

Broadcasting Feb 24

KS95-FM **THE TWIN CITIES** **#1 STATION** **IN EVERY MAJOR** **DAYPART* & DEMO**!**

*MON-FRI, 6A-7P (AVG.)
RTG.)

**ADULTS 18-34, 18-44, 18-49, 18-54,
25-34, 25-44, 25-49, 25-54

**IN MULTI-DAYPART RANK REPORT, KSTP-FM IS
#1 IN 204 PLACES. #2 WCCO-AM IS ON TOP
IN 68 PLACES. AND VIKINGS FOOTBALL
ON KS95 SPEAKS FOR ITSELF.**

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 CHRISTAL RADIO. OUR AUDIENCE

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THEY HEAR YOUR MESSAGE.



SOURCE: Arbitron, Fall 1985. ***Arbitron 12+ METRO SHARES 6A/12M, MON/SUN, 1979-1985

53th Year 1986
Cable makes an offer
on must carry
MCA buys WOR-TV
NRBA's decision

36112
AUL-SAS
ROOM 122
BLOC 1405
MAXWELL
T2354 ILK NOV/86
AL 36112

Why KKDA chooses to use the best:

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“At K-104 FM in Dallas our ratings have improved tremendously since we started working with The Research Group three years ago. Then, we had a pretty decent 12+ share in the 5s—but we really weren't growing and we were 'neck and neck' with our format competitor.

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The Research Group is more than good researchers—they're strategists who know how to *win*.”

Michael Spears
Vice President
of Programming
KKDA-FM

Chuck Smith
Station Manager
KKDA-FM



*Fall 1985 Arbitron, AQH Share, M-S, 6A-12M, MSA

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Fifty-five stations programmed "Divorce Court" in early fringe during the November 1985 sweeps and experienced significant audience growth over other programs scheduled in the same period a year ago.

DMA HH Rating	+ 22%	Women 25-54	+ 39%
Total Households	+ 25%	Men 18 +	+ 36%
Women 18 +	+ 43%	Men 18-49	+ 13%
Women 18-49	+ 29%	Men 25-54	+ 32%

A Blair Entertainment production
in association with Storer Programs Inc.



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SOURCE: Nielsen, November '85 DIVORCE COURT scheduled 3:00-6:00 p.m. vs.
November '84 non-DIVORCE COURT time period programming.

STRIKE IT RICH

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STARRING JOE GARAGIOLA

Everyone wants to strike it rich. To win and win big. Now, your chance is here. With "Strike It Rich." The new game show that's going to make you a winner.

"Strike It Rich" dazzles. It pulsates. It sizzles. And it's full of non-stop action. Every day of the week.

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For sheer excitement, continuous energy and total audience involvement, you'll strike it big with "Strike It Rich."

It's the one new show so spectacular, it makes ratings success no contest.

Call your Blair Entertainment representative to see this exciting new program.

Created and Produced by Richard S. Kline in Association with Blair Entertainment.



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Broadcasting Feb 24

MCA buys WOR-TV New York NRBA approves merger with NAB Pickup in network advertising

PICKING UP □ Network advertising is beginning to improve after down 1985. **PAGE 35.**

MERGER APPROVAL □ National Radio Broadcasters Association board agrees to merge with National Association of Broadcasters. **PAGE 35.**

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New York for \$387 million. **PAGE 41.**

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ROLLING ALONG □ Strong Thursday numbers from its regular lineup help NBC to another weekly win. **PAGE 46.**

MUSICAL STEREO □ Some CBS O&O's and CBS affiliates will carry tomorrow night's Grammy awards in stereo. **PAGE 54.**

FROM THE GROUND UP □ Lorenzo Milam, one of the industry's pioneering community broadcasters who has built his share of radio stations, is bowing out of radio after 20 years. **PAGE 57.**

COMING TO TOWN □ Some 200 state broadcasters converge on Washington for annual lobbying rounds on Capitol Hill. **PAGE 60.**

REARRANGED □ FCC reorganizes its Office of Science and Technology. **PAGE 66.**

ON FILE □ PanAmSat wants to share orbital satellite slot with another company but that request runs into objections in filings with the FCC. **PAGE 66.**

RADIO ROAD □ NBC Radio President Randy Bongarten has capitalized on his management experience in the aural medium to become the youngest head of the oldest radio network. **PAGE 95.**

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REVENGE

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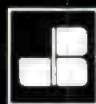
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Nothing certain

Conventional industry wisdom appears to hold that FCC, bowing to political pressure, will rubber-stamp whatever must-carry compromise cable and broadcasting industries agree on (see story page 40), despite impact such new rules may have on cable's First Amendment rights. But those telling that story may be underestimating FCC Chairman Mark Fowler's commitment to advancing First Amendment freedoms. Rubber stamp? "They better think again," Fowler told BROADCASTING last week.

Uptick

Network radio revenues for January, traditionally one of medium's softer sales months, climbed 21% over January 1985 to \$21,381,351, according to data to be released this week by Radio Network Association. (RNA relies on information collected confidentially each month from different network companies by accounting firm of Ernst & Whinney). RNA is projecting overall revenue gain of 14% for radio networks in 1986.

Horns of

Excruciating may not be too strong term to describe dilemma government faces as to whether it should file friend of court brief in Supreme Court in *Preferred* case—and if so what it should say. FCC and solicitor general's office on Friday were still exchanging drafts in effort to agree on government's position—and deadline for filing is 5 p.m. today. Feeling at commission on Friday was that government will file brief. But two sides are at odds on key question of how far to go in arguing cable television's First Amendment rights. Solicitor general, whose principal obligation is to defend government statutes, wants to avoid argument that could cause high court to declare Cable Communications Policy Act of 1984 unconstitutional. Commission wants to further its concept of free electronic (cable and broadcasting) press.

Complicating factor, if another were needed, is that Commissioner James Quello on Friday wrote Solicitor General Charles Fried indicating support for Fried's position. Quello is concerned that government's argument be consistent with Cable Act. He also wants to guard against Supreme Court issuing decision that would deny commission constitutional authority to adopt new must-carry rules—

another issue involving argument over cable's First Amendment rights. One brief to be filed today, in behalf of TCI, Time Inc. and *New York Times*, is unequivocal in its position that cable television is entitled to same First Amendment right as press.

Pay ball

Major League Baseball owners may vote to require scrambling of backhaul feeds this week (see "Satellite Footprints," page 62), but that doesn't mean home satellite owners will be deprived entirely of baseball on satellite. Partnership of Netcom and Spectacor has proposed scrambling backhaul feeds of games and packaging selected games into new channel for home dish owners and SMATV systems serving bars, restaurants, hotels and motels. When owners vote on scrambling, they'll also vote on whether to grant home satellite and SMATV rights to Netcom-Spectacor partnership. Netcom is San Francisco-based satellite transmission company; Spectacor is owner of Philadelphia Flyers of National Hockey League and Spectrum, Flyer's home arena.

Movement on HDTV

Reports reaching U. S. at week's end said Inter Union assembly of world's broadcasting associations, meeting in Prague, Czechoslovakia, produced "good recommendation" for adoption of international standard on high-definition television, based on CCIR parameters that will go before plenary meeting in Yugoslavia this May. Voting in favor of standard were five regional organizations representing North America, Asia-Pacific, Caribbean, Iberian Peninsula-South America and western hemisphere. Four regional bodies, European, Eastern bloc, African and Arabian, indicated need for further study.

More stereo muddle

In announcing availability of its new AM stereo exciter (STR-84) in fall of 1984, Kahn Communications talked of special feature: audio ports to allow for signal processing of composite stereo signals. Those ports have now become center of controversy involving FCC and Kahn. Last Friday morning, FCC official said agency had concluded that processor attached to exciter though ports was "a nontype-accepted combination of

equipment" and was preparing notice telling STR-84 owners not to attach processors to ports. But late that afternoon, same official said issuance of notice was being reconsidered. Change of heart was precipitated by phone calls to FCC from Kahn president, Leonard Kahn, who was alerted to possible type acceptance problem and public notice by reporter. "We pointed out that all systems used external processing and the Kahn exciter should not be singled out," Kahn said he told FCC. At press time last Friday evening, fate of public notice was unclear.

Seer

Companies have been wrong before when it comes to long-range strategic planning, but few have been farther off than Time Inc. In third volume of authorized history of Time Inc., "The World of Time Inc." (subtitled "the intimate history of a changing enterprise, 1960-80") authors Curtis Prendergast and Geoffrey Colvin recount Time Inc.'s reason for getting out of broadcasting in 1970. In confidential memo then executive vice president, Rhett Austell, told former Time Inc. chairman, Andrew Heiskell, and president, James Shepley: "The rate of increase in broadcast earnings has topped out and shows no sign of long-range recovery." By contrast, Austell wrote, cable was "truly revolutionary" and Time Inc. should get in "on ground floor in a big way." Time Inc. sold its five VHF affiliates in Indianapolis, Denver, San Diego, Grand Rapids, Mich., and Bakersfield, Calif., to McGraw-Hill in October 1970 for \$80.1 million.

Trucking on down

CBS decision on how to proceed with acquisition and use of Ku-band satellite newsgathering trucks is still several weeks away, but one thing is clear: Affiliate body will not accept less than 50% truck subsidy (up to certain dollar amount) being offered by NBC and ABC. That message was delivered to CBS News executives by TV affiliate board leadership at meeting in Phoenix. Network and affiliate sources said last week network is likely to go along with subsidy arrangement, though network executives rejected proposal that each affiliate buying truck be reimbursed flat \$150,000, regardless of truck's cost. CBS source said network didn't want to pay that much for trucks that may be priced at \$250,000 or lower by time of National Association of Broadcasters convention in April.



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If ya haven't signed up yet,
who ya gonna call?

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80% of the nation already cleared. Over 75 stations confirmed since NATPE.

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Chicago, Il	WFLD-TV	Greensboro-High Point, NC	WNRW-TV
Philadelphia, Pa	WTAF-TV	Little Rock, Ar	KLRT
San Francisco, Ca	KBHK-TV	Mobile, Al	WPMI-TV
Boston, Ma	WLVI-TV	Jacksonville, Fl	WAWS-TV
Detroit, Mi	WXON-TV	Fresno, Ca	KMPH-TV
Dallas-Ft. Worth, Tx	KRLD-TV	Albuquerque, NM	KNMZ-TV
Washington, DC	WTTG	Des Moines, Ia	KDSM-TV
Houston, Tx	KRIV-TV	Green Bay, Wi	WGBA-TV
Cleveland, Oh	WUAB-TV	Rochester, NY	WUHF-TV
Pittsburgh, Pa	WPGH-TV	Omaha, Ne	KPTM
Seattle, Wa	KSTW-TV	Champaign, Il	WRSP-TV
Miami, Fl	WCIX	Spokane, Wa	KSKN
Minneapolis, Mn	KMSP-TV	Lexington, Ky	WLKT-TV
Atlanta, Ga	WGNX-TV	Chattanooga, Tn	WDSI-TV
Tampa, Fl	WFTS-TV	Johnstown, Pa	WTHX
St. Louis, Mo	KPLR-TV	Tucson, Az	KMSB-TV
Denver, Co	KWGN-TV	Columbia, SC	WOLG-TV
Sacramento, Ca	KRBK-TV	Huntsville, Al	WAAY-TV
Indianapolis, In	WXIN	Las Vegas, Nv	KVVU-TV
Portland, Or	KPTV	Burlington, Vt	WVNY-TV
Hartford, Ct	WTIC-TV	Fargo, ND	KVVR-TV
Phoenix, Az	KPHO-TV	Augusta, Ga	WAGT
Kansas City, Mo	KSHB-TV	Charleston, SC	WTAT-TV
Orlando, Fl	WOFL	Fort Myers, Fl	WFTX-TV
Cincinnati, Oh	WXIX-TV	Rockford, Il	WQRF-TV
Milwaukee, Wi	WVTV	Corpus Christi, Tx	KIII
Nashville, Tn	WCAY	Wichita Falls, Tx	KJTL
Charlotte, NC	WCCB	Montgomery, Al	WAKA
New Orleans, La	WNOL-TV	Beaumont, Tx	KBMT-TV
Buffalo, NY	WNYB-TV	La Crosse, Wi	WLAX
Salt Lake City, Ut	KSTU	Terre Haute, In	WBAK-TV
Greenville-Spart., SC-Ash., NC	WHNS-TV	Macon, Ga	WMGT-TV
Raleigh, NC	WLFL-TV	Greenwood-Grnv., Ms	WABG-TV
Memphis, Tn	WMKW	Laredo, Tx	KLDO-TV
San Antonio, Tx	KRRT	Jackson, Tn	WBBJ-TV
Norfolk, Va	WTVZ-TV	Wenatchee, Wa	KCWT

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STIBUSTERS

Back on track

Over the past three years, the annual convention of the National Cable Television Association, as measured by attendance or the size of the exhibition, has gotten smaller and smaller. The fact has been a source of some embarrassment to the association and, perhaps more important, the cause of some significant revenue shortfalls.

But the word from NCTA headquarters last week was that the erosion may have been arrested. At a press briefing at NCTA headquarters in Washington, organizers of the upcoming 1986 convention in Dallas (March 15-18) said the show would have a larger exhibit in terms of square footage than last year's show in Las Vegas and would draw at least as many people and nearly as many exhibitors.

So far, said Dan Dobson, the coordinator of the exhibit, 262 companies have signed up for 160,000 square feet of exhibit space. When the doors of the exhibition open March 15, he said, at least 275 companies occupying 162,000 square feet will be there. Last year in Las Vegas, 279 companies were spread out over 150,000 square feet.

The increase in square footage is noteworthy not only because it reverses a trend, but also because the cost of exhibit space has increased. Last year, members paid \$8 per square foot, while nonmembers paid \$16. Those costs have risen to \$9.50 and \$19, respectively, this year.

Buoyed by a strong pre-registration, Barbara York, vice president, industry affairs, NCTA, predicted that attendance in Dallas "would be dead even" with last year's 13,261, "if not even more." (Prior to last year's convention NCTA predicted no decline in attendance over the previous year based on a healthy pre-registration, but, in the end, it came up more than 1,500 people short.)

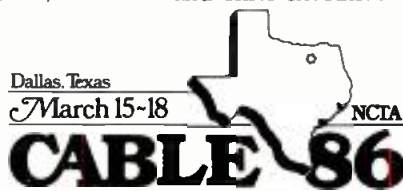
When the expenses of this year's convention are subtracted from the revenues, according to NCTA's budget, NCTA is expected to realize a profit of \$500,000. NCTA spokesman Steve Tuttle stressed that the purpose of the convention is not to make money, but to serve cable operators.

NCTA has planned an extensive program under the theme of "More Choice. More Value." According to York, organizers have scheduled two general sessions, 45 "track" sessions and 270 speakers.

