

Broadcasting Nov 11

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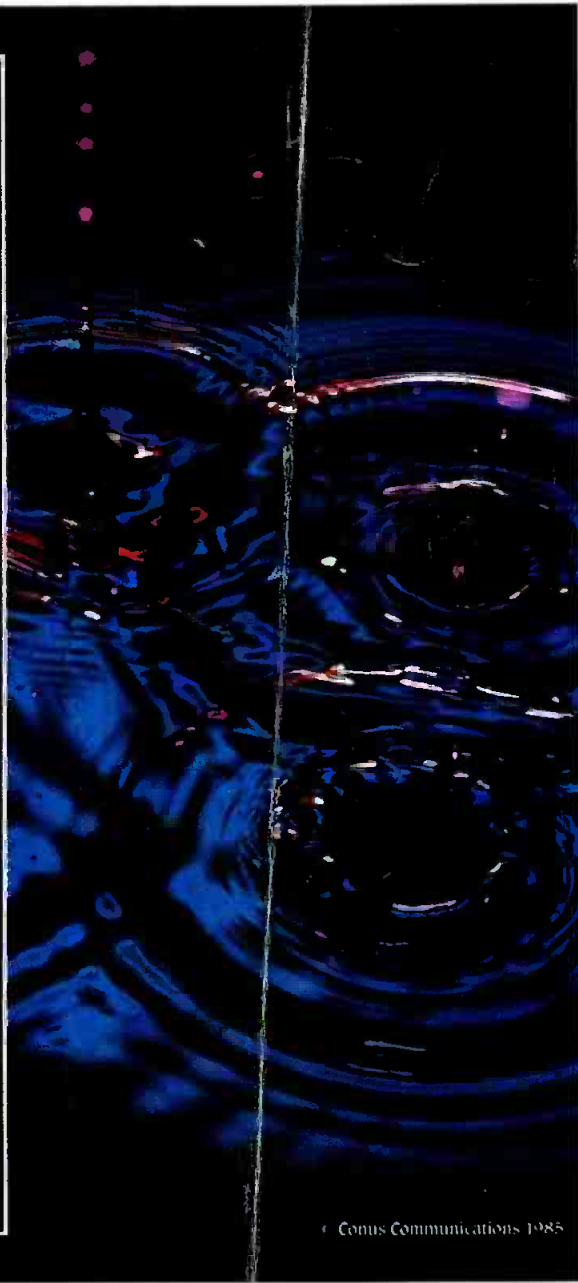
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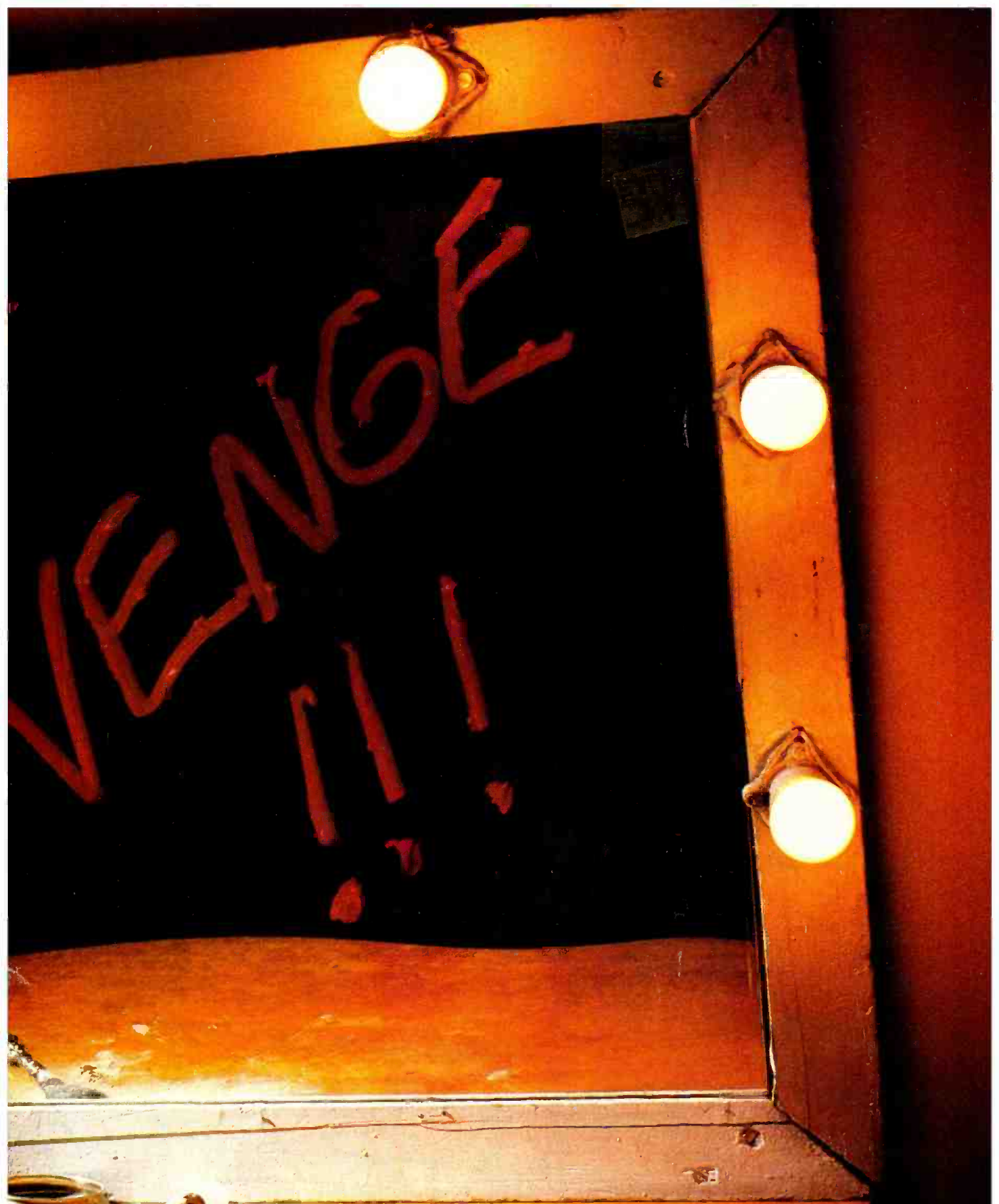
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Hard times for AM
High times for NBC
BIG DEAL FOR GROUP W





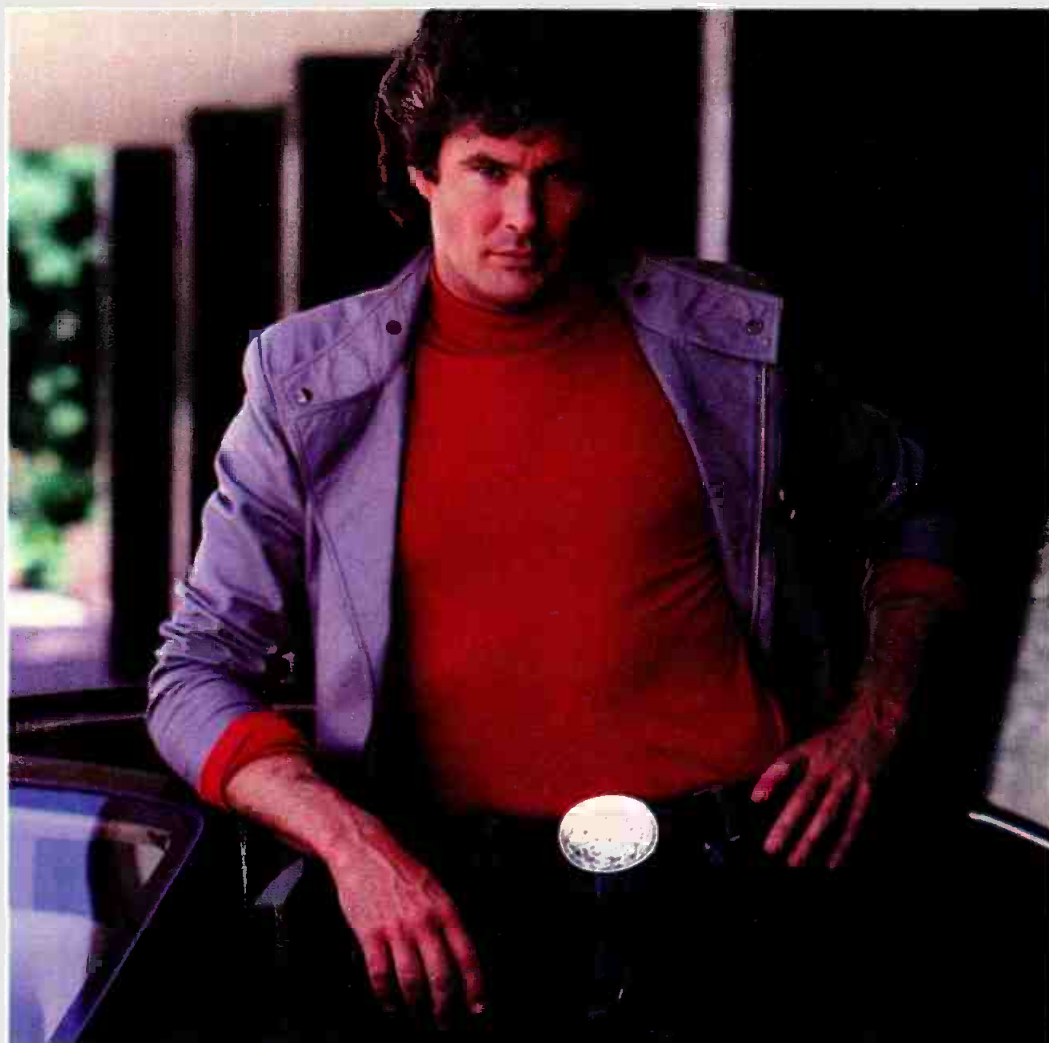
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KNIGHT RIDER

The series that never quits.
Starring David Hasselhoff. Coming soon.

MCA TV

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Broadcasting Nov 11

Hard times for AM NBC's strong fall start Group W buys RKO's KHJ-TV Los Angeles

AM BLUES □ Radio's older band has fallen on tough times as listeners shift loyalties to FM. BROADCASTING probes the reasons why in a state-of-the-industry report. **PAGE 35.**

THERE TO STAY? □ NBC has an early lead in the new prime time season ratings, surprising some observers. Will the momentum continue? **PAGE 36.**

FREE MARKETPLACE □ NTIA report urges removal of cable's compulsory license. **PAGE 38.**

L.A. BUY □ Group W buys RKO's KHJ-TV for \$313 million. RKO's WOR-TV also put on the block. **PAGE 39.**

GENDER PROTRAYAL □ National Commission on Working Women blasts new network schedules, saying progress in portrayal of women has slowed since last year. **PAGE 54.**

NUMBER FOUR □ NBC wins the prime time ratings race for the fourth time in six weeks. **PAGE 56.**

AWARD HONORS □ Gabriel and Communications Excellence to Black Audiences awards announced. **PAGE 62, 64.**

HDTV in L.A. □ High-definition television hot topic for discussion at SMPTE meeting in Los Angeles. **PAGE 70.**

MUST-CARRY STUDY □ NATPE member survey, sent to the FCC, finds that elimination of must-carry rules will hurt TV stations. **PAGE 74.**

SPACE COVERAGE □ Problems of higher insurance premiums in wake of satellite losses are discussed on Capitol Hill, but few feel government intervention is called for. **PAGE 76.**

WHO'S NEXT □ Many Fifth Estate companies have made moves to make it more difficult for unfriendly takeovers to occur. But Wall Street observers believe that interest remains strong in media companies. **PAGE 83.**

MURDOCH PAPERS □ Rupert Murdoch discloses his financing plans for purchase of Metromedia. **PAGE 85.**

SCRAMBLING UPDATE □ Cable operators appear to be winning both the battle and the war concerning scrambling. Home satellite industry is not happy. **PAGE 86.**

GOING ON □ NAB decides to continue participation in joint radio convention with NRBA. **PAGE 88.**

FRENCH FEED □ CBS nears closing of deal to bring *Evening News* to private French television channel. **PAGE 91.**

CLOSED SHUTTERS □ South Africa announces new press restrictions. **PAGE 91.**

PBS VISIONARY □ WTTW's William McCarter has helped build two of PBS's main production operations, which have contributed some of the most enduring and popular programming on public television. **PAGE 111.**

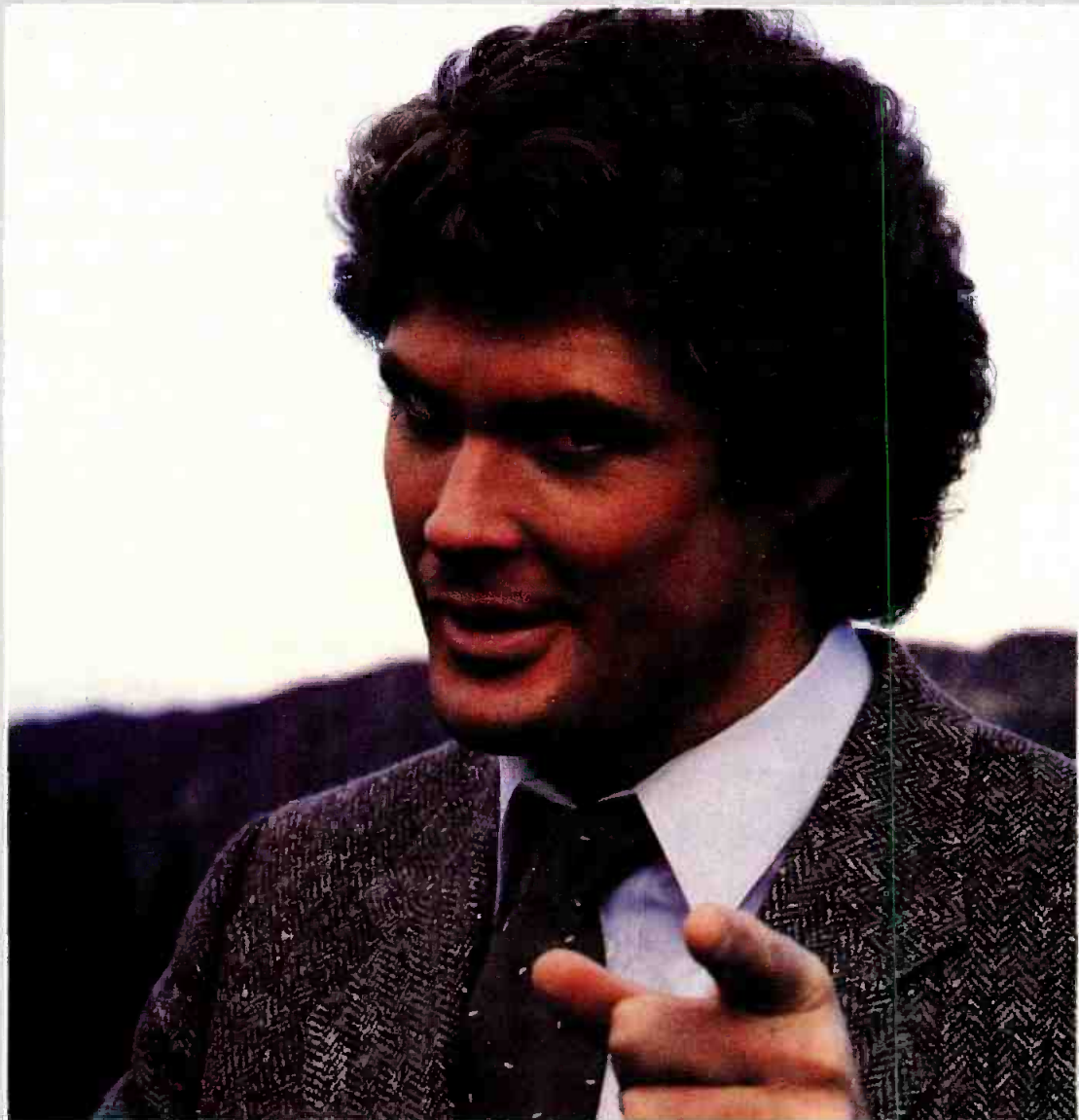
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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary Issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$85. *Across the Dial* \$6.95. Call toll-free for new orders: 800-638-SUBS. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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**IF COSBY IS NUMBER TWO
IN VIEWERS-PER-HOUSEHOLD,
GUESS WHO'S NUMBER ONE?**



KNIGHT RIDER

The series that never quits.

Starring David Hasselhoff. Coming soon.

MCA TV

Radio summitry

Prospects for restoring harmony between National Association of Broadcasters and National Radio Broadcasters Association, once bleak, appear to be brightening. Decision to hold third annual joint radio conference (see story, page 88) is latest evidence of erosion of barriers that have divided associations and prevented united radio representation.

Leaders of both associations have met privately during last month, exploring other possibilities for joint cooperation. Further meetings on increasing cooperation between NAB and NRBA are anticipated, and there is hope that proposal for uniting two groups may be ready for review by boards of both organizations within next six or eight months. Quid pro quo not yet worked out, but discussions have included establishing new NAB board seats for occupancy by NRBA representatives (five have been mentioned) and incorporating NRBA staff into united organization.

Fading figure

ABC-TV will cancel *Sportsbeat*. Howard Cosell's critically praised weekend sports journalism program, by year's end. Decision came after publication of Cosell's autobiography, "I Never Played the Game," written with *Sportsbeat* producer Peter Bonventre, in which Cosell was highly critical of many of his colleagues at ABC. But Roone Arledge, president of ABC News and Sports, said last week publication of book had nothing to do with series cancellation. "I believed in it and I wanted it to stay on," Arledge told BROADCASTING last week. "We stayed with it several years beyond any rational reason for doing so. But it costs a lot of money in a period of tight money, and the audiences are just so small that it's just not possible to justify keeping it on."

Station clearances for program have dropped below 50%. Final *Sportsbeat* broadcast is scheduled for Sunday, Dec. 15. As for Cosell's future at network, only certain role is continued broadcasts for radio networks.

Market makers

Presence of Kidder Peabody & Co. as investment banker handling sale of KHJ-TV Los Angeles and WOR-TV Secaucus, N.J., (New York) for GenCorp surprised some people. Although Kidder is known for television limited partnerships, including

that recently raising money for WJTV-TV Marlborough (Boston), Mass., firm was not widely known for Fifth Estate mergers and acquisition work. Within last six months it brought in some expertise and has now been retained for yet-to-be-announced sale of four television stations belonging to New York-based Odyssey Partners. Another investment banker which has hired outside, trying to establish similar reputation, is Paine Webber. Even though station trading market is active, it is open question whether there is enough work for all of Wall Street.

Also open question is whether station brokers will find enough work on TV side. One well-known broker recently called BROADCASTING to ask where all business had gone.

Radio draw

CBS Radio's coverage of 1985 seven-game World Series had come audience of 56 million adults, 18 and older, according to data to be released this week. Of that number, 30 million were male listeners and 26 million female. Latest ratings, which were gathered by R. H. Bruskin, were second highest in CBS Radio's 10-year carriage of series, topped only by 1982 seven-game contest, which attracted come 18-plus audience of 58 million.

Updating EEO

FCC is slated to launch rulemaking this week aimed at revising equal employment opportunity rules and reporting requirements for broadcasters. FCC proposal would exempt from EEO reporting requirements licensees with no more than five employees (present ceiling: no more than four). It also, according to FCC source, would revise reporting forms in hopes of emphasizing broadcast EEO efforts beyond numbers alone. In addition, rulemaking proposes revision of EEO model program reporting form that's aimed at meeting objections of Office of Management and Budget. Four years ago, OMB refused to approve form, objecting to requirement that it be filed routinely at renewal time. OMB said forms should be required only when FCC had first determined licensee had been engaging in discriminatory practices (BROADCASTING, Nov. 30, 1981). OMB has permitted commission to continue using form through end of this month. Without further FCC action (commission could reject OMB recommendation with majority vote), use of form wouldn't be authorized past then.

Bigger draw, soft price

Ratings for National Football League broadcasts on all three television networks so far this season are up, as of Nov. 4, compared to poor start last year. Steven Auerbach, vice president, manager, network television, at Backer & Spielvogel, agency for Miller beers, said networks are now overdelivering on ratings sold for football advertising this year. He said ratings increases may not mean much in terms of overall revenues for schedules, however, because of softness of fourth-quarter market.

According to Tom Merritt, director of sports information at NBC, sports "has been a tough sell this year." and "sports marketplace is very soft right now." ABC's *Monday Night Football*, at 18.6, is up 17% from last year's 15.9; CBS is up 8% from last year's 13 at 14.1; and NBC is up 12% from last year's 10.6 at 12 this year. In pre-game show ratings, *NFL Today* on CBS is down 5% from last year's 6.6 at 6.3, and *NFL '85* on NBC is up 11% from last year's 4.5 at 5. College football ratings are mixed, however, up 26% on CBS, and down 22% on ABC.

Estate sale

Inventory reduction sale with 30% discounts has almost emptied equipment storehouse of soon-to-disappear RCA Broadcast Systems Division. Success of sales effort in month since corporate announcement of phase-out may be viewed as measure of confidence remaining in unaffected RCA product support services. Meanwhile, efforts to split off RCA's 220-employee transmission business have seen more than dozen organizations tour Gibbsboro, N.J., facility.

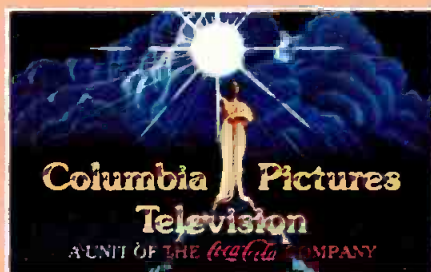
Stanier's backers

Who is funding \$2-billion bid for Group W Cable that involves MSO's president-on-leave, Burton Stanier? Organizing effort is Warburg E.M. Pincus & Co., New York-based investment banking firm, which has no underwriting capability and is known more for working with venture capital partners. So what partners would help fork up money required to buy MSO? One is likely to be Hallmark Cards, which joined Warburg for 30% of leveraged buyout of SFN Companies earlier this year. Bass Brothers are also talking with Warburg. Another name surfacing last week was that of telecommunications giant, GTE.

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Brandman steps down

After a year in office and having failed to boost the pay service's subscriber base with an infusion of mainstream programming, Michael Brandman has resigned as president of Playboy Programs, which produces and markets The Playboy Channel, Private Ticket, the company's pay-per-view service, as well as home video product. The company's official release (Brandman was unavailable for comment) said he wanted to get back into independent program production. But sources familiar with the situation said Brandman was frustrated at his inability to get higher corporate officials to boost his operating budget beyond the \$20-million range, which he believed was necessary to develop the programming that could boost subscriber levels. Sources added, however, that corporate management was equally frustrated that Brandman couldn't achieve what he wanted to accomplish within the allocated budget.

Brandman's resignation comes at a time when Playboy management is planning a test of a three-day Playboy Channel service that would air Friday through Sunday. The existing service is offered seven days a week, although indications are that most of the viewing takes place on the weekends. "Let's put it this way," said Edward Rissien, a long-time senior Playboy consultant who has succeeded Brandman as head of Playboy Programs. "There is a strong enough indication that [a weekend service] could be a viable one." If the weekend-only service tests well with affiliates and subscribers, the existing full-time channel could be scrapped. "That's being discussed now," said Rissien. But he stressed that the initial intention is to test a weekend service as a supplement to the current service. "We'd like to offer both," he said, to give affiliates and subscribers a choice. Playboy hopes to test the weekend service in several as yet undetermined markets by December or January.

Currently the Playboy Channel has a little more than 760,000 subscribers, down from the approximately 800,000 subscribers the channel had when founding president Paul Klein was fired in the spring of 1984. The

Playboy Channel's niche, he believed, was to offer "sex on demand," as he put it last week. Brandman's failure to broaden the channel's subscriber base with mainstream programming (such as film festivals and comedy specials) and his subsequent resignation, said Klein, proved that "obviously I was right."

That's not quite the case, according to Rissien. The channel is indeed scrapping most of Brandman's mainstream programming innovations, but Rissien insisted last week that the channel will not regress to Klein's "sex-on-demand" strategy. When the channel was launched three years ago, said Rissien, "it was much more sexually explicit. The emphasis was sexuality and nudity." And while there will be plenty of both as the channel makes a push to develop a greater amount of original programming, he said, "the focus will be, what's the best entertainment"—sophisticated, "adult" entertainment. Among the more prominent program forms the channel will rely on, he said, are comedy, variety, talk and magazine.

That will cost millions to produce and Rissien says he is currently working with the \$20-million-plus budget Brandman had. Whether that figure increases significantly "will be addressed soon," he said. "I'm hopeful of getting more."

Turner lands Explorer

The National Geographic Society's *Explorer*, which has been seen on Nickelodeon each Sunday evening since April will move to Turner Broadcasting System's superstation WTBS(TV) Atlanta early next year, it was announced last week.

Explorer, a video version of National Geographic magazine, will end its run on Nickelodeon on Jan. 1 and debut on the superstation on Sunday, Feb. 2. The program is making the switch under a three-year agreement signed two weeks ago after nearly two months of negotiations.

In its new incarnation, *Explorer* will be an hour shorter, two hours instead of three. It will air each Sunday from 8:05 p.m. to 10:05 p.m. NYT, and will be repeated the follow-

ing day starting at 11:05 p.m. so that it can play in prime time for West Coast viewers.

At a press conference last Thursday at National Geographic's headquarters in Washington, National Geographic President Gilbert Grosvenor said finances forced the move to the superstation. On Nickelodeon, he indicated, *Explorer* was struggling as a business enterprise. National Geographic was responsible not only for programming, but for finding the advertising to support it, a job it knew little about, he said. National Geographic was faced with two options—absorb the losses or "bite the bullet and go off the air," he said.

Neither Grosvenor nor superstation President Robert Wussler, who stood in for the tardy Turner at the press conference, would provide details of their relationship. Wussler said Turner will pay National Geographic "several million dollars" in the first year of their agreement to produce the program and sell advertising for it as it would for any other program on the station. "We have a reasonable chance to break even with this program," said Turner, who appeared just as the press conference was about to break up.

In addition to the financial considerations, Grosvenor said National Geographic was also attracted to the superstation by its larger potential audience—it reaches 38 million homes, while Nickelodeon reaches only 25 million—and by its ability to aggressively promote the program.

MTV ad campaign

MTV has launched a new multimillion-dollar network, spot and cable television advertising campaign, as the "I want my MTV" theme is being replaced with "MTV: some people just don't get it." The network believes that most consumers are aware of MTV and what it's all about, said Tom Freston, senior vice president and general manager, affiliate sales and marketing, MTV. The new campaign, he said, "talks more to the sensibility and personality of MTV in a general way." The initial three-and-a-half week flight will be followed by another flight early next year.

SMATV revision

Showtime/The Movie Channel said it has revised its SMATV (satellite master antenna television system) licensing policy, effective Jan. 1, 1986, to reflect "the growing trend toward consolidation among SMATV operators" and to bring it into line with SMC's "overall business objectives of seeking incremental growth."

Jack Heim, SMC senior vice president, sales and affiliate marketing, said the changes include: Affiliates will be required to pay a minimum license fee of 500 subscribers, up from 200 (change applicable to new but not to existing affiliates); SMC will not serve a residential SMATV property that currently or within the previous 90 days has



Turner and Grosvenor

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Beats all other independents.

More than doubles previous

4 week average.

CHICAGO WGN-TV

12 Rating 18 Share

Beats ABC O&O

Ties CBS O&O

Beats all other independents

Almost doubles previous

4 week average.

DALLAS KTXA-TV

6 Rating 9 Share

Beats all other independents.

Tripled previous 4 week average.

DETROIT WKBD-TV

17 Rating 25 Share

Beats NBC affiliate and ABC O&O.

Beats other independent.

Almost triples previous

4 week average.

Third highest rated movie in

station's history

SAN FRANCISCO KBHK-TV

6 Rating 9 Share

Doubles previous 4 week average.

LOS ANGELES KCOP

12 Rating 17 Share

Beats CBS O&O

Beats all other independents.

More than doubles previous

4 week average.

PHILADELPHIA WPHL-TV

7 Rating 11 Share

Beats other independent.

Almost doubles previous

4 week average.

BOSTON WLVI-TV

7 Rating 11 Share

Beats all other independents.

More than doubles previous

4 week average.

WASHINGTON, D.C. WTTG

15 Rating 23 Share

Beats CBS and ties ABC World

Series rating.

Beats all other independents.

Doubles previous 4 week average.

HOUSTON KTXH-TV

8 Rating 19 Share

Beats NBC affiliate.

More than doubles previous

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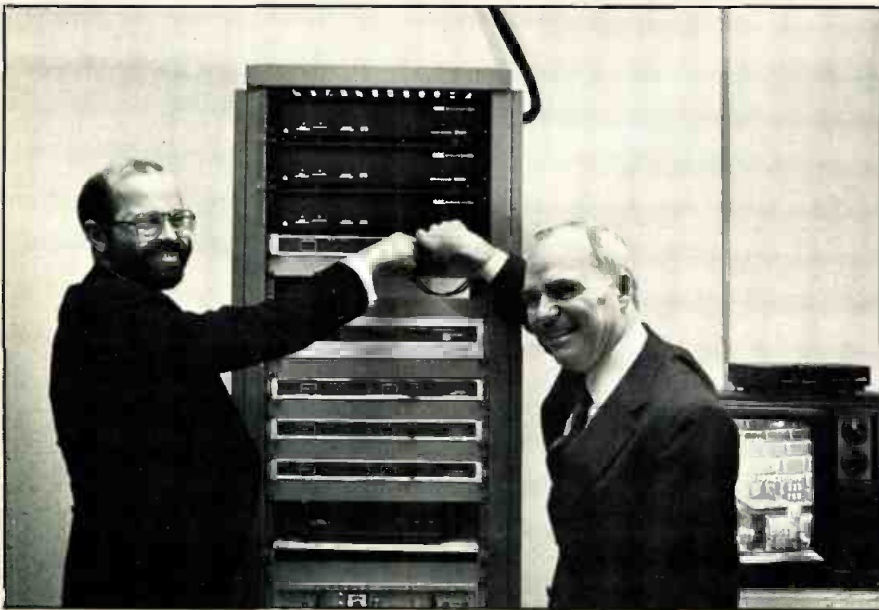
Nobody else is doing it the way we are—and it's working!

Coming attractions: *The Sword and The Sorcerer*, *Raggedy Man*, *A Little Sex*, *Alfred Hitchcock's Rear Window*, and many more.



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MCATV



C-SPAN goes north. John Bosley, speaker of the Canadian House of Commons (l), and Brian Lamb, president of C-SPAN, flipped a switch on Parliament Hill in Ottawa last week, bringing C-SPAN's coverage of the U.S. House of Representatives and other Washington goings-on to the Canadian Parliament. "This event is a footnote in cable history," said Lamb. "Cable's technology will now provide an on-going link between the legislative bodies of neighboring governments." While in Ottawa, Lamb met with Arthur Silverman, administrator of the House of Commons, about the possibility of C-SPAN telecasting the Canadian government's "question period," during which the Prime Minister and members of his cabinet respond to questions from the opposition party. They also talked about arranging satellite hookups, in which members of Parliament and members of Congress would appear together on television and take questions from telephone callers.

carried Showtime or The Movie Channel or both (to minimize "unproductive switching" and attendant costly administrative work); and there will be stiffer credit, collections and audit policies, "to parallel the audit and collections activities already in place for SMC's cable affiliates."

"Periodically in every business," Heim said, "a close examination of existing policies reveals they have lost relevance to the evolving marketplace and to the organization's own business objectives. Our revisions, therefore, constitute a natural progression which we expect will have a positive impact on the industry."

Added Carl Sambus, SMC vice president, business development: "Bringing SMATV contract enforcement policies up to par with those for our cable affiliates further acknowledges the enhanced maturity we've seen achieved by SMATV operators in recent years. We are gratified to recognize the SMATV industry's strong standing in the telecommunications community."

One-year look

It has almost been a year since the Cable Communications Policy Act of 1984 went into effect, and it has been three months since the must-carry rules were declared unconstitutional, noted Jim McKinney, FCC Mass Media Bureau chief, in keynote speech to Mid-America CATV Association in Kansas City, Mo. In the wake of that, rate regulators want to "crawl back into the security of their earlier days," broadcasters "fear the future absence of required signal carriage," and FCC is caught squarely in the

middle. "But the future scares me not at all," McKinney said. "We have enormous faith in the marketplace, in the program judgments of your subscribers and in your ability to learn their desires and provide the programming they demand. The drama continues but no one should expect a tragic conclusion. Indeed, 'The drama ain't over until the fat lady sings,' but I hear her warming up in the green room, and she's not practicing a funeral dirge. Overburdensome cable regulation was not unlike a loosely knit wool sweater. When it began to unravel it was obvious that there was no way to repair the damage. It will simply have to be completely undone."

New numbers

The Disney Channel said it picked up 131,000 new subscribers in September, the biggest monthly increase in its 30-month history, and ended its fiscal year on Sept. 30 with 2,342,000 subscribers, a gain of more than 930,000 during the year. Officials said the outlook for significant growth was good, with "major MSO's, including TCI, ATC, Storer, Warner Amex and Continental [all] committed to significant participation in a nationwide program promoting the Disney Channel as a holiday gift."

Soccer on ESPN

ESPN announced it has reached an agreement with the Major Indoor Soccer League for exclusive television coverage of 15 MISL regular-season games during the current season, which started Oct. 25 and runs through April 6. Eight games will be shown live and seven by tape delay (from the pre-

ceding night), all but one on Sunday afternoon.

The telecasts are being produced by ESPN in association with Anheuser-Busch Productions, which represents MISL's television rights. Bob Carpenter, the voice of the league's St. Louis Steamers, does the play-by-play, and Shep Messing, a five-time MISL all-star goalie, provides analysis. Each of the league's 12 teams is due to appear at least once in the ESPN series, which opened Nov. 3. ESPN's only previous MISL coverage was the 1985 all-star game.

On the bird

SportsChannel New England, the regional pay cable sports network, has switched from microwave to satellite for delivery of its service, which includes exclusive coverage of all Boston Celtics home games and home playoffs, plus 30 Hartford Whalers hockey games and playoffs, horse racing and other professional and college sports. SportsChannel is on Satcom 4, transponder 24. "We're extremely excited and optimistic about this change," General Manager Ron Ryan said. "It will allow us to provide SportsChannel to all of the interested cable systems and Celtics and Whalers fans throughout Maine, New Hampshire and Vermont, not previously accessible via the microwave network."

Pa. rep

Cable Adnet, Philadelphia, an interconnect sales and management company, said it has been signed to handle the satellite network advertising operations of Blue Ridge Cable TV, serving 35,000 subscribers in Stroudsburg and Lehightown, both Pennsylvania, and surrounding towns. The addition, Cable Adnet said, will increase its coverage in the Philadelphia ADI (area of dominant influence) to 26 systems with more than 400,000 subscribers. The firm manages all aspects of cable advertising for the systems it represents, including sales on USA Network, MTV, ESPN and CNN and commercial production and insertion.

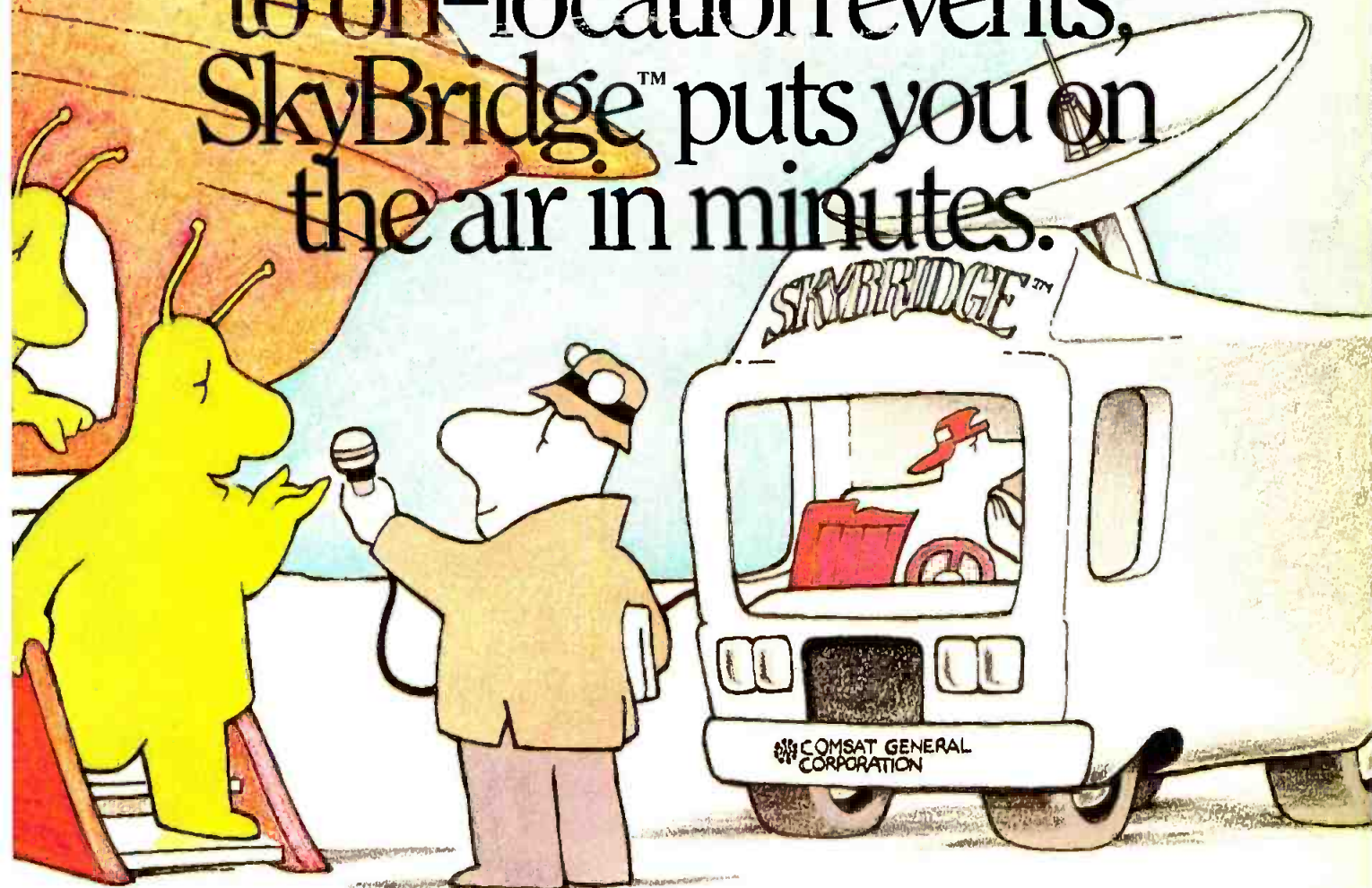
'Amadeus' coup

Showtime/The Movie Channel announced it has acquired exclusive national pay-TV rights to "Amadeus," winner of eight 1984 Academy Awards, and will give it "specific and distinct premieres" on each service and make a stereo presentation a highlight of the Movie Channel's third annual *Salute to the Academy Awards* program.

Fred Schneier, senior vice president, program acquisition, program enterprises, SMC, said the acquisition "exemplifies Showtime/The Movie Channel's continuing quest for outstanding films to present on an exclusive national basis."

Alan Cole-Ford, Paramount Pictures vice president, video distribution, noted that this is the "second consecutive year in which Paramount has been able to provide Showtime/The Movie Channel with exclusive national pay television rights to the latest Oscar winner for best picture." Last year, the service acquired "Terms of Endearment," winner of five Academy Awards in 1983. "Amadeus"'s eight included best picture, best actor and best director.

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TELEVISION

Business Briefly

TV ONLY

Carnival Cruise Lines □ Company begins its 1986 television schedule in late December on all three networks, supplemented by spot flights in about 15 to 20 markets from Nov. 18 to Dec. 10 and Dec. 30 to Jan. 17. Markets include New York, Miami and Tampa, Fla. Commercials will be placed in all dayparts. Target: adults, 21-54. Agency: McFarland & Drier, Miami.

Teltech □ Long-distance telephone service is launching two-week flight this week in four Florida markets. Commercials will be carried in all time periods. Target: adults, 21 and older. Agency: Wexler/McCarron/Roth, Pompano Beach, Fla.

Toro Manufacturing □ New snow thrower will be promoted in about 40 markets in northern tier of country for one week, starting in late November. Commercials will be carried in sports segments. Target: men, 35 and older. Agency: Campbell-Mithun, Minneapolis.

Tinderbox International □ Two-week, pre-Christmas flight for smoke shops is in planning stages and is scheduled to break in early December in about 20 markets, including Charlotte, N.C., and Daytona Beach, Fla. Commercials will be placed in daytime and fringe periods. Target: adults, women, 25-49. Agency: Western International Media, Atlanta.

RADIO ONLY

M&M Products Co. □ Black-owned hair care products company has bought full sponsorship of syndicated gospel music, half-hour radio program, *Inspirations Across America* and carried on weekly basis in about 90 markets. Sponsorship will be extended as new markets are added. Commercials are aimed for placement in Sunday, 7-10 a.m. period. Target: black women, 18-34. Agency: direct from M&M Products, Atlanta.

Jordan Marsh Co. □ Department store chain is launching post-Thanksgiving Day campaign for one week in about 10

markets, including Boston; Providence, R.I.; Worcester, Mass., and Albany, N.Y. Commercials will be placed in all dayparts. Target: adults, 25-49. Agency: Smith/Patterson Advertising, Boston.

Boar's Head Provisions □ Fall and early winter campaigns begin at various times in November and December in major markets, primarily for four weeks. Commercials will be run in morning and evening periods. Target: women, 25-54. Agency: Altschiller Reitzfeld Advertising, New York.

Brown & Haley Candy □ Three-week flight will kick off in early December in about six to seven Western markets, including San Francisco, Denver and Sacramento, Calif. Commercials will be positioned in all dayparts. Target: women, 25-49. Agency: McCann-Erickson, San Francisco.

Savvy Magazine □ Campaign aimed at reaching upscale women is scheduled to begin in early December on network radio and on spot radio in top 75 markets. Advertising will continue through first quarter of 1986. Commercials will be carried in all dayparts and will involve direct response. Target: women, 18-49. Agency: Independent Group of Cos., Union, N.J.

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

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 moves the week of November 18.

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

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

AIRCHECK: AP RADIO NETWORK

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

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

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

WKLS-AM-FM Atlanta: To Katz Radio from Hillier, Newmark, Wechsler & Howard.

□

WKOP(AM)-WAAL(FM) Binghamton, N.Y.; WXQT(AM)-WGRD(FM) Grand Rapids, Mich., and WPIC(AM)-WYFM(FM) Sharon, Pa.: To Blair Radio from Durpetti & Associates.

□

KSJQ(FM) Manteca, Calif.: To Hillier, Newmark, Wechsler & Howard from Selcom.

□

WIZN(FM) Vergennes, Vt.: To Major Market Radio (no previous rep).

□

KOJY(FM) Dinuba, Calif.: To Major Market Radio from Masia Radio.

□

WSRC(AM) Durham, N.C.: To Savalli Schutz & Peterson from Hillier, Newmark, Wechsler & Howard.

□

WADC(AM)-WMGP(FM) Parkersburg, W. Va.: To Savalli Schutz & Peterson from Shelly Katz.

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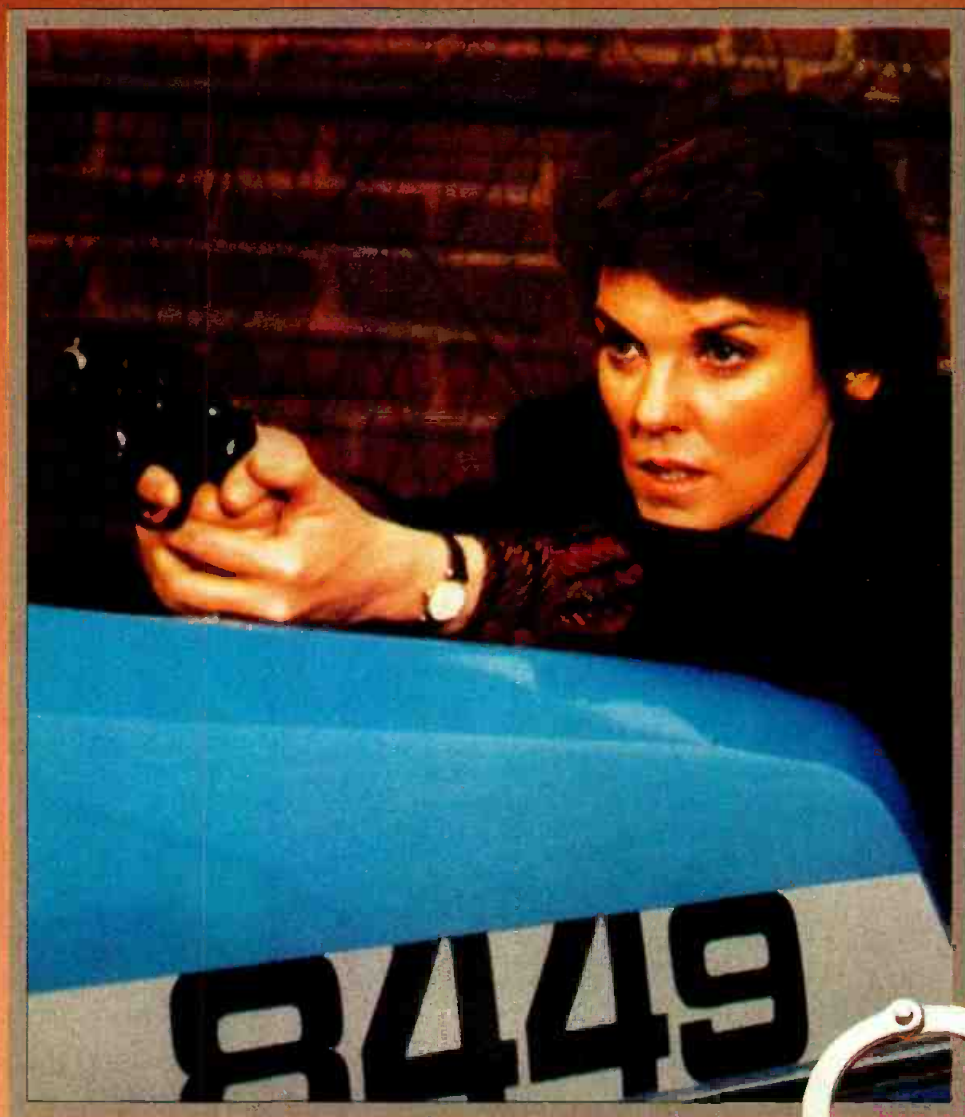


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FOR FALL '87 STRIPPING.**



ORION

Honey Baked Ham Co. □ In pre-Thanksgiving and pre-Christmas thrust, company has scheduled three-week flight starting Nov. 19 in 13 markets on radio and four on television. Commercials will be slotted in all dayparts. Target: adults, 25-54. Agency: Mills Hall Walborn, Cleveland.

Gordon's Jewelers □ Institutional campaign will be conducted for one week in 175 markets, starting in mid-November. Television and radio will be used in some markets and either radio or TV in others. Commercials will run in all time periods. Target: adults, 18-49. Agency: Goodin, Dannenbaum, Littman & Wingfield, Houston.

Advantage

September stats. National spot radio business for September rose 10% over September 1984, to \$91,064,000, according to Larchmont, N.Y.-based Radio Expenditure Reports, which confidentially collects data each month from 15 station representatives. For year to date (January through September), billings were up 8.6% over comparable period year ago, to \$659,665,400. But when RER adjusts 1984 data to compensate for variance of standard broadcast week between 1984 and 1985, increase comes to 11.4%.

□
MSC advance. Radio Advertising Bureau said last week that theme for its sixth annual Managing Sales Conference (MSC), scheduled for Feb. 1-4 at Amfac hotel adjacent to Dallas-Fort Worth Airport, will be: "It's what you learn after you know it all that counts." Quotation, which is attributed to former UCLA basketball coach John Wooden, was described by Gary Stevens, Doubleday Broadcasting president and conference chairman, as reflecting "our belief that radio sales managers need to be continually learning. We've programed the sessions to provide opportunities for all managers—veterans and beginners—and all participants—first-timers or repeat attendees—to get the biggest return in ideas and marketing strategies for the investment of time and dollars." Registration, limited to 1,000 persons, is open only to RAB members. Fee is \$345 before Jan. 1 and \$395 thereafter. Conference will emphasize "teaching environments" where attendees can directly benefit from and interact with subject matter presented and people doing presentations, said Stevens. Keynoter for four-day conference will be Denis Waitley, leading sales consultant and motivational speaker. Other featured speakers include: Arthur Gunter, president and chief operating officer of Pizza Hut, who will define skills radio salespeople need; Dr. Ruth Westheimer, sex therapist and radio and cable TV personality, who will share secrets for communicating with people in difficult situations; Dr. Tony Alessandra, who will examine his new concepts of "nonmanipulative selling," and Zig Ziglar, sales motivator, who will look at personal and psychological aspects of sales and relate successful selling to state of mind. Half-day forum sessions will deal with "Juggling Stress," taught by Dr. Steve Allen Jr.; "Hiring the Best," offering tactics for identifying, recruiting, interviewing, hiring and motivating top-notch salespeople, taught by Charles Warner, director of mass communications at Menlo College, and "Theory of 21," sales success tips from Chuck Reeves, author of book of that title. Scheduled entertainers are Judds, named "Best Vocal Group of 1985" by Country Music Association, and country singer Louise Mandrell.

□
TVB winners. Wcco-TV Minneapolis was top winner in 1985 TVB/Sales Advisory Committee station commercials competition with on-air promotional spot that was victor in two categories: "best all-around" and "best on-air" commercial. Other first-prize winners were commercial for First Tennessee Bank, submitted by WTVF-TV Nashville, in market category one to 50; spot for Pierre's of Exchange Street, produced by WCHS-TV Portland, Me., in market 51 to 100, and commercial on KREY-TV Grand Junction, Colo., produced and entered by KREY-TV in markets 101 and smaller.

□
Sales helper. SoftPedal Inc., Atlanta, is making official introduction of its new microsoftware system, \$ALLY, during Television Bureau of Advertising's annual meeting in Dallas, Nov. 20-22, and has signed agreement with Jefferson-Pilot Data Systems, Charlotte, N.C., for joint marketing of new sales and research information tool. \$ALLY is described as "more sophisticated" version of SoftPedal's other availabilities and packaging system, \$el-a-Vision which has achieved 6% share of market in past 15 months, according to company spokesman. \$ALLY is positioned as sales and research tool for stations engaged in competitive selling and requiring quickly various types of information, including demographic data and future audience estimates. System is available for \$500 to \$750 per month, depending on market and additional \$125 per month for update material.



Soft Pedal's \$ALLY

Broadcasting Publications Inc.

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Sol Talshoff (1904-1982)

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Donald V. West, vice president.
David N. Whitcombe, vice president.
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Editorial Consultant

Rocco Famighetti (New York)

Broadcasting & Cablecasting

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Scott Barrett, editorial assistant.
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Hollywood: 1680 North Vine Street, 90028.
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Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



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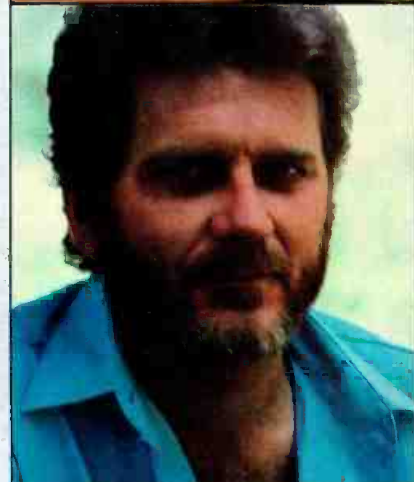
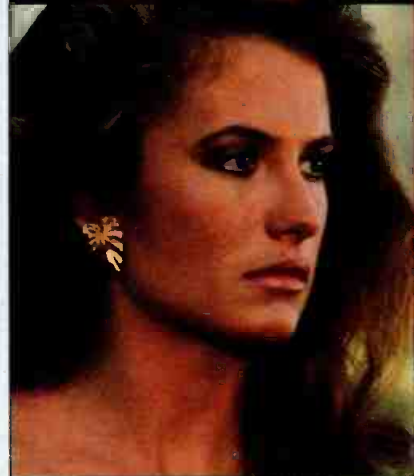
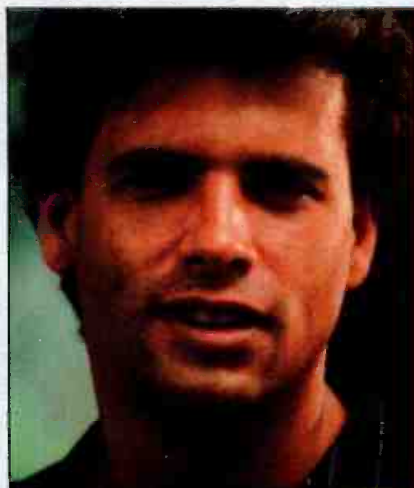
Founded 1931. *Broadcasting-Teletesting* * introduced in 1946. *Television* * acquired in 1961. *Cablecasting* * introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1985 by Broadcasting Publications Inc.

TELEVISION. Cablecastings.

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LORIMAR®

This week

- Nov. 10-13**—*Association of National Advertisers* 76th annual meeting. Boca Raton hotel, Boca Raton, Fla.
- Nov. 10-14**—*Public Broadcasting Service* Program Fair. Bellevue Stratford hotel, Philadelphia.
- Nov. 11-14**—*National Association of Regulatory Utility Commissioners* annual convention. Marriott Marquis hotel, New York.
- Nov. 12**—*International Radio and Television Society* "Second Tuesday" seminar. Topic: "Radio: Tooling Up for the 1990's," with Bob Hosking, CBS Radio; Nick Verbitsky, United Stations; Dick Harris, Westinghouse Broadcasting and Cable; Norm Pattiz, Westwood One; Sherry Henry, WOR, and Sondra Michaelson, Dancer Fitzgerald Sample. Viacom Conference Center, New York.
- Nov. 12**—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington.
- Nov. 13**—"The Entrepreneurial Woman," panel sponsored by *Washington chapter of American Women in Radio and Television*. National Association of Broadcasters, Washington.
- Nov. 13**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert Weisberg, general manager, Bravo. Copacabana, New York.
- Nov. 13**—*American Women in Radio and Television, Philadelphia chapter*, luncheon honoring Dr. Ruth Westheimer, psychosexual therapist appearing on radio and television. Four Seasons hotel, Philadelphia.
- Nov. 13-14**—*Ohio Association of Broadcasters/Broadcast Financial Management Association* financial managers meeting. Holiday Inn Airport, Columbus, Ohio.
- Nov. 13-15**—*Oregon Association of Broadcasters* fall conference. Hilton hotel, Eugene, Ore.
- Nov. 13-15**—*Nevada Broadcasters Association* fall convention. Alexis Park hotel, Las Vegas.
- Nov. 13-16**—*Society of Professional Journalists/Sigma Delta Chi*, national convention, hosted by Valley of

■ Indicates new entry

the Sun chapter. Keynote: Allen Neuharth, chairman, Gannett Co. Phoenix Hilton.

- Nov. 14-15**—"Mergers and Acquisitions in the Communications Industry," seminar sponsored by *Law & Business Inc., Harcourt Brace Jovanovich*. Omni Park hotel, New York. Information: (800) 223-0231.
- Nov. 14-16**—16th annual Loyola National Radio Conference, sponsored by *Loyola University* and non-commercial *WLUW(FM) Chicago*. Holiday Inn, Mart Plaza. Chicago. Information: (312) 670-3207.

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

Nov. 15—*Women in Communications, New York chapter*, meeting. Topic: business protocol. McGraw-Hill building, New York.

Nov. 15—*International Film & TV Festival of New York* 28th annual awards ceremony. Sheraton Center hotel, New York.

Nov. 15-17—*Foundation for American Communications* journalism conference on environment. Houstonian, Houston.

Nov. 15-17—*Women In Film* festival, sponsored by *Women in Film and California First Bank*. Directors Guild of America Theater, Los Angeles. Information: (213) 613-0593.

Nov. 15-17—*Alpha Epsilon Rho, National Broadcasting Society*, Great Lakes regional convention. Eastern Michigan University, Ypsilanti, Mich. Information: (301) 983-3280.

Nov. 16—Deadline for nominations for 1986 Editor of the Year Award, presented by *National Press Foundation*. Information: NPF, 1160 National Press Building, Washington, 20045.

Nov. 16—*Alpha Epsilon Rho, National Broadcasting Society*, West regional convention, hosted by *Pepperdine University*. Pepperdine campus, Malibu, Calif.

Also in November

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

Nov. 19—*Awards for Cable Excellence* luncheon for winners in ACE Award competition, sponsored by National Academy of Cable Programming. Speaker: Jack Valenti, president of Motion Picture Association of America. Beverly Hills hotel, Los Angeles. Information: (213) 278-3940.

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

Nov. 19—*Northern California Broadcasters Association* membership luncheon. Speaker: Gerrold Rubin, president, Needham Harper Worldwide. Topic: California lottery advertising account. Trader Vic's, San Francisco.

Nov. 19-21—National television issues conference, "Television 1985-86: Issues for the Industry and Audience," sponsored by *Hofstra Television Institute, Hofstra University*. Hempstead, N.Y. Speakers include Frank Stanton, president emeritus, CBS Inc.; Brandon Tartikoff, NBC Entertainment; James Duffy, ABC Broadcast Group; James Rosenfield, CBS/Broadcast Group; Bruce Christensen, PBS; James Quello, FCC; Charles Dolan, Cablevision, and George Back, All-American Television. Information: (516) 560-6800.

Nov. 20—Sixth annual Chet Huntley Memorial Lecture, sponsored by *New York University, NBC and Levine, Huntley, Schmidt and Beaver*. Speech to be delivered by Diane Sawyer, CBS's *60 Minutes*. Topic: "When the History of Television News is Written." Loeb Student Center, New York University, New York.

Nov. 20—*American Women in Radio and Television, western New York chapter*, meeting. "Seoul-Selling: The 1988 Olympics in Korea," featuring Robert Prazmark, VP, International Sports and Leisure Marketing. Hyatt Regency, Buffalo, N.Y.

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

Nov. 20-26—Seventh annual New York World Television Festival, underwritten by *NATPE International, Kodak, IBM and SFM Media*. Invitational reception: Lotos Club, New York. Screenings: Mark Goodson Theater, New York. Other festival activities: Department of

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.

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.

March 15-18, 1986—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Con-

Major Meetings

vention Center. Future convention: May 17-20, 1987, Las Vegas.

April 13-16, 1986—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center. 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 27-29, 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 Ho-

tel Galleria, Dallas.

June 2-5, 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—*Cable Television Administration and Marketing Society* annual convention. Vestin 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.

Cultural Affairs. Information: (212) 757-7232.

Nov. 21—Bay Area animation showcase, sponsored by *International Animation Association, Bay Area chapter*. Bank of America Center, San Francisco.

Nov. 21-22—"The Role, Scope and Relevance of International Facilities Planning," meeting sponsored by *Washington Program of the Annenberg School of Communication*. Madison hotel, Washington.

Nov. 22-24—*Intercollegiate Broadcasting System* West Coast regional convention, hosted by noncommercial KFJC-FM Los Altos, Calif. Sainte Claire Hilton, San Jose, Calif.

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

Nov. 26—Presentation of winners of fourth annual World Hunger Media Awards, funded and sponsored by entertainers Kenny and Marianne Rogers. United Nations, New York.

Nov. 26—*International Radio and Television Society* newsmaker luncheon. Speaker: Pete Rozelle, commissioner, NFL, Waldorf-Astoria, New York.

December

Dec. 1—Deadline for papers for Fifth International Conference on Television Drama, sponsored by *Michigan State University*. Information: Ellen Serlen Uffen, MSU, (517) 355-4666.

■ **Dec. 1**—Deadline for entries in *Women in the Director's Chair* festival, to be held in Chicago in March. Information: (312) 477-1178.

Dec. 1-3—Videotex and teletext conference, sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey, Calif. Information: (617) 267-9425.

Dec. 2-6—*North American Section, World Association for Christian Communication*, 16th annual conference. Hilton Inn, Fort Lauderdale, Fla. Information: (313) 962-0340.

Dec. 3—*National Cable Television Association's National Academy of Cable Programming ACE* awards ceremony and dinner. Beverly Theater and Beverly Wilshire hotel, Los Angeles.

■ **Dec. 3**—*American Advertising Federation's* ninth annual advertising law and public policy conference. Loews L'Enfant Plaza hotel, Washington. Information: (202) 898-0089.

Dec. 3-6—*North American Telecommunications Association* annual convention and showcase. Infomart, Dallas. Information: (202) 296-9800.

