly competitive and potentially confusing situation for broadcast users. More firms are moving to provide a combination of satellite pictures, graphics packages and weather computer hardware, making user choices far more complex.

But little appeared to slow the introduction of new and highly competitive weather services at this show. For instance, satellite delivery of data will now be offered by ESD via Telestar 301 using Wold Communications, and WSI Corp. of Bedford, Mass., using Galaxy III and Equatorial Communications to transmit its database, while AccuWeather, long known for its forecasting service, is now offering for the first time a competitive telco-delivered database for stations.

Among other companies at the show offering weather products, ranging from graphics packages to PC-based and non-PC-based weather computer systems, were Kavouras, Advanced Designs Corp., Alden Electronics, Integrated Technologies and Colorgraphics. □



## CBS taps M/A-Com encryption system for satellite feeds

The CBS Television Network has decided to encrypt satellite television signals transmitted to affiliates using M/A-Com's VideoCipher I encryption system, it was announced by the firms Sept. 16.

The program is slated for start-up in October, said CBS, with signals encrypted at network facilities in New York for those 56 affiliates who have already been shipped the decryption units. Another 36 affiliates already part of the satellite interconnect will receive the units along with the 80-90 other stations to be added to the satellite system before it is completed in early 1987.

VideoCipher I, which uses digital processing techniques to scramble each video line, differs from the more consumer-oriented VideoCipher II, to be used by HBO and Showtime for scrambling of their pay services. VideoCipher II encrypts the signal by eliminating all synchronizing information in the horizontal and vertical blanking intervals of the video signals. Both systems use encryptable digital audio in the horizontal blanking interval.

Neither company would reveal the value of the deal, although M/A-Com decryption units for VideoCipher I cost approximately \$3,000, according to the Burlington, Mass.-based communications equipment manufacturer.

"The security of CBS Television Network transmissions to affiliates has been a priority since the inception of the satellite distribution project," George E. Shannon, president, CBS Operations and Engineering, said in a prepared statement. "We selected the M/A-Com VideoCipher I, which uses the most advanced encryption technique available for television applications, after extensive laboratory and field tests."

The tests leading up to the choice, which will make CBS the first to use the VideoCipher I system, were at least a year in duration, and involved actual closed-circuit transmissions of encrypted signals with first one, then 11 CBS affiliates. The testing was completed about two months ago.

CBS declined to list the other systems it tested for the encryption program, but one representative noted that the review did not include the multiplexed analog component (MAC) technology advanced by Scientific-Atlanta for its B-Mac scrambled satellite delivery system, and under investigation during the past several years at CBS Technology Center for use in possible enhanced television or direct-broadcast applications.

"MAC was not discussed for distribution to affiliates," said Howell Mette, CBS spokesman. "This is a different business from DBS. Our plant output is NTSC...the decision was a matter of distributing our same NTSC signal by satellite instead of by land-lines."

The network played down any relationship between the choice for the affiliate distribution service and any future choice for

themselves or others examining scrambled delivery methods. Said Shannon in the statement: "Our selection is unrelated to the current discussions of encryption techniques and signal formats for cable television, DBS and others types of television services."

Although Mette acknowledged the decision "by no measure" rules out a different signal format in the future for the network, the CBS choice was "uninfluenced by DBS consideration, and our selection shouldn't influence those discussions." He added: "We can't speak for cable businesses, but VideoCipher I is not appropriate for consumers."

M/A-Com did not hide its own satisfaction, however, over the potential impact the CBS choice might have in these other, indirectly related, areas. "We are extremely pleased that CBS has chosen VideoCipher I," James Bunker, executive vice president and general manager of the company's video products group, said in announcing the CBS decision. "M/A-Com views the CBS selection as another important step in applying the VideoCipher product line to the security requirements of television distribution, an area in which M/A-Com has a major long-term corporate commitment."

M/A-Com's Mark Medress, assistant vice president in the video product group, concurred: "CBS is pretty careful, and they spent a long time testing systems. The fact they chose Videocipher is another vote of confidence in the technology we've developed, and it should have a positive effect for the development of scrambling in general." □

## *Price Communications Corporation*

*has acquired*

### ***WNIC-AM/FM***

*(Detroit, MI)*

*from*

## *Josephson International Inc.*

*The undersigned acted as financial advisor to  
Price Communications Corporation in connection with this transaction.*

## ***MORGAN STANLEY & CO.*** *Incorporated*

*September, 1985*

# RIDING GAIN

# O N R A D I O

## A fifth for Interep

Interep, the holding company for rep firms McGavren Guild Radio, Major Market Radio, Hillier, Newmark, Wechsler & Howard, and Weiss & Powell, last week unveiled the name of its fifth national rep company ("Closed Circuit," May 6) and announced a repositioning and a change in the top management at Weiss & Powell.

The new company, which is slated to open its doors next month in Chicago, will be called Durpetti & Associates, named after its president, Tony Durpetti, who was previously executive vice president/central division for McGavren Guild Radio. According to Interep President Ralph Guild, the company will specialize in stations billing in excess of \$250,000 per year.

"The new firm," said Durpetti, "will target stations that cannot get representation either by one or two of the top companies they prefer, or stations that are not satisfied with the compromise they had to make to get a national rep." The initial core of Durpetti &



Durpetti

Associates' client list will come from approximately 20 stations currently with Weiss & Powell.

Weiss & Powell, said Guild, will return to its original strategy of representing stations that bill less than \$500,000 in regional markets and less than \$1 million in major mar-



Conner

kets. Named as the new president of the "repositioned" Weiss & Powell is its executive vice president, Ralph Connor. Former company President Bob Weiss has been appointed executive vice president of Interep Corporate and will now be involved with station relations for Interep, reporting directly to Guild.

Explaining Weiss & Powell's repositioning, Guild said that while the company's reputation among stations billing less than \$500,000 was on a par with other rep companies, it began to achieve similar recognition among larger billing stations. "When the firm tried to begin serving both sides of this broad market, it became clear that smaller billing clients would eventually suffer as the firm focused on higher billing stations and, conversely, the larger stations would resent time directed to small stations and markets," he said. Weiss & Powell grew from less than \$5 million in billings when it formed two and a half years ago to \$20 million today. "Ironically, Weiss & Powell's rapid growth caused its greatest problems," said Guild.

Guild also said that Weiss & Powell planned to acquire another rep company during the fourth quarter of this year. A name change for Weiss & Powell is expected to occur in the near future.

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## IS vs. US

IS Inc., a Mill Valley, Calif.-based national radio program supplier, filed a \$6-million lawsuit in U.S. District Court in San Francisco last Monday (Sept. 16) against the United Stations Radio Networks alleging "tortious breach of contract, unfair competition and 'various other charges'" regarding current production contracts.

In its suit, IS Inc. charges that since United acquired the RKO Radio Networks (BROADCASTING, March 4), the company has attempted to "injure" IS Inc. and to elimi-



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nate it and the four-hour weekly *Countdown America with John Leader* program as a competitor for 1986.

Earlier this month, the United Stations Radio Networks announced that Dick Clark, who is co-owner of the company, will become host of United's *Countdown America* and that his company, Dick Clark Productions, will serve as the show's producer ("Riding Gain," Sept. 16). According to a statement from IS Inc., United Stations is requiring the program supplier to continue to deliver tapes of *Countdown America with John Leader* through the end of this year—when the agreement between the parties expires—under the "pay or play" provision in the contract "even though United Stations officials have indicated they have no plans to distribute these tapes to their affiliates." IS Inc. said it will keep producing the show through December.

When asked about the suit, United Stations President Nick Verbitsky said he could not comment because he had not yet seen the complaint. IS Inc. also produces *The Hot Ones*, a weekly, 90-minute music/interview series, for United.

At the same time the legal action was announced, IS Inc. said it will produce and market a new four-hour weekly contemporary hit countdown show, *John Leader's Countdown USA*. The program, which will be available on a barter basis and distributed by disk, is slated to premiere the week-end of Jan. 11-12.

Joining Jo Interrante, IS Inc. president, and Rob Sisco, its vice president and general manager, are Dave Cooke, former vice president and director of news for the United Stations Radio Networks, and Nan Heller, former director of new business development of the Westwood One Radio Networks. The group said they have formed IS Inc. Marketing, which will be the umbrella organization for IS Inc., distributing programs produced by it and other producers on a market-exclusive, barter basis.

### On board

National Radio Broadcasters Association has elected new directors-at-large to serve 1985-87 terms: Robert Herpe, president of Transcom Communications, Altamonte Springs, Fla.; Sue Dalton, vice president, The Dalton Group, Marlow Heights, Md.; Norm Feuer, vice president and general manager of XETRA-AM-FM Tijuana, Mexico (San Diego); Gerald Hroblak, president, United Broadcasting Co., Bethesda, Md., and Bill Burton, vice chairman, Eastman Radio, Detroit. Elected to replace an empty seat for 1985-86 is Dan DiLoreto, executive vice president, Swanson Broadcasting, Tulsa, Okla.

### From magazine to radio

*U.S. News & World Report* has announced plans for a radio news feature service to begin Oct. 21. The U.S. News Radio Network will offer, on a market-exclusive basis, four 60-second programs each weekday based on the following weekly magazine features: "Washington Whispers," "Worldgram," "Tomorrow" and "News You Can Use." The programs, which will be both produced and distributed by New York-based R&R Syndications Inc., a subsidiary of Robbins & Ries

Inc., will be fed to stations via Satcom I-R. The company currently distributes *The Personal Business Report*, a 90-second series derived from the pages of *Business Week* magazine.

### Pacifica gets grant

Pacifica Radio, the country's oldest nonprofit community radio network, has received a \$14,000 grant from the Public Telecommunications Facilities Program of the National Telecommunications and Information Administration for the purchase of new equipment in order to better preserve and duplicate taped programs. The grant was awarded to the Pacifica Program Service, the distribution arm of the Pacifica network which also operates five radio stations and a Washington news bureau. The division distributes tapes from the Pacifica Radio Archives, a repository of more than 22,000 public radio programs dating back to 1949.

### SMN's 'Heart 'n' Soul'

The Dallas-based Satellite Music Network is readying a new, 24-hour black adult format, "Heart 'n' Soul." The format, which was unveiled at the joint NAB/NRBA Radio '85 Convention in Dallas two weeks ago, is targeted for a late November launch.

According to Robert Hall, SMN's newly-named vice president of programming, "Heart 'n' Soul" will primarily feature the "hot black soul sounds" of the 1960's and 70's along with some ballads. "The music mix will be 70% oldies and 30% currents and recur-

rents," said Hall. He added that the new format was designed to fill a void between urban contemporary and gospel-formatted stations, especially for AM outlets in the South. Thus far, five stations have signed for the service.

Publicly-held SMN currently has 502 "on-air" affiliates programming one of its four 24-hour formats: adult contemporary, country, nostalgia and top 40.

### Weekend addition

National Public Radio will premiere a two-hour, Saturday morning news magazine, *Weekend Edition*, on Nov. 2. The program is expected to be carried by more than 100 of NPR's 306 member stations by the end of its first year. It will blend news, interviews and features and is based, in part, on NPR's existing series, *All Things Considered* and *Morning Edition*. *Weekend Edition* will be hosted by NPR Correspondent Scott Simon, who will also serve as its chief correspondent. Other contributors include former CNN anchor Daniel Schorr, reporting on major news events and national affairs. *Weekend Edition* is funded by the Corporation for Public Broadcasting, NPR member stations and the NPR News and Information Fund.

### SWC football

The Texas AP Network (TAPN) will offer its affiliates 22 Southwest Conference college football games this fall through an agreement with the Southwest Conference Radio Network, the broadcast rights holder, said AP Texas Bureau Chief John Lumpkin.

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## WARC 1985: The politics of space

**International meeting runs overtime; procedural morass, 'obstructionist' tactics cited for delays; U.S. delegation sees some successes but Burch says conference is marked by 'acrimony'**

At 2:30 Monday morning, the delegations to the first session of the Space WARC who were still in Geneva departed the international conference center there, their work finally completed. It had been a frustrating five and a half weeks in which developed and developing countries at times had difficulty agreeing even on when to break for coffee. Ambassador Dean Burch, head of the U.S. delegation, last week said the conference had been conducted in "an unreal, surrealistic atmosphere." Still, he said, "considering our vital interests, we came out well." And that appeared to be the case, with the "dual approach" to planning that had been adopted (BROADCASTING Sept. 9, 16).

But a major element of the story of the conference was the shambles it had become. It had been scheduled to end on Friday (Sept. 13), but conference leaders had been forced to extend it to Saturday and then to Sunday, as delegates failed to heed the clock, or cal-



L-r. Markey, Stojanovic and Burch

endar. As an example of the kind of disorder encountered, there was the plenary session Friday night (which may be remembered as the one requiring two votes to call a coffee break). The session began at 7:30 p.m., and delegates spent the next three hours reviewing a single paragraph of a document on proposed principles of the plan to be adopted—a performance later described by the head of the British delegation, Dr. John Durkin, as "a farce." Debate over motions to adjourn that session—it had been scheduled to end at 1:30 a.m. Saturday—began at 1:45 a.m. and did not end until 2:30 a.m.

That was typical of how things had gone throughout the conference. Out of the almost six weeks, said Burch at a press briefing he conducted on Wednesday at the State Department, "not six minutes was spent on such vital work as the multilateral planning method." That is a scheme the U.S. and other developed countries proposed as a means of improving and simplifying procedures for coordinating requirements in the fixed satellite service. "The conference was tied up in discussion on the allotment plan" ultimately approved, he said. "But," Burch added, "most of the time was spent on the frequencies [that would be subject to planning]." That was finally resolved on Thursday, three days before the conclusion of the conference. Burch also said that the committee system broke down, with matters that should have been decided at a working group level, then passed up through a committee to the plenary, resisting all efforts at consensus until they had reached plenary.

Developed countries' delegates put the blame for delay on what one called "obstructionist" tactics of developing countries. The person principally named in that connection was Algeria's Noureddine Bouhired who, if anyone, was the dominant personality at the conference (BROADCASTING, Sept. 9). He

was said to have virtually monopolized the microphone on the final Friday night, as he had throughout the conference, raising points about substance and procedure. During that Friday night session, relations between Bouhired and the International Telecommunication Union's secretary general, Richard Butler, who was sitting with the conference chairman, Ilija Stojanovic, became tense. As Durkin said at the time, "Bouhired and Butler are knocking the spots off each other."

Finally, as Burch put it, "The dam broke at 4 p.m." on Sunday. Ten and a half hours later, after a break and some additional work, the delegations that had not yet departed—about half the approximately 100 that had been on hand at one time or another—completed their work, and walked out into the early morning air.

□

But the delegates were not heaving a sigh of relief. New, pressing problems confronted the ITU and its members. The work that was done generated a great deal more to be completed before the start of the second session in 1988, when decisions to implement the principles adopted in the first session are to be taken. In the final hours there was concern that inadequate guidance would be given the technicians who would do the work—and that the necessary funds would be lacking. And money will be a problem.

The ITU has available until the 1986 meeting of its administrative council 900,000 Swiss francs, about \$400,000. Burch said the work to be done exceeds that by a substantial amount—and that the U.S. and other countries had pointed out that the ITU is barred from exceeding the budget before the next administrative council meeting. Among the projects to be undertaken

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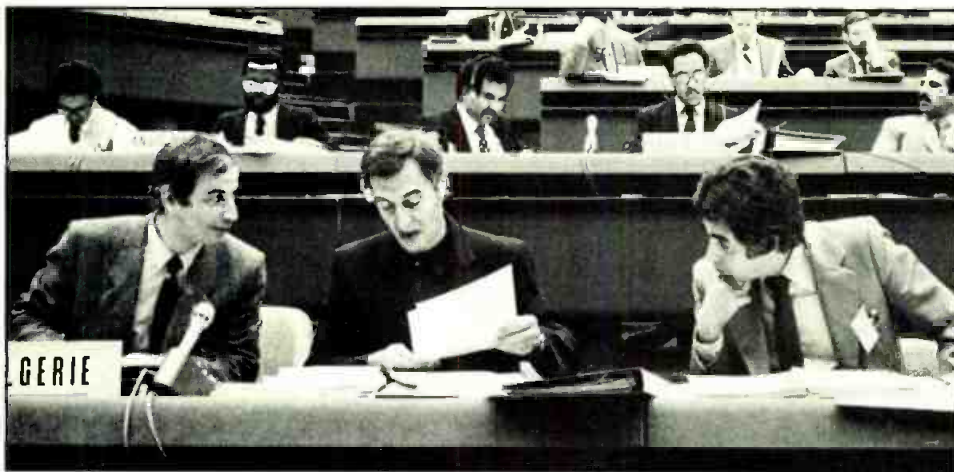
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Bouhired (center) confers with colleagues at 1984 FM WARC

are the development of the arc-allotment plan, of a duration of "at least 10 years," and the multilateral planning method of coordinating requirements—the major elements of the dual approach that was adopted. The ITU's CCIR (International Radio Consultative Committee) and International Frequency Registration Board, along with the secretary general's staff, are to lay out a work plan, with priorities given to specific matters, to be reviewed by the administrative council, then assigned to the CCIR, the IFRB or, through a Joint Interim Working Party to be created from CCIR study groups, various governments. How much of the work will be done depends on the funds available.

The lack of sufficient resources to do the necessary intercessional work may, in the unusual circumstances of the 1985 Space WARC, not be a matter of great concern to the U.S., one official indicated. The U.S. had not sought changes in the present allocation arrangement, which it believes works well. It is, essentially, an evolutionary or "first-come, first-served" system. "From the U.S. damage control aspects," the official said, "if there's no time or money for [developing] a plan, the U.S. can't be hurt."

The conference before its adjournment assigned one element of the work. The allotment plan is to be developed by the IFRB with the assistance of individual governments "as available." Considering the sensitivity and importance of that element of the plan, U.S. participation in its development is certain. However, the directive was a cause of some concern to the U.S., which sees it as assigning considerable responsibility to the IFRB; the U.S. has always sought to restrict the responsibility and authority given that agency.

□

The conference had been called at the request of developing countries seeking guarantees of access to the orbital arc, and had decided to focus on the fixed satellite services. The U.S. and its allies managed to turn aside efforts of developing countries for "rigid a priori" planning—a type of planning the U.S. regards as inefficient and wasteful, since it reserves specific allotments for countries regardless of need, and restricted the more flexible arc-allotment plan on

which the conference settled (allotments would be made within a predetermined arc) to the expansion bands associated with 6/4 ghz and 14/11-12 ghz. Except for two of the new separate international satellite systems the FCC has conditionally authorized—Pan American Satellite Corp. and International Satellite Inc., which propose to use frequencies in the expansion bands associated with 14/11-12 ghz—the expansion bands "are not operational in the U.S," Burch said. "So there was nothing we had to give up."

The arc-allotment plan is to be established in the 4500-4800 mhz band and in 300 mhz of the 6425-7025 mhz band, as well as in 500 mhz of the 10.70-13.25 mhz band (10.70-10.95 ghz, 11.20-11.45 ghz and 12.75-13.25 ghz). Each country would be allotted at least one orbital position with 800 mhz of bandwidth. (Burch noted the U.S., "with its size and population," would be treated the same, under such a plan, as Malta, "with its size and population." The ITU, he observed, "is one country, one vote. It is concerned with equality, not equity.") The other part of the plan involves the conventional 6/4 ghz and 14/11-12 conventional bands (3700-4200 mhz and 5850-6425 mhz, and 10.95-11.20 ghz, 11.45-11.70 ghz, 11.70-12.20 ghz in Region 2, 12.50-12.75 ghz in Regions 1 and 3, and 14-14.50 ghz). The multilateral planning method—proposed by the U.S. and a number of other countries as a means of easing procedural complications of bilateral coordination—is to be fashioned for use in those bands.

India and other developing countries sought to apply the so-called MPM to the 30/20 ghz band as well, a proposal the U.S. resisted on the ground so little is known about the band, which is virtually unused. Under a compromise adopted, the ITU's CCIR (International Radio Consultative Committee) will study the technical charac-

teristics of the band and report to the second session of the conference, in 1988, when a decision on referring further consideration to a future conference will be made. The U.S. considered that resolution something of a victory. The U.S. also counted a success the absence of any mention of planning of the 3.4-3.7 mhz and 8/7 mhz bands, as developing countries had proposed. The U.S. and a number of other countries use the former for a number of services, including radar, and the latter for military communications.

However, the U.S. and other developed countries did not have everything their way. They had opposed subjecting the 14/11-12 ghz expansion band to allotment planning, arguing that it was not needed and would be wasteful—they feel the 6/4 ghz expansion band makes plenty of spectrum available. The U.S. filed a "declaration" to that effect, reserving the position it will take at the second session of the conference. France and the United Kingdom took similar positions. (The U.S. is said to have had another, perhaps more important reason for its position: Interest in leaving those expansion bands free for the use of future separate international satellite systems. The appeal of the 14/11-12 ghz expansion band is that, since it is not used by the International Telecommunications Satellite Organization, the problem of coordinating with that system can be avoided.) Burch said the U.S. would examine the details of the allotment plan as it is developed in the intercessional period before deciding whether to take a reservation from the conference's decision on the matter. A plan it considers sufficiently flexible might ease U.S. concerns.

One clear-cut success claimed by Burch was the ability of the U.S. to persuade the conference to approve incorporation of the Region 2 (Western Hemisphere) direct broadcast satellite plan in the international radio regulations (BROADCASTING, Sept. 9, 16). He said that incorporation, achieved in the face of what seemed serious obstacles at the start of the conference, is a matter of "vital interest to the U.S. and others" in the hemisphere. "We got everything we wanted." (He also said the work on that aspect of the agenda—businesslike, free of politics—appeared to be the work of "a separate conference.")

And as for what the U.S. saw as an effort on the part of some countries to accord common user type of organization, like Intelsat, a preference in allocations matters, Burch said an "elegant compromise" dealt with that. The U.S. position was that all systems are important to it and must be treated equally with all others, a position the U.S. feels was vindicated by the language of the compromise. It said the planning method should

**Maybe next time.** One broadcasting industry group that did not get what it wanted from the first session of the just concluded Space WARC was the one interested in establishing a worldwide transmission standard for high definition television. The aim had been to lay the groundwork for allocating the 22.5-23 ghz band for direct broadcast satellite service in Europe, as it is in the western hemisphere, Asia and the Pacific. The band is considered a particularly good one for HDTV. However, France, which has a number of services in the 22.5-23 ghz band, was adamantly opposed to the HDTV scheme and swung a number of European countries over to its side. The result was that the decision on a suitable band for HDTV was postponed indefinitely, to "a later competent conference." However, efforts to develop HDTV standards for television and motion picture production will continue.

take into account the requirements of governments using such multi-administration systems "without affecting the rights of administrations with respect to national systems."

□

Burch was asked at the press briefing his view as to the reason for the "unreal, surrealistic atmosphere" he felt had enveloped the conference. He said it was "a natural outcome of very strongly held feelings on both sides." He also noted that some delegates had been committed to getting "a lot for their constituents." (In the case of delegates from developing countries, they were returning home with much less than they had demanded initially.) And he said the conference had been marked by "acrimony" from the first day to the last, and added, "It is not a very productive way to do the world's business."

Burch had no quarrel with the manner in which the U.S. prepared for the conference. Preparations had been under way at the FCC, the National Telecommunications and Information Administration and the State Department for "three or four years," he not-

ed. He had been selected to head the delegation and had begun immersing himself in the issues and problems a year ago. Nor had the administration stinted on resources. "We were not handicapped by a lack of money." Many of the developing countries, on the other hand, he said, "have only a vague idea" of what is involved. They simply show up in Geneva, attend meetings of groups to which they belong, "and get their marching orders."

Burch, like other observers of the ITU, noted it has undergone an extensive change in character. Where once it had been "an old boys club" of developed countries, it had been transformed as developing countries joined the organization. They now constitute a majority of the membership. "It is a political organization," he said. "Technical matters do not present a problem. Engineers can sort the problems out. The questions that hang the conference up are political." He cited efforts of Colombia to raise the issues of its and other equatorial countries' claim to sovereignty over portions of the geostationary orbit over their territory, and of restrict-

ing the geostationary orbit to "peaceful uses." Ultimately, the conference held that it lacked the jurisdiction to deal with those matters, and referred them to the United Nations Committee on the Peaceful Use of Outer Space. Still, a considerable amount of time was spent on them.

It would be hard to find a member of the U.S. delegation who would disagree with Burch's view. But one member—a veteran of a number of ITU conferences who had not shown a great deal of sympathy for developing countries throughout the session—offered a somewhat different perspective: "The third world came prepared to do better than in past conferences. They had been snuckered before by developed countries, and they were suspicious of every move they [the developed countries] made."

But he concluded his assessment with what, in view of the confusion and harsh feelings with which the conference ended, seemed curiously upbeat: What happened at Space WARC "could have a good effect, long range. It could demonstrate the need for cooperation at these meetings." □

## INTV uses its own medium to send must-carry message

**TV spots tell viewers to call their cable company to urge them to carry local stations**

Using their own medium to get the word out, independent television stations are launching a national advertising campaign this week, aimed at discouraging cable systems from dropping independent TV signals. The three, 30-second spots, produced by the Association of Independent Television Stations, urge viewers to call their cable company "now and tell them you want this station, and all other local stations, to stay on cable."

The spots, produced at WUAB-TV Cleveland and featuring local announcer Frank Jay, were distributed last week to all INTV members and will also be broadcast to TV members of the National Association of Broadcasters over its monthly satellite feed program, *Teletjournal*. (Each individual station will decide whether to use the spots.)

In one spot, INTV says: "Up to now, you could watch any of your local TV stations on your cable. It was your choice. Now a federal court has ruled that the cable company can choose what local stations you get to watch. If you don't like that, call your cable company now. Tell them you want all your local TV stations to stay on cable. Tell them you want your choice of what station to watch."