The program opens Sunday morning with the first general session: speeches by NCTA President Jim Mooney; William Strange, vice president, corporate development, Sammons Communications, who is convention chairman, and House Majority Leader James C. Wright Jr. (D-Tex.) and a "roundtable discussion" on consumers' fickleness in choosing media. Taking part in the discussion will be Ed Allen, chairman of the NCTA and president of Western Communications Inc.; Bob Marbut, president and chief executive officer, Harte-Hanks Communications Inc.; Francis T. Vincent, president and

chief executive officer, entertainment business sector, Coca-Cola Co., and Nicholas J. Nicholas Jr., executive vice president-vice, Time Inc.

The other general session is on Tuesday morning. It kicks off with a speech by FCC Chairman Mark Fowler. Following the speech, Larry King, talk show host for CNN and Mutual Broadcasting System, will interview top industry executives: Michael J. Fuchs, chairman and chief executive offi-



cer, HBO; Ted Turner, president, Turner Broadcasting System; Austin Furst, chairman, Vestron Video; John Malone, president and chief executive officer, Tele-Communications Inc., and Jonathan Dolgen, senior executive vice president, 20th Century Fox Films.

The convention will serve as a forum for presenting awards. On Monday night, the National Academy of Cable Programming will present its system ACE awards in an hour-and-a-half ceremony hosted by stage and television star Florence Henderson, and on Tuesday night, NCTA will present its National Awards at a dinner-dance.

Piracy help for cable

Cable operators have won another round in their battle against signal piracy. A Florida district judge ruled that a local cable system, ATC's Orlando-based system, had just as much standing in a suit against motels and hotels stealing the signals of Home Box Office Inc., ESPN, and WTBS(TV) Atlanta as the programmers and distributors themselves. The suit, still in pre-trial stages, was filed jointly in 1984 by ATC, HBO, ESPN and Southern Satellite Systems, which distributes the signal of WTBS nationwide to cable operators. In his decision, Judge G. Kendall Sharp, of the Orlando division of the Middle District Court of Florida, enjoined 14 motels and hotels from receiving the signals distributed by the plaintiffs and said local cable companies were hurt at least as much as programmers from theft because they paid for local rights for programming and were losing potential subscribers.

A case last year went the other way. In a decision by a district court in Kansas, the presiding judge ruled that a local cable company did not have standing against those stealing signals by satellite "because the [unauthorized users] were not intercepting a transmission originated by or retransmitted by the cable company." That court ruled that the cable company had only a "collateral right" to receive signals from programmers. But in the Orlando case, Judge Sharp ruled that the ATC system had standing because it was harmed by the signal theft and the

injury would "likely be redressed by a favorable [court] decision." Not only did ATC have a personal stake in the case, Sharp ruled, but also one perhaps of greater significance than the programmers. "The harm to programming services, such as ESPN and HBO, is in part derivative, since they usually receive fees from subscribers through local distributors, such as ATC," he said. "Thus, the greatest immediate impact from unauthorized reception is on local distributors, such as ATC." Sharp also said that as local distributors, cable operators have "greater ability and incentive to enforce the prohibitions of [the federal law barring unauthorized reception of signals] than do many of the programming services." Sharp added that to deny standing to local distributors "would require each programming service to sue signal pirates in every locality, causing a multiplicity of parties and suits."

In granting the injunction, Sharp also ruled that ATC and the programmers had demonstrated a "substantial likelihood of success on the merits of their claim" that the motels and hotels named in the suit had unlawfully received cable program signals. He also enjoined those charged from destroying or concealing any records demonstrating their reception of the signals, including charges passed on to lodgers.

Country sports

The Nashville Network has announced that beginning in April it will program Sundays with a schedule consisting entirely of sports programs. The Sunday menu will feature five hours of original sports programming repeated from 9 a.m. to 1:30 a.m. *American Sports Cavalcade*, an anthology, will move from Saturday to Sunday, and three new shows will debut: *Hidden Heroes*, about car racing crews; *Mesquite Championship Rodeo*, and *Wish You Were Here*, a travelogue series. Rounding out the sports day will be existing series: *Bassmasters*, *Country Sportsman* and *Performance Plus*, the last about custom cars. TNN said it has signed sponsors for two of the new programs. The Allied Aftermarket Division, maker of automotive aftermarket products, will sponsor *Hidden Heroes*. *Wish You Were Here* will be sponsored by the Recreational Vehicle Industry Association.

Mr. Mooney goes to New York

With the bulk of system construction completed, National Cable Television Association President Jim Mooney told a sparse crowd at a New York Academy of Television Arts and Sciences luncheon last week that the cable industry has embarked on "the great age" of cable programming.

"With the near completion of our physical plant, and deregulation of rates, we're going to have both the potential audience base and the revenue stream to inject a good deal more resources into programming," Mooney said. "And we'll do it, too, because, in the

**WHAT
MOVES FASTER
AT 30
THAN AT 60?**



end, when we come down to the ultimate fact of our business, it's programming that we're selling, not transmission capacity, and if we're going to get penetration up to a point where we're taking full advantage of our capital investment in plant, we'll need more and better programming to sell."

Although cable's best programming lies ahead of it, Mooney said, today's cable programming is "pretty damn good." That's evi-



Mooney

dent from looking at the entries in the ACE Awards program and from the newspaper reviews of made-for-cable programming, he said. C-Span is "close to becoming a national institution; MTV is a national social force; CNN not only gives you the news when you want it, but frequently beats its competition for stories, [and] even the Weather Channel... has found its niche," he said.

Judging from Mooney's speech, all good things for cable stem from the Cable Communications Policy Act of 1984 or, more specifically, its provision deregulating basic cable rates at the end of this year. Without rate regulation, most observers believe cable operators' ability to run their systems will "radically improve," he said. "City councils simply will no longer be in a position to tell us what to do," he said.

Deregulation, by freeing operators to price and market services as they see fit, improves the economics of the business and allows operators to expand systems in big cities, he said. And, when that happens, he said, "we'll see the long-awaited explosion in cable advertising." Total cable advertising this year will be significantly higher than last year's total of \$750 million, he said, although probably short of the \$1 billion projected by some.

Local advertising revenues have tripled over the last three years, Mooney said. "This trend will accelerate as we finish wiring the remaining big cities, and I think in the relatively near future will have a major impact on the economics of our business."

Mooney also touched upon NCTA's ongoing effort to accommodate broadcasters upset by the elimination of the FCC's must-carry rules last summer, but had no news to report. "Notwithstanding the somewhat abstract manner in which the issue has been discussed in public, the major broadcast trade associations know precisely where we

are on must carry," he said. "And if they're sincere in recognizing cable as itself a primary video services provider, as they did in a public statement two weeks ago—and, more to the point, if they understand the implications of that statement for the parameters of a new must-carry rule—I think we probably can make a deal. If not, it won't be for lack of trying."

Must-carry reply

The "constitutionally fatal" error shared by all must-carry proponents in the FCC's proceeding is that each proceeds from the premise that licensees comprise an "elitist class unbounded and unburdened by factual reality or constitutional tradition," according to the law firm of Cole, Raywid & Braverman in early reply comments at FCC. "All start from the presumptuous predicate that (i) there has been established an adequate factual showing of need, and (ii) a television license annoints the grantee with still greater privileges while concomitantly reducing the public's First Amendment freedoms," the law firm said.

The firm, which asserted that the FCC's lack of authority to alter copyright law or relationships was "elementary law," also said some rule proponents have advanced the proposition that local stations are entitled to occupy channel facilities of cable operators, without cost to the licensee or compensation to the cable owner. "Any such arrangement, regardless of the number of available cable channels, whereby one entrepreneur is conferred with access to and use of another's property, solely on the basis of a government regulation, would seem to raise legal issues of the most fundamental character," the firm said. "We submit that such a scheme represents a *prima facie* taking of private property without due process of law in contravention of the Fifth Amendment to the Constitution. Yet, rule advocates (i.e., those bearing the burden of proof) stand mute on this obvious bar to implementation of their must-carry proposal—once again presuming a uniquely privileged stature."

The firm also asserted that "no substantive attempt" had been mounted by any rule proponent to what the firm said were the "formidable" statutory barriers presented by sections of the Communications Act. One section, according to the firm, bars the FCC from adopting regulations that would interfere with the right of free speech; another says that no new federal regulation may "impose requirements regarding the provision or content" of cable services. "Hysteria, hyperbole and histrionics are not a substitute for proven fact or reasoned examination of established law," the firm said. "Television broadcasting unquestionably is an important means of distributing communications. But whatever the message, and however informative or entertaining—or however lacking—neither the broadcast licensee's speech nor his governmentally authorized medium of distribution implies a preference of a constitutional nature over other speakers or media."

Read all about it

American Cablesystems Corp., Cambridge, Mass., announced a major campaign to reduce illiteracy among adults and encourage reading among children. The campaign,

which opened this month on the company's Massachusetts cable systems, includes the cablecasting of documentaries and live panel discussions on the problem, and the presentation of public service announcements and original programming, including a 45-part instructional series.

Officials said the campaign, conducted under the umbrella title of "Reading is All American," also includes a corporate commitment to buy books for libraries and deserving children, and "active cooperation with national, state and local groups who are already fighting for literacy."

Finally, according to Barry D. Lemieux, executive vice president and chief operating officer, the company will urge subscribers to turn off their sets once a day and use the time for reading.

American Cablesystems is a privately held MSO serving more than 300,000 subscribers in California, Florida, Illinois, Massachusetts and New York.

Nationwide

New England Cablerep, Boston, a cable advertising sales company, has changed its name to National Cable Advertising Inc. The company, five years old, says it represents 16 million households in 140 markets throughout the U.S., and regional sports tiers in New England, New York, Chicago and Philadelphia and also operates the Boston interconnect of 23 cable systems reaching more than 700,000 homes.

"Roughly half our business is placed on systems outside New England," said President Robert Williams, "and it is our hope that the new name will help advertisers and agencies in New England understand the national scope of our service."

Williams said NCAI is expanding staff and office space in Boston and has increased the computer capability needed to market spot cable to national advertisers. He added that it will continue to work in tandem with other national reps.

Disney preview

Cable subscribers can get four free days of Disney Channel entertainment during the April 24-27 weekend, when the channel holds a "Sneak a Peek" preview campaign to sign up new subscribers.

The campaign will introduce the channel's new tagline, "And you thought the Disney Channel was just for kids." Through a promotional tie-in between Disney and Sears, Roebuck, those who sign up will receive a coupon for a free 8-by-10 family photograph in color at any Sears portrait studio, and will also be entitled to discounts on selected Sears "Winnie the Pooh" clothing for children.

"The premium is designed to appeal exactly to our target market of families with children, so we expect it will be a very powerful incentive for new Disney Channel subscribers," said Stephen Fields, vice president, consumer marketing.

Disney officials said participating cable systems will receive sales and promotion materials including free bill inserts, self-mailers, door hangers, TV and radio scripts, newspaper and cable guide ads, publicity material and telemarketing guides.

THE HALF-HOUR KNIGHT RIDER.

We left in everything that makes it a hit.

Knight Rider as a Half-Hour.

Knight Rider as an Hour.

With two ways to play it, you can't miss.



KNIGHT RIDER

MCA TV

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TV ONLY

Greek Nationalist Tourist

Organization □ To stimulate travel to Greece, organization is inaugurating campaign in New York, Boston, Chicago, Washington, Los Angeles and Philadelphia this week. There will be additional advertising on Cable News Network and co-op advertising with tour packages and air and cruise lines. Commercials will be placed in fringe time periods. Target: adults, 25-59. Agency: Lois, Pitts, Gershon, Pon/GGK, New York.

Beck's Beer □ Advertiser is running ongoing, year-round campaign consisting of two 30-second spots and seven 10-second spots in 14 TV markets, plus flight on cable system in New York and ESPN through 1986. Spots are shown in news, sports, and prime time periods. Target: men 21-49. Agency: Della, Femina, Travisano, New York.

Allied Cat Food □ Five-week campaign is planned for spring in about 11 markets, including Greensboro-Winston-Salem and Charlotte, both North Carolina, and Charleston, S.C.

Commercials will be carried in daytime, fringe and prime segments. Target: women, 25-54. Agency: Evans/Atlanta.

New England Telephone □ Second-quarter campaign will begin in late March in Maine, Vermont, New Hampshire, Rhode Island and Massachusetts. Commercials will run in all dayparts. Target: women, 25-54. Agency: Cabot Advertising, Boston.

Emery Worldwide □ Air courier/air cargo service initiated spot TV drive last week in selected markets across



country to complement network and cable television thrust on sports and news programs. Commercials will be placed in prime and fringe periods.

Campaign is aimed at industrial shippers and supplements flight targeted to overnight shippers, which began in 1985. Target: men, 18-49. Agency: J. Walter Thompson/New York.

Cousins Home Furnishings □ Chain of 22 furniture stores is embarking on campaign, which started initially in San Francisco, and is spreading to Sacramento, Calif., and San Diego. Advertising promotes change in name of stores from the Brick Warehouse to Furnishings 2000. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Admarketing, Los Angeles.

Bahamas Ministry of Tourism □ Flight promoting tourism runs concurrently with airlines and tourist agencies in ongoing, three- to four-week flights. Ads run in 16 to 17 major markets including New York, Chicago, Palm Beach, Fla., and St. Louis. Dayparts used will vary and will include early evening fringe, late news, daytime and afternoon. Target: adults, 25 plus. Agency: N.W. Ayer, New York.

RADIO ONLY

Wool Bureau □ Generic campaign

LEARN TO SELL TV TIME FROM THE MAN WHO TAUGHT REPRESENTATIVES OF WPIX, WNEV, KWGN, WDVM, KTVU AND WTXX.

There are 1,149 TV stations across this country. Selling their air-time is a career that's wide open.

But to learn the business you had to be in the business. Until now.

Now, Martin Antonelli, who trains representatives for some of the industry's leading TV time-sales firms and TV stations, and who helps experienced sales professionals sharpen their techniques, is offering his program to you.

In this intensive, individualized program you'll become a TV sales professional. You'll learn to speak the language of TV sales and how to evaluate programs, stations and

markets. You'll understand the role of news, movies, specials, sports and cable.

You'll learn how to create a package of programs, how to use your total inventory of shows to maximize your revenue and how to present to ad agencies. And you'll learn how to close the sale.

The program works. Former students now successfully sell time for firms like TeleRep, Blair, Seltel, HRP, Katz and MMT. Plus dozens of major stations all across the country.

To learn how you might work in TV time-sales, call or write for more information.

But do it today because new classes are starting soon.



ANTONELLI MEDIA TRAINING CENTER

20 West 20th Street, New York, New York 10011 (212) 206-8063

ANTONELLI MEDIA TRAINING CENTER, INC. LICENSED BY THE NY STATE DEPT. OF EDUCATION

Rep Report

KOKH-TV Oklahoma City: To Katz Independent Television from Blair Television.