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

Dec. 4—*Direct Broadcast Satellite Association* annual meeting. Mayflower hotel, Washington. Information: (703) 768-9495.

Dec. 4-5—"World Telecommunications," conference sponsored by *Financial Times*, examining relationship between business and telecommunications. Hotel Inter-Continental, London. Information: (01) 621-1355.

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

Dec. 5—*Massachusetts Institute of Technology* communications forum on high-definition television. Bartos Theater, Wiesner Building, MIT, Cambridge, Mass. Information: (617) 253-3144.

Dec. 5-6—"Cable Communications Act: A Legislative Analysis and Update," workshop sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives, Washington. Information: (202) 737-8563.

Dec. 6—Deadline for entries in 26th international broadcasting awards, honoring "world's best television and radio commercials of 1985," sponsored by *Hollywood Radio and Television Society*. Information: HRTS, 5315 Laurel Canyon Boulevard, North Hollywood, Calif. 91607.

Dec. 6—*Broadcast Pioneers, Washington area chapter*, sixth annual awards banquet. Kenwood Country Club, Bethesda, Md.

■ **Dec. 6**—Deadline for entries in *Global Village's* 12th annual documentary festival. Information: (212) 966-7526.

Dec. 6-8—*Alpha Epsilon Rho, National Broadcast-*

ing Society, Southeast regional convention, hosted by *University of Central Florida, AERho chapter*. University of Central Florida campus, Orlando, Fla.

Dec. 7—*Associated Press TV-Radio Association of California-Nevada* regional seminar on "creative use of sound for radio and TV" and "treatment, misconcep-

tions and impact of AIDS." Oakland Airport Hilton, Oakland, Calif.

Dec. 8-9—*NBC* midseason promotion executives conference. Doral Country Club, Miami.

■ **Dec. 10**—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington.

Stay Tuned

A professional's guide to the intermedia week (Nov. 11-17)

Network television □ **ABC:** *Shadow Chasers** (comedy series), Thursday 8-10 p.m.; *The Execution of Raymond Graham* (live drama), Sunday 9-11 p.m. **CBS:** *North Beach & Rawhide* (two-part drama), Tuesday and Wednesday, 8-9 p.m.; *Wild Horses* (drama), Tuesday 9-11 p.m.; "Rocky III" (drama), Saturday 9-11 p.m.; *Kane & Abel* (three-part mini-series), Sunday 8-11 p.m., continuing Monday and Tuesday, 9-11 p.m. **PBS** (check local times): *The Unknown Soldier* (documentary), Monday 10-11 p.m.; *Shielding America: Can 'Star Wars' Make Us Safe?* (documentary), Tuesday 10-11 p.m.; *The Times of Harvey Milk* (documentary), Wednesday 9-10:30 p.m.; *Aaron Copland's 85th Birthday with Zubin Mehta and the New York Philharmonic* (tribute), Thursday 8-10 p.m.; *Master Harold... and the Boys* (drama), Friday 9-10:30 p.m.; *Jinx* (ballet), Friday 10:30-11 p.m.

Network radio □ **NBC Radio Entertainment:** *Live Album Party* (musical special), Tuesday 10-11 p.m.

Cable □ **Arts & Entertainment:** *The Testament of John* (dramatic play), Tuesday 9-11:30 p.m.; *In the Mainstream: The Cleveland Quartet* (portrait), Thursday 8-9 p.m. **Cinemax:** *Emo Philips* (stand-up comedy), Sunday 9:30-10 p.m. **CNN:** *Coverage of summit in Geneva*, Friday through Nov. 21 within news programs at 7 a.m. and 3, 5, 8 and 10 p.m. **The Disney Channel:** *The Blue Yonder* (adventure/fantasy), Saturday 8-9:30 p.m. **HBO:** *The Velveteen Rabbit* (animated special), Thursday 4:30-5 p.m.; *Rich Little & A Night of 42 Stars* (one-man comedy show), Saturday 10-11 p.m.; "Places in the Heart" (drama), Sunday 8-10 p.m. **Lifetime:** *Diabetes: Update '85* (live infomathon), Monday 9-11 p.m. **The Nashville Network:** *Decade of Thrills* (documentary), Sunday 11 a.m.-12:30 p.m. **WTBS(TV) Atlanta:** *World War III* (drama), Wednesday and Thursday, 8:05-10:05 p.m.

Syndication □ **Union of Concerned Scientists:** *From Trinity to Star Wars* (live video conference), Tuesday 8-10 p.m. over many PBS and cable TV stations.

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

Open Mike

Old timers

EDITOR: Some issues never seem to get resolved, and perhaps this one never will. We thought it had been given a decent burial with the publication of a scholarly piece by Joe Baudino and Dr. John Kittross in the *Journal of Broadcasting* back in 1977. Not so. In your Sept. 2 coverage of the Evening News Association takeover, that company is quoted as saying: "ENA is the nation's longest continuing broadcasting licensee." Also not so. On page 75 of the *Journal of Broadcasting* account, the authors point out that "the station we now know as WWJ was in fact an amateur licensee with the call letters 8MK when it transmitted on Aug. 20, 1920." The article goes on to point out that according to the Department of Commerce records, *The News* itself did not hold any type of radio license during the period the 8MK amateur license was in use. "The first license issued to *The News* was a broadcasting license with the call letters WBL dated Oct. 13, 1921, for a period of one year."

Since we are having a book written on the history of Westinghouse Broadcasting, such things grab our attention more than they otherwise might.—*Wallie Dunlap, senior vice president, Group W, Washington.*

Philadelphia story

EDITOR: Regarding your "Closed Circuit" in the Nov. 4 issue concerning the settlement of our Philadelphia (WHAT[AM]-WWDB[FM]) litigation:

Anyone unfamiliar with the case would read that report and wonder what the world is coming to. The only allegations mentioned in the article related to lottery broadcasts. These were indeed a major element of our two and a half years of effort challenging the licenses. However, nowhere in the article did you mention that the majority of the work went into litigation of 20 individual discrimination complaints against the stations before the Equal Employment Opportunity Commission, the Pennsylvania Hu-

Errata

Report on WNEV-TV Boston's conversion to stereo sound in Oct. 28 "Technology State of the Art" report incorrectly referred to **costs incurred by station for upgrade of its Larcen transmitter**. The transmitter was stereo-ready and required no modification.

man Relations Commission and the FCC. This is by far the most widespread and complex EEO litigation in the history of broadcasting, involving more complaints, more charges, and more forums and complaints than have been involved in any other EEO case. The commission, while not designating an EEO issue for hearing, did state in its hearing designation order this past April that it might wish to revisit the EEO allegations upon conclusion of the proceedings before the Pennsylvania Human Relations Commission.

Moreover, the critical factor in evaluating the fairness of a reimbursement of legal expenses is the relationship between the costs claimed and the time expended, not simply the raw number without context to explain it. This case consumed 1,075 hours of lawyers' time and nearly 400 hours of researchers' time on behalf of the citizen groups and individual EEO litigants. (We do not know how much time was spent by the defense legal team or the two competing applicants' lawyers.)

The article also reports that NBMC is to receive \$50,000 annually for five years for "consulting" services. NBMC is contractually committed to spend all these funds on four specific EEO-related projects in Philadelphia: an extensive job search and EEO review program for WWDB; an annual seminar for career counseling and training of minority youth interested in broadcasting; another annual seminar for broadcast executives on methods of improving EEO performance, and creation of the Philadelphia Media Job Bank, a formal mechanism to bring minority broadcast employees and potential employees together with broadcast employers. These are well thought-out, constructive programs that will make Philadelphia a better place for minorities to work in broadcasting, and a better place to be a broadcaster.

People expect us to feel awkward about this settlement. I don't know why. We're exceptionally proud of the settlement, the work we put into the litigation, and the commitments we will fulfill in the years ahead to help make Philadelphia a better place for broadcasting.—*Pluria W. Marshall, chairman, National Black Media Coalition, Washington.*

Buying motivation

EDITOR: A short comment on the letter by Timothy Marsh in the Oct. 28 issue:

Wouldn't it be great if we could sell our products because of a good combination of innovation, quality and price, instead of trying to rely upon the "red-white-and-blue" hearts of our customers?

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... JAMAICA INN" ...
... ONIGHT!
... WSPR Adv.
... JAMAICA INN In 19th-cent
... gland, Mary Yellan
... mid a clientele of thieves and
... murderers her truest friend is her
... uncle's roguish, but charming
... brother. Costars: Patrick
... McGoochan, Billie Whitelaw. (Part 1
... of 2)
... USA MOVIE "Targets" (1968) Boris
... Karloff, Tim O'Kelly. An aging hor-
... ror-movie star tries to reason with
... a murderous sniper at a drive-in
... movie theater.
... CBN 700 CLUB
... LIFE AMERICA TALKS BACK
... CNN LARRY
... SPN NASHVILLE NOW
... SPN LOOKING EAST
... IBM PRESENTS
... ★ CHRISTOPHER
... COLUMBUS
... THE UNTOLD STORY WXYZ Adv.
... 23 CHRISTOPHER COLUMBUS
... the 15th century. Genese
... failures to win support from the
... Queen and King of Spain (Faye
... Queen and King Williamson) for a
... away. Nicol voyage west to
... ocean voyage finally,
... Indies, finally,
... em-

considerations represents a nontariff trade barrier, the same idea we complain that other countries are using to restrict the sale of our products. Do we believe in a market economy or not?—*Harold Hallikainen, Hallikainen & Friends, San Luis Obispo, Calif.*

Man of the 'Hour'

EDITOR: In an article titled "Telethon to Provide Ethiopian Update," appearing on page 74 of your Oct. 21 issue, Gary Collins is identified as being the host of *PM Magazine*.

He is now, and has been from its inception six years ago, the host of *Hour Magazine*. Both shows are out of Group W, and that may possibly account for the mixup.—*Dan Jenkins, vice president, television, Rogers & Cowan Inc., Los Angeles.*

Monday Memo

A record lyric commentary from Norman Pattiz, Westwood One Radio Networks, Culver City, Calif.

Rating record lyrics: cracking open the door to censorship

In the next few months, American record buyers will have something new to look for as they contemplate their purchases—warning labels, attached to each disk and cassette, alerting parents that this material may contain "Explicit Lyrics—Parental Advisory." Or in other words, what we hear may be hazardous to our morals, as judged by someone who works for a record company. Amazing! How did we ever exist all these years without such guidance?

This all comes as a compromise settlement in a War of Initials: PMRC (The Parents Music Resource Center), a newly formed group of Washington political wives that seeks to rate records according to lyric content, versus RIAA (the Recording Industry Association of America), which apparently seeks to placate the PMRC.

Not to be outdone, another organization—our own NAB (National Association of Broadcasters)—jumped into the fray with the suggestion that record companies send along lyric sheets to radio stations, presumably so that program directors will know the content of the songs they play on the air.

What all this invites, of course, is industrywide chaos—not to mention the ugly prospect of censorship poking its way through the now-opened crack in the door. Yes, our side blinked first. We will now have warning labels. Let's examine the folly of that for a moment.

Take a typical 14-year-old who goes into a record store—without his parents, as is usually the case—and spies an album by a group or artist he's never heard of. He sees a red flag waving at him that says "Explicit Lyrics—Parental Advisory." What does he do? He buys the record because he has the money, he knows his parents probably won't like it and he's 14 years old, and 14-year-old kids have been rebelling against parental authority since the days we all lived in caves.

Thus, in their headlong rush to judgment, the PMRC and RIAA became unwitting accomplices in making these so-called "X-rated songs" more attractive and accessible to the very members of the public they're trying to protect.

This rather significant irony is complicated by another small item that perhaps got lost in the shuffle: Who is to decide what constitutes "Explicit Lyrics"? According to



Norman J. Pattiz is the chairman and president of Westwood One Radio Networks, Culver City, Calif., a company he founded in 1974. Westwood has more than 30 regularly scheduled music programs airing on some 3,800 U.S. radio stations. On Sept. 16, Westwood signed an agreement to purchase the Mutual Broadcasting System from Amway Corp. for an estimated \$30 million.

the RIAA dictum, each record company will make its own determination. Which means that what may be considered explicit on label A, might not be on label B, and so on down the line.

Now that the recording industry has decided to define the issue of obscenity, it has taken on a task that the Supreme Court of the United States has been unable to perform for more than 200 years.

The point of this is not to poke fun, but to address the very dangerous precedent that's being set here. Once anyone starts dictating what people can't hear, the next logical step is to dictate what they can hear. And then will come the predictable fallout of secondary boycotts of advertisers, who'll be pressured to withdraw their ads from radio stations that play "offensive material." As the domino theory progresses, stations can then put the heat on record companies to purge their rosters of any new or marginal artists who, according to whoever is making the decisions that day, haven't "cleaned up their acts."

If that doesn't shake down the stragglers, how about some good old-fashioned record burnings? The disco record bonfires of a few

years ago would look like backyard barbecues compared to the beacon of heat that might rise from the collected history of rock music offenders.

Which is one more reminder that rock music seems to be the sole focus of complaint here. We haven't heard word one about country music, for which sex, guns and "cheatin' songs" are a time-honored tradition. And God knows how many operas we'd have to remove from the record shelves for their, uh, "explicit lyrics."

No, instead the watchdogs wish to protect us from the Twisted Sisters of the world—which is, I suppose, a point of view that at least contains some historical precedent.

During the tame, conservative 50's, religious leaders throughout the country rose in self-righteous fury against that "devil's music," rock 'n' roll—paying particularly close attention to the man they felt ranked just a notch or two below Satan himself, Elvis Presley.

They felt, with every good intention, that Elvis and his many musical followers were leading America's youth down an evil path and that rock music, for the good of everyone concerned, should be banned from all airwaves and record stores.

The music survived, of course—as did the vast majority of the young people who listened to it, and who continued to listen throughout the 60's and 70's and similarly lived on to become productive members of society.

Now, however, as America has shifted once again toward the tide of conservatism, we have another group of well-meaning watchdogs who wish to attach their morals and sensitivities to the rest of us—all for our own good, of course.

There is no argument that abuses do exist. There are songs that I personally find objectionable and offensive and wouldn't want to see in the hands of impressionable young people.

But when you measure that against the idea of setting up bureaus of censorship to dictate a streamlined system of values to everyone else, that's when the cure becomes far worse than the disease.

That's also why it's doubly distressing that the RIAA has capitulated to the pressure of a relative few, rather than withstanding it to rely on the good judgment of the marketplace.

Political and moral climates shift with the times. Unfortunately, the laws that are enacted during the occasional odd pockets of hysteria are much harder to get rid of. ❏



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Los Angeles	KTLA	35
Philadelphia	WTAF	36
Washington	WDCA	42
Dallas	KTXA	36
Pittsburgh	WPGH	34
St. Louis	KPLR	40
Baltimore	WNUV	35
Hartford	WTIC	40
Cincinnati	WXIX	69
Charlotte	WCCB	51
Columbus	WTTE	34
Salt Lake City	KSTU	72
Grand Rapids	WXMI	65
Providence	WSTG	34
Harrisburg	WPMT	44
Dayton	WRGT	39
Tulsa	KOKI	51
Richmond	WRLH	54
Mobile	WPMI	61
Knoxville	WKCH	38
Jacksonville	WAWS	64
Rochester	WUHF	46
Cedar Rapids	KCRG	74
Jackson, MS	WDBD	37
Evansville	WTVW	57
Ft. Wayne	WFFT	64
Peoria	WBLN	29
Madison	WKOW	39
Lafayette	KADN	42
Columbus, GA	WXTX	50
Wausau	WAOW	87
Boise	KTRV	56
Gainesville	WBSP	40
San Angelo	KIDY	60
Laredo	KLDO	61

Source: NSI, July 85




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52-week strip of hard-working half-hour sitcoms starts Dec. 30.

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Los Angeles	KTLA	46
Philadelphia	WTAF	70
Dallas	KTXA	28
Cleveland	WCLQ	40
Atlanta	WATL	25
St. Louis	KPLR	64
Hartford	WTIC	45
Cincinnati	WXIX	69
Salt Lake City	KSTU	44
Grand Rapids	WXMI	25
Norfolk	WTVZ	30
Mobile-Pensacola	WPMI	95
Jacksonville	WAWS	38
Green Bay	WXGZ	37
Rochester	WUHF	58
Omaha	KETV	37
Champaign	WRSP	28
Cedar Rapids	KCRG	53
Lincoln-Hastings-Kearny	KBGT	37
Evansville	WTVW	81
Ft. Wayne	WFFT	49
Augusta	WJBF	67
Madison	WKOW	54
Binghamton	WMGC	47
Columbus, GA	WXTX	54
Wausau	WAOW	68
Tallahassee	WTXL	39
Boise	KTRV	63
Clarksburg	WDTV	94
San Angelo	KIDY	82
Laredo	KLDO	42
Victoria	KVCT	87

Source: NSI, July 85

into one dynamite strip: We're adding "The Flying Nun" to "Gidget" to make a full 52-week winner.

Unique and distinctive, "The Flying Nun" had a happy 3-year run on ABC, averaging a solid 26 share on the third-ranked network. (NTI)

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Broadcasting Nov 11

Vol. 109 No. 20

TOP OF THE WEEK

AM: Band on the Run

The past 10 years have seen the elder band fall from ratings and revenue grace as better sounding FM stations captured young listeners; but it's not giving up; survival tactics include help from the FCC, AM stereo, new formats and the old standbys of community involvement and full-service programming

Back in the early 1960's, the FCC, in a manifestation of its passion for diversification of station ownership, was considering breaking up AM-FM combinations, but said it would defer such action until FM broadcasting, still a medium of uncertain promise, had demonstrated the strength to stand alone. In the early 1970's, Post-Newsweek Stations, concerned about what was perceived as an inexorable march to deconcentration, and seeing an opportunity to polish an already bright image at the FCC, took the first step to break up its AM-FM-TV combination in Washington (where the stations were co-owned with *The Post*) by donating the FM to the predominantly black Howard University. Last month, Regency Broadcasting, a new company formed by Carl Hirsch, the former president of Malrite Communications Group, paid a record \$44 million for an FM in Los Angeles (BROADCASTING, Oct. 28). Those landmarks will do as well as any to chart the soaring popularity of FM broadcasting.

But that graph has a flip side, a dark side, that charts the decline of AM broadcasting, the nation's pioneer broadcasting system. Signs of that decline are everywhere. There was the announcement two weeks ago of Metromedia Inc.'s sale of its AM in Denver for \$11 million—\$4 million less than it paid Doubleday Broadcasting for the station in 1981 (BROADCASTING, Nov. 4). Another was the petition the National Association of Broadcasters filed with the FCC last month seeking a rule-making to strengthen—*rescue* might not be too strong—AM broadcasting (BROADCASTING, Oct. 14). And a major proposal in the package calls for elimination of the duopoly rule as it applies to AM ownership—an idea that first surfaced in a speech by a key FCC official, Mass Media Bureau Chief James McKinney. Times change.

The present state of affairs has been developing for a number of years. In the late 1970's, the line charting AM's loss of audience crossed the line charting FM's rising audience. Where AM commanded 70% of the radio audience in 1973, today the 5,000 commercial AM's hold about 30%; the

4,200 commercial FM's, 70%. (If the decline in the AM audience were to continue at its present rate, AM stations would have zero listeners by the mid-1990's. However, the leveling off in FM's growth that would be expected appears to be occurring, according to Arbitron Ratings reports.) What makes those figures even more depressing—at least for owners of most AM stand-alones—is that the universe of radio listeners is fairly constant. In the last 10 years it has grown only about 2.5 million to about 25 million, according to Statistical Research Inc. As a result, it would seem that any substantial resurgence in AM would come at the expense of FM, obviously a tough competitor.

For years, AM operators took some solace in noting that AM's revenues were standing up pretty well in the face of the loss of shares. After all, while FM stations might be able to brag about boxcar audience numbers, those numbers often represented, in large part, teen-agers. And a city's Cadillac distributor, an AM licensee might sniff, is not interested in reaching teen-agers. But George Rivin, of Miller, Kaplan, Arase, a Los Angeles certified public accounting firm that produces economic reports for broadcasters, developed figures indicating an erosion of AM revenues. He said that out of 30 markets the firm normally monitors, he reviewed detailed figures in seven that account for 75% of the revenues—Los

Angeles, Miami, Denver, San Francisco, Seattle, Salt Lake City and Boise, Idaho (chosen to provide insight into a smaller market). "We found that for the year ending in September 1985, AM revenues accounted for 38.8% of the total, against 41.4% a year ago." Nationally, he said, the comparable figures were 40.1% and 43.1%. "So there has been a significant decline," he said.

A financial study the National Association of Broadcasters filed with the FCC with its request for a duopoly rulemaking tended to confirm that report. It showed profits of FM stations rising in an almost vertical line beginning in 1981, regardless of general economic trends. AM-FM combi-



Continues on page 46

NBC TAKES OVER IN PRIME TIME

At last, first

Many in broadcasting and advertising see the network winning its first prime time season; other networks caution it's too early to call before midseason replacements

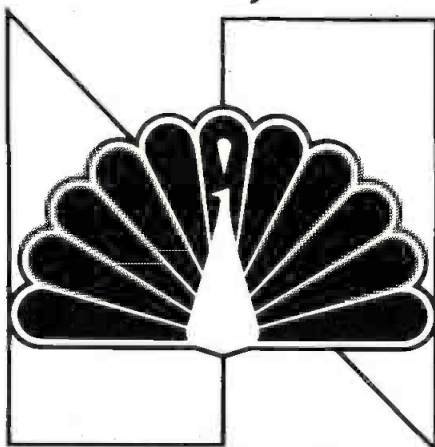
For the first time since its birth as a television network 45 years ago, NBC is the odds-on favorite to win the prime time ratings race. Although the 1985-86 television season is just seven weeks old—and national ratings are available for only six—the growing consensus on Madison Avenue, Wall Street and Hollywood Boulevard is that NBC will overtake CBS this season in the prime time ratings, ushering in the first major reordering of network standings in a decade.

If CBS is nudged out of first place this season it will not be an event lightly noted along broadcast row in New York: Since measurement of three-network competition began in 1956, CBS has reigned over prime time as if by divine right, winning 25 of the past 29 seasons. CBS lost to ABC in 1970-71 and again in the 1976-77, 1977-78 and 1978-79 seasons.

But NBC's momentum, according to advertising agency media buyers, is approaching critical mass. It is a momentum with roots in the winter of 1984 when, coming off a disastrous fall that saw all nine of its new prime time series bomb immediately out of the gate, its mid-season replacements, including *Riptide*, *Night Court* and *TV's Bloopers & Practical Jokes*, performed well and helped the network do well during that summer's rerun cycle.

Last season, NBC was the only network to realize an improvement in its prime time standing over the other two networks—it was up 8.2% in regular series programming compared to a 6.5% drop for CBS and a 10.2% decline for ABC—as it rose for the first time in eight seasons from third to second place. And then NBC roared into the 1985-86 season after it snuck past CBS by 0.1 of a rating point based on the September 1984 to September 1985 52-week average.

Now NBC has gone beyond its prime time demographic lead of last year to become the number one network in total households as



well (see page 57). During the first six weeks NBC has averaged a 17.5 rating, compared to a 16.7 for CBS and a 15.3 for ABC. ABC, because of the mini-series *North and South*, is expected to win the seventh week of the season (Nov. 4-10). "It may be too early," cautioned John M. Otter, senior vice president at McCann-Erickson and one-time head of network sales at NBC, "but I think every indication is NBC will be number one in households [this season]. I think they are doing better than even they thought they would." Another media department head at a top New York agency, when asked if it was too early to call the season for NBC, replied: "Hell no. It looks pretty clear to me."

Not all network television savants are willing to give the season to NBC, especially when the networks are less than halfway through the November sweeps and prime time schedules are still bobbing in the wake of baseball playoffs on NBC and a seven-game World Series on ABC. Also warning against early predictions are CBS programming executives, who point out that their network still has some specials up its sleeve: the seven hour mini-series *Kane and Abel* and a two-part made-for-TV movie, *Doubletake*, both this month, in addition to the Dec 11 premiere of two new sitcoms: *Mary*, starring Mary Tyler Moore, and the in-house production, *Foley Square*. Those series will be scheduled in the Wednesday 8-9 p.m. time period opposite NBC's *Highway to Heaven* and ABC's *The Insiders*.

Cautionary warnings aside, when the NBC affiliate board begins a four-day round of meetings with NBC executives today in St. Thomas, Virgin Islands, the mood is likely to be even more jubilant than when all the affiliates met for their annual convention last May. In previous years, related one NBC executive, the quarterly affiliate board meeting was a gathering of "whips and chains." But this time around, assured NBC affiliate board chairman James T. Lynagh, it "will be a very positive meeting."

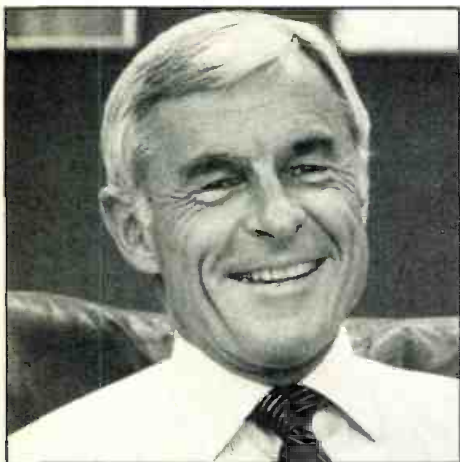
Yet the meeting will not be issueless, said Lynagh. Between rounds of golf and sets of tennis the board will want to know about NBC's progress in getting involved in the cable news business—either by launching its

own service or acquiring a major interest in Turner Broadcasting System's CNN—exactly how affiliates will benefit from what some of them view as a competing business. Also on the affiliates' minds: where NBC stands on the growing use of stand-alone 15-second commercials, and what the network plans to do about daytime programming—a collection of lackluster game shows and soaps which NBC officials believe is causing it to annually miss out on \$100 million in operating profits.

NBC Chairman Grant Tinker claims he did not have any "grand plan" when he came on board a little over four years ago. But the first priority, he acknowledged, was to address the prime time programming problems because "it's important to a lot of our constituencies, particularly the affiliates." Another reason prime time is important, Tinker added—despite NBC estimates that daytime accounts for 65%-70% of a network's operating profits on only 15%-20% of network revenues, with most of that in the afternoon soap blocks—is because "it's so visible. The outside world, particularly the unsophisticated part of it, assumes that as prime time goes so goes the whole company."

While most of the attention has been focused on NBC's prime time schedule, the real benefit is being accrued by the affiliates who are getting a stronger lead-in to their late local news and higher premiums for adjacent spots. NBC said that an analysis of the 22-market October sweep shows that NBC affiliated stations averaged an 18.3 rating, 6% ahead of CBS affiliates and 18% ahead of ABC affiliates. The Television Bureau of Advertising reports that in the first nine months of 1985, local spot sales on NBC affiliates are up 21% over the first nine months of 1984, while national spot sales on those same affiliates are up 14%. This compares to a local spot increase of 10% and national spot increase of 6% on CBS affiliates, and a 2% increase for local spot and 1% increase for national spot on ABC affiliates (these comparisons exclude the 1984 Olympics on ABC).

Not surprisingly, the higher NBC ratings are motivating stations around the country to



Tinker



Tartikoff

apply for NBC affiliation. And like an Ivy League college, admission is highly selective. Pier Mapes, president of the NBC Television Network, said that NBC lost 25 affiliates, mostly to ABC, during the past 10 years when the network was always last in the ratings. But in the past several months four affiliates have come back to the fold: WSAV-TV Savannah, Ga.; KCEN-TV Temple-Waco, Tex.; KOMU-TV Columbia, Mo., and KTEM-TV Eureka, Calif. Mapes emphasized that NBC is not out to win back the 25 affiliates it lost to ABC—in some cases, he said, the affiliate NBC gained was stronger than the one it lost. "There are many markets we will pass on because margins in terms of audience are too small." Instead, Mapes said, NBC is targeting potential affiliates with strong news operations because, in the eastern and pacific time zones, it is the local newscast that leads into the *NBC Nightly News*. "The fate of our national news is dependent on the local stations."

In the top 40 markets, Mapes said, NBC has its sights set on three potential affiliates. Outside of those there are only a handful of other stations NBC has its eye on, he said. "We're not making any quick decisions, either. Switching for the sake of switching is a very bad business decision and not our style. This is not going to be a wholesale effort."

NBC's ascendancy in prime time is picking up momentum now that it has overtaken ABC on Saturday night, and *Miami Vice* consistently has beaten CBS's *Falcon Crest* in the Friday, 10-11 p.m. time period. The only fresh problem appears to be Tuesday night, where ABC's comedy block of *Who's The Boss?* and *Growing Pains* between 8 and 9 has overtaken *A Team* and ABC's *Moonlighting* at 9-10 is giving *Riptide* a run for its money.

But a closer look, suggests CBS's executive vice president of programming Harvey Shephard, shows that the NBC gains may not be as pronounced as they appear. While Shephard acknowledges NBC's rise, he does not concede the prime time season, and advises that the race will not be over until the conclusion of the November sweeps and, perhaps more important, December and January when CBS and NBC introduce their mid-season replacements. "They had a certain amount of stunting which helped them," Shephard said of NBC, and the eventual winner "in large measure will be determined by who is more successful at mid-season and after the sweeps."

According to Shephard, when average ratings for CBS's regular series are compared to NBC's regular series, the difference is not all that worrisome. NBC's prime time strength has been coming from its Sunday and Monday movie nights, he said, where NBC is front-loading big titles ("First Blood," *Family Ties Summer Vacation*, "48 Hours" and the two-part *Long Hot Summer*) early in the season. In addition, Shephard said that NBC's movie nights (Sunday and Monday) are scheduled on nights with higher levels of sets-in-use than CBS's movie nights (Wednesday and Saturday).

NBC Entertainment President Brandon Tartikoff is guarded in his comments about

the outcome of the season. "I won't predict that we're going to be number one," he said, "but I would say at this point you have to look at NBC as the network to beat." The only prediction he will make is that NBC will improve its performance this season over last—and as of Sunday, Nov. 3, NBC was running 8% ahead in prime time compared to a year ago.

Tartikoff has an unusual dilemma on his hands, however: there is the distinct possibility that he has more shows ready for prime time than he has places to put them. "Our mid-season development is better, in some respects, than what we put on this fall," said Tartikoff. "We're going to have the added advantage this year of being able to wait as opposed to rushing those mid-season shows on the air because fortunately there don't appear to be any major collapses taking place on NBC." He points out that with the exception of *Punky Brewster* and *Silver Spoons* in the Sunday 7-8 time period, no NBC regular series—including movies—has gotten below a 20 share. "We don't have any out-and-out disasters on our hands."

On the other hand, Tartikoff acknowledged, NBC has only one sure hit this season compared to the fall of 1984 when it had three: *The Cosby Show*, *Highway to Heaven* and the slow-grow *Miami Vice*. The only new NBC series that falls into the hit category this season is *The Golden Girls*, which has averaged a 19.5 rating/32 share over its five broadcasts. NBC's trump card, *Amazing Stories*, has not lived up to its promotion. Over six episodes it has averaged a

17.9/26 (including two broadcasts out of its regular Sunday 7-9 time period). But Tartikoff said that regardless of the fact that Steven Spielberg's name is attached to the most expensive half-hour in the history of television, (it costs upwards of \$750,000 per episode which puts it in the league of a one-hour action/adventure show), NBC is treating it no differently than other series. "We're going to be patient and we believe there will be a lot of upside in the series."

The NBC programming chief also said he is not going to worry about Tuesday night, where NBC has clearly lost ground to ABC this season. "Look," he said, "we're not the English Empire and Tuesday night is not India. We don't have to believe from now to kingdom come Tuesday night belongs to NBC. I'm not going to disrupt the rest of the network in order to marginally improve one hour on Tuesday night. When I look at mid-season I don't know if Tuesday at 9 is going to be the first time period where I'm going to put a show. There are other time periods where the upside may be greater and accrue more benefits to the overall weekly average."

NBC has earned a reputation, perhaps more than the other networks, of staying out of the creative process of developing television shows. As a result it has been able to attract—and keep—creative talent that either might go to another network or stay out of the television business altogether. And according to Tartikoff, many of the same producers who have made the prime time shows that have made NBC successful have new

Mooney's must-carry musings

It's been two weeks since a delegation of broadcasters called on cable to discuss the possibility of reaching a voluntary agreement on must carry (BROADCASTING, Oct. 28). Broadcasters say they are now waiting to hear from National Cable Television Association President James Mooney. Last week Mooney shared with BROADCASTING his thoughts on the prospects for reaching an accommodation.

"The broadcasters can't transfer the political burden on this to cable merely by dropping on our doorstep a proposal that meets their lowest common denominator needs," Mooney said. "I've got a personal obligation to get back to Bill Schwartz [president and chief operating officer of Cox Enterprises Inc., and a member of the Television Operators Caucus, which participated in the meeting with Mooney] with some kind of reaction, but it's a little much for the broadcast lobbying organizations to go around publicly claiming that they've put the ball in our court. This all got started by their taking a terrific loss in the court that counts most, and nothing has occurred to change the relative strategic positions of the parties." Furthermore, the NCTA president said he didn't "take the broadcasters' offer that seriously." The proposal, he added, looks like the old must-carry rules with "the ability to drop duplicated network signals layered on top of it."

The broadcasters, Mooney suggested, "ought to focus on not bludgeoning us to the table...but come up with a reasonable proposal which meets constitutional demands." And Mooney warned that the Association of Independent Television Stations' push to get the FCC to move "speedily" on must carry might "so scorch the earth" as to make it impossible to seek an accord on must carry.

Mooney also said NCTA's board meets Nov. 17-19 in Phoenix and will discuss the matter, but that he is not putting any formal must-carry proposal before the board. He said NCTA has completed its own survey on must carry which shows that "what action there will be in the dropping of signals will involve dropping of duplicated network signals."

As for INTV's activities at the FCC, INTV President Preston Padden commented: "If the FCC adopts something that takes care of our problem, it obviates the need for discussion. We're not putting all our eggs in one basket."

shows ready for mid-season replacement—providing a spot opens up on the schedule.

For example, Peter Fischer and the team of Richard Levinson and William Link—the writer/producers who created CBS's *Murder, She Wrote*—are producing *Blacke's Magic* as a mid-season replacement; NBC just ordered an additional seven episodes. Brothers Glen and Les Charles and James Burrows, the creators of *Cheers*, are producing a half-hour comedy starring Bess Armstrong called *All is Forgiven*. Stephen J. Cannell, the writer/producer and creator of some of NBC's biggest hits—*A Team*, *Riptide*, *Hunter* and ABC's *Hardcastle & McCormick*—has just finished shooting the first episode of *The Last Precinct*, commonly described as a cross between "Animal House" and *Hill Street Blues*. Another series from Universal, *Dalton*, was based on the top-rated made-for-TV movie *Code of Vengeance* which aired on NBC last spring and is being produced by William Sackheim, who produced *Delvecchio* (CBS) and the award-winning 1975 NBC made-for-TV movie *The Law*. And production will begin in January on a new series starring Jack Klugman based on the hit British series *Home to Roost*. Fourteen scripts have been "Americanized" so far, said Tartikoff.

Perhaps more significant are the names behind some new series NBC could have on the air next fall. Steven Bochco, creator of *Hill Street Blues*, is developing a new ensemble cast series about attorneys called *L.A. Law*; Tom Werner and Marcy Carsey, executive producers of *The Cosby Show*, are working on two spin-offs, one starring Lena Horne and another (still uncast) about two school teachers; Michael Mann, the executive producer of *Miami Vice*, is developing a new series for NBC that supposedly incorporates a groundbreaking new format, and Bruce Paltrow, executive producer of *St. Elsewhere*, is in the process of casting *Nick Tattinger*, a one-hour drama about an owner of a New York restaurant who is an all-around "fixer" for his friends.

NBC's success in prime time has tended to cloud its performance in daytime, where it lags behind the other two networks. But here, too, NBC executives said there are signs of improvement, albeit not as fast as perhaps they would hope.

All three networks are down in daytime ratings compared to a year ago. NBC has averaged a 4.9/18 rating for the first 10 months of this year (January-October), 4% off the 5.1/18 it averaged for the first 10 months of 1984; ABC averaged a 6.2/22 compared to a 6.4/22 last year, off 3%; CBS averaged a 6.3/23 compared to a 7.1/25, off 11%.

The stability of the prime time schedule now affords Tartikoff more time to spend on daytime problems—he says he spends twice as much time on daytime programming as he did a year ago when prime time was his main preoccupation. And daytime, according to NBC group vice president Robert Butler, is the principal reason NBC has not yet reached the operating profit levels of either ABC or CBS.

NBC's principal daytime effort has been

the new soap *Santa Barbara*, which it introduced 15 months ago. Between July 30-Oct. 26, 1984, the soap opera averaged a 3.2/10. But between July 29-Oct. 25, 1985, *Santa Barbara* averaged a 3.6/12, a 13% gain.

NBC News ratings are also showing signs of coming to life under NBC News President Larry Grossman. During the past year, NBC's *Today* show has made several insurmountable attacks on ABC's *Good Morning America*, and for the week ended Nov. 1, *Today* beat *GMA* with a 5.3/23 versus a 5.0/22. In quarter-to-date ratings, *GMA* and *Today* are tied. "This is a business where you inch up and finally make it," observed Grossman. "I have a feeling we may be doing that now."

When Tinker joined NBC in 1981, the company was bracing to report \$48.1 million in pre-tax operating profits at a time when ABC and CBS each were reporting about \$300 million. A year later—if only because management was more stable: 82 of 140 vice presidents had left during the Fred Silverman years—operating profits rose to \$107.9 million; in 1983, \$156.2 million, and in 1984, \$218 million. This year, the combined network, owned television stations and radio division is expected to realize a pre-tax operating profit of more than \$300 million—probably around \$325 million, according to most analysts' estimates.

NBC is also basking in the glow of its strong up-front network sales performance, which topped \$1.1 billion. NBC is generally understood to have sold more of its inventory than either ABC or CBS—NBC network sales chief Robert Blackmore says the network sold between 75% and 80% of its inventory in the upfront market, but advertising media buyers tend to think it was between 65% and 70%—and thus is having less of a problem with the soft fourth-quarter scatter market. But the soft quarter is still a problem: the sports market is especially weak, with prices so depressed that it is actually bringing in less money than last year.

Without doubt, the mood at 30 Rockefeller center is decidedly up. Chairman Tinker still makes weekly commutes back and forth between New York and Burbank, Calif., but management turnover at the network has slowed to a trickle. In some ways, however, things have not changed at the New York headquarters. The studios housing anchor Tom Brokaw and entertainer David Letterman are only floors away from network salesmen and administrators, compared to the operations of ABC and CBS which have long spun out their studio complexes around Manhattan. (Although that too may change. NBC has recently talked with developers, such as Donald Trump and Alvin Cooperman of the Manhattan Television Center, about relocating the NBC studios because of space problems at the present sight).

Will NBC's success result in a sense of complacency? Tinker says he is aware "that with success comes perhaps a cavalier attitude which you've got to guard against." He also makes sure the credit is not focused on him, but on the NBC executives and line people who carry out the assignments, a group of executives he says he "wouldn't trade for the Kansas City Royals." □

NTIA report recommends end to compulsory license

It links license with must-carry rules, says it's obstruction to free market

Cable's compulsory license came under assault last week, but this time it wasn't broadcasters calling for an end to the licensing scheme but a government agency. The National Telecommunications and Information Administration, in a report released last week, argues that the compulsory license is no longer necessary and is, indeed, "a needlessly costly impediment to achieving a freely competitive, more efficient video programming marketplace."

The report is viewed as an update of a previous report, issued by NTIA in December 1981, that recommended eliminating the compulsory licensing scheme and permitting the marketplace to govern the price that cable systems pay for programming (BROADCASTING, Dec. 21, 1981). This time the NTIA staff paper asserts that the deregulatory initiatives taken by Congress and the FCC since 1981 provide even more evidence that cable television "no longer needs the preferential copyright status conferred by the compulsory license."

The recent U.S. Court of Appeals decision that declared the FCC's must-carry rules unconstitutional "undermined the balance reflected in the 1976 copyright law . . . and calls into question again the need to continue the present cable copyright scheme and gives added weight to arguments advanced by NTIA for many years which call for prompt adoption of a far less regulatory, more marketplace approach to cable copyright arrangements," NTIA said.

The report, which reflects the views of NTIA staff, has not been cleared by its parent, the Commerce Department, or by the administration. It was released only a week before the FCC's proposed combined notice of inquiry and rulemaking on must carry. NTIA Director David Markey, in a statement accompanying the report, noted that throughout the Reagan administration, "NTIA has supported elimination of both these must-carry rules and the copyright compulsory license."

Markey said the report is intended to stimulate debate on how to promote deregulation in the cable programming marketplace. "We hope that our report will lead to deregulatory action eliminating the compulsory license, or substantially moving in that direction."

The major contention of the report is that there is linkage between must carry and the compulsory license. It warns that the development of basic cable networks may become hampered by the compulsory license and that broadcasters "seeking specialized audiences may be unable to gain cable carriage." Moreover, the report notes that the "must-carry rules and compulsory license have made carriage of broadcast signals cheaper and therefore more attractive to cable systems than carriage of cable networks or, for

that matter, the development of additional locally originated cable programs."

But the goal of any copyright scheme, NTIA maintains, should be to encourage new cable programming sources and broaden dissemination of programs. And, NTIA continues: "If basic cable service is to be more than retransmission of broadcast signals, however, cable operators must be presented an equal choice to carry basic cable networks or broadcast signals. This choice will only be equal if compulsory licensing is eliminated. Further, new programming sources, whether broadcasters or cable networks, should be dealt with by cable operators on an equal basis. Again, this equal status can only be attained if compulsory licensing is eliminated."

While NTIA advocates eliminating the compulsory license and must-carry rules, it also suggested some transitional measures, "which could move us to a free market while adequately safeguarding the interests of cable operators and subscribers in the present flawed regime." Among the alternatives offered was the grant to cable systems of a compulsory license contingent on the carriage of local signals.

The report proposes "the adoption of a

two-tiered system whereby full copyright liability would be imposed for retransmission of any unaltered distant or local broadcast signal, but there would be an exemption from liability for local signal carriage of those systems that retransmit all signals of broadcast stations whose Grade A contours fall over at least 50 percent of the system's subscribers." Also mentioned is a proposal to require satellite carriers to obtain prior consent of copyright holders or broadcasters before retransmitting broadcast signals.

Other options discussed: imposing full copyright liability, but providing an exemption for cable systems with 2,500 subscribers or fewer, or imposing full copyright liability, but providing an exemption for cable systems with no more than 12 channel capacity. Referred to as an "extreme approach" was the suggestion that "FCC regulations would be adopted so that cable retransmission of distant signals would not be permitted by cable systems, whether delivered to the cable headend by terrestrial or satellite carriers. If broadcasters, including passive or active superstations, wished to continue being retransmitted to markets outside their local market, they might be required to attain cable network status and acquire pro-

gramming based on a national audience."

News of NTIA's stand on the issue was welcomed by broadcasters. "We're glad NTIA shares our view," said National Association of Broadcasters President Eddie Fritts. To independent broadcasters, the report was viewed as "thoughtful and thorough." Said Association of Independent Television Stations President Preston Padden: "It's just one more responsible organ of the government obviously with the view that something needs to be done... We're encouraged."

But cable held a different view. It's "a triumph of ideology over practicality," said one cable industry observer. "NTIA's assertion that cable systems could negotiate with broadcasters for retransmission rights to local signals points up NTIA's fundamental misunderstanding of the entire cable copyright system," said National Cable Television Association President James Mooney. "Local broadcasters don't own the retransmission rights," Mooney said. "If NTIA got what it wants, the cable operator and local broadcaster would have to go begging to Hollywood for retransmission permission and the entire television industry—broadcast and cable—would be thrown into a state of chaos." □

Group W white knight to RKO's KHJ-TV for \$313 million

Company is also looking to acquire RKO's WOR-TV; those two would make it second largest group

Westinghouse Electric Corp., which gave a signal of one kind when it decided to get out of the cable business, gave one of a different kind last week when it sought to buy a Los Angeles independent for \$313 million. The purchase, if approved by the FCC, would move Westinghouse up to sixth place among the nation's TV group owners, and make it clear to all that the company intends a continued commitment to broadcasting.

Not only did Westinghouse's Group W unveil plans to expand its portfolio through the acquisition of RKO General Inc.'s KHJ-TV Los Angeles (ch. 9), but the group made clear its interest in bidding for RKO's WOR-TV Secaucus, N.J. (New York), which was put on the block last week as well.

The Los Angeles transaction is unusual because KHJ-TV is in the midst of a comparative hearing before an FCC administrative law judge. It's also remarkable in that \$95 million of the purchase price is earmarked for buying out Fidelity Television Inc., the sole competing applicant for the station's facilities, and would bring to an end the 20 years of litigation Fidelity's application precipitated. (Fidelity's president is William G. Simon, a Los Angeles attorney who was formerly special agent in charge of the FBI's Los Angeles division.)

Westinghouse's acquisition would be the third entry of major new management to the Los Angeles market. The Tribune Co.'s world-record purchase—for \$510 million—of KTLA-TV, has just been approved, and the

Rupert Murdoch organization is waiting in line for KTTV-TV, which it is buying as part of the Metromedia package. It is anticipated that all three will make important changes in that market's independent marketplace, with Westinghouse expected to bring its reputation for public service operation to the fray. "Our real expertise lies in local programming, as do our druthers," said Westinghouse Broadcasting and Cable Chairman Dan Ritchie.

GenCorp, RKO's parent, announced that Kidder, Peabody & Co. has been retained to explore the sale of WOR-TV, the only RKO station that isn't subject to license challenge at the FCC. Brokers said WOR-TV could bring anywhere from \$310 million to \$400 million.

Assuming the FCC approves the KHJ-TV purchase, Group W, which already has VHF's in Baltimore, Boston, Philadelphia, Pittsburgh and San Francisco, would increase its coverage from 10.12% to 15.25% of the nation's television households, moving it up into sixth place from 10th among group owners, measured by the reach of their television stations. Should Group W acquire WOR-TV as well, its coverage would increase to 22.97%, giving it more reach than any other owner except Capital Cities Communications, once the latter's acquisition of ABC is complete.

At first blush, KHJ-TV's \$313-million price tag might appear to represent a windfall for Group W, especially considering that Tribune Co. bought independent KTLA-TV Los Angeles for \$510 million last May (BROADCASTING, May 20). But KHJ-TV is the lowest rated VHF in the market (there are six other

V's there). And station brokers said that Group W was paying a "fair" price.

Broker Howard Stark estimated KHJ-TV's share of market revenue to be about 60% of KTLA's. Using that as a measure, it would appear to put the \$310-million sales price in line with the \$510-million Tribune deal, Stark said. He also estimated KHJ-TV's cash flow—earnings before interest, taxes and depreciation—at anywhere from \$15 million to \$20 million a year. That, according to Stark, would put the \$313-million sales price in excess of 15 times cash flow. (Tribune said it paid about 12 times KTLA's 1985 cash flow.)

RKO officials were quick to point out that both KHJ-TV and WOR-TV have been on the rise in recent years, and particularly the last three. Pat Servodidio, president of the group's television arm, said RKO had been aggressively going after strong programming attractions in all its markets, including the acquisition of such series as *Magnum P.I.*, *A-Team*, *Fall Guy* and *T.J. Hooker*. WOR-TV scored a 10 share, 9 a.m. to midnight, in the October Arbitron, tying with WPXI-TV, according to Servodidio. That's a two-share-point upward movement since last year. KHJ-TV has moved up a full share point between 1982 and 1985, with that station's revenues up 60% against the market's 35%, while profits went up 109%. WOR-TV's revenues rose 64% during the same period (against the market's 41%), profits rose 70%.

Moreover, the move to New Jersey (Secaucus) has forced the building of a new \$25 million facility that is expected to be ready for occupancy in the next few months. Any new owner will get "virtually a turnkey op-

eration," said Servodidio.

According to a memorandum of understanding filed with the FCC, the Westinghouse-RKO-Fidelity transaction would work this way: RKO would dismiss its application for KHJ-TV's renewal; Fidelity Television would be granted the license; Fidelity's stock would be transferred to Group W, and Group W would acquire KHJ-TV's assets from RKO. RKO would come out of the deal with \$215 million and Fidelity's stockholders would get \$95 million in cash or Westinghouse Electric Corp. stock. Group W also has agreed to pick up the tab for Fidelity's current liabilities, which amount to \$3.25 million, most of which are legal expenses.

The transaction requires FCC approval and attorneys for all the parties involved agreed that there are strong public interest reasons for approving the settlement. John Lane, an attorney for Group W, said that settling the litigation is in the public interest, and approval of the agreement would put "a recognized leader in the broadcast industry in operation of the station."

A well-placed FCC source told BROADCASTING he believed the commissioners would approve the transaction. "It expedites the process, the parties at issue are in favor, and it doesn't affect any of the other stations," this official said.

Also to consummate the transaction, Group W would have to divest itself of its cable systems in the Los Angeles area to bring itself into compliance with the FCC's crossownership rules. (It has not yet announced a buyer for its approximately 140 cable systems across the country.) It also would have to sell its all-news KFWB(AM) Los Angeles for the same reason. In a memorandum of understanding filed with the FCC, Group W said it would "accept a condition" imposed by the FCC requiring it to dispose of KFWB and any cable or other media interests in the Los Angeles area. (Dick Harris, Group W radio president, said Westinghouse is considering asking for a temporary waiver to spin off the station. David Schutz, managing director of ComCapital, an investment banking firm, said KFWB may be worth between \$25 million and \$30

million.)

No definitive agreement has been reached among the parties, but the memorandum says they plan to reach one by Jan. 17.

The Fidelity license challenge has been serving as the vehicle for exploring RKO's qualifications to be a licensee for all of its stations. Attorneys involved in the case said, however, the qualifications proceeding would continue even if the FCC approves the KHJ-TV transaction.

GenCorp said its decision to sell had been spurred by the fact that the FCC proceedings had been costly and had hampered effective operation of the stations. But Steve Ellis, RKO vice president, corporate communications, said the company intended to remain in the broadcasting business with WHBQ-TV Memphis and its 12 radio stations, which are subject to more than 100 competing applications. "We will continue to defend our record before the FCC," Ellis said. □

Genesis of GenCorp move

There are said to be several reasons for GenCorp's decision to sell its biggest broadcasting properties. Among them: a change in command at the Akron, Ohio-based conglomerate; the historically high multiples being paid for TV stations; the takeover danger inherent in a company whose stock price did not reflect the value of its broadcasting properties, and the well-publicized (and long-standing) license renewal difficulties faced by GenCorp's wholly owned subsidiary, RKO General.

RKO has been the smallest of four divisions of GenCorp, which until March was called The General Tire & Rubber Co. Forty percent of GenCorp's \$2.7 billion in revenue came from tires and related products. Revenue for Aerojet General, the aerospace and defense subsidiary, has remained steady over the past three years at about \$500 million.

The Diversitech General division brings in one-quarter of the company's revenue from a variety of plastic and other synthetic products that range from tennis balls to plastic car bodies. Along with RKO's soft-drink bottling operations, it has been among the fastest growing and most profitable of the company's many businesses.

RKO itself has been a mini-conglomerate with, in addition to six AM stations, six FM stations and the three TV's, a hotel and real estate development operation, the sixth-largest Pepsi bottler in the nation, a film production operation and a home video unit. Until recently there were even more pieces in the mix, including the RKO Radio Networks, sold to United Stations in late February for about \$10 million, and 45% ownership of Frontier Airlines, sold last month for about \$100 million.

Most of the changes have come since RKO's chairman and chief executive officer, Thomas F. O'Neil, 69, resigned on March 28. Six months before, the company appointed a new president and chief operating officer, A. William Reynolds, who came to GenCorp from TRW Inc., a Cleveland-based industrial company where he had been executive vice president. Reynolds became GenCorp's chief executive officer last month.

Mario Gabelli, a New York-based investor whose company, Gamco, owned several percent of GenCorp stock, said, "Reynolds was a hands-on operator at TRW, which has businesses similar to Aerojet General. He will marshal the company's resources into those areas he knows well." James Ritchie, spokesman for GenCorp, when asked which of its businesses will most likely benefit from future acquisitions, mentioned Aerojet, Diversitech and the soft-drink bottling divisions.

Even without a change at the helm, the stations might have been sold. The high prices TV stations are commanding have made KHJ-TV Los Angeles and WOR-TV New York among the company's "crown jewels"—even with the former station's license renewal problems—and fair game for a takeover.

Assuming a \$100-million after-tax profit from the proposed KHJ-TV sale, and a \$300-million profit from WOR-TV, the company stood to realize a per-share gain of \$18; this for a company whose 21.9 million shares were trading in the low 30's at the beginning of the year.

U.S. may seek improvements in ITU procedures

Officials involved in U.S. delegation to Space WARC offer opinions at Senate hearing on how international negotiation process could be improved

The U.S., frustrated almost beyond endurance by what is regarded as the politics of delay at the first session of the Space WARC, seems to be working off its emotions by focusing on how the machinery of the International Telecommunication Union could be changed to avoid such problems at future conferences. Ambassador Dean Burch, who headed the U.S. delegation, says the U.S. should work for the adoption of rules to deal with the kind of debate that tied up the work of the conference for much of its five and a half weeks. The State Department's Ambassador Diana Lady Dougan also talks of the need to work for changes, and suggested the context in which the matter could be addressed—the work now under way in drafting a charter for the 120-year-old organization.

Burch and Dougan, the latter U.S. coordinator and director of State's Bureau of International Communications and Information Policy, were among the witnesses last week at a Senate hearing on the Space WARC. The purpose was to report on the results of the first session and the work to be done in advance of the second, to be held in 1988. But one of the themes running through much of the testimony was the need to deal with the politicization of an organization that used to be regarded strictly, in Burch's phrase, as "an engineers' club."

Another of the themes was the vital importance of the ITU and the importance of U.S. participation in its affairs. "If we want to maintain our technological leadership in this sector, and want to guarantee results that are in accord with our national interests, we

must make a significant, and sustained, national effort to work within the ITU," said David Markey, outgoing assistant secretary of commerce for communications and information. The private sector feels the same way. Ronald F. Stowe, vice president, government and commercial affairs, Satellite Business Systems, said there is no substitute for the ITU and that, as a result, it is "worth a major effort [by the U.S.] to insure that the ITU continues to be a viable and credible institution, from our point of view as well as from others."

For all of the testimony of the witnesses—five of whom had participated in the first session—as to the critical importance the Space WARC and related matters have for the U.S., little interest was shown by members of the Commerce Committee's Subcommittees on Science, Technology and Space and on Communications, which had scheduled a joint hearing. Science Committee Chairman Slade Gorton (R-Wash.) was the only senator present. Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee and one of the few senators with interest and background in space communications matters, did not put in an appearance, as expected. The hearing lasted about an hour and a half.

The witnesses were in agreement that the first WARC session turned out generally well for the U.S. The planning was restricted to the fixed satellite service, as the U.S. had urged, and efforts of developing countries to win endorsement of rigid *a priori* planning across the bands were successfully resisted. However, "arc-allotment" planning was approved for the C- and Ku-expansion bands. And while the U.S. was pleased that the operational bands—those in which U.S. satellites operate—were spared planning, it failed in its effort to limit such planning to the expansion C-band. (The U.S. maintains that planning the expansion Ku-bands is wasteful and unnecessary. But the U.S. would also like those bands left free for use by private international satellite systems.)

And the degree to which *a priori* and arc-allotment planning differ, Stowe acknowledged in an answer to a question, would have to await the work to be done in advance of, and at, the 1988 second session. He said there is "a lot of confusion" on that point.



International testifiers. L-r: Ronald F. Stowe, Satellite Business Systems; Hans Weiss, Comsat, and Stephen E. Doyle, Aerojet Techsystems Co.

Indeed, the witnesses said there was a great deal of confusion regarding much of what transpired at the first session and what was intended for consideration at the second. For instance, so-called "improved procedures" were approved along the lines proposed by the U.S.—they call for multilateral planning sessions to coordinate requirements of countries for satellite service in the conventional C- and Ku-bands—but details are vague, at best. The ITU staff is to prepare recommendations as to the work to be done in advance of the second session.

Burch, in his prepared testimony, discussed the conference in political terms. He attributed the general success of the U.S. and its allies among the developed countries to the fact "the hard-liners [among the developing countries] overplayed their hand, and their support eroded," adding: "During the last week of the conference the more moderate Third World countries increasingly perceived that without compromise the conference would make no decisions, to the ultimate detriment of all."

But Burch noted that the compromise emerged only after debate so extensive as to cause a breakdown in the committee system.

"The ITU," Burch said, "is falling prey to politicization." He said there is "a North-South struggle, a struggle between developed and developing countries. And the ITU machinery," he added, "is not designed to handle political issues." He does not recommend that the U.S. leave the ITU, as it did UNESCO. "But," he said, "the U.S. should act to change the rules to allow the ITU to accommodate debate—the rules are not structured to handle that amount of debate. It rambled for six weeks."

Dougan said that, "within the U.S., we are doing a top-to-bottom assessment" of how the ITU does business "in light of U.S. interests." She said that the look is not "negative." And she indicated the U.S. might take advantage of the work now going forward to draft the ITU's first charter—the organization is one of the few among United Nations agencies without a charter—to press for changes in the ITU procedures. A group of experts from the U.S. and some 20 other countries will meet in January to begin the

drafting process, as authorized by the ITU Administrative Council last summer.

The U.S. had not yet made any decisions regarding the kind of charter it would seek—detailed or general. She even said the U.S. might decide to press for a "minimalist" charter. But one idea she mentioned, as she had two weeks earlier at a conference on the WARC sponsored by the Washington Program of the Annenberg Schools (BROADCASTING, Nov. 4), was that WARC be held at specific, reasonably short intervals to ratify the work of its technical consultative committees for radio and telephone and telegraph. She noted that the Universal Postal Union congress meets every five years. The aim, she said, would be "to get away from the pressure cooker of a WARC that mitigates against ratifying any technical work."

Another suggestion that consideration be given to working for changes in ITU procedures was offered by Stephen E. Doyle, director of strategic planning for Aerojet Liquid Rocket Co., who served as a member of the U.S. delegation. He noted that the ITU will convene a plenipotentiary conference in 1989 to review and amend the convention of the 1982 plenipotentiary conference held in Nairobi. "At that time," he said, "it would be appropriate to bring before the union membership any proposals we might have to modify the roles or structures of union or-



Dougan



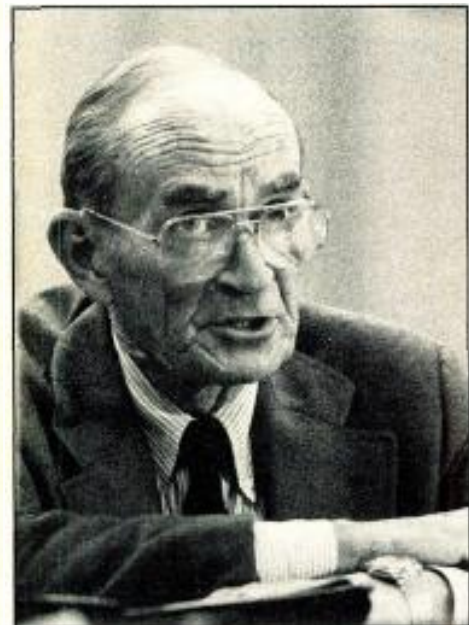
Markey

gans." He said the conference might review such matters as "weighted voting in selected forums"—the ITU now operates on the one-nation, one-vote principle—and, like Dougan's suggestion, revising planned frequency of meetings. But changes are needed, he suggested, to deal with what he said was the "insidious transformation" of the ITU from a technical to politicized organization.

SBS's Stowe offered the harshest estimate of the direction in which he saw the ITU moving. He contended that "the real motivation" of developing countries that seek guaranteed access to the geostationary orbit, as developing countries had during the Space WARC, had nothing to do with what they said was "congestion in the orbit." The U.S., he said, demonstrated there are a number of ways to deal with projected crowding of the orbit. He said the real goal of those countries "is to establish legal and political control over the orbit," and to use that control for their economic and political advantage.

With the U.S. operating in "a political environment" in the ITU, Stowe would have it play a political game. At the Space WARC, he said, the majority of developing countries had "nothing to lose, so they refused to compromise." He would use whatever leverage the U.S. has over countries that depend on the U.S., outside as well as inside the telecommunications field. He said: "Satellite telecommunications are extremely important to both our national economy and our national defense, and we should make it quite clear that these strategic interests will not be harmed without off-setting costs to others."

Apart from the question of how to deal with the politicization of the ITU, the witnesses focused on what they regarded as the importance of the U.S. participating actively in the intersessional work. Janice Obuchowski, an aide to FCC Chairman Mark Fowler, for instance, said, "The development of the intersessional work program itself will have a significant effect on determining the course of session discussions."