The TV campaign is just one of several efforts for INTV since the federal appeals court threw out the must-carry rules. INTV is waging its fight on several fronts: On Capitol Hill, independents along with the National Association of Broadcasters are lobbying for repeal of cable's compulsory license. The broadcasters, with the help of key congressmen, are trying to persuade the FCC to reconsider its decision not to review its must-carry rules.

The use of TV spots has already proved successful for one independent, KOKI-TV Tulsa, Okla. James Lavenstein, general manager and one of the station's owners,



**INTV commercialists.** Preston Paddon, INTV president; James Hedlund, INTV VP-government relations, and Jim Stunek, producer-director, WUAB-TV Cleveland.

said they produced their own spots shortly after the court's decision and ran them three times a day. "The reaction was fantastic and heavily in our favor," Lavenstein said. As a result, he said, of 100 cable systems that carry the station, none plan to drop their signal. "We found a TV campaign was the most effective way to get at the problem," Lavenstein said. The station, he added, also ran spots thanking the cable system managers and their subscribers for their support.

In other must-carry activity last week, broadcasters continued to make the rounds on Capitol Hill alerting members to their cause. Richard Ramirez, managing general partner of independent WHCT-TV Hartford, Conn., called on Senator Lowell Weicker (R-Conn.), staff members of Senator Christopher Dodd (D-Conn.), and Representatives Barbara Kennelly (D-Conn.) and Nancy Johnson (R-Conn.). Ramirez's station is scheduled to go on air Sept. 30, and if it goes on the air as "things stand now, I'll be devastated," he told BROADCASTING. He noted that when WHCT-TV was purchased, it was carried by all the major cable systems with about 450,000 subscribers. The station has been off the air while under renovation. Ramirez said most of the major MSO's (Times

Mirror, United and Group W, the latter to which he is still talking) were going to carry his station prior to the ruling and have since indicated they will not. He does, however, have commitments from some cable operators, including Storer Cable. Although he'll have access to roughly 200,000 subscribers through those systems, Ramirez said, "there are 800,000 people in my ADI." Ramirez said his station is well-financed and has a competitive program lineup. He expects that within six months, he may be able to get more carriage. In the meantime, he said, he has "\$12 million on the line."

This week, George Plenderleith, station manager of independent WFAT-TV Johnstown, Pa., is expected to make the rounds on Capitol Hill. His station was dropped by a local cable system, Marcus Communications, Greensburg, Pa. For Plenderleith, the action represents a loss of 40,000 of the 176,000 viewers he reaches by cable. "It's going to hurt," he said. The station has begun a radio and newspaper advertising campaign aimed at getting them back on that system. The loss of the must-carry rules, he argued, "gives cable freedom of speech, but it takes our freedom of speech and gives them an established monopoly." □

# NAB goes back to FCC with plea for telco rate relief

**It asks commission to reverse Common Carrier Bureau ruling turning down request for deliverance from tariff increases for local telephone lines**

The National Association of Broadcasters has asked the full FCC to overrule a decision by the Common Carrier Bureau to shelve an association plea for relief from rate increases for local telephone audio transmission services.

At issue is a bureau action deferring consideration of an NAB pleading responding to an FCC investigation of certain tariffs of local exchange carriers that went into effect April 1 (BROADCASTING, Aug. 19). Those tariffs included audio transmission services. In its pleading, NAB had alleged that rate increases by many local telephone companies for local audio transmission services were unreasonably high and became effective without adequate notice or adequate cost justification. It said letters from broadcasters indicated average increases by regional Bell operating companies of 390%. It also said that many stations had eliminated or cut back on local or public service programming as a result of the rate hikes and urged the FCC to initiate an "expedited independent analysis of these audio program rates as a means to achieve rate adjustments which will ameliorate the adverse economic and public service consequences."

The bureau, however, said NAB's pleading had not been "responsive" to its investigatory order and that the association's request would not be considered in the current phase of the investigation. The bureau added that it would consider the NAB pleading in a later phase of its investigation, should NAB opt not to withdraw it. The bureau also noted that the commission had imposed an accounting order on the telcos to permit refunds if the bureau concluded at the end of

## Washington Watch

**Arlington grant affirmed.** Affirming decision by Review Board, FCC has granted application of Urban Telecommunications Corp. for new TV on ch. 14 in Arlington, Va., subject to its sole owner divesting interest in WCAV-TV Nashville (BROADCASTING, Oct. 15, 1984). Theodore M. White, black resident of Washington and Urban owner, also owned 75% of Page Broadcasting, which owned 5% of Television Corp. of Tennessee, licensee of WCAV-TV. Board also had denied mutually exclusive applications of Washington's Christian Television Outreach Inc., Century Communications Inc., Capital Communications of Washington Inc., Wcst-TV Inc. and Grant Broadcasting Corp. Board had found Grant Broadcasting, headed by broadcaster Milt Grant, unqualified to be FCC licensee. But FCC approved settlement agreement under which application of Grant Broadcasting would be dismissed and Grant Broadcasting System Inc., another firm Grant heads, would serve as programing consultant to Urban for two years. FCC rejected allegations that Grant had secret agreement to obtain interest in Urban. Board had found Urban superior on integration grounds.

□

**FOIA bill.** Representative Gerald D. Kleczka (D-Wis.) last week introduced legislation to strengthen Freedom of Information Act. Endorsed by Society of Professional Journalists, measure addresses some of problems encountered by public trying to use act. Among other things, bill would "revises exemptions to FOIA for national security, internal personnel and financial institution records." It also would establish system of penalties for agencies failing to comply with deadlines and "broadens disciplinary sanctions against employes who deliberately obstruct requests." Additionally, it would permit access to documents at little or no charge "if access would likely benefit the public."

that later phase of its investigation that the rates are unreasonable. In addition, it said it was already investigating complaints by broadcasters that the rates were higher than they should be under tariff and that they were imposed without notice.

In an application for review and petition for interim relief, the NAB said the bureau's Aug. 14 order "wholly ignores the thrust, purpose and content" of the association pleading "and inflicts harm on the public interest by requiring radio broadcasters to continue to cancel programing of substantial importance to their listeners, such as vital weather information, local sports and religious broadcasts."

Among other things, NAB said its "limited" participation in the relevant tariff proceeding (the association did not specifically challenge the audio transmission tariffs before they went into effect, which is when such challenges are supposed to be made [BROADCASTING, Sept. 9]), was "the direct

consequence of the inadequate notice tendered by the telephone companies... as to the full scope of the rate increases which were to be imposed on radio broadcasters." It also said that, assuming radio broadcasters do receive refunds under the accounting order on telcos at the end of the investigation, that would not "in and of itself accord any immediate relief to broadcasters who must cancel programing which is in the public interest." The association added that the bureau's investigation of complaints by broadcasters go to whether telcos are misapplying tariffs or making errors in individual bills. "They do not... go to the larger issues of rate lawfulness which the commission should resolve," the NAB said. "The mere fact that some broadcasters have complained to the commission to seek its aid in resolving informal complaints against individual carriers is by no means a substitute for the independent assessment of the lawfulness of the overall tariffs and rate levels that the commission itself is obligated under its statute to conduct."

In its filing, NAB also requested that the commission phase in the rate increases. "Even if it is assumed for present purposes that the program audio rates at issue here are sufficiently reasonable to have been permitted to take effect, it does not follow that radio broadcasters should be required to absorb these rate increases all at once," NAB said. "Indeed, on the basis of NAB's showing to date, the commission would be fully justified in fixing an interim prescription which would phase in these new rates at levels which radio broadcasters could afford without having to cancel public interest programing."

If the FCC affirms the Aug. 14 order, NAB asked that it "set forth a[n] expedited timetable" for resolving the rate issues and "grant interim relief until the program termination issues ultimately are resolved." □

**Making progress.** The Federal Trade Commission was given a three-year lease on life last week when the House passed H.R. 2385. The authorization bill, unlike the Senate's version (S. 1078), does not prohibit the FTC from adopting industrywide rulemakings under the unfairness standard. (Under the Senate bill, the FTC retains the authority to regulate commercial advertising on a case-by-case basis for unfair or deceptive advertising. Both measures allow Congress to veto proposed FTC regulations.) The two bills must now be resolved by conference committee.

The advertising industry seemed more pleased that both the Senate and House had finally passed the reauthorization bills, than it was with the content of the House measure. Association of National Advertisers President DeWitt Helm Jr. said: "The important thing is that we're going to have a reauthorization," but he cautioned: "Now don't turn that around and say if it comes out the other [House] way, that's OK." He said the Senate bill "is more down the line of the position of the advertising community" and that the passage by the House was "not necessarily surprising." He said he was "hopeful that Congress will be able to reconcile this favorably."

American Advertising Federation President Howard Bell said AAF considers "it a real breakthrough" and also was "hopeful of formal action by the Congress in the near future." Added AAF senior vice president, Daniel Jaffe: "It's a real good step. There are many good provisions in both bills, but in regards to the unfairness issue, we feel the Senate version is superior and we hope the House will recede." The House approved the bill by voice vote.

# Changing Hands

## PROPOSED

**KSFY(TV) Sioux Falls and satellites KABY-TV Aberdeen and KPRY(TV) Pierre, all South Dakota** □ Sold by Forum Publishing Co. of South Dakota Broadcasting Co. to News-Press & Gazette Co., for approximately \$10 million cash. **Seller** is subsidiary of Forum Publishing Co., Fargo, N.D.-based newspaper publisher and station group of one AM, one FM and seven TV's, principally owned by William Marcil, president. It owns daily newspapers in Fargo, N.D., and Willmar, Minn., and biweeklies in Detroit Lakes and Park Rapids, both Minnesota. **Buyer**, based in St. Joseph, Mo., is owned by David R. Bradley Sr. and family. It owns KAAL(TV) Austin, Minn., WSAV(TV) Savannah, Ga., and WJTV(TV) Jackson, Miss., publishes St. Joseph, Mo. *News-Press and Gazette* and operates four cable systems in Missouri. KSFY is ABC affiliate on channel 13 with 316 kw visual, 39.8 kw aural and antenna 2,000 feet above average terrain. KABY is on channel 9 with 295 kw visual, 47.5 kw aural and antenna 1,390 feet above average terrain. KPRY is on channel 4 with 100 kw visual, 20 kw aural and antenna 1,240 feet above average terrain.

**KTXS(TV) Sweetwater, Tex.** □ Sold by Catclaw Communications Co. to SWMM/Abilene Corp. for \$8 million, comprising \$7 million cash and remainder note at 9.5% over five years. **Seller** is owned by S.M. Moore, who has no other broadcast interests. **Buyer** is owned by Billy B. Goldberg (46.9%), Lester Kamin (37.5%), Hazel Y. Arnold (12.5%) and Diane Levy (3.1%). It is subsidiary of Southwest MultiMedia Corp., which owns KPEJ(TV) Odessa and KVEO-TV Brownsville, both Texas. Kamin is president and Arnold is vice president of Lester Kamin & Co., Houston-based station brokerage. Arnold and Levy have interest in KTXF(FM) Brownsville, Tex. KTXS is independent on channel 12 with 257 kw visual, 25.7 kw aural and antenna 1,400 feet above average terrain.

**WLDI(TV) Canton, Ohio** □ Sold by David Livinstone Missionary Foundation Inc. to Trinity Broadcasting Network Inc. for \$4.5 million cash. **Seller** is headed by Lonnie R. Rex, and has no other broadcast interests. It purchased station in 1982 for assumption of approximately \$1.4 million in debt. **Buyer** is nonprofit, nonstock corporation based in

Santa Ana, Calif., headed by Paul F. Crouch, president. It owns eight TV's. WLDI is independent on channel 17 with 436 kw visual, 42 kw aural and antenna 450 feet above average terrain.

**WHHQ(AM)-WHHR(FM) Hilton Head, S.C.** □ Sold by Hilton Head Broadcasting to Am-Com General Corp. for \$3.7 million cash. **Seller** is owned by Thomas H. Harvey, president, Jim Richardson and Ernest Williams, who have no other broadcast interests. **Buyer** is owned by George R. Francis, who recently purchased KRMD-AM-FM Shreveport, La. ("Changing Hands," July 1). Francis is former senior vice president of Voyager Communications, Raleigh, N.C.-based station group of two AM's and two FM's. WHHQ is daytimer on 1130 khz with 1 kw. WHHR is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

**WBTB(AM) Beaufort and WZYC(FM) Newport, both North Carolina** □ Sold by Crystal Coast Communications Inc. and Emerald Communications Inc., respectively, for \$1.4 million, comprising \$500,000 cash and remainder note at 10% over 10 years. **Sellers** are both owned by Frederick K. McCune, his wife, Joyce, and her mother, Lois M. Crawley, who have no other broadcast interests. **Buyer** is owned by Jacob Brown and family and J. Phillip Goldman. Browns have interest in KROD(AM)-KLAQ(FM) El Paso. Goldman has interest in, and is vice president of, Edens Broadcasting Co., Phoenix-based group of three AM's and three FM's. WBTB is daytimer on 1400 khz with 1 kw day and 250 w night. WZYC is on 103.3 mhz with 100 kw and antenna 470 feet above average terrain. *Broker: Chapman Associates.*

**WKXJ(AM)-WCKQ(FM) Campbellsville, Ky.** □ Sold by Taylor County Broadcasting Co. to Heartland Communications Inc. for \$725,000, comprising \$535,000 cash and remainder note. **Seller** is owned by Lowell Caulk, Jim Jackson, Marti Hazel-Patterson and Laurie Van Dyke, who have no other broadcast interests. **Buyer** is owned by George E. Owen, who owns Media Marketing Inc., Louisville, Ky.-based advertising agency. WKXJ is on 1450 khz with 1 kw day and 250 w night. WCKQ is on 103.9 mhz with 2.35 kw and antenna 345 feet above average terrain.

**WQII(AM) San Juan, P.R.** □ Sold by Huella Communications Inc. to Communications Counsel Group Inc. for \$750,000, comprising \$250,000 cash and remainder no-interest note over four years. **Seller** is principally owned by Francisco M. Vasquez Santoni. It has no other broadcast interests. **Buyer** is owned by Nieves Gonzalez Abreu, local investor with no other broadcast interests. WQII is on 1140 khz full time with 10 kw.

*For other proposed and approved sales see "For the Record," page 68.*

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## Satellite launches: Still looking for the right stuff

### Almost more obits than orbits for communications birds as 1985 proves rough year for getting and keeping them flying

Nineteen eighty-four was a bad year for placing communications satellites in orbit. In February of that year, two satellites deployed by NASA's space shuttle Challenger—Western Union's Westar VI and Indonesia's Palapa 2B—failed to reach geostationary orbit after their PAM rockets misfired and, four months later, Intelsat F-9 foundered in space after NASA's Atlas Centaur rocket failed to boost it into its proper orbit. The total loss to the insurance underwriters: \$282 million.

Nineteen eighty-five has turned out to be even worse. Hughes Communications' Leasat III failed to attain geostationary orbit after its deployment by the space shuttle Discovery last April. Hughes's Leasat IV achieved the correct orbit after it was cast off by Discovery on Aug. 29, but its communications circuitry went on the fritz and Hughes technicians have been unable to restore it. And, finally, two weeks ago, an Ariespace Ariane 3 rocket carrying GTE Spacenet's Spacenet III and the Eutelsat's ECS-3 had to be destroyed over the Atlantic Ocean after the rocket's third stage fizzled. Loss to the insurers: at least \$315 million.

Although it's the insurers that feel the most direct and immediate impact of the launch and satellite failures, the entire communications satellite industry is negatively affected. Insurance, critical to the growth of the industry, is certain to get scarce, and that which is available is sure to be priced higher than ever before.

The latest blow to the industry came Sept. 12. On that day, Ariespace's three-stage Ariane 3 rocket lifted off from its pad in Kourou, French Guiana, right on schedule—7:26 NYT. The trouble began after the burn-out of the second stage. The commands for ignition of the third stage were given, but the stage's engine, which was to have burned for about 12 minutes on a combination of liquid hydrogen and oxygen, failed to ignite properly and fizzled out. The stage and its payload went off course and the "range safety officer" was forced to push the destruct button. Spacenet III was insured for around \$80 million; ECS-3, for \$65 million.

NASA and Ariespace, a consortium of European aerospace manufacturers, are competitors in the satellite launching business, and the loss of Spacenet III and ECS-3 should balance things out in terms of which is most reliable.

Although NASA is not officially to blame for the loss of the shuttle-launched satellites—its responsibility ends with deploy-

ment—reliability of using a shuttle to carry a satellite into low orbit and additional rockets to place it in geostationary orbit has been called into question. Prior to the Sept. 12 losses, Ariespace had been building a strong record of reliability, placing 14 satellites into orbit, including three for GTE Spacenet and two for Eutelsat, with nine successful launches in a row dating back to June 1983. (Ariespace's early record was not so good; two of its first five Arianes failed, causing the destruction of four satellites.)

According to Ariespace's Jacqueline Shenkel, despite the launch failure, Ariespace will move forward with preparations for the launch of a French remote-sensing satellite on Nov. 15 and that of a Brazilian satellite and GTE Spacenet's GSTAR II in mid-December. Those launches will occur on schedule, she said, unless the investigation of the Sept. 12 failure dictates otherwise.

Saying it was "doubtful" the UHF com-

munications capability of Leasat IV could be restored, Hughes Communications announced last Monday that the satellite was a "total loss" and that it was filing an \$85 million claim with the insurers.

At first, Leasat IV looked as if it was going to be a winner. It left the space shuttle Discovery on Aug. 29 and achieved geostationary orbit on Sept. 3. But two days later, the communication circuitry failed. By a process of elimination, Hughes believes the problem is a faulty cable between the UHF multiplexer and the transmission antenna. It hopes to confirm its conclusion through more "extensive" analysis in the upcoming weeks.

On the same flight that put Leasat IV in space, Discovery astronauts "jump started" Leasat III in hopes of salvaging the satellite, which has been stuck in a low "parking orbit" since its deployment by Discovery last April.

Upon deployment, all the satellites in the Leasat services are supposed to begin spin-

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**Tackling the drug problem.** The National Association of Broadcasters kicked off its "Team Up Against Drug and Alcohol Abuse" program at a press conference last Tuesday (Sept. 17) in Washington. Working with the Drug Enforcement Administration in an extension of the DEA's Sports Drug Awareness program, NAB will produce public service announcements featuring professional athletes, which it will distribute to stations via its monthly satellite-fed program, *Telejournel* (BROADCASTING, Sept. 16).

"The time is clearly ripe to take the Sports Drug Awareness program the extra nine yards," said NAB President Eddie Fritts. He stressed that "the key to involvement is the local stations becoming aggressive and active and reaching out into their communities and using role models from their local communities to tie in with the National Football League players and other sports celebrities that will be participating." The first PSA, featuring NFL Commissioner Pete Rozelle and NFL Players Association President Gene Upshaw, was fed last Friday (Sept. 20) along with other drug and alcohol abuse prevention material. Future PSAs will feature hockey, basketball and baseball personalities.

*This announcement appears as a matter of record only.*

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ning so that they are stable for the firing of the perigee kick motor, the first in a series of rocket burns that lifts the satellite into geostationary orbit. Leasat III never performed any of its post-deployment procedures, including "spin up," making it impossible for Hughes to put it into higher orbit.

Maneuvering outside the Discovery on Aug. 31 and Sept. 1, the astronauts were able to trigger the post-deployment sequence. The satellite is now spinning, but before firing the PKM rocket Hughes is allowing the sun to warm it up. Hughes now hopes to ignite the engine and put the satellite in orbit in late October.

Hughes has already made an \$85 million insurance claim on Leasat III. But, if the salvaging attempt is successful, it has agreed to share revenues from the lease of the satellite to the U.S. Navy with the insurance underwriters. The Leasats are part of a four-satellite global communications system for the U.S. Navy; the first satellites in the system, Leasat I and Leasat II, are on orbit and functioning well.

Brian Stockwell, president of Corroon & Black Inspace, a satellite insurance broker which was not involved in the latest failures, but which has taken its lumps over the years, said insurance rates, which were as low as 5% and 6% for early shuttle launches, were hovering between 16% and 20% prior to the September losses.

"I can't see how the rates can go much higher," Stockwell said. "They'll stay around 20%, maybe a few points higher or lower. The real question is whether anybody will write a particular risk at that rate."

That some satellite may be having problems, he said, is indicated by the fact that 25 commercial satellites are scheduled to be launched between now and 1986 and only 10, by his count, have any kind of coverage.

The troubles of the satellite insurance business are exemplified by International Technology Underwriters. Having absorbed \$88 million in losses this year, it announced last week that it would selectively insure launches, but would no longer insure the performance of satellites until after they've reach their permanent orbital slots and have been fully tested.

To date, Intec said, "the bulk of the financial pain of commercial space failures has been borne by insurers." In the future, it said, satellite manufacturers should assume some of the risk. "Intec believes that satellites should be delivered on orbit operating successfully by the spacecraft manufacturer. After all, the manufacturer is the only one who really can control the quality of the product."

GTE Spacenet was not reeling from the loss of Spacenet III. C.J. Waylan, president of the GTE subsidiary, said that although the loss was "certainly something we wish had not happened," the "adverse impact will be relatively limited." GTE Spacenet will be able to accommodate customers slated for the bird, most notably long-distance carriers Argo Communications and GTE Sprint, on other satellites.

GTE Spacenet operates Spacenet I, Spacenet II and GSTAR I, all of which have been launched within the last year and a half. Its total satellite capacity will grow in mid-December with the launch of GSTAR II by

Arianespace, assuming there are no delays and there is no repeat of the Sept. 12 disaster.

Like other satellite carriers, Waylan was concerned about the long-term impact of the losses on the availability and price of launch and satellite insurance. Too little insurance and too high a price, he said, "will tend to deter expansion of the industry to the point it needs to be a healthy industry."

The first five GTE Spacenet satellites—the three in orbit, Spacenet III and GSTAR

II—were insured as a package in the spring of 1984 at what Waylan considers a fair rate of around 11% or 12%. GTE will face much higher rates when it seeks insurance for Spacenet IV, now designated as Spacenet III's replacement, and GSTAR III.

Arianespace hopes to help solve the insurance dilemma by finding underwriters for 10-15 Ariane launches. According to Douglas Heydon, executive vice president and general manager of Arianespace's U.S. sub-

sidiary, the insurance provided by the underwriters would cover only the launch—from liftoff to satellite separation. Owners of the satellites would have to buy additional insurance to cover the operation of the satellites after separation, he said. Arianespace hopes that by spreading the risk over a series of launches and limiting coverage to the launch only, it will be able to attract a sufficient pool of money and be able to offer the insurance to its customers at no more than 12%. □

## Business

### Perils and pleasures of selling combos

#### Marketing techniques for co-owned AM-FM outlets offered at panel at NAB-NRBA radio convention

The advantages and disadvantages of selling AM and FM combinations were debated by panelists at a workshop during the Radio '85 convention in Dallas two weeks ago. Participants shared their views on such questions as whether AM-FM combos should be sold together locally, nationally or both. Should they be sold separately if their formats are different? Should there be two sales staffs instead of one?

As the operator of a stand-alone FM, Juli Dorff of WARM(FM) Atlanta is in a "forest of combo's." She said that 12 stations are selling in combination in Atlanta. Her station, Dorff said, faces the standard objections raised by advertisers who prefer combos: "Why should I buy your one station when over here I can get two."

Dorff recommended developing a strategy. Find out what the client's needs are, she said. "Do a complete review of the client's wants and needs and target audience. Generally, if that client has a geographic, demographic target that matches up with the WARM audience we can get the buy." It is also important, Dorff stressed, to make a strong sales presentation. "Make sure the material you give your sales staff is consistent with the image of your radio station. Impress upon the buyer the no waste approach to buying radio. You get exactly the target that you wanted. Therefore no wasted dollars."

Most combo's, Dorff said, have a weak link. The duplication factor, she said, can also be used to argue against combos. Ask your clients if they want to hit that same audience twice, Dorff said. Also, tell your client what makes your station unique, she added. "If we can give them a special program or feature or sponsorship that's not available anywhere else, that's easiest and best. Know your clients' needs, put together a creative package, present it well and you're going to get the sell against the combo."

"We sell both separately and in combination on a national basis and sell separately in the local marketplace, said Karen Foley, WBAP(AM)-KSCS(FM) Fort Worth, Tex. A sta-

tion's format, she said, should be a key factor in determining whether to sell in combination. The demographic skew, she said, should be complementary. "Look at market position: How strong are you versus other stations? How many other combo's are you dealing with and how many other stations are you dealing with as far as format? You're looking for a competitive edge," she said.

Foley favors selling combinations together nationally but separately at the local level. As for sharing a station representative, Foley thinks it could be a disadvantage. "One of the ways stations get that increase in market

share is their opportunity to try and attract some of the dollars that aren't in their strike zones."

"It's easy to combine when stations have the same formats and same call letters. In our minds one radio station, one sales staff," said Michael Osterhout, WRBQ-AM-FM Tampa, Fla. Combo's are economical and a ratings protector, he said. "They also allow you to raise the rates a little faster because you end up with some dominant numbers. We sell our stations as one radio station."

Sharing the same call letters is key, Osterhout said. "People don't ask us which is



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which anymore. They don't say 'I want to buy the FM or AM only.' " As for sharing a rep firm, Osterhout said, "no way."

For William Campbell of WMEX(AM)-WMJX(FM) Boston, the best way to sell used to be separately. But he changed that view after the station bought its AM. To make combinations work, Campbell said, it is essential to have everyone at the station united behind the idea. Tell your clients what you're going to do and why, he said. With combos, Campbell said, it's easier to run promotions. Some promotions, he noted, work better on one station versus another. "I also think it makes sense to take a look and see how these combos work in other markets. We did that around the country and found out that our particular combo works well, there's not much duplication."