□

WZZM-TV Grand Rapids, Mich.: To Katz American Television from MMT Sales.

□

WENY(TV) Elmira, N.Y.: To Adam Young Inc. from Avery-Knodel Television.

□

WITN-TV Washington, N.C.: To Katz Continental Television from Seltel.

□

WKPA(AM)-WYDD(FM) Pittsburgh and WHJB(AM)-WOKU(FM) Greensburg, Pa.: To Roslin Radio Sales from Masla Radio.

□

KKAT(FM) Ogden, Utah: To Blair Radio from Torbet Radio.

□

KOKY(AM)-KLAZ(FM) Little Rock, Ark.: To Christal Radio (no previous rep).

□

KSTE(FM) Corpus Christie, Tex.: To Christal Radio (no previous rep).

□

WJYY(FM) Concord, N.H.: To Hillier, Newmark, Wechsler & Howard from Shelley Katz.

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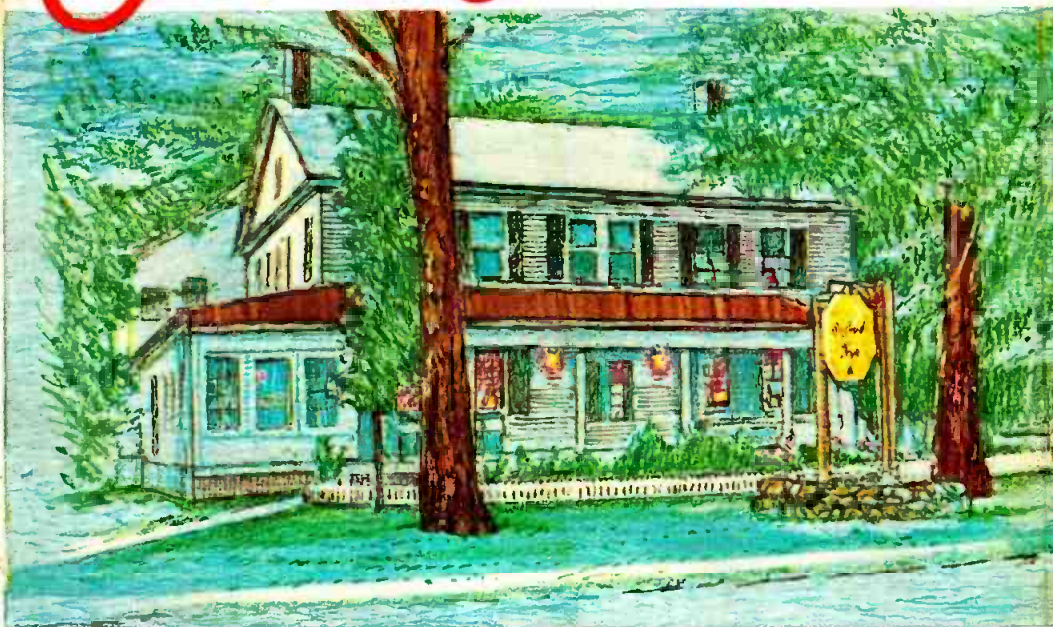


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Newhart



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New York (212) 687-1516, Chicago (312) 790-3030,
San Francisco (415) 388-4030, Atlanta (404) 980-2552

promoting value of wool will kick off in late February for four weeks in 15 markets. Commercials will be placed in all time periods. Target: adults, 25-49. Agency: KSL Media, New York.

RADIO AND TV

John Nuveen and Co. □ Brokerage firm will promote municipal bonds in six-week flight beginning in early March in 11 markets on television and several markets on radio. Commercials will be presented in all time segments. Target: men, 35 and older. Agency: Ephron, Raboy, Tsao & Kurnit, New York.

Meineke Discount Mufflers □ Second-quarter campaign starting in April will be placed in 110 markets, with radio and television in some and radio only and television only in others. Flights will last from two to seven weeks, depending on market. Commercials will be carried in all dayparts. Target: men, 18-54. Agency: M&N Advertising, Houston.

Peter's Plant Food □ Advertiser will launch four-week flights in limited markets, including Orlando, Fla., beginning in early to mid-March. Target: adult home owners, 30 plus. Agency: Ingalls Associates, Boston.

Seagrams Vintners □ Seagram's Cooler will be advertised in between 10 and 13 markets beginning mid-March. Number of dayparts will be used, including prime access and late news. Target: adults, 21-54. Agency: Ogilvy & Mather, New York.

Sherwin Williams □ Paint company will promote its nationwide retail stores in eight TV markets and eight radio

markets. Television ads will run in early and late news, early morning news and prime access time slots. Radio ads will use both drive times and Saturday time slots. Campaigns begin March 31 with a five-week, second-quarter flight. Six-week flight will run in third quarter. Target: adults, 25-54. Agency: Wyse Advertising, Cleveland.

Acme Stores □ Advertiser will promote its brooms and mops in one-week flight beginning March 16, in nine markets. All dayparts will be used. Target: women, 25-54. Agency: Bozell, Jacobs, Kenyon & Eckhardt, New York.

York Air Conditioners □ Advertiser launches approximately four-week flight in mid-April. Ads will run in 13 TV and six radio markets. TV time slots used will be early and late news, access and fringe; radio will use all day parts. Target: adults, 25-54. Agency: Gray, Rogers, Inc., Cleveland.

U.S. Fidelity and Guard Insurance Co. □ Advertiser launches flight promoting ticket sales for its Golf Classic. TV ads began last week and will run for two weeks in Baton Rouge and New Orleans. Five-week radio campaign begins March 5 in Baton Rouge; New Orleans; Lafayette, La.; Biloxi, Miss., and Mobile, Ala. Evening, prime and weekend time slots will be used. Target: men, 21-54. Agency: Richardson, Meyers & Donofrio, Baltimore.

Coit 45 Malt Liquor □ On-going ad campaign featuring Billy Dee Williams is being run in 50 markets in number of dayparts. Target: black men, 18-35. Agency: W.B. Doner, Detroit.

AdVantage

Daytime commercials. Television Audience Assessment Inc. has concluded in study of daytime television advertising that substantial number of viewers miss or avoid commercials. TAA President Rolf M. Wulfsberg said: "When you consider the loss in commercial exposure due to viewers either zapping commercials or leaving the room, about 40% of your expected audience misses the typical daytime commercial message." Study's findings suggest that high-impact programming, usually associated with high degree of viewer involvement, increases commercial exposure and decreases level of distracting activities and "zapping." New TAA study dealt specifically with daytime television, which executive vice president Steven A. Holt says is "a tough environment for the daytime advertiser." Daytime television's audiences, mostly female, are much more likely to be involved in distracting activities during viewing (e.g. household chores, reading, etc.) than prime time viewers. TAA study done in 1983 suggested that 50% of prime time viewers were otherwise occupied while watching television, whereas up to 70% of daytime audience was engaged in distracting activities while viewing. Soap operas account for almost two-thirds of woman daytime viewing audience and 44% of inclusive daytime audience. Game shows capture 20% of daytime viewers followed by news with 8%.

Long sponsorship. Classical WFMT(FM) Chicago has signed new five-year contract for program sponsorship with Talman Home Federal, largest savings and loan association in Illinois. According to station officials, sponsorship agreement marks 28 consecutive years that Talman has advertised on WFMT. Deal also kicks off WFMT's 35th year of presenting classical music.

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KQZY

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We welcome KQZY to the growing list of Torbet client stations.

TORBET



A talk radio commentary from Ben Hoberman, former president, ABC Radio

Take another listen to talk radio

Twenty-five years ago, as much out of desperation as anything else, KABC(AM) Los Angeles changed its format to talk. By today's standards that doesn't sound particularly radical, but in 1960 it was revolutionary.

Talk had always been part of radio broadcasting. When radio's pioneers went on the air, they were winging it with interviews and conversation. All-talk, however, with listener participation, had yet to be explored.

In 1960 telephone talk was as new as President Kennedy's "New Frontier." Today, talk radio is a staple of broadcasting. A station like KGO(AM) San Francisco can broadcast a call-in program direct from South Africa with Bay Area listeners dialing a local number to participate in the global conversation.

Although no longer revolutionary, the talk radio format has endured and become part of the broadcasting mainstream. In fact, two talk radio networks are in existence—ABC's Talkradio and NBC's Talknet—and syndicated talk radio programs, like *The Larry King Show*, have blossomed.

Yet talk has never proliferated as music formats have, and, even more critical, talk has never gained acceptance by some advertisers. Adult contemporary, contemporary hit radio and country are the most prolific formats. Talk is a much smaller player accounting for some 8.8% of AM and 0.4% of FM formats. It's time for stations and advertisers to take another listen to talk because I believe its potential has never been realized.

The main obstacle facing stations considering talk is the commitment and expense of the format. Talk may be cheap, but talk radio isn't. You need to invest in good talent and programs. It takes years to become a skilled talk radio host, and general managers must be willing to nurture new personalities.

In today's volatile market, success or failure is measured by each Arbitron book. Stations are looking for the quick turnaround, the hot format that can give them a surge in the ratings. Talk does not provide a quick fix. Its rewards are reaped over the long term. Talk takes time, but it's worth the wait.

KABC was far from an overnight success. Fortunately, we had the freedom and the backing of a company like ABC, which gave us the chance to take root in the community.

In today's "merger media" marketplace, many owners don't have the leeway of years. They must increase earnings in a very short time. Talk as a format does not offer the speedy relief they need. For these stations, talk should be looked upon not as a full format, but as an alternative for individual programs or dayparts. Many stations have



Ben Hoberman retired as president of ABC Radio in December 1985 after 35 years with ABC. He began his broadcasting career in 1940 as an announcer/salesman at WMFG(AM) Hibbing, Minn. After serving in the U.S. Army during World War II (with the American Forces Network), he worked for WELI(AM) New Haven, Conn., and WDET(FM) Detroit. In 1950 he was hired as a salesman at ABC's WXYZ-TV Detroit; became general manager of the network's WABC(AM) New York in 1958; in 1960 was named vice president/general manager of KABC(AM) Los Angeles, and in 1979 became president of ABC Radio.

found that a Larry King or Ray Briem and Ira Fistell can take care of their overnight programming needs, even if the station has a music format. Talk shows like Dr. Toni Grant or Dr. Ruth Westheimer can punch up a station's program day. An Owen Spann or Michael Jackson can bring major newsmakers to the airwaves.

Over the years, acceptance of talk programming by advertisers has increased dramatically. When we introduced the talk format at KABC in 1960, the reaction I would get from clients was: "How can a station exist without music? Who'll listen to just talk?" Those questions were answered quickly not by ratings but by experience. Numbers are important in our business, but sometimes we get too wedded to the ratings books.

Standard Shoes in Los Angeles was one of the original talk advertisers at KABC. It was new to radio and gauged success not by ratings, but by customers. When it advertised on KABC it could see the results. Customers

were the "proof of performance."

What talk radio advertisers have learned is that it is a premium format with tremendous impact. Talk listening is foreground listening. You have to really listen and become engaged in the conversation. Talk is also personal. In fact, talk is the most intimate of all formats. People reveal their deepest problems and concerns on the air. In a sense, talk radio has become a communal backyard fence over which we chat with our neighbors, share experiences, ask for advice and express our opinions. The best example is to listen to one of talk radio's psychologists. The power of this intimacy is shared by the commercial messages, giving them added impact.

George Burns has pointed out that all the people who know how to run the country are either driving cabs or cutting hair. Everyone has an opinion, and in today's global village we are more in touch with our world, our nation and even our home community than ever before.

One of the reasons that talk radio has endured has been the ability to plug into the day's events and issues. Talk radio is as current as today's headlines. Every day is different and programs serve as a forum for audience interests and concerns. Advertisers know that their message will be heard by a participatory audience whose lives and concerns are reflected in the programming.

The talk radio audience, by the way, comprises many older listeners, whom, unfortunately, some advertisers and stations tend to ignore. Shunning older demos is a serious mistake. The graying of America is a reality, and talk radio is an ideal way to take advantage of it. It's time that advertisers and stations realized the full value of the older audience. Disposable income, leisure time and income level are highest among the older demos. If anything, advertisers should be paying premium rates for those listeners.

I have spent most of my broadcast career in talk radio, and I have witnessed its growth and success. For stations, talk radio can lead the way to a long-term franchise. At a minimum, it can add dimension to another format. For advertisers, it provides impact.

The recognition of Larry King as the 1985 recipient of The Radio Award was a step in demonstrating talk's importance to broadcasting. So was the destructive force of Hurricane Gloria last year. Talk stations were uniquely positioned to supply information, answer questions and serve as an invisible community bulletin board. Talk stations probably helped save lives.

Talk has been around ever since radio began. For 25 years it has been an accepted format. It's time that the industry gave another listen to this dynamic form of radio fare.

NOW, FINDING A FIRST RUN HIT IS CHILD'S PLAY



PUTTIN' ON THE KIDS™

The younger generation is about to show us a thing or two. They're about to show us how cleverly, convincingly and comically they can mimic and lip-synch the biggest hits of some of today's most popular recording artists.

It's all part of a new half-hour, weekly, first-run series, *Puttin' On The Kids*, in which youngsters between the ages of 5 and 13 compete before celebrity judges for fabulous weekly prizes, and for the right to

appear in a season-ending grand-prize show.

Puttin' On The Kids, is based, of course, on *Puttin' On The Hits*, one of syndication's highest-rated weekly series for the past two seasons.

It's perfect for the weekend kids block, afternoons or early fringe time periods.

So, hurry. Call us now and find out how to make a first run hit on your station as simple as child's play.

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Datebook

This week

Feb. 24—Deadline for nominations for Broadcast Industry Conference honoring "outstanding broadcasts of 1985 and outstanding individuals in the broadcast-

■ Indicates new entry

ing field," sponsored by *San Francisco State University*. Information: (415) 469-1148.

■ **Feb. 24**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner, "The Expanding World of Family Television." Copacabana, New York.

Feb. 24-25—*ABC Television Affiliates Association*

government relations committee meeting. Sheraton Grand hotel, Washington.

Feb. 25—*National Press Foundation's* annual awards dinner, including presentations of annual Sol Taishoff Award for Excellence in Broadcast Journalism and 1986 Editor of the Year Award. Washington. Information: (202) 662-7350.

Feb. 25—*Association of National Advertisers* television workshop. Luncheon speaker: Grant Tinker, NBC. Plaza hotel, New York.

Feb. 25—*Association of National Advertisers* media workshop. Luncheon speaker: Ted Turner, chairman, Turner Broadcasting System. Plaza hotel, New York.