Burch

And U.S. officials are not eager to leave to others the development of the principles vaguely enunciated at the first session. Doyle said the U.S. "should contribute constructively to the development of arc-allocation plans for the expansion bands" and "should be the leader in developing improved procedures for the FSS [fixed satellite service] in designated frequency bands. Our goal should be to guarantee the workability and the effectiveness of any new procedures."

There was also the issue of the resources to do much of the work, resources that the ITU now lacks and that the U.S., for one, would oppose providing. Dougan noted that the U.S. follows a policy of zero real growth in the budgets of the international organizations to which it belongs. And that policy will require a hard look at the ITU's overall mission; increases in one area would require the U.S. to seek matching reductions in others. She said developed countries want to see technical preparations given a higher priority, while developing countries are interested in a strengthened communications development assistance program. "Something is going to have to give," Dougan said. And

the U.S., she said, must make sure its priorities are clear in advance of the June meeting of the ITU Administrative Council.

The hearing provided an opportunity for the government and private sector witnesses to pay tribute to Burch, the former FCC chairman and one-time chairman of the Republican National Committee now in private practice, who was making his first foray into international affairs as chairman of the delegation. Dougan said Burch's "combination of private sector and government experience proved just the right mix to bring out the best in everyone who participated in the conference."

What struck some observers as more surprising than the praise his colleagues heaped on Burch were the kind words Gorton had for the delegation generally. Members of Congress often find fault with the preparation and work of the teams sent abroad to ITU conferences. But Gorton said the delegation had been "well prepared" and had "protected the interests of the United States skillfully and successfully. . . . Each of you can look back on your participation with a great deal of personal satisfaction and professional satisfaction." □

Libel case goes against Gannett

Jury awards nearly \$3 million in case involving sewage treatment plant stories on WLKY-TV Louisville

Gannett Co. faces payment of a \$2.9-million libel judgment in a suit brought against one of its former properties, WLKY-TV Louisville, Ky. The suit grew out of a series of stories the station broadcast about the removal and storage of recycled sewage by a local businessman. But published interviews with some of the jurors in the case indicated media animus might have played a role in the decision. The Libel Defense Resource Center said that, if it stands, the award would be the sixth largest in a libel case brought against a news organization in the U.S.

H. W. "Tommy" Thomson said he had been defamed by the stories—he cited some 20 that appeared between August 1980 and January 1981—dealing with the controversy surrounding his activity in removing sludge from the Metropolitan Sewage District and depositing it on land he leased in southern Indiana. The odor caused neighbors to complain to local officials. The jury said the station "failed to exercise the proper degree of care" and that the stories "portrayed the plaintiffs in a false light."

Tom Becherer, the station's news director, last week defended the stories, by Mark Koeblich, who is no longer with the station but who headed its bureau in Indiana. Becherer said the coverage "was fair and accurate." He also said Thomson had refused repeated requests for interviews. "We tried," Becherer said.

The jurors deliberated 11 hours before returning its verdict and awarding a total of \$2,865,000 to Thomson and two of his companies. Thomson claimed he had suf-

fered financial losses as a result of the stories—the entire series ran until May 1981—and all but \$12,000 of the award was for compensatory damages; the remainder was for punitive damages. With unanimity not required in civil cases in Kentucky, the jury split, 9-3, for the plaintiff.

And reporters covering the trial and the verdict found strong anti-media feelings among some of the jurors, in part as a result of media coverage of the Vietnam war. The *Louisville Courier Journal* reported that juror Noel Todd said the jury had considered awarding as much as \$400 million in damages and that "at least two jurors had said they wanted to take the media to task for indiscretions they perceived in the past, including what they cited was reporters' responsibility for the U.S. 'defeat' in Vietnam." The *Louisville Times* reported that while several jurors who were in the majority said they had based their decision "solely on the evidence," they said that one juror had blamed America's loss in Vietnam on the coverage. The newspaper also quoted juror Mona M. Thevenin as saying that "some jurors seemed to be on the side of the 'small businessman vs. the big media conglomerate.'" Thevenin was one of the three jurors who voted against the award.

Attorneys for the station and Gannett plan to ask Jefferson County Circuit Court Judge Ed Shroering, who presided, to set aside the decision. If he does not, they will appeal. The present owner of the station, Pulitzer Publishing Co., is not involved in the case. It acquired the station in January 1983. Thomson originally sued Combined Communications of Kentucky, the owner of the station in 1981. Combined later merged with Gannett, which then became one of the defendants. □

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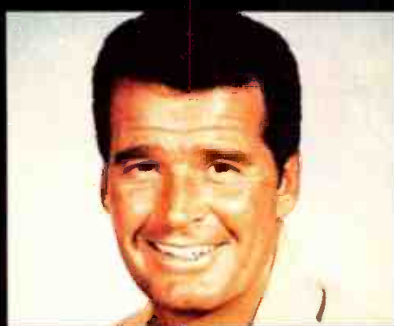
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A Farewell to Arms, starring Rock Hudson, Jennifer Jones.

Francis of Assisi, starring Bradford Dilman, Dolores Hart.

From the Terrace, starring Paul Newman, Joanne Woodward.

Gigot, starring Jackie Gleason.

The Girl Can't Help It, starring Tom Ewell, Jayne Mansfield.

Holiday for Lovers, starring Clifton Webb, Jane Wyman, Jill St. John.

The Inn of the Sixth Happiness, starring Ingrid Bergman, Curt Jurgens.

The Jackpot, starring James Stewart, Natalie Wood.

Journey to the Center of the Earth, starring Pat Boone, James Mason.

Man on a Tightrope, starring Fredric March, Terry Moore.

Move Over, Darling, starring Doris Day, James Garner.

Mr. Hobbs Takes a Vacation, starring James Stewart, Maureen O'Hara.

Say One for Me, starring Bing Crosby, Debbie Reynolds.

The Second Time Around, starring Debbie Reynolds, Andy Griffith, Thelma Ritter.

Sink the Bismarck, starring Kenneth More, Dana Wynter.

The Sound and the Fury, starring Yul Brynner, Joanne Woodward.

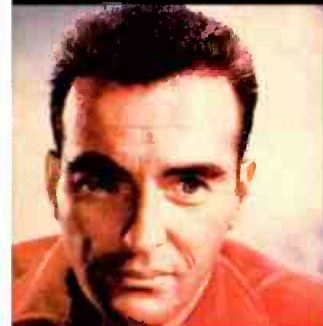
Stars and Stripes Forever, starring Clifton Webb, Robert Wagner.

State Fair, starring Pat Boone, Ann-Margaret, Tom Ewell.

The Story of Ruth, starring Stuart Whitman, Tom Tyron.

The Stripper, starring Joanne Woodward, Richard Beymer.

The Young Lions, starring Marlon Brando, Dean Martin, Montgomery Clift.



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TELEVISION

AM: Band on the Run

(Continued from page 35)

nations were also shown to be doing reasonably well, bucking downturns in the economy. But AM stand-alones were seen to be struggling with slow declines in their profits. The report said the only exception to a declining profit rate is in the largest markets, those with populations greater than 2.5 million. "The obvious implication" from the trends, the report concluded, "is that AM full-time radio is not as attractive as it once was." And if the trend continues, it added, "entry into AM full-time radio might become very risky." Daytimers, not surprisingly, were not held up as offering a prosperous future, either. They are said to be suffering losses in many areas.

Increasingly, AM broadcasters have attempted to compete with FM by offering news, talk and information programming (none of which depend very much on the quality of the signal), in the hope of attracting an older audience. But there is evidence that the youngsters who grew up listening to music on FM radio have remained oblivious of AM even into their adult years. An SRI RADAR report notes that FM cumulative ratings are substantially greater than AM cumulative ratings for persons in all age groups short of the 55-and-older crowd. They are 216% greater for teen-agers, 104% more for adults 18-34 and 45% greater for adults 25-54. As for what might be called the still-older crowd, the report says that "AM has maintained its advantage among more mature demographics," reaching 21% more adults 55 and older than FM does." Considering that the U.S. population is aging, there may be some comfort for AM in that last statistic. But overall, FM's cumulative ratings for persons over 12 are 48% greater than AM's.

If AM broadcasters were not having enough trouble in the spectrum now allocated to the service, they can look forward to the band's expansion by .100 khz. A Regional Administrative Radio Conference session in April—the first of two—will determine how the countries of the western hemisphere will make use of the additional spectrum that the General World Administrative Radio Conference allocated in 1979 for AM broadcasting—additional spectrum that could accommodate a substantial number of fresh competitors. Then, too, there is the FCC's recently concluded docket 80-90 rulemaking that could open the door to close to 700 new FM stations.

With that background, it is not surprising that banks have become leery of providing financing for stand-alone AM stations. Chris Byrd, who handles broadcast loans for the Connecticut National Bank, Hartford, said: "Most banks won't finance AM stand-alones—we haven't in the three years we've been in the business." Banks, he said, believe AM stand-alones "will decline in shares and, therefore, value." Barry Dickstein, of Dickstein, Hartstone & Dickstein, an investment banking firm also located in Hartford, echoed those comments: "We buy a lot of stations, and stay away from stand-alone AMs." Chris Webster, of Barclay's Bank, thought loans for AM stand-alones are doable, provided the would-be buyer has found a station with a format that is unique in the market and generates "a substantial cash flow" because of the lack of competing formats. He did not indicate how many would-be buyers are in that situation.

One of the most experienced investment bankers specializing in financing broadcast acquisitions is Alan Griffith, of the Bank of New York. He is somewhat more sanguine about the prospects of a prospective buyer seeking a loan for an AM stand-alone, but not much more. "AM is selling at lower multiples than FM, and a savvy operator can come in and buy a good station in a major market," he said. "A shrewd management team will recognize a good deal." True enough, but what about financing? "Stand-alone AM financing is very difficult," he said. "People typically try to buy on a highly leveraged basis—borrowing a lot of the money. You have to look carefully at those. Are the advertising dollars going to be there and increase as the borrowers expect?"

Purchasing AM-FM combinations, however, is another matter. Station brokers welcome such deals and bankers like them, too. Joseph Sitrick, a broker with Blackburn & Co., Washington, said AM-FM combinations give a broadcaster "a double crack at the

market—two different audiences to give to the advertiser, a rating that is higher." Dickstein said a broadcaster "can break even on next to nothing, using the same building and people for both operations, reducing overhead to zero." And to Doubleday Broadcasting President Gary Stevens, such combinations call for a kind of new math. "By itself, [Doubleday's] WHN New York was marginal, but as part of a combination—with WAPP(FM)—it's a signal contribution," he said. He called it a case of "one and one make three." If the commission were to approve NAB's proposal—in its petition for rulemaking—that the commission ease or repeal its rule limiting to 25% the amount of programming AM-FM combinations may simulcast, one and one might make three and a half.

The attention now being paid to the deteriorating situation in which AM broadcasting finds itself—in stories in *The Wall Street Journal* and *The New York Times*, as well as in the trade press—was for the most part generated by a speech that FCC Mass Media Bureau Chief McKinney gave in September at the International Electrical and Electronics Engineers broadcast symposium, and elaborated on in an interview in BROADCASTING's Sept. 30 issue. His thesis was that AM



FCC's Jim McKinney



Bank of New York's Alan Griffith

broadcasting is in trouble, and the commission should do what it can to improve the situation and avoid the waste of an important part of the spectrum. The commission staff is searching for answers to how the coverage, fidelity and financial strength of the AM medium can be improved, and will publish its findings later this year. Some of the technical ideas he advanced, such as eliminating the technical interference caused to AM broadcasting by electrical devices licensed by the commission, appear to have been generated by an NAB Improvement Committee that published a report in October 1984. But McKinney said he based his speech on suggestions provided by members of his staff in response to the fanciful question: "If we were to rethink AM regulation, what would we do?" Repeal of the AM duopoly rule was one of the ideas he ran up the flagpole—and that the NAB saluted.

To some, a proposal to aid a beleaguered service would seem an odd one to emerge from an agency that makes much of relying on competition as a means of determining the public's interest. But Chairman Mark Fowler, whom McKinney did not consult before delivering his speech, last week offered a different perspective. Without committing himself, he suggested that the existing rule impedes the proper working of the marketplace. "It's a question of restrictions that might be injurious to the operations of AM broadcasting," he said. "With a lot of competition, you don't have to worry [about concentration of control of ownership]." Then he asked: "If the commission allows ownership of AM-FM combinations, 'why not ownership of two AM's in a market?' He is not, however, prepared to eliminate all local ownership rules: "We haven't reached the point of wondering whether it would be OK to own three AM's in the same area."

The reversal of fortunes of AM and FM broadcasting, most agree, stems in large part from FM's greater fidelity, an advantage that was enhanced in 1961 when the FCC authorized FM stereo. About that time, FM licensees who had been taking advantage of the sound quality of their medium to broadcast classical music realized that it did as well for Elvis as for Bach. In the early 1970's, many radios in cars rolling off assembly lines were equipped to receive FM stereo as well as AM. Then there was the fact that FM stations traditionally, because of their music formats and out of necessity, interrupted their

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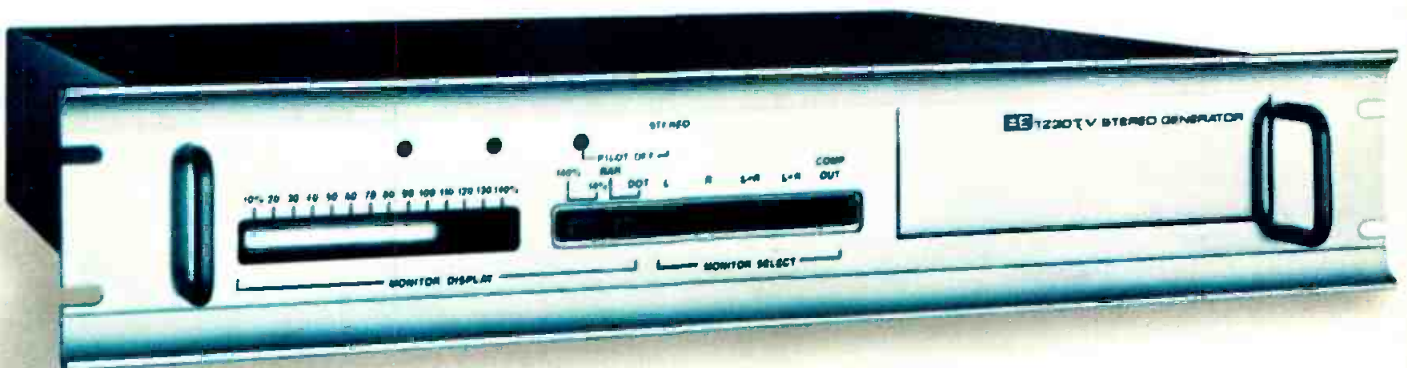
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programming with commercials less often than their AM competitors. All of which helped generate FM's growth and AM's decline.

But if McKinney took AM's problems public—and AM broadcasters are grateful that he did—the NAB has been struggling with them for two years. Its aim has been to right the balance between AM and FM by improving the quality of the medium's sound. In part, efforts to improve quality are constrained by FCC standards that were developed with a view to responding to demands for spectrum for AM stations as well as to guarding against interference. For instance, there are no adjacent channel interference standards for nighttime operation. But the NAB is doing what it can within those constraints.

The AM Improvement Committee, which operates under the direction of the NAB's staff engineer, Michael Rau, was the first to express NAB concern. Its report has provided the intellectual underpinning for recommendations to the commission and members. Later, a bibliography of trade press articles on techniques station engineers could use to improve the quality of their stations' transmissions was issued. The NAB later joined with the Electronic Industries Association to form a National Radio Systems Committee to seek ways to improve AM transmission quality while reducing interference. Possibly the most significant work the NAB has done in its effort to improve the quality of AM sound is its encouragement of two engineers—Ogden Prestholdt, of A. D. Ring & Co., and Richard Biby, of Communications Engineering—to continue their separate efforts to develop a new antenna that, if successful, would reduce skywave (which causes interference at night) and enhance groundwave transmissions. Said Rau last week: "If such an antenna becomes a reality, it would be hard to overstate its importance."

Then, too, there is the major effort to promote AM stereo—with or without stereo transmission. The NAB is urging AM broadcasters to convert to AM stereo transmission, whatever the system, and is seeking their ideas on promoting AM stereo to the public. It has also developed an exhibit demonstrating the quality of sound produced by an AM stereo receiver even when tuned to a monophonic transmitter. The quality "is terrific," said Rau, far superior to the sound heard over a conventional radio. Of course, Rau and other engineers say the quality of most mono AM radio sets being built today leaves much to be desired. That, they suggest, has been part of the problem.

More than 400 stations are believed to be equipped to broadcast in AM stereo, and some 2.5 million 1986 automobiles—including General Motors, Chrysler and Ford cars, as well as a number of foreign makes—are equipped with AM stereo radios. But a number of broadcasters are grumbling that the pace of AM stereo development would be much faster if the FCC had selected a transmission system instead of leaving the selection to the survival of the fittest; the broadcasters feel the presence of two systems on the market (down from five originally) has delayed development of AM stereo, as stations and receiver manufacturers wait to see the outcome of the competition between Motorola and Kahn Communications before making investments in the new technology. Fowler, for his part, said he feels the commission was correct, in 1982, in leaving the selection of a standard to the marketplace. "There was no way we could tell which system was the best," he said. "The marketplace is moving toward a standard. It may take more time, but it may be a more efficient method in the long run." Thus far, Motorola appears to be winning the contest; the AM stereo equipment in a majority of the stations offering the service and virtually all of the AM stereo receivers in the new cars are of Motorola manufacture.

NAB President Eddie Fritts, reviewing NAB's work on AM technical matters, said, yes, "AM has a future. If it's been going downhill, in some areas it's been stable. We're looking at a more competitive market than five years ago. Technical disparity is the reason for FM growth, and we want to enhance the technical quality of AM."



But, in the view of some observers, it is not simply a matter of technology that has laid AM low in so many markets. They cite the failure of AM management. For years, AM tried to compete as jukeboxes with FM's. Music was what they knew—or learned after television preempted other programming—and besides, it was inexpensive programming. But it was not, in many cases, "creative," as one advertising agency executive put it. Charles Trubia, senior vice president and director of radio for Ted Bates Co., said AM broadcasters are "imaginative" in selling, but "copy" one another's programming. As a result, stations lost large chunks of their audience to FM, and getting listeners back is not easy. In the process, Doubleday's Stevens believes, the public came to view AM radio as a medium from which "nothing new" should be expected. "And this," he said, "is a business that depends on public perception."

Of course, the AM situation is not completely bleak. Among the 100 leading stations in the top 50 markets, for instance, 30 are AM's. And in markets across the country, there are AM's that are more than holding their own. Norman Knight, whose Knight Communications Corp. includes both AM and FM outlets, says both are valuable, "depending on the management." He credits local management with leading the group's WEIM(AM) Fitchburg, Mass., in the current year to its most profitable of 25 profitable years. The station, which operates with 5 kw day and 1 kw night, follows an adult contemporary/news format.

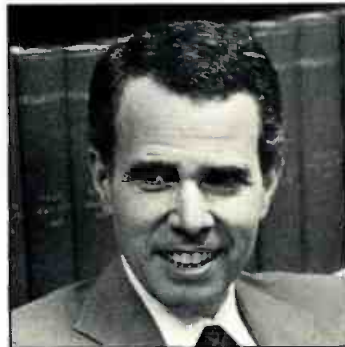
If good management is too vague a term for those looking for a success formula, Knight can be more specific: "Community involvement." That sounds like a line broadcasters learned to parrot in the days when the FCC was served by regulators who thought regulating was their job. But to Bill Rollins, of the Suburban Radio Group, owner of seven AM's and five FM's, "the only salvation for our AM stations is deep community involvement. It's what regional FM stations cannot provide." Certainly it is the policy followed by the old powerhouse AM's that survived TV and, now, FM, stations like WTIC Hartford, Conn., and WCCO Minneapolis.

And the similarities among such outlets are striking—continuity of style and personalities and management over the years, even through changes in ownership. News, public affairs, talk, sports—those are the ingredients found throughout the broadcast day. Readiness to dispatch correspondents and technicians into the teeth of a hurricane to report on conditions is routine. Personalities with whom listeners can identify are critical—WTIC's morning man, Bob Steele, for instance, a laid-back original who recently celebrated his 49th anniversary with the station (BROADCASTING, Oct. 28). And Perry Ury, WTIC's president and general manager, offered this advice to broadcasters looking for a formula: "attention to detail." That is his definition of "excellence." Such self-satisfaction may be warranted in the leader of an AM that boasts a 20.1 share—33.3 in morning drive time—in the 38th market. The companion FM, which employs a CHR format, does not do badly either—it has a 15.8 share, 18.2 in morning drive.

WCCO's Clayton Kaufman, who has been with the station for 34



Blackburn's Joe Sitrick



Doubleday's Gary Stevens



Ring's Ogden Prestholdt



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years, the last two as general manager, is only the third person to hold that post since 1952, when CBS sold the station to Midwest Communications. Like Ury, he does not think specialized programming is the route to success. The station is "full service in the fullest sense"—news, public service, established personalities, "communi-

ty involvement." As with Ury, whatever modesty Kaufman might feel is overcome by pride. "We've been doing a lot of things right for a lot of years. It's no secret. It's commitment and dedication to quality broadcasting."

Of course, there are advantages built into stations like WTIC and

Format experimentation on the AM band

With a steady decline in listeners over the past 10 years, the AM dial is seen by many today as primarily featuring news and information. While that approach has been successful for many stations, there is little doubt among industry executives that many other AM outlets will have to carve out a new programming niche to survive. As BROADCASTING has reported throughout the year, AM broadcasters have begun to experiment with format concepts.

In Los Angeles, RKO's KHJ(AM) switched from an all-music, adult contemporary format in 1984 to one centering on local traffic reports, which has been appropriately dubbed "Car Radio." "We work under the assumption that all radio listeners in Los Angeles are in their cars because there is no real mass transportation system," said Walter Sabo, New York-based consultant to RKO's owned radio stations. "The first thing we did was go to the American Automobile Association and the Department of Transportation to gather information about drivers in Los Angeles and built a format from that data," he said.

According to Sabo, the format is targeted to the average age of the licensed driver in Los Angeles, 31, and the average one-way commuting time in that city, an hour and 40 minutes. Traffic reports, said Sabo, are aired every 10 minutes. Along with the traffic reports, eight adult contemporary songs are played every hour. Local newscasts are only aired at the top of each hour during drive time. This is one of the few formats requiring the programming and sales departments to work closely together, said Sabo.

"In order for an AM radio station to be financially viable, it must have a logical and immediate sales hook and it must be entertaining enough to eventually get good ratings," he said. Sabo noted that many of the station's accounts are automotive-related businesses.

Last April, Sabo also helped to establish the "Game Zone" format over RKO-owned adult contemporary KFRC(AM) San Francisco. The station programs a block of game shows from 9 a.m. to 3 p.m. each weekday as well as a two-hour dating call-in show each night, *Affair on the Air*. These formats are viewed not as programming entities but as "marketing concepts," according to Sabo.

"One of the greatest myths of our time was that listeners began to tune to FM radio because it was in stereo," said Sabo. "The real reason they switched was because FM programming was different and better. It all comes down to programming. The reason why stations like WCCO(AM) Minneapolis-St. Paul and WGN(AM) Chicago remained so strong is because they offer something of value to the listener. The challenge facing AM radio today is getting listeners to sample the band," he said.

Another new experimental AM format in San Francisco was launched by Bonneville International last summer. "Trendformation" made its debut on July 15 over Bonneville's KXLR(AM) which was formerly airing Bonneville's easy listening format under the call letters of KOIT.

Trendformation was conceived by Jack Adamson, former president of the California division of Bonneville and currently a senior vice president of the company, and developed by Norm Woodruff, a radio programming consultant now with the station full time. The station features information on news events and emerging trends along with a combination of "light jazz" and "new age" music. There are no conventional newscasts, but rather, as Woodruff calls them, "facts of the hour." These are

described as uncolorful, concise reports with clear text. The trend information basically comes from six-minute hourly interviews with experts in a variety of fields.

Adamson said trendformation was inspired by the notion that today's baby boomers are getting into the corporate mainstream "and are looking for information that will affect their lives and careers." He added that KXLR is the pilot for a tight, lean budgeted information station that could be sold in combination with an FM music station (Bonneville airs a soft contemporary format on its KOIT(FM) there.)

Airing another format first is WWTC(AM) Minneapolis-St. Paul, which last September abandoned its urban contemporary sound that had a last-place 12-plus rating of 0.3 in the spring Arbitron report, and adopted "Weatheradio."

The staple of the format is local weather reports that air every five minutes, according to WWTC General Manager Sam Sherwood. But the station takes its reporting a step further with regional, national and international weather forecasts. Additionally, WWTC airs extensive traffic reports and updated airline departure and arrival information.

"I heard so many horror stories about AM radio that I decided the direction to go is not redesigning the wheel, but redesigning the product," said Sherwood, who created the format.

Sherwood acknowledged that the station has experienced "a lot of reluctance" from ad agencies. "They are not sure how to use us," he said. "We don't have any target audience demographics because weather is sensitive to everyone in this city. We are a concept sell." Sherwood said that the station has had "mild success" in persuading local retailers to buy time.

There are still many AM music stations across the country, such as WNBC New York, that are establishing themselves as full-service outlets with strong personality lineups.

In addition to adult contemporary, other proved AM music formats include country and big band/nostalgia. Al Ham's "Music of Your Life" format was one of the first programming alternatives offered to AM stations in the late 1970's when FM listening overtook AM. Today, "MOL" is aired by more than 150 stations, the majority of which are AM's.

On the syndication side, the Radio Group, a subsidiary of the LaMarca Group, a New York-based media and marketing service company, will soon offer AM stations a 24-hour, tape-distributed format entitled "Comedy Radio." The format, conceived by company president Jim LaMarca, will cover the "entire spectrum" of comedy including contemporary satire, stand-up bits and classic comedy routines.

Celebrating one year on the air on Dec. 1 is Marina del Rey, Calif.-based Children's Radio Network, headed by Bill Osewalt. The network, which is targeted for the preteen-age audience as well as 18-49-year-old mothers, currently has an affiliation base of four AM stations: KSUN Phoenix; WTKG Grand Rapids, Mich.; WFBM Indianapolis, and WWOZ (formerly WEXI) Jacksonville, Fla. (the last owned by the Children's Radio Network). Osewalt describes his programming as both entertaining and educational with "an eclectic blend of music." It is distributed on tape to stations. The format is an alternative to more traditional programming, especially for AM stations, said Osewalt. "But it was not designed to save AM radio."

Many radio executives also noted that AM stereo, especially with what they saw as a lack of interest among both receiver manufacturers and listeners, will not be AM radio's salvation.

GENEVA

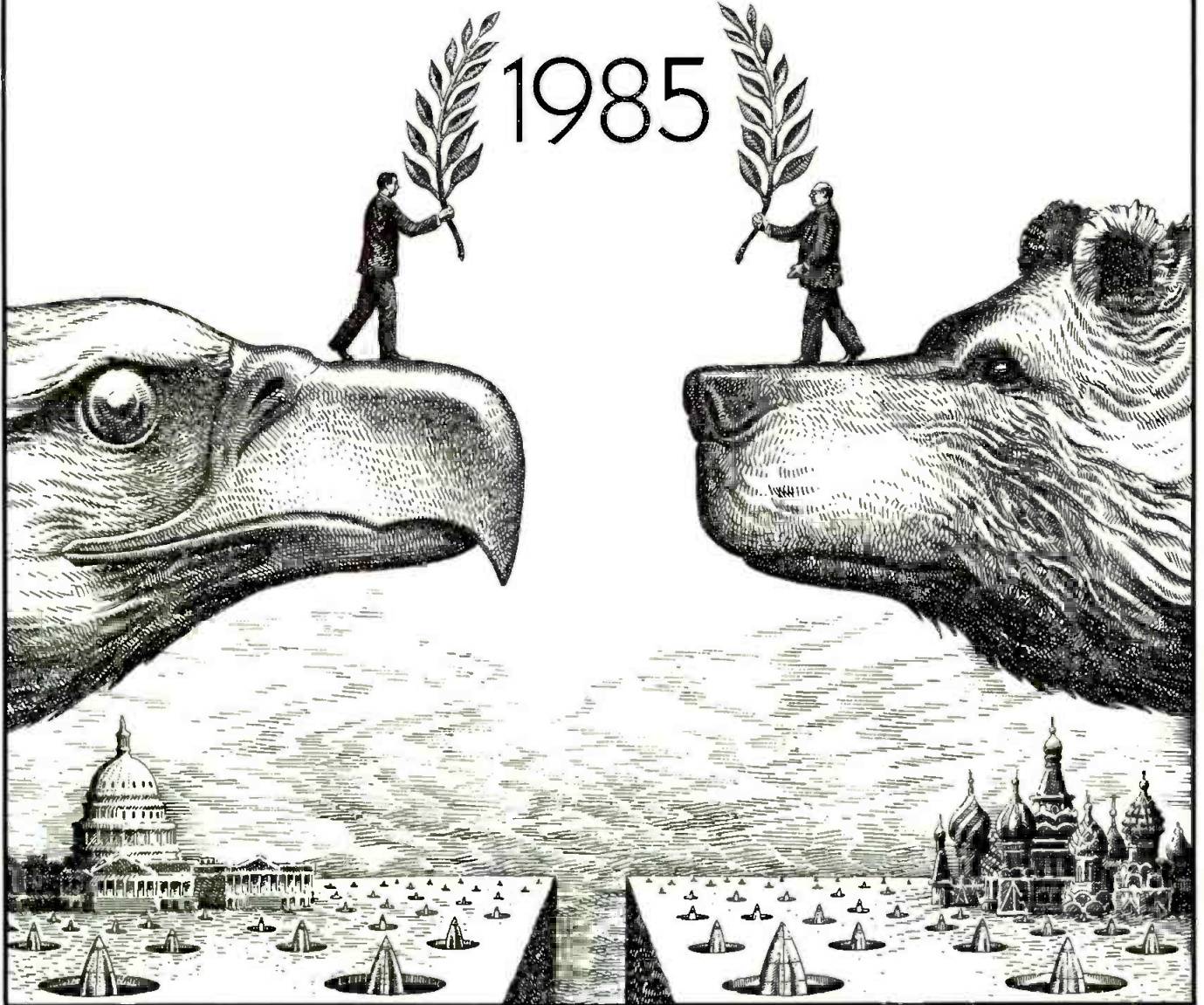
NBC News converges on Geneva to provide television's clearest Summit coverage.

From New York: anchors Tom Brokaw and Bryant Gumbel, and commentator John Chancellor. **From Washington:** chief diplomatic correspondent Marvin Kalb and White House correspondents Chris Wallace, Andrea Mitchell and Robin Lloyd.

From London: chief European correspondent John Cochran. **From Paris:** Jim Bitterman. **From Frankfurt:** Stan Bernard. **From Moscow:** Steve Hurst.

And from around the world: the crack NBC Radio News team.

For the best coverage of the year's biggest story, rely on NBC News.



LIVE FROM NBC NEWS



TOM BROKAW

**NBC NIGHTLY
NEWS WITH
TOM BROKAW**
Evenings



BRYANT GUMBEL

'TODAY'
Mornings



MARVIN KALB

**MEET THE
PRESS**
Sunday
moming

WCCO. Signal strength is one. Each operates with 50 kw day and night. ("Before you win, you need a signal. Then it's what you do with it," said Ury.) Another is roots sunk deep into the community. WTIC went on the air in 1925, WCCO in 1924. Sometimes, roots alone will do. Gary Edens, whose Edens Broadcasting Co. acquired KOY(AM) Phoenix and WRVA(AM) Richmond, Va., from Harte-Hanks Radio Inc. last year, noted both have been on the air for some 60 years, and are heavy on news and talk, and feature personalities who have been in their jobs for years. And while WRVA operates with 50 kw day and night, KOY has only 5 kw during the day and 1 kw at night. Both, Edens says, are doing well—although he acknowledged that KOY's shares "have eroded somewhat" in the 36-station market. "AM," he said, is working well for us."

Such news, talk and information programming costs considerably more than music. But, evidently, it can pay off. Group W, which operates one of the country's blue chip broadcasting operations, also relies heavily on news, information and talk to power its five AM stations. KFVB Los Angeles and WINS New York are all-news; the others—WBZ Boston, KYW Philadelphia and KDKA Pittsburgh—are full-service stations, offering news, talk, sports and music. Warren Maurer, vice president of Group W's AM station group, said: "The stations are successful, in terms of audience and profits. They do the things expected of stations in the AM band. And they are involved in the community." (There's that line again.) It is not only the programming that Maurer says makes the operation successful. "We promote our stations—we made an investment in programming, and promote heavily." Group W's four FM stations—KQZY Dallas, KOS Denver, KODA Houston and KJQY San Diego—follow a contrasting format, a conventional one for FM—light, easy-listening music, and "never more than two commercials in a row," according to Bert Wahlen, vice president of the FM group.

The fight over the advertising dollar led two months ago to an unusual public controversy in which Bernie Mann, president of the National Radio Broadcasters Association and owner of Mann Media, blamed the advertising agencies for the fact that combined AM and FM share of the advertising dollar has not increased over the last 10 years. Then, lest there be any doubt about the depth of his feeling, he referred to agencies as a group of "snake oil salesmen." He expressed those views in a speech at September's NAB-NRBA Radio '85 convention in Dallas (BROADCASTING, Sept. 16). Later, he noted the problem was particularly bad for AM, which over the same 10 years had been losing advertising revenues to FM.

The response from some agency people was predictable. Sandra (Sam) Michaelson, vice president and associate media director of radio for Dancer Fitzgerald Sample, called the attack "a cheap shot. I sell everything without pictures," she said. But she also said she was an "executer, not a planner. If a client wants teens, I'll reach them on FM. If it's 49 plus, I'll reach them on AM radio." Lenny Stein, vice president/associate director, local broadcast and network radio, Young & Rubicam, indicated a similar approach to his job: "We gravitate to stations whose audience meets the overall needs of the client—whether the station is AM or FM doesn't determine the utilization."

But the blow-up has not ended with name-calling. Joseph W. Ostrow, executive vice president of Young & Rubicam, invited Mann to discuss his concerns with Y&R executives (BROADCASTING, Nov. 4). Two weeks ago, Mann met with Ostrow, Gary Pranzo, senior vice president, director of network radio, and Stein, and came away pleased. "It was a positive meeting," Mann said last week. "They wanted to find out more." He also said they "shared with me their view the advertising dollar has not changed a lot in 10 years," and agreed that the situation can be changed only by a "dramatic" effort. Mann said he expressed his view that "some of the responsibility" for effecting change rests with broadcasters—they "must convince clients to demand radio." And the Y&R executives, Mann said, "didn't disagree."

Mann also contributed more than rhetoric. He discussed with the Y&R executives what he called last week "a pilot project" for dealing with the problem. He didn't reveal details; he said only it is designed to show how radio can be used in "a graphic and innovative way." He feels radio broadcasters must do a better job of selling their medium, of demonstrating how "creative" it can be "in developing

services people want." The next step in implementing the project will be taken by NRBA's rep committee. Bill Burton, president of Eastman Radio and chairman of the rep committee, will convene a meeting of the top rep firms to discuss the matter.

Discussions with broadcasters and others concerned about the fate of AM indicate there is no dearth of ideas as to how the medium can or will be revived, if not saved. There are, of course, those who are convinced an AM station must find "a niche," and fill it. Bill Stake- lin, president of the Radio Advertising Bureau, said that "alternative programming is the only way to get people back to AM radio." And the blossoming of new and unusual—if not bizarre—formats on AM stations indicates stations see needs in their communities for everything from weather reports every five minutes to heavy, heavy doses of game shows, to traffic reports every 10 minutes (see box, page 50). And the trend developing in syndicated programming is seen by Bob Mahlman, of the Mahlman Co., a station broker based in Bronxville, N.Y., as a positive development, a sign that "AM programming is becoming more efficient." But he does not think it likely bankers would be sufficiently impressed to lend money for AM stand-alones, at least not immediately. "Financial institutions," he said, "are often a year behind the trend in broadcasting."

Many broadcasters and others following their fortunes look to the emergence of AM stereo as a full-fledged service to improve AM's shares, revenues and profits. Mahlman bluntly predicted that once AM stereo arrives, "there will be a competitive situation again." Nick Verbitsky, president of United Stations, most of whose radio affiliates are FM's, is also upbeat about stereo—sort of. "With technological improvements, AM will be better," he said. "AM stations already have wider range than FM; the addition of stereo would enhance its appeal." One problem is that the benefits he sees would not be immediate, since it would take time for AM stereo receivers to replace existing ones—a lot of time, as much as "15 to 20 years for the full impact to be felt."

If the forecast of the length of time that would pass before AM stereo took hold were not discouraging, it should be noted there are those who do not believe that stereo will ever be a major factor in AM's resurgence, if there is to be one. The Hartford investment banker Dickstein referred to such a belief as "a stupidity." He said FM, with its much wider bandwidth, will always sound better. Besides, he said, "Everything already sounds like Carnegie Hall—why pay more when we already have fidelity?" As a banker, he puts his mouth where his money is in making his forecast: "The future for AM is in combination with FM."

There are even some observers who see AM as getting some help from FM broadcasters whose sense of what the public wants may have been dulled by success, if not greed. Bob Price, of Price Corp., talks of what he sees as an increase in the commercial clutter on FM. "There are more commercials than ever—so the pure music audience is getting fed up."

But apart from whatever help AM broadcasters may get on that score, and apart from the help they hope to get from an improvement in the quality of the sound and programming of their medium, AM broadcasters are looking to a lifting of the restrictions the FCC imposed on them in the days when they seemed too rich and strong to hurt. Suburban Radio's Rollins says, for instance, "I don't how small-market AM's can survive without relief from regulations."

And Rollins talks specifically of the help he foresees small-market stations getting from favorable action on the NAB's proposal that the commission repeal the AM duopoly rule. He cited his own case: "We have three stations in close proximity, but can't improve the facilities because an overlap of signals would result." But, he said, "we need stronger signals to compete." (From what he said, Fowler does not seem ready to permit overlap of *three* AM signals, assuming he is prepared to permit the overlap of two. But two would help.)

No one is ready to write off AM broadcasting. Indeed, Stake- lin, echoing the remarks of others, said, "There are some AM broadcasters who are proving you can make a good living anyplace." But, he added, "it's harder to make a living in AM." Even powerhouse WTIC, with its 20.1 share, is not doing as well as it did 10 years ago, when it achieved a 28. "It's not like it used to be," Rollins said. "You have to work smarter."

TELEVISION SELLS

Advertisers who need to reach the upscale audience need television. On an average day, more upper income adults spend more time with television than any other medium. Spot TV further defines this target group...lets advertisers select only those markets which maximize their sales potential. As specialists in Spot Television, Petry knows it's the sure route to the rainbow's end. We prove it every day, for our stations and our advertisers.



PETRY

Petry, Inc., The Original Station Representative

Network TV's treatment of women criticized

National Commission on Working Women says this year's shows don't measure up to last year's in either number of roles or their quality; annual Alice awards include new children's category

The current television season received poor marks overall for its portrayal of women, according to the latest critique of network television programs by the National Commission on Working Women. The current TV schedule, NCWW said, "halts the progress of last season, when more women played leading characters, more minority women were visible in new shows and the roles of women on TV were more diverse." Additionally, the group concluded, the new programs present a sometimes "truly alarming" trend—a television world consisting predominantly "of male buddies where women are invisible, irrelevant or victimized."

The results were announced last Wednesday (Nov. 6) at a luncheon in Washington honoring the winners of the 1985 Alice Awards—named after the former CBS-TV show, *Alice*, starring Linda Lavin.

Emmy Award-winning actress Betty Thomas (*Hill Street Blues*) presented the survey results, saying that "in sharp contrast to the 1984 season, when every new program except one contained female characters, this year 20% of the new shows contain no female characters at all. Another third are essentially all-male shows with females in

supporting or minor roles." Also, she said, "while shows with women in leading roles have performed extremely well in the ratings—witness [CBS's] *Murder, She Wrote* and *Kate and Allie*, they have spawned no imitators."

(Excluded from the survey were daytime programming, prime time news, movies, sports, specials and the new "anthology programs" such as *George Burns' Comedy Week*, *Amazing Stories*, *The Twilight Zone* and *Alfred Hitchcock Presents*.)

"This season marks the return of the woman-as-victim theme in action/adventure and cop/detective shows," Thomas said. "When female characters aren't being drugged, kidnapped, tortured or murdered, they are often reacting to threats against their safety or being portrayed as helpless and in need of protection."

The NCWW results also showed that although network situation comedies depict women in "important roles as wives, mothers, workers and friends," in prime time dramas, "men are in charge. Since dramatic programs outnumber situation comedies this season, 'theirs is the dominant message,' NCWW said.

Additionally, NCWW said that of the 19 new shows premiering this season, only NBC's *227* and CBS's *Charlie & Co.* have minority characters. "The eight black females on these two programs account for all the minority women on new fall shows (down 33% from 1984), NCWW said, add-

ing that there are no Hispanic or Asian characters in new programs, "even in minor roles. . . . ABC is the only network with no minority females on any of its new programs," NCWW said.

Bright spots on the 1985 schedule include "the premier of a program exclusively about older women, the continuation of a wildly popular realistic situation comedy about a black family, a continuing emphasis on nur-



Thomas and Lavin

turing fathers and some really excellent children's programs," Thomas said.

Nonetheless, she characterized the 1985 television season as "a failure of the imagination." Overall, she said, the season is "a step in reverse. The progress of last year is gone. Not limited to law enforcement occupations or relegated to traditional support roles for male leads, last year's female TV characters gave the promise of better things to come. The networks have still to deliver on that promise," she said.

"We have caught the networks napping—hopefully, they're just napping—lapsing into old fantasies of the Lone Ranger and Tonto, Wild Bill Hickock and [his sidekick] Jingles," Thomas said, adding that "in the context of a real world which reflects women's increasing role, these programs are not only outdated—they are boring."

Although some producers may have missed current trends, Linda Lavin said that this year's Alice Award winners are evidence that 1985 marks the "coming of age" of women's issues on television and radio. "One mark of their maturity is that stations no longer feel the need to have billboards that flash 'women's issue, women's issue.' With this new group of entries," Lavin said, we are beginning to see the mainstreaming of women's issues. When a reporter an-

Educational television. The National Education Association honored two radio and 13 television productions with its fourth annual Awards for Advancement of Learning Through Broadcasting, designed to "honor broadcasting that demonstrates a commitment to the ideals of quality education." Winners were chosen from among 200 nominations made by affiliates and members of the 1.7-million-member association, and were presented at NEA's board of directors meeting. The winners:

- *KNX(AM)* Los Angeles: year-round education coverage; George Nicholaw, vice president; Roger Nadel, executive news producer.
- *Small Things Considered*, WNYC(AM) New York; Kelth Talbot, producer.
- *An American Portrait*, CBS Entertainment; Alex Pomasanoff, producer.
- *The Brain*, WNET(TV) New York; Jack Sameth, executive producer.
- *The Constitution: That Delicate Balance*, PBS; David Kuhn and Jude Dratt, producers.
- *The Dollmaker*, ABC Television; Bill Finnegan, producer.
- *The Dropout*, Capital Cities Television Productions; Charles Keller, executive vice president.
- *Homework Hotline*, Multivisions Ltd.; produced by the Anchorage Education Association, AEA Immediate Past President Carol Comeau, the Anchorage Principals Association and the Anchorage School District.
- *Nightline: South Africa*, ABC News; Richard Kaplan, producer.
- *Probe: Education Crisis*, WLBT(TV) Jackson, Miss.
- *The Shakespeare Plays*, produced for public broadcasting stations by BBC/Time-Life Television and WNET(TV) New York.
- *Stay in School*, KFSN-TV Fresno, Calif.
- *Teacher*, commercial message from Apple Computer Inc.; Chiat/Day Advertising, producer.
- *Wallenberg: a Hero's Story*, NBC Television Network; Dick Berg of Stonehenge Productions, producer.

PURELY PERSONAL

FEAR SUCCESSFUL BUSINESSWOMAN. L. Attractive, well educated, committed, financially independent, a dour, deep sense of fairness, romantic, down to earth, easy to be with. Love cars, nice things, having fun, the beach, tennis. I am no pro at it. Busy person: no time for playing. My kid is grown, so is yours. Seeking a man 38-48 for beautiful permanent relationship to enjoy and share experiences together. Send communication to: [Redacted]

Handsome Frenchman 5'6", trim seeks lady drinking there's more to life than being trendy, with access to wealth (foundations, others) Worldwide. I can give you lasting health purpose in life.

Handsome 5'11", 40, no dependents. Include no reply. [Redacted]

Funny, bright, romantic, attractive film professional, late 30's, 1511 lbs. "Casablanca," jazz, Woody Allen, Nagel, theatre. Seeks dynamic, attractive lady to share life's pleasures. Photophone.

THE BEAUTY OF SUCCESS: beautiful women and successful men go together like sugar and spice. I'm a highly successful Publisher in a controversial field, 49 years old, recently divorced, with all the accoutrements of success: townhouse in the East 60's, limousine, fast-lane lifestyle. A beautiful and intelligent, high fashion model, ballet dancer, or levelly actress, aged 21-35 would make a perfect partner. [Redacted]

Pretty French lady, early 40's, tall and slim, South Bay, enjoys theatre, music, fine cutlery outdoors and the beach. Seeks counterpoise, 45-55 financially secure for monogamous relationship.

Attractive, bright, professional, mid 30's, warm, sensitive and sense of humor seek with same for caring relationship. Photo/letter.

Bright, classy, attractive, warm, educated, 5'11", 128, 40, non-smoker, no drugs, seeks brilliant photo.

Tired of being alone, DW 12 seeks attractive, stable WM to share personal relationship. Photo/Phone please.

Incurable romantic, attractive and successful seeking quality, non-smoking WSM, over 40 and marriage.

Dear PP:
I'm looking for a perfect "10"... can you help?

Forlorn GM

Dear Forlorn:

Why settle for a perfect "10"... if you really want a 30 or 40 share among women 18-49 and 25-54 in early fringe?

Let me solve your problem with women in the afternoon - all you have to do is get personal! Absolute discretion assured.

**Respond to "Purely Personal"!
(213) 277-7751**

Traditional L. 5'10, 120 lbs, good outdoors, fun times, rainy days. Photo.

Traditional L. 5'10, 120 lbs, good outdoors, fun times, rainy days. Photo.

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STYLISH BRUNETTE ENTREPRENEUR Sophisticated, loving, intelligent, successful. Are you ready for a class, spirit-filled life?

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nounces that the evening news feature highlights an employment issue—whether it's pension problems, sexual harassment or the effects of layoffs on last-hired workers—today that reporter is more likely to say that this issue just happens to affect women disproportionately."

This year's awards presentation also reflected a new category of awards—excellence in children's television. Among those receiving recognition were the Public Broadcasting Service's 3-2-1 Contact and ABC's *The ABC After School Special*.

After presenting this season's programming

critique, Thomas offered her hope for next year: "Do us all a favor, Hollywood," she said. "Catch the spirit of your sisters, your daughters, your mothers, your aunts. Give us women to measure up to the women we know in real life. Women who dream and dare to achieve. Throw out the old plot lines—please—and join us in shaping this last lap into the 21st century," she said.

Following are the first, second and third place Alice award winners:

First place winners

Public affairs/documentary—television □ *Women of Steel*—Mon Valley Media, Pittsburgh. Producers Allyn Stewart, Beth

Destler, Steffi Domike and Linny Stovall.

Public affairs/documentary—radio □ *Hard Times Cotton Mills Girls*—WMBR-FM Cambridge, Mass. Producer Jennifer Abod.

News series—television □ *Equal Under God?*—WTVU-TV Durham, N.C. Producer Miriam Thomas.

News series—radio □ *Crisis in Day Care*—WBUR-FM Boston. Producers Margot Stage and Eileen Boinsky.

Entertainment—television □ *Cagney & Lacey*, "Rules of the Game" and "Con Games," two-part episode—Orion Productions, Los Angeles. Executive producer Barney Rosenzweig.

Entertainment—radio □ *Libba Cotten: A Profile*—National Public Radio, Washington. Producer Linda Mack.

Editorial—television □ *The Working Woman*—WCBS-TV New York. Editorial director Lesley Crosson.

News feature—television □ *Penny Harrington*—Oregon Pub-

NBC takes week six as sweeps begin

For the fourth time in the six-week 1985-86 season, NBC won the prime time ratings race, scoring a 17.5 average rating and a 27 average share. CBS had a 16.7/26 and ABC a 15.3/24. The week of Oct. 28-Nov. 3 marked the return of the networks' regular schedules, after two weeks of baseball playoffs, carried by NBC (weeks three and four), and a week of the World Series, carried by ABC (week five).

Sunday, Nov. 3, saw the first major night of sweeps competition, with ABC airing the first part of its *North and South, Part 1* mini-series (25.8/37) and NBC "48 Hours" (20.8/30) and a one-hour *Amazing Stories* (19.9/27) special. Despite the special programming, CBS won Sunday. The first four days of sweep rating in Nielsen showed NBC in the lead with an 18.2/28, followed by CBS (17.6/27) and ABC (13.8/21).

In season-to-date ratings, NBC has five of the top 10 shows, CBS three and ABC two. The top 10 are: *The Cosby Show* (30.6/47), *Family Ties* (28.3/43), *Dynasty* (23.7/36), *Murder, She Wrote* (23.5/35), *Cheers* (23.5/35), *Dallas* (23.1/37), *Who's the Boss* (22.4/35), *60 Minutes* (21.6/35), *Miami Vice* (21.4/35) and *NBC Monday Night Movies* (21/31). In season-to-date ratings, NBC is up 1.1 rating points over a year ago, ABC is up one point and CBS up 0.2.

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

■ On Monday, *Scarecrow & Mrs. King* (8-9 p.m.), *Kate & Allie* (9-9:30) and *Newhart* (9:30-10) all won their time periods to give CBS the night. ABC's *Monday Night Football* (9-12:18 p.m.) fell off from 11th place two weeks ago (when it had a 21/35) to 38th last week (15.4/27). ABC estimates that it lost 1.3 national ratings points because the Raider-Charger game was blacked out in Los Angeles since it was not a sellout.

■ ABC won Tuesday night on the strength of its 8 to 10 schedule, as has often been the case this season. But while 12th-ranked *Who's the Boss* (20.4/31) overcame the first half hour of *A Team* (18.4/28), 20th-ranked *Growing Pains*, from 8:30 to 9, could not. *A Team* ranked 23rd

for the week. In its first week on Tuesday from 10 to 11 p.m., *Spencer: For Hire* (15/25) placed second to the *CBS Tuesday Night Movie* (15.6/25) in its first half hour, and third in its second half hour.

■ ABC also was a winner on Wednesday, with both the ninth-ranked *Dynasty* (22/33) and 24th-ranked *Hotel* (17.9/31) taking their one-hour time periods. From 8 to 9, *The Insiders* (12.3/19) placed third, as NBC's *Highway to Heaven* (19.4/30) won the time period.

■ Thursday was once again carried by NBC, with its 8 to 10 comedy block containing the first-, second-, sixth- and eighth-ranked shows. Also from 8 to 10, an *ABC Movie Special*, "Goldfinger," placed 66th out of the week's 67 programs, with a 8.3/13. *Knots Landing* (18.5/31) took the 10 to 11 p.m. time period, as *Hill Street Blues* (14.9/25) placed second.

■ Although each network won one hour on Friday night, CBS managed to win the night on the strength of *Dallas* (23.5/38), which won at 9. From 8 to 9, ABC's *Webster* (15.7/26) and *Mr. Belvedere* (14.3/24) were number one, and from 10 to 11, NBC's *Miami Vice* (20.6/35) defeated its closest competitor, *Falcon Crest* (19.2/32). An *ABC Movie Special*, "In the Midnight Hour," from 9 to 11, scored a 10.5/17.

■ NBC took every half-hour of Saturday night, led by the 15th-ranked *Golden Girls* (19.6/31). From 8 to 9, ABC's *Hollywood Beat* (8.9/13) was the lowest-ranked show of the week. The *CBS Saturday Night Movie* (13.6/23), "Badge of the Assassin," from 9 to 11, scored a 13.6/23.

■ Sunday night was perhaps the closest night of competition among the networks. CBS came out on top, on the strength of the third-ranked *Murder, She Wrote* (26.2/36), from 8 to 9, and the fifth-ranked *60 Minutes* (24.6/37), from 8 to 9. But the first part of *North and South* on ABC, from 9 to 11, won every half hour it was on the air. Opposite it, the *NBC Sunday Night Movie* placed second in the time period and 10th for the week. NBC's *Amazing Stories* (19.9/27), ranked second in its one-hour, 8 to 9 time period, and 14th for the week. Last week, the regular half hour version of the show ranked 41st.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	30.1/46	24.	Hotel	ABC	17.9/31	47.	McGyver	ABC	14.3/20
2.	Family Ties	NBC	26.3/39	25.	Scarecrow & Mrs. King	CBS	17.9/26	48.	20/20	ABC	14.2/24
3.	Murder, She Wrote	CBS	26.2/36	26.	Crazy Like A Fox	CBS	17.6/24	49.	Equalizer	CBS	14.0/24
4.	North and South, pt. 1	ABC	25.8/37	27.	227	NBC	17.3/28	50.	Airwolf	CBS	13.8/23
5.	60 Minutes	CBS	24.6/37	28.	A Time to Live	NBC	17.1/27	51.	Badge of Assassin	CBS	13.6/23
6.	Cheers	NBC	24.1/36	29.	Simon & Simon	CBS	17.0/26	52.	Trapper John, M.D.	CBS	13.5/20
7.	Dallas	CBS	23.5/38	30.	Gimme a Break	NBC	16.8/28	53.	St. Elsewhere	NBC	13.3/23
8.	Night Court	NBC	22.0/34	31.	Cagney & Lacey	CBS	16.7/28	54.	Knight Rider	NBC	13.2/22
9.	Dynasty	ABC	22.0/33	32.	Garfield Special	CBS	16.6/26	55.	Twilight Zone	CBS	12.8/21
10.	48 Hours	NBC	20.8/30	33.	TV Bloopers & Prac. Jokes	NBC	16.2/24	56.	Football, Sun. 7-7:36 p.m.	NBC	12.8/21
11.	Miami Vice	NBC	20.6/35	34.	Riptide	NBC	16.1/24	57.	Misfits of Science	NBC	12.8/20
12.	Who's the Boss	ABC	20.4/31	35.	Charlie Brown Special	CBS	16.0/24	58.	Ripley's Believe It Or Not	ABC	12.8/19
13.	Kate & Allie	CBS	20.0/29	36.	Webster	ABC	15.7/26	59.	Love Boat	ABC	12.7/21
14.	Amazing Stories	NBC	19.9/27	37.	Into Thin Air	CBS	15.6/25	60.	The Insiders	ABC	12.3/19
15.	Golden Girls	NBC	19.6/31	38.	Football, Chargers-Raiders	ABC	15.4/27	61.	Disney Special	CBS	12.0/18
16.	Highway to Heaven	NBC	19.4/30	39.	Remington Steele	NBC	15.4/26	62.	Charlie & Company	CBS	11.9/18
17.	Newhart	CBS	19.4/29	40.	Magnum, P.I.	CBS	15.2/23	63.	George Burns Comedy Week	CBS	10.7/16
18.	Falcon Crest	CBS	19.2/32	41.	Spencer: For Hire	ABC	15.0/25	64.	In the Midnight Hour	ABC	10.5/17
19.	Moonlighting	ABC	19.2/29	42.	Hardcastle & McCormick	ABC	15.0/22	65.	Silver Spoons	NBC	10.0/15
20.	Growing Pains	ABC	18.6/28	43.	Hunter	NBC	14.9/28	66.	Goldfinger	ABC	8.3/13
21.	Knots Landing	CBS	18.5/31	44.	Hill Street Blues	NBC	14.9/25	67.	Hollywood Beat	ABC	8.1/13
22.	Facts of Life	NBC	18.5/30	45.	Hell Town	NBC	14.4/22				
23.	A Team	NBC	18.4/28	46.	Mr. Belvedere	ABC	14.3/24				

*Indicates premiere episode

lic Television, Portland, Ore. Producer Marilyn Deutsch.

News feature—radio □ *Temporary Employment: New Opportunities, New Problems*—National Public Radio, Washington. Producer Tom Gjelten.

Children's television □ *3-2-1 Contact*. "Earth Monday"—Children's Television Workshop, New York. Producers Ozzie Alfonso, Franklin Getchell and Tish Sommers.

Second and third place winners

Public affairs/documentary—television, second place □ *Project: The Working Woman*—WCBS-TV New York. Producer Christine Huneke.

Public affairs/documentary—television, third place □ *Women in Non-Traditional Roles*—New Jersey Network, Trenton, N.J. Producer Robert Barnett.

News series—television, second place □ *Women at Work*—WCCO-TV, Minneapolis. Producer Paul Adelman.

News series—television, third place □ *Police Women: Fighting More Than Crime*—WDIV-TV Detroit. Producer Lisa Rabinowicz.

News feature—television, second place □ *WomanWatch*. "Sergeant Yvonne Ferguson"—Creative Programming Inc., Weston, Conn. Producers Nancy Fisher and Peter Wild.

News feature—television, third place □ *Sexual Harassment*—KING-TV, Seattle. Producer John Sandifer.

Children's television, second place □ *ABC Afterschool Special*. "Mom's on Strike"—ABC, New York. Producer Carol Polakoff, executive producer Diana Kerew.

Public affairs/documentary—radio, second place □ *To Life*. "Money"—Thea Marshall Communications, Washington. Producer Thea Marshall.

Public affairs/documentary—radio, third place □ *To Life*. "Rural Women"—Thea Marshall Communications, Washington. Producer Thea Marshall.

News series—radio, second place □ *Women in Prison*—Mutual Radio Network, Arlington, Va. Producers Ross Simpson and Craig Warner.

Entertainment—radio, second place □ *The Poet and the Poem*—WPFW-FM Washington. Producer Grace Cavalieri.

Entertainment—radio, third place □ *See How They Run by Mary Elizabeth Vroman*—WPFW-FM Washington. Producer Dorcas C. Dessaso.

News feature—radio, second place □ *Taking the Kids to Work: On-Site Child Care*—KXOA-AM-FM Sacramento, Calif. Producer Nanci McGraw.

News feature—radio, third place □ *Voices in the Hills: Aurora Jeffrey*—Woodsmoke Productions, East Calais, Vt. Producers Mary Kasamatsu and Mark Greenberg.

NBC seeing demographic improvements

Prime time ratings victories are carrying over into wins in key groups sought by advertisers

Comparisons of key demographic ratings for the first five weeks of the prime time season show that NBC's winning ways in household ratings are carrying over into demographics. NBC's regular schedule is winning the 18-34, 18-49 and 25-54 categories for both men and women by bigger margins than last year, while CBS continues to win the 50-plus category for both sexes.

Using the program-only ratings, which exclude specials and thus focus on regular schedule demographics, NBC ratings rose in all eight categories, compared to last year. CBS was up in two categories, even in one and down in five. ABC was up in two demographic categories and down in six.

The demographic information comes from the season's first two pocketpieces (the biweekly reports on demographic ratings), and the most recent "fast evening persons

report," the weekly demographic updates that serve as previews of coming pocketpieces. The comparisons are between Sept. 23 and Oct. 27 of this year and the comparable weeks a year ago, Sept. 24-Oct. 28. According to Larry Hyams, associate director of research for ABC, "data really changes" between the fast-evening persons reports and the pocketpieces.

Among women 18-34, NBC rose from a 12.6 last year to a 15.5 this year. CBS increased from a 10.6 to 11.3, while ABC fell from an 11 to a 10.5. For women 18-49, NBC rose from a 12.9 last year to a 15.5 this year. CBS rose from an 11.8 last year to a 12.4 this year, while ABC was down from an 11 to a 10.8. In women 25-54, NBC was up from a 13.9 to a 15.7. CBS rose from a 12.8 to a 13.3 while ABC fell slightly, from an 11.5 to an 11.3. CBS continued to win the 50-plus category with a 17.2. NBC rose from a 12.4 to a 14.1, while ABC fell from a 13.5 to a 12.2.

In men 18-34, NBC rose from a 9.7 to an 11, while ABC fell slightly from an 8.7 to 8.6. CBS remained at 7.3. Among men 18-49, NBC rose from 10.3 to 11.2, and ABC rose from 9 to 9.3. CBS fell from 8.4 to 8.2.

Among men 25-54, NBC rose from an 11.3 to a 12.2, ABC was up from a 9.9 to 10.4, and CBS was down from a 9.6 to 9.4.

In men 50-plus, CBS was down from a 13.2 to an 11.9 while NBC rose from a 10.6 to 11.6. ABC was down from a 12.2 to 11.4.