Craig McKee, KRZN(AM)-KMJI(FM) Englewood, Colo., said broadcasters can do a lot in presenting and marketing their stations that they couldn't do if it was a stand-alone.

He said there were four types of combos: "a weak station with a strong one; two weak stations that normally add up to a stronger position in the market with a combination of ratings; a very strong station combined with a weak station in a developmental mode, and a strong station combined in some simulcast form with a station that does not have equal ratings."

Combinations, McKee said, require a great deal of communication between program directors. A major problem with combinations, he said, is getting the staff to "conceptually sell one station but market two stations differently." He also under-

## Bottom Line

**One less worry.** American Express has given its consent to Viacom's proposed purchase of Warner Amex's two-thirds interest in MTV Networks and American Express's own 19% interest in Showtime/The Movie Channel—Viacom is also buying 31% of Showtime/TMC from Warner. Viacom previously said if it obtained approval from both parent companies before Oct. 15, it would buy in one-third of MTV shares currently held by public for \$33.50 cash. After transaction is completed Viacom will own 100% of three basic MTV channels and two pay channels.

□

**Fargo financing.** New Century Productions Ltd. said it had arranged two-year, \$15-million revolving credit and 15-month, \$5.8-million term loan with Wells Fargo Bank to fund production and acquisition activities. Beverly Hills, Calif.-based motion picture production and television distribution company has agreement with MGM/UA to distribute six to 10 feature films and also signed film licensing agreement with "three major cable systems."

□

**The day the music died.** CBS announced sale of four musical instrument companies for undisclosed cash amount to four Boston-based businessmen. Companies sold were Steinway & Sons (bought in 1972), Gemeinhardt Co., Lyon & Healy Harps Inc. and Rodgers Organ Co. (all bought in 1977).

scored the need to get everyone at the station to give "total support to the concept." If there is a "weak link it hurts the whole program," McKee said. □

### Station trading financing reviewed

The vitality of the radio broadcasting business was examined through the eyes of bankers and lenders at a workshop exploring new financing techniques for buying and selling stations.

"There have been a number of different

financing techniques that have arisen in response to banks' increasing conviction that the fundamentals of the broadcasting business are strong," said Carroll Hight of Bay Bank, Boston, Mass. "It's a good business to be in. The risks can be identified, quantified and managed," said Hight.

Hight outlined different types of financing now available for a traditional station purchase of eight to ten times cash flow. "Your cheapest and best source of money financing will be subordinate seller money," said Hight. "The reason it's the cheapest is because you don't give up any equity as a result of having a 'quasi-equity' base in place which a lender can lend on top of," she said. To induce the seller to subordinate the sale may require more upfront money, perhaps in the form of cash, she noted.

A second form of financing discussed by Hight is so-called "mezzanine" money, which is described as a second layer of debt behind the senior debt. "This involves giving up a percentage of your company [to a lender]," she said.

There are also tax-oriented deals in the form of limited partnerships. "This type of money can be raised through individuals, institutions or venture capitalists," said Hight, noting that local doctors and dentists make "prime candidates."

Jim Kuzemchak, a vice president with CIGNA, a Hartford, Conn.-based financial services and insurance company, explained his company's role in lending money to broadcasters. "Typically, we provide senior debt like the banks on a senior secure basis. The difference is we provide it on a fixed rate basis," he said. Kuzemchak added that his firm also provides subordinate debt through mezzanine financing as well as equity capital for leveraged buyouts.

He listed some of the criteria for CIGNA's potential investments in the radio broadcasting area, which includes only dealing with group broadcasters. "We will not do a large acquisition of a single property. We're looking for diversification provided by at least three markets both from a standpoint of risk diversification for our debt as well as for the upside potential of having several properties trying to 'click out' together," Kuzemchak

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said. Typical terms for debt are in the 10-year range, he said.

Kuzemchak told the standing-room-only audience that CIGNA's current broadcast portfolio now stands at \$135 million, which, he said, includes commitments.

Other panelists at the session were: Lucie Guernsey of Chemical Bank, New York; Chesley Maddox of AmeriTrust Bank, Cleveland, and Chris Webster of Barclay's American Business Credit, Hartford, Conn. The workshop was moderated by Metroplex Communications President Norman Wain.

### Creative selling for radio stations

Ratings—stations live or die by them. Nonetheless, panelists at one workshop suggested a number of ways broadcasters can sell their station even if they don't have a great book.

"Use your creativity at all times to sell your station," said Tom Baker, KPQP(AM)-KGB-FM San Diego. While ratings are important, Baker said, there are ways to "neutralize them." When Baker joined KPQP(AM)-KGB-FM there was one sales staff for both stations. He felt that was a "total disservice" and created two sales teams. Baker also suggested using theme months and discount cards as incentives to advertisers.

As a country station, said Drew Horowitz, WUSN(FM) Chicago, "we have a difficulty persuading advertisers." Nevertheless, there are ways to get around that obstacle. Indeed, he said, it is important to be able to sell with or without numbers. "We believe that if we're going to survive, we've got to develop new dollars. We've got to promote our sales people as marketers of radio," Horowitz said.

Among the other pointers Horowitz offered were: "Always make sure your sales people are out there saying the same thing; create sales packages; use frequent buyer clubs, and cultivate a relationship with the advertiser."

Moderator Lee Simonson had some tips for attracting advertisers. Recruiting quality sales people is a key, he said. "The quality of your sales effort is based on the quality of your sales force. Without good people nothing happens." Simonson also believes that the relationship between sales and programming is important.

Further advice was given by Jeff Holden, Republic Radio, Dallas. "The buyer's perception of your station," he said, "is imperative." It's equally important, he continued, "to position yourself." And, he added, "track similar stations in other markets." Holden thinks credibility is also key to establishing an effective sales force.

### Docket 80-90 primer

A thorough review of filing procedures for "docket 80-90," the FCC action that opened the door for new FM channel assignments in 689 communities, was presented at the Radio '85 convention.

According to Larry Eads, chief of the aural services division of the FCC, the commission will soon accept applications on 80-

**Station trading colloquium.** There is not too much disagreement about how broadcasters arrived in the land of escalating station prices, but there is uncertainty as to how long they will be there. That seemed to be the view from New York last week as three industry experts focused on the "Valuation of Media Properties" at a seminar sponsored by the Center for Telecommunications and Information Study of Columbia University's Graduate School of Business.

Ellen Gibbs, president of the New York consulting firm, Communications Resources Inc., led the panel with a review of the deregulatory events that eased the way for investment in broadcasting properties. She said the lifting of rules such as the seven-station ownership limit and the antitrafficking prohibition and the staying power of broadcasting against alternative technologies attracted investors outside the industry, such as SFN Companies, Lorimar, L.P. Media Co. (Jerrold Perenchio and Norman Lear), Jack Kent Cooke and Rupert Murdoch. Some of them, Gibbs said, were "willing to undertake unfriendly deals where traditional broadcasters have not." Gibbs said a second group of investors included Wall Street money such as Kohlberg Kravis Roberts & Co., Conniston Partners and Warburg Pincus.

Some of her views were seconded by Alan Griffith, senior vice president of the Bank of New York, who characterized the new money: "They aren't the old generation owners, they are in for the quick hit." He added another reason for the growing number of buyers and sellers: the increased number of bankers, such as himself, who finance purchases.

Competition among bankers was healthy, Griffith said, to the extent that it lowered rates, but he wondered whether the lowering of credit standards was also healthy. Many of the buyers and banks were relying on the future resale value of the properties. To illustrate the idea, the panel's chairman, Michael Botein, director of the Communications Media Center at New York Law School, related a quote attributed to Rupert Murdoch: "If I borrow \$20,000, it's my problem. But if I borrow \$20 million, it's the bank's problem."

"There may be more problems out there than we are aware of," Griffith said: "I will maintain that there are examples where resale doesn't work out; either we forget them or they don't make the press."

Richard McDonald, vice president of equity research at First Boston Corp., said that the result of the tumult in the marketplace was that "the average CEO [chief executive officer] is not in control of events. The KKR's and the arbitragers are making money, but what will the geography look like when all is said and done?"

What could change the present station-trading geography? Gibbs said there were three possibilities: "A significant rise in interest rates, a severe downturn in the economy that would affect broadcasters' cash flows and a general awareness of serious operating problems on a major deal." She added, "We know from other industries that all these trends don't go on forever." Griffith concurred, saying that the switch to FM radio did not "happen that long ago," and that there have also been great changes in the newspaper industry recently. "As great as this business is, and the results have been tremendous, it takes constant watching," said the Bank of New York senior vice president.

90 allotments at the rate of two channels per month. (The FCC is using a 30-day "window" filing period for each available channel. If no acceptable applications are filed for a channel in a particular community during the window, the commission will award the channel on a first-come, first-served basis. AM daytimers will get a special "preference" in applying for these new FM facilities, provided they meet certain conditions including divestiture of the daytime-only

outlet.) Eads, however, warned that the applications must be "very complete." He also said the commission will be accepting petitions for other FM channels that are not on the FCC Docket 80-90 table.

Barry Umansky, deputy general counsel for the National Association of Broadcasters, noted that after the FCC finishes its "completeness review" of the application for one of the available frequencies, the applicant will have an additional 30 days to

# 27 years of experience. Top that.

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TELEVISION BROKERS.  
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# Stock Index

Closing Wed Sep 18 Closing Wed Sep 11 Net Change Percent change P/E Ratio (000,000) Market Capitalization (000,000)

## BROADCASTING

N ABC	115	1/4	115	3/4	-	1/2	-0.43	18	3,350		
N Capital Cities	202	1/2	208		-	5	1/2	-2.64	19	2,610	
N CBS	111	1/2	116	1/2	-	5	-	4.29	19	3,319	
O Clear Channel	15	1/4	16	3/4	-	1	1/2	-	8.96	21	45
N Cox	74	3/4	74	3/4					23	2,109	
O Gulf Broadcasting	3	5/8	3	5/8					33	161	
O Jacor Commun.	3	3/4	3	3/4					21		
O LIN	32		33	3/8	-	1	3/8	-	4.12	24	843
O Malrite	12		12	7/8	-	7/8	-	6.80	15	100	
O Malrite 'A'	11	3/4	12	1/2	-	3/4	-	6.00	14	50	
O Orion Broadcast	1/32		1/32					0.81		3	
O Price Commun.	9	5/8	10	3/4	-	1	1/8	-	10.47		57
O ScrippsHoward	49		49						29	506	
N Storer	87	5/8	87	3/8		1/4	0.29			1,441	
O SunGroup Inc.	3	3/8	3	3/8					5		
N Taft	76	3/4	83	1/2	-	6	3/4	-	8.08	15	692
O United Television	23	5/8	23	3/4	-	1/8	-	0.53		259	

## BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	24	5/8	26	3/8	-	1	3/4	-	6.64	17	151
A Affiliated Pubs	44	7/8	47		-	2	1/8	-	4.52	20	549
N American Family	23		23	1/4	-	1/4	-	1.08	12	687	
O Assoc. Commun.	24	3/4	24	3/4						118	
N A.H. Belo	45	1/2	47		-	1	1/2	-	3.19	16	526
N John Blair	19		19	1/4	-	1/4	-	1.30	95	152	
N Chris-Craft	53		54	1/4	-	1	1/4	-	2.30		338
N Gannett Co.	55	7/8	57	1/8	-	1	1/4	-	2.19	19	4,479
N GenCorp	43	3/4	45	1/8	-	1	3/8	-	3.05	49	958
O GrayCommun.	102		102							18	51
N Jefferson-Pilot	45	1/2	45	7/8	-	3/8	-	0.82	7	1,396	
O Josephson Intl.	8	1/8	8	5/8	-	1/8	-	1.45		40	
N Knight-Ridder	35	1/8	36		-	7/8	-	2.43	16	1,960	
N Lee Enterprises	37	7/8	41		-	3	1/8	-	7.62	18	490
N Liberty	29	1/4	30	3/8	-	1	1/8	-	3.70	14	296
N McGraw-Hill	42	1/2	43	3/4	-	1	1/4	-	2.86	15	2,140
A Media General	77		79		-	2	-	2.53	15	538	
N Meredith	60		64	1/4	-	4	1/4	-	6.61	13	567
O Multimedia	55	1/2	60	7/8	-	5	3/8	-	8.83	27	926
A New York Times	41	1/4	41	5/8	-	3/8	-	0.90	15	1,650	
O † Park Commun.	22		23	1/2	-	1	1/2	-	6.38	20	309
N Rollins	23	7/8	25	1/2	-	1	5/8	-	6.37	33	349
T Selkirk	21		22	3/8	-	1	3/8	-	6.15	46	170
O Stauffer Commun.	90		90							15	90
A Tech Operations	66	3/4	64	1/4	-	2	1/2	-	3.89	15	54
N Times Mirror	46	5/8	48		-	1	3/8	-	2.86	14	3,347
N Tribune	44		45	1/4	-	1	1/4	-	2.76	16	1,781
A Turner Bcstg.	17	1/4	17	1/2	-	1/4	-	1.43	36	376	
A Washington Post	113	1/2	119		-	5	1/2	-	4.62	16	1,455

## PROGRAMMING

O American Nat. Ent	1	1/2	111/16		-	3/16	-	11.11	8	4	
O Barris Indus	13	1/4	13	5/8	-	3/8	-	2.75	22	85	
N Coca-Cola	68	3/8	68			3/8	0.55	14	8,945		
N Disney	84	1/4	87	3/8	-	3	1/8	-	3.58	57	2,783
N Dow Jones & Co.	42	1/2	42	1/4	-	1/4	0.59	21	2,733		
O Four Star	4	3/4	5	1/4	-	1/2	-	9.52	5	4	
A Fries Entertain.	8	5/8	9	3/8	-	3/4	-	8.00	123	29	
N Gulf + Western	40	5/8	41	1/2	-	7/8	-	2.11	12	2,849	
O King World	20		22	1/2	-	2	1/2	-	11.11	17	102
O Robert Halmi	2	3/16	2	1/4	-	1/16	-	2.78		38	
A Lorimar	30	3/8	33	1/4	-	2	7/8	-	8.65	8	232
N † MCA	44		71	1/4	-	27	1/4	-	38.25	23	2,177
N MGM/UA	26	5/8	26	5/8						1,323	
N Orion	10	3/8	11		-	5/8	-	5.68	36	98	
O Reeves Commun.	10	5/8	11	5/8	-	1	-	8.60		132	
O Sat. Music Net.	12	3/4	14	1/4	-	1	1/2	-	10.53		87
O Telepictures	25	5/8	25	3/4	-	1/8	-	0.49	19	199	
N Warner	30	1/8	31	1/4	-	1	1/8	-	3.60		1,835
A Wrather	19		19	1/2	-	1/2	-	2.56		133	

Closing Wed Sep 18 Closing Wed Sep 11 Net Change Percent change P/E Ratio (000,000) Market Capitalization (000,000)

## SERVICE

O BBDO Inc.	47		48		-	1	-	2.08	14	297	
O Compact Video	5	1/4	5	5/8	-	3/8	-	6.67		23	
N Comsat	32	3/8	32	3/4	-	3/8	-	1.15	11	586	
O Doyle Dane B.	20	1/4	20	5/8	-	3/8	-	1.82	13	107	
N Foote Cone & B.	52		52	1/8	-	1/8	-	0.24	12	184	
O Grey Advertising	186		186	1/4	-	1/4	-	0.13	11	112	
N Interpublic Group	38		38	1/4	-	1/4	-	0.65	13	413	
N JWT Group	29	3/4	31	1/8	-	1	3/8	-	4.42	16	268
A Movielab	6	7/8	7	3/4	-	7/8	-	11.29		11	
O Oglivy & Mather	40		43	1/2	-	3	1/2	-	8.05	14	366
O Sat. Syn. Syst.	6		6	1/4	-	1/4	-	4.00	10	34	
O Telemation	5	1/2	5	1/2						5	6
O TPC Commun.	3/8		0	3/8						4	
A Unitel Video	7	5/8	7	3/4	-	1/8	-	1.61	25	17	
N Western Union	12	3/4	13	1/4	-	1/2	-	3.77		311	

## CABLE

A Acton Corp.	1	1/8	1	3/4	-	5/8	-	35.71		7	
O AM Cable TV	2		2	1/8	-	1/8	-	5.88		7	
N American Express	40	5/8	41	1/4	-	5/8	-	1.52	14	8,855	
N Anixter Brothers	15	7/8	17	3/8	-	1	1/2	-	8.63	17	289
O Burnup & Sims	7		7							6	63
O Cardiff Commun.	1		1	1/8	-	1/8	-	11.11	100	5	
O Comcast	18	7/8	19	7/8	-	1	-	5.03	28	368	
N Gen. Instrument	14	7/8	15		-	1/8	-	0.83		482	
N Heritage Commun.	16	3/8	17	1/2	-	1	1/8	-	6.43	34	238
O Jones Intercable	5	1/4	6		-	3/4	-	12.50	10	49	
T Maclean Hunter X	13	1/4		13	1/4						
A Pico Products	2	5/8	2	7/8	-	1/4	-	8.70		9	
O Rogers Cable	8	3/4	9	3/4	-	1	-	10.26		199	
O TCA Cable TV	22	7/8	22	3/4	-	1/8	-	0.55	32	153	
O Tele-Commun.	31	1/8	33	1/2	-	2	3/8	-	7.09	283	1,452
N Time Inc.	54	3/4	56	1/4	-	1	1/2	-	2.67	16	3,327
N United Cable TV	30	1/4	32	1/4	-	2	-	6.20	47	305	
N Viacom	44	1/8	46	3/8	-	2	1/4	-	4.85	19	689

## ELECTRONICS/MANUFACTURING

N Arvin Industries	23	3/4	24	1/8	-	3/8	-	1.55	9	276	
O C-Cor Electronics	7	3/4	7	5/8		1/8	1.64			23	
O Cable TV Indus.	2	7/8	2	3/4	-	1/8	4.55	18	9		
A Cetec	7	1/4	7	1/8	-	1/8	1.75	9	16		
O Chyron	8	1/4	9		-	3/4	-	8.33	16	76	
A Cohu	9	3/8	9	3/8					9	17	
N Conrac	13	1/4	13	7/8	-	5/8	-	4.50	6	80	
A CMX Corp.1	1/2		1	1/2							
N Eastman Kodak	43	1/2	43	1/2					12	9,927	
O Elec Mis & Comm.	10	3/4	10	5/8	-	1/8	1.18			31	
N General Electric	59	1/2	59	3/4	-	1/4	-	0.42	12	27,065	
O Geotel-Telemet	1	3/8	1	3/8					17	4	
N Harris Corp.	24	3/8	25	1/4	-	7/8	-	3.47	11	981	
N M/A Com. Inc.	17		17	3/4	-	3/4	-	4.23	17	740	
O Microdyne	5	7/8	6	1/4	-	3/8	-	6.00	73	27	
N 3M	74	3/4	76		-	1	1/4	-	1.64	12	8,581
N Motorola	32	1/2	34	5/8	-	2	1/8	-	6.14	11	3,866
N N.A. Philips	32	1/4	32	3/4	-	1/2	-	1.53	7	930	
N Oak Industries	1	5/8	1	3/4	-	1/8	-	7.14		33	
N RCA	42	1/4	44	3/8	-	2	1/8	-	4.79	12	3,468
N Rockwell Intl.	37	1/2	40		-	2	1/2	-	6.25	10	5,585
N Sci-Atlanta	12		12	5/8	-	5/8	-	4.95	18	279	
N Signal Co.s	42	1/2	42	3/4	-	1/4	-	0.58	17	4,701	
N Sony Corp.	14	3/4	15	1/2	-	3/4	-	4.84	12	3,406	
N Tektronix	50	1/4	54		-	3	3/4	-	6.94	7	978
A Texscan	1	7/8	1	3/4	-	1/8	7.14	31	13		
N Varian Assoc.	28		29	3/4	-	1	3/4	-	5.88	13	618
N Westinghouse	38	1/4	38	1/8	-	1/8	0.33	12	696		
N Zenith	16	5/8	18	3/8	-	1	3/4	-	9.52	6	384
Standard & Poor's 400	202.58		208.18		-	5.60	-	2.69			

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. †† 3 for 2 split Sep 17, 1985.

amend it before the commission begins a technical review. Eads added that before final approval is granted, the application will be listed on a "public notice of acceptability" for 30 days to allow for any petitions to deny.

Robert du Treil of Washington-based du Treil-Rackley Consulting Engineers, which consults the National Radio Broadcasters Association, noted that the commission already had a nationwide "universal" window for already existing vacant FM channel allotments that closed on July 12, during which 1,281 applications were filed. Of that figure, 320 were "shipped back," half because of site map problems, he said. "The FCC may change some of the channel frequencies due to computer mistakes on site restrictions, but not the cities," said Eads, adding that stations that had applications returned, can file a "petition for reconsideration."

Eads said that the FCC will primarily stay with the comparative hearing process for applications for the same channel in the same community. "Each time we [the FCC] open a window, we will state if the comparative process or some other system will be used," said Eads. The entire 80-90 process, which should begin in October, is expected to take about three years to complete.

Serving as panel moderator was Richard Zaragoza, from the Washington-based consulting firm of Fisher, Wayland, Cooper & Leader.

**Counterpoint.** General Foods has gone on record with the nation's television stations, telling them the money it spends on barter syndication comes out of its network TV budget, not its spot budget.

In that respect, General Foods says, ABC got it all wrong when its presentation on the dangers of barter syndication, claiming that syndication generally is hurting spot TV more than network, reported that General Foods is funding its syndication activities out of both network and spot (BROADCASTING, June 17.)

General Foods is described in a letter sent to station managers throughout the country by D.K. Braun, General Foods director of media and program services. Of the ABC presentation, Braun wrote: "However innovative the research design or well intentioned the project's objectives, these conclusions are totally inconsistent with the facts as they relate to General Foods."

Braun cited "actual expenditure records" showing that for the five-year base period of 1977-81 (coinciding roughly with base years used in the ABC presentation), General Foods put an average of 74.4% of its TV budget into network, 25.0% into cash spot and 0.6% into barter. In fiscal 1985, the figures showed, network's share had dropped to 64.1%, cash spot's was up to 28.1% and barter's was up to 7.8%.

"During this period," Braun wrote, "our total broadcast television expenditures increased by 10%. Spot cash expenditures increased 12%, while network total dollars declined by 14%."

"It is no accident," he continued, "that this pattern should emerge. Our strategy is to utilize national syndication vehicles to offset escalating network television CPM's in order to preserve the advertising weight levels that our brands can purchase from year to year. When we buy participation in a nationally syndicated advertising vehicle, the funds simply must come from other national advertising vehicles. Our brands' spot television budgets have totally different objectives and are not regarded as an appropriate funding resource for nationally syndicated programs."

General Foods' criticism is not the first the ABC presentation has received. Nor is it apt to be the last. Telepictures Corp. countered it with a study and presentation of its own (BROADCASTING, Aug. 12). And the Advertiser Supported Television Association is preparing a "white paper" critiquing ABC's study.

# TELECASTINGS

## Farm feed

Newsfeed Network, the broadcast TV news service of Westinghouse Broadcasting and Cable, said last week that it would serve as the official TV news coordinator for the FarmAid concert scheduled for yesterday, Sunday, Sept. 22, to benefit financially stricken American farmers. Newsfeed said it would operate a satellite uplink on-site for news coverage of the event, held at Memorial Stadium of the University of Illinois, Champaign-Urbana, and that it would also supply live and taped feeds for TV station, network and cable news services.

Richard P. Sabreen, Newsfeed vice president and general manager, said his organization and its parent company were "committed to the cause of FarmAid and, technically, we're doing everything we can to help it succeed. The Newsfeed Network is doing its part by making sure that the concert is accessible to all electronic journalists."

Other Westinghouse units were involved in other phases. The Nashville Network, the country music cable program service marketed and distributed by Group W Satellite Communications, planned to televise the 12 hours of FarmAid live; SYNSAT, a co-venture of Group W Productions' TVSC and

Novo Communications' Bonded Services, was handling the domestic and international distribution, and Group W television stations in Boston, Pittsburgh, San Francisco and Philadelphia were to carry the concert in their markets.

## Louisiana addition

KLAX-TV Alexandria, La., an independent on channel 31, joins ABC-TV today (Sept. 23)

as a primary affiliate. "We are delighted to welcome KLAX-TV to our lineup and are pleased to have the opportunity to provide ABC programming in an area [in central Louisiana] we have not served before," said George Newi, president of the ABC-TV network. James C. Richards, president and general manager of the station, said he looked forward to presenting ABC programming and developing "a strong national and local news presence," and that "we plan to construct a new transmission tower in near-

**Fighting crime via TV.** According to Justice Department statistics, two-thirds of all crimes, and about half of all violent crimes, go unreported. In an effort to lower those figures, the department has launched a campaign to air on some 400 television stations, urging viewers to "report, identify and testify" if they are a witness to, or a victim of, a crime. Included in the anti-crime effort are four 30-second public service announcements developed by the National Institute of Justice (a research branch of the Department of Justice), with funding and time donated from Procter & Gamble, and the Chicago-based advertising agency, Tatham-Laird & Kudner. One of the spots is a dramatization of the 1964 Kitty Genovese murder in New York in which her screams were ignored for more than 30 minutes before anyone called the police. The others show a young gang stealing a car; the effect of a witness's failure to show up in court, and a more "upbeat" spot depicting "how society wins when the criminal justice system has strong public participation," NIJ said.

NIJ Director James Stewart said the commercials "are meant to get citizens to understand that by calling the police, reporting, identifying and testifying when a crime occurs, they are enhancing public safety."

by Grant Parish which will double our coverage area."