Feb. 25—"Telecommunications Finance and Accounting," workshop sponsored by *Columbia University, Center for Telecommunications and Information Studies, Graduate School of Business*. Columbia University, New York. Information: (212) 280-4222.

■ **Feb. 25**—*Women in Cable, Greater Philadelphia chapter*, meeting, featuring representatives of four Philadelphia cable television franchises. Adam's Mark hotel, Philadelphia.

Feb. 26—*Television Bureau of Advertising* regional sales conference. Hilton Airport, Tampa, Fla.

Feb. 26—*National Radio Broadcasters Association-FCC* "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Capital Hilton, Washington.

Feb. 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon, featuring Stuart A. Hersch, chief operating officer, King World Inc. Copacabana, New York.

Feb. 26-28—*National Association of Broadcasters* state association presidents and executive directors conference. Hyatt Regency, Washington. Information: Sharon Goldener, (202) 429-5310.

Feb. 27—*Women in Cable, Southern California chapter*, dinner meeting. Topic: "Must carry. Southern California, what are you planning to do?" Panelists: Ed Allen, chairman, National Cable Television Association; Tom LaFourcade, Falcon Communications; Michael Eigner, KTLA(TV) Los Angeles; Paul Niedemeyer, KVEA(TV) Los Angeles; Arnie Rosenthal, Financial News Network, and moderator Ira Stein, communications attorney and author. Ramada Inn, Culver City, Calif. Information: (818) 993-0452.

■ **Feb. 27**—*Women in Cable, Chicago chapter*, meeting. Topic: new technologies. Monique's, Chicago. Information: (312) 693-9800.

Feb. 27—*American Women in Radio and Television, Washington chapter*, new members reception and program, "International Satellite Issues." Speaker: Richard Colino, Intelsat director general. Intelsat, Washington. Information: (202) 682-8842.

Feb. 27—"International Telecommunications Markets: Recent Business and Policy Development," seminar sponsored by *Washington International Trade Association* in cooperation with *U.S. Small Business Administration, Washington office*. National Press Club, Washington. Information: (202) 293-4193.

Feb. 27—*National Association of Public Television Stations* board of trustees meeting. Washington Hilton, Washington.

Feb. 27—*Women in Cable, Chicago chapter*, meeting. Monique's, Chicago.

Feb. 28—Small market radio acquisition seminar, sponsored by *National Association of Broadcasters, radio department*. Atlanta Hilton Towers, Atlanta. Information: (202) 429-5374.

Feb. 28—Deadline for entries in 1986 *Broadcast Promotion & Marketing Executives* Gold Medallion Awards competition. Information: San Diego State University, c/o department of telecommunications and film, San Diego, 92182.

Feb. 28—Deadline for submissions to "Artists-in-Residency" grants, offered by *Global Village*, nonprofit vid-

Stay Tuned

A professional's guide to the intermedia week (Feb. 24-March 2)

Network television □ **ABC:** *Crossings* (three-part novel dramatization), continuing Monday and Tuesday, 9-11 p.m.; *Pink Panther & Sons** (animated series), Saturday 8-8:25 a.m.; *Laff-A-Lympics** (animated series), Saturday 10-10:30 a.m.; *Acceptable Risks* (drama), Sunday 9-11 p.m. **CBS:** *Blood and Orchids* (two-part mini-series), concluding Monday 9-11 p.m.; *America's Bake-Off Contest* (competition), Tuesday 11-11:30 a.m.; *The 28th Annual Grammy Awards*, Tuesday 8-11 p.m.; *Betrayed By Innocence* (drama), Saturday 9-11 p.m.; *Outrage* (drama), Sunday 9-11 p.m. **NBC:** "Annie" (musical), Monday 8-10 p.m. **PBS** (check local times): *For Auction: An American Hero* (documentary), Tuesday 10-11 p.m.; *An Evening of Championship Skating*, Wednesday 8-9 p.m.; *A Tribute to Country Greatness* (music special), Saturday 9-10:50 p.m.; *The Queen and her Ceremonial Horses* (documentary), Sunday 10-10:54 p.m.

Cable □ **Arts & Entertainment:** *A Murder in the Family* (three-part mystery), Monday 9-10 p.m.; *Lady Windermere's Fan* (comedy), Tuesday 9 p.m.-midnight; *The Nutcracker* (ballet), Thursday 8-11 p.m. **Bravo:** *MacMillan's Mayerling* (ballet), Monday 10 p.m.-midnight. **The Movie Channel:** "The Candidate" (drama), Saturday 7-8:50 p.m.; "The Killing Fields" (drama), Sunday 6:30-8:50 p.m. **Nickelodeon:** *The Incredible Book Escape* (fantasy), Saturday 2-3 p.m.; *Movie Star's Daughter* (drama), Saturday 3-4 p.m. **WTBS(TV) Atlanta:** *Coming Into Focus: The Image of Blacks in America* (documentary), Friday 10:20-11:20 p.m.; *World of Audubon Specials**: "Condor" (nature series), Saturday 10:05-11:05 p.m.

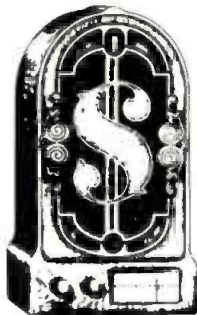
Syndication □ **King World Productions:** *Women of the World** (seven-part profile series), first episode March 1-30 on 85 stations.

Museum of Broadcasting (1 East 53d Street, New York) □ **James Dean: The Television Work**, screenings of 25 live television performances, through April 29. **Mobil & Masterpiece Theatre: 15 Years of Excellence**, screenings of 36 of the 80 series that aired on PBS, Tuesday through Friday at 12:05, 2:05 and 4:05 p.m., Tuesday at 6:05 p.m. and Saturday at 12:05 p.m., through April 4. Information: (212) 752-4690, ext. 33.

The National Jewish Archive of Broadcasting (1109 Fifth Avenue, New York) □ **Music in March**, hour-long virtuoso performances from the Jerusalem Music Centre, beginning with "Music in Jerusalem," Sunday at 12:30, 1:30 and 2:30 p.m. Information: (212) 860-1886.

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

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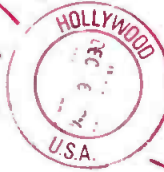


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eo production group and media center. Information: Celia Chong, Global Village, 454 Broome Street, New York, N.Y., 10013; (212) 966-7526.

Feb. 28-March 2—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710.

March

March 1—Deadline for entries in fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Information: NFAC, 352 Halladay, Seattle, 98109; (206) 282-1234.

March 1—Deadline for entries in Louis M. Lyons Award for "conscience and integrity in journalism," sponsored by *Nieman Foundation at Harvard University*. Information: (617) 495-2237.

March 1—Deadline for entries in eighth annual Lowell Mellett Award for "improving journalism through critical evaluation," sponsored by *Pennsylvania State University, School of Communications*. Information: Mellett Award, School of Communications, Pennsylvania State University, 215 Carnegie, University Park, Pa. 16802.

March 1—*Radio-Television News Directors Association* region four meeting with Society of Professional Journalists, "Law and Libel." University of Houston, Houston. Information: Bill Goodman, (713) 778-4901.

■ **March 1**—*AP Television-Radio Association of California-Nevada* regional seminar. Frontier hotel, Las Vegas. Information: (213) 746-1200.

March 4-7—*Audio Engineering Society* 80th convention. Congress Center, Montreux, Switzerland. Information: (021) 53-34-44.

March 5—*International Radio and Television Society* anniversary dinner. Gold medal recipient: Grant Tinker, NBC, Waldorf-Astoria, New York. Information: (212) 867-6650.

March 5—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring John Jay Iselin, president, WNET(TV) New York. Copacabana, New York.

March 5-6—*Ohio Association of Broadcasters* Ohio

congressional salute. Hyatt on Capitol Hill, Washington.

March 6—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Honorees: Representative Cardiss Collins (D-Ill.), House Subcommittee on Telecommunications; Representative Charles Rangel (D-N.Y.), House Ways and Means Committee, and Representative Tim Wirth (D-Colo.), chairman, House Subcommittee on Telecommunications. Hyatt Regency hotel, Washington. Information: (202) 463-8970.

March 6—"CinemaScope, Widescreen and Beyond," seminar in "Communications Forum" sponsored by *Massachusetts Institute of Technology*. Bartos Theater, Wiesner Building, MIT, Cambridge, Mass.

March 6-7—Advanced cable television seminar for senior professionals, sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives conference center, Washington. Information: (202) 484-2663.

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

March 6-8—*New Mexico Broadcasters Association* 35th annual convention. Regent hotel and convention center, Albuquerque, N.M.

March 7—*Ohio Association of Broadcasters* Cleveland managers' meeting. Hollenden House, Cleveland.

March 7-9—*Women in the Director's Chair*, women's film and video festival. Center for New Television, Chicago. Information: (312) 477-1178.

March 7-9—*Radio-Television News Directors Association* region six meeting with Society of Professional Journalists. Ironmen Inn, Coralville/Iowa City, Iowa. Information: Bob Priddy, (314) 634-3317.

March 9-11—*West Virginia Broadcasters Association* spring meeting. Holiday Inn, Parkersburg, W. Va.

■ **March 11**—*International Radio and Television Society* "Second Tuesday" seminar. Topic: daytime network television. Panelists: Michael Brockman, CBS Entertainment; Giraud Chester, Goodson-Todman Productions; Jo Ann Emmerich, ABC Entertainment; Joseph Hardy, *Ryan's Hope*, and Diane Seaman, NBC-TV.

Moderator: Warren Boorum, ABC-TV. Viacom Convention Center, New York.

March 11—*Ohio Association of Broadcasters* Akron/Canton managers' meeting. Quaker Square Hilton, Akron, Ohio.

March 11—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring J. William Grimes, president and chief executive officer, ESPN. Copacabana, New York.

■ **March 11**—*Women in Cable, New York chapter*, meeting. HBO Media Center, New York. Information: Rita Ellix, (212) 661-4500.

March 12—*American Women in Radio and Television* Commendation Awards luncheon. Honorary chairpersons: Barbara Walters, ABC, and Helen Hayes, actress. Waldorf Astoria, New York. Information: (212) 664-2003.

March 12—"Lobbying," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

March 12-15—*National Association of Broadcasters and Radio-Television News Directors Association* seminar-retreat, "News and Team Management," for general managers and news directors. Innisbrook Resort and Conference Center, Tarpon Springs, Fla.

March 13—"Fiber Optics vs. Satellites," seminar in "Communications Forum" sponsored by *Massachusetts Institute of Technology*. Bartos Theater, Wiesner Building, MIT, Cambridge, Mass.

March 13-15—"Television as a Social Issue: Realities and Visions," conference sponsored by *Society for Psychological Study of Social Issues*, underwritten by CBS. Sheraton Center, New York. Information: SPSSI, P.O. Box 1248, Ann Arbor, Mich., 48106.

March 14—*National Association of Telecommunications Officers and Advisors* regional conference. Grenelle hotel, Dallas. Information: (202) 626-3250.

March 14—*Ohio Association of Broadcasters* Youngstown managers' meeting. Youngstown Club, Youngstown, Ohio.

March 15—*Texas Cable TV Association* annual meet-

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

March 15-18—*National Cable Television Association and Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future convention: May 17-20, 1987, Las Vegas.

April 12-16—*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—*National Public Radio* annual convention. Town and Country hotel, San Diego.

April 24-29—22d annual MIP-TV, international television program market. Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

April 27-29—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

April 27-30—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

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

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

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

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

June 2-5—*ABC-TV* annual affiliates meeting. Cen-

Major Meetings

tury Plaza, Los Angeles.

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

June 11-15—*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—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

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

June 22-25—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

July 20-22—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

Aug. 26-29—*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.

Sept. 10-13—Radio '86 Management, Programming, Sales and Engineering Convention, sponsored by *National Association of Broadcasters and National Radio Broadcasters Association*. New Orleans Convention Center, New Orleans.

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers and Royal Television Society*. Metropole conference and ex-

hibition center, Brighton, England.

Oct. 2-5—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 14-16—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

Oct. 24-29—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 30-Nov. 4, 1987, Los Angeles Convention Center; Oct. 14-19, 1988, Jacob Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

Oct. 28-30—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 17-19—*Television Bureau of Advertising* 32nd annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

Dec. 3-5—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 23-27, 1987—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans.

Feb. 1-4, 1987—*National Religious Broadcasters* 44th annual convention. Sheraton Washington.

Feb. 6-7, 1987—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Feb. 7-10, 1987—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

June 11-17, 1987—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

ing. Convention Center, Dallas.

March 15-18—National Cable Television Association and Texas Cable Television Association combined convention. Dallas Convention Center, Dallas. Information: (202) 775-3606.

March 17—National Academy of Cable Program System ACE awards ceremony, during National Cable Television Association convention (see above). Dallas Convention Center theater. Information: Susan Detwiler, NCTA, (202) 775-3611.

March 17—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by Michigan State University. Information: Kay Ingram, WKAR-TV, Michigan State University, East Lansing, Mich., 48824-1212; (517) 355-2300.

March 18—Television Bureau of Advertising regional sales conference. Red Lion Sea Tac, Seattle.

March 18—Presentation of 26th annual International Broadcasting Awards, sponsored by Hollywood Radio

and Television Society. Century Plaza, Los Angeles.

March 19—Seminar (eight sessions) on setting up and managing video department, with or without in-house studio, sponsored by Global Village, nonprofit video production group and media center Global Village, New York. Information: (212) 966-7526.

March 19—National Academy of Television Arts and Sciences, New York chapter, luncheon, featuring Pat Robertson, president, Christian Broadcasting Network and CBN Cable Network. Copacabana, New York.

March 20—Television Bureau of Advertising regional sales conference. Sheraton Palace, San Francisco.

March 20—"Engineering for Producers," seminar sponsored by International Television Association, Philadelphia chapter. Bell of Pennsylvania, Philadelphia. Information: (215) 546-1448.

March 20—International Radio and Television Society newsmaker luncheon. Speaker: New York Governor Mario Cuomo. Waldorf-Astoria, New York.

March 21—Deadline for entries in eighth annual Windy Awards, for excellence in creative use of radio as advertising medium, sponsored by Radio Broadcasters of Chicago. Information: Megan Bueschel, (312) 263-2500.

March 23—Academy of Television Arts and Sciences installation ceremony for Television Academy Hall of Fame. Santa Monica Civic Auditorium, Santa Monica, Calif.

March 25—Television Bureau of Advertising regional sales conference. Amfac East-Airport, Dallas.

March 26—Illinois Broadcasters Association seminar at Illinois State University Normal, Ill.

March 26—Time buying and selling seminar, co-sponsored by International Radio and Television Society and Station Representatives Association. Bankers Trust, New York.

March 27—Television Bureau of Advertising regional sales conference. Denver Marriott City Center, Denver.