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ball telecasts consumed 16 nights of programming on the networks. That broke down to six nights of programming (all on NBC) during the third week of the season, four nights during the fourth week (two on NBC, and two on ABC), and six nights during the fifth week (all on ABC). Only on Thursday Oct. 10, when NBC preempted a pre-game show to air *The Cosby Show*, was regular programming squeezed into the baseball schedules.

But taking in the entire schedule, NBC numbers do not look as good. At CBS, where demographic averages are compiled on the basis on the entire prime time programming period, specials and all, NBC was down 0.3 among women 25-54, and up only 0.5 among women 18-49. Based on its data covering Sept. 30-Oct. 27 for women 18-49, NBC had a 13 versus a 12.5 a year ago, while CBS had a 12.3 compared to an 11.7 last year. ABC had a 10.3 compared to a 9.6 last year.

For women 25-54, NBC had a 13.3, compared to a 13.6 last year. CBS rose to 13.3 from an 12.8 last year, and ABC had an

11.1, compared to a 10.3 last year.

Vice presidents at all three networks say it is too early to determine the long-term demographics of the fall prime time schedules. Results from the November sweeps will contribute to determining individual shows' staying power, although early ratings have already spelled death for three shows. Paul Sonkin, vice president of audience and affiliate research at ABC, said that as the season progresses "more stable information" will be provided. He said, however, that ABC was pleased with the early demographic results, particularly for young adults.

At NBC, Gerald Jaffe, vice president, research projects, said the early demographic data provides "evidence that our prime time schedule is very desirable for advertisers." Although NBC is pleased with the performance of its new prime time programs, he said the network "won't come out unscathed." NBC has not had a cancellation so far this season, while CBS has canceled two shows (*Hometown* and *Stir Crazy*), and ABC one (*The Fall Guy*).

At CBS, David F. Poltrack, vice president

for research, CBS/Broadcast Group, said he was pleased with CBS's early demographic ratings this season, because of their increases, especially in the key female categories. "Our audience composition is more on target with advertiser demand" than last year, said Poltrack, referring to increases in "key demographics most important to advertisers," particularly the 25-54 group. He likened CBS's current strategy to a tennis match with NBC, saying that CBS would not change its game in principle, but that with "minor adjustments, we'll be able to recapture the lead."

According to program-only data for the first three weeks of the season (Sept. 23-Oct. 13) NBC had nine of the top 10 shows for both women 18-34 and 18-49, with CBS and ABC each having one. For women 25-54, NBC had seven of the top 10 shows, ABC two and CBS. NBC's *Family Ties* and *The Cosby Show* were the number one and two shows, respectively, among all three groups.

Among both men 18-34, and 18-49, NBC had nine of the top 10 shows, with ABC

Syndication Marketplace

■ **Columbia Pictures Television** says it has cleared 90 episodes of *T.J. Hooker*, starring William Shatner, in roughly 30 markets, including WOR-TV New York, KHJ-TV Los Angeles, KTVU-TV San Francisco, KTVT-TV Dallas, KHTV-TV Houston, KWGN-TV Denver, KOTV-TV Oklahoma City and KOVR-TV Stockton, Calif. Cash sales are for six runs beginning in 1987. Joe Indelli, senior vice president, syndication, said the market for hour-long programs "is still pretty strong," and described the show's sales pace as "brisk." ■ **Telepictures** reports that it has cleared its new game show, *Million Dollar Chance of a Lifetime* set for Jan. 6, in 14 markets. Latest stations to sign include WITI-TV Milwaukee; KETV-TV Omaha; KCTV-TV San Angelo, Tex.; WJBK-TV Detroit; KOVR-TV Stockton, Calif.; WAGA-TV Atlanta; WTCV-TV Thomasville, Ga.; WTAE-TV Pittsburgh; WPMY-TV Syracuse, N.Y.; WOKR-TV Rochester, N.Y.; WTVY-TV Dothan, Ala., and WESH-TV Daytona Beach, Fla. As reported, Telepictures earlier cleared KHJ-TV Los Angeles and WPLG-TV Miami. ■ **TEN** is offering a six-hour mini-series, *Cosmos—The Year of the Comet*, produced in association with Carl Sagan and KCET-TV Los Angeles, on a barter basis for 1986. The mini-series, divided into three two-hour parts, will include three to four hours of the \$8-million, 13-part PBS series of the same name, along with roughly two to three hours of new footage, shot at a cost of \$1.5 million. Stations cleared will also receive 30 *Cosmos* promotional and informational minutes formatted to include 30-second advertisements. Stations will get two runs, with the mini-series window running from Feb. 28 to April 13. The minutes will air in two five-week runs from Feb. 3 to April 13. Geoffrey Haines-Stiles will produce the series. TEN and stations will each get 12 minutes of advertising time during each two-hour part of the mini-series, and will each get 15 30-second spots in the *Cosmos* minutes. Warner Bros. owns the home video rights to the mini-series. ■ **Syndicast** says it has cleared *Entertainment '85* in 63 markets covering 60% of the country for its Nov. 28 to Dec. 22 window. Hosted by Gary Sandy, formerly of *WKRP in Cincinnati*, the one-hour special will recap the year in entertainment. With guests such as Sylvester Stallone, Pete Rose and Madonna, the show will examine movies, sports and popular music. Sales are on a barter basis, for one run, with stations getting seven minutes and Syndicast five. Along with the CBS O&O's, the show had been cleared on KRON-TV San Francisco, WBZ-TV Boston and WFAA-TV Dallas. ■ **MCA** says it has cleared "Universal Pictures Exploitable 13/Prestige 13" in 40 markets, including 18 of the top 25, for cash for six runs over four years. "Exploitable 13" includes such titles as "Streets of Fire," "Repo Man" and "Terror in the Aisles"; "Prestige 13" includes such titles as "Under the Volcano," "The Pirates of Penzance" and "Rumble Fish."

Among clearances are KHTV-TV Houston, KTVT-TV Dallas, WUAB-TV Cleveland, KSTW-TV Tacoma, Wash. (Seattle), and KDVR-TV Denver. ■ **Cluster Television Productions** says it has cleared the animated strip *My Little Pony 'n' Friends* in 61 markets covering 56% of the country. The show is sold on a barter basis for afternoon and early morning time periods. Included along with *My Little Pony* in the show will be the Glo-Friends and the Potato-Head Kids. The show's 65 episodes are for fall 1986, with eight runs scheduled. Cluster has previously offered *My Little Pony* as a special. Stations will get four minutes of time; Cluster will keep two. Among clearances are KCOP-TV Los Angeles, WLVI-TV Boston, WTAJ-TV Philadelphia, WTTG-TV Washington and WKBD-TV Detroit.

■ **All American Television** has opened barter sales on *The Boy King*, a one-hour episode in the childhood of Martin Luther King. The adaptation of a theatrical play that played a year ago in Atlanta will be produced by WSB-TV Atlanta, with Howard Rollins playing Martin Luther King Sr. *The Boy King* has a window of Jan. 11-Feb. 16, which partially covers Black History Month. Jan. 20, 1986, is the first observance of the national holiday of King's birth and many stations are expected to air it on that date. Stations and All American will each get five minutes of advertising time for the special. ■ **Colex Enterprises**, a co-venture of Columbia Pictures Television and LBS Communications, has announced a restructuring of the company which will be composed of three separate divisions. The first division, Colex First Run, will distribute, on a barter basis, the new *Gidget* series, along with two new movies—



Rollins

—"Miracle of the Heart—A Boy's Town Story," starring Art Carney, and "Reunion at Fairborough," starring Robert Mitchum, Deborah Kerr, and Red Buttons. The movies will be sold under the banner, Colex Premiere Movies. The Colex Collection will handle off-network product, such as NBC's *Father Murphy*, and ABC's *Family*, as well as The Colex 3-Pack, a package of three mini-series. Other programming announcements for that division are planned. The third, The Colex Classics, will continue distribution of *Gidget* and *The Flying Nun*.

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having the other show. Among men 18-54, NBC had eight of the top 10, while CBS and ABC each had one. In the first two of those demographic categories, NBC's *Miami Vice* and *The Cosby Show* were the number one and two ranked shows, respectively. Among men 25-54, *Miami Vice* and *Amazing Stories* were number one and two. □

NPR attempts to smooth a ruffled feather

Rocky Mountain group had criticized process by which public radio network launched new weekend news show

National Public Radio director Bill Siemering, chairman of the NPR's programming committee, has responded to criticism by the Rocky Mountain Public Radio network of NPR's decision to launch a new weekend program called *Weekend Edition*, instead of simply extending its successful weekday morning show, *Morning Edition* (BROADCASTING, Nov. 4).

In a letter addressed to RMPR President William Hurt, Siemering said that last January, NPR proposed "a weekend morning service" to the Corporation for Public Broadcasting "as a result of the strong interest" in such a service expressed by stations in the fall of 1984. "The proposed service," he said, "was modeled on *Morning Edition* but anticipated the need for adaptation to accommodate the differences between weekday and weekend mornings for most people."

Its objective was to "capture a larger share of radio listeners on weekend mornings. That's exactly what station representatives, audience researchers, and everyone else interested in the subject had said they wanted," Siemering said, adding that the NPR staff developed the plan for the program "in consultation with stations, including discussions at the Public Radio Conference [last] May, numerous individual contacts with station representatives, a survey sent to all stations in August [of which 133 stations responded, Siemering said], and the recent [satellite] interconnects." He said that "in a system as diverse as ours, someone has to make choices in the face of many demands and interests (some of them mutually exclusive)."

In response, Carl Matthusen, general manager of KJZZ(FM) Phoenix, and a member of RMPR who presented the original resolution to the NPR board criticizing the program launch, responded to Siemering on behalf of RMPR. Matthusen said RMPR was more upset with the process NPR went through in creating the new service than in the product itself. The latter, he told BROADCASTING, "will live or die independently." [But] "it's the process as it will affect us in future programs" that he's concerned about, he said.

In his letter, he said RMPR agreed with most of what Siemering said, but that his "major objection deals with what happened or didn't happen last January." Matthusen said RMPR was aware of research showing

the "need for a Saturday-morning presence" and assumed there would be an opportunity for station input at a later date before a program form was chosen.

"What appears to have happened," Matthusen said, "was that NPR perceived a mandate for the creation of a Saturday morning program and proceeded to plan a program... The opportunities for input occurred well after some of the major decisions were already made," he said, adding that in his view, "the most important decision" was made at NPR headquarters in Washington, "with only in-house talents contributing. That decision was to pursue a new program and not build on a current vehicle. I believe it is precisely this kind of approach that has given NPR such a poor record of accomplishment in the past," he said. □

Osgood wins top Gabriel honor

Charles Osgood, CBS Radio's morning news anchor, has won the 1985 Gabriel personal achievement award for "his ability to speak common truths in uncommon ways." Unda-USA, the national Catholic association of broadcasters and communicators that annually presents the Gabriel awards, also honored television and radio programs, PSA's and stations that "creatively reflect human values." The awards will be presented at the Gabriel awards banquet Dec. 11 at the Hyatt Regency in San Antonio, Tex. A list of the winners follows:

Personal achievement award

Charles Osgood, CBS Radio

Station awards

WBZ-TV Boston, KNX(AM) Los Angeles and WCLV(FM) Cleveland

Entertainment

CBS-TV and Dave Bell Productions □ *Do You Remember Love?*

KING-TV Seattle □ *Dear Mom.*

CBC Radio □ *I'm Not Living Like This Any More.*

WICB-FM Ithaca, N.Y. □ *The Monsters Are Due on Maple Street.*

Informational or educational

CBS News □ *CBS Reports: The Gift of Life.*

KING-TV Seattle □ *Lost in the System.*

WYES-TV New Orleans □ *Hands That Picked Cotton.*

CBS Radio News □ *Newsweek: Ethics and the World of Albert Jonsen.*

WPTF(AM)-WODR(FM) Raleigh, N.C. □ *Bruised and Bitter: The Story of Battered Families.*

Journey Communications □ *The Heart Has Its Reasons.*

WBZ-TV Boston □ *Nothing But God: Inside the Nova Nada Monastery.*

Ethnic Communications Outlet □ *Dreams into Deeds.*

Youth-oriented programming

WQED(TV) Pittsburgh □ "Booker," *Wonderworks.*

WBZ-TV Boston □ *Working It Out: Kids and Race.*

WTMJ-TV Milwaukee □ *To Whom It May Concern.*

CFYK(AM) Yellowknife, Northwest Territory, Canada □ *Kill the Feelings First.*

PSAs

Bonneville Communications □ *The More I See You.*

WDIV-TV and WTVS(TV) Detroit □ *Project Graduation.*

WDSU-TV New Orleans □ *Prevent Child Abuse Campaign: Secrets.*



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Short features

KYW-TV Philadelphia □ *Trevor Cares.*

WHA-TV Madison, Wis., and Wisconsin Educational Television □ *Hope's Last Stop.*

WTLV-TV Jacksonville, Fla. □ *Kids Calling It Quits.*

Presbyterian Media Mission □ *The Tapestry of Hope.* □

CEBA award honors excellence in black communications

The eighth annual Communications Excellence to Black Audiences awards were presented at a ceremony at the New York Hilton hotel. There were 114 winners chosen from 1,700 entries in the contest, designed to

"honor those corporations, ad agencies and individuals who have demonstrated sensitivity and expertise in addressing the needs and concerns of black consumers." The awards recognized three levels of achievement—excellence, distinction and merit—in radio, television and print media. The broadcasting winners follow:

Radio

■ **Essence, The Television Program** □ Essence Television Productions/Jacobs & Gerber (excellence in commercials, less than one minute).

■ **Stanley** □ General Foods/Young & Rubicam (distinction in commercials, less than one minute).

■ **Sausage Memories** □ McDonald's/Burrell Advertising (merit in commercials, less than one minute).

■ **Daddy's Girl** □ Procter & Gamble/Burrell Advertising (excellence in commercials, one minute or more).

■ **Bobby I Know** □ The Stroh Brewery/Burrell Advertising (distinction in commercials, one minute or more).

■ **Pioneer—Hummin'** □ Pioneer Video/Altschiller Reitzfeld Solin Advertising (distinction in commercials, one minute or more).

■ **Chicken Authorities** □ Wendy's International/Lockhart & Petrus (merit in commercials, one minute or more).

■ **Jackson Radio** □ Pepsi-Cola/Batten Barton Durstine & Osborn (excellence in commercials, campaign, one minute or more).

■ **Inquiry/Pride/Good Soldier** □ Columbia Pictures/Burrell Advertising (distinction in commercials, campaign, one minute or more).

■ **Reaching Out in New Directions** □ AT&T/UniWorld Group (merit in commercials, campaign, one minute or more).

■ **Nell Carter—Sweet & Sassy** □ Breast Examination Center of Harlem/Dancer Fitzgerald Sample (excellence in public service/institutional/political spots, less than one minute).

■ **Voter Registration '84** □ WDAS-AM-FM Philadelphia (distinction in public service/institutional/political spots, less than one minute).

■ **Lou Rawls—Reaching for the Dream** □ United Negro College Fund/Young & Rubicam (merit in public service/institutional/political spots, less than one minute).

■ **Nell Carter—Get Your Head Examined** □ Breast Examination Center of Harlem/Dancer Fitzgerald Sample (excellence in public service/institutional/political spots, one minute or more).

■ **Lou Rawls—Reaching for the Dream** □ United Negro College Fund/Young & Rubicam (distinction in public service/institu-

Gearing up for NATPE

The supply of syndicated television programming is growing as producers prepare new offerings in anticipation of the annual NATPE International convention Jan. 17-21 in New Orleans. The following are some of this week's new announcements:

Colbert Television Sales has announced cash-plus-barter pre-sales of *Purely Personal*, a half-hour magazine strip based on the personals ad phenomenon. According to Ritch Colbert, executive vice president for domestic syndication, the show will be composed of interviews and reports on the "perfect match" with a "dream" member of the opposite sex. Although the show will use elements common to syndicated game shows, *Purely Personal* will not be a game show, Colbert emphasized. The show is meant for a news lead-in, or a soap opera lead-out. Colbert is recommending a 4 p.m. airtime, but the show offers flexibility in scheduling, said Colbert. There will be 32-39 weeks of first-run episodes ready for fall 1986. Sales will be on a cash-plus-barter basis, with Colbert keeping one minute.

The Samuel Goldwyn Co. will be distributing a weekly half-hour series, *On the Record*, a record-reviewing counterpart to *At the Movies*. Hosting the show will be Los Angeles-based Steve Pond, associate editor of *Rolling Stone*, and New York-based Robert Christgau,



On the Record

critic for the *Village Voice*. Both critics will maintain complete control over their material, according to Jack Masters, director of television sales for Goldwyn. Each show will feature approximately six album reviews along with brief video clips, conducted from a "modern Miami Vice-type" set, according to Masters. Joe Regis, creator of the show, will serve as supervising producer, and Jonathan Wachs, Goldwyn vice president for production, will be executive producer. *On the Record* is slotted for weekends at 4-8 p.m. Masters said the show's terms of sale have not been determined, but will either be barter, cash plus barter, or some form of "cooperative radio buys" where the stations and Goldwyn share the promotional costs. Twenty episodes will be produced initially.

Lionheart Television International is selling 26 original episodes of the weekly half-hour *What's in a Name* on a cash basis for fall 1986. The show is aimed at weekend time periods. Hosted by Orson Bean, it will examine trivia associated with brand names, rock groups' names

and other pop phenomenon. According to Lionheart President Frank R. Miller, *What's in a Name* will not be similar to a game show. Bean will work without a set, relying instead on field footage and for the show's segments.

Orbis Communications is offering 90 episodes of the anthology series *Tales of the Unexpected* for fall 1986. Orbis is selling the show for Embassy. Barter sales will give stations four minutes with Orbis keeping two and a half. Each episode will feature stars including Joan Collins, John Houseman, Julie Harris, Sir John Gielgud and George Peppard. The show ran on Britain's ITV through last season. Orbis will also be selling *Hangin' In*, beginning in the summer of 1986. The show has aired on the Canadian Broadcasting Corp. for the past four years. Stations may sample the show during a 16-week barter run during the summer (three and a half minutes for stations, two and a half for Orbis), with the option of taking it for cash beginning in the fall.

Colex Enterprises is producing 22 new episodes of *Gidget* starring Caryn Richmond for fall 1986. The release of the all-new series follows the success of the syndicated two-hour movie *Gidget's Summer Reunion*, last summer. Sales will be on a barter basis. Colex is a joint venture of LBS Communications and Columbia Pictures Television.

King World has joined with Motown Productions to produce a strip specifically for late-night syndication. *Nightlife Starring David Brenner*, a cash-plus-barter strip, will be a talk/variety show featuring a band headed by pop musician Billy Preston.

From Honolulu comes *Bingo USA*, a half-hour, first-run strip, game show produced by **Lee Productions**. The play-at-home game show currently appears on CBS affiliate KGMB-TV Honolulu and airs at 6:30-7 p.m. Lee Productions is a subsidiary of the Davenport, Iowa-based multimedia company Lee Enterprises.

Andy Friendly Productions is offering *Today's the Day*, a half-hour daily strip on important historical events that occurred on that day. The show is distributed by King World. Terms are to be announced. Friendly is also producing *Rock 'n' Roll Evening News* in association with A&M Records and distributed by King World. The late-night strip will feature rock music news and interviews hosted by Los Angeles news anchor Steve Kmetz. Terms are to be announced.

That's Showbiz is a pilot produced by **MGM/UA Television** in association with NBC and Westinghouse. The entertainment news and game half-hour strip will be hosted by Bill Harris of Showtime. Terms are to be announced. *The Frame Game* is a half-hour strip centering on contestants in bowling tournaments and starring Gabe Kaplan. It is co-produced by MGM/UA and Taft Entertainment. Its terms have not been announced. *Love Me, Love Me Not* is an MGM/UA Television production in association with LBS Communications. Produced by Steve Carlin, the show features contestants attempting to win dates by impressing eligible partners. The series is based on *Mama No Mama*, a series on Italian television. Terms are to be announced.

Star Cluster, a half-hour comedy-oriented game strip from **Four Star International**, will feature six celebrities and two contestants divided into two teams, asking questions about the opinions and lifestyles of public figures. Executive producer is Bill Armstrong for Four Star and Jim McKrell is the host. The daily series will be available in September 1986 on a barter basis.

PRODUCTION OF 18 NEW SHOWS JUST COMPLETED.

We're continually adding new episodes to our Wild Kingdom library of shows. Why? Because this program is in 216 markets. Ratings are on the increase. And the audience it delivers fits the demographic target of many advertisers (37.7% in the 18-49 age group, 22.2% kids and teens).

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tional/political spots, less than one minute).

■ **Leontyne Price—Reaching for the Dream** □ United Negro College Fund/Young & Rubicam (merit in public service/institutional/political spots, less than one minute).

■ **One Dumb Move** □ State of New York Department of Health, Office of Public Health/Health Education and Promotion Services Group (merit in public service/institutional/political spots, less than one minute).

■ **Dr. Martin Luther King Jr.—Black History** □ WDAS-AM-FM Philadelphia (excellence in nonentertainment programing, less than 15 minutes).

■ **Black History Month** □ WRKS-FM New York (distinction in nonentertainment programing, less than 15 minutes).

■ **Ms. Jones Goes to Harrisburg** □ WDAS-AM-FM Philadelphia (merit in nonentertainment programing, less than 15 minutes).

■ **Christmas Connection** □ Ethnic Communications Outlet (excellence in nonentertainment programing, less than 30 minutes).

■ **Martin Luther King Jr. Special** □ Sheridan Broadcasting Network (distinction in nonentertainment programing, less than 30 minutes).

■ **The Issue of Race—A Conversation with Jesse L. Jackson** □ The Johnson Foundation (merit in nonentertainment programing, less than 30 minutes).

■ **King: A Musical Tribute** □ Pro-Line Corp./Superlative Communications (excellence in nonentertainment programing, 30 minutes or more).

■ **Bay Area Perspective Show/Reverend Jesse Jackson** □ KEST Radio/Universal Broadcasting (distinction in nonentertainment programing, 30 minutes or more).

■ **Tribute to Dr. Martin Luther King Jr.** □ Communicator Productions (merit in nonentertainment programing, 30 minutes or more).

Television

■ **Air Jordan—Flying** □ Nike/Chiat/Day Advertising (excellence in commercials, less than one minute).

■ **Lester Hayes** □ Nike/Chiat/Day Advertising (distinction in commercials, less than one minute).

■ **Willie & Lester I** □ McDonald's/Burrell Advertising (merit in commercials, less than one minute).

■ **Ma** □ Burger King/UniWorld Group (merit in commercials, less than one minute).

■ **Ballet/Baseball/Concert** □ Procter & Gamble/Burrell Advertising

(excellence in commercials, campaign, less than one minute).

■ **Silent Movie/Dad/Old Classmate** □ General Foods—Jello Pudding/Young & Rubicam (distinction in commercials, campaign, less than one minute).

■ **Atlas/Dunes/Last Chance** □ The Seven-Up Co./N W Ayer (merit in commercials, campaign, less than one minute).

■ **Jackson Kid** □ Pepsi-Cola/Batten Barton Durstine & Osborn (excellence in commercials, one minute or more).

■ **Jackson Concert** □ Pepsi-Cola/Batten Barton Durstine & Osborn (distinction in commercials, one minute or more).

■ **Concert** □ Procter & Gamble/Burrell Advertising (merit in commercials, one minute or more).

■ **Dance Troupe** □ Coca-Cola USA/Burrell Advertising (merit in commercials, one minute or more).

■ **Nell Carter—Get Your Head Examined** □ Breast Examination Center of Harlem/Dancer Fitzgerald Sample (excellence in public service/institutional/political spots).

■ **One Dumb Move** □ State of New York Department of Health, Office of Public Health/Health Education and Promotion Services Group (distinction in public service/institutional/political spots).

■ **Jesse Speaks For Me** □ The Jesse Jackson for President Committee/Griff/Thom Advertising (merit in public service/institutional/political spots).

■ **Hale House** □ Metromedia Television/WNEV-TV New York (excellence in single feature segments).

■ **City Lights—Debra Hall, Handicapped Employee** □ KYW-TV Philadelphia (excellence in single feature segments).

■ **The Tribune's Tribunal** □ KPIX(TV) San Francisco (distinction in single feature segments).

■ **WomanWatch—Eye Surgeon** □ Campbell Soup/WTBS(TV) Atlanta (merit in single feature segments).

■ **Midday With Bill Boggs** □ Metromedia Television/WNEV-TV New York (excellence in interview/studio/non-news/non-drama).

■ **Straight Talk—Black History Month** □ WOR-TV Secaucus, N.J. (distinction in interview/studio/non-news/non-drama).

■ **Evening Exchange Show #342—South Africa** □ WHMM(TV) Washington (merit in interview/studio/non-news/non-drama).

■ **Farrakhan—Capital City Magazine** □ Metromedia/WTTG-TV Washington (excellence in interview/on location/non-news-non-drama).

■ **Postscripts** □ Mississippi ETV (distinction in interview/on location/non-news-non-drama).

■ **Jesse Jackson—On the Record** □ New England Television/WNEV-TV Boston (merit in interview/on location/non-news-non-drama).

■ **Ethiopia: Death of a Nation** □ Westinghouse Broadcasting & Cable/KYW-TV Philadelphia (excellence in public relations/public affairs, less than 15 minutes).

■ **Black History** □ Carson Products/Lockhart & Pettus (distinction in public relations/public affairs, less than 15 minutes).

■ **Real Winner** □ McDonald's/Burrell Advertising (merit in public relations/public affairs, less than 15 minutes).

■ **Louis Farrakhan: Eye of the Storm** □ New England Television/WNEV-TV Boston (excellence in public relations/public affairs, less than 30 minutes).

■ **Dr. Ethel Allen: Minuses into Pluses** □ WPVI-TV Philadelphia (distinction in public relations/public affairs, less than 30 minutes).

■ **Squatters: The Other Philadelphia Story** □ WNET(TV) Newark, N.J. (merit in public relations/public affairs, less than 30 minutes).

■ **Joe Louis—For All Time** □ ABC Video Enterprises (excellence in public relations/public affairs, 30 minutes or more).

■ **Tumbling Walls** □ Turner Broadcasting System/WTBS(TV) Atlanta (distinction in public relations/public affairs, 30 minutes or more).

■ **Mississippi Summer: The Unfinished Journey** □ Westinghouse Broadcasting/WBZ-TV Boston (merit in public relations/public affairs, 30 minutes or more).

■ **Continent in Crisis: The African Drought** □ ABC/KGO-TV San Francisco (merit in public relations/public affairs, 30 minutes or more).

■ **Jimmy Cliff—We All Are One** □ Columbia Records (excellence in music videos, single entries).

■ **Neutron Dance—"Beverly Hills Cop"** □ Paramount Pictures (distinction in music videos, single entries).

■ **Philip Bailey—Easy Lover** □ Columbia Records (merit in music videos, single entries).

■ **Booker/Wonderworks** □ Metropolitan Pittsburgh Public Broadcasting/WQED(TV) Pittsburgh (excellence in dramatic productions, single entries).

■ **The House of Dies Drear/Wonder Works** □ Metropolitan Pittsburgh Public Broadcasting/WQED(TV) Pittsburgh (distinction in dramatic productions, single entries).

■ **The Baby Grand** □ WMAR-TV Baltimore (merit in dramatic productions, single entries).

TELECASTINGS

Money talks

During the first full year in which enhanced underwriting was allowed, corporate backing for the PBS National Program Service grew only 2.6% (from \$53.6 million to \$55.0 million), while national program support funding from all sources jumped 7.3% (from \$166.5 million to \$178.6 million), the Public Broadcasting Service said last week. Contributing to the latter increase were increases from individuals and private foundations. Individual support grew from about \$884,000 in FY84 to more than \$3 million in FY85, up 246.7%, while private foundation support rose from about \$10 million to more than \$16 million, up 61.9%. Other categories showing increases were association support (from \$996,000 to \$1.3 million, up 30.2%), and "others" (which increased from about \$946,000 to about \$1.4 million, up 48%).

The "single largest source of backing" in FY85 came from public television and the Corporation for Public Broadcasting. (The latter distributes federal money to the non-commercial television and radio stations.) That sector's support rose 25.9%, from \$58.7 million to \$73.9 million.

Funding sources that decreased includ-

Tabulations. The National Association of Broadcasters has released "The Fight Against Alcohol Misuse: Broadcasters' Contributions November 1984 through May 1985," a survey conducted by the NAB research and planning department. The survey was mailed to all 1,214 U.S. television stations and 1,200 selected radio stations, with 505 TV and 323 radio managers responding.

According to the report, U.S. television and radio stations campaigned against drunk driving and alcohol misuse in several ways. Alcohol-related public service announcements were carried by 97% of TV stations and 99% of radio stations surveyed, and were obtained from such organizations as Mothers Against Drunk Driving, Students Against Driving Drunk, the National Highway Safety Commission/Department of Transportation and the NAB. In addition, 71% of TV stations and 72% of radio stations produced their own PSAs. During an average week, said NAB, "the typical TV station carried 22 announcements and the typical radio station carried 25." The stations surveyed also covered the drunk driving issue through news stories, public affairs shows and editorials.

Participation in nonprogramming efforts was also cited by the stations. This community assistance included serving on civic boards (28% of stations involved), participation in community groups (28%), Dial-a-Ride community programs (17%) and DWI (Driving While Intoxicated) demonstrations (12%). Sixty-three percent of TV stations and 56% of radio stations reported involvement in community activities designed to combat drunk driving and alcohol misuse.

Of the television stations responding, 60% were VHF and 39% UHF; 69% were network affiliates, 20% independent and 10% noncommercial; and 35% were in markets 1-50, 29% in markets 51-100, 32% in markets 101+ and 3% outside all ADI's. One percent of the surveyed managers did not include information. Of the radio stations, 21% were AM, 21% FM and 56% combinations; 91% were commercial and 3% noncommercial; and 25% were in the top 100 markets, 23% in markets 100-plus and 48% in nonmetro areas, with the rest not including information.

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MILTON GRANT
 PRESIDENT & C.E.O.
 GRANT BROADCASTING SYSTEM, INC.

October 25, 1985

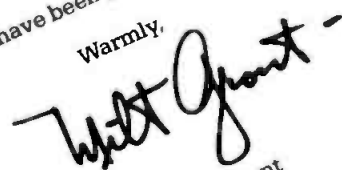
Dear Friends,

At Grant Broadcasting we believe that performance is the key to success. This has once again proved to be the case as our newest station, WGBS-TV in Philadelphia, took its first giant step in the face of a local newspaper strike and network programming which included the Eagles-Cowboys football game and Game #2 of the World Series... a sign-on to sign-off seven share* on our very first day of operation was truly remarkable!

We have always cherished strong relationships with syndicators, suppliers and clients; it gives me a great deal of pleasure to thank everyone involved in making "Philly 57" a success from its first day of operation!

Without you none of this could have been possible.

Warmly,



Milton Grant

*Arbitron coincidental October 20, 1985

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 Anheuser Busch
 Art & Fashion Institute
 Buick Dealers
 C & C Appliances
 Cadillac Dealers
 Chrysler Plymouth Dealers
 Coleco
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 General Mills
 Gulf Oil
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 John Wanamaker Stores
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 Tomy Toys
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ARP Films
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 Blair Entertainment
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 Colex
 Columbia Pictures Television
 Columbia-Screan Gems
 Comworld International
 Continental Syndications
 Cranston/Csuri Productions
 Crown International
 DFS Program Exchange
 Disney
 Embassy Telecommunications
 Four Star International, Inc.
 Fox/Lorber Associates, Inc.
 Fries Distribution Company
 Group W Productions
 Harmony Gold USA
 ITC Entertainment
 King Features Entertainment
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 Alan Landsberg
 LBS Communications, Inc.
 Lorimar TV Distribution
 Mizlou Television Network, Inc.
 MCA-TV
 MCA Encore
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 Multimedia Entertainment
 Orbis Communications
 Orion Television Syndication
 Ozma Broadcast Sales
 Paramount Television Group

KYW
 WIP
 WPGR
 WSNI
 WVFL
 WXTV
 WZGO
 Manheim Advertising
 TV GUIDE
 Jeffrey M. Brown Associates

Republic Pictures/NTA
 SFM Entertainment
 The Samuel Goldwyn Company
 Silverbach-Lazarus Group
 Southbrook Entertainment
 Syndicast Services
 Taffner/Limited, D.L.
 Telepictures Corporation
 Teleworld, Inc.
 Telstar Communications
 Titan Sports, Inc.
 TPE
 Tribune Entertainment Company
 Turner Program Services, Inc.
 Twentieth Century Fox Telecommunications
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 Victory Television
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 Crystal Tann
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 Judy Lee Cain
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 Pam Eades
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 Frank Redonda
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 Karen Rickard
 Lisa Romer
 Sue Rothstein
 Michele Ruppall
 Scott Sanders
 Barry Sikes
 Keith Singer
 Gene Steinberg
 Dorothy Thompson
 Michael Turner
 Mark Yost



WGBS-TV
 Philadelphia

ed: unions (from \$421,500 to \$25,000 in FY85, down 94%); educational organizations (from \$253,000 to \$90,250, down 64.3%); corporate foundations (from \$3.1 million to about \$1.4 million, down 56%); government agencies (from \$19.4 million to about \$13 million, down 32.8%), and private producers (from about \$18.2 million to about \$13.2 million, down 27.4%).

Hoop sharing

There is growing sentiment among the major college basketball conferences that the annual NCAA basketball tournament ought to be shared by two networks, according to conference commissioners quoted in *USA Today*. Currently, both CBS and NBC carry a schedule of regular-season games, but CBS has the rights to the tournament. It won those rights from NBC in 1981, and is now in the second year of a new three-year contract. But NBC has complained it has trouble selling its regular season package without the benefit of at least some tournament

games in which to place advertisers, and has indicated it may drop NCAA basketball altogether if the tournament isn't shared. Tom Hansen, commissioner of the Pacific 10 conference, was quoted as saying, "There is very strong sentiment among collegiate commissioners for NBC to be made a part of the college tournament so that it will remain in regular season college basketball." Big 10 conference commissioner Wayne Duke was quoted as seconding Hansen's statement.

Unveiling coverage

ABC will broadcast up to 10 hours in prime time and six hours in daytime of the unveiling of the restored Statue of Liberty during the four-day ceremonies in New York, July 3-6, 1986. ABC, which obtained rights from the Statue of Liberty-Ellis Island Foundation, paid \$10 million for the exclusive coverage. David Wolper, producer of the opening and closing ceremonies at the 1984 summer Olympics in Los Angeles and of the *North and South* mini-series on ABC, is also

producing the unveiling ceremonies. The ceremonies will commence the night of July 3 when President Reagan will push a button from aboard the aircraft carrier USS John F. Kennedy to light the refurbished statue as a 500-voice chorus sings *America the Beautiful*.

Liddy file

G. Gordon Liddy will make an appearance in an episode of *Miami Vice*, set for telecast this winter. The former Watergate burglar who served 54 months in prison will appear as "Captain Real Estate," an American officer in Vietnam who tries to sell a shipment of cocaine he smuggled into the country after the fall of Saigon. Bob Balaban and Patti D'Arbanville will co-star under the direction of series star Don Johnson. The episode is titled "Show Me A Hero."

New from SIN

The SIN television network has introduced two new Mexican novellas this month. *Los Anos Pasan (The Years Go By)*, about a love affair between an advertising photographer who loves one young beauty but marries another, appears Monday through Friday at 3-4 p.m. (NYT). *Bodas de Odio (Marriage of Hate)*, also a triangular love story but set in the years preceding the Mexican revolution of 1910, is seen Monday through Friday at 10-10:30 p.m. *Los Anos Pasan* is written by Ines Rodena and produced by Valentin Primstein. *Bodas de Odio*, based on a script by Caridad Bravo Adams and adapted by Maria Zarattini, is produced by Ernesto Alonso. Both joined the SIN lineup Nov. 4.

Canadian feed

Netcom, a satellite TV transmission company based in Burbank, Calif., announced the opening of a Canadian program channel to deliver U.S. network-produced programming to Canadian TV stations via satellite. Netcom said the service opened with delivery of the *Charlie and Company* situation comedy produced by 20th Century Fox, and that another Fox fall release, *Mr. Belvedere*, will also be transmitted on the new channel, as well as *Trapper John M.D.* and *Fall Guy*.

The new channel is also due to be used by other major producers. Netcom said it has been selected to handle the film-to-tape transfer, playback and transmission of MCA's *The Equalizer*, said to be the first series filmed in New York, immediately transferred to tape and transmitted for viewing on Canadian stations. The channel will also distribute *The Insiders* to Canada.

Negotiation backgrounder

Just four days before President Reagan meets with Soviet leader Mikhail Gorbachev in Geneva, the Public Broadcasting Service will present a one-hour documentary tomorrow night (Nov. 12), underwritten by AT&T, on the President's Strategic Defense Initiative, commonly known as his "Star Wars" plan.

The special, *Shielding America: Can 'Star Wars' Make Us Safe?*, is said to take the viewer step by step through the evolution of U.S. nuclear policy, explain what the strategic defense program is, technically and militarily, and present arguments for and against it by leading proponents and critics. Among the participants: Secretary of De-

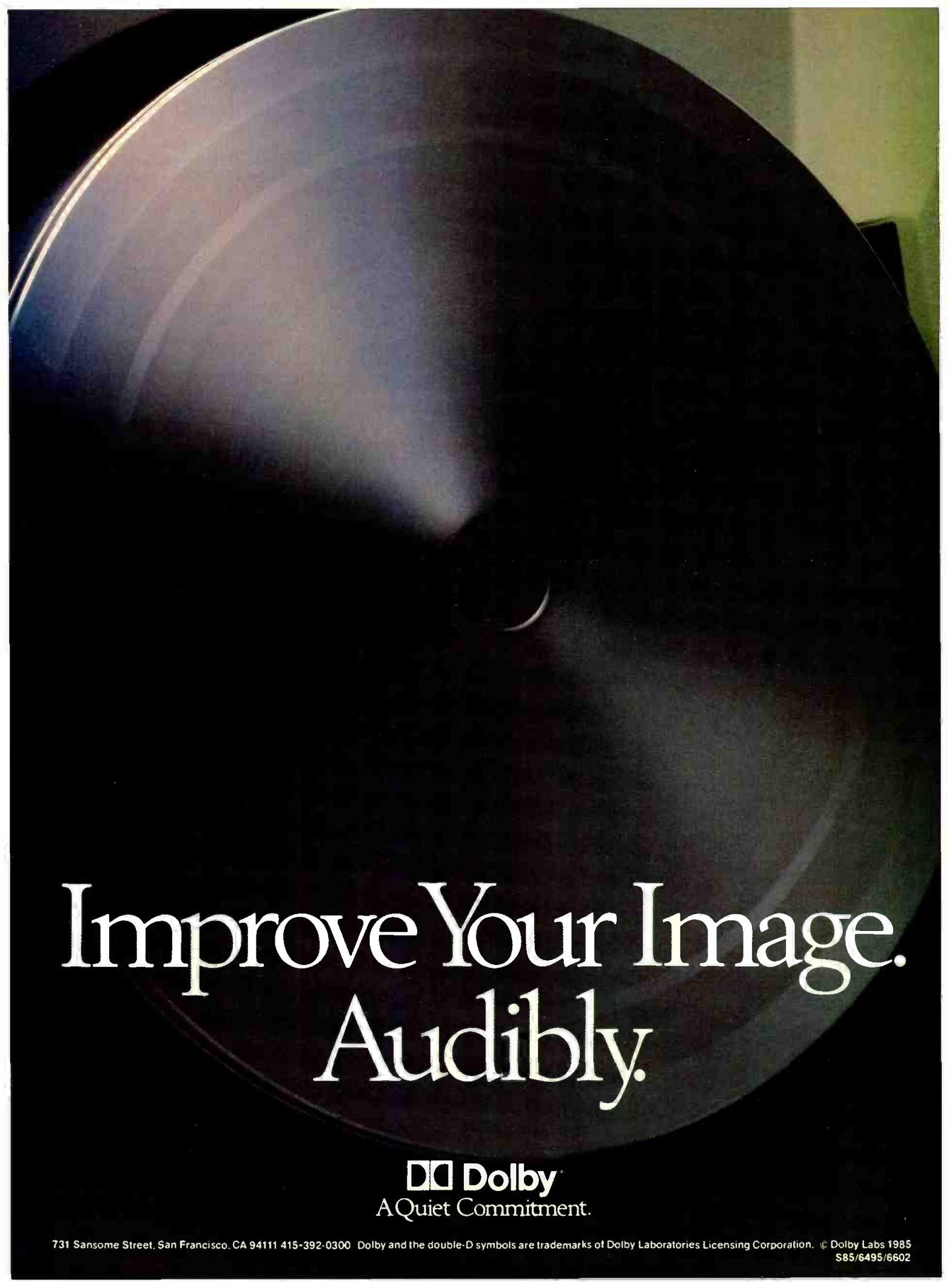


Se habia. A new, independent Spanish-language television station is scheduled to go on the air in Los Angeles on Nov. 24. The station, KVEA-TV Corona [channel 52], was formerly an STV station which Estrella Communications bought from Oak Industries last month for \$30 million.

The new owners plan to compete head-to-head with SIN TV affiliate KMEX-TV [ch. 34] and KSCI-TV [ch. 18], a part-time Spanish language television station—making it the only market in the U.S. with three Spanish-language stations. "This is the biggest Spanish market by far in the U.S.," said Joseph Wallach, president of Estrella (left). "It is estimated that 37% of the population in Los Angeles is Hispanic." Wallach, a former executive with Brazil's Globo TV, said official estimates put the Los Angeles Hispanic population at 3.5 million, but the actual number is closer to five million because of illegal immigrants. He said that KVEA-TV will emphasize local Spanish-language programming, including a daily 15-minute newscast and afternoon program geared to Hispanic women. "We feel that the advertising market can support us because national advertisers are becoming more aware of the buying power by the Hispanics who live here," explained Wallach.

KVEA-TV will be represented by Net Span, a consortium of KVEW-TV WJWJ-TV Newark, N.J. (New York), and WBSB-TV West Chicago, Ill., which represent one another in national advertising sales.

In addition, Estrella has worked out a deal with program distributors for Spanish-dubbed versions of U.S. movies and series. Among the series viewers will be able to watch in Spanish will be *The Man From Uncle*, *Medical Center* and *Daktari*, as well as theatrical films such as "Dr. Zhivago" and "Coma." The programming mix will also include Spanish-language novellas from Latin and South American suppliers. The station will transmit from 10 a.m. to 12:15 a.m. daily. According to Paul Niedermeyer, KVEA-TV general manager (right), Estrella is about to launch a \$500,000 local media campaign to promote the station's premiere, with substantial amounts of that funneled into outdoor advertising.



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fense Caspar Weinberger, former Secretaries of Defense James Schlesinger and Robert S. McNamara and General James A. Abrahamson of the Strategic Defense Initiative organization. Journalist Hedrick Smith is host. The program is scheduled at 10 p.m. NYT.

Four Star deal

Distributor Four Star International and producer David B. Charnay have entered into an exclusive independent production agreement for programming development. The former chairman of Four Star will operate out of Sherman Oaks, Calif., along with Martha Arnold, former Four Star executive vice president and secretary.

Dutch treat

President and Mrs. Ronald Reagan will attend and participate in a television special to be broadcast by tape-delay on Sunday, Dec. 8, on CBS-TV. *All Star Party for "Dutch" Reagan* will be taped in Burbank during early December and will reunite the Reagans "with many of their friends in the motion picture and television industry." Ronald Reagan appeared in more than 50 films from 1937 through 1964. *All Star Party* is a Paul Keyes Production, produced and written by Paul Keyes, in a series supported by Variety Clubs International, a show business charity.

Name change

The Public Broadcasting Service has changed the name of its Public Television Library to "PBS Encore!" The library provides PBS programs with existing rights to stations for further broadcast use. PBS said it made the name change to "more clearly delineate" Encore's services from other PBS operations, including the PBS tape library and PBS Video (the PBS unit leasing and selling copies of programs for nonbroadcast use). Encore, a self-supporting service of PBS, now handles about 600 series and titles, representing 11,000 individual episodes.

Technology

High profile for high definition at SMPTE

Largest-ever crowd discusses film and TV perspective on new technology and its use by program producers; small format and new video equipment share spotlight

The Society of Motion Picture and Television Engineers, whose five-day annual convention ended Nov. 1 in Los Angeles, found its membership, both film and TV personnel, drawn to a topic increasingly important to both: high-definition television. Small-format video, although in a far less public manner, also occupied the attention of a number of the 15,000-plus attendees.

This year's event included 18 technical sessions on television and film topics, along with a three-and-a-half-day equipment exhibition dominated by computer graphics and component video equipment, but including numerous other new product developments (see "Top of the Week," Nov. 4).

By far the largest SMPTE convention ever held, it attracted attendance exceeding 15,600, nearly 21% over that of the 1984 New York convention. The exhibit hall again this year drew most of the attention, with over 8,000 attendees coming only to visit the more than 250 exhibitors on the show floor, and another 4,800 representing the manufacturers themselves. One-third of total attendees, 4,300 (including 1,500 of the exhibitors), attended both technical paper sessions and equipment exhibits.

High-definition television was the most recurrent theme throughout the meeting, with a dozen papers and a panel session devoted to the topic, and particular emphasis paid by many to how the Hollywood production community viewed the technology as a potential medium for its own work.

[Discussion of a world studio standard for HDTV received its due at the conference, especially since during the same week an international standards body meeting in Geneva was completing negotiations and agreeing to forward the U.S.-backed standards proposal to a final meeting next May,

although with reservations expressed by several European nations ("Top of the Week" and "In Brief," Nov. 4)].

Varied viewpoints on the HDTV subject first arose at the conference's two-hour opening session, Oct. 28, with comments from each of the two keynote speakers, Wilbur J. Prezzano, group vice president, Eastman Kodak, and Larry Gershman, president, television group, MGM/UA Entertainment, as well as CBS representative Richard G. Streeter, SMPTE engineering vice-president.

"Given the high and rising cost of production, the program producer must, to survive, export," Streeter argued in his talk. "He therefore needs a common format for the wide distribution of his program to the home and to the international broadcast marketplace." If a single HDTV standard is not achieved by international bodies, he added, "the advantages offered by the universal standards for film will not be available to him. No electronic counterpart will exist."

MGM/UA's Gershman, who focused much of his address on the increasing impor-

tance of foreign revenue from licensing fees for U.S. syndicated series, echoed Streeter's point: "The establishment of global standards for HDTV is an absolutely must-happen situation." With the advent of satellites and their signals capable of extending over numerous European countries, he explained, the establishment of standards is "critical to the growth of the industry on a worldwide basis."

But Kodak's Prezzano offered a different perspective on the subject. "The vital issue is not whether the CCIR adopts a standard," he said. "The scientific discussion is only part of the innovation process. The larger challenge is still ahead: Can HDTV technology become practical and economically feasible?" The promise of HDTV, Prezzano added, must be balanced against issues such as compatibility, sensible use of bandwidth, affordability of equipment and payoff from investment.

Prezzano also noted that Kodak, as a major manufacturer of film products used by Hollywood film and TV production studios, intends to continue the advance of the mo-



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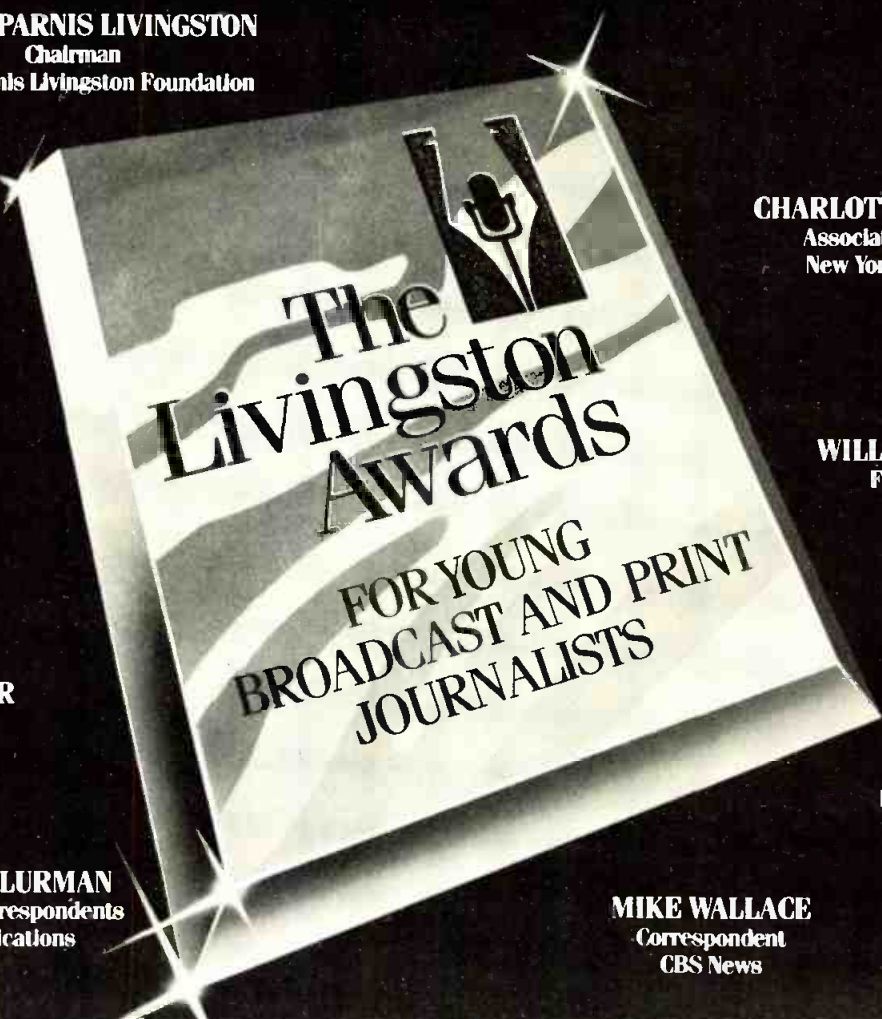
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tion picture medium. "Any standard, if adopted, will face a moving target," he said. "We can improve the performance of today's film by a factor of 10, with the development of film products which are faster, more sensitive to light, sharper and finer-grained."

The debate over HDTV as a tool for theatrical and TV production also surfaced during technical presentations later in the week. At a Thursday, Oct. 31, session on HDTV, a review of domestic and international HDTV standardization by Renville McMann of CBS Technology Center was followed by audience comments from members of the film community who rose to dispute contentions that the quality of HDTV equals that of 35 millimeter film.

One of the challengers, Harry Mathias, senior consultant to Panavision, argued later in his own paper and during the panel discussion that capped the session: "If HDTV is to be taken seriously as a production system, it must have the values of film." Requirements for gamma (a measure of contrast) are different for film and television, he said in citing an example, and "we should not rush toward the adoption of existing TV gamma values for HDTV."

"The biggest difficulty is taking a broadcast approach to what is becoming electronic cinematography," Mathias added. "We have to separate production problems from distribution problems."

During the hour-long panel, Larry Thorpe of Sony Broadcast noted on the question of reaching an electronic "film look": "There is a growing acceptance that HDTV is a different 'look,' although that look has not yet been defined." He added, however, that broadcast and Hollywood are not the only markets for HDTV, but are among hundreds of others that have requirements for the high-quality pictures provided by the technology.

For high-value TV productions in the meantime, Richard Stumpf of Universal City Studios argued in his talk, "Film will remain the production system. But applications for HDTV will grow, especially if there is a standard. Film is convenient and comfortable. . . We need an electronic system not just to emulate film but to challenge it."

According to Stumpf, one of the greatest areas of promise for HDTV in the production community is for post-production practices such as editing and special effects, although its impact will "depend on the degree to which HDTV is intercuttable with film."

The hardware side of HDTV was also well-represented at the convention, with the largest-ever gathering of HDTV equipment on view for two days of demonstrations (Oct. 29-30), organized by the SMPTE new technology standards committee members along with Frank J. Haney of ABC.

Among the HDTV equipment at the display: a Grass Valley Group experimental switcher; an Ikegami color camera; a Magni Systems personal computer-aided test signal generator; a Rank Cintel telecine; Sony Broadcast cameras, videotape recorders, monitors, switcher, video projector and other peripheral equipment; an Ultimatte matting device, and a Quantel Paintbox.

Small-format videotape systems were another issue undergoing intense discussion during the show, in this case largely behind the scenes. Talk centered on the half-inch system area, where ABC representatives spent the week updating the status of negotiations between Sony and Matsushita in Japan to agree to a single standard, a process set in motion by president of ABC Broadcast Operations and Engineering, Julius Barnathan, several weeks before (BROADCASTING, Nov. 4).

According to one ABC source, the early promise of the discussions was apparently

not fulfilled. As many in the industry, including that network, had expected, the two manufacturers were not able to agree on a compromise system that would remain compatible with the existing Sony Betacam base and also incorporate developments achieved by Matsushita's newly developed MII format.

Although a great deal of interest has been expressed in Matsushita's MII by NBC network engineers, as well as by broadcasters using M-format gear, the ABC source said the network has concerns about the format's possible "fragility" in field use due to its narrow tracking approach. ABC would also refrain from buying half-inch products, including both Sony's Betacam and Matsushita's M and MII format, which are chiefly available from only one supplier.

To fill their ENG format needs in the interim, ABC expects to sustain its three-quarter-inch equipment investment, according to the source. The network had plans last week to obtain from Sony Broadcast prototypes of its improved, compatible U-matic SP (superior performance) equipment and is considering a major order of SP products.

The U-matic SP format, which has not yet been introduced as a product in NTSC format but has been under development by Sony for several years and was shown in production form for 625-line PAL broadcasters at the Montreux International Television Symposium last June, uses a different videotape formulation and circuit changes to gain improvements over standard U-matic systems. Sony has consistently declined to announce NTSC product availability, citing delays caused by the technical complexities of maintaining compatibility with a variety of Sony U-matic machines in use in the U.S.

Also making news at the SMPTE show was the departure of the head of Panasonic's New Technology Division, which covers broadcast products as well as satellite and teletext lines ("In Brief," Nov. 4). Koichi Sadashige, ex-vice president, had joined Panasonic in 1979 after 25 years as research engineer with RCA. In Los Angeles for the SMPTE conference, Sadashige declined to comment on his reason for leaving the firm, although word was he had been pressured to resign over differences with management.

Sadashige acknowledged disappointment that the company, a Matsushita subsidiary, had not fulfilled its potential to "go places in the market," adding the M-format products had been selling prior to last NAB, but there had been no sales at all in the last six months.

Sony, meanwhile, was citing continuing "inroads" of Betacam equipment for production uses, with its main example the new NBC sitcom, *Golden Girls*, which is shot entirely on the half-inch format. Field segments of one episode of NBC's *The Cosby Show* this season also used Betacam gear, according to the manufacturer.

Sony also now claims to have sold over 120 of its Betacart multicassette machines to broadcasters, with 80 units already delivered (one-third going to stations in the top 10 markets). A new barcode printer with an automatic label applicator was also introduced for the system at the exhibit.

On the quarter-inch video front, Bosch



Technical kudos. Richard J. Taylor (l), president of British digital television equipment maker Quantel, was among those accepting awards from Harold Eady (r) of Novo Communications and president of SMPTE, at the association's annual honors luncheon in Los Angeles Oct. 28. Also receiving awards were Roland J. Zavada and Leroy E. DeMarsh, both of Eastman Kodak; Allan (Craig) Curtis, NBC; Thomas G. Stockham Jr., University of Utah; Ioan Allen, Dolby Laboratories; William C. Shaw, Imax Systems Corp., and Keith Whitmore, retired Kodak research fellow.

used the exhibit to announce the expected showing of the QuarterCam system at the National Association of Broadcasters annual equipment exhibit next April in Dallas. QuarterCam recorder-camera, playback and post-production decks will be ready for delivery in the second quarter of next year, Bosch said.

The system, which had been temporarily withdrawn from the U.S. market following user dissatisfaction over quarter-inch standardization efforts, was not shown at the SMPTE exhibit. Also not shown was a competing system from Hitachi, which has also been taken off the market indefinitely (BROADCASTING, Oct. 28).

Among other developments at the exhibit was an announcement that marketing of RCA's new Silverlake TCR-500 automated TV cart system will be taken over by Odetics, Inc., of Anaheim, Calif. following the phase-out of RCA Broadcast Systems Division in October. Odetics, market leader in the making of tape recorders for space flights, developed the robotic arm and software for the RCA unit, which uses four-to-six M-format VTR's and stores 280 half-inch videocassettes.

On the audio front, several new products for stereo television sound made their introductions on the exhibit floor. Particularly well-received were new stereo audio monitors from Tektronix, including a \$12,000 modulation monitor-decoder using a unique bar-graph representation system. Although the units won't be available for another 12 months, the company said 17 of them were sold sight-unseen before the show. Also introduced by Tektronix was an audio waveform monitor and an audio vector converter which, for under \$800, converts vectorscopes used with VTR's into stereo audio monitors to check phase and imaging.

Other audio products included a new broadcast stereo mixing console from Sony, a new \$1,500 stereo synthesizer from Orban Associates, a new stereo submixer from Solid State Logic and a \$1,200 stereo version of Shure Brothers' FP31 audio mixer.

Several new editing systems were on hand at the exhibit, including a showing by CMX Corp. (now majority-owned by Chyron Corp.) of its new CMX 3100, and upgrades of existing edit systems from Paltex and EECO. New to the editing field was Color Systems Technology, the Los Angeles-based developer of the color spectrography process used to convert black-and-white film and tape to color. The company introduced its VECS-8000, which interfaces Sony BVE-800 editors to IBM PC or PC-compatible units, and was first used by MGM studios for editing the TV series, *Fame*.

New master control and routing switchers were shown by Intergroup Systems, a new production switcher came from Crosspoint Latch; new half-inch videotape cassettes were introduced by Eastman Kodak, and both Agfa-Gevaert and Fuji had new one-inch Type C entries. For film-to-tape transfers, Ampex introduced a digital repositioner with zoom capabilities which connects to existing telecines; Corporate Communications Consultants had several new color corrector models and Steadi-Film Corp., a division of Cascom, introduced a new film antiweave gate with its own microprocessor control unit, which retrofits to Rank Cintel telecines.

The lighting area also saw some introductions. Strand Lighting displayed the new Showchanger line of automated lighting fixtures, as well as a new lightboard and dimmer system; LTM Corp. had four new lights in its Mark III line, and Osram showed its new HMI 270 studio light. □

Strike one. A joint committee of the Connecticut legislature "has rejected without prejudice" a regulation that would have required tags on AM stereo radios sold in the state disclosing which types of AM stereo signals the radios can receive. The regulation was recommended by the state's Department of Consumer Protection last summer (BROADCASTING, Aug. 12).

According to John Larson, a Democratic state senator from East Hartford and co-chairman of the bipartisan Regulatory Review Committee, the regulation is far from dead. The 14-member committee plans to take another vote on the regulation at either its December or January meeting. To prepare for that meeting, Larson said, it has called for a public hearing on Nov. 14 at which the DCP and others will have a chance to present arguments for and against the regulation.

The regulatory battle in Connecticut is the latest twist in the struggle in the consumer electronics and broadcasting industries to come up with an AM stereo transmission standard. Two incompatible systems—Motorola C-Quam and Kahn Communications' single-sideband—are vying to become the standard.

Connecticut's recommended regulation is aimed primarily at suppliers of the C-Quam AM stereo radios in the state. The DCP found that consumers may purchase C-Quam-only radios unaware that they will not be able to pick up in stereo stations broadcasting with the Kahn equipment. The DCP was instigated by two such stations in the state.

Most AM stereo radios in the marketplace today are C-Quam-only, a testimony to Motorola's aggressive marketing campaign. And, although there are no Kahn-only radios, three manufacturers, including Sony and Sansui, make sets that pick up both types of signals.

Although Sony and Sansui might reap immediate benefits in the marketplace if disclosure tags were required, Larson said that both have lobbied against the regulation. They fear, he said, that other states will pass similar regulation, forcing manufacturers and distributors to go to the considerable expense of having to put different tags on radios destined for different states.

Larson couldn't say which way the committee was leaning on the final vote. If it's decided that the regulation is needed to protect the state's consumers, he said, the committee will vote for it. But, he said, "I don't think the legislature wants to find itself settling an industry dispute."

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Loss of must carry will hurt TV stations, say NATPE members

Association survey, submitted to FCC, shows program budgets will be affected by elimination of rules

"Television stations will suffer reduced income from deletion of the must-carry rule," according to a survey of NATPE International members presented to the FCC last week. The survey also found that NATPE members believe that "program budgets will be squeezed and public broadcasting, educational and religious broadcasters will suffer."

The findings of the survey, conducted last month by NATPE, were sent to FCC Chairman Fowler to be considered in the commission's deliberations on must carry. "NATPE salutes the commission's willingness to consider various opinions and potential solutions to the void left by the Quincy decision," wrote NATPE President Robert Jones, of KING-TV Seattle. "The court made it clear that the must-carry rule, as written, is over-inclusive in scope, and that any substitute should be based on a solid FCC record built on industry facts rather than commission speculation. As such, NATPE would like to submit the results of its survey for your benefit in that process," Jones wrote.