### African examination

The Public Broadcasting Service will focus on the crisis in South Africa during the week of Sept. 29-Oct. 5. Coverage will begin with a documentary, *Allan Boesak: Choosing for Justice*, on Sept. 29 at 10-10:30 p.m. NYT. A primer, *South Africa Report*, will air on Oct. 2 at 8-10 p.m., and will be followed by a documentary, *Woza Albert: An Ossie and Ruby Special*, at 10-11 p.m. The South African controversy will also be explored on regular PBS series including *The MacNeill/Lehrer NewsHour*, *Nova*, *Bill Moyers' Journal*, *Capitol Journal* and *Tony Brown's Journal*.

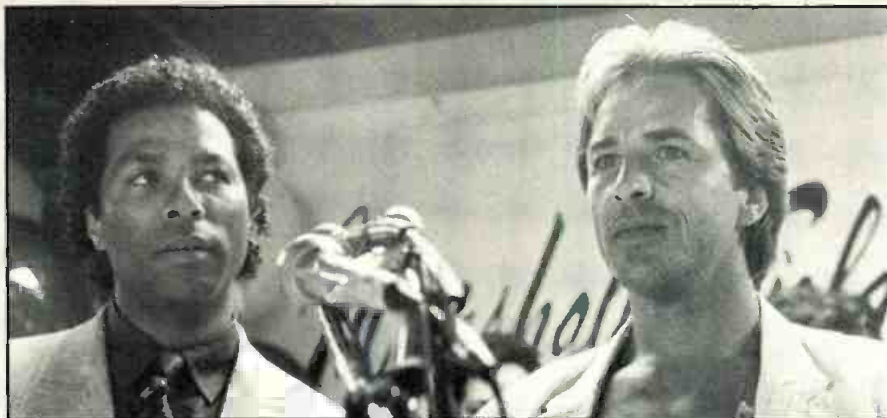
### Big chance

Television promotion and PR people sometimes hold contests in which the winning viewer gets to play a bit part in a television series. Tribune Broadcasting along with co-sponsors Claster Television and Sunbow Productions have gone a step further. They are offering to create a cartoon character in the winner's image that will appear on their *G.I. Joe* series which premieres on 120 stations today (Sept. 23). The contest, called "Get Your Mug on TV with G.I. Joe," invites children to send in their photograph to one of the five Tribune independent stations in New York, Chicago, Denver, Atlanta and New Orleans. If they see their face broadcast in a spot during the show, they can call and win a G.I. Joe mug or toy. Then the winners of the daily prizes qualify for the grand prize. Each Tribune station will randomly select a winner who will then be animated into an episode of *G.I. Joe* and mentioned by name.

### New for Klugman

Jack Klugman will star in a mid-season comedy replacement for NBC-TV based on the British series *Home to Roost*, about a divorced father trying to renew his relationship with his son after years of separation. The program is a Taft Entertainment project and is currently searching for a supporting cast.

**Fair attraction.** For its live broadcasts from the Erie county fair, CBS affiliate WVB-TV Buffalo, N.Y., had a \$30,000 broadcast facility built on the fairgrounds at Hamburg, N.Y. The studio was operated through a remote production truck and the signal microwaved back to the station. Steve Baskerville, weather anchor for *CBS Morning News*, attended the fair and used the studio for live weathercasts. Approximately 55 staff members participated in the daily broadcasts, which aired at noon and 6 p.m. on weekdays and at 6 p.m. on weekends. The project will be repeated annually, according to creative services director, Ron Gates.



**Cross-promotion.** NBC-TV's new fall television season and Marshall Field's Department Stores' new fall fashion season are being promoted together by NBC and the Field's stores in Chicago, Milwaukee, Dallas and Houston in a campaign the network says may be the first large-scale effort of its kind. NBC programs and personalities were featured in more than a million Marshall Field's catalogues inserted in Sunday newspapers in the four cities to kick off the campaign Sept. 8. That was also declared "Miami Vice Day" in Chicago by Mayor Harold Washington, and there was a parade down State Street to Marshall Field's with *Miami Vice* stars, Philip Michael Thomas (I) and Don Johnson. On Sept. 10 *Today's* Willard Scott originated his weather reports at the store and was guest of honor at a breakfast for 500 people, then went to Milwaukee for lunch with Marshall Field's President Burnett W. Donoho and winners of a letter-writing contest. Sept. 14 was designated "Super Soap Saturday" at the stores in Chicago and Milwaukee, with visits there by eight stars of NBC daytime dramas. Saturday was also "Super Saturday" at Field's Galleria store in Dallas, and Sept. 15 was "Super Sunday" at two stores in Houston, with visits to both cities by stars of *Gimme a Break*, *Knight Rider*, *St. Elsewhere* and *Hill Street Blues*. A video of highlights of NBC's new fall programs was seen on sets placed at strategic locations (including show windows) in all the stores. NBC also set up boutiques to sell T-shirts, jackets and other NBC merchandise. Field's is also conducting a "Let's All Be There" contest in which a winning couple in each of the four cities will receive new wardrobes and be flown to Los Angeles to tour NBC's Burbank studios, see a taping of *The Tonight Show Starring Johnny Carson* and visit the sets of NBC productions.

## For the Record

As compiled by BROADCASTING, Sept. 11 through Sept. 18, 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

■ KPRD(AM)-KZNS(FM) Barstow, Calif. (AM: 1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Barstow Broadcasting Corp. to First Americans Communications for \$300,000, comprising \$50,000 cash and remainder note at going interest rate on closing date. Seller is debtor in possession owned by Milt Klein and Sayle R. Ray, who also own KPRO(AM) Riverside, Calif. Buyer is owned by

owned by Courtney Flatau and Paul G. Dries. Flatau also owns KSES(AM) Yucca Valley, Calif. Filed Sept. 11.

■ WRTT(AM) Vernon, Conn. (1170 khz; 1 kw-D)—Seeks assignment of license from Tolland County Broadcasting Inc. to Family Stations Inc. for \$136,900. Seller is owned by Edward F. Perry, who also owns WATD(FM) Marshfield, Mass., and is purchasing WAMK(AM) Brockton, Mass. Buyer is Oakland, Calif.-based nonstock, nonprofit station group of two AM's, 19 FM's and FM CP's and two TV's, headed by Harold Camping. Filed Sept. 9.

■ WWFL(FM) Clermont, Fla. (1340 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of K. A. B. Communications Inc. from Granville R. Peach and family and Harry C. Drake and family to Michael F. Hirschman and his wife, Sharon, for \$237,000. Sellers have no other broadcast interests. Buyers have no other broadcast interests. Filed Sept. 16.

■ WKXJ(AM)-WCKQ(FM) Campbellsville, Ky. (1450 khz; 1 kw-D; 250 w-N; FM: 103.9 mhz; 2.35 kw; HAAT: 345 ft.)—Seeks assignment of license from Taylor County Broadcasting Co. to Heartland Communications Inc. for \$725,000, comprising \$535,000 cash and remainder note. Seller is owned by Lowell Caulk; Jim Jackson, Marti Hazel-Patterson and Laurie Van Dyke, who have no other broadcast interests. Buyer is owned by George E. Owen. He owns Media Marketing Inc., Louisville, Ky.-based advertising agency. Filed Sept. 10.

■ WALE(AM) Fall River, Mass. (1400 khz; 1 kw-U)—Seeks assignment of license from Keynote Broadcasting Inc. to Frank Battaglia for \$1,050,000, comprising \$300,000 cash and remainder note at 10% over 10 years. Seller is owned by Milton E. Mitler, who has no other broadcast interests. Buyer owns Place Management Corp., Woodside, N.Y.-based computer software design company. It has no other broadcast interests. Filed Sept. 9.



■ WKZO-TV Kalamazoo, Mich., KMEG(TV) Sioux City, Iowa, KOLN-TV Lincoln, and KGIN-TV Grand Island, both Nebraska (WXZO: ch. 3; CBS; ERP vis. 100 kw; aur. 20 kw; HAAT: 1,000 ft.; KMEG: ch. 14; CBS; ERP vis. 380 kw; aur. 75.9 kw; HAAT: 1,152 ft.; KOLN-TV: ch. 10; CBS; ERP vis. 316 kw; aur. 36.3 kw; HAAT: 1,530 ft.; KGIN-TV: ch. 11; CBS; ERP vis. 316 kw; aur. 55 kw; HAAT: 1,010 ft.)—Seeks assignment of license from Fetzer Television Corp. to Gillett Communications Co. for \$80 million. Seller is subsidiary of Fetzer Broadcasting Co., which is principally owned by John E. Fetzer. It also owns WKZO(AM) Kalamazoo; WJFM(FM) Grand Rapids, and WKJF-AM-FM Cadillac, all Michigan. Radio stations will be spun off for exchange of stock to Fetzer Broadcasting president, and general manager of KOLN-TV, Carl Lee. Buyer is Nashville-based station group of one AM and five TV's owned by George Gillett. Filed Sept. 12.

■ KKCM(AM) Waite Park, Minn. (1390 khz; 2.5 kw-D; 1 kw-N)—Seeks assignment of license from Kleven Broadcasting Co. to KLE Communications Inc. for \$145,000. Seller is owned by Leslie J. Kleven, who also owns KBHB(AM)-KRCS(FM) Sturgis, N.D.; KKOJ(AM) Jackson, Minn. His wife, Marguerite, also has interest in KLTC(AM)-KRBB(FM) Dickinson, N.D. Buyer is owned by Kenneth L. Eidenschink, former owner of KMSR(FM) Sauk Centre and KEYL(AM) Long Prairie, both Minnesota. Filed Sept. 16.

■ WLDI(TV) Canton, Ohio (ch. 17; independent; ERP vis. 436 kw; aur. 42 kw; HAAT: 450 ft.; ant. height above ground: 450 ft.)—Seeks assignment of license from David Livingstone Missionary Foundation Inc. to Trinity Broadcasting Network Inc. for \$4.5 million cash. Seller is headed by Lonnie R. Rex, and has no other broadcast interests. It purchased station in 1982 for assumption of approximately \$1.4 million debt. Buyer is nonstock corporation headed by Paul F. Crouch, president. It owns eight TV's. Filed Sept. 10.

■ KROM(AM) Omaha (1420 khz; 1 kw-D)—Seeks assignment of license from Nelson Broadcasting Co. to MediaOmaha, a limited partnership, for assumption of liabilities. Seller is owned by Lyle W. Nelson, who has no other broadcast interests. Buyer is owned by Jane Ann Woods and John W. Biddinger, who also own KESY(FM) Omaha. Both have interest in SunGroup Inc., Nashville-based station group headed by Woods' husband, Frank. Filed Sept. 10.

■ KKIM(AM) Albuquerque, KFEL(AM) Pueblo, Colo., and KTSJ(AM) Pomona, Calif. (KKIM: 1000 khz; 10 kw-D; KFEL: 970 khz; 1 kw-D; KTSJ: 1220 khz; 250 w-D)—Seeks transfer of control of American Sunrise Communications Inc. from Thomas E. Steele (29.8%); Richard D. Scott (22.7%); Robert Vernon (5.8%); Douglas Scott (6.3%) and Rent Bugdusar (5.6%) to Dr. John Boyd (29.85 before; 100% after), for assumption of liabilities. Sellers have no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 9.

■ WBTB(AM) Beaufort, and WZYC(FM) Newport, N.C. (1400 khz; 1 kw-D; 250 w-D; FM: 103.3 mhz; 100 kw; HAAT: 470 ft.)—Seeks assignment of license from Crystal Coast Communications Inc. and Emerald Communications Inc. for \$1.4 million, comprising \$500,000 cash and remainder note at 10% over 10 years. Seller is owned by Frederick K. McCune, his wife, Joyce and her mother, Lois M. Crawley. It has no other broadcast interests. Buyer is owned by Jacob Brown and family and J. Phillip Goldman. Browns have interest in KR0D(AM)-KLAQ(FM) El Paso. Goldman has interest in and is vice president of Edens Broadcasting, Phoenix-based station group of three AM's and three FM's. Filed Sept. 11.

■ WNEP-TV Scranton, Pa. (ch. 16; ABC; ERP vis. 1,268 kw; aur. 127 kw; HAAT: 1,666 ft.; ant. height above average terrain: 829 ft.)—Seeks assignment of license from NEP Communications Inc. to The New York Times Co. for the smaller of either \$40 million or ten times cash flow as of Sept. 30. Seller is headed by Thomas P. Shelburne, chairman. It also owns WAGM-TV Presque Isle, Me. Buyer is publicly held, New York-based publisher and station group of one AM; one FM and three TV's, headed by Arthur Ochs Sulzberger, chairman. Filed Sept. 10.

■ WQII(AM) San Juan, P.R. (1140 khz; 10 kw-U)—Seeks assignment of license from Huella Communications Inc. to Communications Counsel Group Inc. for \$750,000, comprising \$250,000 cash and remainder no-interest note over four years. Seller is principally owned by Francisco M. Vasquez Santoni. It has no other broadcast interests. Buyer is owned by Nieves Gonzalez Abreu, who has no other broadcast interests. Filed Sept. 10.

■ WLAC-AM-FM Nashville (1510 khz; 50 kw-U; FM: 105.9 mhz; 100 kw; HAAT: 1,226 ft.)—Seeks assignment of license from Sudbrink Broadcasting to Price Communications Corp. for \$18.5 million. Seller is Del Ray Beach, Fla.-based station group of three AM's and one FM, principally owned by Robert W. (Woody) Sudbrink. Buyer is publicly owned, New York-based station group of five AM's, five

FM's and two TV's, headed by Robert Price. Filed Sept. 10.

■ KEAN-AM-FM Abilene and KYKX-FM Longview, both Texas (KEAN: 1280 khz; 600 w-D; KEAN-FM: 105.1 mhz; 100 kw; HAAT: 810 ft.; KYKX: 105.7 mhz; 100 kw; HAAT: 950 ft.)—Seeks assignment of license from, respectively, Taylor County Broadcasting and Stereo 105 Inc. to Sungroup Inc. for \$8,250,000, comprising \$3.2 million cash and remainder note. Seller is owned by John Dickson Osborne and Rusty Reynolds, who also owns KYKS(FM) Lufkin, Tex., WKYZ(FM) Lake Charles, La. and WSLY(AM)-WYYN(FM) Jackson, Miss. Sungroup is also provided 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. Filed Sept. 16.

■ KTXS(TV) Sweetwater, Tex. (ch. 12; independent; ERP vis. 257 kw; aur. 25.7 kw; HAAT: 1,400 ft.; ant. height above ground: 1,069 ft.)—Seeks assignment of license from Catclaw Communications Co. to SWMM/Abilene Corp. for \$8 million, comprising \$7 million cash and remainder note at 9.5% over five years. Seller is owned by S.M. Moore, who has no other broadcast interests. Buyer is owned by Billy B. Goldberg (46.875%), Lester Kamin (37.5%), Hazel Y. Arnold (12.5) and Diane Levy (3.125%). It is subsidiary of Southwest MultiMedia Corp., which owns KPEJ(TV) Odessa and KVEO-TV Brownsville, both Texas. Kamin and Arnold are station brokers, with firm of Lester Kamin & Co. Arnold and Levy have interest in app. for assignment of KTXF(FM) Brownsville, Tex. Filed Sept. 11.

## Facilities Changes

### Applications

#### AM's

##### Tendered

- WONQ (1140 khz) Orlando, Fla.—Seeks CP to increase power to 5 kw. App. Sept. 16.
- KURV (710 khz) Edinburg, Tex.—Seeks CP to increase night power to 1 kw. App. Sept. 10.

##### Accepted

- KAFY (550 khz) Bakersfield, Calif.—Seeks mod. of lic. to operate by remote control. App. Sept. 12.
- WPLP (570 khz) Pinellas Park, Fla.—Seeks MP to change TL and make changes in ant. sys. App. Sept. 10.
- WSFB (1490 khz) Quitman, Ga.—Seeks CP to increase power to 1 kw. App. Sept. 16.
- WKDC (1530 khz) Elmhurst, Ill.—Seeks CP to change TL. App. Sept. 16.
- WTMT (620 khz) Louisville, Ky.—Seeks MP to make changes in ant. sys. App. Sept. 10.
- KXKW (1520 khz) Lafayette, La.—Seeks mod. of lic. to operate transmitter by remote control. App. Sept. 16.
- WEBB (1360 khz) Baltimore—Seeks CP to decrease night power to 1.7 kw; change night TL, and make changes in ant. sys. App. Sept. 11.
- WHB (710 khz) Kansas City, Mo.—Seeks CP to change SL to 8500 West 63d St., suite 210, Merriam, Kan. App. Sept. 16.
- WDER (1320 khz) Derry, N.H.—Seeks CP to augment daytime pattern. App. Sept. 12.
- WWCR (560 khz) Brentwood, Tenn.—Seeks MP to operate transmitter by remote control from main SL. App. Sept. 16.
- KBUK (1360 khz) Baytown, Tex.—Seeks CP to augment standard pattern. App. Sept. 11.

#### FM's

##### Tendered

- \*WBGD (91.9 mhz) Brick Town, N.J.—Seeks CP to change TL; change ERP to .194 kw; change HAAT to 57 ft., and make changes in ant. sys. App. Sept. 11.
- \*WITC (90.9 mhz) Cazenovia, N.Y.—Seeks CP to change freq. to 88.9 mhz and change ERP to .129 kw. App. Sept. 11.

##### Accepted

- KUBB (96.3 mhz) Mariposa, Calif.—Seeks CP to change HAAT to 2,063.12 ft. and make changes in ant. sys. App. Sept. 10.

■ KNCQ (97.3 mhz) Redding, Calif.—Seeks mod. of CP to make changes in ant. sys. App. Sept. 10.

■ WQLM-FM (92.7 mhz) Punta Gorda, Fla.—Seeks CP to change HAAT to 328 ft. App. Sept. 11.

■ KTWA (92.7 mhz) Ottumwa, Iowa—Seeks mod. of CP to change HAAT to 300 ft. and make changes in ant. sys. App. Sept. 13.

■ WLKW-FM (101.5 mhz) Providence, R.I.—Seeks CP to install aux. transmitter. App. Sept. 11.

■ WNEF (106.3 mhz) Woonsocket, R.I.—Seeks CP to change TL; change ERP to 1.32 kw, and change HAAT to 499.87 ft. App. Sept. 10.

■ KAFM (92.5 mhz) Dallas—Seeks mod. of lic. to change SL to 15851 Dallas Parkway, Addison, Tex. App. Sept. 11.

■ KFFR (95.9 mhz) Hooks, Tex.—Seeks mod. of CP to change TL; change ERP to 1.4 kw; change HAAT to 450 ft., and make changes in ant. sys. App. Sept. 12.

■ KUOW (94.9 mhz) Seattle—Seeks mod. of CP to make changes in ant. sys. App. Sept. 12.

#### TV's

##### Accepted

■ WHIZ-TV (ch. 18) Zanesville, Ohio—Seeks CP to change ERP to vis. 588 kw, aur. 58.8 kw and change HAAT to 533 ft. App. Sept. 10.

■ KZAR-TV (ch. 16) Provo, Utah—Seeks MP to change ERP to vis. 2,780 kw, aur. 278 kw; change HAAT to 2,825 ft.; replace ant., and change TL. App. Sept. 11.

#### Actions

##### AM's

- WBIS (1440 khz) Bristol, Conn.—Granted app. to change freq. to 1120 khz; add night service with 500 w; increase day power to 1 kw; install DA-N, and make changes in ant. sys. Action Sept. 4.
- WUFF (710 khz) Eastman, Ga.—Granted app. to increase power to 2.5 kw. Action Sept. 9.
- KAIM (870 khz) Honolulu—Returned app. to increase day and night power to 100 kw. Action Aug. 9.

##### FM's

- WHOD-FM (104.9 mhz) Jackson, Ala.—Granted app. to change ERP to 2 kw. Action Sept. 5.
- WBLX (92.9 mhz) Mobile, Ala.—Granted app. to change HAAT to 1,554.72 ft. Action Aug. 27.
- KNCQ (97.3 mhz) Redding, Calif.—Granted app. to make changes in ant. sys. Action Sept. 5.
- WWYZ (92.5 mhz) Waterbury, Conn.—Granted app. to change HAAT of aux. ant. sys. to 850 ft. Action Aug. 27.
- WJBR-FM (99.5 mhz) Wilmington, Del.—Granted app. to make changes in ant. sys. Action Sept. 4.
- WELE-FM (105.9 mhz) Deland, Fla.—Granted app. to change TL and change HAAT to 1,601.48 ft. Action Aug. 27.
- WDIZ (100.3 mhz) Orlando, Fla.—Granted app. to change TL; change HAAT to 1,597.36 ft., and make changes in ant. sys. Action Aug. 30.
- WFXE (104.9 mhz) Columbus, Ga.—Granted app. to change ERP to 3 kw. Action Aug. 30.
- WYAY (106.7 mhz) Gainesville, Ga.—Granted app. to change HAAT to 1,400 ft. Action Aug. 29.
- KZDX (99.9 mhz) Burley, Idaho—Granted app. to install aux. ant. sys. Action Sept. 5.
- KFTZ (103.3 mhz) Idaho Falls, Idaho—Granted app. to change TL; change ERP to 52 kw, and change HAAT to 514.96 ft. Action Aug. 29.
- WKQA (104.9 mhz) Pekin, Ill.—Granted app. to change TL and change HAAT to 328 ft. Action Sept. 9.
- WYCA (92.3 mhz) Hammond, Ind.—Granted app. to install new transmission sys. Action Sept. 6.
- KXLK (105.3 mhz) Haysville, Kan.—Granted app. to change TL and change HAAT to 993 ft. Action Aug. 15.
- WFMI (100.1 mhz) Winchester, Ky.—Granted app. to change ERP to 1.4 kw. Action Sept. 5.
- WMJS (92.7 mhz) Prince Frederick, Md.—Granted app. to change ERP to 2.35 kw. Action Aug. 30.
- WLYT (92.5 mhz) Haverhill, Mass.—Granted app. to change TL; change ERP to 20.4 kw, and change HAAT to 710.6 ft. Action Aug. 30.
- WQST (92.5 mhz) Forest, Miss.—Granted app. to change

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TL; change ERP to 96.67 kw; change HAAT to 984 ft., and make changes in ant. sys. Action Aug. 29.

■ **KMFC** (92.1 mhz) Centralia, Mo.—Dismissed app. to change TL; change ERP to 1.86 kw, and change HAAT to 400 ft. Action Aug. 30.

■ **KIVA** (105.1 mhz) Santa Fe, N.M.—Granted app. to change HAAT to 1,968.3 ft. Action Aug. 28.

■ **WJSL** (90.3 mhz) Houghton, N.Y.—Granted app. to change TL; change ERP to 6 kw; change HAAT to 216.48 ft., and make changes in ant. sys. Action Sept. 4.

■ **WNEW-FM** (102.7 mhz) New York—Granted app. to install aux. sys. Action Sept. 5.

■ **WZKC** (98.9 mhz) Rochester, N.Y.—Granted app. to change TL; change HAAT to 399 ft., and make changes in ant. sys. Action Aug. 27.

■ **\*WCQS** (88.1 mhz) Asheville, N.C.—Returned app. to change ERP to .26 kw; change HAAT to 1,132 ft.; change TL, and make changes in ant. sys. Action Aug. 6.

■ **WOJY** (100.3 mhz) High Point, N.C.—Granted app. to make changes in ant. sys. Action Sept. 5.

■ **WKOQ** (94.1 mhz) Lexington, N.C.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 485 ft. Action Aug. 30.

■ **WNUS** (107.1 mhz) Belpre, Ohio—Granted app. to install aux. trans. and ant. at existing SL. Action Aug. 30.

■ **WAKW** (93.3 mhz) Cincinnati—Granted app. to change ERP to 26 kw and change HAAT to 500 ft. Action Aug. 31.

■ **WPIT-FM** (101.5 mhz) Pittsburgh—Granted app. to change ERP to 47.5 kw. Action Aug. 29.

■ **WWLR** (91.5 mhz) Lyndonville, Vt.—Granted app. to change TL; change HAAT to minus 75 ft., and make changes in ant. sys. Action Aug. 29.

■ **WCMS-FM** (100.5 mhz) Norfolk, Va.—Granted app. to change ERP to 50 kw; change HAAT to 189.91 ft., install aux. sys. Action Aug. 29.

■ **WSBW** (100.1 mhz) Sturgeon Bay, Wis.—Granted app. to change ERP to .83 kw. Action Sept. 5.

## TV's

■ **KOIA-TV** (ch. 15) Ottumwa, Iowa—Granted app. to change ERP to vis. 166 kw, aur. 16.6 kw; change HAAT to 410 ft., and change TL. Action Sept. 4.

■ **WTZA** (ch. 62) Kingston, N.Y.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,950 ft., and make changes in ant. sys. Action Sept. 4.

■ **WPCQ-TV** (ch. 36) Charlotte, N.C.—Granted app. to change ERP to vis. 2,100 kw, aur. 210 kw and replace ant. Action Sept. 6.

■ **WBNX-TV** (ch. 55) Akron, Ohio—Granted app. to move SL outside city of lic. Action Sept. 5.

■ **WWSG-TV** (ch. 57) Philadelphia—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,159 ft., and replace ant. Action Sept. 6.

## In Contest

*Review board made following decisions:*

■ **Bellefonte, Pa.** (Talleyrand Broadcasting and Bald Eagle Media Inc.) FM proceeding. Scheduled oral argument for Oct. 4 on exceptions to initial decision of ALJ Byron E. Harrison granting app. of Bald Eagle for new FM station at Bellefonte, and denying competing app. of Talleyrand. Each party has 20 minutes for argument. Talleyrand may reserve part of their time for rebuttal. By letter, Sept. 4.

■ **Salt Lake City** (Utah Television Associates, et al) TV proceeding. Scheduled oral argument for Oct. 10 on exceptions to initial decision of ALJ Edward J. Kuhlmann granting app. of Salt Lake City Family Television Inc. for new TV station at Salt Lake City, and denying competing apps. of Utah Television Associates, Intermountain Broadcasting Inc., Mountain West Television Co. and West Valley City Television Associates. Each party has 20 minutes for argument. Utah Television, Intermountain, Mountain West and West Valley City may reserve part of their time for rebuttal. By letter, Sept. 10.