March 27—National Association of Black Owned Broadcasters second annual communications awards dinner. Sheraton Washington hotel, Washington.

March 28-29—8th annual Black College Radio convention, sponsored by Collegiate Broadcasting Group Inc. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

■ **March 31**—Deadline for entries in fifth annual International Radio Festival of New York. Information: (914) 238-4481.

March 31—Deadline for entries to "Summer '86 Student Internship Program" sponsored by Academy of Television Arts and Sciences. Information: (818) 506-7880.

April

April 1—Television Bureau of Advertising regional sales conference. Westin, Cincinnati.

April 1—Pennsylvania Association of Broadcasters 21st annual Gold Medal dinner, featuring presentation of Gold Medal Award to entertainer Dick Clark. Adams Mark hotel, Philadelphia.

April 2—National Academy of Television Arts and Sciences, New York chapter, luncheon, featuring Thomas Burchill, president and chief executive officer, Lifetime. Copacabana, New York.

April 2—Eighth annual Windy Awards dinner, sponsored by Radio Broadcasters of Chicago. Hyatt Regency, Chicago.

April 2—"Shooting for the Edit," seminar sponsored by International Television Association, Philadelphia chapter. Pennwalt Corp., Philadelphia. Information: (215) 546-1448.

April 2—Time buying and selling seminar, co-sponsored by International Radio and Television Society and Station Representatives Association. Bankers Trust, New York.

April 2-3—Illinois Broadcasters Association spring convention and awards banquet. Ramada Renaissance hotel, Springfield, Ill.

April 2-3—National Alliance for Women in Communications Industries first conference. Capitol Hill Hyatt, Washington. Information: (202) 293-1927.

April 2-4—Indiana Broadcasters Association spring conference. Four Winds Clarion Resort, Bloomington, Ind.

April 2-5—Television Bureau of Advertising board of directors meeting. Virgin Grand. Virgin Islands.

April 3—Television Bureau of Advertising regional sales conference. Hyatt Regency, Atlanta.

April 4-5—Radio-Television News Directors Association region eight meeting with West Virginia UPI. West Virginia University. Morgantown, W. Va. Information: Bob Brunner, (304) 697-4780.

April 4-5—Radio-Television News Directors Association region 11 conference/awards luncheon. Holiday Inn-Downtown, Portland, Me. Information: Jeff Marks, (207) 772-0181.

April 5—Radio-Television News Directors Association region six state meeting/awards luncheon. Columbia, Mo.

April 7-10—Infocom '86, sponsored by Institute of Electrical and Electronics Engineers. Sheraton Bai

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April 8—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

April 8—*Television Bureau of Advertising* regional sales conference. Sheraton New Orleans.

■ **April 8**—*Women in Cable, New York chapter*, meeting. HBO Media Center, New York. Information: (212) 661-4500.

April 9—"Radio: In Search of Excellence." session in "Women at the Top" series sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 347-5412.

April 9—*National Academy of Television and Sciences, New York*, luncheon, featuring Terrence Elkes, president and chief executive officer, Viacom International. New York.

April 9—Time buying and selling seminar, co-sponsored by *International Radio and Television Society* and *Station Representatives Association*. Bankers Trust, New York.

April 9-13—*Alpha Epsilon Rho, National Broadcasting Society*, 44th annual convention. Speakers include Eddie Fritts, president, National Association of Broadcasters, and William Banowsky, president, Gaylord Broadcasting Co. Sheraton Park Central hotel and towers, Dallas.

April 10—*Television Bureau of Advertising* regional sales conference. Ramada hotel, O'Hare Airport, Chicago.

April 10—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Grant Tinker, chairman. NBC. Beverly Wilshire, Los Angeles. Information: (818) 769-4313.

April 11—*Broadcast Promotion and Marketing Executives* board meeting. Loew's Anatole, Dallas.

April 11-13—*National Association of Black Owned Broadcasters* 10th annual spring broadcast management conference, "Getting On Top and Staying There." Loew's Anatole hotel, Dallas. Information: (202) 463-8970.

April 12-16—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center.

April 13-17—*National Public Radio* annual convention. Town and Country hotel, San Diego. Information: Carolyn Glover, (202) 822-2090.

April 15—*Broadcast Pioneers* annual breakfast, during NAB convention, Dallas.

April 15—*Television Bureau of Advertising* regional sales conference. Americana Inn, Albany, N.Y.

April 15—Deadline for entries for National Psychology Awards for Excellence in the Media, sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: (202) 955-7710.

April 16-20—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference for journalists and student journalists from California, Arizona, Nevada.

Datebook continues on page 77.

Open Mike

Fairness doctrine

EDITOR: The U.S. Court of Appeals, D.C. Circuit, is being asked to rule on the constitutionality of Section 315 of the Communications Act. Those who advocate the repeal of the fairness doctrine hold that the requirement to air opposing views in matters of controversial nature inhibits, rather than promotes, robust speech.

The courts may well find that Section 315 inhibits free expression, and as such is unconstitutional. But by removing this "check-valve" from the act they may well have to decide, sooner or later, whether the rest of the Communications Act is constitutional. The Communications Act states that licenses can only be issued if the "public interest" is served thereby. Would not the removal of the equal access provisions of the act allow the licensee to air whatever he pleases in matters of controversial issues in his private interests, without regard to the public interest?

Let's make the airwaves as free as print media, and let the one with the loudest voice and/or widest distribution prevail. The First Amendment says: "Congress shall make no law...abridging the freedom of speech." Does not the licensing provision of the Communications Act limit free expression by those who are licensed by the government?

Is it not a fact that Section 315 is the very provision of the Communications Act that allows the licensing provision—the exclusive use of a channel in a given area—to pass the muster of the First Amendment in the first instance? If 315 is declared unconstitutional, the remainder of the Act must also fall.—*Vincent L. Hoffart, Spokane, Wash.*

AM activists

EDITOR: As many broadcasters know, the National Radio Systems Committee has been reactivated to study and suggest technical improvements in the AM radio service. This is but one part of an industrywide push, this year, to reintroduce the public to our

original broadcast service, a medium that has been sorely neglected in many areas and allowed to fall into a state of disrepair.

The NRSC is composed of broadcasters, receiver manufacturers and audio processor manufacturers dedicated to the improvement of the entire AM system, from the broadcaster's transmitter to the listener's receiver. Bill Gilbert, of Delco Electronics design group, and I are co-chairing a working committee with the rather ambitious goal of defining system standards that will satisfy the future needs of broadcasters and the needs of our colleagues in the receiver industry.

Our efforts to improve the medium, attract listeners and make AM radio profitable for all of us depend upon broadcasters' taking a very close look at what they are broadcasting. I urge broadcasters to do this simple technical test: Some night, get in your car, drive away from your city of license, far enough from your transmitter site so that your signal and other signals on the AM band are somewhat comparable in strength. Park your car, and for the moment, forget you are a broadcaster. Tune across the dial. When you find a station to your liking, listen for a short time. Is the station easy to listen to, or is it overprocessed, with excessive harshness? Worse yet, is the station receiving interference from another station two or three channels down the dial? Then listen to your station. Will it hold a listener for more than a few minutes? And are stations on neighboring channels unlistenable due to interference from you?

The chances are good that you will hear a lot of interference on the AM band. This is the basic reason receiver manufacturers have reduced the bandwidth of their radios over the years. Receiver people want AM radio to sound good, but excessive interference cannot be tolerated by the average listener.

Several receiver manufacturers are now producing wider bandwidth AM radios, and many of them have excellent sound. With positive consumer comments, this trend toward better radios will continue. But if consumers complain of harsh sounding audio and interference, the trend could reverse.

With companies like Delco, Sony, Panasonic, Pioneer, Jensen and others working with us to improve AM radio, let's, as broadcasters, give it all we've got this year, clean up the AM band technically and provide the quality programming that will attract and hold our listeners. This does not mean replacing studio and transmitting equipment. Any broadcast engineer or technician worth his salt can clean up an air signal even if equipment is 20 or 30 years old.

As broadcasters, we have the option either to improve our entertainment and information service, or to give up, and some future day turn on our ancient AM radios and be "entertained" by a spectrum full of digital data signals. What is your choice?—*John Maring, vice president, Katz Broadcasting Co., Bridgeport, Conn.*

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Vol. 110 No. 8

TOP OF THE WEEK

Signs of life in TV network advertising

After a disappointing 1985, the market may be picking up

The bad news is that television network revenue, as expected, was down last year for the first time in 15 years. Figures to be released soon by Broadcast Advertisers Reports will show a three-network decline of just over 2%. Nineteen-eighty-five was a year of changing industry dynamics compounded by post-Olympics slump, adver-

tiser uncertainty about the economy and the fading of certain advertising categories.

The good news is that while the networks took their lumps last year, they may be ready for a rebound, of sorts. Not that things are booming yet. The advertising marketplace is currently slow and steady, and most executives on Sixth Avenue probably wish it were a little livelier.

Larry Hoffner, vice president of national sales for the NBC television network, said:

"There is some money working and bouncing around... not major stuff. But there are six weeks left [in the first quarter] and the second quarter looms as the start of a turn-around market."

The networks see positive signs in the current marketplace. One example concerns option pick-ups for the second quarter—by which advertisers indicate whether they will use all of their upfront commitments. More than one network executive said that a high-

At last: Radio merges into one association

The long-sought merger of the National Association of Broadcasters and the National Radio Broadcasters Association became almost official last Friday when the NRBA board, meeting in Fort Lauderdale, Fla., voted without protest—although it added a "statement of purpose"—to accept the terms of an agreement worked out with NAB earlier this year and ratified by the NAB board in St. Maarten, Netherlands Antilles, last month. The agreement is subject to ratification by the memberships of both organizations, but that is considered a formality. For those who were celebrating, Feb. 21 was the day.

Thirty NRBA directors voted for the merger, while two abstained (five directors were absent, and were not permitted to vote by proxy.) Said NRBA President Bernie Mann of Mann Media Inc., High Point, N.C., the agreement was "the right thing to do."

Accompanying NRBA's agreement will be a nonbinding "statement of purpose" which those NRBA directors joining the NAB radio board will "strive to implement." Mann said the policy statement has "given marching orders" to the 12 newly-elected NAB board members.

The statement—which is not "a condition" of ratification of the agreement—said that the NRBA "wholeheartedly approves the unification agreement" with the NAB because "the best interests of the radio industry are served by one unified, autonomous organization. We are entering this agreement with enthusiasm

and optimism," NRBA said, adding that "our purpose in unifying includes these additional goals which we firmly believe are in the best interest of our industry."

Among goals listed in the statement:

- Working "through proper procedures within the framework of NAB Radio" toward creating "two separate but equal groups—one to represent radio-only and one to represent TV-only," but with "cooperation between the two where and when appropriate."

- Intention to "raise the stature of and expanding role of the top NAB radio staff position."

- Work to have NAB Radio have its own funding and "complete control of its budget and expenditures."

- To continue after the unification such existing NRBA programs as the Radio Sales University and the programing survey and "other projects previously discussed."

- Work to change the present by-laws to provide for board seats for "representation by companies or organizations which do not own radio stations, but are interested in the welfare of our industry," such as rep firms and consultants who currently are on the NRBA board.

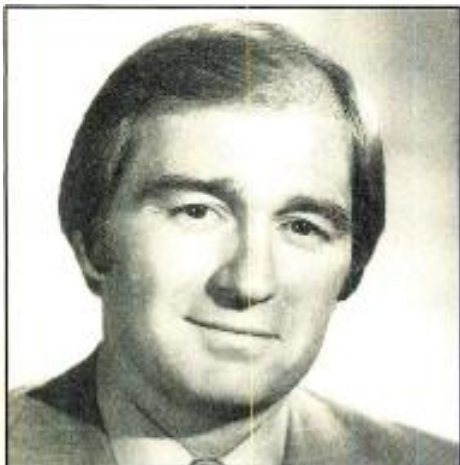
- Set as "high priority" full First Amendment rights for all broadcasters.

- Set a two-year time period "for the accomplishment of these stated objectives."

Story continues on page 42.



NRBA's executive committee on Thursday (l-r): President Mann, executive vice president Peter Ferrara, Norman Wain, Larry Keene, Sis Kaplan, Abe Voron, Chairman Bill Clark, Jim Wychor, Art Kellar, Nick Verbitsky and counsel Thomas Schattenfield.



CBS's Gray

er percentage of those options is being exercised than last year in prime time.

Agency executives said that at least there appeared to be no rush to get out of upfront commitments. Said an executive at one top-10 agency: "If I had to be pinned against the wall I would say they were about the same as last year." Lincoln Bumba, vice president and media director at Leo Burnett, said, "I don't think there is any tidal wave in any direction."

John Gray, vice president and national sales manager for the CBS Television Network, said that the option pick-ups are an indication either that advertisers did not think there was much extra time to be bought or were apprehensive that costs-per-thousand in the scatter market would exceed those in their upfront buys. Not everyone agreed. One top-20 agency executive, who asked not to be named, said that the significance of the pick-up percentage was limited and that the number really reflected how well upfront buys were planned initially. He added that many advertisers used the options only as a "fiscal flexibility tool rather than to play the scatter market."

What is happening to pricing overall is difficult to answer, given the variety of shows, the packaging of the buys and times within the quarter when the buy is made. More than one network official suggested that if overall scatter market prices are higher than upfront, it is not by a large margin.

In sports there is nearly unanimous agreement that the marketplace is better than last year. That is good news to CBS, which is doing well selling NBA basketball, and to both CBS and NBC, which are selling college basketball. The fact that some sports events are not as bad as last year has not carried through all programs, however. Sports anthologies are still not considered easy to sell.

The health of the daytime marketplace is a subject of disagreement between network and agency executives. Fred Dubin, vice president and network broadcast supervisor for NW Ayer, said it is currently a "better buyer's market than I think it has been in a couple of years," an attitude that was shared by other agency executives. As evidence, they said that the second quarter scatter market in daytime has barely begun, whereas in

recent years it had been more active at this stage. Some also suggested that the networks were occasionally providing scatter buyers with rating guarantees, a practice usually reserved for upfront buys.

The networks are not all affected equally. Most agency sources said that NBC is relatively well protected from any weakness because it aggressively sold in the daytime upfront marketplace. Depending on the source, either CBS or ABC was said to be the next best protected, but since ABC had more inventory to sell from the start—CBS has several shows produced by Procter & Gamble—it may be more vulnerable.

None of the agency executives said that daytime advertising was in real trouble or that advertiser budgets were, in general, being cut. Rather, they suggested that daytime spending was being affected by some of the same economic factors affecting all national media, and that an accumulation of large cost-per-thousand increases in previous years had encouraged advertisers to put some of their budgets in other dayparts, both network and barter. At least one other daypart, late night, is doing well for all three networks.