NATPE surveyed all 1,700 of its members, who include general managers of affiliated and independent stations, program directors, group owners, general sales managers, educational and religious stations, cable network executives, local cable channels, syndicators and distributors. It received 486 responses, of which the most came from "general managers of affiliated stations, followed by program directors of affiliated stations, and general managers of

Future ambitions. The lineup of the House Telecommunications Subcommittee could look different in the next Congress, depending on what Chairman Tim Wirth (D-Colo.) does in 1986. Wirth is said to be seriously considering a bid for the Senate (if Senator Gary Hart [D-Colo.] does not seek re-election). With Wirth gone, the chairmanship would be up for grabs. Already reported to be interested in the post is Representative Edward Markey (D-Mass.). Sources say Markey, who has the seniority on the parent Energy and Commerce Committee to claim the chairmanship, is interested and has made his desires known. A Markey aide denied the congressman was "actively campaigning" for the seat. "It's too premature," the aide said. However, he said that Markey was not "wedded" to remaining chairman of the Energy Conservation and Power Subcommittee in the next Congress.

Still other variables could affect the makeup of the subcommittee. At the start of the new Congress this year, there was some discussion of combining the two energy subcommittees and creating a separate subcommittee devoted to trade. Among other potential candidates mentioned, if Markey or other members with seniority don't seek the chairmanship, are Representatives Thomas Luken (D-Ohio) and Al Swift (D-Wash.).

independent stations."

The results also showed that station operators believe:

That cable's compulsory license is linked to must carry.

Companies are prepared to spend money to fight to retain must carry.

Television stations are not ready to pay more than token fees in order to be carried by cable systems (although of the 486 surveyed, 328 said no to fees, but 158 said yes).

NATPE also asked distributors and syndicators if they see new income from cable customers. The response was "no," and most felt it was "too soon to tell." Of the few replies NATPE received from cable operators, the view was: "There were no linkages between must carry and compulsory copyright; it would have no impact on program budgets, and stations would not pay more than token fees to cable systems in order to be carried by the system."

And NATPE members were asked: "Do you think this whole process will settle itself by 'good-all-American' competitive business practices." Four hundred and twelve said yes; 79 said no.

Takeover express. The FCC's current procedures for handling tender offers and proxy contests for licensees received a bit more criticism last week. In reply comments in an FCC inquiry into what it should be doing about those kinds of things (BROADCASTING, Oct. 28), Henry Geller, former head of the National Telecommunications and Information Administration, said the comments in the proceeding had demonstrated that the FCC must review in advance efforts to take over licensees using long-form procedures. Media Access Project and the Telecommunications Research and Action Center said the proposal to grant special temporary authorizations to trustees in hostile tender offers was an "unwise policy" that would exceed the scope of the Communications Act. The law firm of Gurman, Kurtis & Blask appeared to be arguing more the way the commission majority would prefer, however. "The experience of other regulators indicates a measure of flexibility in enforcing their respective statutory mandates so that market forces may inure to the public's benefit," the law firm said. "The characteristics of certain voting trusts, stock options or escrow arrangements, for example, may sufficiently insulate the exercise of a voting interest from beneficial ownership to effectively comply with any statutory restriction upon transfer of control. When a hostile takeover involves stock in a publicly traded licensee, the commission may likewise find reason to adopt a policy of impartiality between the acquirer and incumbent management. Otherwise, imposing significant delays on an acquirer's exercise of control over a licensee target may tip the balance in favor of existing management."

Appeals court grants hearing of womens preference issue in FM grant

It says commission should reexamine policy in Georgia case

The U.S. Court of Appeals in Washington appears to be sending signals that it does not always travel on the deregulatory track the FCC has chosen. Last week, it granted rehearing in a case in which a three-judge panel, on a split vote, had struck down a preference the commission had been granting women in comparative hearing cases since 1978. The action, by nine of the 10 members of the court, ordinarily would be seen as a victory for the commission—but the request for rehearing had been sought by the woman in the case. The commission had been content to have the preference killed.

The order granting rehearing in the case involving the grant of a construction permit for an FM station in St. Simon's Island, Ga., was one of three emanating from the court in the last several weeks indicating disagreement with the commission's current deregulatory policy. Three weeks ago, a three-judge panel reversed a commission decision granting a full, seven-year renewal to WYEN(FM) Des Plaines, Ill., without hearing, in the face of complaints about the station's equal employment opportunity program. The panel said the commission had erred in basing its renewal on the post-license term improvements the station had made in its EEO program—a departure, the court said, from established commission policy (BROADCASTING Oct. 28).

Then, two weeks ago, another three-judge panel reversed a commission decision rejecting a petition to deny and renewing the license of what was then WRVR(FM) New York—it is now WLTW(FM)—without a hear-

ing. The case, brought by Citizens For Jazz on WRVR Inc., grew out of a dispute over a format change, but the issue involved the question of whether Viacom Inc., the current owner, had misrepresented its programming intentions in the transfer application. The court said the commission should check for fire when it smells smoke—but that the commission indicated it looks for fire “only when it is shown the existence of fire” (BROADCASTING, Nov. 4).

In the case in which the full court last week granted rehearing, James U. Steele had appealed the commission’s grant of a construction permit to Dale Bell, in part at least because of the women’s preference policy the commission had been following. The late Judge Edward A. Tamm, in an opinion in which Judge Antonin Scalia joined, held that the commission had no authority to establish such a preference. And the commission’s mandate to serve the public interest, Mann wrote, “is not a license to conduct experiments in social engineering conceived seemingly by whim and rationalized by conclusory data.”

So sweeping was the language that lawyers in and out of the commission thought it could lay the basis for an assault on the preference the commission gives minorities in comparative hearings. But Judge Patricia Wald wrote a blistering, 27-page dissent contending that the majority had ignored the court’s previous rulings intended to promote diversity of programming through diversity of ownership.

The commission chose to ignore the material for arguing an appeal that was provided in Wald’s dissent. A commission official said at the time the agency “is willing to live with the decision.” But Bell wasn’t. She sought rehearing by the full court, and last week the court granted the request. In the process, it vacated the panel’s decision. “We’re back to square one; we can’t rest with the decision. There is none,” said one commission attorney.

In view of that unusual background, it was not clear last week how the commission will proceed. The court is expected to ask the parties to file briefs and, an attorney said, “I assume we’ll file something.” Just what is something the lawyers and the chairman’s office will work out. □

Hold your tickets. The FCC has announced that it made an error in announcing World Broadcasting Corp. as a winning applicant for a multichannel multipoint distribution service license in San Francisco (BROADCASTING, Nov. 4). “At the lottery session conducted on Oct. 29, 1985, the four-digit number randomly selected for the San Francisco F channel group was 9960,” the FCC said in a public notice. “The commission announced that 9960 was within the lottery interval assigned to the applicant, World Broadcasting Corp. However, this statement was in error. Lottery number 9960 was not assigned to any applicant.” To set things right, the FCC said it will hold another lottery to determine a winner Nov. 26.

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AWARDS

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Wary eye cast on government involvement in bird insurance

Satellite players discuss high cost space losses have caused industry, but few think government is the answer

The satellite insurance business, one of the vital supports of the communications satellite industry, is in trouble. A series of launch and satellite failures over the past two years have cost underwriters more than \$600 million. And, as a result, premiums have sky-

rocketed, while insurance capacity—the money available for underwriting satellites—has dwindled.

Although the state of the satellite insurance business is having little immediate impact on broadcasting and cable—there is currently more than enough satellite capacity in orbit to go around—it could, unless improved, ultimately have a detrimental effect on all satellite users, limiting the number of satellites put in orbit and discouraging innovation.

If satellite operators are forced to self-insure their satellites or pay “excessively high” premiums for insurance, said C.J. Waylan, president, GTE Spacenet Corp., they are apt to deploy fewer satellites, “thereby diminishing the many new services and substantial benefits commercial space activity brings.”

“The further commercialization of space in communications . . . will be significantly retarded without access to routine insurance against loss,” said Charles Schmidt, division vice president and general manager, RCA Astro-Electronics, a satellite manufacturer. “Even large corporations will retreat from initiatives which exacerbate normal business risk with the potential for large casualty loss.”

“The situation . . . is actually jeopardizing the future development of the commercial space industry,” said Frederic J. P. d’Allest, chairman and chief executive officer, Arianespace, NASA’s European competitor in the satellite launching business. “Arianespace has several customers ready to go ahead on satellite construction and launches who are stuck with this uncontrolled risk.”

Waylan, Schmidt and d’Allest were among several satellite and space industry representatives to appear before Congressional subcommittees over the past two weeks to share their thoughts on the troubled satellite insurance business. The principal question: Should the U.S. government step in and underwrite insurance for satellites and other space ventures?

Most of the witnesses argued against government involvement, saying it would undercut and, perhaps, permanently cripple the commercial space insurance business. Most felt that, given time and some creative approaches to risk sharing and underwriting, the business would straighten itself out.

In testimony before the Senate Subcommittee on Science, Technology and Space, Daniel E. Cassidy, vice president, Marsh & McLennan Aviation and Aerospace, a major space insurance broker, said, “the government should not intervene into the marketplace or take any action, which may chill the prospects for insurance market recovery. Such actions may leave little hope for a viable commercial market in the future, create an imbalance in the allocation of risks and establish a reliance upon insurance not driven by the commercial market conditions, but by the availability of federal appropriations.”

According to Cassidy, two years ago, there was between \$250 million and \$300 million per launch at a premium rate of between 5% and 7%. “Today, there is about \$50 million to \$75 million per launch, at premium rates in excess of 20% to 25%,” he said. But, with proper “corrective action,” he said, insurance capacity can return to “historical” highs in two or three years.

James W. Barrett, president, International Technology Underwriters, a satellite insurance underwriter, agreed with Cassidy in his testimony before the Senate subcommittee and the House Subcommittee on Space Science and Applications. “In my view, there is no role for government to play in this commercial market—intervention can only disturb normal market processes,” he said. “If the government gets involved in space insurance, it will usurp commercial opportunities, erode the premium base, reduce the spread of risk and, in general, make it impossible for the space insurance market to go forward, let alone recover.”

As an alternative to government intervention, Barrett suggested a program to encour-

Washington Watch

Money rolls in. Profit from National Association of Broadcasters annual 1985 convention in Las Vegas is listed at \$3,076,610 (before overhead and staff expenses). NAB predicted it would clear \$2.9 million. Among other budgetary news, NAB will face additional funding requirements of \$289,109 not contained in its original fiscal 1986 budget. Included in those expenses are legal and research costs associated with NAB’s effort to regain some form of cable must-carry protection for broadcasters.

□

Funding moves. Senate approved fiscal 1986 appropriations for FCC, Federal Trade Commission, United States Information Agency, Board for International Broadcasting and National Telecommunications and Information Administration. Appropriations: FCC—\$94.4 million; FTC—\$65.5 million; NTIA—\$13.7 million and \$24 million for public telecommunications facilities program; BIB—\$106.9 million, and USIA—\$876.5 million. Among other funding activity on Capitol Hill, Congress cleared legislative branch appropriations bill that includes fiscal 1986 funds for Copyright Royalty Tribunal. Bill freezes appropriations for CRT at FY 1985 level, \$156,000. Tribunal depends on federal appropriations for about 30% of its budget, while remainder comes from royalties it collects to keep agency running.

□

Ready to start. New Copyright Royalty Tribunal commissioner, J. C. Argetsinger, who began term at tribunal two weeks ago, said he will participate in distribution proceeding for 1983 cable royalty pool now under way. Process is at half-way point; rebuttals for seven parties vying for fund begin Nov. 18.

□

MMDS game of chance. FCC will hold lotteries Nov. 26 to award grants for multichannel multipoint distribution service in Albuquerque, N.M.; Atlanta, Buffalo, N.Y.; Charlotte, N.C.; Columbus, Ohio; Hartford, Conn.; Indianapolis; Jacksonville, Fla.; Minneapolis; Nashville; New Orleans; Oklahoma City; Phoenix; Rochester, N.Y.; Sacramento, Calif.; Salt Lake City; San Antonio, Tex.; Tampa, Fla.; Tucson, Ariz., and West Palm Beach, Fla.

□

Filing time. FCC’s second window for Docket 80-90 FM allotments opens Nov. 15. Window closes Dec. 16. Allotments are for channel 266 in Elba, Ala.; Bloomfield, Ind.; Girard, Kan.; Jonesville, La.; Vicksburg, Miss.; White Rock, N.M.; Fort Plain, N.Y.; Grove City, Ohio; Sutherlin, Ore.; Hardeeville, S.C.; Port Isabel, Tex., and Richmond, Va.

□

Marti board. Senate has confirmed six nominees to sit on Advisory Board for Radio Broadcasting to Cuba. They are: Jose Rodriguez, president of Fruit and Vegetable Marketing Association of America, Boynton Beach, Fla.; Joseph Glennon, retired foreign service officer, Boynton Beach, Fla.; Danford Sawyer Jr., vice president, R&R Donnelly, Chicago; Midge Decter, Committee for Free World, New York; John R. Silber, president, Boston University, and Antonio Navarro, senior vice president, W. R. Grace Co., New York.

□

North American meeting. National Association of Broadcasters executive committee has rescheduled meeting with Mexican and Canadian broadcasters that was postponed last September when earthquake struck in Mexico. Executive committee plans meeting Nov. 12 in Oaxaca, Mexico, as part of yearly event NAB holds with North American broadcasters. NAB President Eddie Fritts and Chairman Ted Snider will meet Nov. 14 in Mexico City with Mexican President Miguel de la Madrid Hurtado.

age smaller insurance companies to pool their underwriting ability to cover shuttle launches and cargoes. "I feel very strongly that the American insurance industry can and will do much more to support the space shuttle program if we can demonstrate the opportunity to make a small profit or at least break even."

Although Robert J. Tirone, vice president, aviation & aerospace division, Alexander & Alexander, another broker, felt the government should avoid underwriting, he said the government (i.e. NASA) had a role in restoring "trust and confidence" to the satellite industry. He called on the government to set tougher manufacturing standards and indemnify satellite owners for damages sustained while satellites are in government hands.

Although the assumption of some of the risk by government is tempting, said Glen C. Surles, vice president, international aviation division, Frank B. Hall & Co., an underwriter, it would "be inimical to the healthy growth" of the commercial satellite insurance business. But the government could help by developing standards for all "space facilities" and by technically certifying commercial space hardware, he added.

Seeing silver linings in the dark clouds of the recent satellite losses, Surles is optimistic the satellite insurance business will recover. As the rates go up as a result of the satellite losses, so does the supply of insurance capacity, he said. What's more, the losses will make some underwriters more knowledgeable and, thus, "more committed" to the business, he said, and they will encourage manufacturers and operators to work together to develop "new and better forms" of insurance.

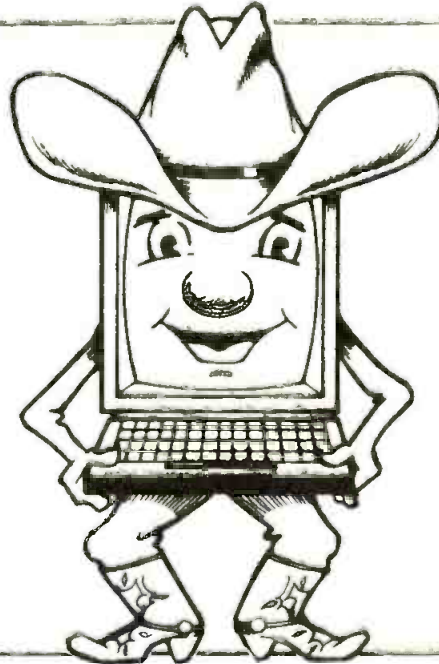
Albert D. Wheelon, president, space and communications group, Hughes Aircraft Co., a satellite manufacturer and operator, also opposed government intrusion into the marketplace. The satellite insurance business will work out its problems without government intervention, he said. "A group of insurance companies bet that losses would be 7% and they turned out to be 14%," he said. "The correction is simple. The manufacturers must lower the loss rate or the insurance companies will raise the premiums to meet the losses. It will be either the old group of underwriters who lost, a new group who think they can do better, or the manufacturers and operators will provide their own insurance."

According to NASA General Counsel John E. O'Brien, the space agency believes it is premature for the government to intrude in the space insurance marketplace, especially considering that the private sector has yet to demonstrate "that it is unable or unwilling to assume these financial risks."

O'Brien noted that NASA is now willing to share a greater part of the risk of launching satellites. Under a new plan, he said, it is willing to provide a "relaunch" at "marginal cost" to any operator who loses a shuttle-launched satellite for any reason within 90 days of the flight.

D'Allest described Arianespace plan to help mitigate the risks of putting satellites into orbit aboard Arianespace's rockets. Arianespace, he said, will arrange for insur-

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Stock Index

	Closing Nov 6	Closing Wed Oct 30	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING						
N ABC	118 3/8	117 7/8	1/2	.42	17	3,391
N Capital Cities	196	193 1/2	2 1/2	1.29	337	2,546
N CBS	120 3/4	113 1/2	7 1/4	6.38	21	2,826
O Clear Channel	16 1/2	16	1/2	3.12	23	48
O Gulf Broadcasting	13/16	3/4	1/16	8.33		36
O Jacor Commun.	3 5/8	3 5/8				20
O LIN	34 7/8	35 1/2	- 5/8	- 1.76	23	920
O Mairite	11 3/4	11 3/4				14
O Mairite 'A'	10 1/2	11	- 1/2	- 4.54	12	44
O Orion Broadcast	1	1				80
O Price Commun.	9 3/4	10 1/8	- 3/8	- 3.70	57	57
O Scripps Howard	43	45	- 2	- 4.44	25	444
N Storer	91 1/4	90 1/8	1 1/8	1.24		1,729
O Sungroup Inc.	3	3				4
N Taft	78 1/4	77	1 1/4	1.62	15	706
O United Television	24 5/8	24 3/8	1/4	1.02	76	269

	Closing Nov 6	Closing Wed Oct 30	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N A.H. Belo	46 3/8	45 3/4	5/8	1.36	20	536
A Adams Russell	26 1/2	26 7/8	- 3/8	- 1.39	17	163
A Affiliated Pubs	49 3/4	50	- 1/4	- 0.50	21	609
N American Family	27 3/8	24 7/8	2 1/2	10.00	13	817
O Assoc. Commun.	28 1/4	28 1/4				134
N Chris-Craft	54 7/8	54	7/8	1.62		350
N Gannett Co.	55	55 5/8	- 5/8	- 1.12	18	4,412
N GenCorp	63 3/8	54	9 3/8	17.36	36	1,387
O Gray Commun.	103	103				17
N Jefferson-Pilot	48 3/4	46 3/8	2 3/8	5.12	7	1,477
N John Blair	21 3/8	22 5/8	- 1 1/4	- 5.52		171
O Josephson Int'l.	7 3/4	7 7/8	- 1/8	- 1.58		36
N Knight-Ridder	36 3/8	34 7/8	1 1/2	4.30	16	2,037
N Lee Enterprises	39	39 7/8	- 7/8	- 2.19	18	504
N Liberty	30 1/2	29 3/4	3/4	2.52	13	309
N McGraw-Hill	44 3/4	43 3/8	1 3/8	3.17	15	2,255
A Media General	81 1/2	77 1/2	4	5.16	15	569
N Meredith Corp.	68	65	3	4.61	15	642
O Multimedia	27 1/8	26 1/2	5/8	2.35	12	452
A New York Times	42 5/8	43 5/8	- 1	- 2.29	15	1,706
O Park Commun.	22 3/4	22 3/4				21
N Rollins	26 1/8	26 3/8	- 1/4	- 0.94	31	381
T Selkirk	20 3/8	20 3/8				44
O Stauffer Commun.	110	100	10	10.00	18	110
A Tech Operations	62 3/8	60	2 3/8	3.95	8	48
N Times Mirror	46 3/8	47 1/8	- 3/4	- 1.59	13	2,994
N Tribune	50 1/4	46 5/8	3 5/8	7.77	17	2,036
O Turner Bcstg.						71
O TVX Broadcast Group	12 1/8	11 5/8	1/2	4.30		71
A Washington Post	117	114 1/2	2 1/2	2.18	14	1,499

	Closing Nov 6	Closing Wed Oct 30	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
O American Nat. Ent.	2 3/16	2	3/16	9.37	10	5
O Barris Indus	16 3/4	16 1/4	1/2	3.07	42	143
N Coca-Cola	74 3/4	72 1/4	2 1/2	3.46	15	9,794
N Disney	93	89	4	4.49	51	3,043
N Dow Jones & Co.	37 5/8	37 1/2	1/8	0.33	18	2,425
O Four Star	4 3/4	4 3/4				5
A Fries Entertain.	9 1/8	8 1/8	1	12.30	16	31
N Gulf + Western	43 1/2	44	- 1/2	- 1.14	13	3,052
O King World	22 1/2	21 3/4	3/4	3.44	28	229
A Lorimar	36 1/2	36 3/4	- 1/4	- 0.68	9	279
N MCA	52 3/4	51	1 3/4	3.43	45	3,919
N MGM/UA	25 1/2	25 5/8	- 1/8	- 0.48		1,267
N Orion	10 3/8	9 7/8	1/2	5.06	31	97
O Reeves Commun.	10 7/8	10 1/2	3/8	3.57		135
O Sat. Music Net.	17 1/2	16 1/4	1 1/4	7.69		118
O Telepictures	17	17 3/4	- 3/4	- 4.22	12	132
N Warner	35	34 3/8	5/8	1.81		2,131
A Wrather	19 1/8	19 1/4	- 1/8	- 0.64		135

	Closing Nov 6	Closing Wed Oct 30	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
SERVICE						
O BBDO Inc.	46 3/4	45 3/4	1	2.18	13	299
O Compact Video	7 3/4	6 5/8	1 1/8	16.98		33
N Comsat	30 1/2	29 3/4	3/4	2.52	9	552
O Doyle Dane B.	21 3/4	20 1/4	1 1/2	7.40	14	114
N Foote Cone & B.	54 3/8	54	3/8	0.69	11	205
O Grey Advertising	185	189	- 4	- 2.11	29	111
N Interpublic Group	39 7/8	39	7/8	2.24	13	433
N JWT Group	29 3/4	29 7/8	- 1/8	- 0.41	16	268
A MovieLab	7 1/4	7	1/4	3.57		11
O Ogilvy & Mather	39 7/8	39 7/8				13
O Sat. Syn. Syst.	6 1/4	6 1/2	- 1/4	- 3.84	13	35
O Telemation	5 1/2	5 1/2				5
O TPC Commun.	5/8	5/8				6
A Unitel Video	7	7 3/4	- 3/4	- 9.67	20	15
N Western Union	12 1/2	10 1/4	2 1/4	21.9		304

	Closing Nov 6	Closing Wed Oct 30	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
CABLE						
A Acton Corp.	1 3/8	1 3/8				8
O AM Cable TV	1 1/2	1 3/4	- 1/4	- 14.28		5
N American Express	47 1/4	46	1 1/4	2.71	16	10,473
N Anixter Brothers	17 3/4	16 7/8	7/8	5.18	18	322
O Burnup & Sims	6 3/4	7 1/8	- 3/8	- 5.26	4	60
O Cardiff Commun.	1	1 1/16	- 1/16	- 5.88	100	4
O Comcast	19 3/8	20 1/8	- 3/4	- 3.72	28	384
N Gen. Instrument	15 1/2	15 1/4	1/4	1.63		499
N Heritage Commun.	18 7/8	18 7/8				37
O Jones Intercable	6 1/8	6 1/8				29
T Maclean Hunter X	13 3/8	13 1/8	1/4	1.90	18	492
A Pico Products	2 1/4	1 3/4	1/2	28.57		7
O Rogers Cable	10 1/8	9 3/4	3/8	3.84		230
O TCA Cable TV	26 1/4	26 3/4	- 1/2	- 1.86	33	175
O Tele-Commun.	32 3/4	32 3/4				363
N Time Inc.	59 7/8	55 1/8	4 3/4	8.61	17	3,749
N United Cable TV	32 1/8	30 1/4	1 7/8	6.19	52	485
N Viacom	51 1/2	54 1/4	- 2 3/4	- 5.06	22	820

	Closing Nov 6	Closing Wed Oct 30	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
ELECTRONICS/MANUFACTURING						
N 3M	80 1/2	77 1/2	3	3.87	13	9,205
N Allied-Signal	43 7/8	43 3/4	1/8	0.28	8	6,905
N Arvin Industries	27 3/8	26 1/2	7/8	3.30	10	319
O C-Cor Electronics	5	6	- 1	- 16.66	500	14
O Cable TV Indus.	2 5/8	2 5/8				26
A Cetec	7 1/8	7 1/4	- 1/8	- 1.72	12	15
O Chyron	7 3/4	8	- 1/4	- 3.12	22	78
A CMX Corp.	1 3/8	1 3/8				5
A Cohu	8 3/4	8 5/8	1/8	1.44	8	15
N Conrac	14 3/4	13 3/4	1	7.27	6	88
N Eastman Kodak	44 7/8	43 5/8	1 1/4	2.86	12	10,135
O Elec Mis & Comm.	3 3/4	3 7/8	- 1/8	- 3.22		15
N General Electric	61 1/4	58 1/4	3	5.15	12	27,905
O Geotel-Telemet	1 1/2	1 3/8	1/8	9.09	25	5
N Harris Corp.	25 1/4	24 5/8	5/8	2.53	12	1,016
N M/A Com. Inc.	16 1/2	17 3/8	- 7/8	- 5.03	16	717
O Microdyne	6	6				75
N Motorola	33	31 1/4	1 3/4	5.60	14	3,927
N N.A. Phillips	33	33 7/8	- 7/8	- 2.58	8	952
N Oak Industries	2 3/8	2 1/4	1/8	5.55		61
N RCA	48	47 1/2	1/2	1.05	12	4,305
N Rockwell Int'l.	33 3/8	34 5/8	- 1 1/4	- 3.61	8	4,978
N Sci-Atlanta	11	10 1/8	7/8	8.64	15	256
N Sony Corp.	18 5/8	18 3/8	1/4	1.36	14	4,300
N Tektronix	50 3/4	52	- 1 1/4	- 2.40	13	1,050
A Texscan	1 3/8	1 3/8				9
N Varian Assoc.	24 7/8	25	- 1/8	- 0.50	16	550
N Westinghouse	43 1/4	43 3/4	- 1/2	- 1.14	13	7,554
N Zenith	17 1/2	16 7/8	5/8	3.70	10	403
Standard & Poor's 400	214.03	211.14		2.89		1.36

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.

ance at premiums of between 11% and 13% covering "the portion of the risk which is under our control, i.e., the Ariane launch phase from lift-off to satellite separation. . . ." He said Arianespace would be able to arrange insurance at such rates by spreading the risk out over the next 15 launches and agreeing to assume the full risk for the first failure.

D'Allest criticized the NASA re-flight guarantee as anti-competitive, charging that it amounted to a government subsidy of in a commercial marketplace. The guarantee "constitutes . . . an additional distortion of the competition between Ariane and [NASA's] space shuttle when it appears desirable on both sides of the Atlantic to set conditions for a healthy and fair competition."

Barrett didn't like either NASA's or Arianespace's plan. "There will be one loser in this situation—the space insurance market," he said. "NASA and Arianespace will eliminate any competitive advantage by matching each other, and the commercial market will be deprived of the premium revenues and spread of risk it needs to return to a healthy position."

Calling for government underwriting were Jerome Simonoff, vice president, Citicorp Industrial Credit Inc., which finances space ventures, and Schmidt. Both suggested that government set up an agency to act as the space insurer of last resort, offering coverage at rates slightly higher than those available in the private market. The plan, they said, would guarantee a sufficient amount of insurance capacity without destroying the private insurance market. □

Man of many interests. FCC Commissioner James Quello used an American Bar Association luncheon speech as an opportunity to express his views on a number of issues beyond takeovers (BROADCASTING, Nov. 4).

As for the decision of the U.S. Court of Appeals overturning the FCC's cable TV must-carry rules, Quello said the commission was wrong in failing to respond. He said it should have appealed the decision and, on its own motion, initiated a rulemaking aimed at remedying "the inequities" cited in the court's opinion. "The court," he said, "practically invited the commission to recraft the item."

And he indicated he feels strongly about the issue: "I don't believe any entity controlling a monopoly distribution pipeline should have the power to thwart any local TV station's access to the audience it was licensed and is required to serve. I believe licensee service to the public is expressly required by the Communications Act."

He also formally and finally abandoned, at least for the foreseeable future, his proposal to provide for swaps of public broadcasting VHF licenses for commercial UHF's, plus cash. He called it "an intriguing idea whose time has not come." He said the "long-range implications are too negative," the opposition from a large majority of public broadcasting and commercial television station operators "overwhelming."

McKinney says. Mass media items that should go before the FCC within the next three months include whether the FCC's order establishing AM daytime preference for new FM's should be reconsidered, according to James McKinney, FCC Mass Media Bureau chief. Also up for consideration during that time, according to McKinney: whether the FCC should reconsider its decision giving local applicants preference over national ones for instructional television fixed service facilities; the notice of inquiry on what the FCC's posture should be on hostile takeovers and proxy contests; requests of Los Angeles county and others for more time to move out of the spectrum allocated for direct broadcast satellite service; the combined notice of inquiry/notice of proposed rulemaking on must carry, and a "major revision" of the FCC's broadcast station application form (Form 301). McKinney also said he planned to submit a report to commissioners on what the bureau views as ways parties may be abusing FCC processes. The idea would be to see whether commissioners want to rejigger the rules to try to prevent abuses. McKinney said one area of concern was that certain parties may be filing applications for licenses with the sole objective of being bought out. The bureau also is planning to complete its report on what may be done to assist AM radio (BROADCASTING, Sept. 30). "That's a very active issue," McKinney said.

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RIDING GAIN

O N R A D I O

NAB response

Following protests from the Radio Advertising Bureau and National Radio Broadcasters Association against Arbitron's plan to expand continuous measurement for radio stations to 75 top markets ("Riding Gain," Nov. 4), comes a statement from National Association of Broadcasters President Eddie Fritts expressing "surprise" at Arbitron's action and the way it was announced "with little or no consultation with industry groups." Fritts said: "Arbitron has failed to provide any evidence of the need for continuous measurement in these markets, but more important, Arbitron has failed to evaluate substantial economic impact this action will have on radio stations.

"If Arbitron's continuous radio measurement is designed to be of assistance to the advertising community, then a substantial portion of the cost of these additional surveys should be born by the advertising community and not radio stations. At the very least, Arbitron should conduct an independent evaluation of the economic impact of such an action.

"Studies now being conducted by the NAB Radio Audience Measurement Task Force indicate great concern over the quality of the audience data from survey respondents. We are troubled that Arbitron has announced an expansion of its existing service without addressing those concerns. For example, the task force believes that Arbitron needs to immediately address the problem of nonresponse to the diary methodology.

"We sincerely hope that Arbitron will reconsider this unilateral action that is certain to have a substantial impact on radio stations in the affected markets."

AM home run

In its first season of *Game of the Week* baseball broadcasts, CBS Radio attracted an average per game audience of six million listeners, according to Dick Brescia, senior vice president of the CBS Radio Networks. "The figures for adults, and particularly those for young men, were higher than our estimates, and that says something very positive about baseball's value to AM radio stations, especially in the summer months,"

said Brescia. (CBS relied on Trendex, a telephone recall measurement service, for its audience data.)

The *Game of the Week*, which CBS resurrected after a 25-year absence from network radio, was composed of 24 regular season broadcasts from May 25 through Oct. 5. Audience estimates for the league championship contests and the World Series were not yet available, CBS said.

Musical doctors

Following ABC's announcement that it will offer its Talkradio service on an ad-hoc basis beginning in January ("Riding Gain," Nov. 4), comes word that a programming change concerning one of the network's original personalities, psychologist Dr. Toni Grant, will take effect beginning Nov. 18.

On that date, Grant, whose network show currently airs from 4 p.m. to 7 p.m. (all times Eastern) Monday through Thursday, will be heard only on Monday and Tuesday from 5 p.m. to 7 p.m. In related moves, Dr. David Viscott, a psychiatrist and author who is currently on Fridays from 4 p.m. to 7 p.m., will have his air time expanded to Wednesday through Friday from 5 p.m. to 7 p.m. And Dr. Dean Edell's medical information show, which is now on every Saturday, will be aired Monday through Friday from 4 p.m. to 5 p.m. Edell's show originates from ABC's KGO(AM) San Francisco while Grant and Viscott work out of KABC(AM) Los Angeles.

According to a KABC spokeswoman, the talent shift's were made to strengthen Talkradio's afternoon programming based on the "phenomenal" ratings growth of both Edell and Viscott. Grant, who has been a staple at KABC for the past 10 years, has not yet decided to renew her contract with the station, which expires on Dec. 31. KABC General Manager George Green said Grant's ratings have experienced a little "weakening" over time.

It's official

RKO Radio President Jerry Lyman and Taft Broadcasting's Carl Wagner, executive vice president for radio and cable, were elected last week to serve on the National Association of Broadcasters radio board. The seats were established to provide major-market representation on the board.

Making amends

In a letter sent to advertising agencies that had bought time on RKO General's former subsidiary, the RKO Radio Networks (The United Stations purchased the networks last March), RKO General President Shane O'Neil suggested that firms that made buys based on either audience figures contained in Statistical Research Inc.'s (SRI) semiannual RADAR report or on clearance information shown in "Y Reports" contact RKO to

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CLARKE BROWN, JR. (GM-KSON, SAN DIEGO)
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USING ALL JOHN BLAIR & Co. RESOURCES

OCTOBER -

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BOB LAPPIN'S WMAS AM/FM SPRINGFIELD, MA
SANDUSKY'S KLSY, SEATTLE, WA
- ✓ 1ST BRN NATIONAL SALES CONFERENCE 10/6-8 NY
- ✓ DISCUSS FM MUSIC IDEA EXCHANGE WITH CHET TART (SAN ANTONIO 10/24)
- ✓ NOTE TO DICKIE ROSENFELD RE: 25 YRS-KILT
- ✓ SUBSCRIBE TO BIRCH PROFILES ON RADIO, ALL MKTS.
- ✓ CONGRATS TO LISA MORRISON / KAREN WALD RE: 1ST
YEAR ANNIVERSARY VENDOR SALES
- ✓ LOOK FOR NEW QUARTERLY RESEARCH REPORT TO
STATIONS (LORI ADELSBERG)
- ✓ PREPARE FOR ANNO 1111

"discuss arrangements for appropriate remedial action." (Y Reports tell advertisers which stations cleared spots and at what time.)

The action, according to O'Neil, stems from evidence presented during FCC hearings this past spring and summer concerning the networks' falsification of commercial clearance data furnished to SRI and the altering of Y Reports. (The network hearings are part of FCC proceedings examining RKO General's qualification to be a broadcast licensee.) O'Neil said Y Reports were altered by the networks "principally through the deletion of selected low-clearing spots or affiliates and, it now appears, by inclusion of stations that were not then affiliates, to present an unduly favorable picture of affiliates' overall performance in clearing flights of commercials ordered by those advertisers."

O'Neil's letter noted that RKO is developing estimates of actual audiences (an internal analysis) during the RADAR rating periods from spring 1982 through spring 1984 that would be compared with the audience figures included in the RADAR reports for those same periods. "With regard to the matter of Y Reports," said O'Neil, "RKO has found it difficult to determine how advertisers were affected and to what extent. Records are not available that would readily show the magnitude of the alterations or how advertisers were affected by those alterations."

Handling inquiries from ad agencies is John T. Cahill, a vice president of RKO General in New York, who told BROADCASTING last week that thus far he has received calls from 14 agencies.

Market breakdown

A new market-by-market guide to the radio broadcasting business, *Investing in Radio*, will be published in December by Broadcast Investment Analysts Inc., Chantilly, Va., a financial consulting firm that also publishes *Investing in Television*.

The new guide is to provide market and competitive overviews of each of the top 175 U.S. radio markets. The markets are covered in rank order, in each case showing overall market information (such as historic financial data, revenue projections through 1990, growth outlooks, age demographics and county-by-county population figures) and radio competition (station ownership data, technical facilities, station sales, formats and Arbitron ratings trends). The publisher says there will also be a "Transfer Summary" listing station sales by price, market size, geographic region and type of technical facility. *Investing in Radio* is priced at \$225.

LBS is it

LBS Communications, a major distributor of advertising-supported television programming, has signed Coca-Cola as the first major advertiser for its new radio division ("In Brief," Sept. 2). Via the McCann-Erickson agency, Diet Coke has been set for 1986 as the principal advertiser for *Diet Coke Presents Live From L.A.*, a one-hour weekly celebrity/music call-in series that will premiere in January and be distributed by satellite (Satcom I-R) to stations throughout the U.S., according to Steve Saslow, senior vice president and general manager of LBS

Radio. The show, which Coca-Cola will sponsor for 52 weeks, is designed for contemporary hit radio (CHR) formatted stations. It is scheduled to air on Sunday nights at 10 p.m., NYT.

In addition, LBS has several other programs slated to debut during the first quarter of 1986.

According to Saslow, all shows are being offered to stations in both rated and nonrated markets on a barter/market-exclusive basis. "We will split the inventory in half with the stations," he said.

Saslow also noted that LBS Radio will be the first program supplier to employ Westfield, N.J.-based Statistical Research Inc. (SRI) to retrieve, verify and monitor affidavits of performance. Saslow said LBS' programs will be entered into SRI's RADAR rating service in April.

Back again

Controversial radio personality Howard Stern, who was fired Sept. 30 from his afternoon drive time post at adult contemporary WNBC(AM) New York ("Riding High," Oct. 7), will move across town to album-rocker WXRK(FM). Stern will occupy the 2-6 p.m. time slot beginning next Monday (Nov. 18).

Playback

NBC Radio Entertainment is planning a two-hour *Billy Joel Story* special for air play over the Thanksgiving weekend (Nov. 28-Dec. 1) as well as a live, one-hour Stevie Wonder *Album Party* for broadcast on Thursday, Nov. 21. The Wonder program, which will be hosted by NBC rock reporter, Rona Elliot, will originate from the singer's "private Los Angeles studio." Additionally, NBC said it has affiliated WFIL(AM) Philadelphia with Talknet, giving the nighttime network service clearance in all top 50 markets.

He writes the songs

Westwood One Radio Networks is offering a two-part music/interview Barry Manilow special during the weeks of Nov. 11 and 18 as part of its *Star Trek Profile* series. According to Westwood, the shows will mark Mani-

low's only national radio interview of the year.

Sun City scenes

MJI Broadcasting, New York, will produce and syndicate a one-hour radio special on the making of the forthcoming antiapartheid album and music video, "Sun City," created by Steven Van Zandt, formerly of Bruce Springsteen's E Street Band. The show will feature music from the album and interviews with many of its participants, collectively known as the Artists Against Apartheid. They include: Bob Dylan, Miles Davis, Pete Townshend, Herbie Hancock, Bob Geldof, Ringo Starr, Jackson Browne and Springsteen. The show will be offered to stations "as a public service" via Satcom I-R during the weekend of Nov. 15-17.

Metromedia anniversary

Metromedia's album-rocker, WNEW-FM New York, celebrated its 18th year as a rock radio station with long-time station personality (and station operations director) Scott Muni hosting his 2-5 p.m. show live from the Hard Rock Cafe. A number of rock performers stopped by Muni's show throughout the week including Ted Nugent, Joe Piscopo and Paul Shaffer. New York Mayor Edward I. Koch kicked off the week by proclaiming Sunday "WNEW-FM Day." The celebration ended with WNEW-FM, and the TJ Martell Foundation for Leukemia Research hosting a fireworks display on Friday night.

Commercial fines

The FCC Mass Media Bureau has fined noncommercial WVRM(FM) Hazlet, N.J., \$5,000, and noncommercial WGMC(FM) Greece, N.Y., \$2,500 for allegedly violating the rule prohibiting noncommercial stations from airing paid promotional announcements for profit-making entities. The Bureau also admonished noncommercial WNVG(TV) Fairfax, Va., for allegedly violating the same rule.



Live concert doings. NBC Radio Entertainment's first *Live From Walt Disney World* concert broadcast, which featured The Judds, aired over a network of 150 stations Oct. 31. NBC bills show as network radio's "first live-via-satellite, country music concert series." Pictured at the event are (l-r): Tom Kennington, senior marketing representative, Walt Disney World; Nancy Turner, midday personality at NBC's country-formatted WMAQ(AM) Chicago, who also serves as series host; Wynonna Judd; Willard Lochridge, vice president and general manager, NBC Radio Entertainment; Naomi Judd, and Phil Lengyel, promotions manager, Walt Disney World.

The next program in the series, which spotlights the group Exile, is scheduled for Nov. 19. There will be another broadcast in December featuring singer Garry Morris and, according to NBC, at least three more in 1986.

In search of the next takeover target

Although many media companies have taken steps to thwart unfriendly threats, there are those who believe many companies remain undervalued

Has the takeover fever in the Fifth Estate subsided? Are the many recent defensive measures taken by broadcasting and cable companies effective against the continuing desire of bidders to "realize asset value" and of shareholders to sell out to the highest bidder?

Some investors may still believe there is momentum in the wave. The stock price of Viacom International rose on heavy volume for more than a week while the business press printed names of rumored "raiders," but in the several weeks since, the stock has drifted down without any denouement to the reported drama. LIN Broadcasting and John Blair also fed the gossip mill, as did CBS.

The failure of most recent rumors to materialize into a merger, or even trigger a 13-d filing with the Securities and Exchange Commission—required when 5% or more of a stock is bought—might lead skeptics to believe few candidates remain for takeovers, mergers or leveraged buyouts.

But those who have analyzed, put together and invested in Fifth Estate takeovers during the past two years say the wave has not yet receded. The well-known arbitrageur, Ivan Boesky, told BROADCASTING: "It is still my judgment that there is an obvious undervaluation of media stocks in the marketplace. Therefore, as long as that is true, it seems to me the natural and evolutionary course that things which are disproportionately out of line will find a way to right themselves. That could happen in a variety of ways, including takeovers. Also, company managements on their own initiative could try to...bring the spread closer together."

Since the beginning of the year, the spread between stock prices and private-market asset values may have narrowed, with the average media stock rising more than a third (compared to the 15% gain in the Standard & Poor's 400); this despite sober revenue projections for many broadcasting companies. And there are less certified candidates for takeover now that there are fewer widely held media companies. Furthermore, many of those remaining have high inside ownership, such as Malrite Communications, Media General, New York Times Co., Park Communications, Rollins Communications, Scripps Howard Broadcasting and Washington Post Co.

The number of interested buyers for media companies may also be declining, if the current desire of asset players to sell their existing broadcasting properties is any indi-

cation. Boesky's Beverly Hills Hotel Corp. recently sold one of its two TV stations, KITTN(TV) Minneapolis-St. Paul. And the New York-based investment firm Odyssey Partners has just put its four TV stations on the market.

William Simon, founding partner of the Morristown, N.J.-based investment firm and group owner, Wesray Corp., believes the market for broadcasting properties has topped out: "Somebody once asked a Rothschild how they made so much money, to which the reply was, 'We always sold too soon.' You can put Bill Simon down in that category. People are paying some pretty fancy prices now and, yes, I think this is the top of the market. I am asset-oriented and now I am a seller."

But a shrinking list of prospects and the



Boesky



Bauer



Decherd



Oliver

stock market's heightened appreciation of media companies has only changed the takeover game quantitatively, not qualitatively, said Charles G. (Chuck) Ward III, chief operating officer of mergers and acquisitions at First Boston: "Nothing has changed in the fundamentals. Media companies continue to be attractive businesses and there continue to be buyers who have interests in acquiring these kind of businesses."

What are the fundamentals Ward refers to? They include favorable tax laws and low relative interest rates which make it feasible to finance going-private transactions, as does an active broadcast station and cable system trading marketplace. Rulings this year by the FCC, allowing the use of trusts to hold tendered stock pending FCC approval, facilitated the process. Broadcasting and cable companies still have relatively predictable revenue and, at least for broadcasting, low capital reinvestment requirements, which allow more certainty in paying for a going-private transaction.

The fundamentals also include the continued difference between how stock investors determine a company's worth (earnings-per-share) versus the criteria used by going-private investors who are more interested in cash flow—which adds back to earnings-per-share such items as depreciation and taxes.

The latter fundamental argues that a company like CBS will ultimately go private, says Oppenheimer & Co. securities analyst John L. Bauer III: "You have more and more people who have invested in the company with no way to make money except through some sort of transaction. Let's say that the first 10% of CBS owned by Loews Corp. was bought at an average price of \$110 per share. If everything were to go right for most of the CBS businesses, its earnings per share could increase 12% per annum—although the company has not achieved that growth in the past decade—and be \$14.55 per share five years from now. At an EPS multiple of 11, that would mean Loew's stock would be worth \$160 in 1990, which works out to a compound rate of return on their investment of only 7.8%. Even if CBS were to achieve

EPS growth of 20% over the next five years, Loews stock would be worth \$226 in 1990 for a 15% compound rate of return...they could get that in T-bills."

One condition of the takeover game that has changed is the growing adoption of measures impeding hostile bids (see next page). Those measures include electing groups of directors in successive years, rather than all at once, making it more difficult for a bidder to gain control of a company's board. And several companies have preferred stock, authorized but unissued, which in a takeover situation might be sold to allies or issued with burdensome provisions that would add to a bidder's cost. The widespread adoption of "fair-price amendments," which require a bidder to make the same offer to all shareholders, has the effect of raising a company's price tag. Several companies also recently required mergers to be approved by a "super-majority" of shareholders (usually two-thirds to 80%), making for tougher bidding and, where inside ownership is above 20%, making hostile takeovers unlikely. Even strong inside ownership is no guarantee that a company won't be subject to an attack, as the case of Multimedia, where founding families controlled over 40% of the stock, illustrates.

Roughly one-half of the stock of A.H. Belo is held by management, directors and

members of the families that owned the company before it went public. But in recent annual meetings, the company adopted a variety of defensive measures, including a staggered board, fair-price amendments and a supermajority requirement for changing company by-laws. "We have not been under so much pressure because recent acquisitions have made us highly leveraged," said Belo's president and chief operating officer, Robert Decherd. "The measures are really to prevent what I would call a cavalier investor or investment group from disrupting the company's long-term operating strategy."

Boesky said media companies are "vulnerable... with or without those devices." Agreeing with Boesky is Augustus (Gus) K. Oliver, one of the three founders of Coniston Partners, a New York-based investment group that forced Storer Communications to give up its long-term operating plans as a public company and undertake a leveraged buyout: "The effectiveness of antitakeover measures varies by company. Fair-price amendments and staggered boards will do little to deter a well-financed bidder. On the other hand, if a company puts up enough red flags and warning signals, it can make the values less attractive."

The following is a survey of some of the "warning signals" 14 companies have adopted, mostly within the past year. In some cases the cause of the action may have little to do with takeovers, such as the authorization of preferred stock for fund-raising purposes, but the effect may prove valuable nonetheless:

■ In April the CBS board voted to eliminate the right of 10% of the shareholders to call a special meeting. Earlier CBS set up a bank line of credit that includes a provision that any change in control of the company's board would constitute a default. Financing for the company's \$1-billion buyback included covenants limiting the possibility of someone financing a takeover using CBS's own cash flow. The preferred stock issued for the buyback requires CBS debt to be kept within a certain ratio. On Oct. 16, the company announced it was adding to the board of directors Lawrence Tisch, chairman of Loews Corp., which has since received Justice Department approval to increase its CBS

holdings to up to 25%. The next largest shareholder is founder William S. Paley, who owns 7.7%. CBS is incorporated in New York, which is considering legislation that would prevent anyone who has acquired 20% of a company's stock from merging with that company unless its board of directors had either approved the merger or the stockholder acquisition.

■ Disney Productions Inc. is incorporated in California, which allows corporate by-laws to be changed by a majority vote of shareholders. The company also has cumulative voting for its board of directors, making it easier for a minority group of shareholders to elect directors. On the defensive side, Disney passed a rule in 1977 requiring a merger to receive 80% shareholder approval, and that rule itself cannot be changed without 80% shareholder approval. During the acquisition of Disney stock in early 1984 by New York financier Saul Steinberg, the company gave 14 top executives "golden parachutes," which guarantee them lump sums equal to their expected salary through 1988 if they are terminated after any change in control of the company. The largest current shareholders are the Bass brothers, who own close to 25%. Directors and Disney family members own about 19%.

■ In May, Gannett shareholders adopted staggered terms for the company's board and a fair-price provision that does not prevent a merger if approved by the board and a majority of shareholders. If a two-tiered offer for the Delaware-incorporated company is rejected by the board, then 80% of shareholders have to approve the offer before it can become effective. The largest shareholder is the foundation set up by Frank Gannett with 11%. Carl Lindner's American Financial Corp. has 5% and management and directors have 2%.

■ At Gulf + Western's annual meeting one year ago, shareholders adopted a measure requiring that any offer by an owner of more than 10% of the company's stock either meet fair-price criteria, be approved by a majority of the unaffiliated board, or be approved by 80% of the shareholders. Also approved was a provision that "provides that stockholder action may only be taken at meetings of stockholders and prohibits stockholders ac-

tion by written consent." Roughly 6% of Gannett shares are held by directors and officers of the Delaware-incorporated company.

■ Last May, Heritage Communications shareholders approved the staggering of the election of directors at the Iowa-incorporated company. They also approved a resolution that said if a shareholder buys 20% or more of the company on the open market or through a partial tender, any subsequent offer made for the remaining shares must equal the highest price paid during the initial purchase. Also passed at the company's most recent annual meeting was a resolution saying that the fair-price resolution could be changed only by 80% or more of shareholder votes and that any shareholders meeting needed an 80% quorum. Two years ago the company expanded the "business judgment rule," allowing the board to consider the impact of any merger or takeover on the company's employes or community—"a litany of things," according to a company spokesman. Officers and directors hold about 10% of the shares outstanding.

■ At last April's annual meeting, shareholders of Knight-Ridder voted to end the cumulative method of voting for directors. The company also adopted a fair-price amendment, which requires any merger proposal to be approved by either the board or 80% of the shareholders. Any change in the fair-price amendment itself requires a two-thirds approval from shareholders. Earlier this year, 9.5 million shares belonging to the estate of John S. Knight were bought by the company, but insiders and "those close to the company (founding families, employes and retirees)" still own 35% of the Florida-incorporated company, said Frank Hawkins, vice president.

■ LIN Broadcasting has no staggered board or fair-price amendment. It has long had an authorization, as yet unexercised, to issue several million shares of preferred stock. Directors and officers hold 6.3% of the shares outstanding of the Delaware-incorporated company.

■ At the same time MCA announced it had retained Martin Lipton, the takeover defense specialist, as counsel, the Universal City, Calif.-based company also proposed several by-law amendments that were approved at the annual meeting in May. The company revised its certificate of incorporation to authorize a preferred stock issue for up to 25 million shares. Additionally, shareholders approved a restriction on any future stockholder action unless it takes place at the company's annual meeting or at a special meeting called by the chairman, chief executive officer, president or the board. MCA also prohibited stockholder action by written consent and required that nominations for the board of directors be submitted before any meeting. Any future changes in these or other by-law amendments now require 75% shareholder approval. MCA Chairman Lew Wasserman owns directly 7% percent of the company and controls an additional 11% as trustee. Other executives and the company's profit sharing plan own an additional 3.5% of the Delaware-incorporated company.

■ Media General's articles of incorporation (in the state of Virginia) are the same as when adopted in 1966 and state that two-thirds of

Bottom Line

Viacom funds. Viacom said it arranged \$1.025-billion, eight-year unsecured line of credit that it said it would use, among other things, to finance its proposed acquisition of MTV Networks Inc. and 50% of Showtime/The Movie Channel Inc., which it anticipates closing on this month. Required cash outlay for deal is about \$672 million (plus another \$18 million in stock). It said remaining funds, termed largest revolving credit arrangement in company's history, would be used for "general corporate purposes."

□

Change of exchange. Chyron Corp. has passed New York Stock Exchange preliminary eligibility review and is now preparing formal application for listing on exchange under symbol of CHY. Melville, N.Y.-based manufacturer of videotape editing and digital effects equipment currently trades on NASDAQ under symbol of CHYC.

□

Time for money. Time Inc. has filed registration with Securities and Exchange Commission for \$150 million in seven-year notes, callable in five years. Company said proceeds will be used for general corporate purposes and to pay, at maturity, "some or all of... outstanding commercial paper." Time said funds might be used for acquisition although, "no specific acquisition is currently being negotiated."

the company's directors be elected by owners of Class B shares, 60.1% of which are controlled by D. Tennant Bryan and J. Stewart Bryan. Furthermore, the company's by-laws require that any change in the articles of incorporation receive two-thirds shareholder approval.

■ In May 1984, shareholders of RCA approved staggered elections for the board of directors and also adopted a fair-price measure, which required that any two-tier offer receive approval from either 80% of the shareholders or by a majority of the board not affiliated with the purchaser. In September, the company issued new preferred stock rights on a one-for-one pro rata basis to existing shareholders. Those rights would be exercised either if an offer is made for 30% of the company or if 20% of the shares are acquired. If a merger followed either one of those two conditions, shareholders could then exercise rights to buy stock in the surviving company for 50% of the new stock's value.

■ A number of defensive measures were approved at Taft Broadcasting's annual meeting last July. Elections for the board of directors were staggered and nominations for that voting now must be made in advance of the shareholders meeting. No actions can be taken using the written consent of shareholders. Certain "business combinations" cannot be undertaken unless approved by a majority of shareholders or directors not affiliated with a person owning more than 20% of the stock, or unless certain price specifications are met. The by-laws were amended so that directors may now only be removed for cause, and no special meetings can be called by shareholders (except to remove a director for cause). The right of shareholders to reverse the latter amendment has been eliminated and changes in other by-law amendments adopted at that meeting cannot be changed unless approved by two-thirds of shareholders not affiliated with a 20% holder. The directors, officers and certain family members own roughly 15% of the Delaware-incorporated company. The largest single Taft holding is the 9% owned by an investment group headed by Fort Worth-based businessman Robert M. Bass.

■ Time Inc. shareholders approved several changes two years ago, including changing the state of incorporation from New York to Delaware. Also, the board election was staggered into three separate groups and a supermajority provision was passed requiring that anyone holding 20% of the stock could not merge the company without an 80% shareholder vote of approval. Time also has unused authority to issue 25 million shares of preferred stock.

■ Tribune Co. has long had a staggered majority and a supermajority provision regarding certain mergers. Just prior to going public two years ago, the Delaware-incorporated company authorized issuance of preferred stock and deleted a provision in the company's charter that required shareholder approval for selling off parts of the company.

■ Two years ago, Viacom staggered its board into three groups. Shareholders also approved altering the board's size to between nine and 15 members. An amendment con-

currently adopted provides that any business combination with a shareholder holding 20% had to equal the highest price paid during the initial 20% acquisition, unless approved by the board or by 80% of the shareholders. The foregoing amendments cannot be changed unless approved by the board, or 80% of shareholders. Management and directors own roughly 3% and Warner Communications has warrants to buy 10%.

■ Warner Communications has long had an

80% supermajority provision and a staggered board. As a defensive measure when the company was potentially threatened by News Corp. in late 1983, the company conducted a complex stock exchange which left Chris-Craft Industries with effective control of 29% of Warner's stock and gave Warner a 42.5% ownership of Chris-Craft's television subsidiary, BHC Inc. Officers of Delaware-incorporated Warner have a few percent of the company's shares. □

Murdoch announces financing plans

His News America Television Inc. will trade or offer public nonvoting stock to cover nearly \$1.4 billion in debt

Rupert Murdoch is proposing to finance his planned \$1.55-billion acquisition of Metromedia's television stations in large part by trading nonvoting stock in News America Television Inc.—the company he created to take over the stations—for the about \$1.4 billion in Metromedia debt. If the bondholders don't absorb enough of that stock, Murdoch is planning to offer it to the public.

In an amendment to his transfer applications at the FCC last week, Murdoch said News America Television planned to issue 1.25 million shares of the nonvoting preferred stock. (It also plans to issue six million shares of common voting stock, all of which will be held by Murdoch's Twentieth Holdings Corp.) The Metromedia bondholders will be asked to swap their bonds for cash, shares of the nonvoting stock or a combination of cash and stock. If the bondholders don't trade for 1.15 million shares of the preferred stock, News America would offer the unclaimed shares to the public. "The proceeds will be used to finance the purchase of the Metromedia debt offered for exchange or the retirement of the outstanding Metromedia debt," the filing said.

Arthur Siskind, an attorney for Murdoch, said the primary advantages of the swap would be to give News America Television more certainty and flexibility. Siskind said the average rate on the preferred stock would be lower than the average interest on the bonds "over a period of time." Also, according to Siskind, the rate on the preferred would be fixed while the rates for some of the bonds (four classes of bonds were issued) would fluctuate. For the bondholders, Siskind said, the swap would offer the advantage of being able to "cash out." The preferred stock also will give "certain rights," which Siskind said he couldn't disclose at this point.

According to the filing, Metromedia and News America filed a preliminary joint prospectus and solicitation statement on the proposed transaction with the Securities and Exchange Commission on Oct. 23. That document, which has not yet been made public and is being reviewed by the SEC staff, contains the details. "It is anticipated that the SEC process will be completed and public distribution of prospectus and solicitation to the bondholders will occur within the next 45 to 60 days," News America Television said.

In the filing, News America Television

also said it was financially qualified to complete the transaction. "As a consequence of discussions with certain of the bondholders of the Metromedia debt and the dealer-manager and the underwriting firms associated with the transaction, Allen & Co. Inc. and Drexel Burnham Lambert Inc., NATI has reasonable assurance of the availability of the necessary capital to proceed with the re-financing described above," News America Television said. "NATI has access to conventional sources of other capital which, together with its own resources, are sufficient to meet the balance of the contractual obligations to Metromedia and to finance the operation of the stations for the three-month period specified by the commission after closing."

News America also noted it will acquire Metromedia Producers Corp., as previously reported. That company will be reorganized under Newstel Holdings Inc. to produce TV programming for the six News America TV stations and to distribute that programming to other independent stations through "networking" arrangements. "The plans for this entertainment program distribution service are currently in the developmental stage; their initial implementation is not expected to begin before the end of 1986," News America Television said. "In view of the ambitious nature of this project and the substantial competitive environment, development of a national interconnected program service must necessarily proceed at a measured pace. The level of these program distribution activities will depend upon economic circumstances and the attendant market reaction. It is not now contemplated that they will increase to such an extent as to reach the commission's definition of a television network for some time, if at all."

In a separate filing with the FCC, News America Television said the last-minute request of the Telecommunications Research and Action Center and others that the commission hold nonevidentiary hearings on News America's reported plans to operate as a network (BROADCASTING, Nov. 4) was wholly unwarranted. "TRAC's request that the commission hold a nonevidentiary *en banc* session concerning the potential formation of television networking arrangements by NATI should be summarily rejected and, moreover, NATI respectfully urges that TRAC be admonished for its abusive disregard of the commission's pleading rules," News America Television said. The TRAC petitioners also had alleged that the financial certification in Murdoch's FCC application was "facially incomplete." □

Scrambling issue coming into clearer focus

Operators appear to be winning battle of control over TVRO market in their franchises, and home satellite industry officials aren't happy

For better or worse, cable operators seem to be getting what they want: the scrambling of the satellite feeds of major cable programming services and, just as important, control of the sale of the scrambled programming in the home satellite market, which now comprises between 1.25 million and 1.6 million backyard dishes (TVRO's) and is growing at a rate of tens of thousands of dishes a month.

Cable operators, using the economic muscle derived from their ability to help or hurt cable services through their affiliation agreements, have openly pressured basic cable programmers to scramble their feeds. At the NCTA convention, Trygve Myhren, chairman and chief executive officer, American Television and Communications, the second largest cable MSO, urged programmers to scramble, saying, "I am not going to pay for a [service] if other people don't have to pay."

And, according to industry sources, some operators have also been using their muscle not so openly to preclude others from offering packages of cable services to dish owners and competing with them for both cable and TVRO subscribers.

What's at stake in the scrambling of cable programming and its sale to backyard dish owners was spelled out in a study by Malarkey-Taylor Associates, commissioned by NCTA and released at its annual convention last June. Assuming that at least 20 services were scrambled and that a marketing system were in place by 1986, the study said, operators and programmers would realize an esti-

mated positive cash flow of \$400 million over the next five years.

"These direct financial benefits come from the sale of scrambled programming to the backyard dishes, inside and outside cable franchises, and from recovering cable subscribers who would have switched to TVRO if they could receive cable programming for free," it said.

The operators' threat of economic retaliation coupled with their promise to absorb the cost of descramblers at cable system headends have accomplished the operators' first goal. The major basic cable programmers—Turner Broadcasting System, ESPN, MTV Networks and the USA Network—have all announced commitments to scrambling. (The major pay-per-channel services, Home Box Office and Showtime/The Movie Channel, needed no prodding to scramble. Each had long-standing plans to scramble and is well on its way to implementing them.)