*ALJ Joseph Chachkin made following decisions:*

■ **Doylestown, Pa.** (Central Bucks Broadcasting Co., et al) AM proceeding. Granted joint request by Central Bucks Broadcasting Co. and North Shore Broadcasting Corp.; dismissed with prejudice app. of Central Bucks, and granted North Shore's app. for first local nighttime service to Lake-

wood, N.J. By MO&O, Aug. 27.

■ Leightown, Pa. (Valley Broadcasting Co., et al) AM proceeding. Granted joint request for settlement agreement by Valley Broadcasting Co., Somerset Valley Broadcasting Co. and Rama Communications Group and dismissed with prejudice Somerset's app. for Bridgewater Township, N.J. and granted Valley Broadcasting's app. for first nighttime service to Leighton. By MO&O, Aug. 27.

■ Austin, Tex. (Capital City Community Interests Inc., et al) TV proceeding. Granted request by Lake Country Telecasters Inc. and dismissed its app. with prejudice. By order, Sept. 3.

ALJ John H. Conklin made following decisions:

■ Los Angeles (RKO General Inc., et al) AM and FM proceeding. Granted motion by Mandeville Communications Co. and dismissed its AM and FM apps. with prejudice. By order, Aug. 28.

■ Miami (Harmony Broadcasting Corp., et al) TV proceeding. Granted Harmony Broadcasting Corp.'s motion and dismissed its app. with prejudice. By order, Sept. 9.

■ Odessa, Tex. (Alfred H. Roever III and Garcia Communications) TV proceeding. Granted joint request for approval of agreement and dismissed app. of Garcia Communications; granted app. of Alfred H. Roever III, and terminated proceeding. By order, Sept. 11.

ALJ Thomas B. Fitzpatrick made following decision:

■ Kansas City, Mo. (Digital Paging Systems Inc., et al) MDS proceeding. Granted Digital Paging Systems Inc., Private Networks Inc. and Midwest Corp. joint request for issuance of construction permit to extent that agreement is approved; dismissed with prejudice apps. of Digital Paging Systems Inc. and Midwest Corp.; amended app. of Private Networks to substitute Kansas City MDS Co.; granted app. of Kansas City MDS Co. for new MDS service at Kansas City, and terminated proceeding. By MO&O, Sept. 4.

ALJ John M. Frysiaak made following decisions:

■ Orlando, Fla. (Elim Broadcasting Inc., et al) TV proceeding. Granted motion filed by Matthew D. Wiggins and dismissed his app. with prejudice. By order, Sept. 3.

■ Palatka, Fla. (Pentecostal Revival Association Inc., et al) TV proceeding. Granted motion by Palatka Television Inc. to add issues against Pentecostal to determine its financial qualifications to construct and operate; to determine if its financial qualifications certification was false or misleading, and to determine whether applicant is qualified to be licensee of commission. By MO&O, Sept. 3.

ALJ Joseph P. Gonzalez made following decisions:

■ Gulf Shores, Ala. (WHIS Unlimited Inc. and Garcia Communications) TV proceeding. Granted motion for summary decision by WHIS Unlimited and resolved air hazard issue in its favor. By MO&O, Sept. 3.

■ Tampa, Fla. (Mary Ann S. Bohi, et al) TV proceeding. By separate orders: granted Television Tampa's motion and dismissed its app. with prejudice; granted letter request by Gary E. Willson and dismissed his app. with prejudice, and granted Channel 50 Ltd.'s motion and dismissed its app. with prejudice. By orders, Sept. 11.

■ Arlington, Tex. (Charisma Broadcasting Corp., et al) TV proceeding. Granted motion for partial summary decision by Johnson Television Ltd. and resolved air hazard issue in its favor. By MO&O, Sept. 11.

ALJ Edward J. Kuhlmann made following decisions:

■ Orchard, Neb. (Good Life Radio Inc. and Jerrell Kautz) FM proceeding. Granted joint agreement; dismissed with prejudice Kautz's app.; granted Good Life's app. for new FM station at Orchard, and terminated proceeding. By MO&O, Aug. 29.

■ Fayetteville and Winterville, N.C. (Cape Fear Broadcasting Co. and Brown-Johnson Co Inc.) AM proceeding. Granted joint agreement; dismissed with prejudice app. of Brown-Johnson; granted Cape Fear's app. to change operation from 940 khz to 640 khz at Fayetteville, and terminated proceeding. By MO&O, Aug. 29.

ALJ Edward Luton made following decisions:

■ Miami (Tel-Car Corp., et al) MDS proceeding. Granted joint agreement to form joint venture with each app. having 25% share of Tel-Car's substituted app., Miami MDS Co.; dismissed with prejudice apps. of Multi-Communications Service Inc., Private Networks Inc., and M.C.C.A. Service Corp.; granted Miami MDS's app. for new MDS station at Miami, and terminated proceedings. By MO&O, Aug. 29.

■ Morehead, Ky. (John H. Leland and Garcia Communications) TV proceeding. Granted joint request for approval of agreement and dismissed app. of Leland with prejudice;

granted app. of Garcia, and terminated proceeding. By MO&O, Sept. 11.

■ Cleveland Heights, Ohio (Friendly Broadcasting Co. and Cleveland Heights Entertainment Radio Inc.) AM and FM proceeding. Granted joint petition for settlement agreement; dismissed Cleveland Heights' app. with prejudice; granted app. of Friendly, and terminated proceeding. By MO&O, Sept. 11.

ALJ Joseph Stimer made following decisions:

■ Roswell, N.M. (Roswell Broadcasting and Susan Harris) TV proceeding. Granted joint agreement; dismissed Susan Harris' app. with prejudice; conditionally granted Roswell's app. for new TV station at Roswell, and terminated proceeding. By MO&O, Aug. 26.

■ Pulaski, N.Y. (Oswego-Jefferson Broadcasting Inc. and Pulaski Broadcasting) FM proceeding. Granted joint agreement; dismissed Pulaski Broadcasting's app. with prejudice; granted app. of Oswego for new FM station at Pulaski, and terminated proceeding. By MO&O, Aug. 29.

■ Memphis (Jack Townes, et al) TV proceeding. By separate orders: granted request and dismissed app. of Channel 50 of Memphis with prejudice and enlarged issue against Dorothy B. Evans to determine whether she is financially qualified to construct and operate her proposed station. By orders, Sept. 11.

ALJ James F. Tierney made following decision:

■ Wasilla, Alaska (Shirley C. Bumpous and Caprice E. Ford) AM proceeding. Granted joint request for settlement agreement; dismissed app. of Bumpous with prejudice; granted app. of Ford, and terminated proceeding. By MO&O, Sept. 11.

## Call Letters

### Applications

Call	Sought by
	<i>Existing AM's</i>
WKTZ	WJAX Kravis Co. of Jacksonville, Jacksonville, Fla.

## 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	1,375
Total Radio	9,813	761	10,574
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	138	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	206	7,636
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.

WCZN WQIQ Lloyd B. Roach Inc., Chester, Pa.  
KWJS KXOL Universal Broadcasting of Fort Worth-Dallas Inc., Fort Worth

### Existing FM's

WEWZ WBMP Joel Schneider, M.D., Elwood, Ind.  
WJFK WRZE Patch-Dunn & Associates Inc., West Yarmouth, Mass.  
WZOO WAXC Keymarket Communications of Ohio Ltd., Wapakoneta, Ohio

### Existing TV

KVEA KBSC-TV Estrella Communications Inc., Corona, Calif.

## Grants

Call	Assigned to
	<i>New AM</i>
WOLM	FLA Ltd., Lake Mary, Fla.
	<i>New FM's</i>
WQCB	Castle Broadcasting, Brewster, Me.
KTRA	Dewey Matthew Runnels, Farmington, N.M.
KUUL	Connie T. Catsis, Gallup, N.M.
KWCJ	Woodridge Enterprises Inc., Willow Springs, Mo.
KKRS	Christine E. Paul, Burns, Ore.
WYTE	Sharon Broadcasting Corp., Whiting, Wis.

### Existing AM's

KDYN KZRK Ozark Communications Inc., Ozark, Ark.  
WIRK WPCK Atlantic Broadcasting Corp., West Palm Beach, Fla.  
WLGY WBZI Baker Broadcasters Inc., Xenia, Ohio  
KSPL KCNY SMR Corp., San Marcos, Tex.

### Existing FM's

WULA-FM WKQK Lake Eufaula Broadcasting Inc., Eufaula, Ala.  
KXMG \*KOPO Cactus Broadcasting Limited Partnership, Marana, Ariz.  
KDYN-FM KZRK-FM Ozark Communications Inc., Ozark, Ark.  
KDON KDON-FM Grace Broadcasting Inc., Salinas, Calif.  
KUSN KRMX-FM Sunbrook Broadcasting Inc., Pueblo, Colo.  
WLCS WKTZ Kravis Co. of Jacksonville Inc., Jacksonville, Fla.  
WARM-FM WRMM Susquehanna Broadcasting Co., Atlanta  
WQWT WWWT WEBO Radio, Owego, N.Y.  
WTLT WELP-FM American Communications of Greenville, South Carolina Inc., Easley, S.C.  
WTMG WZKS TransColumbia Communications, Murfreesboro, Tenn.  
KLLI KFFR John D. Mitchell, Hooks, Tex.  
KSOS KFRZ-FM First National Broadcasting Corp., Brigham City, Utah  
\*WWW WHPW West Virginia Educational Broadcasting Authority, Huntington, W.Va.

### Existing TV's

KBRR KFOM-TV Fargo Broadcasting Corp., Thief River Falls, Minn.  
KNRR KWBA Fargo Broadcasting Corp., Pembina, N.D.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager**- Opening for solid aggressive professional. Prior Sales Management experience helpful. Must have good people skills. No class. Send resume to James E. MacFarlane, General Manager, WHBL/WWJR, Box 27 Sheboygan, WI 53082-0027. EOE.

**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.

**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.

**General manager:** growing broadcast group has opening for general manager of radio station in New Jersey. Excellent salary, benefits, and growth potential to move up to operations VP for company's other broadcast acquisitions. Send resume and references to Box T-116.

**Public radio station manager,** KUOP-FM, University of the Pacific. Minimum of baccalaureate degree (speech or mass communication preferred) and 3 years of broadcast management experience. Demonstrated affectiveness at developing audience listenership and improving financial viability in previous position. Evidence of comprehensive leadership and administrative skills, including familiarity with accounting practices. Ability to effectively interface station professionalism with student instruction. Competency in fostering public awareness and good community relations. Open and receptive to people and ideas. Send resume, cover letter and 3 letters of reference to Donna Holdych, KUOP, 3601 Pacific Ave., Stockton, CA 95211. Deadline: October 21, 1985.

**Midwest small market AM/FM needs selling manager.** Someone to be involved in the community, who will build sales promotions, supervise staff, write and produce spots and do some air work. Salary and profit sharing. Box T-131.

**WQCS-FM public radio,** Fort Pierce, FL on the sunny east coast is seeking an experienced and professional station manager. This is an outstanding opportunity for an individual with a desire to lead by example. Bachelor's degree in broadcasting or related field with 5 to 10 years' experience in broadcasting with strong ties to public radio, managerial background, and common sense. Salary \$26,780. Send letter of application and resume to: Personnel, Indian River Community College, 3209 Virginia Ave., Fort Pierce, FL 33454-9003, by October 4, 1985. An equal opportunity employer.

**Operations Manager** wanted for music of your life station in medium sized market in New England. Includes a daily shift. Send resume and salary desired. Box T-123.

### HELP WANTED SALES

**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 Erick, Sales Manager, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301. Equal Opportunity Employer, M/F.

**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.

**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.

**Advertising radio sales.** Experienced local broadcast sales professionals needed for suburban NYC market. Super potential selling dominant north Jersey FM album rock station and the dominant AM news and information station. Send resume to WMTR/WDHA-FM, Box 1250, Morristown, NJ 07960. Attn: J. Albert Wunder. EOE.

**You're looking to grow...**and have your income grow as well. Metter Broadcasting of Amsterdam, Inc. is growing broadcast group with an opening for a hard-working and aggressive salesperson at WKOL and FM98. Management opportunity possible. Resume, references to Jeff Weber, General Manager, WKOL-FM 98, P.O. Box 3, Amsterdam, NY 12010. EOE.

**Sales manager,** AM/FM. Contact Bill Hearst, c/o WWCH, Box 688, Clarion, PA 16214.

**\$50,000+ Opportunity.** Major market Ohio AM/FM combo seeks aggressive account executive with over 3 years radio sales success. Generous draw and fringes. Great list. Super numbers. Hiring now. Act fast. EOE. Box T-125.

**Small market AM needs self starting sales manager.** Opportunity with growing company. Must be strong on personal sales. Able to direct four person sales staff. Would consider top biller at small station looking for career advancement. Call Joe Bell 919-276-2911, WEWO-Laurinburg, NC. EOE/M-F.

**Twin Falls, Idaho:** 5kw MOR has opportunity for successful, aggressive sales person. Attractive Rocky Mountain growth area with excellent four-season climate. 90 miles from Sun Valley. \$100/mo guarantee vs. 20% commission. EOE/MF. Charlie Powers, Pres., Greentree Broadcasting Co., Box 68, Moraga, CA 94556.

**\$45,000+ Corpus Christi's #1 radio station--KZFM--** has immediate openings for two experienced media salespersons to take over existing account lists. One is already producing yearly commission income to over \$45,000. If you are a sharp, knowledgeable, aggressive sales pro and you want to enjoy the Texas Riviera, call Don at 512-883-3516.

### HELP WANTED ANNOUNCERS

**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.

**Talk show host.** Recent small market experience required. Friendly, moderate on-air approach. No crusaders. Box T-93.

**Major market, FM,** excellent signal, experience necessary in both radio broadcasting and classical music repertoire. Present employees have been with station ten years or more. Benefits, EOE. Send tape and resume, Alvis Sherouse, WTMI, 2951 South Bayshore Dr., Miami, FL 33133.

**Announcer.** News hound. Some board work playing adult contemporary music. Also, dig-up local news and report it. Mail resume. No calls. WMJS, Box 547, Prince Frederick, MD 20678.

### HELP WANTED TECHNICAL

**Growing group in Northern Michigan** needs experienced chief. New equipment and remodeled studios, excellent compensation package. Send resume to Box T-124.

**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.

**Studio supervisor.** Fulltime position. Responsible for supervising engineering personnel in the technical operation-maintenance of radiotelevision broadcast equipment in studios and remote pick-ups. Must be willing to travel. Experienced engineer with FCC general class radiotelephone license. Degree in EE or equivalent work experience required. Supervisory experience desired. Salary \$21,000-\$25,000 plus benefits. Send resume by 10/12/85 to: Supervisor Search, Maine Broadcasting Network, Box 86, Orono, ME 04473. An equal opportunity/affirmative action employer.

### HELP WANTED NEWS

**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, KKKR, 2550 Denali, Anchorage, AK 99503.

**Radio newscaster.** Entry level position on 6 person staff in suburban New York City market. Duties include afternoon airshift and night meeting coverage. Send tape and resume to WMTR/WDHA-FM, Box 1250, Morristown, NJ 07960. Attn: Joe Garifo. EOE.

**Newsradio Anchor,** WTOP/Washington seeks writer-reporter/host for key slot. Minimum 5 years experience, but 'all news' format background less important than a sense of why people listen to the radio. Send writing samples, references, and an air check you're proud of to Holland Cooke, Operations Manager, WTOP, 4646 40th St., NW, Washington, DC 20016. No calls, please. EOE.

**News Director.** All news and talk AM plus statewide network. Strong news reporting background plus minimum 2 years management. Sunbelt group owner. Opening exists now. Box T-126.

**Anchor/Reporter.** Co-anchor a unique cable television news and interview program with male anchor. Considerable reporting experience required. Mature and hard working. Opportunity for radio news person to make move to television. Salary--mid teens. Send tape and resume by November 15: Personnel Dept., Palmer Communications Centre, 333 8th St. South, Naples, FL 33940. Equal opportunity employer.

### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**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**—immediate position available central California for aggressive, mature, self-starting individual. Must have clean track record with proven leadership abilities, 3 years' experience in organizational, supervisory and promotional skills. Knowledge of automation. Country music, news, copy writing, is necessary to take charge of this leading AM/FM combo. Above market salary and benefits. Resume, current air-check and photograph please send: Westcoast Broadcasting, Inc., Larry W. Woods, President, 717 N. Mooney Blvd., Tulare, CA 93274.

**Arts producer/reporter, radio/TV.** To produce arts features and music specials for radio and to produce special features and assist in other cultural productions as needed for television. Requires thorough background in the arts, supervisory skills and ability to work with production crew, artists and arts organizations. Must have excellent interviewing and writing skills and excellent air presence for both television and radio. Must be able to work independently and under deadline pressure. Send resume, tape sampler, and salary requirements to Arts Producer Position, c/o Personnel Office, WHYI, 150 North 6th St., Philadelphia, PA 19106. No phone calls, please.

**Program director.** WETA-FM, a non-commercial, fine arts and information station serving the nation's capital, seeks an experienced and highly creative program director. The successful candidate will be a leader and a motivator with several years' experience in positions of successively greater responsibility, a solid programming track record and national production credits. Must have a strong music background, knowledge of the public radio system, familiarity with current research and strong working knowledge of techniques and technology of studio and remote production. Excellent salary and benefits. Send letter and resume to Personnel Department, WETA, P.O. Box 2626, Washington, DC 20013. EOE/AA.

#### SITUATIONS WANTED MANAGEMENT

**Currently GSM in top 100 Midwest market.** Increased station billing 37.5% in 1985. 12 years radio experience. Top station biller. Currently earning \$5K 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.

**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, Southampton, PA 18966.

**GM and/or GSM.** Strong sales, budgeting, administration. 25 years radio, agency, TV. Presently employed. All markets considered. Box T-87.

**Experienced broadcaster with solid references.** Managed stations in small and medium markets. Knowledgeable in FCC rules, sales presentation and master at promotions. Glenn Buxton, 9026 Craigmont Rd., Huntsville, AL 35802, 205-883-8897.

**Equity opportunity?** Experienced small market radio-television manager, wants piece of the rock - Indiana to Virginia. Presently group VP. Could manage now, buy later. Box T-111.

**Knowledge broadcaster** with integrity, outstanding people skills and strong news capabilities available for general management. 45% revenue increase resulting from expertly implementing format changes and in-depth community involvement. Available for immediate relocation. Call George Lipper, 309-833-5561. (This ad placed by Pam Hunt with thanks for the responsibility and the authority!)

#### 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.

**Smiling professional,** good voice, lots of energy, with major market experience. Looking to relocate. Call Alan before noon, 414-445-0383.

**Washington/Baltimore markets.** Former top-rated award-winning personality misses entertaining after years of successful freelancing. Morning drive, evening personality, or production (including lively features). Write Box T-122.

#### SITUATIONS WANTED ANNOUNCERS

**Mature voice** with production skills and network radio experience. Seeking CHR, AC, urban in East Coast or Midwest region. Willing to relocate. 718-287-8105.

**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.

**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 NEWS

**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.

**Anchor/reporter** looking for major market. 3 years' experience. BS in broadcast journalism. 412-733-2011.

**Beginning sportscaster** with brief on air radio experience in NYC, seeking on air sports opportunity with that "special" small market station. Radio and television news/sportswriting. Air check, video and audio demo's available. Call Gary, 718-358-6555.

**Laid off reporter** looking to work for management with hands-off attitude. Experienced, dedicated, aggressive, hard working, professional. Prefer Midwest, MO, KY, TN 614-373-6210.

**Hard working, young and exciting sportscaster.** Can double as DJ, sales, newsman. Minor League season over. Looking for permanent position. Experience in all college sports PBP, Minor league baseball, writer and producer for daily sports show. Can also free lance. No market preference. Randy 304-265-1845, evenings.

#### SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

**Continuity and production director** ready for innovative team that appreciates creativity's selling power. Tim, 608-784-3725.

## TELEVISION

#### HELP WANTED MANAGEMENT

**News director** for a UHF start-up in Sunbelt. We want a hands-on manager who can hire, train, motivate good people. Also, someone with proven producing and management skills. Job requires high energy commitment. Send resume, salary requirements and tape to: Human Resources Director, The Communications Center, 320 North Glenwood, Tyler, TX 75702.

**Promotion manager.** Midwest 80+ market. We are looking for an award winning person to develop and execute promotional campaigns for all phases of media. Two years' experience and degree in communications required. Salary \$20,000 + . EOE, M/F. Box T-114.

**Local sales manager:** adept at both agency and direct contact. Must be able to motivate and guide sales staff. Send resume and compensation requirements to Manager, WJTV, Box 8887, Jackson, MS 39204. EOE.

**General Manager-** Top 40 Independent; seeks person with general manager experience, but will consider strong general sales manager who is ready to move up; experience in budgeting, programming, sales and operations. Send resume to Box T-117.

**Promotion manager,** Are you number two--Does your boss think your many ideas unconventional. Are you a good writer and self starter. If you answer yes and want to be number one, tell me why. Send resume only and letter to Box T-128. No tapes please. EOE.

**Advertising-promotions manager.** Major market network TV affiliate seeks a creative professional with communication and organizational skills to build a first rate promotion department. Duties include ability to write, develop and plan campaigns and budgets, supervise all print and on-air activities. Send resume, salary requirements, and letter telling why you should be considered to Box T-127. No tapes please. EOE.

#### HELP WANTED SALES

**Television sales**—national, regional, local WYK, TV-56, Melbourne, Florida, Air Date 12/85, and WCEE-TV-13, Box 1300, Mt. Vernon, IL 62864, ATTN: Debbie Varecha, 618-822-6900.

**New top 40 independent** seeks general sales manager. Candidate should have minimum three years broadcast sales experience and knowledge of national market. Send resumes to Box T-118.

**Account executive.** Major, growing east coast communications company seeking experienced salesperson with direct calling background to develop plan and maintain an innovative, aggressive marketing. TV or cable selling experience helpful. Require highly motivated, energetic person for travel in eastern region. Send letter and resume to Box T-119. EOE, M/F.

#### HELP WANTED TECHNICAL

**Switchers, studio engineer,** WYK-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.

**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, Cooperative Extension Service, The University of Georgia, Athens, GA 30602. Refer to position announcement #4995 (revised), EEO/AA.

**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:** challenging opportunity for strong technical engineer to join successful full power UHF TV independent in Charleston, West Virginia. This is an ideal position for a person who has good managerial and technical skills necessary to be the chief engineer. We are a young group offering a competitive salary and benefit package. EOE, M/F. Send resume and salary requirements to: Gary Dreispul, Station Manager, WVAH-TV, 23 Broadcast Plaza, Hurricane, WV 25526.

**Maintenance engineer**—must have three years' experience in the repair of all studio and ENG equipment. General radiotelephone license required. TCR-100 and FH line transmitter experience a plus. Medium Midwest market. Send resume to Box T-113. EOE, M/F.

**Assistant chief** for NBC-TV affiliate in mountain states. #1 station with latest equipment. Five years' minimum experience with hands-on maintenance of ENG, Sony, Ampex. Excellent salary. Great family-recreational area. Call Cecil Cope, CE, KIFI-TV, Idaho Falls, ID, 208-523-1171. EOE.

**Major market station looking for a 3/4" Maintenance Engineer.** Candidates must have an Associates degree in electronics or its equivalent, with two years 3/4" technical experience. Responsibilities include design and construction of edit suites, maintenance of 3/4" videotape machines and ENG/EFP equipment. Send resume with salary history to WGBH, Personnel Office (A-240), 125 Western Ave., Boston, MA 02134. An equal opportunity employer.

**Engineering supervisor.** Major market station is looking for an engineering supervisor for the daily supervision of engineers and technicians, including master control, video, videotape editing, ENG, audio and studios. Candidates must have a thorough understanding of television equipment, remote logistics, and broadcast operations. Previous supervisory experience necessary. Excellent benefits package. Send resume with salary history to WGBH, Personnel Office (A-239), 125 Western Ave., Boston, MA 02134. An equal opportunity employer.

**Videographer.** KMBC-TV, Kansas City, Missouri has an immediate opening. Must have 3 years videographer experience—Live, experience on Sony camera and 800 editing machines. Speed on machines required, college degree required. Send resume or file application at KMBC—TV, 1049 Central, Kansas City, Missouri 64105. Qualified applicants will be contacted for a personal interview.

**TV Engineer** for Salisbury, MD transmitter. Four years broadcast engineering or three years experience with FCC General/Class Operator license or SBE certification. Technical maintenance experience desirable. Salary \$18,736 with State of Md. benefits. Send resume to Robert Hoer, Maryland Public Television, Owings Mills, MD 21117. EOE.

**Operation/maintenance technician.** Immediate opening with group-owned midwest NBC affiliate. Need General Class FCC license, minimum 2-3 years video and maintenance experience. Extensive knowledge of RCATCR-100 helpful. Excellent benefits; salary commensurate with qualifications. Resume and salary requirements to Jim Ohmsted, VP/Engineering, KWWL, 500 East Fourth St., Waterloo, IO 50703. 319—291-1200. EOE.

**Chief Engineer** for growing NBC affiliate in the DC-Baltimore area. Must have 5 years television experience. Must currently be chief, assistant chief, or maintenance supervisor. Experienced with UHF transmitter, studio and ENG cameras, 3/4" and 2" tape machines, and satellite. Good skills in personnel management, training, and budgeting. Salary commensurate with experience. Attractive benefits. Send resume and salary requirements to Personnel, WHAG-TV, 13 East Washington St., Hagerstown, MD 21740. EOE.