Most agency executives said that prime time is not significantly different from daytime, with the active bargaining getting under way a little later than in recent years. CBS's Gray disagreed: "If you say it is slower, then you also have to ask: 'Compared to what?' We are only six weeks away from what everyone agrees was a bad year. Turning the market around is a very slow process, but we are already seeing an upbeat market."

Also a little more optimistic was Steve Auerbach, vice president and manager of network programming for Backer & Spielvogel, who suggested that negotiating was being delayed by advertisers' uncertainty about the bottom line: "I think it will be a pretty strong scatter market with scatter prices about 10% higher than upfront."

Both network and agency executives see a few signs of hope. One network executive pointed to higher stock prices as indicators that the economy is getting more confident.

McCann-Erickson's senior vice president and director of forecasting, Robert J. Coen, was not ready to revise his annual predic-



McCann-Erickson's Coen

tion, first offered at the beginning of the year, that three-network revenue will increase by 6%. He told BROADCASTING that he currently sees nothing that would lead him to lower the estimate. "If anything, the numbers could be better. Right now everything is just lying there. Some of these companies [advertisers] are going to have to get 1985 official figures in and get a reading on profit performance in the first quarter. For the time being their emphasis is on controlling costs. I think many of them are finding they are doing better than they previously thought.

"I have not attempted to translate that into percentage points," Coen said. "Generally there is about a six-month time lag" between better economic news and higher advertising expenditures. "So I expect that by the second half of the year it may start looking better." □

Nielsen speeds up its overnights

Previous night's ratings will now be available the next afternoon; move is seen as precursor to introduction of people meter next year

The A.C. Nielsen Co. said last week it would accelerate the delivery of its overnight national television ratings 16½ hours so that they will be ready by 3:15 p.m. the following day. The advanced schedule presages the race between Nielsen and AGB Television Research to provide national overnight ratings from people meters.

At present, subscribers to Nielsen's National Television Index (NTI) must wait at least 34 hours before receiving weekday national prime time ratings (Monday night's ratings are generally available Wednesday morning). But by pushing the delivery up more than 16 hours "this is the first time in ratings history that the national dailies will truly be overnight," said William Hamill, executive vice president of Nielsen Media Research. "The fact that we can deliver national ratings the next day has been accomplished through a culmination of many years of Automated Measurement of Lineups (AMOL) development."

Hamill referred to an electronic coding system, developed by NTI and the three networks, that automatically identifies and records the program being broadcast by a local station. By employing a meter located in every market in the country Nielsen can determine whether a given network program has been broadcast in that market. The meters identify a code transmitted in a signal's vertical blanking interval.

Until now, a major obstacle to the development of overnight national ratings has been the collection of station lineup information. Measurement of a show's performance depends on knowing the markets in which the show is aired. Resolving the schedule conflicts caused by affiliate preemptions or markets where there are dual affiliates has

always taken at least a day, according to Nielsen officials. Nielsen processes about 8,000 schedule conflicts every week.

Overnight national ratings will virtually eliminate the need to rely on Nielsen's 12 metered markets for overnight ratings information. Metered-market ratings, when extrapolated and used to gauge national ratings, contain several inherent biases. An average of the 12 metered markets, for example, does not take into account CBS's traditionally strong performance in C and D counties. It also tends to overstate ABC's performance because of its customarily better performance in large, urban markets.

Nielsen has been providing overnight national ratings to the three networks and a limited group of advertising agency executives since Jan. 28 and had been conducting overnights on a test basis since last September. Nielsen is now satisfied that the accelerated delivery system works well enough to make it a permanent service. There is a desire to deliver national overnight ratings even earlier, but Nielsen executives say there is eventually a wall that will block any further advancement of the delivery schedule. "Anytime you have programs not carried by every affiliate there's always going to be conflicting information," said Robert Taragon, vice president of Nielsen and Eastern zone manager, "but I don't think it's going to get to the point where there is no time needed for that." Taragon estimates that the earliest Nielsen will be able to supply national overnights is 1 p.m. the following day.

Network research executives said accelerated delivery will have minimal impact. But one immediate positive result, they said, would be that daily newspapers would no longer need to rely on less-than-accurate 12-market numbers in their television columns.

The acceleration of overnight ratings is seen as the first step in the introduction of

people meters on a national scale within 18 months. Both Nielsen and AGB Television Research have targeted September 1987 as the launch date for national people meter ratings. People meters will measure people, i.e., demographics, on a national overnight basis as compared to the present national ratings system which just measures households.

Nielsen plans to introduce a national people meter sample alongside its National Audience Composition (NAC) diary sample next fall. Already 600 people meters are in place, operating on a test basis, and another 400 are to be added by next summer. Eventually, Nielsen may decide to merge the NAC and people meter sample which would also

be combined with the converted 1,700 NIT household meters. That would yield a total sample of 4,400 people meters.

AGB completed its Boston people meter test Jan. 31 but continues to provide people meter ratings to its 36 charter subscribers (mostly advertising agencies and the three networks). AGB will start with 2,000 people meters in the fall of 1987 and increase that number to 5,000 within a year. AGB has announced two subscribers—Young & Rubicam and BBDO—and a spokesman said two other agencies would be announced shortly. The networks, however, are still not on board. "The network commitment will come when we get more agencies," said Hoffman. □

Tylenol incident prompts ad moves

Johnson & Johnson replaces pain reliever spots with spots for other products; competitors try to capitalize with scatter buys

In the wake of a death attributed to the reappearance of cyanide-laced Tylenol capsules, advertising time purchased by the drug's manufacturer, Johnson & Johnson, has been diverted to advertising for its other pain relievers.

The company pulled its advertising of the nonaspirin pain reliever shortly after the discovery of the cyanide and shortly after the product was ordered removed from store shelves across the country. Johnson & Johnson also announced that it will no longer manufacture Tylenol in capsule form, but will shortly resume advertising for other forms of the remedy.

Last Friday (Feb. 21), Johnson & Johnson initiated a network campaign in response to

the recent turn of events. The 60-second spots feature David E. Collins, J&J's vice chairman and chairman of MacNeil Consumer Products Co., and Joseph R. Cheisa, president of MacNeil, explaining the company's "caplet" replacement for the capsules. Pete Tyrrell, J&J vice president of advertising, said two spots were produced. All three television networks were to carry the spots on Friday (Feb. 21) and Sunday (Feb. 23) during prime time.

In a related move, the three networks said last week that Tylenol's competitors are buying time immediately in the scatter market, an apparent effort to capitalize on Johnson & Johnson's troubles.

And in a reverse of Johnson & Johnson's move to advertise its other products in slots previously bought for Tylenol, the networks said that manufacturers of competing brands are switching time purchased for other products to advertise their pain relievers. Other leading manufacturers of pain relievers include American Home Products (Anacin) and Bristol-Myers (Bufferin, Excedrin, Datriol and Nuprin). George F. Schweitzer, vice president, communications and information, CBS/Broadcast Group, said CBS-TV had experienced "some additional buying, and we're experiencing some brand switching."

There is not much time available in the current scatter market, according to network and advertising agency executives. But some time does exist, they said, in all day-parts, and one agency executive even characterized the market as still favorable to buyers. He said that his agency was cutting "very good" deals in scatter. According to agency sources, an example of a buy by a Tylenol competitor was a short flight from the end of this month through the middle of March. (Johnson & Johnson's total ad expenditures in 1984 were estimated to be \$300 million, with \$62.2 million spent on Tylenol.)

After the second Tylenol incident, Warner-Lambert, whose Capsugel division is, according to the company, the world's largest manufacturer of capsules, issued a six-and-a-half-minute video news release via satellite to 500 television stations about a new tamper-resistant capsule. In the release,

Merv movement

The Coca-Cola Co. confirmed earlier reports that it has agreed to buy Merv Griffin Enterprises for an undisclosed amount (but estimated to be in excess of \$200 million) (BROADCASTING, Feb. 10). Coke said the sale is contingent upon signing a definitive agreement, regulatory approval and approval by Coke's board of directors.

Griffin produces the syndicated game shows *Jeopardy!*, *Wheel of Fortune* and *The Merv Griffin Show*. Not included in the deal are Trans American Video, a post-production facility in Los Angeles; three Griffin-owned radio stations, and closed-circuit racetrack computer and television systems. The acquisition will become part of Coke's Entertainment Business Sector Inc., the division of the company that operates 10 separate entertainment businesses, including Columbia Pictures Industries Inc. and Embassy Communications. The sector holds a 40% interest in Tri-Star Pictures.

Francis T. Vincent Jr., president of Coke's Entertainment Business Sector, said that Griffin will continue his association with the new company under Coke ownership. "One of the principal things involved in this transaction is the long-term affiliation with Merv," Vincent said. "He will participate with us in continuing to build this business."

Coke, through its Entertainment Business Sector, has substantially increased its ownership of television programs over the past eight months. Last summer it bought Embassy from Norman Lear and Jerry Perenchio and became a major supplier of sitcoms both to the networks and in syndication. It has recently held discussions with LBS Communications, a barter program. Coke did not announce a date for the Griffin closing.

two spokesmen explain how the new, fused capsules break completely apart if any penetration is made, making tampering difficult.

The feed was intended for use in local newscasts. The number of stations taking the feed is not yet known, since there was a month-long window for its use. The Warner-Lambert release was produced on Tuesday,

Feb. 18, at the company's headquarters in Morris Plains, N.J., and fed to stations via Westar IV on Wednesday, Feb. 19.

Also last week, Gerber Products said that incidents involving pieces of glass that were said to have appeared in a number of containers of the baby food it manufactures had been shown through investigations not to be

the result of product tampering. A company spokesman said that "no apparent pattern" existed to the reports, and no injuries had resulted. He suggested that mishandling of cases of the baby food was responsible for the glass fragments. Consequently, he said, no change in the company's broadcast advertising would occur. □

Senate moves closer to allowing TV in chamber

Lawmakers plan to act on measure this week; compromise package would allow coverage of Senate on test basis by TV, radio

There was a flicker of hope last week for admission of TV to the Senate. Key senators agreed on a package that would permit television and radio coverage on a test basis and would reform some Senate procedures. The lawmakers are planning to act on the measure this week.

The upper chamber had been deadlocked over Senate Resolution 28—which would open the doors to immediate radio coverage and closed-circuit television coverage for three to six months—after recessing two weeks ago (BROADCASTING, Feb. 10). Majority Leader Robert Dole (R-Kan.), among others, opposes live television coverage unless the Senate streamlines some procedures.

A compromise emerged last week. It would make gavel-to-gavel, closed-circuit television coverage and radio coverage available to the public for a trial period beginning no later than April 15 and ending on July 25. It also contained revisions in Senate rules.

"Only senators speaking and the presiding officer shall be shown on television," Dole explained. "There will be no panning of the Senate chamber." During quorum calls and votes, cameras would cover the presiding officer and official clerks. Persons requesting copies of the broadcast tapes would be required to certify that the tapes would not be used for "non-First Amendment commercial or political purposes." The resolution authorizes \$3.5 million for installation expenses.

The agreement was the result of a series of behind-the-scenes meetings of Dole and the bill's author, minority leader Robert Byrd (D-W.Va.), and members of an ad hoc committee established by Dole several months ago to examine proposed rule changes. Byrd's original resolution called for reforming some Senate procedures, but the Senate Rules Committee balked. The committee wanted to assess the need for rules changes during the television test period and make any recommendations as part of the Senate's final decision on television coverage.

Proponents of TV in the Senate say that the debate over rules is only a delaying tactic designed to kill broadcast coverage. "I think that proposing these rules and others which I expect to be offered are likely going to sink this proposal," said Senator William Armstrong (R-Colo.). "I hope I am mistaken in

that, but I would be very surprised if that is not the outcome."

Armstrong advocates an up or down vote on broadcast coverage. While he participated in the ad hoc committee discussions, his primary interest is in seeing the Senate televised. He is the author of a bill that would permit immediate gavel-to-gavel television and radio coverage. "I must congratulate those who have either openly or covertly opposed televising the Senate for their skillfulness in getting the issue framed this way," Armstrong said. "It is just a fact that a lot of people who do not want to televise the Senate now, next year or ever, are behind some of these changes," he added.

During last week's debate, Armstrong called for immediate radio coverage of the TV-in-the-Senate debate. "I want to emphasize that this would be a good matter to be broadcast for the same reason that the Panama Canal Treaty was broadcast. This is a matter of great public interest. It is a matter in which the public really has a great stake here." He also indicated he may offer his bill as an amendment when the Senate votes on the proposed package.

Some observers say certain lawmakers are only interested in televising Senate proceedings as a device to force rules changes and that others resent any rules changes that might weaken their power.

"I am not certain gavel-to-gavel coverage is in the best interests of the viewing public or the Senate," Dole said. "It would seem to me that maybe we can rearrange the way we

do business to have the special orders come later in the day and limit the special orders to three minutes or five minutes per senator."

Russell Long (D-La.), a foe of TV in the Senate, is especially opposed to gavel-to-gavel coverage. Long noted that quorum calls can go for more than an hour and that, under the proposal, the camera would be focused on the presiding officer for an hour. "He is not permitted to say anything under the rules, so he must sit there and be on television. People would wonder: 'What is this? Someone is just sitting there with his face on camera for a solid hour.'"

"I think that is why we need a test period," said Dole, "to see how it is going to operate. My view is that we are going to get this done. It may take a week or two, but we will get it done."

Once the test period is over, the Senate will vote again on the rules changes and broadcast coverage. Among the proposed revisions in its procedures: "a two-hour limit on the motion to proceed; a 20-hour limit on cloture, which would require 67 affirmative votes to invoke rules changes and two-thirds present and voting for all other matters; a reduction of the three-day filing rule on reports to two days; elimination of the Committee of the Whole for the treaties; a provision allowing the imposition of a germaneness requirement on amendments to bills pending on the Senate floor, and a provision requiring the conference reports be available on each member's desk before they are in order to be called up or proposed." □

White House picks Sikes for NTIA

Missouri broadcaster and friend of Senator Danforth beats out Joyce

The nomination of Alfred Sikes, a Springfield, Mo.-based broadcaster, as head of the Commerce Department's National Telecommunications and Information Administration was officially launched last week. The administration sent Sikes's name to the Senate Commerce Committee, which is expected to hold a confirmation hearing within two weeks. The administration's action eliminated whatever hopes Rodney Joyce, now running NTIA as acting secretary of commerce for communications and information, had that he would be the nominee.

Sikes, 46, who has ownership interests in five radio stations and has strong personal and political ties to Senator John Danforth (R-Mo.), chairman of the Senate Commerce Committee, suddenly emerged as the front



Sikes

runner for the post in December, when it was learned that the White House was considering him for the post in response to the interest Danforth had expressed in the adminis-

tration finding a job for him (BROADCASTING, Dec. 23, 1985). Until then, it had been assumed that Joyce, former minority counsel for the House Telecommunications Subcommittee, would be the nominee. He had been named acting head of NTIA and understood he had the backing of Secretary of Commerce Malcolm Baldrige. FCC Chairman Mark Fowler openly endorsed him for the post as a "true Reaganite."