What's more, the campaign of some operators to lock up the TVRO market once the services are scrambled shows signs of being equally successful. The operators have discouraged programmers from dealing with would-be third-party packagers of cable programming for the TVRO market like Canaan Communications and Viewers First National, according to industry sources. And, the sources said, the operators were instrumental in breaking up an attempt by four major programmers—Turner Broadcasting System, ESPN, MTV Networks and Showtime/The Movie Channel—to offer a competitive TVRO package. Said one programmer: "The operators are playing very, very hard ball."

Assuming that operator pressure was the

cause of the breakup of the programmers' venture, it is not surprising that Turner was the first to drop out (BROADCASTING, Oct. 14). It was the most susceptible to pressure from the operators. It is currently trying to finance its \$1-billion takeover of MGM/UA Entertainment Co. and, at the same time, concerned about operators backing NBC's proposed cable news service, which would compete head-to-head with Turner's CNN and CNN Headline News.

(According to one source, the breakup of the programmers' venture had less to do with pressure from operators than with internal bickering over control and revenue sharing: "They couldn't agree on how to split up the pie.")

To secure their hold on the distribution of cable programming, operators are also lining up the exclusive third-party TVRO rights in their franchise areas, making themselves and the programmers the only parties that can sell services to dish owners in cabled areas.

"Cable operators have made it very clear to every programmer that they want them to deal in a cable-friendly manner," said Rick Brown, general counsel of the Satellite Television Industry Association (SPACE), which is doing all it can to prevent cable operators from controlling cable programming in the TVRO market. And that means, he said, dish owners in cabled areas will "have to buy their programming from the cable operator, the person [the dish owner] chose not to deal with in the first place."

In a desire to be "cable friendly," HBO announced last spring that operators would be granted the exclusive third-party TVRO rights to HBO and Cinemax within their franchise areas once the services are scrambled. Although Showtime/TMC has yet to announce a formal TVRO rights policy for its two services, Tele-Communications Inc. announced three weeks ago that it has struck a deal for Showtime/TMC, securing for itself exclusive third-party rights in its franchise areas. (Showtime/TMC confirmed it had a deal with TCI, but said that it did not involve exclusive rights of any kind.)

Although HBO and Showtime/TMC represent only four of the dozens of cable services now offered, what they do is important. They are the dominant pay-per-channel programmers, and they have taken the lead in scrambling. Indeed, HBO has shipped descramblers to all of its affiliates and has announced plans to scramble its services full-time beginning Jan. 15. Showtime/TMC, in the process of shipping descramblers, has announced that it expects to scramble some time in May (see box).

"The recipe for operator control has been written," said one programmer, referring to the HBO and Showtime/TMC initiatives. "Everybody else is going to follow along."

Showtime announces scrambling plans. Showtime/The Movie Channel Inc. formally announced plans last week for full-time scrambling of both of its pay-per-channel services, Showtime and The Movie Channel, beginning next May. Like its principal competitor, Home Box Office, Showtime/TMC is using the M/A-Com Videocipher II scrambling system.

Showtime/TMC has already begun sending out descramblers to cable affiliates and, according to Stephan Schulte, all bona fide affiliates will be equipped by the end of December. Intermittent test-scrambling will begin Jan. 13, he said.

Schulte stressed that the Jan. 13 start of "test-scrambling" will not be postponed. Affiliates that have not already done so should get going on the necessary paperwork to insure receipt and installation of their headend decoders before that deadline, he said. Affiliates that have submitted the necessary registration, he said, will receive a detailed scrambling schedule. Transponder 16 on Galaxy I is currently carrying a scrambled test signal to aid East Coast operators as they install the M/A-Com Videocipher II, and, later this month, transponder 12 on Satcom III-R is scheduled to provide similar aid for West Coast affiliates.

During the test period, the number of scrambled hours will gradually increase until—"barring unforeseen technical problems"—full-time scrambling takes over in May, Schulte said.

Showtime/TMC will use M/A-Com's computer control center to authorize (or deauthorize) the descramblers of home dish owners who wish to subscribe to the services after they are scrambled. "M/A-Com has assured us that more than 100,000 home decoders will be in the pipeline to hardware dealers prior to our anticipated May deadline for full-time scrambling," Schulte said. "We have requested that M/A-Com seek the broadest possible distribution for these decoders."

It is said to take little effort to persuade programmers to favor cable operators in awarding TVRO rights. As evidenced by the HBO announcement, there seems to be a built-in inclination to do so. Harlan Rosenzweig, president of Group W Satellite Communications, whose services include The Nashville Network, said operators "deserve a preferred position in the distribution of [TVRO] programming within their franchised area" because of their long relationship. "I would like to give them exclusivity, but, legally, it might not be doable."

Responding to the wishes of its board of directors, NCTA began making plans last June for a consortium of cable operators whose primary function would be the construction and operation of a scrambling control facility, which would be used to turn on or off the descramblers of dish owners. According to some programmers, the consortium plan is a blatant attempt to wrest control of the TVRO market from the programmers. According to the home satellite industry, it is a blatant attempt to foreclose others from competing with operators in the TVRO market.

Real or imagined, the programmers' and home satellite industry's concerns about the consortium may soon be moot. According to the NCTA president, Jim Mooney, NCTA is now disinclined to form the consortium. The reason: M/A-Com, whose Videocipher II scrambling system is emerging as a de facto industry standard, is, according to Mooney, willing and able to build a control facility. Unlike the facility planned by the cable operators, which would have been open to operators only, the M/A-Com facility would be open to all.

M/A-Com Vice Chairman Frank Drendel announced before the cable industry at NCTA last June that M/A-Com was willing to build and operate a control facility as a "free trade zone"—available for use by operators, programmers and anybody else able to secure the TVRO rights to programming and wishing to offer a service or package of services to TVRO owners.

According to Drendel, the M/A-Com facility became a viable option for the cable operators only after M/A-Com bought out HBO's interest in jointly developed billing software a month ago so that it could make the software available to all users of the control facility. The control facility is nothing but a remote descrambler switch. Each user must have a billing computer to send out the bills, record the receipts and tell the control facility which descramblers to turn off and which to turn on. HBO, M/A-Com's first customer for Videocipher II, helped pay for the development of the billing software and, thus, was a part owner of it.

M/A-Com is building a control facility within one of its plants in La Jolla, Calif. It should be ready for operation by the time HBO scrambles full time in January. HBO and Showtime/TMC will be its first users, but others are sure to follow. Turner and several operators—Sammons Communications, Continental, Cox, TCI and Heritage—have all endorsed the M/A-Com system.

NCTA's Mooney dismisses the notion that

cable operators are out to take firm hold of the TVRO marketplace. In fact, he said, if the operators are doing anything, they are loosening their grip. They have effectively conceded "structural ability" to control the business by allowing cable programming to be sold to the home satellite marketplace and by concluding that they couldn't create "essential facilities" to keep others out of the retail market. "Now the cable industry appears to be moving toward the acceptance of a facility that is actually open to everybody," he said. What's more, he said, many programmers declared their independence by not cooperating with the proposed operators' consortium.

The activities of cable operators and programmers regarding scrambling and the home satellite marketplace have attracted the attention of federal investigators. The Department of Justice is looking into possible violations of the antitrust laws. In connection with the investigation, it has asked the NCTA and others not to destroy papers pertaining to its proposed consortium and other scrambling activities (BROADCASTING, Sept. 30).

The cable industry's activities have also aroused the ire of some of the home satellite industry's allies on Capitol Hill. At a rally of

home satellite manufacturers, distributors and dealers in Washington two weeks ago, a senator and several congressmen asserted that dish owners have a right to scrambled cable (and broadcast) programming at "fair and reasonable" prices—that is, at prices comparable to those paid by cable subscribers.

SPACE's Brown said he believes that the cable industry has run afoul of the antitrust laws. "We have cable operators through their trade association and individually and together going to program suppliers and saying: 'Don't be friendly to the earth station industry or we will knock you off the cable systems.'"

SPACE wants to make sure that TVRO owners are able to subscribe to scrambled programming at "fair and reasonable" rates, Brown said. And, he said, only a competitive marketplace or government intervention can insure such rates. Brown said he doesn't like government intervention, but, given the cable industry's efforts to control the TVRO marketplace, it may be the dish owners' only hope.

"The issue of pricing is fundamental to the existence of [the TVRO as] an alternative technology to cable television," Brown said. "It's fundamental to the whole existence of



Book review. The stars were out in Washington as CBS and the Library of Congress jointly celebrated the first seven seasons of their "Read More About It" book project. On hand for the occasion were stars and others who played roles in more than 100 "Read More About Its" that have been aired to date, or the 30 programs scheduled for the 1985-86 season. (In each case a personality comes on at the end of a show to advise viewers about books—recommended by the Library of Congress—that can amplify what was seen on the telecast.) Top right: Douglas Fairbanks Jr. and Helen Hayes with Daniel Boorstin, librarian of Congress. Bottom: CBS/Broadcast Group President Gene Jankowski (c) with Supreme Court Justices Byron White (l) and Lewis Powell.

the satellite earth station industry. There will be no satellite earth stations sold in cabled areas if the pricing of the programing isn't comparable or less to what one could get

from the cable operator. That's exactly what the cable operator wants. The cable operator wants a monopoly in every franchise area." □

discuss and to seek areas of common interest which they can jointly pursue for the betterment of the radio industry."

At a meeting Nov. 4 in Chicago, officials of the NAB and NRBA executive committees reached a decision to hold another joint convention. (Some committee members have held discussions on the matter.) Attending the meeting from NAB were: president Eddie Fritts; joint board chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark.; past joint board chairman Gert Schmidt, Harte-Hanks Communications, Jacksonville, Fla.; radio board chairman John Dille, WTRC(AM)-WYEZ(FM) Elkhart, Ind., and radio board vice chairman Bev Brown, KGAS(AM) Carthage, Tex.

Representing NRBA: president Bernie Mann, Mann Media, High Point, N.C.; chairman Bill Clark, Shamrock Broadcasting, San Francisco; Jeff Smulyan, Emmis Broadcasting, Indianapolis; Larry Keene, WWOC-FM Avalon, N.J.; Arthur Kellar, EZ Communications, Fairfax, Va.; Jim Wychor, KWOA-AM-FM Worthington, Minn., and Nicholas Verbitsky, United Stations Radio Networks, New York.

Fritts noted that the decision was subject to ratification by NAB radio directors at the January board meeting. He expects approval. Indeed, the NAB president said the radio conference "may be broadened to include other players." As for continuation of the NAB-NRBA partnership beyond next year, Fritts said, "we'll take one year at a time."

"It was the right thing to do," Mann said. The industry, he said, "felt it was a good meeting. I would have been disappointed if we didn't do it again."

NAB's reasons for reconsidering its role in the radio conference included irritation over NRBA's push to form a "super" radio association. And NAB directors expressed concern over Mann's antiadvertising-agency speech at the conference, which they felt reflected poorly on NAB. Mann characterized agencies as "snake-oil salesmen."

Before arriving at a decision, however, NAB surveyed industry reaction to last September's conference. NAB's executive committee wanted to examine the data before making a recommendation to the board. The executive committee reviewed some of the results at its last meeting, Oct. 29-30.

According to the survey (NAB also canvassed nonattendees and exhibitors), attendees expressed "a lot of interest in continuing a radio-only meeting and in further cooperation between NAB and NRBA." The attendees were "overwhelmingly positive" about the 1985 meeting versus the one held jointly in 1984. Among the nonattendees interviewed, there was a sense that there ought to be "more cooperation among NAB and NRBA" and fewer radio meetings. Among exhibitors queried for the study, the 1985 conference received a higher rating than the one in 1984. Overall, the conference was perceived as a meeting devoted to management, programing and sales, in that order. The survey also showed that a majority felt NAB should also continue its annual convention for radio and TV. □

Joint radio convention to continue

NAB considered discontinuing its part in joint NAB-NRBA meeting after friction between two associations

After more than a month of deliberation, the National Association of Broadcasters has decided to continue its partnership with the National Radio Broadcasters Association in sponsoring a joint Radio Management and Programing Conference in 1986. The fate of

the conference had been up in the air since September, when the last meeting was held, and NAB announced it would re-evaluate its participation in the joint venture (BROADCASTING, Oct. 7 and Oct. 28).

In a statement released by both organizations last week, NAB and NRBA said they would recommend to their respective boards that they "jointly participate in a 1986 RMPC in New Orleans, Sept. 10-13." Moreover, both associations "have agreed to

Idea exchange. National Association of Broadcasters President Eddie Fritts welcomed more than 30 executive directors from state broadcasting associations last week to a NAB-sponsored two-day management conference in Washington. The meeting, which was the first of its kind, was created to give executive directors an opportunity to exchange ideas on association management issues. The directors also attend NAB's annual state presidents meeting in March, but the focus there was primarily on legislative matters.

Fritts, in his remarks to the group, commended state broadcasting associations for their participation in NAB's public service campaign against drunk driving. "We issued the call; you answered it," he said. The results, he continued, were "overwhelming success and great accolades for the industry, in Congress and across the country." Fritts pledged that NAB will continue to provide new PSAs for state broadcasting associations. The NAB president also briefed participants on the NAB services available to state associations.

Among other speakers participating in the conference, Radio Advertising Bureau President William Stakelin and Ernie Schultz, executive vice president, Radio-Television News Directors Association.

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Changing Hands

PROPOSED

WRGB-TV Schenectady, N.Y. □ Sold by WRGB Inc. to Freedom Newspapers Inc., Broadcast Division for \$57 million. **Seller** is owned by Universal Communications, joint venture of John D. Backe, former CBS president, and Forstmann, Little & Co. It purchased station two years ago (BROADCASTING, May 2, 1983) from General Electric Co. for \$35 million. Backe also owns Astoria, N.Y.-based station group of two TV's. **Buyer** is broadcast subsidiary of four TV's owned by Santa Ana, Calif.-based publisher of 31 daily newspapers. WRGB is CBS affiliate on channel 6 with 93.3 kw visual 11 kw aural and antenna 1,020 feet above average terrain.

WLLZ(FM) Detroit, KDWB-AM-FM Minneapolis-St. Paul and KPKE(FM) Denver □ Sold by Doubleday Broadcasting to Sillerman Communications Group for \$27 million, with \$9 million assigned to WLLZ, \$9 million to KDWB-AM-FM and \$9 million to KPKE ("Top of the Week," Nov. 4). **Seller** is subsidiary of publicly owned, New York-based book publisher and station group of two AM's and five FM's. Gary Stevens is president of subsidiary. **Buyer** is owned by Robert F.X. Sillerman. It also owns WHMP-AM-FM Northampton, Mass. Sillerman is former principal of Sillerman-Morrow Broadcasting Group, which sold its nine stations earlier this year. WLLZ is on 98.7 mhz with 50 kw and antenna 480 feet above average terrain. KDWB is on 630 khz with 5 kw day and 500 w night. KDWB-FM is on 101.3 mhz with 100 kw and antenna 820 feet above average terrain. KPKE is on 95.7 mhz with 100 kw and antenna 725 feet above average terrain.

KHOW(AM) Denver □ Sold by Metromedia Inc. to Sillerman Communications Group for \$11 million ("Top of the Week," Nov. 4). **Seller's** television stations have been sold to Rupert Murdoch, with spin-off of one to Hearst (see page 85). It owns cellular radio companies, entertainment companies and radio broadcasting group of five AM's and six FM's. It is principally owned by John Kluge. **Buyer** is also purchasing four Doubleday stations (see above). KHOW has been on the market some time ("Closed Circuit," March 12, 1984.) It was purchased from Doubleday Broadcasting four years ago for \$15 million (BROADCASTING, Dec. 7, 1981). KHOW is on 630 khz full time with 5 kw.

WELE-FM De Land, Fla. □ Sold by Elyria-Lorain Broadcasting Co. to American Media Inc. for \$7.5 million. **Seller** is owned by Otto Schoepfle, who also owns WEOL(AM)-WBEA(FM) Elyria-Lorain, Ohio. **Buyer** is Patchogue, N.Y.-based station group of one AM and three FM's, principally owned by Alan Beck. WELE-FM is on 105.9 mhz with 76 kw and antenna 590 feet above average terrain. It holds CP for antenna 1,700 feet above average terrain. *Broker: Americom Media Brokers.*

WSEE(TV) Erie, Pa. □ Sold by SCS Communications of Erie Inc. to Erie Broadcasting

Partners for \$7.5 million. **Seller** is subsidiary of MMT Sales Inc., New York-based station representative principally owned by Garrett Scollard. It also owns KLRT(TV) Little Rock, Ark. **Buyer** is principally owned by Scollard, limited partner, and is headed by Gerry Montgomery, president and general partner. Montgomery is station's general manager, and has no other broadcast interests. WSEE is CBS affiliate on channel 35 with 2,000 kw visual, 200 kw aural and antenna 960 feet above average terrain.

KPOM-TV Fort Smith, Ark. □ Sold by Ozark Television Co. to J.D.G. Television Inc. for \$6,240,000. **Seller** is principally owned by Raymond G. Schindler and family. It also owns KVLG(AM)-KMUZ(FM) La Grange, Tex. **Buyer** is subsidiary of Griffin Television Inc., which also owns KWTW(TV) Oklahoma City. It is headed by Duane Harm, president. KPOM-TV is NBC affiliate on channel 24 with 2,510 kw visual, 251 kw aural and antenna 499 feet above average terrain.

KLAZ-AM-FM Little Rock, Ark. □ Sold by estate of Ron Curtis (see obituary, page 110) to Capitol Cities Broadcasting Inc. for \$3,375,000. **Seller** has no other broadcast interests. **Buyer** is owned by Richard E. Oppenheimer, Bob Clark and Kent Anderson. Oppenheimer Clark is partner with Houston-based law firm of Bracewell & Paterson. Anderson is president of Allied Bank Shares, Houston. They have no other broad-

cast interests. Oppenheimer owns Austin, Tex.-based station group of three AM's and four FM's. KLAZ is on 1250 khz with 1 kw day and 250 w night. KLAZ-FM is on 98.5 mhz with 100 kw and antenna 880 feet above average terrain. *Broker: Americom Media Brokers.*

KLEO(AM)-KSKU(FM) Wichita, Kan. □ Sold by Sampson Broadcasting Inc. to The Rock of Kansas Inc. for \$3.3 million cash. **Seller** is owned by Jack Simpson and his wife, Arvilla. It has no other broadcast interests. **Buyer** is owned by Jerome H. Atchley, who has no other broadcast interests, but is former KSSN-FM Little Rock, Ark., and WGKX-FM Memphis. KLEO is on 1480 khz with 5 kw day and 1 kw night. KSKU is on 102.1 mhz with 100 kw and antenna 1,031 feet above average terrain. *Broker: Americom Media Brokers.*

KKFM(FM) Colorado Springs, Colo. □ Sold by Sky Hi Inc. to Citadel Communications Inc. for \$3 million. **Seller** is principally owned by Leon Lowenthal, who also owns KVMT-FM Vail, Colo. **Buyer** is owned by Lawrence R. Wilson and Fritz Beesemeyer. It also owns KAIR(AM)-KJYK(FM) Tucson, Ariz. KKFM is on 96.5 mhz with 3 kw and antenna 2,300 feet above average terrain. *Broker: Kalil & Co.*

WKHI(FM) Ocean City, Md. □ Sold by Atlantic Broadcasting Co. of Ocean City Inc. to The Baltimore Radio Show Inc. for \$3 million. **Seller** is owned by Klein G. Leister, William E. Esham, James D. Layton and Wayne A. Powell. It also owns WKRE-AM-FM Exmore, Va. **Buyer** is owned by Harry R. Shriver,

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Robert Barroll and trust for Hope H. Barroll. It owns WFBR(AM) Baltimore and WOYK(AM) York, Pa. WKHI is on 99.9 mhz with 50 kw and antenna 319 feet above average terrain. *Broker: Barry Sherman & Associates/Norm Fischer & Associates.*

WKIT(FM) Hendersonville, N.C. □ Sold by Radio Hendersonville Inc. to AmCom General Corp. for \$2.2 million. **Seller** is owned by Kermit E. Edny, who also owns co-located WHKP(AM). **Buyer** is owned by George Francis, who also owns KRMD-AM-FM Shreveport, La., and WHHQ(AM)-WHHR(FM) Hilton Head, S.C. WKIT is on 102.5 mhz with 100 kw and antenna 332 feet above average terrain. *Broker: Americom Media Brokers.*

WLPR(FM) Mobile, Ala. □ Sold by Sound Broadcast Corp. to Faulkner-Phillips Media Inc. for \$1,364,000, comprising \$75,000 cash and remainder assumption of notes plus noncompete agreement of \$600,000. **Seller** is principally owned by Nicholas C. Panayiotou, who has no other broadcast interests. **Buyer** is equally owned by James H. Faulkner and William H. Phillips. Faulkner was former owner of Faulkner Radio Inc., Bay Minette, Ala.-based station group of three AM's and two FM's. Phillips was former owner of WKQY(FM) Chickasaw, Ala. WLPR is on 96.1 mhz with 40 kw and antenna 420 feet above average terrain.

KRJB(FM) Monte Rio, Calif. □ Sold by Communications Associates to Suncom Inc. for \$565,000, comprising \$125,000 cash and remainder note at 10% over 12 years. **Seller** is owned by Robert J. Booth and Michael K. Erikson. It has no other broadcast interests.

Buyer is subsidiary of Williamston, Mich.-based station group of five FM's owned by Robert G. Liggett. KRJB is on 97.7 mhz with 450 w and antenna 977 feet above average terrain.

WBTA(AM) Batavia, N.Y. □ Sold by Batavia Broadcasting Corp. to King Communications for \$504,000, comprising \$125,000 cash, assumption of liabilities not exceeding \$92,000, \$157,500 note, \$87,500 noncompete agreement and \$42,000 consulting agreement. **Seller** is owned by William F. Brown and E.R. Gamble. They have no other broadcast interests. **Buyer** is owned by John T. King and his wife, Helen. It also owns WCL(AM)-WZKZ-FM Corning, N.Y. WBTA is on 1490 khz with 500 w day and 250 w night. *Broker: Kozacko-Horton Co.*

WBTA-FM Attica, N.Y. □ Sold by Champion Broadcasting Systems of New York to King Communications for \$500,000, including \$100,000 noncompete agreement. **Seller** is owned by Herbert S. Hoffman and family. It has no other broadcast interests. **Buyer** is also purchasing WBTA(AM) Batavia, N.Y. (see above). WBTA-FM is on 101.7 mhz with 3 kw and antenna 295 feet above average terrain. *Broker: Kozacko-Horton Co.*

WBZY(AM) New Castle, Pa. □ Sold by Lawrence County Broadcasting Corp. to WBZY Radio for \$475,000 cash. **Seller** is principally owned by Robert L. Purcell, who also owns WDMV(AM) Pocomoke City, Md. **Buyer** is equally owned by Robert L. McCracken, William G. Andrews and Samuel M. Shirey. McCracken is station's general manager. Shirey and Andrews are retired businessmen

from New Castle. WBZY is daytimer on 1140 khz with 5 kw.

WVAB(AM) Virginia Beach, Va. □ Sold by Atlantic Broadcast Enterprises Inc. to Ellek B. Seymour for \$475,000. **Seller** is owned by Steve Soldinger, who has no other broadcast interests. **Buyer** owns Richmond, Va.-based station group of eight AM's and eight FM's. WVAB is daytimer on 1550 khz with 5 kw.

WJLD(AM) Fairfield, Ala. □ Sold by RFB Radio of Birmingham Inc. to American Trust Communication Corp. for \$453,364. **Seller** is owned by Robert F. Bell, who also has interest in WCGL(AM) Jacksonville, Fla., and WLLV(AM) Louisville, Ky. **Buyer** is owned by Earl F. Hilliard and family. Hilliard is Birmingham, Ala., attorney with no other broadcast interests. WJLD is on 1400 khz with 1 kw day and 250 w night.

WRBX(AM) Chapel Hill, N.C. □ Sold by Carolina Triangle Broadcasting Corp. to Leathers Enterprises Inc. for \$375,000 cash. **Seller** is owned by Hugh Johnston, who has no other broadcast interests. **Buyer** is owned by Ladson L. Leathers, who has interest in WLFL(TV) Raleigh, N.C. WRBX is daytimer on 1530 khz with 10 kw.

WPSO(AM) New Port Richey, Fla. □ Sold by Carl and Betty Marcocci to Lowrey Communications Inc. for \$310,000 cash. **Sellers** purchased station with co-located WGUL-FM last year. **Buyer** is former owner of station. WPSO is on 1500 khz with 250 w day. *Broker: Chapman Associates.*

KJJB(FM) Eunice, La. □ 80% of Eunice Broadcasting Inc. sold by Charles F. Ellis to Thomas C. Voinche for \$310,000 cash. **Seller** has no other broadcast interests. **Buyer**, who owns other 20%, is station's general manager. KJJB is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

WCOH(AM) Newnan, Ga. □ Sold by Coweta Communications Corp. to Newnan Broadcasting Co. for \$300,000. **Seller** is subsidiary of Dallas Tarkenton Stations, Athens, Ga.-based station group of three AM's and three FM's owned by Dallas Tarkenton. **Buyer** is owned by Dallas M. Tarkenton III, son of seller. WCOH is on 1400 khz with 1 kw day and 250 w night.

WQDE(AM) Albany, Ga. □ Sold by Dave Mack Broadcasting Co. to Lifeline Radio Corp. for \$300,000, comprising \$250,000 cash and remainder note at 10% over one year. **Seller** is owned by Virgil C. Landry. It has no other broadcast interests. **Buyer** is owned by Lifeline Ministries, nonprofit corporation headed by J.W. Keyton. It also owns WJEP(AM) Ochlocknee, Ga. WQDE is daytimer on 1250 khz with 1 kw.

WKAD(FM) Canton, Pa. □ Sold by Sterling Media Communications Inc. to WKAD Inc. for approximately \$250,000. **Seller** is owned by A.J. Castellano and family, which has no other broadcast interests. **Buyer** is subsidiary of Vanguard Communications, Long Island, N.Y.-based station group of two AM's and one FM, principally owned by Leonard Ackerman. WKAD is on 100.1 mhz with 500 w and antenna 652 feet above average terrain. *Broker: New England Media.*

For other proposed and approved sales see "For the Record," page 98.



Closed: KRMD (AM/FM) Shreveport, LA



George Francis

Smokey Hyde

George Francis completing \$5,000,000.00 acquisition from Smokey Hyde
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'CBS Evening News' speaking French

Network's news program will be seen on Canal Plus channel; deal is first, CBS hopes, of many in Europe, Far East

After years of planning and months of actively feeling out the European market, CBS is on the verge of closing a deal to feed a privately held French television channel *The CBS Evening News with Dan Rather*. The target date is Jan. 1, 1986. If the deal goes through, it will mark the network's entry into the business of selling news and sports programs (and other possible first-run fare) to the European market.

"We have an agreement in principle," said John Eger, CBS senior vice president, CBS Worldwide Enterprises, to feed the news show (via the Netcom satellite system) to France's Canal Plus. The agreement is not exclusive, and CBS has also talked with the three major, government-controlled French networks, TF-1, Antenne-2 and FR-3. (There are reports that Antenne-2 may be spun off to a commercial operator.) Canal Plus, owned principally by the Paris-based advertising agency, Havas, has been authorized by the French government to transmit both free and subscription programming. CBS wants the program to air during the French channel's unscrambled hours, when it reaches 18 million viewers, a much larger audience than its 600,000 pay subscribers, because the deal will probably be a straight barter arrangement, with Canal getting the programming in exchange for advertising time during the broadcast, said Eger. However, because of Canal's split schedule, *Evening News* may be broadcast only during STV hours at first.

Eger said that there would probably be fewer spots sold in the French feed than during the U.S. broadcast. Initially, he said of the network's forays into the European market, "we're not looking at a pot of gold." Eger said that *Evening News* and other programs would be sold and priced, initially at least, "more like magazines" targeted to small, upscale audiences.

Eger said that CBS would feed *Evening News* in its entirety to Canal in English. Canal may subtitle it or provide a voice-over or CBS might provide such a service later on. CBS is also talking about adding elements from some of the network's other news programs to create an expanded package for the foreign market, Eger said. The network has been providing a news feed service (individual stories as opposed to an entire program) to about 35 countries for several years. "We have to be sensitive to local and regional needs," said Eger, noting that the French version of *Evening News* may contain local news and weather inserts or a wrap-around package.

Sports programming is another commodity

CBS believes it can sell profitably overseas. In fact, it has just completed a deal to supply Rupert Murdoch's European satellite program service, Sky Channel, with a weekly sports anthology program, *Spotlight on Sports*, sponsored by Gillette. The network's effort to tap European markets, said Eger, is driven in part by the fact that many countries there are now shaping or expanding their broadcasting and cable television industries. And in many cases, the expansion involves private systems with only moderate governmental control.

As a result, said Eger, "there is a demand for program alternatives in Europe. And there is not a great deal of money for production." One result is that some advertisers in Europe, using the model that drove U.S.

television in its early days, are seeking full sponsorship opportunities. CBS is exploring co-production ventures with those advertisers and other groups, said Eger. "We are interested in all of Europe," he said, both large and small markets. For the most part those markets are still evolving. "It's not possible," he said, "to know what will happen [there] in the next three to five years."

CBS also has some interests in the Asian TV market. It is supplying a variety of programming to China Central Television, including NBA basketball, documentaries, made-for-television movies and an NFL game. Sponsors of the CBS-supplied China programs include IBM, Kodak, Boeing and Beatrice. CBS also has a co-venture with the Tokyo Broadcasting Co., which is applying for a cable franchise in an upscale part of Tokyo. The two have also talked about possible programming deals. □

South Africa institutes censorship

Government restricts coverage of violence; U.S. networks lodge protests

The government of South Africa last week announced a ban on television, radio and photographic coverage of events related to the country's racial strife. ABC, CBS and NBC each fired off letters to South African government officials protesting the ban as a form of unwarranted press censorship. The ban had been pending since CBS News last month taped an incident described as an ambush by South African police of a group of stone-throwing protesters, three of whom were killed.

The ban prohibits the filming, videotaping or audio recording of any "public disturbance, disorder, riot, public violence, strike or boycott, or any damage to any property, or any assault on or killing of a person," without prior police approval. Violation of the decree is punishable by up to 10 years in

prison and a fine of up to \$50,000.

The decree made headlines around the world and was reported by the major networks domestically. In his report from Johannesburg last Monday (Nov. 4), CBS correspondent Allen Pizzey said the reason for the ban was the government's apparent belief that "it is the images of violence that have shattered foreign confidence, shattered the value of the currency, the Rand. The white government seems to feel if the press isn't there the events won't happen." NBC's Keith Miller, in a report broadcast the day the ban was imposed (Saturday, Nov. 2) reported one government official as saying the news blackout is necessary "because the presence of cameras incites violence." Opposition leaders, he reported, argue that the problem is not the press but the government's policy of apartheid.

ABC News President Roone Arledge said in his letter of protest that "this act of censor-

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ship goes far beyond what is needed to protect journalists in areas of unrest. It discriminates against the taking of pictures. . . It is especially outrageous because it comes from a nation which claims to be free and open." CBS News President Edward M. Joyce said the restrictions would in effect not allow network journalists to do their job and "can only damage the image and interests" of the South African nation. NBC News President Larry Grossman said the ban is "mindful of the totalitarian restrictions imposed by the communist block countries and in other dictatorships." All three called on South Africa to lift the restrictions.

At deadline, the South African government had not responded to the network protests. "It's a clear form of censorship," said ABC News vice president, Richard Wald. He said, however, that the ban on pictures of disturbances puts "a severe crimp on one [aspect] of our coverage." He said it was possible the network would "challenge" the new policy but said he did not know what form such a challenge would take. ABC correspondents and crews, he said, "have standing instructions to obey the laws of the countries they are in." CBS has an informal understanding to that effect while NBC has no such policy.

The Radio-Television News Directors Association released a statement from its president, John Spain of WBRZ(TV) Baton Rouge, saying that RTNDA "deplored the actions of the government of South Africa in denying journalists both access to the news and the right to broadcast and publish that news.

Once again, a government has found itself unable to deal with a serious problem and has decided to lower a curtain of secrecy around the problem. Such a solution always makes the problem worse." □

Serving the country with unbiased reporting

That's what CBS's Rather says is the role of the journalist

Value-free reporting serves the national interests better than does a pro-American slant, CBS News anchor Dan Rather said.

While the *CBS Evening News* aired from Boston affiliate WNEV-TV Oct. 30-Nov. 1, Rather told the New England Broadcasting Association and the Society of Professional Journalists, Sigma Delta Chi that "I'm not value-free, and nobody I know is. But we ought not to wear our values on our sleeve when we're reporting. We best serve the United States when we try to be accurate, fair and objective."

If the press tries to advance American positions or consistently to criticize Soviet leaders, Rather said, the public will tell it to "cut the propaganda."

Rather, who discussed the media's role in society with Boston-area newspaper editors in a "town meeting" televised over WNEV-TV Nov. 3, said he doesn't believe that any politician can successfully manipulate the me-



Rather

dia. Scoffing at charges that "the liberal press is falling for a Socialist con job" in covering Soviet leader Mikhail Gorbachev, Rather declared that American audiences discount "value-filled" remarks.

He professed "tremendous confidence" in the U.S. broadcasting audience, saying it understands the press's role as part of America's system of checks and balances.

"But people don't like the appearance of press arrogance, of self-serving attitudes," he said. "And when we're guilty of that, as we are all too often, they'll let us know."

And Rather said he hears Americans these days "telling us, 'We appreciate what you do, but don't get so big-headed about it.'" □

Evolution in hijack coverage

NBC's Brokaw says reporting on Achille Lauro incident shows networks learned from mistakes made in TWA Flight 847 story

The networks' coverage of the Achille Lauro piracy showed they've learned from their "feeding frenzy" during last June's TWA Flight 847 Beirut hostage crisis, according to NBC News Anchor Tom Brokaw.

"We're not always as dumb or as hard-headed as we appear to be," Brokaw told a Cambridge Forum audience in Boston last week. "We did learn. . . . There was a kind of pulling back."

The networks "probably overplayed" the Beirut story, Brokaw said. "A kind of feeding frenzy developed" in which each incident was given as much coverage as the pre-



Brokaw

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vious one, regardless of its importance, he said. Noting that journalists are supposed to act as gatekeepers of information, Brokaw said "we left the gate open for the duration" during the Beirut crisis.

Too often, he said, television "underestimates the reach and impact of our work." And "the print media fan the flames of television competition. We're good copy."

Brokaw has no sympathy, however, with officials' claims that TV scrutiny makes their crisis jobs tougher. "We're here to stay," he said. "Public figures have to learn how to control the medium."

He rapped his industry for bragging about Beirut hijacking scoops. "Good work speaks for itself. We ought not to pat ourselves on the back."

And he called the press "too shrill in our protests" over being barred from the Grenada invasion. "We left the impression that our absence from the story was the most important part of it," Brokaw said. "We take ourselves far too seriously sometimes, and are too slow to acknowledge our own errors and omissions."

Brokaw said broadcasters should have learned these lessons about covering terror-

ist acts:

■ "Broadcast what's new and what's interesting, not go on the air every time a semi-colon changes."

■ Constantly provide context.

■ "Not to think of ourselves as negotiators or mediators. We're reporters first, last and always."

■ Diligently patrol the "very thin line between aggressive reporting and exploitation."

■ Use good judgment. "We do it every day," and ought not to let crisis pressures override it. □

For the Record

As compiled by BROADCASTING, Oct. 31 through Nov. 6, 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. MP—modification permit. 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.

Inc. for \$1 million. Seller is son of buyer and owns 5% of buying corporation. Buyer is subsidiary of D.T. Chase Enterprises, which is principally owned by David T. Chase, and his daughter, Cheryl C. Freedman. It is Hartford, Conn.-based station group of two AM's, two FM's and one TV. It owns co-located WTIC-AM-FM and is filing petition for continuation of exemption from FCC's one-to-a-market rule. Filed Oct. 30.

■ WHFL(FM) Havana, Fla. (104.9 mhz; 3 kw; HAAT: 300 ft. [CP: 1.08 kw; HAAT: 461 ft.])—Seeks transfer of control of Storm Broadcasting Corp. from Leslie B. Storm (51% before; none after) to Riviera-Tallahassee Communications Inc. for \$75,000. Scler has no other broadcast interests. Buyer is principally owned by Rodney G. Dore, president. Dore is general manager of WPOM(AM) Riviera Beach, Fla. Filed Oct. 28.

■ WPSO(AM) New Port Richey, Fla. (1500 khz; 250 w-

D)—Seeks assignment of license from Carl and Betty Marococi to Lowrey Communications Inc. for \$310,000 cash. Sellers purchased station with collocated FM last year for \$1,725,000. Buyer is former owner of station. Filed Nov. 1.

■ WCOH(AM) Newnan, Ga. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Coweta Communications Corp. to Newnan Broadcasting Co. for \$300,000. Seller is subsidiary of Dallas Tarkenton Stations, Athens, Ga.-based station group of three AM's and three FM's owned by Dallas Tarkenton. Buyer is owned by Dallas M. Tarkenton III, son of seller. Filed Oct. 28.

■ WYOB(FM) Jacksonville, Ill. (1550 khz; 1 kw-D)—Seeks assignment of license from Beverly Broadcasting Inc. to Morgan County Broadcasting Co. for costs. Seller is owned by Beverly Hunter Boys, who has no other broadcast

Ownership Changes

Applications

■ WJLD(AM) Fairfield, Ala. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from RFB Radio of Birmingham Inc. to American Trust Communication Corp. for \$453,364. Seller is owned by Robert F. Bell, who also has interest in WCGL(AM) Jacksonville, Fla., and WLLV(AM) Louisville, Ky. Buyer is owned by Earl F. Hilliard and family. He is Birmingham, Ala., attorney with no other broadcast interests. Filed Oct. 21.

■ WLPR(FM) Mobile, Ala. (96.1 mhz; 40 kw; HAAT: 420 ft.)—Seeks assignment of license from Sound Broadcast Corp. to Faulkner-Phillips Media Inc. for \$1,364,000, comprising \$75,000 cash and remainder assumption of notes, plus noncompete agreement of \$600,000. Seller is principally owned by Nicholas C. Panayiotou, who has no other broadcast interests. Buyer is equally owned by James H. Faulkner and William H. Phillips. Faulkner was former owner of Faulkner Radio Inc., Bay Minette, Ala.-based station group of three AM's and two FM's. Phillips was former owner of WKQY(FM) Chickasaw, Ala. Filed Oct. 30.

■ KPOM-TV Fort Smith, Ark. (ch. 24; NBC; ERP vis. 2,510 ft., aur. 251 ft.; HAAT: 499 ft.)—Seeks assignment of license from Ozark Television Co. to J.D.G. Television Inc. for \$6,240,000. Seller is principally owned by Raymond G. Schindler and family. It also owns KVLG(AM)-KMUZ(FM) La Grange, Tex. Buyer is subsidiary of Griffin Television Inc., which also owns KWTW(TV) Oklahoma City. It is headed by Duane Harm, president. Filed Oct. 25.

■ KRJB(FM) Monte Rio, Calif. (97.7 mhz; 450 w; HAAT: 977 ft.)—Seeks assignment of license from Communications Associates to Suncom Inc. for \$565,000, comprising \$125,000 cash, and remainder note at 10% over 12 years. Seller is owned by Robert J. Booth and Michael K. Erikson. It has no other broadcast interests. Buyer is Williamston, Mich.-based station group of five FM's owned by Robert G. Liggitt. Filed Oct. 28.

■ WTIC-TV Hartford, Conn. (ch. 61; ERP vis. 5,000 kw; aur. 1,000 kw; HAAT: 1,692 ft.; ant. height above ground: 1,339 ft.)—Seeks transfer of control of Arch Communications Corp. from Arnold L. Chase to Chase Broadcasting

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interests. Buyer is owned by her father, B.D. Hunter. Filed Oct. 29.

■ **KLEO(AM)-KSKU(FM)** Wichita, Kan. (AM: 1480 khz; 5 kw-D; 1 kw-N; FM: 102.1 mhz; 100 kw; HAAT: 1,031 ft.)—Seeks assignment of license from Sampson Broadcasting Inc. to The Rock of Kansas Inc. for \$3.3 million cash. Seller is owned by Jack Simpson and his wife, Arvilla. It has no other broadcast interests. Buyer is owned by Jerome H. Atchley, who has no other broadcast interests. He is former KSSN-FM Little Rock, Ark., and WGKX-FM Memphis. Filed Oct. 24.

■ **WKHI(FM)** Ocean City, Md. (99.9 mhz; 50 kw; HAAT: 319 ft.)—Seeks assignment of license from Atlantic Broadcasting Co. of Ocean City Inc. to The Baltimore Radio Show Inc. for \$3 million. Seller is owned by Klein G. Leister, William E. Esham, James D. Layton and Wayne A. Powell. It also owns WKRE-AM-FM Exmore, Va. Buyer is owned by Harry R. Shriver, Robert Baroll and trust for Hope H. Baroll. It owns WFBR(AM) Baltimore and WOYK(AM) York, Pa. Filed Oct. 28.

■ **WKMI(AM)** Kalamazoo, Mich. (1360 khz; 5 kw-D; 1 kw;—N)—Seeks assignment of license from Steere Broadcasting Corp. to Classic Communications Ltd. for \$1.4 million cash. Seller is owned by David E. Steere, who has no other broadcast interests. Buyer is principally owned by Rodney P. Kackley and Randall L. Jung. They are, respectively, news director and sales manager at WHFB-AM-FM Benton Harbor, Mich. Filed Oct. 24.

■ **KESM-FM** El Dorado Springs, Mo. (105.5 mhz; 3 kw; HAAT: 215 ft.)—Seeks assignment of license from Maryin Associates Inc. to Wildwood Communications Inc. for \$200,000, comprising \$60,000 cash and remainder note at 10% over 10 years. Seller is owned by Barbara A. Martin, who has no other broadcast interests. Buyer is principally owned by Donald L. Kohn. It has no other broadcast interests. Filed Oct. 24.

■ **WGY(AM)-WGFM(FM)** Schenectady, N.Y. (AM: 810 khz; 50 kw-U; FM: 99.5 mhz; 10 kw; HAAT: 930 ft.)—Seeks assignment of license from Sky Communications Inc. to Empire State Radio Partners Ltd. Seller is New York-based station group of five AM's and three FM's, owned by Dennis Israel (20%) and Business Development Capital, New York-based investment firm. Buyer is newly formed corporation owned by Israel. Filed Oct. 25.

■ **WRBX(AM)** Chapel Hill, N.C. (1530 khz; 10 kw-D)—Seeks assignment of license from from Carolina Triangle Broadcasting Corp. to Leathers Enterprises Inc. for \$375,000 cash. Seller is owned by Hugh Johnston, who has no other broadcast interests. Buyer is owned by Ladson L. Leathers, who has interest in WLFL(TV) Raleigh, N.C. Filed Oct. 23.

■ **WSMR(AM)** Raeford, N.C. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Service Media Inc. to Faith Enterprises Inc. for \$124,500. Seller is owned by Robbie S. Butler and Wesley Cookman, who also WCKB(AM) Dunn, N.C. Buyer is owned D.W. Long and family. Long is announcer at WTNC(AM) Thomasville, N.C. Filed Oct. 23.

■ **WTNC(AM)** Thomasville, N.C. (AM: 790 khz; 1 kw-D)—Seeks assignment of license from Hi-Toms Broadcasting Inc. to Radio Crusade Inc. for \$230,000 cash. Seller is owned by William C. Boyce and Charles A. Poole, who also own WTHP(FM) Thomasville, N.C. Buyer is owned by L.E. Willis and three others. Willis owns Willis Broadcasting, Norfolk, Va.-based station group of eight AM's and three FM's. Filed Oct. 28.

■ **WSEE(TV)** Erie, Pa. (ch. 35; ERP vis. 2,000 kw; aur. 200 kw; HAAT: 960 ft.; ant. height above ground: 760 ft.)—Seeks assignment of license from SCS Communications of Erie Inc. to Erie Broadcasting Partners for \$7.5 million. Seller is subsidiary of MMT Sales Inc., New York-based sales representative principally owned by Garrett Scollard. It also owns KLRT(TV) Little Rock, Ark. Buyer is principally owned by Scollard, limited partner and is headed by Gerry Montgomery, president and general partner. Montgomery is station's general manager and has no other broadcast interests. Filed Oct. 25.

■ **WBZY(AM)** New Castle, Pa. (1140 khz; 5 kw-D)—Seeks assignment of license from Lawrence County Broadcasting Corp. to WBZY Radio for \$475,000 cash. Seller is principally owned by Robert L. Purcell, who also owns WDMV(AM) Pocomoke City, Md. Buyer is equally owned by Robert L. McCracken, William G. Andrews and Samuel M. Shirey. McCracken is station's general manager. Shirey and Andrews are retired businessmen from New Castle. Filed Oct. 29.

■ **WJYJ-FM** Fredericksburg, Va. (90.5 mhz; 1.86 kw; HAAT: 560 ft.)—Seeks assignment of license from Joy Public Broadcasting Corp. to Fredericksburg Christian Educational Radio Corp. for donation. Seller is nonprofit corporation headed by Joseph Brown. Buyer is nonprofit corp. headed by Peter D. Stover. Filed Oct. 25.

■ **WVAB(AM)** Virginia Beach, Va. (1550 khz; 5 kw-D)—

Seeks assignment of license from Atlantic Broadcast Enterprises Inc. to Ellek B. Seymour for \$475,000. Seller is owned by Steve Soldering, who has no other broadcast interests. Buyer owns Richmond, Va.-based station group of eight AM's and eight FM's. Filed Oct. 23.

■ **KEYJ(FM)** Cheney, Wash.—Seeks assignment of license from Delta Radio Inc. to Unicom Broadcasting Inc. for \$85,000. Seller is owned by Ivan A. Moalsky and Mervyn L. Adelson. They have interest in and are directors of Telepictures Corp. Buyer is principally owned by Larry duBoef and assignors and assignors families. It also owns KSPO(AM) Dishman, Wash., and KTCW(FM) Pasco, Wash. Filed Oct. 28.

New Stations

Applications

AM's

■ **Atascadero, Calif.**—WKKQ seeks 720 khz; 5 kw-D; 1 kw-N. Address: West Townline Rd., Hibbing, Minn. 55746. Principal is owned by Jerry Collins, who also owns WKKQ(AM) Nashwauk and WTBX(FM) Hibbing, Minn., and new AM in Brandon, Fla. Filed Oct. 29.

■ **Selma, Calif.**—Marlene V. Borman seeks 720 khz; 10 kw-D; 1 kw-N. Address: 6720 Lakeview Dr., Carmichael Calif. 95608. Principal has no other broadcast interests. Filed Oct. 29.

■ **Boonsboro, Md.**—Boonsboro Radio seeks 1160 khz; 650 w-D; 500 w-N. Address: 10410 Windsor View Dr., Potomac, Md. 20854. Principal is owned Peter V. Gureckis, who also own WBZE(AM) Indian Head, Md. Filed Oct. 29.

■ **Fairview, N.C.**—Michael Gliner seeks 880 khz; 1 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29713. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethton, Tenn. Filed Oct. 29.

■ **Pendleton, S.C.**—Pendleton Broadcasting seeks 890 khz; 25 kw-D. 6589 Bealgray Rd., Kannapolis, N.C. 28081. Seller is owned by C. Edward Lively, who has no other broadcast interests. Filed Oct. 29.

■ **Dublin, Va.**—Dublin Radio seeks 890 khz; 25 kw-D. Address: 310 Academy St., Salem, Va. 24153. Principal is owned by David H. Moran, who owns WKBA(AM) Vinton, Va., and has interest in WWCW(AM) Brentwood, Tenn. Filed Oct. 29.

FM's

■ **Norway, Miss.**—James Verkeest seeks 94.3 mhz; 2 kw; HAAT: 401 ft. Address: 173 N. Main St., Oregon, Wis. 53575. Principal has interest in WFCL-AM-FM Clintonville, Wis. Filed Oct. 15.

■ ***University, Miss.**—Student Media Center of the University of Mississippi seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: 38677. Principal is educational institution with no other broadcast interests. Filed Oct. 17.

■ ***Radnor Township, Pa.**—Cabrin College seeks 88.5 mhz; 121 w; HAAT: 45 ft. Address: Eagle & King of Prussia, 19087. Principal is educational institution headed by Eileen Currie, president. It has no other broadcast interests. Filed Oct. 23.

■ **Warren, Vt.**—Mountain Media seeks 96.1 mhz; 48 w; HAAT: 2,306 ft. Address: P.O. Box 55 Access Rd., 05674. Principal is owned by John Eddy, who has no other broadcast interests. Filed Oct. 18.

■ **Warren, Vt.**—Selectronics Corp. seeks 96.1 mhz; 3 kw; HAAT: 90 ft. Address: Mad River Green, P.O. Box 9, Waitsfield, Vt. 05673. Principal is principally owned by Eleanor Haskin. It also owns Waitsfield-Fayston Telephone Co. Filed Oct. 19.

■ **Warren, Vt.**—Radio Vermont Inc. seeks 96.1 mhz; 3 kw; HAAT: 205 ft. Address: 9 Stowe St., Waterbury, Vt. 05676. Principal is owned by Kenley D. Squier, who owns WDEV(AM) Waterbury, Vt., and has interest in WRFB-FM Stowe, Vt. Filed Oct. 18.

■ ***Richmond, Va.**—Central Virginia Educational Television Corp. seeks 88.9 mhz; 5.2 kw; HAAT: 254 ft. Address: 23 Sesame St., Richmond, Va. 23235. Principal is educational institution headed by B.W. Spiller. It owns four non-commercial TV's in Virginia. Filed Oct. 23.

In Contest

Review board made following decisions:

■ **Honolulu (Family Media Inc., et al)** TV proceeding. Dis-

missed app. of Media Central Inc. with prejudice for failure to prosecute and remanded proceeding for remaining applicants to presiding ALJ for further hearing. By MO&O, Oct. 22.

■ **Bellingham, Wash.** (Bellingham Television Associates Ltd. and Prism Broadcasting Corp.) TV proceeding. Scheduled oral argument for Nov. 22 on exceptions to initial decision of Chief ALJ Thomas B. Fitzpatrick granting app. of Prism for new TV station at Bellingham, denying competing app. of Bellingham. Each party has 20 minutes for argument. Bellingham may reserve part of its time for rebuttal. By letter, Oct. 22.

ALJ Joseph Chachkin made following decisions:

■ **San Diego** (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted petition by Representative Media and dismissed with prejudice the app. of Kimberly Ann Sniffen for failure to prosecute and granted motion for summary decision by Vista Grande Broadcasting and resolved air hazard issue in its favor. By MO&O and order respectively, Oct. 24.

■ **Syracuse, N.Y.** (Tureaud Broadcasting, et al) TV proceeding. Granted motion filed by New Era Broadcasting and dismissed with prejudice the app. of Non-Profit Television Concepts for failure to prosecute. By order, Oct. 25.

■ **Fort Worth** (Alden Television Inc., et al) TV proceeding. Granted motion for summary decision filed by Benjamin T. Perry III and resolved misrepresentation issue in his favor. By order, Oct. 25.

ALJ Thomas B. Fitzpatrick made following decision:

■ **Dayton, Ohio** (Digital Paging Systems Inc. and Videohio Inc.) MDS proceeding. Granted motion filed by Videohio and dismissed its app. with prejudice and retained app. of Digital Paging in hearing status. By MO&O, Oct. 24.

ALJ John M. Frysiak made following decisions:

■ **Clermont, Fla.** (Big Chief Broadcasting, et al) TV proceeding. Granted motion for partial summary decision filed by South Lake Communications Inc. and resolved air hazard issue in its favor. By MO&O, Oct. 28.

■ **Orlando, Fla.** (Elim Broadcasting Inc., et al) TV proceeding. Granted motion filed by Highland Communications Ltd. and dismissed with prejudice app. of Elim Broadcasting Inc. for failure to prosecute. By MO&O, Oct. 28.

■ **Rock Hill, S.C.** (Beverly Hills Hotel Corp., et al) TV proceeding. By separate orders: granted motion for summary decision filed by Beverly Hills and Koontz Communications and resolved air hazard issues in their favor. By MO&Os, Oct. 28.

ALJ Walter C. Miller made following decisions:

■ **Castle Rock, Colo.** (Castle Rock Communications Ltd., et al) TV proceeding. Granted motion for summary decision filed by Christal Anne Phillips and resolved air hazard issue in her favor. By MO&O, Oct. 28.

■ **Indianapolis** (Digital Paging Systems Inc., et al) MDS proceeding. Granted motion filed by Videohio Inc. and dismissed its app. with prejudice. By order, Oct. 22.

ALJ Joseph Stimer made following decisions:

■ **Memphis** (Jack Townes, et al) TV proceeding. By separate orders: granted motions filed by Burwood Broadcasting of Memphis and Kyles Broadcasting and dismissed with prejudice apps. of Jack Townes and Wolf River Broadcasting for failure to prosecute. By orders, Oct. 24.

Facilities Changes

Applications

AM's

Tendered

■ **WRAB** (1380 khz) Arab, Ala.—Seeks CP to add night service with 0.65 kw and make changes in ant. sys. App. Oct. 30.

■ **WRBK** (1090 khz) Flomation, Ala.—Seeks CP to increase power to 8.55 kw. App. Nov. 4.

■ **KBBV** (1050 khz) Big Bear Lake, Calif.—Seeks CP to increase day power to 1 kw and change TL. App. Oct. 31.

■ **KWKW** (1300 khz) Pasadena, Calif.—Seeks CP to increase night power to 2.5 kw and make changes in ant. sys. App. Oct. 30.

■ **WBIX** (1010 khz) Jacksonville Beach, Fla.—Seeks CP to

increase power to 50 kw, change TL, and make changes in ant. sys. App. Oct. 30.

■ KNXX (1050 khz) Los Ranchos De Albuquerque, N.M.—Seeks mod. of CP to increase power to 1 kw; install DA-D, and change TL. App. Nov. 4.

■ WGCN (910 khz) Dorchester, S.C.—Seeks mod. of lic. to operate by remote control from main SL. App. Oct. 29.

Accepted

■ KMCW (1190 khz) Kensett, Ark.—Seeks mod. of lic. to move SL to Hawkins Drive, Searcy, Ark. App. Nov. 4.

■ KXTC (790 khz) Clovis, Calif.—Seeks MP to augment nighttime standard pattern. App. Nov. 4.

■ KCMJ (1140 khz) Palm Springs, Calif.—Seeks mod. of lic. to operate by remote control from main SL. App. Oct. 31.

■ WNZK (690 khz) Westland, Mich.—Seeks mod. of CP to operate by remote control from 11427 Joseph Campau St., Hamtramck, Mich. App. Oct. 31.

■ KSLQ (1350 khz) Washington, Mo.—Seeks mod. of CP to operate by remote control from main SL. App. Oct. 31.

■ KVEG (1400 khz) Las Vegas—Seeks MP to make changes in ant. sys. App. Nov. 1.

■ KVOZ (890 khz) Del Mar, Tex.—Seeks MP to change city of lic. to Loredto, Tex. App. Oct. 31.

■ KKJB (1000 khz) Marion, Tex.—Seeks MP to change TL. App. Oct. 31.

■ KJSA (1140 khz) Mineral Wells, Tex.—Seeks CP to construct new tower and change TL. App. Nov. 1.

FM's

Accepted

■ WKYD-FM (98.1 mhz) Andalusia, Ala.—Seeks CP to change TL; change HAAT to 981.3 ft. App. Nov. 4.

■ KASH-FM (107.5 mhz) Anchorage—Seeks mod. of CP to change TL and make changes in ant. sys. App. Oct. 30.

■ KRKO-FM (95.9 mhz) Fairbanks, Alaska—Seeks mod. of CP to change TL and change HAAT to 6.56 ft. App. Oct. 29.

■ KBBC (95.9 mhz) Lake Havasu City, Ariz.—Seeks mod. of CP to change HAAT to 987.61 ft. App. Nov. 4.

■ KEMO-FM (96.9 mhz) Phoenix—Seeks CP to install aux. ant. sys. App. Oct. 30.

■ KAVS (97.7 mhz) Mojave, Calif.—Seeks mod. of lic. to move SL to 2501 West Avenue "L," Lancaster, Calif. App. Oct. 30.

■ *KCSU-FM (90.5 mhz) Fort Collins, Colo.—Seeks CP to change ERP to 40 kw. App. Oct. 30.

■ *KERP (91.9 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL; change ERP to 0.6 kw, and change HAAT to 334.56 ft. App. Oct. 30.

■ WIVY-FM (102.9 mhz) Jacksonville, Fla.—Seeks mod. of CP to change HAAT to 985.7 ft. App. Oct. 30.

■ WKCX (97.7 mhz) Rome, Ga.—Seeks CP to change ERP to 0.472 kw and change HAAT to 779.66 ft. App. Oct. 30.

■ WYMG (100.5 mhz) Jacksonville, Ill.—Seeks mod. of CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. App. Oct. 30.

■ WSMI-FM (106.1 mhz) Litchfield, Ill.—Seeks CP to make changes in aux. ant. sys. App. Oct. 29.

■ WZWZ (92.7 mhz) Kokomo, Ind.—Seeks CP to change freq. to 92.7 mhz. App. Oct. 30.

■ WKQO (98.1 mhz) Lexington, Ky.—Seeks CP to change TL and change HAAT to 1,003.68 ft. App. Oct. 29.

■ KDHL-FM (95.9 mhz) Faribault, Minn.—Seeks mod. of CP to change TL; change HAAT to 328 ft., and make changes in ant. sys. App. Oct. 30.

■ WOSM (103.1 mhz) Ocean Springs, Miss.—Seeks CP to change HAAT to 320 ft. App. Oct. 30.

■ WONA-FM (96.7 mhz) Winona, Miss.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 328 ft. App. Oct. 29.

■ WZKC (98.9 mhz) Rochester, N.Y.—Seeks CP to install aux. sys. App. Oct. 30.

■ KDDR-FM (92.3 mhz) Oakes, N.D.—Seeks mod. of CP to change ERP to 4 kw and change HAAT to 152.52 ft. App. Oct. 30.

■ WRKY (103.5 mhz) Steubenville, Ohio—Seeks CP to change ERP to 16 kw. App. Oct. 30.

■ KKNG (92.5 mhz) Oklahoma City—Seeks CP to change HAAT to 984 ft. and install DA. App. Oct. 30.

■ WNQQ (106.3 mhz) Blairsville, Pa.—Seeks CP to change ERP to 2.4 kw. App. Nov. 4.

■ WHLM-FM (106.5 mhz) Bloomsburg, Pa.—Seeks CP to change ERP to 35.5 kw; change HAAT to 577.28 ft., and change transmitter equipment. App. Nov. 4.

■ WGSX (94.7 mhz) Bayamon, P.R.—Seeks mod. of CP to change ERP to 31.9 kw and change HAAT to 1,777.43 ft. App. Oct. 30.

■ WVXO (103.9 mhz) Spokane, Wash.—Seeks mod. of CP to change TL. App. Nov. 4.

TV's

Accepted

■ WWTO-TV (ch. 35) La Salle, Ill.—Seeks MP to change ERP to vis. 5,000 kw, aur. 501 kw; change HAAT to 1,987 ft., and change TL. App. Oct. 29.

■ WBKZ (ch. 63) Angola, Ind.—Seeks CP to change ERP to vis. 2,900 kw, aur. 290 kw. App. Nov. 4.

■ WMCC (ch. 23) Marion, Ind.—Seeks MP to change ERP to vis. 5,000 kw, aur. 600 kw; change HAAT to 1,082 ft.; replace ant., and change TL. App. Oct. 30.

■ *WTVI (ch. 42) Charlotte, N.C.—Seeks CP to change ERP to vis. 1,393 kw, aur. 139 kw. App. Oct. 31.

■ WTVC-TV (ch. 9) Chattanooga—Seeks CP to change ERP to vis. 316 ft., aur. 31.6 kw; change HAAT to 1,731.84 ft.; replace ant., and change TL. App. Oct. 31.

Actions

AM's

■ KIQI (1010 khz) San Francisco—Dismissed app. to add night service with 2.5 kw; install DA-2, and make changes in ant. sys. Action Oct. 29.

■ WONQ (1140 khz) Orlando, Fla.—Returned app. to increase power to 5 kw. Action Oct. 29.

■ WJKB (780 khz) Siesta Key, Fla.—Granted app. to change TL. Action Oct. 22.

■ WHB (710 khz) Kansas City, Mo.—Granted app. to move SL to 8500 West 63d St., Merriam, Kan. Action Oct. 25.

■ WRNA (1140 khz) China Grove, N.C.—Granted app. to increase day power to 1 kw; increase night power to 250 w, and install DA-D. Action Oct. 15.