**Producer/Reporter,** WHA-TV, Madison for Wisconsin Magazine, an award winning statewide public affairs program. Requires strong writing, field producing and interviewing skills. On air ability desired. Minimum 4 years experience. Salary: \$19,500 minimum. Contact Pratima Sharma at 608—263-2114 for application information. Application deadline October 10, 1985. Equal opportunity employer.

**ACE editor.** Requires 1 year experience with ACE Edit System and 5 years commercial production. Must be familiar with Vital Squeezeoom, ADO, Ampex AVC Super Switcher, Telemation and Vidifont 5 character generators, Ampex VPR 2 and VPR 6 tape machines. Send resume to KOCO-TV, a Gannett Co., P.O. Box 14555, Oklahoma City, OK 73113. ATTN: Prod.Mgr. AAE.

**Chief Engineer,** well equipped Northwest station, must have administrative experience and a sound working knowledge of RF and studio equipment, good salary and benefit package. Contact Jim Bowen, 503—342-4961.

#### HELP WANTED NEWS

**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.

**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.

**Weathercaster.** Experienced professional needed for 70s Midwestern station 6PM and 10PM television newscasts. Forecasts for radio, too. Meteorologist preferred. Resumes to Box T-89.

**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.

**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.

**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.

**Anchor.** New UHF start-up Sunbelt. Strong and professional, to compliment our female anchor. Must be able to produce, write and work with people. Send resume and audition tape to: Human Resources Director, The Communications Center, 320 North Glenwood, Tyler, TX 75702.

**News Reporter.** KLAS-TV has an immediate opening for an exciting and creative general assignment reporter. At last two years experience. Strong writing skills and creative editing skilled on 3/4 inch are required. Send resume/tape to Jan Stanley, Personnel Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE.

**Assistant New Director/managing Editor-** Number two person in PBS station news operation. Responsible for daily news assignments and production of Half hour newscast and updates. Requires: Master's Degree in Broadcast Journalism or related field and one year broadcast news experience or Bachelor's Degree and two years of experience. Salary: Minimum \$17,710. Send resume by October 3, 1985 to: Jan Eller, 434 Stadium, Univ of Florida, Gainesville, FL 32611. University policy is to conduct all searches in the open, subject to the provisions of existing law. EEO/AAE.

**News Director:** California's #1 Independent TV station is looking for the right person to lead its highly successful news operations. Must have at least five years experience in television news, and a minimum two years management experience. Please send resumes to Station Manager, KMPH-TV 5111 East McKinley Ave., Fresno, CA 93727. No phone calls please. An EOE/M-F employer.

**Now is the time** to send your tape and resume to Steve Porricelli of Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203—637-3653.

**Reporter-producer-anchor.** Major bilingual station in Hong Kong seeks news oriented professionals to join its English-language service. College degree and at least three years of reporting/producing and Anchor experience. Airmailed applications, resumes with references and returnable airchecks should reach Raymond R. Wong, TVB News, 77 Broadcast Drive, Kowloon, Hong Kong, no later than October 28. Short-listed candidates will be interviewed around late November in NYC, SF, LA and Honolulu.

**Anchor/Reporter.** Co-anchor a unique cable television news and interview program with male anchor. Considerable reporting experience required. Mature and hard working. Opportunity for radio news person to make move to television. Salary—midteens. Send tape and resume by November 15—Personnel Dept. Palmer Communications Centre, 333 8th Street South—Naples, FL 33940. Equal opportunity employer.

#### 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.

**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 Kulner, 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, WAYK, TV-56, Melbourne, FL, air date 12/85. Resume to Debbie Varecha, WCEE-TV, Box 1300, Mt. Vernon, IL 62864, 618—822-6900.

**TV promotion manager/writer/producer** opportunities in Atlanta, Boston, Denver, Oklahoma City, Minneapolis, Phoenix. Send tape to VP Promotion, Gannet 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.

**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.

**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.

**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.

**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.

**Assistant Art Director Television.** Immediate opening for a talented graphic designer with two to three years of television experience. B.F.A./Graphic design is helpful. Responsibilities include: electronic graphics, set design, illustration and typesetting. Individual will participate in all Art department functions. Please send resume only (no phone calls) To: Keith Morgan, Art Director, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125.

**Producer.** Responsible for all on-air fundraising activities and other productions that support WHY's overall fundraising efforts. Requires experience with live, event-type producing as well as remotes, experience with producing on-air talent and celebrities, and three to five years of experience. Must have strong writing ability and be able to work well under pressure. Familiarity with public television fundraising preferred. Send resume, videotape sampler, writing sample and salary requirements to Fundraising Producer Position, c/o Personnel Office, WHY, 150 North 6th Street, Philadelphia, PA 19106. No phone calls, please.

**Creative services director.** Versatile, director-producer-writer to build a Creative Services Department from ground up. Responsible for commercials and special projects. Strong promotion writing and production essential. Previous experience in commercial production a must. Send resume, salary requirements, and a letter telling why you are the person we seek to Box T-129. No tapes please. EOE.

**Production/operations director.** New UHF start-up in Sun Belt has immediate opening for a creative, organized, self-starter with a minimum of three years management experience. Applicant should have a solid background in commercial production and directing with writing ability. We are seeking someone who has strong leadership skills; a motivator who likes to teach others. Reply to: Pat Johnston, The Communications Center, 320 North Glenwood, Tyler, TX 75702.

**Commercial Cinematographer** for TV station production unit. Must have two years of experience shooting and editing one-inch tape for commercials. Production background helpful. Send tape/resume to Margaret Shadburne, WAVE-TV, Box 32970, Louisville, KY 40232.

**Experienced on-air director:** WGAL-TV is looking for a person with extensive experience in news and studio directing, commercial production and computer editing of 3/4" and 1" tape. A strong conceptual background in sales development with local commercial clients is required. Qualified persons should send a resume by October 4th to Marjane Landis, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604. WGAL-TV is an equal opportunity employer.

**Research Coordinator.** CBS affiliate, top 50 market, seeks individual to create a market research department to support sales and programming. The ideal candidate will understand consumer survey research and rating survey material, have writing and analytical skills and knowledge of methodologies. Salary commensurate with experience. If qualified, send resume only and letter why you should be considered to Box T-130.

**Photographer/editor:** Must have one year of the equivalent of electronic news photography and editing experience. A valid, penalty-free driver's license in the state of residence is required. Send resume by October 1, 1985 to Personnel Director, WTRF-TV, 96 Sixteenth St., Wheeling, WV 26003. EOE.

**Producer/Director** for Midwest Public Television station. Produce one college level instructional series per year, direct pledge drives and auctions, work on promotional and development productions. Must be able to shoot, edit, direct. Small market station in state capitol. Affords ample opportunity for a variety of production experience. Minimum 2 years experience required, public TV experience preferred. Salary range \$17,000 to \$18,500 depending on experience. EOE/AA employer. Application deadline Oct. 15, 1985 or until a suitable candidate is located. Send resume with names of three references to: Director of Operations, KTWU, 301 N. Wanamaker Rd., Topeka, KS 66606. No phone calls.

#### SITUATIONS WANTED MANAGEMENT

**Video editor** desires move to production or operations management. MBA, FCC General, People skills. 313-869-7504.

**Technical Management.** 10 years with network O&O. Experience includes electronic maintenance, system design, field ENG, news editing, computers, remotes, transmitter, satellite, microwave, studio operations. BS, MBA. Desire engineering management position with technically innovative TV station in top 20 market. Box T-112.

#### SITUATIONS WANTED ANNOUNCERS

**Former NBC news director-anchor** returning to broadcasting. Polished professional. Any market. Salary negotiable. 904-673-5215.

#### 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.

**18 years pro** announcer both television and radio/audio production specialist. Not a floater! Cliff 309-692-0680 after 4CST.

#### SITUATIONS WANTED TECHNICAL

**FCC first.** Experienced master control switcher. Video-tape cameraman, editor. Seeking solid job in TV or cable operations. Let's talk. Call Bill: 201-383-0654.

**Engineering manager.** Knowledgeable, and experienced in systems design, layout, budgeting, project coordination and testing of large and small systems in television, radio, satellite and terrestrial microwave in the US and overseas. Self starter and team player, have supervised up to 20 people. Box T-132.

#### 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.

**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.

**Invest in a hard-working, accurate news reporter.** A motivated quick-starter who grew up in a TV news family. Call Bruce Moore at 404-325-5082.

**ENG photographer/tape editor** seeking large mkt position shooting or editing. 5 yrs experience, numerous awards. 512-696-0814.

#### 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.

**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.

**Need an Art Director?** The Broadcast Designers' Association Employment Service can send you, at no charge, member's resumes--some of the most experienced, talented designers in the business! If you need an Art Director, Graphic Designer, and/or Video Designer, call the BDA office at 415-788-2324.

## 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/EEO.

**Faculty search.** Radio-TV visiting professionals to teach in the William Allen White School of Journalism and Mass Communications, January 15-May 12, 1986. Position requires experience in one or more of the following: Media management, news, media law, copy, television production, cable management, media sales, commercial production, and corporate communications. Professional experience could have been gained with broadcast companies, advertising agencies, station representative firms, or independent producers. Applications sought from professionals who can teach the full semester or at least two weeks during the semester. Salary attractive because of support from private gift. Send cover letter explaining availability and teaching interests and resume. Write Max Utsler, Search Committee Chairman, School of Journalism and Mass Communications, The University of Kansas, Lawrence, KS 66045-2353. An equal opportunity/affirmative action employer. Applications are sought from all qualified persons regardless of race, religion, color, sex, disability, veteran status, national origin, age, or ancestry.

#### 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.

**Wanted:** used VHS videocassettes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" videotape. Call Andy Carpel, 301-845-8888.

**ADDA ESP Series Disc Drives.** Call 201-444-2911.

#### 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 of 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--MDS transmission time.** Single channel MDS stations in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

#### 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 GY on 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.

**2 TCR100 video cart machines,** Pinzone systems, well maintained and operating, with 2700 carts. John McNally, KWTV, 405-843-6641.

**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.

**Videomedia 1" VTR editor** Model 2810 new. Half price. Bill Kitchen, Quality media, 404-324-1271.

**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.

**Dubner CBG2,** Chyron IV, Chyron III, Ampex slow motion controller. Call 201-444-2911.

**Self supported tower.** Truscon 4 leg angle. 183 feet. Excellent condition. Can erect on your site. \$15,000.00. 813-461-1341. Clearwater, FL.

**5 Ikegami HK-357A** triax cable color TV cameras with appropriate Fujinon or Canon lenses. Like new. Very low usage - with warranty. Contact: Eric Duke or Cathy Brunetti 212-757-8919.

**Blank tape, half price!** Perfect for editing, dubbing, field or studio recording, commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order, Call Carpel Video, Inc., collect, 301-845-8888.

**Used broadcast TV equipment.** Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**Needed-** One more RCA TP-66. For sale VPR-3, VPR-2s, BVH-1000, BVH-2000, TR-800, Hitachi HR-100, VR-1200B, TR-600s, TP-7Bs, TP-15, TP-55, TK-28A, TK-76Cs, Vital VIX-114s. CALL Media Concepts 919-977-3600.

**RCA TK28 Saticon Film chain** with Corporate Communications System 30" color corrector. Also includes RCA FR35 projector and RCA TP55B multiplexer. This unit can be seen in operation. Price \$60,000. EXE condition. Contact: George Slominski or Jim Nelson at Optimus, Inc., 161 E. Grand Ave., Chicago, IL 60611, 312-321-0880.

**Mobile Vans-** Production and tape offered for immediate sale. Lo-mileage Ford, 14' cube vans completely equipped. Five triaxed camera, two VPR2Bs with slo-mo, Chyron 4000, GV 1600, GV400, Tek WFMs, Vectorscopes, Sync and Proc. Bosch and Conrac monitoring, Yamaha 1516 console. O'Connor and ITE camera support. RTS intercom and IFB. Two generators. These vans are in excellent condition, fully equipped and ready for immediate use. \$285,000. Call Jack Taylor, WVSCO, 215-367-2800.

## RADIO

### Help Wanted Management

#### GENERAL MANAGER OR SALES MANAGER

Our group is looking for that unique person that can street sell radio as well as manage and motivate others. In return we offer an exceptional opportunity that could lead to equity in one of our properties in the Southwest, Midwest or Southeast. Please mail your current resume to Box T-10 % Broadcasting, 1735 Desales St., N.W., Washington, D.C. 20036.

An Equal Opportunity Employer

# Controllers

## Your financial and broadcast experience can really take you places



### Chicago and Washington, D.C. Opportunities

Unique and challenging opportunities are currently available for experienced Controllers to join our growing team of professionals. Consider the following opportunities:

#### Radio Controller—Chicago Radio Controller—Washington, D.C.

Duties will encompass supervising accounts payable and receivable functions, preparing financial statements, profit and loss, budgeting and supervising the accounting staff.

To qualify, a degree in accounting (CPA and/or MBA preferred) is required. A minimum of 4-6 years' experience is essential.

We offer an attractive compensation package including comprehensive benefits. Please send resume and salary history to: BOX 915B, Suite 1501, 50 E. 42nd Street, New York, NY 10017. Equal Opportunity Employer m/f/h/v.

### 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

#### 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.

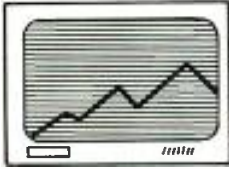
### Situations Wanted Announcers

#### ARIZONA RADIO MARKET

Top 40 DJ. Excellent PBP. Experienced. Looking for move up. Chris, 715-356-5172.

## TELEVISION Help Wanted Management

### Manager, Affiliate Billing & Contract Services



# OUR GROWTH IS WORTH WATCHING!

We're USA Network, one of the most watched cable networks in the USA, and are seeking a sales professional to manage all affiliate sales activities in 6 states.

You will handle affiliate relations outreach programs for over 500 systems and negotiate contracts between USA Network and regional MSO's. Two to four years' sales experience in broadcasting syndication sales, MSO or cable system management is required. Knowledge of contract negotiations, cable network, retail sales management or marketing would be a plus. Travel approximately 60-70%.

Forward your resume, with salary history to: Director of Personnel, USA Network, 1230 Avenue of the Americas, New York, NY 10020. We are an equal opportunity employer.

# USA NETWORK

## You'll Be An Important Part Of The Picture

## Help Wanted Technical Continued

### IMMEDIATE OPENING

TV engineer/supervisor of technical services for college media center. Production-oriented engineers with extensive experience in studio operations and post-production. Also, supervision of 4 technicians who maintain and repair microcomputers and audio/visual equipment. Formal technical training and substantial experience in a technical supervisory capacity.

Salary: \$30,000, excellent fringe benefits. Send letter and resume by Oct. 11 to: Director, Sperry Center, State University of New York at Cortland, P.O. Box 2000, Cortland, NY 13045. EOE, affirmative action employer.

### 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 T-136.

### 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.

## Help Wanted Sales Continued

### TV SALES LOCAL SALES MANAGER EXCELLENT GROWTH POSITION

Major Northeast market UHF independent seeks an experienced local sales manager to direct its expanding sales force. Total responsibility for all recruitment, training, and day to day sales efforts. Excellent salary, bonus, and company benefits. Send brief resume with salary history to Box T-133.

### THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106

### PRODUCTION MANAGER

Top station needs strong administrator to run active staff involved in studio, EFP, & remote production. Non-union atmosphere conducive to creativity & top results. Degree preferred with experience in supervising people. Great opportunity with growth potential in major broadcast group. Send resume to Conrad Cagle, General Manager, WFIE-TV, P.O. Box 1414, Evansville, IN 47701. No phone calls, please. EOE.

## 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

# MAINTENANCE ENGINEERS

KLCS-TV Los Angeles — a PBS affiliate and award-winning producer of instructional programming — has outstanding opportunities for skilled Engineers who can maintain and repair electronic/mechanical broadcasting equipment. Selected candidates will also supervise television engineers while serving as technical directors and transmitter operators.

At least 3 years recent experience in a TV broadcasting or related facility is required, including responsibility for the operation/maintenance of color video production recording and transmission equipment, plus the maintenance of FCC logs/reports. Must have a minimum of 1 year experience supervising and training television engineering staffs. Salary range: \$33,016-\$41,133 annually (increase anticipated).

Los Angeles Unified School District  
Recruitment Dept.  
P.O. Box 2298, Los Angeles, CA 90051  
An Equal Opportunity Employer

The business of education.



## Help Wanted News

### 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

### TOP 20 VHF LOOKING FOR ENG TECH

State of the art news operation seeking aggressive leadership in electronics and maintenance. An excellent position with outstanding group. ENG experience, organization and strong references required. Salary range \$35,000. Reply Box T-135. EOE/AAP.

## Help Wanted Announcers

### ANNOUNCER WANTED BY MAJOR MARKET TV STATION

We produce two live talk/variety shows a day, national documentaries, some of "the best" television and radio spots in the country, and we want a staff announcer who can contribute to our award-winning team.

If you've got the talent, we've got the contract. Include brief resume and salary requirements. Box T-120.

## Help Wanted Programing, Production, Others

# News Promotion Producer/Writer

for WCAU-TV,  
a CBS owned station  
in Philadelphia

Can you write and produce exciting topical and series promotion? Are you ready for a challenge?

If so, and if fully experienced, rush your tape and resume with salary requirements to:

Brian Blum  
WCAU-TV

City Line Ave & Monument Rd  
Philadelphia, PA 19131

Equal opportunity employer M/F

## Help Wanted Programing, Production, Others Continued

# People Are Talking

#1-rated local morning talk show needs strong, seasoned associate producer. This person should have at least 2 to 3 years TV talk show experience, preferably in major market. Must have solid line producing skills as well as flair for booking highly promotable shows. Only apply if you are creative, energetic, organized, and aware of local and other current events...And if you understand what programs well in hour-long, single-topic format. Send resume, salary history and demo tape ASAP to:

Cynthia Fenneman  
Executive Producer KYW-TV  
Independence Mall East  
Philadelphia, Pa. 19106

EOE.

**KYW-TV 3 W** GROUP

### EXPERIENCED VIDEO EDITOR

First rate production company is looking for top notch editor for its 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.

# evening MAGAZINE

Fourth market VHF station seeks dynamic, seasoned & creative field producer for highly-produced magazine show 3 to 5 years field producing background required. Solid story-telling technique and slick production values are a must for this daily prime-access show. Candidates must be able to book promotable stories, handle pressure, deliver consistently strong pieces, and work well with talent and technical staff.

Send resume and demo tape ASAP to:

Cynthia Fenneman  
Executive Producer  
KYW-TV  
Independence Mall East  
Philadelphia, PA 19106

**KYW-TV 3 W** GROUP

Equal Opportunity Employer

## Situations Wanted Management

### TELEVISION STATION OWNERS

Television president and general manager with impressive track record seeking station to purchase. Have financing if price is equitable. Would also consider a management/equity arrangement with future buyout. All responses strictly confidential. Please write Box T-134.

### 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.

## Situations Wanted News

### CONTEMPORARY CONSERVATIVE COMMENTARY

Former NY Congressman John LeBoutillier will provide you with current, conservative, controversial commentaries, TV and/or radio. Credits include WABC-TV, WMCA radio talk host, "Harvard Hates America." He'll play in any market. For tape and more info contact David Crane 415-441-1987.

## ALLIED FIELDS

### Help Wanted Sales

### REGIONAL ACCOUNT REPRESENTATIVE

Fortune 500 Company Subsidiary; Leader in the industry; producing Station ID's, 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, V.P./Director Human Resources,  
Media General Broadcast Services, Inc., 2714  
Union Avenue Extended, Memphis, TN 38112.  
EOE, M/F.



## Help Wanted Programing, Production, Others

PRODUCER for on-line post-production for ATI VIDEO ENTERPRISES, producers for NIGHT-FLIGHT, TV 2000 & others. Experienced with music production & post required. Send resume with salary history and requirements to: ATI VIDEO ENTERPRISES, 888 SEVENTH AVENUE 21st F, NY, NY 10106. Attn: C. Kaelin. No phone calls. please.

## 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

### STEPHEN KING'S "LISTS THAT MATTER"

A new syndicated program for radio stations everywhere. Call Chris Spruce or John Marshall at WZON Radio, The Zone Corporation, 207-942-4656.

## 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, newscasters, programmers, & salespeople. NATIONAL, the nation's leading radio placement service, places from coast to coast. If you're seriously seeking a move up, don't wait, contact NATIONAL now. For complete information, including brochure & registration form, enclose \$1 postage & handling to:

**NATIONAL BROADCAST  
TALENT COORDINATORS  
DEPT. B., PO BOX 20551  
BIRMINGHAM, AL 35216  
205-822-9144-ACT NOW!**

### 10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

## 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.

**CLASSIFIED  
ADVERTISING  
IS YOUR  
BEST BUY ...**

This space could be  
working for you.

## For Sale Stations

Location	Size	Type	Price	Terms	Contact	Phone
AR	Met	FM	\$3000K	Terms	Bill Whitley	(214) 680-2807
UT	Met	FM	\$2500K	Cash	Elliot Evers	(415) 387-0397
WA	Med	AM/FM	\$750K	\$75K	Greg Merrill	(801) 753-8090
CA	Sm	FM	\$675K	\$200K	Elliot Evers	(415) 387-0397
OK	Med	AM/FM	\$650K	\$150	Bill Whitley	(214) 680-2807
CO	Sm	FM	\$650K	\$120K	David LaFrance	(303) 534-3040
IA	Sm	FM	\$600K	\$150K	Bill Lochman	(816) 941-3733
NB	Sm	FM	\$500K	\$100K	Bill Lytle	(816) 941-3733
OK	Sm	FM	\$350K	Cash	Bill Lytle	(816) 941-3733
FL	Sm	AM	\$325K	\$30K	Randy Jeffery	(305) 295-2572
IL	Sm	FM	\$210K	Terms	Ernie Pearce	(404) 458-9226

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.



**CHAPMAN ASSOCIATES**  
nationwide media brokers



## R.A. Marshall & Co.

Media Investment Analysts & Brokers  
Bob Marshall, President

**AM/FM combo located in attractive southeastern resort market. \$1.2 million.**

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

## WISCONSIN

AM/FM combo in single station market. Good track record of growth. Priced at twice gross (\$425,000). Terms available. Box T-58.

## TOP RATED FM

Fully engineered class C FM serving 3 Midwestern states. Leading ratings and top facility in market of 250,000+. Tight operation producing cash flow. \$1,400,000. Box T-11.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar • Suite 1135 • Memphis, TN 38157

## 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

## 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.

- 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.

## PRESTIGE FM STATION

in active Maryland market. Easy listening format. NBC affiliate. Priced for quick cash sale. 301-546-1055.

## AM STATION WASHINGTON, DC

\$1,440,000 with terms. Contact Mitt Younts, 202-822-8913.



**CHAPMAN ASSOCIATES**  
nationwide media brokers

SPECIALIZING IN  
**FORMAT SEARCH AND  
MARKETING STRATEGIES**

For new stations, acquisitions and underperforming stations.

Advanced audience research and analysis to find your most profitable niche. Ratings projections including demographic breakouts for each format alternative. Get the research and radio expertise behind some of radio's biggest success stories. Call us at 313-540-9499.

**MARK KASSOF & CO.**

SUCCESS STRATEGIES FOR RADIO

Birmingham, Michigan

*"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.

**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**

**Wilkins and Associates  
Media Brokers**

AL	AM/FM	\$15,000	DOWN PAYMENT
NC	AM Full Time	\$450,000	TERMS
PA	FM	\$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, SC. 29304 - 803/585-4638

**K55CP (TV)  
(since 1981)**

Victoria, Texas, ADI #203 an all UHF market wants barter programming via satellite, tape or film. Expanding to full facilities, fulltime, 500' tower. 713-479-1614. 9625 Catlett, LaPorte, TX 77571.

*The breakthrough new book!*

**101 WAYS TO  
CUT LEGAL FEES &  
MANAGE YOUR LAWYER:**  
A practical guide for  
broadcasters and cable operators

In his new book, former General Counsel for the National Association of Broadcasters (and now a partner in the Washington firm of Verner, Liipfert, Bernhard, McPherson and Hand), communications "superlawyer" Erwin G. Krasnow strips away the mystique surrounding the legal profession to show broadcasters and cable operators how to:

- Select the right lawyer for you
- Enter into the best fee arrangement
- Get the most out of your lawyer
- Control legal costs
- Monitor and evaluate your lawyer's performance
- Remedy problems with your lawyer

**SPECIAL INTRODUCTORY PRICE!**

Order your copy of this valuable book today for just \$29.95, the special introductory price! You'll have 10 days to examine the book. In that time, if you're not completely satisfied return it with the mailing label for a 100% refund!

**MAIL THIS COUPON TODAY!**

YES! I want to benefit from the cost-cutting, performance-boosting ideas in "101 Ways to Cut Legal Fees & Manage Your Lawyer"...

**Send me \_\_\_\_\_ copies at \$29.95 each**

My check or money order payable to Broadcasting is enclosed.

Name \_\_\_\_\_


Organization \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

(\_\_\_\_\_) \_\_\_\_\_  
Phone \_\_\_\_\_

Mail to:

 **BROADCASTING  
PUBLICATIONS INC.**  
1735 DeSales Street, NW  
Washington, D.C. 20036

## For Sale Stations Continued

### FULLTIME AM RADIO STATION

profitable-valuable real estate-30,000 population city-tax loss from another wholly owned subsidiary-upper midwest-terms-P.O. Box 395, Oskaloosa, IA 52577.

### Class IV AM

Excellent technically with satellite downlink. Good reputation in market. Retiring. \$1,000,000.00. Box T-115.

### SOUTHEAST

AM/FM combo for \$650,000--some terms available. Contact Tony Rizzo at 202--331-9270.

## For Fast Action Use BROADCASTING'S Classified Advertising

### SCA IN KANSAS CITY

Sun carrier available on 100,000 watt Kansas City station. Call TJ Johnston, 913--384-9900.