Last week, Joyce did not try to hide his reaction. "I am personally very disappointed, but the decision is the President's to make, and I respect his decision," he said. He indicated he would remain in the NTIA post for the time being but declined to discuss whatever future plans he might have for employment in or out of government.

For his part, Sikes has been preparing himself for his confirmation hearing and the expected responsibilities to follow. He said he has been reading reports and other material that NTIA staffers had been sending him. He also said he had been talking to "friends in the communications business," particularly the telephone part of it. He said he feels weaker in that area than in broadcasting, where he has been involved as an owner and operator since 1977.

Sikes, president of Sikes & Associates, broadcast consultants, has also begun to divest himself of his broadcasting interests to

avoid any conflicts of interest. He and several co-owners of KGBX(AM) Springfield—he owns about 18.6%—have signed an agreement to sell the station to a local group for \$776,000. The other stations in which he owns interests are KRMS(AM)-KYL(AM) Osage Beach (14.6%) and KJAS(AM) Jackson-KJAO(FM) Gordonville (12.96%), all Missouri.

Sikes last week said he is aware of "basic communications issues that are on the front burner" but felt "awkward" about speaking on them until he had an opportunity to become more familiar with them. He expects to be briefed by NTIA staffers. In answer to questions, he said he is interested in international matters. "Clearly one of the most difficult problems facing the U.S. is the trade deficit," he said, adding, "If I can make any contribution to improving [that situation] I will."

And as a broadcaster, he said "some thoughts were beginning to form" in his mind on that field. In that connection he cited what he said was the need "to improve the competitive status of 4,500 AM stations." Sikes said he knows some "initiatives" have been taken in that direction. "I hope to add to them," he said.

Sikes, a graduate of Westminster College and of the University of Missouri law school, has known Danforth since 1969, when Sikes served with the future U.S. sen-

ator in the Missouri state government. Sikes was named assistant attorney general a year after Danforth had been elected attorney general. They have been friends and political allies ever since. It was not surprising, then, that Danforth—even though he seldom asks the White House for patronage favors—offered Sikes's name to the White House personnel office for consideration. But then fate took over.

Danforth suggested Sikes for the post of Federal Trade Commission chairman. The White House had someone else in mind, but the Sikes candidacy at that point took on a life of its own, for the White House did not want to disappoint the chairman of the Senate Commerce Committee. Whether the personnel people were aware of what many considered promises that had been made to Joyce—or cared; after all, the White House had not made a promise—is not clear. But the NTIA post had been open since October, when David Markey resigned (with a strong recommendation that Joyce succeed him). After Sikes had said, yes, he would be interested in NTIA, the deed was pretty much done.

Now, Sikes, married with three daughters, the two older ones in college, has another matter on his mind besides disposing of his broadcasting properties and cramming for his appearance at his confirmation hearing. He said, "I will be looking for a house." □

Court orders radio station financial data in music licensing case

Magistrate agrees to ASCAP request for inside dope on 500 stations

The federal "rate court" that is mediating the music license dispute between ASCAP and the radio industry ordered 500 of the nearly 2,200 member stations of the All-Industry Radio Music License Committee represented stations to provide the court with detailed financial data. To be included: the past five years' financial statements, station sale (change of ownership) contracts and documents related to the cost of operating music vs. nonmusic outlets, the last item pertaining to stations that have switched formats.

The action, taken by U.S. Magistrate Michael Dolinger in New York, came at the request of the American Society of Composers, Authors and Publishers, which is seeking to prove that the radio industry is profitable and can afford a rate increase for music licenses. ASCAP says it wants a rise of 16% in blanket license fees, although the committee has put that figure closer to 18%.

(Talks between ASCAP and the committee regarding new rates for music licenses broke off last April [BROADCASTING, April 8, 1985]. That led both parties to seek action by the so-called rate court, which was established by a 1950 consent decree settling an antitrust action against ASCAP. The broadcasters oppose a rate hike, employing the long-standing argument that music licensee fees automatically rise because they are tied to station revenues. The industry has been operating with interim ASCAP licenses

since the last agreement expired on Dec. 31, 1982. ASCAP is seeking a new, five-year contract that would be retroactive to Jan. 1, 1983.)

According to ASCAP's proposal, the requested data would be sought from the 400 largest committee-represented stations in addition to 100 other stations randomly selected. Dolinger has set a March 31 deadline for producing the information.

The committee, said Carl Munson, attorney for the New York law firm of Weil, Gotshal & Manges, legal counsel for the all-industry group, had "vigorously opposed" the ASCAP motion and suggested that fiscal information be obtained from the FCC's annual Form 324 financial radio surveys, which ended in 1980, in conjunction with the more recent, yearly financial surveys made by the National Association of Broadcasters.

ASCAP resisted the committee's suggestion in a Feb. 14 court filing, saying that the NAB survey "is based on a pitifully inadequate response." ASCAP also said the NAB data did not include salary payments to owners.

"The owners' salaries along with the prices at which radio stations are changing hands would give us a total profitability picture for radio," said Richard Reimer, an attorney with ASCAP.

The committee, in its filing, said the NAB survey "is the most comprehensive, industrywide compilation of which we are aware," adding that it covers 1,600 stations.

And the committee said that financial statements "are not likely to contain information on owner salaries."

The committee was also opposed to the collection of station sale contracts. Additionally, it suggested that only 10% to 15% of the 2,200 member stations be asked for costs concerning format switches.

ASCAP had initially proposed, during a Feb. 10 hearing at the federal rate court, that the data be collected from all 2,200 stations. However, the music licensing organization later offered the 500-sample "counterproposal," which it submitted in its Feb. 14 filing, after it and the committee failed to agree on how to obtain the financial data in question.

"Although I'm disappointed that the FCC and NAB data would not be used, the good news is that, rather than 2,200 stations, 500 will be selected," said Bob Henley, chairman of the All-Industry Radio Music License Committee and president and general manager of KGNR(AM)-KCTC(FM) Sacramento, Calif. The committee is expected to notify the 500 stations of the court's ruling.

Reimer said he didn't view the court action as a victory for ASCAP, noting that in the past, television stations had to comply with similar requests in rate court proceedings.

Meanwhile, the all-industry committee and Broadcast Music Inc. are attempting to set up a federal rate court in cooperation with the Department of Justice, similar to one in place for the ASCAP proceedings, to deter-

mine BMI's new license rates. The previous two-year agreement expired last Dec. 31, and stations have been asked by the committee to sign a one-year contract extension, pending negotiations with BMI. In August 1984, the committee negotiated an amend-

ment to BMI's then newly issued blanket music license that raised rates by approximately 8.8%—down from an originally estimated increase of 15% to 18%. The BMI contract was retroactive to January 1984, but the rate increase did not go into effect until

January 1985. The committee is now asking BMI to roll back the present blanket license rate "to at least the level of the pre-1984 license" ("Riding Gain," Nov. 25, 1985). It is that rate hike by BMI that has prompted ASCAP to continue fighting for one. □

Closing in on must carry

Cable reportedly makes an offer, but not one the broadcasters couldn't refuse; cap is issue, with negotiations revolving around 25%; week to go before FCC deadline

The must-carry tortoise turned into a hare last week. Representatives from the broadcasting and cable camps spent the week shuttling proposals back and forth with the intent of trying to wrap up the negotiations by week's end to meet the March 4 deadline for reply comments in the FCC's proceeding on that subject. (The FCC extended its deadline from Feb. 25 to March 4 on behalf of a variety of cable companies that said they needed more time.)

In the words of one participant, "things are moving very fast; there's something new on the table every hour." And another participant observed "there's a good possibility that things will be wrapped up soon."

The process accelerated when National Cable Television Association President James Mooney returned from a Denver meeting with his executive committee on Feb. 14, prepared to present broadcasters with a must-carry proposal acceptable to cable. (The NCTA meeting was called to decide whether cable would help broadcasters develop an acceptable public policy rationale for a must-carry compromise.) Mooney met during last Monday's holiday (Feb. 17) with John Summers, the National Association of Broadcasters' senior executive vice president for government relations, and William Schwartz, president and chief operating officer for Cox Enterprises and a member of the Television Operators Caucus. Schwartz has served as the broadcasters' lead negotiator throughout the must-carry process and in the final hours carried the ball alone.

Under NCTA's initial proposal, cable systems with 12 or fewer channels would have been exempt from any must-carry obligation and cable operators with more than 12 channels would have had to set aside no more than 20% (seven channels for a 36-channel system) of their channels to carry local stations within 35 miles of the cable system (the mileage could be altered to 50 depending on eventual interpretation of copyright law). Cable systems would not have to carry duplicated network or public broadcasting signals. New stations could not demand must-carry status unless they met a viewing standard—the significantly viewing standard of the former must-carry rule, a 2% share of the audience in noncable homes and a 5% net weekly circulation. Among the other points of cable's first draft was that broadcasters would agree not to oppose legislation



Mooney

that would call for commercial television to give up its share of the compulsory license fees. Cable also wanted broadcasters to drop their demands for elimination of the compulsory license.

NCTA's Mooney, however, insisted that it would be "inaccurate to say I have made an offer." He admitted there had been "intense discussion of specifics," but refused to comment any further. Indeed, press reports on the negotiations irritated Mooney to the point that he threatened to discontinue the discussions until the broadcasters "get control of the process." Mooney said he found it "exasperating. If they can't maintain the confidentiality of these discussions it's going to be tough for them to make a deal with anybody." Apparently, the parties agreed to keep the details of the negotiations confidential.

For broadcasters, cable's offer poses problems. Sources say they "can't live" with the 20% cap (which they feel is too low) and they want some must-carry protection for new stations. (Schwartz went back to cable with a counteroffer to include a higher cap,



Schwartz

at least 25%. There were even some reports that certain TOC members were unhappy with that offer.) Of equal concern was cable's request that broadcasters give up their share of the cable copyright royalties—an element of the package they told NCTA "was unacceptable."

But NCTA's idea on the royalty fees, one source said, came from broadcasters themselves. Indeed, the source noted that when Mooney spoke to the NAB board last month (BROADCASTING, Jan. 20) several directors approached him and volunteered to give up their share of the royalties in exchange for must carry. Nevertheless, NAB is adamant in refusing to budge on that matter. One source called it a "deal breaker," and accused cable of being "greedy." But at week's end it appeared that cable had withdrawn that provision.

Things had progressed far enough by Friday that Mooney felt it appropriate to brief FCC Chairman Mark Fowler. The FCC must eventually endorse any compromise the two industries come up with, and some members have indicated a basic reluctance to do so. □

Hard times for home dish industry

SPACE/STTI convention troubled by programing service scrambling; dealers vow to fight back

"The gray train is over," lamented one satellite dish dealer. "From here on out it's a tough business."

Such comments were frequently overheard last week in Las Vegas, where about 2,100 home satellite receiver manufacturers, distributors and retailers gathered for the three-day annual convention of the Society

for Private and Commercial Earth Stations (SPACE) and the Satellite Television Industry Association (STTI).

Addressing a group that is, by its own account, reeling from the effects of full-time signal scrambling begun last month by Home Box Office and Cinemax, the nation's largest pay cable services, SPACE Chairman H.T. Howard called for unification "in a serious battle with cable: one that will be fought through legislation, litigation and in the marketplace. We need your help and fi-

nancial support for the legislative hearings, for certain legal actions and for the public relations campaign designed to tell our side of the story."

Howard, who is also director of research for Chaparral Communications, a manufacturer, outlined a three-pronged effort by SPACE/STTI to overcome recent setbacks, which he and other SPACE/STTI officials acknowledged as serious.

On the legislative front, Howard expressed satisfaction with Representative Tim Wirth's (D-Colo.) decision to schedule March 6 hearings on three satellite-related bills before his House Telecommunications Subcommittee. Wirth and other members of the subcommittee, along with Representative Charles Rose (D-N.C.), chairman of the House Broadcasting Committee, were slated to speak to the convention last Friday.

SPACE/STTI has also launched an attack on scrambling at the FCC. It has petitioned the commission to deny the transfer of CBS-

owned KMOX-TV St. Louis to Viacom International (owner of Showtime/The Movie Channel and other program services), on the grounds that the companies have failed to serve the public interest by limiting home satellite reception of their signals.

The 3,500-member trade association, which estimates that more than 1.5 million homes now receive television directly from satellites, announced Wednesday (Feb. 19) that it has named Fleishman-Hillard Inc. as its national public relations firm. The company has offices in New York, Washington, Los Angeles and 11 other cities.

"Our public relations has been abysmal," conceded one SPACE/STTI official, who asked not to be named. His sentiment was echoed by a number of other industry professionals, who complained throughout the conference that the home satellite business has been unfairly and inaccurately reported by the consumer press.

"We also suffer to some degree from

wounds inflicted by a few piranhas and snakes in our own industry." Howard said in his opening address. "As a group they have done nearly irreparable harm to our industry by focusing the wrath of the cable and broadcast industries upon us. From the prattle of some talk show hosts to the dealer who advertises that it will be free and there will never be any scrambling we have begun to get back the 'pirates and thieves' image which SPACE had reversed through legal and legislative action and the stated goal of entering the mainstream."

Despite Howard's pronouncements, even SPACE officers conceded privately that much of the satellite industry's image problem resulted from too many dealers selling home dish systems on the strength of free HBO/Cinemax reception. Although SPACE had maintained for years that its customers were willing to pay for authorized pay service reception, it was widely felt that consumers still did not expect to have to pay for

MCA pays \$387 million for WOR-TV

MCA's winning bid last week for GenCorp's WOR-TV New York of \$387 million was dramatic apart from the money.

Sidney Jay Sheinberg, MCA's president and chief operating officer, told BROADCASTING that the company didn't even know it would make a bid for the channel 9 independent until less than a week before Friday, Feb. 14, when the bids were opened. It then quickly found a partner with station operating experience in Cox Enterprises, and just as quickly lost it. Sheinberg said last week the arrangement was so sudden that the two companies could not work out details of how responsibility of running the station would be shared.

GenCorp had its own timetable and wanted its lawyers and its investment banking firm, Kidder Peabody, to have a final contract signed in time for the company's board meeting last Tuesday (Feb. 18). GenCorp had put the station up for sale several months ago, but bidding had been delayed more than once.

Shortly after MCA and Cox executives were told their bid had won, Cox told MCA it couldn't rush so large a purchase without having more time for analysis. Sources said that rather than put its winning bid at risk, MCA decided to sign the contract on its own and worry about finding a partner later.