■ WEBG (1580 khz) Ebersburg, Pa.—Granted app. to move SL to shopping center, 0.8 miles outside Ebersburg city limits. Action Oct. 22.

**Summary of broadcasting
as of September 30, 1985**

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
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	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

FM's

■ WIZD (104.1 mhz) Atmore, Ala.—Granted app. to operate formerly authorized main facilities as aux. Action Oct. 23.

■ WDRM-FM (102.1 mhz) Decatur, Ala.—Granted app. to change TL and change HAAT to 728.16 ft. Action Oct. 18.

■ KROQ-FM (106.7 mhz) Pasadena, Calif.—Granted app. to move SL to 3800 Alameda Ave., Burbank, Calif. Action Oct. 23.

■ WFYV (104.5 mhz) Atlantic Beach, Fla.—Granted app. to change ERP to 100 kw and change HAAT to 984 ft. Action Oct. 16.

■ *WJIS (88.1 mhz) Bradenton, Fla.—Granted app. to move SL outside Bradenton city limits. Action Oct. 16.

■ WQUH (103.1 mhz) De Funiak Springs, Fla.—Granted app. to move SL to South Second Street and Bruce Ave., De Funiak Springs. Action Oct. 17.

■ WSOR (95.3 mhz) Fort Myers, Fla.—Granted app. to move SL to 940 Tarpon Street, Fort Myers. Action Oct. 17.

■ WKRY (93.5 mhz) Key West, Fla.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 74 ft. Action Oct. 17.

■ WQBA-FM (107.5 mhz) Miami—Dismissed app. to change TL; change HAAT to 1,006.96 ft.; install DA, and make changes in ant. sys. Action Oct. 21.

■ WFUZ (93.7 mhz) Ocala, Fla.—Dismissed app. to change ERP to 100 kw and change HAAT to 525 ft. Action Oct. 25.

■ WIRK-FM (107.9 mhz) West Palm Beach, Fla.—Dismissed app. to change TL; change HAAT to 1,148 ft., and make changes in ant. sys. Action Oct. 21.

■ WKLS-FM (96.1 mhz) Atlanta—Granted app. to move SL to 1800 Century Boulevard, Atlanta. Action Oct. 25.

■ WZLI (106.1 mhz) Toccoa, Ga.—Granted app. to change TL and change HAAT to 1,239.84 ft. Action Oct. 23.

■ KXOF (106.3 mhz) Bloomfield, Iowa—Returned app. to change HAAT to 300 ft. Action Oct. 25.

■ KMAQ-FM (95.3 mhz) Maquoketa, Iowa—Granted app. to move SL to 129 North Main Street, Maquoketa. Action Oct. 16.

■ KUDL (98.1 mhz) Kansas City, Kan.—Granted app. to move SL to 8500 West 63d Street, Merriam, Kan. Action Oct. 23.

■ KLZS (97.9 mhz) Wichita, Kan.—Dismissed app. to change TL and change HAAT to 1,027 ft. Action Oct. 29.

■ KBAU (94.3 mhz) Golden Meadow, La.—Granted app. to move SL to 315 Callais Lane, Golden Meadow. Action Oct. 16.

■ WQID (93.7 mhz) Biloxi, Miss.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,183 ft. Action Oct. 21.

■ KBEQ (104.3 mhz) Kansas City, Mo.—Granted app. to move SL to 4710 Pennsylvania, Kansas City, Mo. Action Oct. 16.

■ WLZY (94.3 mhz) Elmira, N.Y.—Granted app. to change ERP to 1.28 kw and change HAAT to 496.92 ft. Action Oct. 22.

■ WKXZ (93.9 mhz) Norwich, N.Y.—Granted app. to move SL to 14 South Broad Street, Norwich, N.Y. Action Oct. 25.

■ WUWU (107.7 mhz) Wethersfield Township, N.Y.—Granted app. to move SL to 375 West Main Street, Arcade, N.Y. Action Oct. 23.

■ *WNAA (90.1 mhz) Greensboro, N.C.—Granted app. to move SL to Suite 200, Price Hall, Greensboro. Action Oct. 16.

■ WBLZ (103.5 mhz) Hamilton, Ohio—Granted app. to move SL to 1211 West Sharon, Green Hill, S.C. Action Oct. 16.

■ WBBY-FM (103.9 mhz) Westerville, Ohio—Granted app. to change ERP to 2.57 kw. Action Oct. 21.

■ KDLB-FM (99.5 mhz) Henryetta, Okla.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 984 ft. Action Oct. 22.

■ *KTEC (89.5 mhz) Klamath Falls, Ore.—Granted app. to change HAAT to 184 ft. Action Oct. 22.

■ *WBUQ (91.1 mhz) Bloomsburg, Pa.—Granted app. to change ERP to 0.6 kw. Action Oct. 16.

■ WNNK (104.1 mhz) Harrisburg, Pa.—Granted app. to install aux. sys. Action Oct. 28.

■ WJSM-FM (92.7 mhz) Martinsburg, Pa.—Granted app. to change TL; change ERP to .331 kw, and change HAAT to

983 ft. Action Oct. 22.

■ *WJDZ (88.9 mhz) Levittown, P.R.—Granted app. to change freq. to 88.5 mhz; change TL, and make changes in ant. sys. Action Oct. 17.

■ WWLI (105.1 mhz) Providence, R.I.—Granted app. to install aux. ant. sys. Action Oct. 23.

■ WCOS-FM (97.9 mhz) Columbia, S.C.—Granted app. to operate formerly authorized main facilities as aux. Action Oct. 16.

■ *WPLS-FM (96.5 mhz) Greenville, S.C.—Granted app. to move SL to Poinsett Highway, Greenville. Action Oct. 17.

■ *WKCL (91.5 mhz) Ladson, S.C.—Granted app. to change ERP to 9 kw. Action Oct. 22.

■ WNKX (95.3 mhz) Clinton, Tenn.—Granted app. to install new ant. Action Oct. 23.

■ KDNT-FM (94.5 mhz) Gainesville, Tex.—Granted app. to install aux. sys. Action Oct. 22.

■ KSJT-FM (107.5 mhz) San Angelo, Tex.—Granted app. to change HAAT to 606.14 ft. Action Oct. 21.

■ *KEWC (89.5 mhz) Cheney, Wash.—Returned app. to change TL; change ERP to 14.725 kw; change HAAT to

1,407.25 ft., and make changes in ant. sys. Action Oct. 29.

■ KNBQ (97.3 mhz) Tacoma, Wash.—Returned app. to change TL and change HAAT to 1,690 ft. Action Oct. 25.

TV

■ WHIZ-TV (ch. 18) Zanesville, Ohio—Granted app. to change ERP to vis. 588 kw, aur. 58.8 kw; change HAAT to 533 ft., and change ant. Action Oct. 28.

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KAJX Roaring Fork Public Radio Trans. Inc., Aspen, Colo.
KTDR Grand Broadcasting Inc., Del Rio, Tex.

New TV's

WRBW Rainbow Broadcasting Co., Orlando, Fla.
KXLN-TV Pueblo Broadcasting Corp., Rosenberg, Tex.

Existing AM's

KASH KTNX Community Anchorage Broadcasting Corp., Anchorage
KSZL KPRD First American Communications, Barstow, Calif.
KARP KPTJ Lloyd C. Hannah, Sumner, Wash.

Existing FM's

KASH-FM KASH Community Anchorage Broadcasting Corp., Anchorage
WKQZ WRCI JOSI Broadcasting Co., Midland, Mich.
WUSJ WJSO-FM Eaton P. Govan III and Berton B. Cagle Jr., Elizabethton, Tenn.
KTLK KTYE Tye Broadcasting Inc., Tye, Tex.

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WMFM Thomas William Hickman III, Petal, Miss.
KBOG Carolyn L. Bogue, Cordell, Okla.
KEYJ Delta Radio Inc., Cheney, Wash.

New TV

KMES Metro Program Network Inc., Ames, Iowa

Existing AM's

WZOZ WEXI Preteen Radio of Jacksonville Inc., Jacksonville, Fla.
WCLS WKHQ New Broadcasting Corp., Charlevoix, Mich.
KYYN KLUP Audiophase Communications Inc., Poteau, Okla.
WICE WGNG Beam Communications Inc., Pawtucket, R.I.

Existing FM's

KIYK KLXL Audiophase Inc., Dubuque, Iowa
WWFX WITK Sunnie G. Silverman, Belfast, Me.
WYJY WBYC-FM Gold Coast Broadcasting Inc., Biddford, Me.
WZLX WKKT First Media of Massachusetts Inc., Boston
WCCW-FM WMZK Fabiano-Strickler Communications Inc., Traverse City, Mich.
WIBQ-FM WAES-FM Renman Broadcasting Inc., Remsen, N.Y.
WNYZ WIBQ Teamworx New York Inc., Utica, N.Y.
WWLI WWZD Equus Communications Inc., Buena Vista, Va.
WFQX WFFV Stabler Radio Organization Inc., Front Royal, Va.

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KBSC-TV KBSY-TV John R. Powley, Helena, Mont.

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HELP WANTED MANAGEMENT

Experienced general manager for FM in Midwest top 20 market. Must have proven track record in all phases of commercial radio. Opportunity for right person to rebuild station from the bottom up and reap the benefits. Reply in confidence to: LS Broadcasting, P.O. Box 1063, Belleville, IL 62223.

Sales manager. New York Metro AM/FM seeks hungry, experienced sales pro to lead young sales staff. You must sell local accounts and agencies. We are offering terrific growth potential to right individual. EOE. Reply to Box V-12.

General manager. Minneapolis/St. Paul adult-contemporary AM seeks experienced, energetic, sales-oriented radio professional. Expansion situation requires an aggressive, take-charge individual with strong managerial and people skills. Equity available. EOE, M/F. Resume with references, detailed letter of compensation requirements and outline of operating philosophy to: Steve Moravec, President, The New WTCN, Stillwater, MN 55082.

Southeast group operator is seeking experienced GM and GSM for medium market Florida FM and also medium market Louisiana AM/FM. Excellent benefits and growth opportunities. Salary negotiable. Call Ed Holladay, 601-693-2661. EOE.

SM and AE ready to manage top-notch small market AC/FM. Golden opportunity for take-charge go-getter to grow with a farsighted company. Applicant must be aggressive with strong sales ability and community minded. Duties include promotions, working with local and agency accounts, some production. Salary per experience and commission per productivity. KLXQ-FM, Drawer 231, Uvalde, TX 78802.

General sales manager for WRCN/WRHD, Long Island. Overall responsibility for local sales including hiring, training, supervising sales force. Added responsibilities for developing large national/regional accounts. Experience in Long Island and New York City radio desirable. Individual must have proven ability and growth track record. Excellent compensation package. Send resume, references and letter to President. Box 666, Riverhead, NY 11901. EOE.

Equity position southeast small market AM. Seeks responsible individual to share day to day operations small investment. Enjoy small market radio. Call Ken Hollingsworth 601-892-3001.

Mid-west regional sales managers. Broadcast media's oldest, internationally known, thirty-year old radio/TV sales promotion company, Community Club Awards, Inc., (CCA), is looking for a mid-west regional manager to call on Vice Presidents/General Managers in a five state area. Media sales experience required, full-time, Monday through Friday, planned travel. Expense advance against substantial commission. Send resume, including references, recent picture; insured of complete confidentiality. Include current or prior earning record. Personal interview arranged. Immediate opening. John C. Gilmore, President, CCA, Inc., P.O. box 151, Westport, CT 06881.

General manager for Tampa Bay Area FM. Position requires aggressive, active local sales management. Send resume including salary history to Box V-41.

GSM: Sales oriented manager for small market New England Group. Good opportunity for aggressive hands-on manager with sales, promotion experience. Contact: Bob Harrison, President Broadcast Division; 401-434-2400.

Station manager needed for 5kw full time station in Eastern North Carolina. If you have a good sales track record and want an opportunity to prove your management skills, if you are willing to be involved in the community and carry a list. Send your resume, references and sales figures to Webster A. James, General Manager, P.O. Box 609, Kinston, NC 28501. This could be your chance to advance with the Beasley Broadcast Group. EEO.

General manager for dominant AM in small Sunbelt market to start in January. Great opportunity for person with radio sales or sales management experience. Will train so you can advance to larger market as have our past GM's. Excellent salary and benefits. Resume, sales history and salary requirements to Box V-53. EOE, M/F.

Challenging post for senior person: Project director to manage large development project establishing rural radio station in West African country. Previous overseas experience required. Excellent benefits. One year contract with probable further year. Send resumes to Box V-49.

HELP WANTED SALES

Florida Gulf Coast 300,000 metro. Radio street salesperson. Long established AM and FM Radio facility has a unique proposition for you. Street sales only. Minimum of 3 years' radio sales experience needed for tough competitive market, which only an experienced pro can handle. The rewards are much more than you would expect. Nothing ventured nothing gained. Resume in confidence to P.O. Box 278, Fort Myers, FL 33902. Equal opportunity employer.

You are nine months away from sales management. You have two/three years' street experience, excellent sales record. You're on the way up, highly creative, good education, need to grow with station group offering opportunity to learn an outstanding sales/marketing system. You understand the need to prove sales leadership, go on to sales manager as the team coach. Equity opportunity. Write Phil Fisher, Box 253, Madison, WI 53701. EOE.

Florida! New owners seeking dynamic, experienced sales manager with proven track record for career opportunity. Organization skills and ability to motivate a must! Send resume with references to Bob Gourley, WTTB-AM, 2015 38th Ave., Vero Beach, FL 32960. No phone calls. EOE.

Regional marketing representative. Broadcast Management Plus, supplier of micro computer software to broadcast properties is seeking experienced salespersons with proven track record to market it's Hammond Signal, Radio Sales Support Systems (RSSS). RSSS was developed by broadcasters for broadcasters and serves over seventy radio stations and eighty television stations nationwide. "Computer knowledge" not necessary, but BMP seeks motivated, self starters with three years experience selling locally and/or nationally. Applicants must be aggressive, well organized and require little supervision. Working knowledge of rating data and reach/frequency applications is important. BMP seeks marketing representatives to work assigned territories in all parts of the country. Ability to travel a necessity. BMP offers excellent earning potential with a base salary, commission, comprehensive medical plan and stock options. Send confidential resumes and references to Vice President of Marketing, 117 Iron Mountain Blvd., Lake Oswega, OR 97034. EOE.

HELP WANTED ANNOUNCERS

Announcer/communicator who can do more than time & temp for AC adult oriented station. Want 2-years experience for #1 station in market. EOE. T&R Allen Strike, WTRC, P.O. Box 699, Elkhart, IN 46515.

Need hard working, positive, creative AM personality to relate to callers in an MOR/Lite FM environment. Send salary history, aircheck in first letter to: Connie Dayton, Route 2, Box 118, Dagsboro, DE 19939.

South Florida Gulf Coast. Country DJ medium market FM. Tape and resume confidential. P.O. Box 278, Fort Myers, FL 33902. EOE.

DJ. Experienced with excellent voice and production for C&WAM/FM Rio Grande Valley of TX. 20 Miles from ocean 50 Miles from Mexico. Tape to KSOX, 345 South Seventh, Raymondville, TX 78580. EOE.

Need experienced reliable "pro" capable of handling any air shift, and able to be flexible. Requires Florida driving license, with good driving record. Tapes and resumes to Glenn Augustus, WINK-AM, P.O. Box 331, Fort Myers, FL 33902. EOE.

Texas panhandle City of 30,000 seeking combo sales, announcing and play by play. Self starter a must and at least one year experience. Send tape, resume and recent photo to Darrell Sehorn, KGRO-KOMX, Box 1779, Pampa, TX 79065. EOE.

Classical music announcer/producer: KCFR-FM seeks knowledgeable, personable, relaxed-sounding announcer/producer. Duties include live or taped concert broadcasts and short music/entertainment features. Minimum 3 years professional experience. Salary to \$19K with generous benefits. Send letter of interest, resume, 3 references (with phone numbers), and non-returnable demo tape including air-check and produced feature to: Annette Griswold, KCFR Radio, 2249 S. Josephine, Denver, CO 80210. No calls. EOE/AA.

Morning drive personality for Anchorage's only country stereo, NBC affiliate. Present morning man moved up into management. Seek experienced professional. Must be proficient in production and fit our modern country format. Our 51,000 watt station is the fastest growing station in Alaska's largest market. Excellent working conditions, all new equipment and beautiful suburban area location. Send tape and resume to: Stephen M. Brooks, General Manager, KNBZ Radio, P.O. Box 87-1890, Wasilla, AS 99687. Telephone 907-373-0222.

HELP WANTED TECHNICAL

Sunbelt small market seeks chief engineer. 100,000 watt FM; 5,000 watt fulltime directional AM. STL and automation experience required. Call Joe Bell, 919-276-2911, WEWO/WSTS-Laurinburg, NC. EOE, M/F.

Radio/TV broadcast engineer. 3-5 years' maintenance experience required in all phases of radio and TV production equipment. Submit resume, salary history, and references to Box V-24.

Chief engineer for AM/FM radio stations in beautiful Napa Valley, CA. Great place to live, great place to retire. Send resume to Tom Young, KVON/KVYN, P.O. Box 2250, Napa, CA 94558, 707-252-1440.

West Texas group operator has immediate opening for chief engineer. Must be acquainted with AM, FM & translator. Box V-50.

HELP WANTED NEWS

Radio morning news anchor/street reporter. Two to three years' experience recommended. Send tape and resume to Personnel Director, P.O. Box 119, Topeka, KS 66601.

Adult-oriented station with a strong commitment to information programming looking for high-energy news anchor with strong reporting skills. If you're comfortable dealing with community leaders and you want a station that will appreciate your delivery style, call 205-534-3521. Extremely competitive salary.

Anchor/reporter for medium market. Call Greg Shanley 915-653-3387 between 6AM & 2 PM. Women encouraged.

Wanted for award winning New Jersey AM-FM. "Take charge" news director who can lead by example of covering, writing and airing news. Send resume. Also wanted: additional news person. Send resume Box V-40.

News director, AM/FM. Journalism degree preferred. Expect hard work, long hours, short board shift. Supervise staff of two. Good job for start. Entry level pay \$200 per week. Plus benefits. Resume to: WDKD, P.O. Box 1125, Kingstree, SC 29556.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Program director/morning personality: I am looking for a seasoned combat veteran who knows how to marshal the troops to win the radio wars. Above market salary. Bonus for performance. Stable working conditions. Send tape & resume to: James Hoff, KRED/KPDJ-FM, 5640 South Broadway, Eureka, CA 95501.

Broadcast producer. (anchor editor) WOSU-AM. Prepare and deliver newscasts, edit and rewrite copy, determine story order and continuity. Anchor on-air newscasts, coordinate/supervise newsroom activities, interview newsmakers and report on news events. Operate broadcast control consoles and related equipment. Participate in promotional activities. Candidates must have a bachelor's degree in journalism or related field or an equivalent combination of education and experience. Previous professional on-air and broadcast news reporting experience required. Pre-broadcast supervisory experience preferred. Starting salary: \$16,560-18,720. Candidates must send a resume and audition tape by November 20, 1985 to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. An equal opportunity, affirmative action employer.

Program director-classical FM station. Commercial FM, class B facility, top 100 market, fine midwestern community. This is a take charge situation. Thorough knowledge of classical music, programs, program sources is essential. Please reply with the assurance that no one will learn of your response to this ad. Our employees know of this opening, and of this ad. Box V-60.

Program director: 50kw, 24-hour, NPR affiliate in New Orleans needs experienced programmer. BA and knowledge of classical music/jazz format. Send resume/references/tape to WWNO, University of New Orleans, New Orleans, LA 70148. EOE.

SITUATIONS WANTED MANAGEMENT

Manager available with experience in programming, sales, station management, automation, computers, people management. Small/medium markets. Box U-72.

GM/GSM in top 100 market looking for new GM involvement. Specializing in sales, sales organization, promotion, format and bottom line. Present employer increased billing from 800K to 1.2 million in 1 1/2 years under my management. Unique circumstances necessitate market change. Seeking owners looking to skyrocket FM facility into top contention. Will carry list and personally supervise on street. Aggressive energetic decision maker. 100% relocatable. Box U-86.

General manager. Major and medium market experience looking to manage station in medium or major size market. Investment for percentage possible. Box V-1.

GM available now. Very capable selling mgr. with 12 years radio experience. Impressive track record. A strong leader, aggressive, motivator, and make good things happen. Believe in winning and showing others how to do same. Specialize in turn around situations. One call could make the difference in your bottom line. Call Bob Frisch at 603-497-3941 day or night.

General manager position at small market station in Iowa or near. Twelve years experience on air and sales with last three as general manager. Would like a position with future ownership possibilities. Very community oriented. Good references. 319-653-6008.

For those who think young! Solid administrator seeks GM position with progressive thinking organization. Tom 914-888-4866 evenings.

Serious professional manager/sales manager offering total commitment to any size station(s), in or near Ohio, North/Western Virginia, providing you can offer good compensation, benefits and possible equity. Box V-37.

One honest and very capable professional Reason for change you'll recognize as reasonable and intelligent. Up from small to medium to large. Both coasts three superior turnarounds included. Fine credentials. Sober, veteran, conventional and flexible. Ideal for group handling. If you have a combo, really want to be in the business and need a leader. Let's talk. Answering service, 315-433-6044 Broadcaster.

Twelve years proven track record in all phases of management. Excellent sales, programming, chief engineer, and accounting. Eight years at present station, owner selling Seeks general manager position with growth potential. 919-629-1050.

Strong, aggressive, general manager, no-nonsense, hands-on professional with 20 years experience managing AM-FM. Heavy sales and organizational skills. A quality leader that produces results you can bank on. Box V-55.

GM-GSM available Jan.6 Known for innovative "sales format", for building championship sales teams, and for knowing how to carve up a market and cover it wall-to-wall. Top-flight sales trainer with exceptional talent for developing people. Strong on organization, planning and implementation with medium to major market experience, and a cost-conscious administrator who doesn't make stupid, costly, naive, mistakes. A uniquely qualified, complete-charge, people-skills pro whose expertise will pay off for day one. Box V-48.

SITUATIONS WANTED SALES

Experienced sales pro seeks opportunity in Midwest. 12 years' experience. Creative, hard working, driven to win. Former sales manager. P.O. Box 181, Bidwell Station, Buffalo, NY 14222.

Professional young woman, AM/FM on air experience, sales background, BA Comm., seeks on air and/or sales position-medium market. Willing to relocate. Please contact Suzanne. P.O. Box 414, Highland, NY 12528.

GSM. If you are definitely interested in seeing someone come into your organization with the necessary enthusiasm, aggressiveness and knowledge to help you reach beyond your goals. May I hear from you. Bill 919-288-5459.

SITUATIONS WANTED ANNOUNCERS

Anywhere now! Trained broadcaster. Adult, top 40, MOR, good production. Henry, 201-836-5166.

25 years' experience. Programmer, news director, announcer. Prefer programming on West Coast. Please call 916-273-7274.

Looking to get back into the business. Either small or medium market. Atmosphere and location more important than money. Communications degree. 3 years' commercial experience. 1-604-270-4945.

Sportscaster. Currently working board shift, news, sports, weather, sales and College Football PBP. 3 years Division 1 college basketball PBP. Looking to continue basketball PBP, other PBP and/or sports reporting. Will perform other duties also. Will relocate. Tapes and resume available. Call Glen 717-523-0670.

SITUATIONS WANTED NEWS

Hard working newsman/sportscaster seeks either. Excellent news delivery, solid reporter, professional PBP. Winner with 7 years experience. Kevin, 408-443-1973.

Major market anchor/reporter seeks a new challenge. I make less on-air mistakes than anyone you've heard. Strong voice and flawless writing. Well-liked team player with talk background and news director experience. Please leave job description on answering machine. Jim, 401-353-3476.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Seeking a programming position with future. Midwest medium or major market. Ready, willing and extremely able to do the job. Box T-5.

Small market PD-CE combo seeks programming and sales position in Pennsylvania, Ohio or West Virginia. Box U-21.

Creative college grad, BS in administration, 3 1/2 years' on-air college radio plus commercial FM & AM experience, operator experience at local TV. Looking for entry level position radio or TV with opportunity for advancement. Will relocate. Bob Godsil, 817 E. Brooks, Galesburg, IL 61401. 309-343-4558.

Experienced PD/MD who believes in working hard is wanting to relocate Mike Stevens: 803-558-2558 mornings, 803-558-7150 afternoons.

TELEVISION

HELP WANTED MANAGEMENT

Executive producer: TV programming. Strong producer and manager to oversee the content and look to local programming for solid Northwest NBC affiliate. Position requires 3 to 5 years direct experience in hands-on production and people management. Strong writing and critiqueing abilities plus knowledge of current and developing technologies are a must. Send resume and tape to Pat Chappell, Program Director, KING-TV, 333 Dexter Ave., N, Seattle, WA 98109. No telephone calls, please. King Broadcasting Company, an equal opportunity employer, M/F/H.

Marketing manager for NE coastal top 50 affiliate, to be creative force behind staff molding station image through promotion, sales promotion, community relations, employee relations, public affairs, research and graphic design. Send resume, salary requirements and letter, explaining why you should be considered. Box U-122. EOE.

Film director. Cleveland's most innovative television station seeks to hire equally innovative film director. Responsibilities include supervising: staff of four, editing of product, quality control of product, continuing training of film editors, and managing the shipping department. All inquiries to R. Afte, Program Director, WOIO/Nineteen, 2720 Van Aken Blvd., Cleveland, OH 44120. Equal opportunity employer.

General sales manager for expanding medium market affiliate in attractive midwest city. Must be goal oriented, organized and an outstanding motivator/manager. Send resume and letter describing your style to Box V-10. Replies confidential.

Development Director to head 7-9 member department for PTV station serving 43rd market, Charleston-Huntington WV. Responsible for growth of income sources including grants, membership, underwriting, other corporate support, special projects. Degree, track record in fund raising and proposal writing desired. Salary in mid-20's excellent benefits. Resume to William Haley, General Manager, WBPY-TV, Third Ave., Huntington, WV 25701 by November 22, 1985. EOE Employer.

Credit manager: WFLD-TV Metromedia Chicago, seeks an experienced credit manager. Must have 2 years' experience. Send resume to: Jackie Woods, Personnel Coordinator, 300 North State St., Chicago, IL 60610. Metromedia Inc. an equal opportunity employer.

General manager. Group ownership seeking sales-minded individual to manage VHF network affiliate in top 100 markets. Station located in north central United States. Ideal community for raising a family. Excellent school system. Easy access to many recreational and social advantages. EOE. Send resume to Box V-38.

General manager. Small Southeast VHF affiliate is seeking a hands-on manager with strong organizational skills. Emphasis on financial planning. EEO employer. Box V-36.

General manager. Group owned Midwest affiliate. Strong sales and operational experience, & all phases a must. Forward complete resume to Box V-31. EOE.

Production manager. Want to be part of a dynamic rebuilding process? If you have strong supervisory experience, can handle 1" editing and fast-paced directing, join us in the sunny South. Send tape and resume to Operations Manager, WTLV-TV, 1070 E. Adams St., Jacksonville, FL 32202. An equal opportunity employer.

Promotion director with supervisory experience to create, produce, and build bold station image. Join an aggressive rebuilding process in the sunny South: send tape and resume to Operations Manager, WTLV-TV, 1070 E. Adams St., Jacksonville, FL 32202. An equal opportunity employer.

General sales manager: strong independent station in the 43 ADI needs result oriented motivator to take over the reins of a successful sales team. National sales expertise required with independent sales management experience. We are looking for a leader to join young growing company offering advancement opportunities. Solid compensation and benefits package. Send resume to: Mr. Gary Dreispl, Station Manager, WVAH-TV 23, 23 Broadcast Plaza, Charleston, WV 25526. WVAH-TV is an EOE, M/F.

Program manager. WTAF-TV has an opening for a program manager. The person we're looking for must be an aggressive and creative programmer with, preferably, three years of major market television programming experience. Forward letter of application and resume to: Randall E. Smith, VP/General Manager, WTAF-TV, 330 Market St., Phila., PA 19106. We are an equal opportunity employer.

Director of program marketing. WETA, the leading public broadcasting station in the nation's capital, is seeking an articulate, energetic individual with demonstrated effectiveness in obtaining program underwriting, advertising or funding, in making successful corporate calls. This individual will report to the vice president for program resources, and will serve as the case officer for selected national programs. Considerable travel is likely. Familiarity with public affairs, the arts, and international relations would be an advantage. Strong academic background a plus. This is a sales oriented position for someone who can communicate the substance as well as the sponsorship advantages of a program. Salary commensurate with background. Send resume to: WETA-FM, Personnel, P.O. Box 2626, Washington, DC 20013. 703-820-6025. EOE.

HELP WANTED SALES

Underwriting Specialist for PTV station in beautiful area of Ohio Valley. A contract position with the Friends of WPBY-TV, soliciting underwriting from corporations in the 43rd market, Charleston-Huntington, WV. Pays salary plus commission, conditions negotiable. Great opportunity for person with sales experience and desire to succeed. Resume to William Haley, Gen. Manager, WPBY-TV, Third Ave., Huntington, WV 25701. EOE employer.

Account executive for group owned network affiliate in midwest. Must have television sales experience and qualifications to handle established list of local direct and agency accounts. Send resumes to N. Howland, WEYI-TV, P.O. Box 250, Clio, MI 48420.

General sales manager for number 1 media in Micronesia. Energetic, results oriented individual required to manage ad sales for three media; number 1 FM radio station, cable TV currently generating \$800,000 annually in ad sales, and 18,700 paid weekly circulation TV Guam. Must have independent sales management experience, be an aggressive motivator, and strong leader. Excellent incentive package and benefits. Send resume, salary history, and references to Harrison O. Flora, Group Vice President, Western Systems, Inc., 530 W. O'Brien Dr., Agana, Guam 96910.

Local sales manager. Top rated affiliate in beautiful upper Midwest city is seeking qualified applicant to manage sales staff in competitive market. Must be innovative and highly motivated, with good people skills. Prefer at least two years' management experience with successful sales rep background. Send resume and references by 11/22/85 to Box V-32. EOE/MF.

National sales manager. KGSW-TV, Albuquerque, New Mexico. Growing Southwest market independent station seeks well-organized, aggressive, experienced professional with 3-5 years in television sales. Send resume/references/compensation requirements to: General Sales Manager, P.O. Box 25200, Albuquerque, NM 87102.

Broadcast management plus, supplier of micro computer software to broadcasters is seeking experienced salesperson with proven track records to market its Extra Dimension Program to television stations. Extra Dimension includes a sales and programming research package and an in-house avail system. BMP began marketing its product 1 & 1/2 years ago and serves over eighty television stations and seventy radio stations nationwide. "Computer knowledge" not a necessity, but BMP seeks motivated self starters with three years' experience selling locally and/or nationally. Applicants must be aggressive, well organized, require little supervision and have contacts at stations within an assigned territory. A working knowledge of rating data, reach/frequency applications and avail systems is important. BMP needs representatives for the Northeast, Midwest and West with ability to travel. BMP offers excellent earnings potential with a base salary and commission, plus compensation medical plan and stock options. Send confidential resumes and references to Vice President, Marketing, 117 Iron Mountain Blvd., Lake Oswego, OR 97034. EOE.

HELP WANTED TECHNICAL

Major market Midwest UHF television station needs chief engineer. Present chief will soon retire. Must be effective manager and competent in union relations. Send resumes to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

Chief engineer: Opportunity for engineer with strong technical and managerial skills to join a successful full power VHF network affiliate in the beautiful Shenandoah valley. Group owned station offering a competitive benefits package. Send resume and salary requirements to Michael Lennon, General Manager, WHSV-TV, P.O. Box TV3, Harrisonburg, VA 22801.

Director of engineering, California UHF independent. Strong supervisory/technical skills required in transmitter, microwave and studio equipment. Salary DOE, working conditions and benefits excellent. Send resume to Box V-6.

Transmitter engineer. UHF network affiliate has immediate opening for transmitter pro. Townsend, 55KW on Ch. 47. Call Frank Pilgrim; 301-742-4747, Salisbury, MD M/F EOE.

Chief engineer. Midwestern VHF network affiliate seeks aggressive, knowledgeable, dependable, "take charge" chief familiar with state-of-the-art equipment. Pay commensurate with experience, training and ability. Send resume and salary requirements to Box V-23.

RF maintenance technician. New York City TV station requires transmitter person with minimum 5 years' major market RF experience. This individual should be experienced in high power transmitters two way and ENG RF systems. Supervisory and design experience desirable. Familiarity with Harris transmitters and TV equipment helpful. First or general class radiotelephone operator license a must. We are an equal opportunity employer. Box V-34.

Hawaii calls! Exciting opening for career minded engineer with hands-on UHF studio maint. experience in beautiful Honolulu. reply Box V-42.

Chief engineer. Quality minded affiliate seeks hands-on chief engineer to keep us looking and sounding great. Our staff is small, but our standards are high. So if you can budget, manage, maintain, repair, innovate and lead, we may have a fine opportunity for you. Send resume, salary requirements to General Manager, KPVI-TV, 425 East Center, Pocatello, ID 83204.

Maintenance technician. Corporate production facility needs contract engineer. Facilities include 3/4" cablecast center and BetaCam/Sony 2000 editing suite with Grass Valley 300, Horizon System Four, NEC DVE System 10, and 3M D-8800. Write Scott Harrington, Gulf Power, Box 1151, Pensacola, FL 32520.

Engineer, network affiliate, sunny Southeast. Control room operating and maintenance engineer with broadcast experience or its equivalent. First class radio phone license required. Send resume to Chief Engineer, WSA-TV, P.O. Box 2429, Savannah, GA 31402. EOE.

Philadelphia based television station is looking for a TD with at least 3-5 years' experience with Chyron IV and CMX. Send resumes to Box V-44.

TV engineer. TV production company seeks studio engineer to join its engineering department in Washington, DC area. Must be able to maintain VTR's, cameras and switchers. Knowledge of international broadcast standards (PAL/SECAM) desirable. Send resume, salary requirements and references to Box U-9. EOE.

Videotape technician. Independent production company in Washington, DC area seeks videotape production technician to record, edit and dub commercial/industrial programs. Send resume, salary requirements to Box U-10. EOE.

Engineering maintenance supervisor. To head maintenance department in providing maintenance and technical supports for all broadcast equipment including: Ampex switchers, ADO, ACE, A/P-2B's, VPR-80's, A/R-s, RCA TR-60, 61, 70; Chyron CG, and Betacam equipment. Person will be responsible for parts inventory, purchasing and supervising maintenance engineers. Occasional work on 45' remote truck. Qualifications: 3-5 years maintenance experience, SBE certified or FCC license, trade school or college degree preferred. Years of experience will be counted towards degree. Contact Director of Finance, WYES-TV, 916 Navarre Ave., New Orleans, LA 70124. No phone calls please. WYES-TV is an equal opportunity employer.

Broadcast engineer needed for northern Virginia consulting firm. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume, salary history. EOE. Box V-47.

Video tape editor: Premier video production and post production house in the Southwest seeking editor with extensive experience in CMX, ADO, Grass Valley. \$35-40K plus overtime. Send resume in confidence to Box V-59.

HELP WANTED NEWS

Business opportunity for experienced news director/assignment editor. 10-year established weekly newsletter for radio/TV news departments for sales at 1X gross. Nets \$25,000+. Profitable sideline or fulltime. Excellent growth potential. Confidential inquiries: Box U-38.

Meteorologist. Number one station is seeking a dynamic meteorologist. Candidate must know weather and people. We have the latest state-of-the-art equipment. If you are currently looking for a new challenge and a chance to learn and grow with our meteorology staff, then send videotape and resume to Billye Gavitt, KWTU, P.O. Box 14159, Oklahoma City, OK 73113. On air experience a must. EOE, M/F.

Weekend co-anchor/reporter, weeknight news producer, and a photographer needed. Excellent opportunity with a growing group. Tapes and resumes to News Director, Walter Saddler, WJTV, P.O. Box 8887, Jackson, MS 39204. EOE.

Aggressive weekend and back up sports anchor. Work toward assistant sports director. Send tape and resume to Jim DePury, News Director, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. NBC affiliate/EOE.

WIS-TV is looking for photojournalists. #1 station in the sunbelt. Minorities and women encouraged to apply. Send resume and recent videotape to: Tom Posey, Chief Photographer, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

West Coast TV newsletter, monthly job listings, personality profiles, calendar. \$35 annually. Write the West Coast Edition, 1044 Portola, Monterey, CA 93940.

Network affiliate in Northeast Texas near Dallas seeks news director for award-winning news team. Excellent pay and benefits at #1 station in market. News management experience required. Send resume to General manager, KLTU, P.O. Box 957, Tyler, TX 75710.

Co-anchor for dominant sunbelt station. Strong journalist required. Experience necessary. Send resume and tape to News Director, KJBF-TV, P.O. Box 1404, Augusta, GA 30903. EOE.

Overnight assignment editor needed to gather news, assign crews and reporters, write scripts and fact sheets for top 5 market station. Must be experienced broadcast journalist. No beginners. Familiarity with ENG editing and character generator operation helpful. Resume and writing samples to Box V-9. EOE.

Sunbelt: Weekend weather anchor/reporter. Send tape and resume to Jim DePury, News Director, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE.

Reporter/photographer. Wanted: Aggressive, imaginative self-starter for two-person SW Florida bureau. Minimum experience: two years. Needs strong shooting skills. Send resume to News Director, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. EOE.

Meteorologist. Strong forecaster looking for a home? Resume, tape, & references to Al Gendek, WTVW, P.O. Box 7, Evansville, IN 47701.

Reporter needed for Spanish-language TV news magazine. Two years' experience in a major market required. Bi-lingual preferred. Send resume and tape to J. Kassem, P.O. Box 5224, Glendale, CA 91201. EOE.

anchors, reporters, meteorologists. Send for directory of news directors in every US market. Includes names, addresses, phone numbers. Indispensable for job hunting. \$10.00 to JD Associates, Box 3654, Richmond, VA 23235.

Sports/news producer. Producer with 2-3 years' experience sought to assist growing sports department with its expanding duties. Will also produce newscasts. Person ideally will have solid background, in both news and sports. Contact Chris Fickes, News Director, WHP Stations, 3300 North Sixth St., Harrisburg, PA 17105.

News producer. Producer with 3-5 years' experience sought for central PA CBS affiliate. Looking for person with ideas to incorporate team coverage principals, exciting graphics and fast pacing into solid package. Person will also have radio anchoring work. Contact Chris Fickes, News Director, WHP Stations, 3300 North Sixth St., Harrisburg, PA 17105.

Senior producer. Looking for innovative show planner with strong leadership skills, respect for details, clear and lively writing style. Three years' experience minimum. Send written resume, no tapes. News Director, WBBH, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

Assignment editor. Experience required; join us in the sunny South. Send resume to News Director, WTLV-TV, 1070 E. Adams St., Jacksonville, FL 32202. An equal opportunity employer.

100+ Mideast market is expanding. Hiring photographer and reporters. Experience a must. EOE. Box V-51.

Producer/anchor. Oklahoma State University is seeking a person to produce and anchor a daily agriculture show for a state-wide network. Working title for the position is Senior Television Producer/Director. Eligibility requirements include BS degree and three years' experience in television including on-camera reporting and producing. To receive full consideration, written resume and resume tape should be received no later than November 15th. Submit to: Charles Voyles, Agricultural Information Department, 102 Public Information Bldg., OSU, Stillwater, OK 74078. OSU is an affirmative action/equal opportunity employer.

Weeknight anchor for top-rated newscasts in mid-size, competitive market. Must have strong writing and people skills plus thorough knowledge of television news production. Midday and weekend anchors encouraged to apply. Box U-78.

Experienced assignment editor for TV station news room. Three years' prior experience required. Qualifications: supervise, coordinate and develop day-to-day coverage of news stories for KRLD-TV. Liaison with other stations in the state and nation in the gathering of information. Send resume to News Director, KRLD-TV, 1033 Metromedia Place, Dallas, TX 75247. EOE. M/F.

If you're serious about finding a better job, send tape and resume to: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Several positions, Gulf Coast affiliate has openings for photographers, reporters, producers, EEO. Resume & salary requirements first letter to: News Director, Box V-15.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Video editor. Corporate media facility seeks editor with 1", CMX or other computer editing experience. Submit resume, references to John Butler, Clark Video, 525 N. 24th St., Battle Creek, MI 49016.

Editor. Quality Chicago production company seeks creative, diplomatic editor for our ISC edit system. Minimum three years' experience in computer editing, knowledge of list management procedures, and college degree necessary; film cutting experience desirable. Send resume and salary requirements to Box U-93.

Major Southwest production company is expanding. We will need to add the following people; a CMX editor with at least 2 years' experience, an operating engineer familiar with Ikegami cameras, a maintenance engineer, and people for our videotape room. Positions to open up January 1986. Send resumes to Box U-110.

Immediate opening for evening editor. CMX 340 experience required, ADO experience helpful. Potential for daytime assignment within six months. Salary negotiable. Come work for one of the most exciting production houses in the country, Telemation. Send resume or tape to Dan Rogers, Telemation Productions, 834 N. 7th Ave., Phoenix, AZ 85007.

Field producer. Good Company needs that special field producer who can work with our reporter. Reporter has sense of humor and loves to try the unusual. Field producer must also be skilled with logistics of live remotes. Ideal candidate has at least a year's field producing experience, some shooting and editing skills. Please send letter, resume and tape to: Good Company, KSTP-TV, ATTN: Ellen Rakieten, Dept. FP, 3415 University Ave., St. Paul, MN 55114. EOE. M/F.

Marketing director. West Coast CBS affiliate seeks talented executive to co-ordinate all phases of station marketing and promotion. Experience in station promotion required. Send tape, resume, and salary requirements to Charles Stauffer, KCOY-TV, 1503 N. McClelland St., Santa Maria, CA 93454. EOE.

Attention anchors & reporters. A professional look is a must for all on-air talent. Contact The Visual Image for personalized make-up and dress consultation. 81 Walnut Ave., Atherton, CA 94025. 415-322-4155. Media References Available.

Film director. "Move up" to TV36, Toledo's first and only independent television station. Be responsible for a three person department editing the best features available. Experience in editing, booking, shipping & receiving necessary. Looking for aggressive, get it done type with attention to detail. Send resume to: Director of Marketing, WUPW-TV36, Four Seagate, Toledo, OH 43604. EOE.

On-air news promo producer. Self starting, aggressive news promotion writer/producer for topical news promotion, mini-docs and ID updates. Send resume and radio & TV cassette to G. Minnucci, KGTV10, Hwy. 94 @ 47th St., San Diego, CA 92102.

Audio production. Washington, DC area R/TV production firm seeks radio production people to handle recording, editing and final assembly of broadcast programs. Send resume, salary requirements and references to Box U-12. EOE.

Director. Minimum 4-5 years' experience directing. Daily half hour magazine and promos for start-up Spanish language TV station. Experience with NEC DVE's, Convergence 204 editor, Abekas still store a plus. Must have strong pre-production skills. Bi-lingual preferred. Send tape/resume/references to Fred Feeks, P.O. Box 5224, Glendale, CA 91201. EOE.

Promotion assistant. Accuracy and creative ambition required; opportunity to work toward producing and writing. Send resume to Operations Manager, WTLV-TV, 1070 E. Adams St., Jacksonville, FL 32202. An equal opportunity employer.

TV producer/director. Requires strong story development skills. Emphasis on editing from numerous source materials. Experience in both studio/remote production. Some writing required. Minimum five years experience. Independent production company in Washington, DC area. Send resume, salary requirements and references to Box U-11. EOE.

TV producer, South Dakota Public Television Network, SD Public Broadcasting is seeking applicants for one producer position: Agricultural/Economics (Ag/Econ) in Brookings. Duties: Supervise the production of television programs in the area of Ag/Econ. for SD Public Television Network; plan and supervise program production for magazine style, call-in, documentary, broadcast and non-broadcast programs, including scriptwriting, research and development, editing, and grant research functions; develop budgets for each programming area, and compile and distribute information about Ag/Econ. events and other relevant information. Requires: BA/BS in communications with a broadcast emphasis or related media field (Agriculture Industry) and three years' experience in the television production field, or an acceptable equivalent combination of education and experience. Minimum salary \$18,928. Deadline: November 29, 1985. Send resume (including Social Security number) to Bureau of Personnel, 118 West 6 Capitol, Pierre, SD 57501. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Advertising, public relations agency VP wants to find position with television station (Midwest location preferred). Hands-on manager, can get the most out of your promotion or public affairs staff and make certain your next promotion campaign adds to the bottom line. Box V-8.

TV general manager/president looking for a company that returns loyalty, hard work, and financial success with loyalty, honesty, and equity. I have an impressive track record and very skilled at building and motivating a highly charged professional staff who care about the station and believe in their ability to succeed. Write Box V-33.

GM/GSM. 11 years' sales experience includes 8 years with indy. Let me demonstrate that my proven track record can work for you. Write Box V-54.

Satellite, high-tech expert. Management and people skills. Video/audio, voice and data experience. Seeking challenge and opportunity. College, license, 16 years' experience. P.O. Box 158621, Nashville, TN 37215-8621.

SITUATIONS WANTED ANNOUNCERS

Television staff announcers job wanted. Energetic people-oriented professional who has done quite a bit of on-camera, including hosting duties, commercials, substitute news anchoring. Would also welcome the opportunity to be part of a local magazine style show, doing features and interviews, or even a local game show. Inquiries from both small and larger markets welcome. Degree. Tape available. Jeff Williams, 919-942-8014.

SITUATIONS WANTED TECHNICAL

20 years broadcast engineering. 10 years as television chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management and departmental budgeting from scratch. Please reply Box V-52.

SITUATIONS WANTED NEWS

Award winning sportscaster currently doing AA baseball PBP seeks TV sports job in medium or small market. Can anchor, report, edit, and shoot. Bob is a sports nut who will bring knowledge and enthusiasm to newscast. 209-477-5338.

27-year sports veteran in all media seeks position in medium to major market. Ratings leader in top 100 market. Play-by-play a speciality. Jerry, 812-339-9564.

Sports anchor/reporter. Need a strong weekend anchor to back up your number one guy? Call me today, 415-878-4406 or 38 Parnell Ave., Daly City, CA 94015. Veteran of 11 years' major market experience in anchor work, field reporting and editing. I have what you need, call me.

Radio anchor/reporter in top 5 market seeking medium market TV post. 415-386-7017.

Desperate! Young network producer, writer, assignment editor will consider any television job in New York area. Available immediately. Will consider anything. Box V-39.

Weathercaster/meteorologist seeking an on-air position. BS degrees and 2 years' experience. Prefer working west of Mississippi. Call Tamara, 303-450-5292.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Award-winning videographer/photographer available for freelance, willing to travel. Call 601-863-1379.

10 years experience. Director, producer, agency talent, Vidifont V and Chyron whiz, voice talent. Seek production or promotion position. For a creative spark. 512-993-1192.

Award winning director/cameraman. Currently employed, five years' experience broadcast news, commercial production, corporate video and film. Seeks position with production, broadcast or corporate operation. Will relocate. Demo reel available. 505-365-2955.

ALLIED FIELDS

HELP WANTED INSTRUCTION

University of Florida seeks assistant professor for fall 1986 in tenure track position to teach basic television production and course in writing or field production. MA in telecommunication or related field plus professional television production experience required. Ph.D. and teaching experience preferred. Minimum salary of \$24,000. Send letter, resume and three reference letters to Dr. Paul Smeyak, Department of Telecommunication, Weimer Hall, University of Florida, Gainesville, FL 32611. Application deadline: January 17, 1986. AA/EOE.

Telecommunication faculty member for the School of Communication. Must be able to teach radio production, announcing and broadcast journalism. Ability to teach in one or more of the following areas is also necessary: broadcast/cable regulation, programming, audience analysis, TV production, management, or international/comparative broadcasting. Qualifications sought include Ph.D. (ABD considered), professional experience, and teaching experience. Position is at the Assistant Professor level. Position begins in mid-August 1986. Letter of application, vita, and three letters of recommendation should be submitted to Dr. Mitchell E. Shapiro, Program Director, Telecommunication, University of Miami, Coral Gables, FL 33124. Application deadline is January 15, 1986. AA/EEO employer.

Mass communication job opening. Inst./Asst. Prof. mass communications. Qualifications: Ph.D. (or near), M.A. considered, professional broadcast experience preferred, effective teaching/supervision in graduate/undergraduate curriculum; 12 hours teaching and supervision of campus radio station or internship program. Deadline: Feb. 1, 1986. Starting date: August 1986. Salary: competitive; dependent on qualifications. Send resume, all transcripts, 3 letters of recommendation to: James D. Kemmerling, Department of Speech Communication & Theatre, West Texas State University, Canyon, TX 79016, 806-656-3248.

Broadcast assistant professor, tenure track. Ph.D. and professional experience preferred. Teaching experience at university level required. Teach broadcast courses: fundamentals of radio/TV, studio techniques, introduction to mass communications and television production. Advise undergraduate students, general committee work. Send resume, three letters of recommendation to: Chair, Search Committee, Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, AZ 85287. Equal Employment Opportunity Employer.

The University of Oklahoma School of Journalism and Mass Communication is seeking applicants for a tenure-track position in the television production area beginning August 1986. The successful applicant will teach primarily undergraduate television production courses as well as graduate courses in appropriate area of specialization, such as telecommunication policy, media management and mass communication theory and research. Ph.D. required with at least two years recent media experience in the area of television production or production administration. ABD's will considered for temporary appointment until such time the degree is finished. Salary and rank negotiable. We are looking for people with ideas, enthusiasm and initiative who are dedicated to quality growth and able to develop funding opportunities. Successful candidates would have a demonstrated capacity to teach well, to publish and to build ties with the mass communication industry. Located 20 miles south of Oklahoma City, the school is expanding. Programs include advertising, news communication, professional writing and public relations, radio/television/film, teacher certification and the MA program. Majors number more than 1,000. Application deadline December 10, 1985. Send letter of application, curriculum vitae, and names, addresses and phone numbers of three references to: Elizabeth S. Yamashita, Director, H.H. Herbert School of Journalism and Mass Communication, University of Oklahoma, 860 Van Vleet Oval, Norman, OK 73019. The University of Oklahoma is an equal opportunity/affirmative action employer. Women and minorities are especially encouraged to apply.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Head a film/video production unit. Small and growing independent production house in northeast Florida seeking an experienced executive producer to run a profit center. Ideal candidate will seek responsibility, be able to supervise creative people, work well satisfying clients, and be able to plan and execute projects within budget. To be successful in this position, you have probably had experience in management of creative teams, prepared and met budgets, worked successfully with other unit managers in a team environment, and won acknowledgement for the quality of your productions. Send 3/4" tape (or sample reel), resume, and salary requirements to: John B. Reitzammer, Images, Inc., 1662 Stockton St., Jacksonville, FL 32204.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Comedy based on historical daily events calendar. Improve your ratings. Approx 90 items monthly. Send \$5.00 to Charles Garauaglia, 2129 Macklind Ave., St. Louis, MO 63110.

SEGMENTS WANTED

Short animal stories domestic and wild, for new national TV show about animals! On air credit only. Call or send to Gale, 1410 15th ST., N.W. Washington, D.C. 20005.

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 1" and 2" videotapes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" C-type. Call Andy Carpel, 301-845-8888.

Wanted: Raytheon model KTR-II TV microwave or spare parts. Contact: G. Bonet, WORA-TV, Box 43, Mayaguez, PR 00709. 809-834-0760.

Wanted: used VHS 1" and 2" videotapes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" C-type. Call Andy Carpel, 301-845-8888.

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.

10/5/1 KW Ams. Collins 21M 10kw AM transmitter, Gates BC5P 5kw AM transmitter. RCA BTA 5T 5kw AM transmitter. Collins 820D1 & 20V2 also RCA BTA-1L, 1kw AM transmitters. All in excellent condition, call Transcom Corp., 215-379-6585.

10kw FM RCA BTF 10E-1 (1972) w/BTE 15A (1976) exciter, stereo gen. and SCA gen. Newly rebuilt final and PA Cav. Call Trancom Corp., 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.

RCA 30kw 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.

Videomedia 1" VTR editor Model 2810 new. Half price. Bill Kitchen, Quality media, 404-324-1271.

Videomedia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

Microwave Associates MA6G, 4 transmitters, 4 receivers, dishes and feed horns included. Also 200 feet and 300 feet chem farm towers all equipment retired do to installation of CBS T.V.R.O. Ken Gardner WLIF-TV, 317-463-1800.

Reconditioned Video Production Switchers: Grass Valley 1600-2E 16 inputs/4buses, DSK, Vital Vix 114-4, Quantel 2 channel DPE-5000-PLUS. 30 day warranty. 1-800-331-8333, California, 1-800-826-7025.

Building new facilities? We have the best prices: SONY, Ikegami, Leader Instruments, RAMSA, Sennheiser, over 100 product lines, includes systems design. 1-800-331-8333, California, 1-800-826-7025.

40' Mobile Unit. Grass Switcher, Yamaha Board. No cameras or VTRS. \$495,000. 213-467-6272 or 213-650-1700.

RCA TCR-100 quad cartridge systems: 2 complete units including approximately 2,000 cartridges, plus spare parts. Serial Numbers in 4 & 6 thousand series. Inspection arranged. Call Jim Biggers 904-393-9871.

Radio tower, only five years old, 262 feet, available for sale. Purchaser must disassemble. Contact 704-597-2395.

FM equipment for sale: 1968 RCA transmitter BTF-20E1; RCA exciter BTE-15A; and RCA stereo generator BTS-1B: total price \$23,500. Available immediately, call Howard Jones, Chief Engineer, 919-633-2406.

FM equipment for sale: 1500' 3 1/8m 50 ohm rigid coax line in 20' sections plus 75 dual line hangers; cleaned and on ground: \$400/section. Available immediately. Call Howard Jones, 919-633-2406.

FM antenna for sale: RCA 7-bay elliptical polarization; tuned for 106.5. \$3,600. Available immediately. Call Howard Jones, 919-633-2406.

For sale: 6-1/8" transmission line. 75 ohm, approx. 2,000 ft. Call 404-483-3924.

Helicopter Bell 206B Jet Ranger III, 1981 Model. 2400 total time. Wired for Nurad Eqpt. Hi-skid gear, Flight step, particle separator, flight instrument group, HSI, dual comm, transponder, Texas Instrument 9100 Loran C. Excellent time left on all components. Rotor break. One corporate owner & one pilot since new. Call 305-751-6692 for Maurice Johnson.

Over 80 AM and FM transmitters in stock. 50kw, 10kw, 5kw, and 1kw AM's, 25kw, 20kw, 10kw, 5kw, 3kw, and 1kw FM's. Besco International. R.E. "Dick" Witkowski, 5946 Club Oaks Dr., Dallas TX 75248. 214-630-3600. Now in our 27th year.

FM radio equipment: All current catalog-functional-including 3.5k transmitter, dual system automation system, base band modulation monitor, dual line amplifier, 3-bay antenna, other miscellaneous equipment. For further information, call FDIC: 303-296-4703. x321.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialists. Bonded with 25 yrs. Experience (Turnkey Operations), TMCI, 402-467-3629.

FM transmitters: 25, 20, 15, 10, 5, 2.5, 1 and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

AM transmitters: 50, 20, 5, 2.5, .5 and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

3/4" Evaluated Videotapes! Guaranteed to look and work as new. Prices: Mini-20s \$7.49, Large \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect, 301-845-8888.

RADIO

Help Wanted Management

OPPORTUNITIES IN BROADCASTING

We are seeking the Right People for positions in **MANAGEMENT, SALES MANAGEMENT, PROGRAMMING,** and **AIR TALENT.** Small, medium, and large market opportunities. Send Tapes and Resumes in confidence to:

Resort Broadcasters, Inc.

Edward F. Seeger, Chief Operating Officer
121 Wyck St., Suite 300, Richmond, VA 23225
(no calls please)

An Equal Opportunity Employer

**Help Wanted Management
Continued**

**STATION
MANAGER
KUER
University of Utah
Public Radio Station**

5 years of administrative experience in radio broadcasting and bachelors degree in communication or related area or equivalency required. 10 years experience preferred.

The station manager is responsible for the operation of KUER-FM 90, the University of Utah's public radio station. Major responsibilities include managing and operating station ensuring professional quality standards are maintained. Supervises staff of 7 full time and 31 part time employees. Prepares and administers budget, represents station to community and national associates.

Respondents should send 2 copies of resume, with names, addresses and telephone numbers of 3 references through November 30, 1985 to:

Steve Hess
Director, Media Services
c/o Patricia Baucum
University of Utah
Personnel Administration PB-1610
101 Annex Building
Salt Lake City, UT 84112
Salary open.
Equal Opportunity Employer.

Expanding Midwest Group Operation is looking for an experienced General Manager for the flagship stations in Richmond, Indiana. Strong sales background mandatory. Send resumes to:

William Ougg, President
Central Broadcasting Corp
PO Box 1646
Richmond, Indiana 47375

Help Wanted Sales

**REGIONAL
AFFILIATE MANAGER**

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel—this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800—527-4892 for details from David Gerety or Bob Bruton.

**Help Wanted Sales
Continued**

**Radio
Sales**

WTIC-AM & FM, Southern New England's leading radio stations, are seeking an experienced radio sales person. Applicant must be able to demonstrate a successful sales track record and possess superb communication abilities. We seek only talented individuals looking for an opportunity to grow in a professional broadcast sales atmosphere. To be considered, send cover letter and resume to:

WTIC-AM/FM

One Financial Plaza
Hartford, CT 06103
ATTN: Virginia Maniche

An Equal opportunity employer, M/F

Help Wanted News

WANTED

Experienced personnel for immediate positions as **NEWS DIRECTORS, REGIONAL and STATE ANCHOR PERSONS, and REPORTERS.** Send Tapes, Resumes, and Salary Requirements in confidence to:

Edward F. Seeger, Chief Operating Officer
121 Wyck St, Suite 300, Richmond, VA 23225
An Equal Opportunity Employer

**News Director and/or
Morning Drive Anchor**

needed in the Sunny South. Need a people person who is a total person first and a great communicator second. If you're looking to do information radio geared toward adults and are looking for a position with longevity, excellent benefits and pay, you may be what we are looking for. Send picture and resume now.

Situations Wanted Announcers

ATTILA THE FUN

Brilliant British conservative commentator, 20yrs international experience, uniquely well informed and sophisticated host, seeks major station/syndicate eager to air his right wing confrontational version of "Larry King" for excitement, intellect and ratings. Mike Sanders, 714—832-8550.

Situations Wanted Management

SOLD

Pending FCC approval, as of December 1, our radio station will be sold. As a result, some very talented people will be in the job market, and could definitely be to your advantage to know who they are. All we can divulge at this point is that exceptional professionals with experience in the following areas will be available:

- SALES
- PROGRAMMING
- PRODUCTION
- FINANCIAL
- NEWS

For more information on how our loss could be your gain, please write in confidence to

**Box MBW 5856
One Lincoln Plaza
New York, NY 10023**

TELEVISION

Help Wanted Management

**CONTROLLER
Production Subsidiary of
Major Broadcast and Cable Enterprise**

Subsidiary located in Southeast is rapidly expanding producer of live, taped and filmed Broadcast and Cable productions. Must be experienced in all phases of production accounting with proven supervisory skills. CPA a plus. Send resume, including salary requirements to Box V-46. EOE-M/F.

Help Wanted Sales

**LOCAL SALES MANAGER
KSTP-TV
HUBBARD BROADCASTING, INC.**

Must have successful background in local sales management. Knowledge of Twin City market helpful, but not necessary. Negotiable. Outstanding opportunity. Contact Mr. James Blake, Vice President/General Sales Manager, 612—642-4350.

Equal Opportunity Employer
M/F



KSTP-TV

REMEMBER!

**On September 2,
1985
Classified rates
CHANGED.**

Help Wanted Sales Continued

Are You Sick and Tired?

- ...of dealing with lousy weather!
- ...of living where others wouldn't visit!
- ...of struggling to be a good salesperson in a limited market!

Recover Now!

- ...in a major market where it's 70 degrees year-round;
- ...where everyone wishes to live after they once visit;
- ...where the opportunity exists to be a great salesperson.

San Diego's fastest growing independent television station seeks a salesperson who is an high achiever; who gives results, not excuses; whose talent is greater than ego; and who actions speak louder than words.

If you're not afraid to be challenged, send a letter of introduction with your resume to J. Allred, KUSI-TV, 7377 Convoy Court, San Diego, California 92111. No phone calls, please.