#3121A, Madison Area,  
Owner looking for partner,  
1000 watt A.M.

24 hr. station in great market area.  
DAS Realty Corp. James Ceithamer,  
608--222-9119

### MONTANA OPPORTUNITY

Great chance to get into a full time AM in one of Montana's major population centers. New transmitter, Shacfer 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.

## 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

Appointments, Doubleday and Co., publishing and communications firm that owns Doubleday Broadcasting: **John T. Sargent**, chairman of board, to chairman of executive committee; **Nelson Doubleday**, president and chief executive officer, succeeds Sargent as chairman of board; **Jim McLaughlin**, president of Dell Publishing subsidiary and corporate senior VP, succeeds Doubleday; **Walter E. Freese**, senior VP, to executive VP; **John O'Donnell**, executive VP and secretary, to vice chairman of board; **Gerard Toner**, VP and general counsel, to additional duties as secretary; **William Lindsey**, VP, director of operations, Dell, to president of Dell.

**June Travls**, executive VP, American Television and Communications, Denver, joins Rifkin & Associates there as president and chief operating officer. R&A operates cable systems serving 160,000 subscribers in 14 states.

**Patrick Norman**, VP and general manager, RKO's KFRC(AM) San Francisco, joins co-owned KRTH(FM) Los Angeles as VP and general manager.



Norman



Schwartz

**Mark G. Schwartz**, general manager, WKKT-FM Boston, joins Statewide Broadcasting, Pompano Beach, Fla., as senior VP. He will assume general managership of newly acquired WJAX-FM Jacksonville, Fla. His responsibilities will be for Statewide's general market stations. Statewide operates 7 radio stations.

**J.D. Mackin Jr.**, president and general manager, WSJM(AM)-WIRX(FM) St. Joseph, Mo., named VP and general manager of co-owned WTDY(AM)-WMGN(FM) Madison, Wis., succeeding **Charles Mefford**, who assumes post of VP, acquisition and development, for parent, Midwest Family Stations. **Gayle Olson**, station manager, WSJM-WIRX, succeeds Mackin.

**James Worthington**, general manager, Price Communications's WIBA-AM-FM Madison, Wis., joins co-owned WNIC-AM-FM Detroit as VP and general manager. **Deane Osborne**, general sales manager, WIBA-AM-FM, named president and general manager of station.

**Dorothy Jones**, assistant general manager, WXKS-AM-FM Medford, Mass., named VP and general manager. **Bob Kline**, business manager, WXKS-AM-FM, named VP, director

of business affairs.

**Richard White**, executive VP and general sales manager, Major Market Radio, New York, joins WTAE(AM)-WHTX(FM) Pittsburgh as general manager.

**Steve Jacobs**, general manager, Behan Broadcasting's KCEE(AM)-KWFM(FM) Tucson, Ariz., joins co-owned KQKT(FM) Seattle as general manager. **Laury Browning**, station manager, KCEE-KWFM, succeeds Jacobs.

**Jon Harmelin**, account executive, WHAT(AM)-WWDB(FM) Philadelphia, joins WDTV(AM) there as general manager.

**Fran Malphus**, operations and sales manager, WHYD(AM) Columbus, Ga., named general manager.

**Jeffrey Storey**, sales manager, WRKG(AM) Lorain, Ohio, named general manager.

**Louie Seiberlich**, from Wallsworth Publishing Co., St. Louis, joins KEWI(AM)-KGMO(FM) Cape Girardeau, Mo., as general manager.

**Bruce Eichner**, sales manager, WJGS(FM) Houghton Lake, Mich., joins WKJF-AM-FM Cadillac, Mich., as station manager.

**Rick Feldman**, general sales manager, KCOP-TV Los Angeles, named station manager.

**Steve Coulam**, director of engineering, KDVR(TV) Denver, assumes additional duties as director of operations.

**LouAnn S. Geer**, from legal-compliance and practices department, NBC, Los Angeles, joins Viacom there as attorney.

**Andrew Dixon**, director of human resources, Continental Cablevision, Boston, Mass., named VP, human resources.

## Marketing

**Bert Rosenberg**, executive VP, Marsteller, New York, joins Smith/Greenland there as executive VP.

Associate creative directors named senior VP's, Young & Rubicam, New York: **Florio Granello**, **Michael Hampton**, **Charles Jackson**, and **Mario Morbelli**.

**Steve Eaker**, account supervisor, Gardner Advertising, St. Louis, named VP. **Mary Gwin**, from Grey Advertising, San Francisco, joins Gardner Advertising as art director. **Bill Salzman**, assistant account executive, Gardner Advertising, named account executive.

**Richard (Rick) Forbes**, account supervisor, Needham, Harper & Steers, Chicago, named VP.

**Elliott Schulman**, art director, Film Society of Lincoln Center and its *Film Comment* magazine, New York, joins Foote, Cone & Belding/Entertainment, New York, motion picture advertising unit of FCB Communications, as senior art director.

**Michael Cleary**, manager of Avery-Knodel office, Minneapolis, joins Seltel there as sales manager.

Elected VP's, Needham Harper Worldwide, New York: **Deborah Cover-Lewis**, media director; **Wendy Hagen**, account supervisor and



Cover-Lewis



Hagen



Johnston  
cast supervisor.

director of new business development, and **Cecile Johnston**, research director.

**Tom Grant**, associate director of marketing, W.B. Doner, Detroit, named VP.

**Jeff Karas**, broadcast supervisor, Advertising to Women, New York, named broad-

**Chris Becker** and **Sean Healey**, account supervisors, Young & Rubicam USA, New York, named VP's, Y&R USA. **Daisy Exposito**, VP, Young & Rubicam USA, New York, and creative director, Bravo Hispanic marketing unit, assumes additional duties as general manager, Bravo.

**Tracia von Dameck**, traffic assistant, Herbert S. Benjamin Associates, Baton Rouge, La., named media buyer. **Cecile Deen**, traffic assistant, Herbert S. Benjamin, named traffic department manager.

**Cheryl McClenahan**, associate editor, *Adweek*, Chicago, joins D'Arcy MacManus Madius there as communications director.

**Robin Pearson**, freelance writer-producer, joins Venet Advertising, New York, as senior copywriter.

**Sharon Wienzveg**, account executive, Hillier, Newmark, Wechsler & Howard, Los Angeles, named sales manager.

**Susan Murphy**, advertising manager, Telemet America, Washington, and **Lynn Wilber**, advertising director, Koons Advertising, Washington, join media department of Abramson Associates there as media planners-buyers.

**Daniel Griffin**, sales assistant, Seltel, Los Angeles, named account executive, affiliate division, Atlanta.

**Georgia Sakellakis**, assistant project director and research analyst, North Coast Behavioral Research Group, Cleveland, joins Lang, Fisher & Stashower Advertising there as account executive.

Appointments, WXKS-AM-FM Medford, Ore.:

**Lisa Fell**, VP and local sales manager, to VP, general sales manager, WXKS(FM); **Mary Cashman**, VP, national sales, WXKS-AM-FM, assumes additional responsibilities as head of national sales for parent, Pyramid Broadcasting; **Joe DiDonato**, director of entertainment sales, to retail sales manager; **Peter Kelley**, from McGavren Guild, Boston, to account executive.

**Ross Elder**, general sales manager, WZOU(FM) Boston, assumes additional duties as general sales manager of co-owned WHDH(AM) there. **Barbara Crouse**, national sales manager, WBZ(AM) Boston, joins WHDH-WZOU as national sales manager. **Ronald Piro**, from WHTT(FM) Boston, joins WZOU as local sales manager.

**John Cottingham**, general sales manager, WGHP-TV High Point, N.C., joins WTOL-TV Toledo, Ohio, in same capacity.

**William Wayland**, general sales manager, WVJV-TV Boston, joins WROR(FM) there in same capacity.

**Darrel Huskey**, account executive, WGLD(AM) High Point, N.C., named sales manager.

**Larry (Gil) Gilpin**, regional and local sales manager, KBMT-TV Beaumont, Tex., joins WMUR-TV Manchester, N.H., as sales manager.

**Mark Kessler**, advertising director, Swallen's, Cincinnati retail stores, joins WXIX-TV Cincinnati as market development director.

**Robert Madeo**, producer-director, WXXA-TV Albany, N.Y., joins WNYT-TV there as director of client services.

**Elaine Cordrey Herbert**, account executive, WLWT(TV) Cincinnati, joins WMAR-TV Baltimore in same capacity.

**Steven Sager**, from WGBB(AM) Merrick, N.Y., joins WOR(AM) as account executive, retail sales. **Bob Johnson**, desk assistant, news department, WOR, named continuity assistant, junior copywriter.

**Bill Ryan**, from WSEX(FM) Arlington Heights, Ill., joins WMET(FM) Chicago as account executive.

**Cindy LaScala**, account executive, Nationwide Advertising, New York, joins WRFM(FM) there as account executive.

**Margie Albert**, account executive, KITN-TV Minneapolis, joins WUSA-TV there in same capacity.

**James Weiskopf**, account executive, KFOG(FM) San Francisco, joins KGO(AM) there in same capacity.

## Programming

**Lori Openden**, independent casting director, joins NBC, Los Angeles, as VP, casting.

Appointments, finance department, Paramount Television Group, Los Angeles: **Barbara Frischer**, manager, television production reporting and analysis, named director, reporting and analysis; **Phil Midiri**, manager, television accounts receivable, to director, accounting, and **Jack Waterman**, manager, financial planning, to director, financial planning.

**R. Kevin Tannehill**, executive VP, Hubbard Entertainment, joins Group W Productions, Los Angeles, as VP, sales and marketing.

**Richard (Rick) Rosen**, VP and general manager, Columbia Pictures Pay Television and Nontheatrical, Burbank, Calif., named VP, Columbia Pictures Television, responsible for new separate division to develop programming for both pay television and basic cable.



Wittenberg  
Wittenberg.

**Gary Stutman**, manager of feature film participations and senior corporate auditor, 20th Century Fox, Los Angeles, named director of motion picture financial reporting.

**Lisbeth Aschenbrenner**, senior production counsel, 20th Century Fox, New York, joins Columbia Pictures Industries there as assistant general counsel.

**Gail Schenbaum**, director of program development and current programs, Warner Brothers Television, Los Angeles, joins Eddie Milkis Productions there as VP, development.

**Kevin Metheny**, VP, music and production, MTV: Music Television and VH-1: Video Hits 1, New York, named VP, VH-1.

**Barry Levitt**, traffic manager, Tribune-owned WGN(AM) Chicago, named operations director of Tribune Radio Networks.

**Stuart Krane**, director, ABC Information Network, New York, named VP, ABC Adult Radio Networks. **Daniel Forth**, director, Source radio network, ABC, New York, named VP, ABC Young Adult Radio Networks.

**Donald Micallef**, associate director, client services, Katz Communications, New York, joins MCA TV there as director of research and sales development.

**Bonnie Karrin**, producer and former senior producer, *That's Incredible*, has formed The Karrin Co., Los Angeles, independent production company.

**Wayne Wisecarver**, program operations manager, American Television and Communications, Austin, Tex., named programming manager for ATC's Southwestern Cable TV, San Diego.

**Palmer Payne**, from ABC Information Network, New York, joins R&R Syndications there as VP and executive editor-producer.

**Jennifer Lambert**, national pay-per-view manager, Rogers Cablesystems, Portland, Ore., joins The Exchange, satellite-delivered PPV service, New York, as manager, affiliate sales and services.

**Don Salem**, from Harmony Gold Television, New York, joins Paramount Domestic Television and Video Programming, Dallas, as account executive.

**Jess Wittenberg**, senior VP, programming, Embassy Home Entertainment, Los Angeles, joins HBO there as VP, business affairs, West Coast. **Glenn Whitehead**, associate counsel, programming, West Coast, HBO, named director, business affairs, West Coast, reporting to

**Lyle Seltzer**, accountant, Arthur Young & Co., New York, joins USA Network there as senior accountant.

**Les Acree**, program director, WMC-AM-FM Memphis, joins WTQR(FM) Winston-Salem, N.C., as program director.

**Stuart Garfinkle**, programming supervisor, WJLA-TV Washington, joins Montgomery (Md.) Community Television, Rockville, Md., as program director.

**Pat Chappell**, public affairs director, KING-TV Seattle, named program director.

**Becky Barry**, program assistant, KDVR(TV) Denver, named program coordinator.

**JoJo Kincaid**, member of programming department, WXKS-AM-FM Medford, Mass., named assistant program director.

**Mike Koste**, production director, WRKS-FM New York, joins WXRK(FM) there in same capacity.

**Bill Redlin**, editor-newscaster, noncommercial WAMU(FM) Washington, named host of *Morning Edition*.

**Tricia Molloy**, associate talk show producer, KTAR(AM) Phoenix, named executive talk show producer.

**Chuck Crane**, air personality, WZNE-FM Tampa, Fla., joins WLS(AM) Chicago as music director.

**Dave Love**, from KCBQ-AM-FM San Diego, joins WKQS(FM) Miami as air personality.

**Randy West**, from KMGG(FM) Los Angeles, joins KWNK(AM) there as air personality.

**Mace Rosenstein**, from Washington law firm of Wald, Harkrader & Ross, Washington, joins WGMS-AM-FM there as air personality.

## News and Public Affairs

**Bill Applegate**, former news director at WLS-TV Chicago, who joined WABC-TV New York as news director and station manager in July, has brought on board another WLS-TV veteran. **Steve Blue**, executive producer for WLS-TV joins WABC-TV as managing editor of news.

**Jim Sharpe**, morning news anchor, WJJD(AM)-WJMK(FM) Chicago, joins Tribune Radio Networks there as news director.



**Hal Kennedy**, assistant general manager and news director, KKTU-TV Colorado Springs, named assistant general manager and executive news director. **Jim Lucas**, independent real estate investor, joins KKTU as news director.

**David Page**, from WMC-FM Memphis, joins WRQX(FM) Washington as news director.

**Chris Kelley** and **Betty Ann Bowser**, husband and wife correspondents with CBS, New York, join CBS News, Washington, with Kelley covering Pentagon and Bowser on general assignment.

**Rick Newton**, legislative reporter and editor,



KXL(AM) Portland, Ore., joins Oregon News Network there as news director.

**David Glodt**, senior producer, *ABC Weekend News* and *This Week with David Brinkley*, ABC News, New York, named Los Angeles bureau chief.

**Robin Lloyd**, State Department correspondent, NBC News, Washington, named White House correspondent, succeeding **Emery King**, who moves to general assignment beat.

**Andrea Berry**, host and producer-reporter, Georgia Public Television, Atlanta, joins West Virginia Educational Broadcasting Authority, Charleston, W. Va., as executive producer, public affairs.

**George McQuade III**, assistant news director, KNDQ-TV Yakima, Wash., joins KGET(TV) Bakersfield, Calif., as news producer.

Appointments, news department, WTKR-TV Norfolk, Va.: **Glenn Corey** and **Ann Keffer**, co-anchors, noon news, to additional duties as co-anchors, 7 p.m. news; **Don Roberts**, reporter, to principal reporter, 7 p.m. news, and **Bob Sheppard**, photographer, WKYT-TV Lexington, Ky., to principal photographer, 7 p.m. news.

**Heather Harden**, anchor-reporter, WXIA-TV Atlanta, joins KMSP-TV Minneapolis as co-anchor-reporter, *Prime Time News*.

**Leisa Hall**, from WWTW(TV) Cadillac, Mich., joins WLNS-TV Lansing, Mich., as anchor.

**Donald DeMaio**, art director, United Media, New York, joins Associated Press there as director of graphics.

**Judith Martin**, columnist whose "Miss Manners" is syndicated in 200 newspapers, joins KABC-TV Los Angeles for twice-weekly appearances on 4 p.m. newscasts.

**Micah Johnson**, reporter-anchor, WSEE-TV Erie, Pa., joins WVVA-TV Bluefield, W. Va., as anchor producer, 6 and 11 p.m. news. **Tom Taffelmyer**, consulting meteorologist, Audichron Co., Atlanta, joins WVAA-TV as meteorologist-anchor.

**Gay Yee**, reporter, KOVR(TV) Stockton, Calif., named co-anchor.

**John Lindsey**, anchor, WTNH-TV New Haven, Conn., resigns.

**F. Patrick Scanlon**, sports reporter, New Jersey Network, Trenton, N.J., named sports director.

**Mary Simko**, reporter, WSBT(AM)-WSNS(FM) South Bend, Ind., named weekend anchor and reporter for co-owned WSBT-TV there.

**Mike Lynch**, weekend sports anchor, WCVB-TV Boston, named principal sports anchor.

**Rick Gordon**, chief meteorologist and weekday anchor, WSEE(TV) Erie, Pa., joins WMUR-TV Manchester, N.H., as meteorologist.

**Melissa Mills**, from KIMA-TV Washington, joins KAMU(TV) Portland, Ore., as weather reporter.

**Steve Lyons**, member of Boston Red Sox baseball team, will join WSRO(AM) Marlboro, Mass., in off-season as sports reporter.

**W. Jeff Barnes**, anchor-reporter, WDAU-TV Scranton, Pa., joins WPVI(TV) Philadelphia as reporter.

**Sally Patrick**, meteorologist, Cable News Network, Atlanta, joins WUSA-TV Minneapolis as weekend meteorologist.

**William Wagman**, news director, KAAL-TV Rochester, Minn., joins WANE-TV Fort Wayne, Ind., in same capacity.

**Don Brown**, weekend sports anchor and sports reporter, WKEF-TV Dayton, Ohio, named sports director.

**Lucius Allen**, color analyst, defunct Sports Time Cable, St. Louis, joins KOVR(TV) Sacramento, Calif., as sports commentator.

**Ray Ramsey**, weather anchor, KOMO-AM-TV Seattle, retires.

## Technology

**George Phillips**, president and director of Acton Corp., Acton, Mass., resigns to pursue private business interests. He retains his 5.81% ownership interest in company. His brother, **Samuel Phillips**, chairman, will assume additional duties as president.

**John McLucas**, executive VP and chief strategic officer, Comsat, Washington, retires.

**Roger Henley**, controller, Compact Video, Burbank, Calif., joins Netcom, satellite transmission company there as chief financial officer.

**Nick Hudak**, manager of systems development and marketing, Panasonic Broadcast systems, joins RCA Broadcast Systems Division, Gibbsboro, N.J., as director, domestic sales.

**Reginald McKinstry**, marketing manager, electrical products, Johnson Matthey, West Chester, Pa., joins RCA Distributor and Special Products Division, Deptford, N.J., as director of entertainment tubes and parts product management.

**Jim Bullard**, senior VP, finance, and chief financial officer, Embassy Pictures, Los Angeles, joins Compact Video there as senior VP, finance, chief financial officer and treasurer.

**Ronald Mario**, VP and general manager, administration, Continental Forest Industries, Washington, joins Comsat there as VP, corporate services.

**Dave Crane**, executive director, technical operations and engineering development, National Captioning Institute, Washington, named executive director of operations and engineering.

**Donald Rushin**, international director, magnetic audio/video products division, 3M, St. Paul, Minn., named marketing operations and international director. **Joseph Leon**, director, professional markets, for division, named sales director.

**Frank Blaha**, director of operations, Harris Broadcast Microwave, Mountain View, Calif., named director of sales and marketing.

**Thomas Teeter**, corporate controller, Giant Food Stores, Carlisle, Pa., joins C-COR, State College, Pa., as controller.

**Marilyn Blend**, account executive, VCA Electronics, named to newly created position of director of sales.

**Victor Vettorello**, stage technician, Grace &

# Broadcasting

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Wild Studios, Farmington Hills, Mich., named video engineer, remote services.

**Michael Karaffa**, Eastern regional sales director, Vestron Video, Los Angeles, named national accounts manager.

**Christopher Louis Emery**, office manager-trader, Jem Commodities, New York, joins Agfa-Gevaert, Secaucus, N.J., as technical service representative, video products, magnetic tape division.

**Ronald Ducceschi**, senior account executive, Oak Communications, New York, named Northern regional manager there.

**Nancy Carey**, director, federal and regulatory liaison, MCI Communications, and former legal assistant to former FCC Commissioner Abbott Washburn, joins United Telephone, Kansas City, Kan., as VP, human resources.

**Bob Wotiz**, chief engineer, WXKS-AM-FM Medford, Mass., assumes additional responsibility as VP, director of engineering, for parent, Pyramid Broadcasting.

## Promotion and PR

**Barbara Brogliatti**, senior VP, worldwide publicity, promotion and advertising, Embassy Communications, Los Angeles, joins Lorimar there as senior VP, worldwide public relations and corporate marketing.

**Rebecca Halkias**, from government affairs group of law firm, Ballard, Spahr, Andrews & Ingersoll, Washington, joins Burson-Marsteller there as government relations counselor.

**Owen Comora**, partner and VP, Goodman/Comora, New York-based public relations firm, has formed own firm, Owen Comora Associates, Paramus, N.J., specializing in television public relations.

**Susan Dowd**, copywriter, Benton & Bowles, New York, joins Brouillard Communications there in same capacity.

**Kathleen Nolan**, account supervisor, public relations, Creamer Dickson Basford, New York, joins Henry J. Kaufman & Associates, Washington, as VP, account supervisor, Kaufman Public Relations.

**Jim Berry**, promotion manager, WXKS-AM-FM Medford, Ore., assumes additional duties as VP, director of creative services.

**Dan Kurtz**, teaching assistant, Southern Illinois University's radio-television department, Carbondale, Ill., joins WVVA-TV Bluefield, W. Va., as promotion-community affairs manager.

**Dale Vincent**, reporter, WMUR-TV Manchester, N.H., named director of community relations.

**Cindy Martin**, promotion writer-producer, WDFW-TV Dallas, named promotion manager.

**Carol Lehr**, promotion producer-designer, WISH-TV Indianapolis, Ind., joins KCNC-TV Denver as promotion writer-producer.

## Allied Fields

**Christine Mueller**, Eastern division manager, advertiser-agency radio sales, Arbitron, New

York, named VP.

**Daniel Jaffe**, senior VP, government relations, American Advertising Federation, Washington, joins Association of National Advertisers there as senior VP.



Jones

**Robert Jones**, VP, finance, Malarkey-Taylor Associates, Washington, named executive VP and chief operating officer. M-T is consulting firm specializing in cable television.

**Thomas Stanley**, deputy chief scientist for operations, FCC, Washington, named acting chief scientist. FCC Chairman Mark Fowler is planning to reorganize office of Science and Technology ("Closed Circuit," Aug. 19). As part of reorganization, chief scientist's job will be abolished.

**Bernard Ostry**, deputy minister of citizenship, Ontario, Canada, named chairman and chief executive officer, TVOntario, Canadian educational television network.

**J. James McElveen**, director of public affairs, National Cable Television Association, Washington, named director of public affairs, administration.

**Mary Lou Wright**, marketing consultant to Oak Industries, Rancho Bernardo, Calif., joins Oak as executive representative in newly opened Washington office.

Board of trustees of Barren Medical Foundation, Chicago, presented broadcast consultant and former WGN president, **Ward Quaal**, with its first Sterling Silver Medal in recognition of "unselfish and dedicated public service."

**Gerry Chervinsky**, political director, WBZ-TV Boston, joins KRC Research, Cambridge, Mass., as VP. KRC specializes in political polling, political coverage strategy and viewership habit studies for television stations.

**Nancy Carey**, director, federal and regulatory liaison, MCI Communications, Washington, joins United Telephone, Kansas City, Kan., as VP, human resources. She was legal assistant to former FCC Commissioner Abbott Washburn. **Robert Powers**, FCC chief scientist, has resigned. He is joining MCI as chief advisor, engineering, planning and analysis department.

**S. James Coppersmith**, VP and general manager, WCVB-TV Boston, will receive first Torch of Liberty Award from New England chapter of Anti-defamation League of B'nai B'rith at ceremonies Oct. 10 in Boston.

**Stephen Bouchard**, associate, law firm of Fulbright & Jaworski, Washington, joins Fleischman & Walsh there as associate.

Elected officers, Illinois Broadcasters Association, Springfield, Ill.: **Jack Bennett**, WHBF-AM-FM Rock Island, president; **Gene Robinson**, WMBD-AM-TV-WKZW(FM) Peoria, president-elect; **Wayne Vriesman**, WGN(AM) Chicago, vice president; **Steve Samet**, WZOE-AM-FM Princeton, treasurer, and **Barry Geoghegan**, WAND-TV Decatur, immediate

past president.

## Deaths

**Sal Chiantia**, 67, chairman and chief executive officer of National Music Publishers Association and Harry Fox Agency, New York, and VP and board member, American Society of Composers, Authors and Publishers, New York, died of cancer Sept. 13 at his home in Port Washington, N.Y. Chiantia was also former president, MCA Music, and founding president, International Federation of Popular Music Publishing. He is survived by his wife, Mariette, and daughter.

**Dolly Banks Shapiro**, 71, president and owner of WHAT(AM)-WWDB(FM) Philadelphia, died Sept. 10 at Philadelphia hospital. Shapiro had been active in station operations in various capacities for over 40 years. She became president and majority owner in 1979, upon death of stations' owner, her brother, Billy Banks (BROADCASTING, Sept. 17, 1979). She retired from day-to-day management of station in 1984, but remained president until her death. Shapiro is credited with several radio firsts, including hiring of full-time black announcer and featuring program hosted by black woman. She was member of Television and Radio Advertising Club of Philadelphia, Broadcast Pioneers, and was first president of Philadelphia chapter of American Women in Radio and Television. She is survived by her husband, Irving.

**Richard J. Harasek**, 60, manager, AM stereo broadcast equipment, Motorola, Schaumburg, Ill., died Sept. 6 of complications following stroke at St. Luke's Presbyterian, Chicago. He is survived by his wife, Joan and two daughters.