Help Wanted Technical

MAINTENANCE TECHNICIAN VERMONT ETV

To maintain, install, construct and design television broadcasting equipment in the studio in addition to monitor signals and products at the studio assuring FCC compliance. Qualifications: Associate's degree with concentration in electronics and at least one year experience in television broadcasting maintenance or an equivalent combination of education and experience. General radio/telephone operator's license required. This position requires climbing towers and lifting heavy objects. Apply to University of Vermont Employment Office, 237 Waterman Bldg., Burlington, VT 05405. Please include Social Security number when applying.
An Affirmative Action/
Equal Opportunity Employer

Help Wanted News

TV NEWS DIRECTOR

Top rated Florid Med. Mkt. Affiliate. Major Mkt. Salary & Benefits. Experience essential. EOE. Resumes in confidence to:
Box V-43.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR

Top 70 midwest network TV affiliate seeks outgoing, dynamic individual who's ready to reshape our promotion, production, and community affairs.

Responsibility for program direction and operations management gives you a major say in the on-air look of our station. This position requires managerial skills as well as extensive knowledge of commercial TV programming and operations. Excellent opportunity to move up from number-2 spot at major-market station. Send resume, compensation history to:

Box V-58
An Equal Opportunity Employer

Help Wanted Programing, Production, Others Continued

PROMOTION DIRECTOR

Top 10 market station seeks a dynamic professional with off beat concepts to administrate and motivate the promotion, publicity and advertising department. This includes all print and on-air activities. This challenge will be to build excitement about the station's new programming with the kind of style and originality that guarantees ratings. Top writing ability and familiarity with state-of-the-art graphic equipment are priorities. Candidate must have extensive on-air production experience. Health salary and bonus system available including profit sharing. Send resume and salary history and requirements to:

P.O. Box 1831, Dept. JJ
Murray Hill Station
New York, NY 10156
Equal Opportunity Employer

PROGRAM AND PROMOTION DIRECTOR

Step up to major market position as Vice President/Program and Promotion Director in one of America's most livable cities, Kansas City. Immediate opportunity for experienced independent major market Promotion Director to manage programming, news, public affairs and promotion department with Kansas City's fastest growing television station. Send resume to: Steve Friedheim, General Manager, KZKC-TV, 2111 Blue Summit Drive, Kansas City, MO 64126. No phone calls please.



FIELD PRODUCER—Someone who can handle both long magazine features and short stories, who can deliver quantity and quality. News or magazine producing/reporting background, excellent writing/production/storytelling skills. Strong on-camera presence helpful. Resume and tape to: **Producer, PM Magazine Utah**, 2185 South 3600 West, Salt Lake City, UT 84119.
(NO PHONE CALLS)

ALLIED FIELDS Help Wanted Management

PLAY ON THE FIRST TEAM

One of America's leading media investment banking and brokerage firms is searching for a seasoned professional with a powerful track record in the media brokerage field to join our Washington, DC office. Candidates for this position must be able to work in a teamwork environment. A financial background and a well rounded knowledge of television and radio are important.

If you are looking for a career opportunity with a high growth company, detailed resume with earnings history and references should be sent in confidence to:

Chairman
Communications Equity Associates
851 Lincoln Center
5401 West Kennedy Boulevard
Tampa, Florida 33609



COMMUNICATIONS
EQUITY
ASSOCIATES

Employment Services

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!

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

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For Broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

EXPERIENCED JOURNALIST

Wanted by national journalism organization to help business, non-profit organizations and others understand the news process. Reply Box V-45.

For Sale Stations Continued

KLB RESEARCH DEPARTMENT

Research BC applications: AM, FM, TV, common carrier, FCC press releases, public notices, decisions (especially upcoming Dkt. 80-90 FM allotments). Able to give you information on same day delivery with KLB Facsimile Network.

Moses Vincent, Jr.
KLB Research Dept.
1275 K St., NW, Ste. 900
Washington, DC 20005
202-298-2030; 202-371-1914

Hogan - Feldmann, Inc.
 MEDIA BROKERS • CONSULTANTS
 P.O. Box 116
 Encino, California 91126
 Area Code (818) 980-3201

**BROADCAST BROKERS
 REGIONAL OFFICE OPPORTUNITIES**

One of the nation's leading media brokerage and investment firms will be expanding its regional offices and seeks highly motivated professionals to join firm as associate brokers. The right person should be prepared to be self-supporting for 6 months to 1 year. Working knowledge of broadcast industry and reputation for integrity are musts. Send confidential resume to: Ronald J. Ninowski, President, Gammon & Ninowski Media Investments, Inc., 1925 K Street, N.W., Suite 306, Washington, D.C. 20006. No phone inquiries.



GAMMON & NINOWSKI
 MEDIA INVESTMENTS, INC.

**NOTICE OF TIME AND PLACE
 OF PUBLIC SALE OF COLLATERAL**

Notice is hereby given by the undersigned that a public sale of the tools described below will be held at 10:00 AM, on November 18, 1985 at 330 South Catalina Street, Room 256, Burbank, California. The goods to be sold at public auction are described as follows.

One fully-equipped Outside Broadcast Vehicle consisting of a 1981 Peterbilt tractor, a 1982 Gerstlenslager trailer, 6 RCA TK-47 Triax Color Cameras, 4 Sony BVH-2000/02 1" Recorders, a RCA TH-50 Portable 1" Recorder, monitors, audio and video editing systems, and related equipment, cables and supplies.

The goods and an inventory of the equipment in the vehicle will be available for inspection 30 minutes before the sale is held. This sale is held to enforce the rights of RCA Corporation, Broadcast Systems Division, P.O. Box 900, Gibbsboro, New Jersey as secured party under a security agreement executed by Quality Video, Inc., 6401 Shawnee Place, Las Vegas, Nevada 89107 as debtor, on file with the Secretaries of State of Nevada (Filing No. 82-07595) and Oregon (Filing No. H24206). Terms of the sale are cash on confirmation of sale.

Dated November 11, 1985. Joseph L. Golden, Swerdlow, Miller, Seal & Swerdlow, 9601 Wilshire Blvd., Suite 544, Beverly Hills, CA 90210. 213-274-8075.

**OKLAHOMA CITY
 FULL-POWER
 UHF TV
 LOW PRICE
 EXCELLENT TERMS
 FINANCIALLY
 QUALIFIED
 PRINCIPALS ONLY**

**Bill Kitchen
 (404)324-1271**



**Quality Media
 Corporation**



R.A. Marshall & Co.
 Media Investment Analysts & Brokers
 Bob Marshall, President

Midwest AM/FM combo located in small affluent market with exceptional recreational facilities. \$550,000 with terms available. Ideal for the owner/operator who has the management skills to capitalize on underdeveloped potential.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

- LPTV-CP in Ft. Pierce, Florida. \$35,000.
 - AM/FM within 50 miles of Nashville. \$350,000.
 - FM within 30 miles of San Antonio. \$290,000.
 - FM in Puerto Rico. \$590,000.
- Business Broker Associates
 615-756-7635 24 hours.**

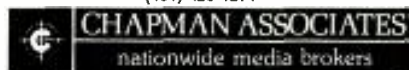
**CHICAGO SCA
 NOW AVAILABLE
 CLASS B FM STATION
 CALL: DAN LEE,
 312-777-1700**

CLASS A FM, NY STATE

Border station, near Adirondacks, 1,000 Islands last channel in market. You provide most equipment; priced accordingly. Contact Jimmy Arvidson, Payson Hall, St. Lawrence University, Canton, NY 13617. 315-379-5356.

NY STATE RESORT AREA

FM-network affiliate
 Attractively priced.
 Asking \$750,000 on terms.
 Contact Ron Hickman
 (401) 423-1271



**FLORIDA
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Florida's Panhandle, priced for quick sale.
 804-547-9424.

FLORIDA fulltime AM \$650,000 with realty. Terms.
 Fla. Maj. Mkt. AM-CP \$175,000 plus realty.
 Other Florida stations available.
 TENNESSEE fulltime AM \$400,000 plus realty. Terms.
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BECKERMAN ASSOCIATES, INC.
MEDIA BROKERS. (305) 485-3747 any time.

PACIFIC NORTHWEST COMBO

Fulltime AM & 100KW FM in top growth market. Other area stations are grossing \$840K with far poorer signals. We are underperforming, so here's your chance to build value quickly. All new facilities. \$1,200,000.00 Reply to Box V-28.

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 P.O. Box 36
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 816-259-2544

Location	Size	Type	Price	Terms	Contact	Phone
TX	Sub	AM	\$3200K	Terms	Bill Whitley	(214) 680-2807
AR	Met	FM	\$2500K	Cash	Bill Whitley	(214) 680-2807
ME	Sm	AM/FM	\$1400K	Cash	Ron Hickman	(401) 423-1271
FL	Sm	FM	\$750K	Cash	Bill Cate	(404) 458-9226
AL	Sm	AM/FM	\$650K	\$150K	Ernie Pearce	(404) 458-9226
NB	Sm	FM	\$500K	\$100K	Bill Lytle	(816) 941-3733
IA	Sm	FM	\$385K	\$65K	Bill Lytle	(816) 941-3733
NC	Sm	AM	\$300K	\$75K	Mitt Younts	(202) 822-8913
AZ	Sm	AM/FM	\$245K	\$47.5K	Greg Merrill	(801) 753-8090
TX	Sm	AM	\$235K	\$90K	Bill Whitley	(214) 680-2807

For information on these properties, please contact the Associate shown. For information on 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.



BOB KIMEL'S NEW ENGLAND MEDIA, INC.

RESORT AREA AM/FM

Attractive market located on interstate highway. Owned real estate. Good equipment. Good sales growth '82, '83, '84. Internal problems make this property available now at a most attractive price--\$950,000.

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GEORGE WILDEY 207-947-6083 (ME)
MIKE RICE 203-423-1767 (CT)

FULLTIME AM

radio station. Profitable, valuable real estate. 30,000 pop. Upper Midwest, Terms. P.O. Box 395, Oskaloosa, IA 52577.

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

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San Francisco, CA 94104
415 434-1750

East Coast

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New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

THREE SOUTH TEXAS RADIO STATIONS

One AM-FM combo--one a stand alone FM. The price of each is certainly right--you will be pleased with the market--the opportunity is NOW--don't delay--call today.

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PRW & Associates
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OR
Box 1155
Abingdon, VA 24210

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MID-ATLANTIC COLLEGE TOWN

Excellent broadcast opportunity!

Class B FM

\$1.75 million with 1/3 down

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Good Terms Available
To Qualified Buyer



Brian Cobb E.L. Corky Cartwright
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UNIQUE

Only commercial television station licensed to medium-sized market in NE with city-grade signal over adjacent Top Ten market. Independent UHF with programming in place. Owned by non-broadcasters. Valuable real estate included. Price negotiable. For more information, call Milton Q. Ford & Associates at 901/767-7980.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday, Thursday, November 28, the deadline for classified advertising for the Dec 2 issue will be Noon, EST, Thursday, November 21.

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. Check, or money order only. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy--all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other 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 per inch, Situations Wanted (personal ads): \$50 per inch. All other classifications: \$100 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

Richard Gilbert, president and chief operating officer, Register and Tribune Co., Des Moines, Iowa, joins Park Communications,



Gilbert



Park

as president and chief operating officer. **Roy Park**, who has served as broadcasting and newspaper company's chief executive officer and chief operating officer since its founding in 1962, will continue as chairman and chief executive officer. Gilbert, who joined Des Moines Register and Tribune in 1975, was named president of its broadcast group, comprising three television stations and four radios, in 1981. He became acting president and COO in 1984, and president and COO earlier this year. Park Communications operates seven AM's, seven FM's and seven TV's, has recently agreed to purchase WPAT-AM-FM New York from Capital Cities, and publishes 81 newspapers.

William Murdoch, VP, station manager and general sales manager, KSL-TV Salt Lake City, named VP and general manager. **Thomas Glade**, station manager and general sales manager, KSL(AM) Salt Lake City, named VP and general manager.

Joe Haight, manager of Daniels & Associates cable system in Gainesville, Ga., joins co-owned Asheville, N.C., system in same capacity.

L.K. Abbott, director of Asian affairs and special projects, Bonneville International, Salt Lake City, named executive assistant to president.

Hal Edwards, station manager, Bahakal Communications' WBAK-TV Terre Haute, Ind., joins co-owned WBBJ-TV Jackson, Tenn., as general manager.

Dick Ward, air personality, WREN(AM) Topeka, Kan., named operations manager.

Jerry Shaw, assistant controller, Warner Amex Cable Communications, New York, joins Cablevision, Woodbury, N.Y., as corporate controller.

Edward Schor, senior attorney, Viacom, New York, named counsel, broadcasting, Viacom.

Maryanne Supliski, from Peat, Marwick, Mitchell, New York, joins Marcus Communications, Greenwich, Conn., cable MSO, as controller.

Garrett Lovio, business manager, WQRS-FM

Detroit, joins WNIC-AM-FM there as controller.

Gregory Poland, from accounting firm of Murray, Jonson, White & Associates, Washington, joins WGMS-AM-FM there as controller.

William Thomas, marketing director, Sunshine Group Broadcasting, Portland, Me., joins WBAZ(FM) Southold, N.Y., as general manager.

Lana Malone, from Touche Ross & Co., Oklahoma City, joins KOKH-TV there as controller.

Ellen Daley, customer service representative, Lowell (Mass.) Cable TV, named office manager.

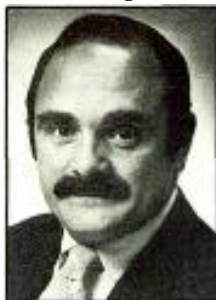
Marketing

Elizabeth Fitterman, group creative director, SSC&B:Lintas USA, New York, named senior VP. **Donald Gill**, creative director, Young & Rubicam, New York, joins SSC&B:Lintas USA as senior VP, executive creative director. **Lynn Giordano**, executive creative director, SSC&B:Lintas, named executive VP.

Bob Cox, director of creative services, Needham Harper Worldwide, New York, named head of new unit to create advertising for new



Cox



Vanderwarker

accounts. **Tony Vanderwarker**, senior VP, group creative director, Needham Harper, Chicago, named director of creative services, New York, succeeding Cox.

Account supervisors named VP's, Young & Rubicam, New York: **Mary Ellen Kenny**, **Patrick Knisely**, **Susan Vary** and **Marcia Wasser**.

Elliott Manketo, senior VP, creative director, Cochrane Chase, Livingston, Newport Beach, R.I., joins BDA/BBDO, Atlanta, as senior VP, creative director.

Peeter Muhlberg, senior VP, Gordon & Shortt, Birmingham, Mich., joins R.J. Baker Advertising, Troy, Mich., as VP, account supervisor.

David Southern, account executive, Needham Harper Worldwide, Chicago, named account supervisor.

Lawrence Gallus, controller, Cunningham & Walsh, New York, named VP.

Anthony Basche, senior VP, director of marketing, BBDO, Chicago, joins BBDO International subsidiary, Tracy-Locke, Denver, as senior VP, director of account management.

Vince DiGiacomo, associate creative director, D'Arcy Masius Benton & Bowles, Chicago, named VP.

Named VP's, Young & Rubicam, New York: **Jerry Roach**, senior art director; **Carla Gambescia**, account supervisor, and **Gary Chalus**, assistant director, research services.

Senior VP's named group senior VP's, Doyle Dane Bernbach, New York: **Joseph Dell'Aquila**, **Stephen Kutler** and **Gordon Sleeper**.

Appointments, Griffin Bacal, New York: **Gordon Hunt**, management supervisor, J. Walter Thompson, New York, to VP, management supervisor; **Loraine Miller**, account supervisor, Benton & Bowles, New York, to account supervisor; **Jonathan Breiter**, VP, marketing, Steve's Ice Cream, New York, to account supervisor; **Caroline Moore**, account executive, Ketchum Communications, New York, to same capacity, and **Ilene Chugerman**, from Leber Katz Partners, New York, to account executive.

Len Galane, VP, associate creative director, Backer & Spielvogel, New York, joins McCann-Erickson, San Francisco, as associate creative director.

Appointments, Katz Independent Television: **Dennis Taylor**, account executive, Cleveland, to sales manager there; **Chuck Verell**, VP and general manager, WXNE-TV Boston, to sales manager, Boston; **Amy Dorel** and **Paul Wilson**, members of sales training program, New York, to account executives there. **Gina Richardson**, from Adanswers Media Programming, St. Louis, joins Katz Continental Television there as member of sales staff. **Joan Marie Stoy**, from Sports Media Sales, Chicago, joins Katz American Television, Chicago, as member of sales staff, and **Evan Messinger**, regional sales manager, Cableview Publications, New York, joins Katz Radio as member of sales staff.

Cindy Weddle, broadcast production coordinator, Rives Smith Baldwin & Carlberg, Houston, joins Taylor Brown & Barnhill there as associate producer.

Andrew Capone, account executive, MMT Sales, New York, named director of sales training, employe development.

Chris Wilhelm, account supervisor, Ogilvy & Mather, San Francisco, joins McCann-Erickson, San Francisco, as account supervisor.

Joan Gerberding, VP, sales, Nassau Broadcasting, Trenton, N.J., named corporate VP.

Fritz Mills, general manager, WSMH-TV Flint, Mich., joins WCAV-TV Nashville as director of sales.

Jamie Maskell, account executive, Birch Radio, Los Angeles, joins KABC(AM) there as director of research.

Tina Myrick, general sales manager, WCAO(AM)-WXYV(FM) Baltimore, joins WBAL(AM) there in same capacity.

Douglas Neatrou, station manager,

WNZT(AM) Columbia, Pa., joins WAHT(AM) Lebanon, Pa., as sales manager.

Tim Couch, account executive, KOKI-TV Tulsa, Okla., named sales manager. **Ray Grimes**, account executive, KVOO(AM) Tulsa, joins KOKI-TV in same capacity.

Judy Weber, account executive, WRKR-AM-FM Milwaukee, named local sales manager.

Gregg Tarr, graphic artist, Tri-State Advertising, Warsaw, Ind., joins WANE-TV Fort Wayne, Ind., as art director.

Russell Heaton, director of co-op development and sales development manager, KUTV(TV) Salt Lake City, named local sales manager.

Patrick Nehin, independent producer and consultant, joins WKBW-TV Buffalo, N.Y., as commercial producer.

Gail Posey, from Houston Association of Credit Management, joins KESQ-TV Palm Springs, Calif., as marketing consultant.

John Bartell, account executive, KDVR-TV Denver, joins KMGH-TV there in same capacity.

Programming

Ed Weinberger, independent writer-producer, joins Carson Productions, Los Angeles, as president, succeeding **John McMahon**, who resigns to become independent producer.

Michael Zucker, VP, television marketing, Lorimar, Los Angeles, joins Embassy Telecommunications there as VP, marketing.

Appointments, Walt Disney Pictures: **John Reagan**, VP, business and legal affairs, Paramount Pictures Video Division, New York, to VP, business affairs, television division there; **Larry Frankenbach**, Midwestern division manager, Group W Productions, Chicago, to VP, Midwest division manager, domestic television division there, and **John Gavin Huncke**, from Telepictures Corp., Los Angeles, to VP, business affairs, television division there.



Sanden

Barbara Bellafiore Sanden, from *Fortune Magazine*, New York, joins Showtime/The Movie Channel there as VP, sales strategy.

Michael Eskridge, division VP and general manager, home information systems, RCA, New York, named executive VP, Olympics, for NBC

there. He will coordinate network's coverage of 1988 summer Olympic games in Seoul, Korea.

Richard Goldstein, VP and director, affiliate relations, CBS-TV, New York, named VP, marketing, CBS Sports.

Marvin Katz, VP, business affairs and merchandising, Aaron Spelling Productions, Los Angeles, joins Hanna Barbera Productions there as VP, business affairs.

Ken Page, president, worldwide distribution, Lorimar Inc., Culver City, Calif., resigns ef-



Salute. Stanley G. Mouse, senior vice president, Cox Broadcasting, and general manager of WHIO-TV Dayton, Ohio, was saluted by fellow Fifth Estaters at party celebrating 40 years of service to industry. Shown above (l-r): Scott Michels, VP, affiliate relations, CBS; Alfred Masini, president, general manager, TeleRep; Mouse, and Neil Pugh, VP, station manager, WHIO-TV.

fective Dec. 31 as result of management reorganization following merger with Telepictures Inc. Page's duties will be assumed by **Michael Jay Solomon**, Telepictures chairman and chief executive officer (international), and **Dick Robertson**, Telepictures executive vice president (domestic). Appointments, Lorimar: **Bob Giovannetone**, VP, to senior VP, corporate financial planning; **Mike Meltzer**, VP, corporate controller, to senior VP, group controller, and **Laura Valan**, senior manager, audit department, Peat, Marwick, Mitchell & Co., to VP, corporate controller.

Robert Goldfarb, VP, director of programming, Ogilvy & Mather, New York, joins HBO there as VP, original programming, planning and development. **Perry Schneider**, director of movie financing, HBO, New York, named VP, programming finance.

John Kendrick, corporate controller, Informatics General Corp., Woodland Hills, Calif., joins 20th Century Fox Film Corp., Los Angeles, as VP, assistant controller.

Diane Weingart, manager, affiliate marketing, USA Network, New York, named director, affiliate marketing.

Michael Lesser, dubbing manager, Satori Entertainment, New York, named director of operations.

Robert F. Davis, VP, research and sales development, MCA TV, New York, will retire at end of year. **Paulette Morrison**, member of research department, MCA TV, named research operations manager.

Harry Sherman, independent producer, joins Taft Entertainment, Los Angeles, as producer, *Hold that Dream*.

Jim Engleman, from NBC-TV Network Sales, Chicago, joins Telepictures Media there as VP, media sales.

Gary Benz, supervising producer, Access Syndication, Studio City, Calif., named VP, production.

Joseph Charles, account executive, TeleRep, New York, joins Multimedia Entertainment

there as sales manager, mid-Atlantic division. **Ami Hope Witt**, from WW Entertainment, Chicago, joins Multimedia as sales manager, Midwest division, based in Chicago.

Gregg Miller, program director at Taft-owned WTAJ-TV Philadelphia, has been named vice president of programming for all of Taft's television stations, succeeding **Lucie Salhaney**, who has been named president of Paramount Domestic Television. Miller will relocate to Taft headquarters in Cincinnati.

Kevin Murphy, music director and air personality, WSUN(AM) St. Petersburg, Fla., named program director.

Dave Fling, program operations assistant, KOKI-TV Tulsa, Okla., named program director. **Harold Driver**, engineer, KOKI-TV, named director.

Patrice Silarski, music and research director, WMJC(FM) Birmingham, Mich., named assistant program director.

Mark Poertner, promotion producer, WTTG(TV) Washington, named program operations coordinator.

Chris Dennison, from WRVA(AM) Richmond, Va., joins WQSF-FM Williamsburg, Va., as announcer and producer.

Bill Raddatz, director-cameraman, Pinnacle Productions, Spokane, Wash., named director of commercial production.

Linda Harris, co-anchor, Group W's WBZ-TV Boston, joins co-owned WJZ-TV Baltimore as co-host, *People are Talking*.

News and Public Affairs

Paul Machesky, assistant news director, KMGH-TV Denver, joins KGAN-TV Cedar Rapids, Iowa, as news director.

Richard Nelson, news director, KCRG-TV Cedar Rapids, Iowa, joins WLOS(ATV) Asheville, N.C., in same capacity.

Joe Zaspel, executive producer, special projects, KMGH-TV Denver, joins KCPQ(TV) Seat-

tle, as managing editor. **Colleen Patrick**, freelance writer, joins KCPQ as news editor.

Mike Smith, managing editor and executive producer, news, WSAV-TV Savannah, Ga., joins WATE-TV Knoxville, Tenn., as executive producer, news.

John Seidel, broadcast executive, Iowa, Nebraska and South Dakota, Associated Press, named broadcast executive, Pennsylvania, New Jersey and Delaware, based in Philadelphia.

Molly McCoy, news anchor, CNN, Atlanta, named co-anchor, morning news program, *Daybreak*.

Gail Huff, from WNEV-TV Boston, joins WNCT-TV Greenville, N.C., as co-anchor, 6 and 11 p.m. news.

Appointments, WTZA-TV Kingston, N.Y.: **John Buchin**, host-producer, to weather anchor-reporter; **Patrick Bourque**, associate producer, UA-Columbia of Westchester, New Rochelle, N.Y., to photo journalist, and **Mary Conway**, photographer-editor, WPIX(TV) New York, to photo journalist.

Geoff Dills, photographer-editor, WDVM-TV Washington, joins NBC Washington, stations division, as photographer-editor.

Nick Miller, anchor, KFVS-TV Cape Girardeau, Mo., joins WAFF-TV Huntsville, Ala., in same capacity. **Bill Stevens**, news photographer, WAKA-TV Selma, Ala., joins WAFF-TV in same capacity.

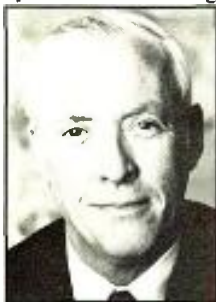
Bruce Kopp, business-labor reporter, WTHR-TV Indianapolis, named weekend anchor.

Technology

Kenji Tamiya, president and chief operating officer, Sony Corp. of America, Park Ridge, N.J., named chairman and chief executive officer as part of company wide restructuring



Tamiya



Vander Dussen

announced last Tuesday (Nov. 5). **Neil R. Vander Dussen**, president of Sony U.S. Marketing Group, will fill president and chief operating officer slot. Tamiya has been with Sony Corp. since 1962, and has been president since 1981. Vander Dussen joined from RCA Corp. in 1981 as Sony Broadcast Group president and chief executive officer.

Robert Annunziata, senior VP, Teleport Communications, New York, named president and chief operating officer, succeeding **Gerald Ely**, named chairman and chief executive officer. Teleport is partnership of Merrill Lynch Telecommunications and Western Union Communications systems.

Marilyn Altman, technical director, news and sports, NBC, New York, named technical

Hail to chief. Television and film actress **Patty Duke** was elected president of the 58,000-member Screen Actors Guild, the union announced last Tuesday (Nov. 5). The Academy Award winner succeeds **Ed Asner**, who had strongly endorsed her, for a four-year term. In a mail ballot, Duke received 10,838 votes while television actor **Ed Nelson** received 7,419 votes and other candidates a total of about 1,000. Duke's supporters won 10 of 13 open positions on SAG's 99-seat board of directors.

manager, *NBC Nightly News*.

David Anderson, president, Microwave Mobile Systems, Los Angeles-based microwave common carrier, joins Public Satellite Network, New York, as director of network operations.

Geary Morrill, technical manager, WITL-AM-FM Lansing, Mich., named director of engineering for parent, Mid West Family stations, which owns 14 radio stations in Wisconsin, Illinois and Michigan.

Promotion and PR

Mark Kress, director of advertising sales, West Coast, Westwood One Radio Networks, Culver City, Calif., named to newly created position of general manager, music marketing and promotion.

Yelena Lazovich, promotion coordinator. Te-

lepictures, Sherman Oaks, Calif., named manager, creative services.

Dewey Blanton, from Ohlmeyer Communications, New York, joins People & Properties, New York-based sports marketing and television programming company, as director of communications.

Andrew B. Scott, account executive, HWH Enterprises, New York-based public relations firm, named account supervisor, entertainment and video group.

Cynthia Miller, acting director of development and promotion manager, noncommercial WLIW(TV) Garden City, N.Y., joins WABC(AM) New York as director of advertising and creative services.

Susan O'Malley, promotion director, WTOP(AM) Washington-WTKS(FM) Bethesda, Md., joins WTTG(TV) Washington as publicity director, succeeding **Kelly Williams** ("Fates & Fortunes," Nov. 4).

Sandy Kish, from WRMR(AM)-WLTF(TV) Cleveland, joins WOIO(TV) there as public relations director.

Jane K. Ream, marketing-advertising manager, Scottsdale (Ariz.) Ranch, joins KFYI(AM) Phoenix-KKFR(FM) Glendale, Ariz., as promotion director.

Cathy Gugerty, director, news, WISN-TV Milwaukee, named writer-producer, creative services department.

Alfred Masey, air personality, WXTU(FM) Philadelphia, joins WOR(AM) New York as supervisor of technical creative production.

Sharlene Wells, former Miss America, joins

Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

- Broadcasting** Magazine
 3 years \$175 2 years \$125 1 year \$65

(International subscribers add \$20 per year)

- Broadcasting** Cablecasting Yearbook 1985

The complete guide to radio, TV, cable and satellite facts and figures—\$85 (if payment with order \$75) **Billable orders** must be accompanied by company business card or company purchase order. Off press Spring 1985.

Name _____ Payment enclosed
Company _____ Bill me
Address _____ Home? Yes No
City _____ State _____ Zip _____
Type of Business _____ Title/Position _____
Signature _____ Are you in cable TV operations Yes
(required) No

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

KSL-TV Salt Lake City as special events spokeswoman while pursuing communication degree from Brigham Young University.

Lauren Griffiths, public relations and promotion coordinator, WCVB-TV Boston, named station publicist.

Allied Fields

David Donovan, attorney-adviser, Policy and Rules Division, Mass Media Bureau, FCC, Washington, named acting legal assistant to chief of Mass Media Bureau.

Academy of Television Arts & Sciences, Los Angeles, has named seven new members of its Television Academy Hall of Fame, bringing number of honorees to 21. New inductees: entertainer **Steve Allen**; late television producer **Fred Coe**; Disney Studios founder Walt Disney; comedian Jackie Gleason; comedienne and MTM Productions co-founder **Mary Tyler Moore**; CBS President Emeritus **Frank Stanton**, and puppeteer **Burr Tillstrom**.

Jim Ewalt, director of state government relations, National Cable Television Association, Washington, joins Community Antenna Television Association there as executive VP.

Named to advisory board of department of telecommunications, Michigan State University, East Lansing, Mich.: **John Abel**, National Association of Broadcasters; **Wilson Dizard**, Center for Strategy and International Studies, Georgetown University; **Charles Engel**, MCA Pay Television; **David Fuchs**, CBS/Broadcast Group; **William James**, Capital Cities Communications; **Harry Kalajian**, Michigan Bell Telephone Co.; **Stevens McVoy**, Coaxial Communications; **William Miller**, A.C. Nielsen, and **Mark Trierweiler**, AT&T Communications.

Sportscasters **Mel Allen**, **Jack Brickhouse** and **Curt Gowdy** have been elected to American Sportscasters Association hall of fame.

Milton Maltz, chairman of board, Malrite Communications Group, Cleveland, receives State of Israel Bonds Gates of Jerusalem medal at dinner in his honor Nov. 21 in Cleveland.

Cyndi Bullock, account executive, Smith, Kaplan, Allen & Reynolds, Omaha, joins TM Communications, Dallas, as regional sales manager.

David Haddad, account representative, Xerox, Beckley, W. Va., joins West Virginia Educational Broadcasting Authority, Charleston, W. Va., as microwave utilization manager.

Warren Maurer, Group W Radio VP, AM stations, elected chairman of Call for Action, New York-based not-for-profit national information telephone service that operates as affiliate of radio and television stations throughout country.

Joe Barnes, news manager, KPIX(TV) San Francisco, leaves to form his own TV news consulting firm, Joseph Barnes & Associates, Martinez, Calif. KPIX is his first client station.

Elected officers, Missouri Public Radio Association, Kansas City, Mo.: **Joe Embser**, general manager, KSOZ(FM) Point Lookout, Mo., president; **John Monick**, station manager, WSUI(AM)-KSUI(FM) Iowa City, Iowa, VP, and



Official welcome. The National Association of Broadcasters hosted a reception for its joint board chairman, Ted Snider (at center), KARN(AM)-KKYK(FM) Little Rock, Ark., and his wife, Jane, at the International Club in Washington. (It's a biannual event for the association to honor its new joint board chairman.) Joining the Sniders was House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.).

Jeffrey Stoll, general manager, KUMR(FM) Rolla, Mo., secretary-treasurer.

Broadcast Music Inc. shareholders, during annual meeting in New York last week, named three new directors to board: **Joseph Carriere**, president, Caprock Telecasting, Roswell, N.M.; **Harold Crump**, president and general manager, Channel 2 Television Co., Houston, and **George Willoughby**, vice president, King Broadcasting Co., Seattle. Additionally, board re-elected all company officers including Edward Cramer, BMI president and chief executive officer; Theodora Zavin, senior vice president, special counsel and assistant to president, and Frances Preston, senior vice president, performing rights.

Deaths

Robert Walton, 71, retired president, Walton Broadcasting Sales Corp., Chicago broadcast rep firm, died of cancer Oct. 10 at Brentwood Nursing Home, Riverwoods, Ill. He founded firm in 1965, and before that was radio farm director of John Blair & Co., Chicago. He is survived by his wife, Margaret, one son and three daughters.



Silvers as Bilko

Phil Silvers, 73, television, stage and film comedian known best to TV audiences as fast-talking con man, Sergeant Ernie Bilko, on CBS-TV's *You'll Never Get Rich* from 1955 to 1959, died Nov. 1 at his home in Los Angeles. He had been semiretired following stroke in 1972. Born Philip Silver-smith, Silvers debuted as vaudeville singer at age 13, progressing to burlesque comic and then comedian on Broadway and in films. On

early television he was guest on number of shows, including Milton Berle's debut as regular host of *Texaco Star Theater*, and he had brief stint as host of NBC television comedy-variety show, *The Arrow Show*, in 1948-49. In 1955, Silvers got his own show (the name was changed to *The Phil Silvers Show* and later in syndication was called simply *Sergeant Bilko*), which by end of its run had established itself as ratings winner and artistic success, garnering two Emmys for Silvers and numerous others for writers, directors and for best series. In 1963-64, Silvers appeared in *The New Phil Silvers Show*, also on CBS. Since suffering stroke, he had confined himself to occasional guest appearances. He is survived by five daughters.

Ron Curtis, 47, owner and general manager, KLAZ-AM-FM Little Rock, Ark., died Sept. 25 of complications from stroke at St. Vincent's Infirmary, Little Rock. Curtis had owned station since 1975, and was owner of KWEN(FM) Tulsa, Okla., from 1977 to 1981. He began his broadcast career as air personality and account executive at KSLV(AM) Monte Vista, Colo., in 1958, and followed that with announcing and sales stints at number of stations. In 1961 he joined KDAB(AM) (now KQXI) Arvada, Colo., at age 23. He started executive search firm, Nationwide Broadcast Personnel Consultants, in Denver in 1965, moved it to Chicago as Ron Curtis & Co., and sold it in 1979. Survivors include his wife, Carla, two daughters and two sons. Daughter Ronda is operations director and acting general manager of KLAZ-AM-FM and son Todd is account executive at stations.

Wallace Stone, 78, veteran broadcaster who had most recently owned and operated KAAA(AM) Kingman, Ariz., died of stroke Oct. 28 in Kingman. Stone began his broadcasting career in 1930's at WDG(AM) Minneapolis, and managed several Midwest stations and worked for news and syndicated programming firms before purchasing KAAA. He is survived by his former wife, Louise, and daughter.

WTTW's McCarter: public TV's visionary architect

William McCarter grew up with an interest in architecture. But the interest was redirected from mortar, brick and steel to more ephemeral substances when television, rising from its infancy, caught McCarter's eye. McCarter has designed and fashioned some of the most enduring programs on the non-commercial television system.

Now president and general manager of noncommercial WTTW(TV) Chicago, he has had a major role in making that station and WETA(TV) Washington two of public broadcasting's main production centers. *Washington Week in Review*, *Soundstage*, *Sneak Previews*, *The Constitution: That Delicate Balance*, *The McLaughlin Group* and *The Paper Chase* owe part or all of their play on public television to McCarter.

McCarter was born and raised in Philadelphia and graduated from Lafayette College in Easton, Pa. After a two-year military stint, McCarter returned home. Although he had architectural ambitions, television was just coming into focus, and the new medium "mesmerized" him.

The ABC network's affiliate in Philadelphia was WFIL-TV (now WPVI-TV), then owned by Walter Annenberg's Triangle Publications (now by Capcities). McCarter applied for a "summer relief" position and was hired. He started working the same week that the station hired another beginner, Dick Clark. McCarter spent that summer working nights, sometimes climbing steel girders and stringing broadcast cables in Connie Mack Stadium while Clark lent a hand in the production booth for WFIL-TV's broadcast of Phillies baseball games. Clark eventually moved to WFIL-TV's *American Bandstand* and took a place in broadcasting history. McCarter, too, soon found himself in the middle of history, covering the Army-McCarthy Senate hearings in Washington for which ABC borrowed manpower and gear from its Philadelphia affiliate. One of the benefits of working at WFIL-TV, McCarter says, "was that it gave me an awful lot of latitude to shape many programs. I was able to, in the course of over five years, really spread myself out over an awful lot of experience which you probably could never get today."

McCarter's next move was to noncommercial WHY-FM-TV Philadelphia. Leaving a commercial station for a noncommercial operation was at odds with the conventional career planning of the time. But he thought it worth the gamble because of "the opportunity to try some new stuff... and originate for a wider audience" in both radio and TV.

Four years later he moved to National Educational Television, New York, a production company that developed public broadcasting programming. At NET he caught the eye of the then chairman of noncommer-



WILLIAM JAMES MCCARTER—president and general manager, WTTW(TV) Chicago; b. June 10, 1929; Philadelphia; BA, economics, Lafayette College, Easton, Pa., 1951; honorary doctorate, DePaul University, Chicago, 1978; first lieutenant, 45th Infantry, Korea, 1951-53; producer/director, WFIL-TV Philadelphia, 1953-58; program director, WHY-TV Philadelphia, 1958-62; program development officer, NET, New York, 1962-64; president and general manager, WETA-FM-TV Washington, 1964-71; president position since 1972; married—Linda Warner, Jan. 19, 1952; children—Julianne, Amy and Andrew.

cial WETA-TV Washington, Max Kampelman (the current arms control negotiator), and shifted employers. It was during a brainstorming session attended by Kampelman, McCarter and two Washington journalists that the prototype for *Washington Week in Review* was developed. "It was the first introduction of the cross-talk format," McCarter says, "a live eavesdropping format." The show first aired in 1967 and is PBS's longest running national news program.

Another innovation during his WETA-TV tenure was *30 Minutes With*, a weekly, in-depth interview program hosted by print journalist Elizabeth Drew. Drew recalls that McCarter was "very enthusiastic" and "terrifically supportive." Drew says the program didn't set out to make news, but often made it. The clip of Drew interviewing Watergate figure Richard Kleindienst in "All the President's Men" came from *30 Minutes With*.

Drew says of McCarter: "He understands what public broadcasting is all about" and the need for it "to stand for and be something different."

Although McCarter says he was "quite content in Washington," the prodding of WTTW Chairman Newton Minow (the former FCC chairman) took him to Chicago. Minow had met McCarter during the latter's NET days and approached him about the top position at WTTW. McCarter says the move to Chicago "was one of the best decisions I've

ever made."

"I have a very high opinion and respect for Bill," Minow says. "He is everything you could want in a person, a broadcaster and leader." One of the keys to McCarter's success, Minow says, is his "exquisite balance and judgment."

At WTTW, McCarter once again started from scratch. "WTTW was coming out of the era of educational TV and into the era of big, vibrant public television as one of the flagship operations."

WTTW has contributed *Sneak Previews*, *Soundstage* and the *McLaughlin Group* (a co-production with NBC-owned WRC-TV Washington) to the national television lexicon. WTTW is a major player in the sponsorship of political debates in local and state elections. And WTTW was the first U.S. station to convert to full-time stereo broadcasting, in August 1984. Along the way, WTTW productions have won five Peabody awards, two Ohio State awards and a duPont-Columbia award.

As can be said of other public broadcasters, solving the medium's funding problems weighs heavily on McCarter's mind. He is a strong advocate of enhanced corporate underwriting and feels if national standards could be developed and implemented, it would go a long way to helping solve public broadcasting's financial problems. WTTW was one of the 10 stations to participate in the limited advertising test in 1983. McCarter's conclusion: "There is a tolerance level for a commercial message in [public television programming] as long as it doesn't interrupt it."

A statement concerning underwriting that hit home with McCarter came from an executive of a food company that participated in the 1983 test. "Swift Foods has waited 20 years to identify its company next to programming like *Nova*," the executive said, "and you wouldn't let us in." Says McCarter: "I couldn't get over that."

Another trend McCarter sees developing is the "rebirth of national-quality local production," with many more national origination points for programming than in the past. In addition to major public television stations (WTTW has six shows in national broadcast syndication), local broadcast stations are joining a trend that McCarter says harkens back to the late 50's, when programming originated from many cities. McCarter sees all of broadcasting emerging "from a franchising era to an origination era."

McLaughlin Group host John McLaughlin says McCarter "has one of the best programming minds in the business. He is innovative and has the guts to take a chance on new concepts." Perhaps the most telling quote relates to another McCarter road-not-taken. "If Bill had been in private broadcasting," McLaughlin says, "he would be the programming head of one of the networks today."

Is WTTW another way point?

NBC and ABC are currently tied in November sweeps national averages for first eight days (Oct. 30-Nov. 6) in Arbitron numbers with 17.1/26; CBS has 16.6/25. In Nielsen, NBC has 17.3/27, ABC has 17.1/26, and CBS has 17/26.

Nielsen Television Index ratings for first three nights of last week (Nov. 4-6) give ABC average of 21.8/32, CBS 16.2/24 and NBC 16/24. ABC's ratings strength is result of first three parts of mini-series *North and South*, each running at 9-11 p.m., which scored 25.8/37 (Sunday, Nov. 3), 23.6/34 (Tuesday, Nov. 5) and 28/42 (Wednesday, Nov. 6), for average of 25.8/38. In Nielsen overnights for Thursday, Nov. 7, 12-market average gave fourth part of mini-series 24.1/35. In season to date averages, for Sept. 23-Nov. 6, NBC now has 17.8/28, CBS 16.8/26 and ABC 16.6/25.9.

Where whole broadcast service, "a national resource like **AM radio**, is apparently in deep trouble, I believe government has a responsibility to take notice and act," said **Jim McKinney, FCC Mass Media Bureau chief**, in speech to Arizona Broadcasters Association last week. McKinney also, once again, urged broadcast owners to take firm hand over operation of their newsrooms. McKinney also took poke at expression of interest by Don Hewitt, executive producer of CBS's *60 Minutes*, in buying network's news operation (BROADCASTING, Oct. 28). "The reporters went to management and suggested that they, the reporters, buy the news department," McKinney said. "What arrogance. Can you imagine Katharine Graham selling off the *Washington Post* newsroom to Woodward and Bernstein?"

FCC is scheduled to address **Rupert Murdoch's proposed \$1.5-billion acquisition of Metromedia television stations and Capital Cities Communications' proposed \$3.5-billion acquisition of ABC** at open meeting this **Thursday (Nov. 14)**. It's also scheduled to launch combined notice of inquiry/notice of proposed rulemaking on must carry. As expected, item will seek comment on pending petitions for rulemaking and on copyright implications of world without must carry.

Metrowest Corp., licensee of WWR-TV (ch. 60) Aurora (Chicago), Ill., has supplemented **petition to deny proposed sale of Metromedia's WFLD-TV Chicago to Rupert Murdoch**. In filing at FCC, Metrowest alleged that reported revelation that *Sun-Times*, Murdoch's Chicago newspaper, owns half of Chicago City News Bureau (which Metrowest identified as local wire service) makes waiver of newspaper-broadcast crossownership rule "even more unjustifiable." In another filing, Telecommunications Research and Action Center and group of other petitioners urged FCC to, among other things, designate Murdoch's application for hearing to explore whether he possessed requisite financial qualifications.



Humanitarians. First Lady Nancy Reagan and Hearst Corp. President Frank Bennack Jr. were honored by United Cerebral Palsy at UCP's humanitarian awards dinner last week at the Waldorf-Astoria in New York. Reagan received the "First Lady Humanitarian Award" while Bennack was honored as the "Humanitarian of the Year." Pictured (l-r) at the ceremony are presenters Leonard Goldenson, chairman, ABC Inc., and actress Carol Burnett, with Reagan and Bennack.

International agreement on high-definition television studio standard would not be undermined even if up to three countries continued to resist U.S.-backed HDTV proposal, said E. William Henry, chairman, Advanced Television Systems Committee, at Washington press conference Thursday (Nov. 7). According to Henry, just returned from HDTV negotiations in Geneva (BROADCASTING, Nov. 4), nations most active in reservations on Japanese-developed 1125-line, 60 hertz field rate HDTV system are France, Netherlands and West Germany, while Great Britain and Australia are also reluctant in support. Henry noted common interest of named countries—all planning MAC (multiplexed analog component) satellite systems with 50 hz field rate already in use by most current world television systems. Despite international consensus to separate HDTV studio and distribution issues, those countries are questioning fit between 60 hz production and 50 hz transmission. But Henry is "optimistic" about chances for international approval, arguing at conference along with Robert Hopkins, ATSC executive director, that clear majority of nations, including many countries with 50 hz systems, are for proposed 60 hz HDTV system.

Rupert Murdoch will be keynote speaker at Association of Independent Television Stations convention Jan. 5-9 in Los Angeles. In other INTV news last week, association officials met with representatives of Arbitron and Nielsen in New York to discuss independents' concern about "understatement of independent viewing levels in diary-based measurements." INTV President Preston Padden said meetings "went well," and that everyone agreed there is problem. He said INTV asked each rating service for "commitment to work with us in finding a solution."

Independent television broadcasters' campaign to regain must-carry protection on cable is extending to buying side of Fifth Estate. Association of Independent Television Stations **President Preston Padden is meeting** informally today (Nov. 11) with officials of **Association of National Advertisers** at its annual meeting in Boca Raton, Fla., to discuss must carry. INTV hopes advertisers, who backed independents in their fight against networks on FCC's financial interest and syndication rules, may come to their aid again.

As result of Sept. 12 **loss of Ariane rocket** carrying two satellites **Arianespace's schedule of launches has slipped, but by only two months**. Launch of French and Swedish satellites aboard Ariane rocket, originally slated for this Friday (Nov. 15), has been postponed to Jan. 11, 1986, and that of GTE Spacenet's GSTAR II and Brazilian communications satellite on Ariane 3 rocket, which had been set mid-December, has been moved to Feb. 14, 1986.

Violence on prime time television has changed little since last year although fewer are watching those shows, according to report by **National Coalition on Television Violence**. NCTA said there are 13.3 acts of violence on average hour of prime time television and 61% of all TV viewing hours "feature themes of violence and hostility." Most violent prime time program, NCTV said, is ABC's *Lady Blue* (averaging 50 acts of violence per hour), followed by *A-Team*, *Hunter* and *Miami Vice*, all NBC programs. Average American will watch 10-15 hours of violent programming each week, and at current rates, average child will see more than 200,000 acts of violence on TV by age 16 (including 50,000 attempted murders and 10,000 murders), NCTV said.

National Captioning Institute introduced at Washington press conference last week **second-generation closed captioning adaptor**. Developed by NCI, new unit, TeleCaption II, will retail for \$199, \$80 less than original unit. Adaptors allow users to receive and display NCI closed captions now telecast by all broadcast networks and some cable services. According to NCI, broadcast networks alone now air more than 90 hours of programming each week with captions, including ABC's entire fall prime time schedule. New unit which looks like videocassette recorder, features remote control and all-band tuning for greater cable compatibility. NCI hopes that

introduction of unit will spur sales of adaptors. To date, around 100,000 have been sold, mostly by Sears.

About **1,000 CBS employees** have so far **responded to company's early retirement offer**, said company spokesperson last week, with "a little under 30%" opting in favor of plan. Spokesperson said company projected that between 25% and 30% of 2,000 eligible employes would retire early. Company is expecting deluge of last-minute responses today (Nov. 11), deadline for taking advantage of offer. As of late Friday afternoon (Nov. 8), deadline had not been extended. Meanwhile, CBS Records last Friday sent layoff notices to 40 administrative and support staffers. Division employes more than 900 people. No layoffs were reported last week in Broadcast Group or were believed to be imminent. However, if early retirement program doesn't draw projected 25%-30% of those eligible, more layoffs may be result, but such decisions, network sources stressed last week, will be made on department-by-department basis.

Major market general managership will open with acquisition of WKBW-TV Buffalo, N.Y., by Queen City Broadcasting Inc. from Capcities Communications. **Phil Beuth**, now president and general manager of station, has opted to remain with Capcities. Search for new GM is being undertaken by **Marv Shapiro**, former broadcast executive at Group W now affiliated with New York communications investment banking firm of Veronis, Suhler & Associates (company that put Queen City together and structured acquisition financing).

Art Dwyer, vice president, marketing and programing, **Cox Cable**, has become second top executive to resign from fourth largest MSO in last two months. David Van Valkenburg, president, was first. Cox offered no explanation for latest resignation. But Dwyer, reached at home, said his decision stemmed from Cox's management decentralization plan. Plan, which should be fully implemented by early next year, turns executives in Atlanta headquarters into "consultants" advising managers at systems, he said. "That's not the role I'm interested in playing." He said he also wanted chance to explore other opportunities, including system ownership. Cox named **Ajit Dalvi**, vice president, marketing, planning and development, to succeed Dwyer.



The eyes not only of Texas but of the nation at large are expected to be on TV screens next March when **The Texas 150th Birthday Celebration** is broadcast on an ad hoc network created by SFM Entertainment, New York, and produced by Sesquicentennial Television Productions, Dallas. The three-hour, prime time entertainment special, to be produced by Emmy-winner Joseph Cates, will feature only native Texas talent, whose numbers are "extraordinary," according to Stan Moger, president of SFM. Pictured in Austin during a planning meeting: (r to l) Texas Governor Mark White; George Bristol, president of GLB Inc. (production company); Neal Spelce, chairman of Neal Spelce Communications; Cecelia Old of the Capitol Committee; Moger, and Roy Graham, architect of the Texas capitol.

Viacom interests: stock offer, MGM. *Viacom International Inc. filed a registration statement with the Securities and Exchange Commission last week in which it laid out plans for an offering of 2.5 million shares of common stock. The company disclosed in the registration statement that it was negotiating with Turner Broadcasting System to possibly acquire 50% of one or more of the assets of MGM/UA should Turner's deal to acquire the production company go through. The assets under negotiation include, said Viacom, the MGM film studio in Culver City, Calif., and "certain distribution rights" to those films, including television, cable and home video. MGM/UA has subsidiary syndication and home video operations that would be owned jointly by those two companies after the sale of MGM to Turner. (United Artists is being sold back to financier Kirk Kerkorian.) Estimates by Wall Street analysts on the value of a half-interest in those assets range between \$200 million and \$300 million. Officials involved hope to close the TBS-MGM deal next month if TBS can seal the necessary financing. Spinning off part of MGM's assets would help in reaching that goal and TBS has confirmed in earlier reports that it may sell some of its currently-owned assets, most notably an interest in CNN. Observers last week were wondering if Turner's intention to spin off some of the MGM assets might preclude the necessity of selling an interest in CNN. At deadline, there was no new information available on the progress of talks between NBC and TBS concerning the sale of CNN.*

The stock market responded favorably to Viacom's registration filing, submitted last Wednesday (Nov. 6). At the close of trading the following day, the company's stock, traded on the New York exchange, was up 1 1/2% to 52 1/2% on volume of almost 100,000 shares. Currently, the company has more than 12.8 million shares of outstanding common stock. A press release issued last week said the proceeds of the offering would be used to repay a portion of the debt incurred to acquire the 50% interest in Showtime/The Movie Channel Inc. that Viacom doesn't already own as well as the two-thirds of MTV Networks Inc. it is acquiring from Warner Communications and American Express. (Viacom also intends to acquire the remaining one-third of MTVN that is publicly held.)

Viacom also is part of a consortium of companies that has expressed interest in acquiring the Group W Cable properties, which are on the block and valued at about \$2 billion. It said that if both the TBS and Group W talks came to fruition, it would need financing in addition to the \$1.025 billion line of credit it secured two weeks ago (see page 84). Some analysts have said privately that Viacom, not being a cash rich company, surprised them in emerging as the top negotiator with TBS for a piece of MGM. On the other hand, they say, the increased debt would make the company a less attractive takeover candidate.

Vince Gardino, executive vice president/chief operating officer, **Selcom Radio**, New York, **resigned** last week to become general sales manager for **WOR(AM) New York**. Bill McHale, senior vice president, Selcom Radio, will assume Gardino's position.

Gene P. Mater, most recently vice president for administration and policy of CBS/Broadcast Group Worldwide Enterprises, has announced he will accept **early retirement**. Farewell message to company from broadcast group president, Gene Jankowski, credited Mater with central role in formulation of policies and handling of issues during 15 years with company. Before becoming principal troubleshooter on CBG staff he had newspaper career, worked for Radio Free Europe from 1959 to 1970. It's anticipated that **he will continue in communications policy role** with another Fifth Estate organization.



Editorials

King of the mountain

In a business as volatile as television network programming, no network stays at the top, although CBS stayed there longer than its two competitors after television networking got going. It is now NBC's turn, and NBC may be there a while.

The schedule that NBC has fashioned for 1985-86 is delivering both the gross rating points and demographics that are easy to sell or, it should be said in a fourth quarter when buyers are skittish, easier to sell than the competitors' figures. Absent upheavals on an unprecedented scale, this will be NBC's season.

So could be the 1986-87 and seasons beyond that. It took NBC several years to build the schedule now on its air. It will take competitors a while to reshape their schedules, and the process is made no easier at either domain by corporate dislocations: CBS's recapitalization in defense against takeovers, the inevitable deceleration of the ABC pulse beat while the company awaits delivery to Capcities.

Personalities must not be overlooked. Brandon Tartikoff, the whiz kid of NBC programming, is much in the news while Grant Tinker, his boss, continues his remarkable job of remaking a company. If Leo Durocher were alive today, he'd take it back.

Rerun

Anyone whose memory of the Washington regulatory scene goes back to the early 1960's has begun to think that this is where he came in as broadcasters and a well-meaning FCC look for ways to rescue AM radio.

Not that AM is without need of rescue. The extensive article beginning on page 35 of this issue of BROADCASTING presents the dilemma that the AM service faces in the migration of its audience to FM.

But radio is in need of more sophisticated rescue measures than some that are currently proposed and some that were proposed back in 1962 when radio broadcasters asked the FCC to adopt economic and engineering standards that would reduce what they said was raging and destructive competition.

Nothing much came of the broadcasters' request for relief, mainly because the fortunes of most radio broadcasters began improving as the shock of television competition wore off and radio found ways to do its own business. Such suggestions as had been made to refine and tighten engineering standards that would put cleaner signals on a less congested air were overpowered by the engineering inventiveness that kept finding room for more radio stations.

When the broadcasters cried for government help in 1962, there were 3,707 AM stations on the air and 981 FM's. The comparable figures today are 4,969 and 4,257.

Remarks appearing on this page in the magazine's issue of April 9, 1962, questioned the advisability of a request for economic protection which, it was noted, would only lead to FCC regulation of the business practices of licensees. But a review of engineering standards was suggested. "What is needed is a basic restudy of radio allocations," it was said, "and the setting of standards to bring some degree of order to a system that now contains a fair degree of disorder." During the preceding decade, it was said, "many stations have been squeezed in at the cost of signal interference. Reception in many of the densely populated areas of the country is degraded."

The reception that this page then had in mind was that of AM

since nobody was paying much attention to FM yet, and those remarks were recalled the other night when cacophony intruded in an AM channel to which the remarker was listening during evening drive time while still in the downtown traffic crush. When it was evident that the AM was gone for the night, the radio was switched to FM. Happens all the time.

The broadcasters are back at the FCC with proposals for AM relief. This time perhaps both sides will concentrate their attention on ways to clean up AM technology and thus reduce the overwhelming advantages of FM. If they become distracted by economic cures, as, for example, a formula to waive duopoly rules so that two AM's in a market could be run by a broadcaster found faltering on one, they will be asking once again for trouble they have so far been lucky to avoid.

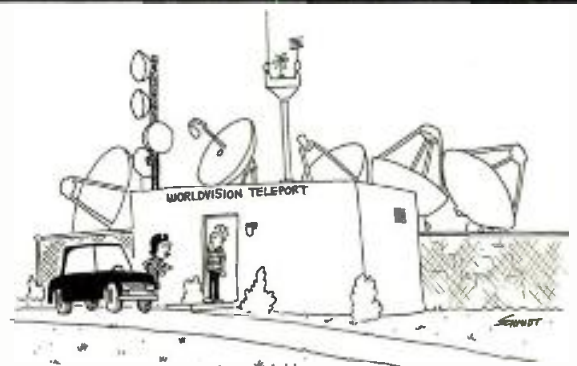
"The minute they begin talking [to the FCC] about economic methods of reducing competition," this page said of the broadcasters in 1962, "they might as well also talk about the profit ceilings they are willing to accept." Events since then have provided no reason to withdraw that observation.

See no evil

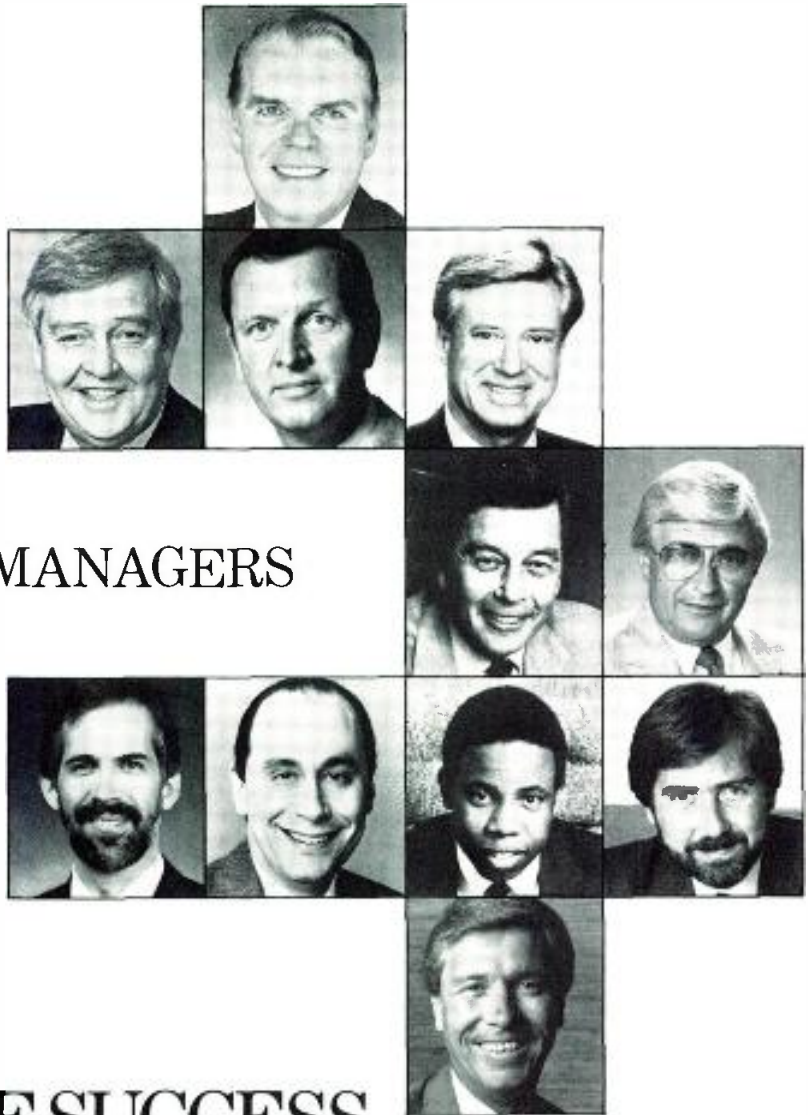
The news from South Africa last week was unsettling but, sadly, not unexpected. South Africa is a government acting out of fear, both of its own people and of world reaction to its racial policies. Its decision to ban radio, television and photographic coverage of civil unrest unless—yes, that's what they said—prior police permission is obtained, fat chance, is borne of, and embodies that fear, as does the going rate for being caught without a muzzle: up to 10 years in prison and a fine of up to \$50,000.

The ban is in the regrettable tradition of troubled governments mistakenly believing that their troubles will disappear if somehow kept out of sight. It will only emphasize to the outside world the insecurity at the seat of South African power.

U.S. news organizations, which rightly condemned the South African government's action in formal protests, are not necessarily hamstrung by the edict, although they are bound, to varying degrees, by their own codes of journalistic conduct that correspondents must abide by the laws of foreign governments. Out of sight is by no means out of mind. The new restrictions will challenge broadcasters to find ways of showing and telling what they are forbidden to show and tell firsthand, so that despite the government-issue blinders, the world still gets the picture.



Drawn for BROADCASTING by Jack Schmidt
 "What do you mean—you couldn't get a line to tell me you'd be late getting home."



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Second Row (Left to Right)

JOE KELLY, WROR FM, Boston

DICK RAKOVAN, WFYR FM, Chicago

DOUG DONOHO, WAXY FM, Ft. Lauderdale

Third Row

PAT NORMAN, KRTH FM, Los Angeles

RON THOMPSON, KHJ AM, Los Angeles

Fourth Row

CHRIS KARB, WHBQ AM, Memphis

LEE SIMONSON, WOR AM, New York

BARRY MAYO, WRKS FM, New York

JIM SMITH, KFRC AM, San Francisco

Fifth Row

MIKE FERREL, WGMS AM/FM, Washington



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