**Phillip Peterson**, 61, vice president, sales, Community Club Awards, Westport, Conn., died of heart attack Aug. 24 while on business trip in Toronto. Peterson began his broadcast career as sportscaster at WNAB(AM) Bridgeport, Conn., while student at Bridgeport University. He was station manager at WBBB(AM) Burlington-Graham, N.C., in 1950's. In 1959, he joined Community Club as vice president sales. Community Club is radio and television promotion company. Peterson is survived by his son.

**Louise Kendall Aldrich**, 77, who retired in 1973 after more than 25 years as National Association of Broadcasters librarian, died of complications from diabetes Sept. 15 at Fairfax (Va.) hospital. She is survived by her husband, John, and two daughters.

**Henry A. (Hank) Taylor**, 52, communications consultant, died of heart attack Sept. 13 at his home in Dallas. Prior to consulting, Taylor was general manager of WPAN-TV Fort Walton Beach, Fla. His other broadcasting posts included assistant general manager and program and operations manager, KCBF-TV Lubbock, Tex.; program and operations manager, WLBT-TV Jackson, Miss., and assistant general manager-program and operations manager, WJRW-TV (now WTBS-TV) Atlanta. He is survived by his wife Jane, son and daughter.

**Joanne Wheeler**, 38, account executive, WFLN-FM Philadelphia, died of injuries sustained in auto accident Aug. 27 in Philadelphia.

## Player in the major leagues

When Harlan Rosenzweig took charge of Westinghouse's Group W Satellite Communications in the fall of 1983, it wasn't under the best of circumstances.

His first job was to oversee the closing of Satellite News Channel, which GWSC and ABC had launched with high hopes in June 1982 but which had failed to break Ted Turner's hold on the cable news market. Without SNC, GWSC was a second-rate cable programmer. Its only possessions were the new and unproved The Nashville Network, the Home Theatre Network and some nebulous plans for a multiregional cable sports network.

But Rosenzweig was undaunted. He buried SNC and, with some successes and some failures, has built GWSC into a small but thriving part of the Westinghouse broadcasting-cable group, offering satellite transmission services as well as cable programming. When Westinghouse announced last month it was putting Group W Cable with its 2.1 million cable subscribers up for sale, it said it would hang on to GWSC.

A lawyer by training, a businessman by experience, the 38-year-old Rosenzweig has had to behave like an entrepreneur, and make strategic decisions in his two years at GWSC. "It's almost like: Where should we drill oil wells?" he explained, using a favorite analogy. "How much should we spend on any one oil well? How deep should we go? How much oil do we need once we get there?"

Rosenzweig and his family now live in Scarsdale, N.Y., in fashionable Westchester county, but he is still very much a product of Brooklyn, where he grew up playing "stoopball, stickball, handball, slapball, punchball and anything else that ends b-a-l-l." He's affable, talkative and humorous and still loves the Dodgers, although they moved from Brooklyn to Los Angeles not long after he was born. The New York Mets are ascending in his favor.

While other kids were still thinking about becoming cowboys and firemen, Rosenzweig set his sights on the law after his mother told him he had been named for Supreme Court Chief Justice Harlan Fiske Stone, who had died the year before he was born. "That determined my career," he says.

Rosenzweig earned a political science degree from Queens College in 1968 and went on to the University of Connecticut for his law degree. He, like others of his generation, got caught up in political and cultural upheavals of the time. He says he was "concerned and involved," but not "radical." "My hair never touched my shoulders, I never wore an earring, and I never touched any foreign substance that could cause me to lose my mind other than alcohol."



**HARLAN JAY ROSENZWEIG**—president, Group W Satellite Communications, Stamford, Conn.; b. June 14, 1947, New York; BA, political science, Queens College, City College of New York, 1968; JD, University of Connecticut School of Law, 1972; general counsel, Sanitas Service Corp., Hartford, Conn., 1972-74; staff attorney, Westinghouse Electric Corp., Pittsburgh, 1974-77; chief counsel, Industry Equipment Services Group, Westinghouse Electric, Pittsburgh, 1977-79; vice president and general counsel, Group W Broadcasting and Cable, New York, 1979-83; executive vice president, GWSC, 1983; present position since October 1983; m. Kathleen Cosker, Sept. 9, 1973; children—Aaron, 8; Alison, 5.

Out of law school, Rosenzweig joined Sanitas Service Corp. in Hartford, a company that specialized in solid-waste—"Don't call it garbage"—disposal, janitorial and security services and industrial laundry. The Sanitas job was important to Rosenzweig for at least two reasons. It introduced him to the woman who would become his wife, Kathleen, and it helped him recognize that his true calling was not the law, but business.

On a tip, he applied for a job with Westinghouse Electric in 1974 and was soon on his way to corporate headquarters in Pittsburgh as a staff attorney. It was the start of a relationship with the corporation that has introduced him to everything from "fractional horse-power mush-wound motors to satellite transmission over fiber optics-microwave paths out of New York."

Rosenzweig returned to New York in 1979 as the top corporate attorney for Group W Broadcasting shortly after Daniel Ritchie took over the division with a mandate to expand it substantially. And expand it they did. Group W's string of major acquisitions culminated in August 1981 with the purchase of Teleprompter, a cable operator serving 1.4 million homes, for \$1 billion.

In early 1983, Rosenzweig jumped at the chance to get out of law and into "line management" as executive vice president of GWSC. "I frankly never got the same sense

of satisfaction over drafting a brief or reading an FCC-proposed rulemaking and preparing comments for it as I did thinking through a deal or a people problem or thinking strategically about the future of a business."

Of GWSC's cable services, The Nashville Network, a joint venture of GWSC and Opryland U.S.A., has been the big winner. Since its inception in March 1983, the service has grown rapidly and now reaches more than 24 million cable homes. "TNN is a real success story in the advertiser-supported cable business," says Rosenzweig.

Home Theatre Network is neither a big winner nor a big loser. The pay service, offering nothing racier than movies rated PG, was already five years old when GWSC completed purchase of it in 1982. Rosenzweig says it's still trying to "identify the size of its niche" and figure out whether it can fill it. In the meantime, he says, it operates "near break-even from a cash standpoint" with 300,000 subscribers.

GWSC's cable sports plans have been pared down by reality to a single regional sports service, Home Team Sports, centered on the Baltimore-Washington corridor. But Rosenzweig believes HTS has a real chance, if the "if's" go its way, to succeed where others, including GWSC's own Seattle-based SuperChannel pay sports service, have failed. If all goes well—if HTS's featured teams do well, if rights contract are successfully renegotiated and if key markets are cabled soon—Rosenzweig says the service could break even within three years.

GWSC's most tangible gain has been in satellite transmission services, which, Rosenzweig says, now account for a third of the company's revenue. For its cable program services, GWSC built an elaborate state-of-the-art facility in Stamford, Conn.—satellite uplinks, production studios and an origination center—and procured several satellite transponders. When SNC went under, the facility was underutilized, and most of the transponders were going to waste. Rosenzweig's decision to get in the satellite services business was motivated simply by a desire to put the assets to work. GWSC's satellite clients: CBS, ABC, Arts & Entertainment, Lifetime, The Exchange and The Discovery Network and Major League Baseball Productions.

Rosenzweig says he'll be content to stick with Westinghouse as long as he has as much of a challenge and as big a role in the key decision making as he has now. Despite a fascination with entrepreneurship, he is not driven to leave the Westinghouse family for a "truer entrepreneurial" venture. During his years at Westinghouse, he says, he has developed respect and admiration for the people who run the corporation, people who combine business acumen with community involvement. "If that's my future," he says, "it's very appealing to me."

**CBS News**, as expected, **pink slipped 74 employees** last week as part of company-wide plan to cut costs in wake of Ted Turner's attempted takeover and program to repurchase 21% of company's shares. Cuts are part of plan at CBS News to eliminate 125 positions—balance of 51 will be reduced either through attrition and leaving position vacant or early retirement, said spokesman. Employees let go were "across the board," spokesman said, from secretaries all way up to senior executives, including on-air reporters and correspondents. Among those to be relieved were CBS News correspondents **Larry Pintak, Dallas Townsend, Neil Strawser** and reporter **Lark McCarthy**. In addition, **Casey Davidson**, vice president of labor relations, and **Ralph Goldberg**, vice president and assistant to CBS News President Ed Joyce, were let go. **Robert Ferrante**, senior producer of special events and former executive producer of *Nightwatch* and *CBS Morning News* was also relieved.

In wake of last week's **earthquake in Mexico**, American networks reported no loss of personnel or injury to ad hoc news crews. With no phone lines and limited use of telex available, major problem for three networks was contact with reporters. While ABC and NBC broadcast footage provided by Mexican television, CBS claimed to be first network with its own film of event. After covering scene in Mexico City, stringer George Natanson and cameraman Domingo Rex chartered plane for McAllen, Tex., and went to CBS affiliate KGFT-TV in Harlingen, Tex., with four tapes. ABC and NBC received footage from stations in Mexico City. Spanish language network, SIN, moved Mexico City headquarters following disaster from Televisa building, demolished by quake, to San Angel, just south of city. Televisa, Mexican network, tower was destroyed during quake and it went off air for three hours. SIN news director, Gustavo Godoy, in Miami, said regular newscasts and news breaks would continue to be broadcast along with special report on Friday night (Sept. 20). SIN quickly organized Live Aid-styled benefit for Mexican earthquake victims last week. Scheduled to air Sept. 29 from 3 p.m. to 12 midnight NYT, telethon will originate from Los Angeles, be hosted by Mexico's Raul Velasco and Ricardo Montalban and will feature such performers as Jose Feliciano and Herb Alpert, who recently performed in Spanish version of Live Aid, Cantar Cantare. President Reagan will deliver message during broadcast, and coverage of SIN network stations local telethon activities will be included. National telethon number for pledges will be set up. KMEX-TV Los Angeles will produce event. Newsfeed also was offering stations "sidebars" on disaster. Five stations associated with Newsfeed sent crews to cover event. Transmission of reports will be via C-band. One of stations, WFAA-TV Dallas, is supplying Newsfeed network with hard news coverage.

**Present state of AM band is to be subject of report to FCC commissioners** this year, James McKinney, chief of Mass Media Bureau, told Sept. 20 luncheon of Institute of Electrical and Electronics Engineers' broadcast symposium in Washington. Citing weakening of AM radio in competition with FM, McKinney told group he has asked policy and rules division to take broad look at technical, economic and legal status of medium. Early rulemakings are expected next year, McKinney told BROADCASTING. Effort will not interfere with specific issues, already under consideration by FCC, such as AM-FM nonduplication rules, where rulemaking is expected in next six weeks.

House Energy and Commerce Committee has approved **cost-of-regulation fees for FCC licensees and applicants**. For mass media services, fee schedule approved is identical to revised schedule FCC forwarded to Congress last spring (BROADCASTING, April 22). Fees for cellular radio were reduced. Committee is forwarding fee schedule to House Budget Committee for inclusion in budget reconciliation package.

Among companies having formally expressed interest in acquiring **United Press International** (BROADCASTING, Sept. 16) is multiple system operator **Tele-Communications Inc.** Also reported to be considering acquisition is **Ted Turner**, who did not submit formal expression of interest. Spokesman for Turner Broadcasting System, however, said TBS had received confidential financial memo from

**MMDS lotteries.** The FCC has rescheduled the first lotteries for multichannel multipoint distribution service: They'll be held at 11:30 a.m., Sept. 27, at FCC headquarters in Washington. Up for grabs will be licenses for nine major markets—Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Houston, New York and Kansas City, Mo.—for which more than 1,200 applications are pending. The lotteries had originally been scheduled for earlier this summer, but were postponed indefinitely after the court of appeals in Washington stayed them (BROADCASTING, July 1). The FCC subsequently informed the appellate court that the commission believed that by rejecting lottery preferences for women, it had met the court's concern in staying the lotteries ("Closed Circuit," Sept. 16).

UPI's financial adviser, "and we're reviewing that," spokesman said. Wire Service Guild, which represents UPI reporters and editors, also submitted expression of interest. UPI spokesman said company hopes to have firm bid in hand next month.

FCC Mass Media Bureau has granted **conditional construction permits to RCA Americom, Antares Satellite Corp. and Graphic Scanning Corp. for direct broadcast satellite systems**. In same order, bureau granted modification requests and authorized launches of DBS systems by Dominion Video Satellite and United States Satellite Broadcasting Co., and approved modification request of Advanced Communications Corp.

Senate Appropriation Subcommittee approved figure endorsed by Corporation for Public Broadcasting, passing measure that would appropriate **\$214 million for CPB in FY 1988**. Parent committee is likely to act on measure this week.

**Delegation of 11 noncommercial broadcasting executives heads for Moscow** this week (Sept. 26) to present 20-30 hours of public television programs and five hours from public radio and to screen Soviet programming. Public Broadcasting Service Chairman Alfred R. Stern and PBS senior vice president for programming, Suzanne Weil, will be leading U.S. group.

**Network radio business is still increasing. Billings for August rose 6%** over August 1984 to \$27,024,199, according to Radio Network Association, which relies on confidential data collected from 1 networks by accounting firm of Ernst & Whinney. Network radio expenditures to date are up 13% over comparable period in 1984.

**Doubleday Broadcasting** is expected to announce **sale of adult contemporary WMET(FM) Chicago for \$12-\$13 million**. Station, which finished with 1.7 12-plus metro share in spring 1985 Arbitrator report, was purchased from Metromedia in 1982 for \$9.5 million.

**Rupert Murdoch** will be TV luncheon **speaker at National Association of Broadcasters' annual convention** next April 13-16 at Dalk Convention Center in Dallas.

**Senate Judiciary Committee** last week approved nomination of **J.C. Argetsinger to seat on Copyright Royalty Tribunal**. Argetsinger, nominated last month by White House for seven-year term or tribunal, is general counsel of Action, national volunteer agency that includes VISTA program. Full Senate vote is expected this week.

**Turner Broadcasting** has signed first station for its **Goodwill game** from Moscow. **WNEW-TV New York** will clear all 129 hours of programming next July 5-20. Station will air events live in afternoon with taped coverage during prime time and at night. Deal is straight barter.

board for International Broadcasting has new chairman, and BIB is believed to be close to naming new president of Radio Free Europe/Radio Liberty that it runs. President Reagan designated BIB member **Malcolm (Steve) Forbes Jr.**, president of Forbes Inc. and deputy-editor-in-chief of *Forbes Magazine*, to serve as BIB chairman. He succeeds Frank Shakespeare, vice chairman of RKO General Inc., who was sworn in last week as U.S. ambassador to Portugal. Forbes' designation came as surprise; **James Buckley**, current president of RFE/RL, who has announced intention to resign later this year, had been expected to get job. Instead, he is to be named member of U.S. Court of Appeals for Second Circuit. BIB met Friday with what was understood to be intention of making decision on successor to Buckley at RFE/RL. Meeting ended with members saying only that announcement would be made this week. But speculation centered on **Edward Derwinski**, former Republican congressman from Illinois—he was long-time member of House Foreign Affairs Committee, who had developed expertise in Eastern Europe, which radios serve—who is now counselor of State Department. He was called in to BIB meeting on Friday, presumably to discuss RFE/RL presidency. Later, he said "no formal offer" had been made. He said there were questions board and he still had to resolve.

Shareholders of **Multimedia approved company's recapitalization plan**, with 97% of disinterested shareholders voting in favor of plan on Friday (Sept. 20). Greenville, S.C.-based company also said 16% of debentures being offered in connection with recapitalization were oversubscribed and that pro-ratio would be announced late

this week. Recapitalization essentially will retire 16.7 million shares currently outstanding (and trading at about \$60) and will replace them with 11 million shares that are now trading on when-issued basis just below \$20. Billion-dollar cost of recapitalization, which includes specially negotiated repurchase of Jack Kent Cooke's 1.6 million shares at \$70 cash each ("Top of the Week," July 22), will be accomplished through debentures mentioned above and bank financing. Remaining hurdle before plan becomes final is settlement of shareholder litigation, for which hearing has been scheduled for this Thursday, according to company.

**Former ABC employe Angela Shanks filed \$10 million lawsuit last Thursday (Sept. 19) against ABC Inc., charging that she was unlawfully discharged and racially and sexually discriminated against.** According to complaint for damages filed in U.S. district court in Washington, Shanks was secretary of technical records division in Broadcast Operations and Engineering division of ABC Inc. in Washington, when she was fired. In court papers, she charged that discrimination against her "was part of a pattern and practice of the defendant ABC of discriminating against black employes on the basis of race and female employes on the basis of sex."

CBS News correspondent **Charles Osgood signed new 10-year pact with CBS** last Wednesday (Sept. 18), on eve of 24th annual CBS Radio Network affiliates meeting at New York's Waldorf-Astoria hotel. According to CBS, Osgood will keep current radio and television assignments as well as file some feature reports for CBS Television Sports.

**Cracking down on violence.** *Stiffer oversight by the FCC is proposed for television in a final report on "Violence and Sexual Violence in Film, Television, Cable and Home Video," released Friday (Sept. 20) by a special study committee of the Communication Commission of the National Council of Churches of Christ in the USA.*

*The committee, winding up a two-year investigation, concluded: "Violence and sexual violence must be reduced in the media. We believe this goal can be attained without depriving those in the media of the means of livelihood or of the rewards which are justly theirs, and without depriving citizens of their First Amendment guarantee of freedom of speech."*

*The committee made recommendations concerning movies, cable and home video but especially concentrated on television and the FCC, saying: "The key to solving the problem of violence and sexual violence on television is to require broadcasters to once again exercise their responsibility to the public," and "local communities must take responsibility for that part of the education of their children which is occurring through television." Some specifics:*

*(1) Networks and stations would be required to adopt the classification and rating system used by the movie industry, plus "short, descriptive phrases" indicating the amount and intensity of violence in each program, and use them in all promos, ads and program listings; (2) the FCC would be required to conduct public hearings annually at which TV producers for networks, stations, syndicators, sponsors and others would have to explain how and by whom program content decisions are made; (3) the FCC would be required to set up a procedure under which the "highest-ranking decision makers" of networks and stations would have to meet "regularly" with members of the public to "discuss and assess" entertainment program content and its relationship to "generally accepted community mores"; (4) the FCC would be required to assess incidence and intensity of violence in TV programs and commercials and publish its findings annually; (5) the FCC would be required to study the effects of violence on audience members and publish its findings "in a timely manner"; (6) broadcast networks and stations would be required by law to "devote a percentage of their air time [including time in Monday-Friday 4-6 p.m.*

*period], production budgets and facilities to children's programs, created and produced in cooperation with a broad spectrum of organizations and individuals with concern for children"; (7) "media education boards" would be set up in local communities "to aid radio and television stations in meeting the educational needs of children."*

*For cable: The committee recommended that the cable industry adopt the motion picture rating system and show ratings in ads and schedules and on screen when a program is presented; that cable companies be required to put all R- and X-rated films on a channel separate from other movies, and make a lock-out feature available on all channel-switching devices they provide to subscribers.*

*For VCR's: That "videos intended for adults—R-, X-rated and unrated—should not be displayed prominently in store fronts and not sold or rented to persons under 17 years of age." But "to take more restrictive legal action, the committee believes, would unduly restrict the First Amendment rights of adults."*

*The special committee, composed of 10 members of the NCCC's communication commission and headed by Dr. James M. Wall, editor of Christian Century magazine, was set up in September 1983 to study problems of exploitative sex and gratuitous violence in film, cable and broadcast TV. Its focus was later narrowed to violence and sexual violence, and home video was added to the media studied.*

*In some corners, little time was wasted in formulating a response. "This is a disappointing and frightening document which advocates a blatantly repressive policy towards the most popular source of entertainment and the most trusted source of information in the free world," said George F. Schweitzer, vice president, communications and information, CBS/Broadcast Group. NBC said it had not seen the final draft yet and wanted to study it before commenting. ABC issued statement saying: "We believe that we have an effective self-regulatory process implementing policies designed to avoid the betrayal of gratuitous violence, enabling us to exercise our TV network's social responsibility in the review of entertainment programming." The Television Information Office said the NCCC's "recommendations called for repressive and possibly unconstitutional measures."*

# Editorials

## A time for rapprochement

The must-carry express is building up steam. From the dead stop at which the broadcasting industry stood after the Court of Appeals held that practice to be unconstitutional, enough momentum has been generated to threaten a congressional order directing the FCC to begin an inquiry or rulemaking into the issue. That is the same FCC that one month ago washed its hands of the matter, saying there was no way it could fashion new rules under the court's mandate, nor did it have any appetite for proceeding on its own.

At the same time, the National Association of Broadcasters has signed off on a new must-carry formula that it feels will satisfy most of the industry's needs: no must carry at all for systems with 12 channels or fewer, no more than one-third of a larger cable system's capacity devoted to must carry, no duplicated network or public broadcasting signals, but otherwise carriage of all broadcast stations within a 50-mile radius. It is a formula that seems exceptionally reasonable when viewed against what used to be, although it will still seem generous to a cable industry that sees no reason to voluntarily turn over one-third of its plant. The best news is that the formula exists, even though it's never been formally offered, and that one partner to this enterprise is prepared to deal and has defined the terms it would find acceptable.

How can cable be persuaded to the table? Not, we still warrant, at the point of a gun. The fact is that cable's constitutional case is so strong—absent reversal by the Supreme Court, which no lawyer in Washington thinks likely—that any attempt to ram through mandatory rules is doomed to frustration. Nevertheless, the damage to cable from a reasonably ordered set of “will” carry (as opposed to “must” carry) principles is slight enough, and the continued threat of must-carry harassment nuisance enough, that a gentleman's agreement might well be reached. The secret is to arrive at terms so close to what the marketplace would have done if left alone that neither party will feel seriously discomfited.

The key to it all is the FCC, exercising its deftest hand. None of this will happen without that agency's oversight, and yet little will get done if it leaps willy-nilly into a rulemaking without letting the parties come together under Fowler and Co.'s benevolent distancing.

There's an opportunity in here for two great Fifth Estate industries to begin a new partnership that could last out the century and beyond.

## Enough

All good intentions aside, the parents, teachers and political spouses who descended on the Senate for a hearing on raunchy rock lyrics—a hearing that at times seemed more photo opportunity than fact finder—have overstayed a welcome that has been tenuous at best. They have raised consciousness on their main point: that some contemporary lyrics are offensive to them—and probably to others—and are thus inappropriate fare for the young. Fine, if that is as far as it goes. But it rarely is. And there are disquieting indications that it could go further.

The Parents Music Resource Center has asserted repeatedly that it is not seeking legislative solutions (causing Senator James Exon [D-Neb.] discerningly to wonder: “Why are these media events scheduled if we're not being asked to do anything about it?”). But more than one legislator, including Senator Ernest Hollings (D-S.C.), began to sing a different tune. The sour note

from Hollings, ranking minority member on the committee: “I tell you it is outrageous; we've got to do something about it.” He added that he would “ask the best constitutional lawyer if there isn't some way to legislatively address the issue.” We trust he won't find one.

Primarily, the issue is between PMRC and the record industry, not the broadcast industry, although the National Association of Broadcasters has been responsive to the PMRC's concerns and has been praised by that group. Radio stations, after all, do not design album covers or write suggestive lyrics. Nor, for the most part, do they play the obscure titles that have attracted most of PMRC's ire.

From *CBS Morning News* to *Nightline* last week, senators squared off against singers as the issue grabbed more than its share of the media spotlight. Congress would be well advised to turn its attention to more pressing matters. If indeed the PMRC's goal is to educate, and not to censor or lobby for legislative intervention, that goal has been achieved and the First Amendment, happily, saved from further desecration. Class dismissed.

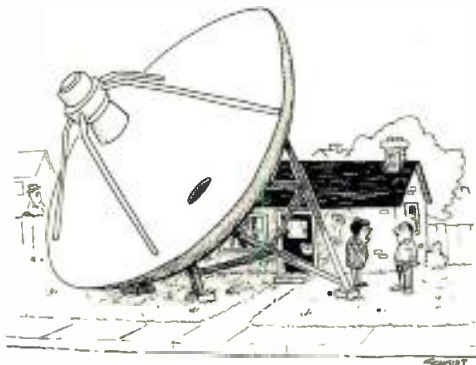
## Open up

Senator Robert Dole (R.-Kan.) was not at hearings last week on resolutions to admit television to the Senate chamber, but, even though off stage, his was the largest presence. Dole was represented by aides as disinclined to bring the issue to a Senate vote, even if, as generally predicted, the Rules Committee recommends it.

Dole, the same aides were too discreet to note, sees less personal need for television in the Senate than his colleagues see. As the majority leader, he is often on the tube, emerging from the White House with the latest news from a President who also is often seen, waving cheerily as he heads to or from the helicopter, embracing transient heads of state. It is harder for a minority leader or common senator to elbow his way into the evening news, and Robert Byrd (D-W.Va.) would install TV in the Senate as the equalizer.

Byrd would also impose conditions creating artificiality in the television coverage. Senator William Armstrong (R-Colo.) prefers gavel-to-gavel coverage like that in the House for going on six years.

Unless the Senate is ashamed of what it does in its chamber, it will vote with Armstrong all the way and soon.



Drawn for BROADCASTING by Jack Schmidt  
 “I can't believe you're the same man who objected to the cable company running a wire into the house?”

# When Kalamazoo was looking for new ways to increase city revenues...



The City of Kalamazoo recently conducted a program to help increase revenues by offering members of their community a chance to sponsor paintings on the city's fleet of shiny new buses. WKZO Radio helped get the project underway.

The result was a beautiful moving billboard of Kalamazoo's skyline at dusk in honor of the city's centennial celebration.

The idea was a winner, and so was the bus. It is in constant use for regular routes as well as many public service and community activities. It also won first place at the American Public Transit Association's Fifth Annual Adwheel Competition.

Working with our city government to make Kalamazoo a better place to live is all part of the Fetzer tradition of total community involvement.

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Grand Island,  
Nebraska

**WJFM**  
Grand Rapids,  
Michigan

**WKJF**  
Cadillac,  
Michigan

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