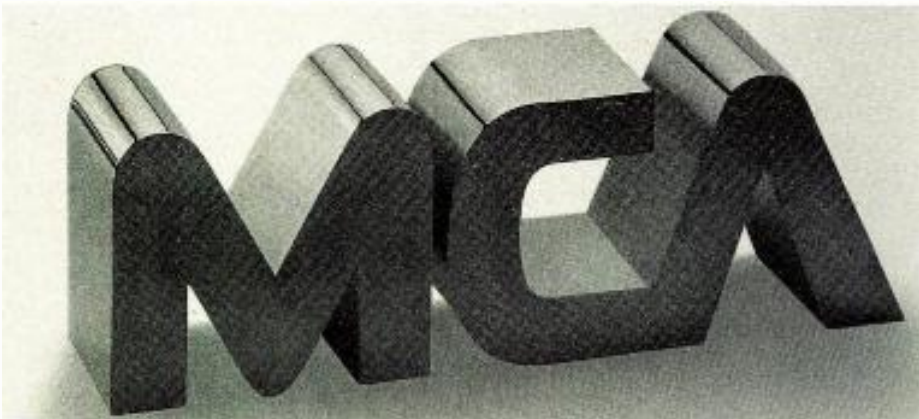
Talking about long-term strategy in the same breath with such short-term activity may seem incongruous. But there were strategic considerations, both offensive and defensive, in MCA's quick move, according to Luis Rinaldini, a general partner at Lazard Freres, the investment banking firm that handled MCA's bid.

Probably the major concern was that all three VHF independents in the New York market to which MCA Television sells syndicated product might soon have their own programming abilities and libraries. The owner of WPIX-TV, Tribune Co., has been steadily developing first-run product. WNEW-TV is on the verge of being transferred to Rupert Murdoch's Fox Television, a subsidiary of 20th Century Fox. And although informed sources said that neither Walt Disney Co. nor Lorimar-Telepictures made a bid for WOR-TV, both were known to have considered doing so.

Sheinberg said MCA did not bid on KTLA-TV Los Angeles, a market with four VHF independents, when that station was sold to the Tribune Co. for \$510 million last year. Although the company has looked at other stations, its bid for WOR-TV is believed to be its first for any station. Among the other bidders MCA is known to have defeated were Group W, which purchased KTLA-TV Los Angeles from GenCorp last November, subject to FCC approval, and a consortium including New Jersey residents (WOR-TV is licensed to Secaucus, N.J.) and minorities.

When MCA begins looking for partners to replace Cox, the list of candidates might well include Group W, whose chairman, Daniel Ritchie, was formerly MCA's executive vice president and chief financial officer.

Whatever group ends up running the station will have its work cut out for it in improving the station's profits to justify its price. One source said that WOR-TV produced 1985 revenue of approximately \$70 million and cash flow of just over \$15 million.



such services ever.

"The idea of the cable industry supplying video to the satellite dish owner is, simply, wrong," Howard argued, referring to plans by HBO, Showtime, Cinemax and other services to market decoders and subscriptions through the cable systems they do business with. Howard said the industry prefers to deal directly with suppliers, not cable operators.

Representatives from HBO and Showtime/The Movie Channel canceled scheduled appearances on conference panels without giving reasons. HBO did not have a show presence, but distributed a letter to home satellite system owners inviting them to become paying subscribers or receive free information on scrambling. Showtime/TMC made available a similar letter, indicating

"signals will be fully scrambled in May 1986, to protect them from misuse by unauthorized commercial operations. Revenues lost to Showtime/TMC from commercial piracy are believed to run into the hundreds of millions of dollars each year." Showtime/TMC sponsored a reception during the convention and distributed a questionnaire to TVRO dealers regarding future advertising and promotional activities through their dealerships. The program service has not set a price for its TVRO package, but knowledgeable sources predicted it will be nearly half the \$19.95 monthly fee currently set by HBO.

During a Wednesday morning panel session, Turner Broadcasting's marketing director, Marty Lafferty, told dealers that CNN and CNN Headline News will be fully

scrambled by July 1, with WTBS(TV) Atlanta expected to follow in August.

"We're very bullish on DBS at Turner," said Lafferty. "We really believe it's the wave of the future." The executive estimated his company could have 750,000 TVRO subscribers by the end of 1986, generating revenue of \$2 million. At those numbers, he said, Turner would be breaking even on its home dish owner marketing costs. Lafferty predicted five million TVRO owners in the market by 1990, at which time "it will probably be a very good business for us."

"We have a wonderful, ultimate technology," Howard concluded in his speech. "It will not kill Hollywood, broadcast TV, cable, the VCR or the neighbor's dog, but it will eventually serve many millions of homes." □

NRBA-NAB merger (from page 35)

Additionally, in the statement, the NRBA said that the money left over after NRBA pays its debt will be put into an escrow account. Incumbent members of the NRBA executive committee will become executors of the NRBA fund, which will be used to settle NRBA's outstanding financial obligations. Excess funds may be used "at the sole discretion" of the executive committee "as contributions to nonprofit organizations," including "existing or newly formed broadcast trade associations."

Asked whether the last two objectives—the two-year time period and the use of the fund as seed money for a new trade association—meant that there would be a two-year trial period for the merger, Mann said that "You don't go into a marriage with the thought that you're getting out. We're not looking to get out or going in with a need for trial. We're going in because we feel that this is the right thing to do, to have one association and one organization."

"But," Mann said, "in the unlikely event that our hopes and dreams are not realized, that gives us the comfort to know that there is an opportunity to try to have a radio-only organization. But none of us feel that that is going to be necessary." □

The board's mixed concerns were apparent going into the meeting last week. According to one board member earlier in the week, "a lot of lobbying [against the agreement] had been going on behind the scenes" the previous weekend. By Thursday afternoon, however, following what was described as "spirited discussion," the NRBA executive committee—minus one member whose plane was grounded by fog in Iowa—unanimously approved a recommendation to ratify.

NRBA's chairman, Bill Clark, Shamrock Radio Division, San Francisco, said after the executive committee meeting that while some board members had reservations about the agreement, there was "not one person here—even in the executive committee—who said we should stop this, not go forward with it. . . . Everybody favors the concept of the unification of radio into one association and within the NAB structure," he said, adding, "but there are some differences of opinion about whether that can be effective in the form it is proposed here."

The next day, the full board voted on the agreement, which was in the form of a letter written by NAB's radio board chairman, John F. Dille III of Federated Media, Elkhart, Ind., and signed by Dille and NRBA's Mann. Among the concerns voiced during the meeting about the agreement, Mann said, was whether the NAB "could really be set up in such a way that radio would have its independence. That's the whole key because there wasn't anyone who said I want to retain NRBA as a separate organization."

The NRBA board's decision comes a little more than a month

after the NAB board voted unanimously in favor of the plan. The ratified plan eliminates the NRBA as a political entity. Those members (NRBA now has about 1,700) who want to join NAB may do so at reduced rates for the first year. Twelve NRBA directors will join the NAB radio board—four for three-year terms, four for two-year terms and four for one-year terms. All such NRBA directors will "sunset" at the end of their terms, although each could then run for office under standard NAB policies. One NRBA director will be added to the NAB executive committee's radio team for at least three years:

At the Florida meeting, the NRBA board selected these 12 representatives to the NAB board. They are—for three year terms: Bill Clark, Bernie Mann, Carl Hirsch of Legacy Broadcasting and Martin Greenberg of Duffy Broadcasting; two-year terms: Sis Kaplan, WROQ-AM-FM Charlotte, N.C., Norman Wain of Metroplex Communications, James Wychor of KWOA-AM-FM Worthington, Minn., and Art Kellar of EZ Communications Inc., and for one-year terms: Ted Dorf of WWRC(AM)-WGAY-FM Washington, Gary Grossman of KRKT-AM-FM Albany, Ore., Art Suberbielle of KANE(AM) New Iberia, La., and Jeff Smulyan of Emmis Broadcasting. □

The NRBA traces its roots to formation of the FM Association of Broadcasters in 1959—subsequently renamed the National Association of FM Broadcasters. In the fall of 1975, the NAFMB announced its intention to open its doors to AM broadcasters, restructure itself and change its name to NRBA—seeking, in part, to provide greater awareness for radio's interests and to move out of what some considered TV's shadow at NAB. □

One of the first to applaud the new merger was NAB radio director William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., who recalled the remarks he made at the NAB's winter board meeting last month, when he said the unification should forever end the division within radio and added: "They are of us, they are ours." He also called for a further unification with such industry groups as the Radio Advertising Bureau. O'Shaughnessy stressed that the "NAB processes would be enriched by the infusion and addition of new directors and by the vitality and dedication they will bring to the board's high counsels." In addition, he suggested that NAB give greater definition to the position of a radio-only spokesperson who will "serve as the drummer, advocate and champion for radio."

NAB's Dille said he was "gratified" by the NRBA board's action, adding that "The blending of NAB and NRBA's talents and resources would give radio a powerful, united voice. We eagerly await the opportunity to share the views, ideas and strategies that will ultimately strengthen the entire broadcast industry."

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Second try for 'West 57th'

CBS weekly news magazine show that had short run last summer will begin airing in April with 13-week commitment

CBS will raise the curtain again on *West 57th*, beginning the week of April 21, in the hope of establishing a second weekly prime time news magazine show. *West 57th* premiered in Aug. 13, 1985, and had a six-week run before being removed from the prime time schedule before the start of the 1985-86 season.

CBS/Broadcast Group executives have given to *West 57th* executive producer Andrew Lack a 13-episode commitment. The series derives its name from West 57th street in New York where CBS News is headquartered.

West 57th has been in development since December 1984. During its six-week run late last summer, *West 57th* averaged a 10.4 rating and 19 share in the Nielsen national ratings during its Tuesday 10-11 p.m. time period.

The new magazine show has been the subject of attention because of its unique format and aggressive use of video techniques not traditionally associated with news programs. The program features four young CBS News correspondents: John Ferrugia, Bob Sirott, Meredith Vieira and Jane Wal-



Clockwise: Sirott, Vieira, Ferrugia, Wallace

lace. Each episode contains five to six stories—two to three more than normally appear on *60 Minutes*.

The focus on young reporters covering the kind of stories their counterparts in the audience are interested in had its intended effect: CBS researchers report *West 57th* did best among adults 18-34 and those in households

with incomes of \$40,000 or more.

"The series this summer pretty well highlighted the material we're after," said Lack, *West 57th*'s producer, "a mix of tough investigative reporting, some material characterized as feature oriented. It's magazine in the sense that it has the mix of stories. What we were last summer is what we'll be this season."

Lack said no major changes have been made in the show's format other than some adjustments to the opener. He said 20 stories are in the can with another 30 in various stages of production. Although there was originally some mention that *West 57th* might come back on a regular basis in January, Lack said he wasn't disappointed when the timetable was pushed back. "It gave me that much more time to build a bank of stories," he said.

A permanent position for *West 57th* has been awaiting an available time period in the prime time schedule. CBS sources said *West 57th* would not be scheduled on the weekend and added that the most likely time periods are 8 p.m. on Tuesday or Wednesday—both slots where CBS has had a difficult time building a show.

David Poltrack, CBS/Broadcast Group research vice president, thinks *West 57th*'s chances for success are good. One indication he mentioned is the percentage of regular viewers who watched one episode last summer and returned for a second viewing—45%, above the 40% average for regular series programming.

With their traditionally low costs compared to entertainment programming, successful news magazine shows can be a gold mine for a network. Both *60 Minutes* and *West 57th* cost about \$400,000 per hour to produce. And *60 Minutes*, with its consistent



Preservation programming. The California condor, an endangered species, will be studied in the first of a new series of 12, hour-long specials on wildlife and preservation of natural resources co-produced under a three-year agreement among the National Audubon Society, Turner Broadcasting System and noncommercial WETA-TV Washington. The programs will be presented as *World of Audubon Specials* on superstation WTBS(TV) Atlanta, beginning Saturday (March 1), and as *National Audubon Society Specials* on 313 Public Broadcasting Service stations, in July, August and September. They will later be syndicated by Turner Program Services. The group has budgeted approximately \$500,000 per show, using funds initially provided by Turner.

"We're getting them produced as reasonably as we can for a top quality production," said TBS Chairman and President Ted Turner, in announcing the project at a breakfast press conference in Washington. According to the program's executive producer, Christopher Palmer, "WETA is looking aggressively for an underwriter." At the head table were (l-r): WETA-TV president, Ward Chamberlin; Palmer; Turner, and National Audubon Society president, Peter A.A. Berle.

Capital Cities/ABC, Inc.

Has completed the following divestitures in connection with the acquisition of American Broadcasting Companies, Inc. by Capital Cities Communications, Inc.

Television Stations

WXYZ-TV

Detroit, Michigan

WTNH

New Haven, Connecticut

WKBW-TV

Buffalo, New York

WFTS-TV

Tampa/St. Petersburg, Florida

Radio Stations

WPAT-AM/FM

Paterson, New Jersey (New York City)

KLAC-AM/KZLA-FM

Los Angeles, California

KSRR-FM

Houston, Texas

KTKS-FM

Denton, Texas (Dallas/Ft. Worth)

WRIF-FM

Detroit, Michigan

WKBW-AM

Buffalo, New York

Newspaper Properties

The Red Bank Register and
The Toms River Publishing Co., Inc.

Cable Properties

Omnicom of Michigan, Inc. and
Clear Cablevision, Inc.

Buyer

Scripps Howard Broadcasting Company

Cook Inlet Communications, Limited Partnership

Queen City Broadcasting, Inc.

Scripps Howard Broadcasting Company

Park Communications, Inc.

Malrite Communications Group, Inc.

Malrite Communications Group, Inc.

Gannett Co., Inc.

Silver Star Communications-Detroit, Inc.

Price Communications Corporation

Price Communications Corporation

N-Com Limited Partnership

We acted as financial advisor to Capital Cities/ABC, Inc. in each of these divestitures.

Goldman, Sachs & Co.

New York Boston Chicago Dallas Detroit
Houston Los Angeles Memphis Miami
Philadelphia St. Louis San Francisco
London Hong Kong Tokyo Zurich



top ranking, is the most profitable show on CBS, pulling in an estimated \$50 million annually from advertising—and making CBS the only network of the three to operate a news division that shows a profit.

Whether *West 57th* will join the ranks of *60 Minutes*—which took several years to build its popularity—or go the way of *American Parade* or *Crossroads*—two other weekly news magazines that had limited runs a couple seasons ago—remains to be seen. Van Gordon Sauter, president of CBS News and executive vice president of the CBS/Broadcast Group, said *West 57th* “has evolved in an orderly fashion which has resulted in a clearer concept of what we want to see on the air.” That concept, he said, is

“very contemporary in use of video, eclectic in story selection and touches popular culture in a way not seen on other regular news broadcasts.”

As the 13 episodes progress and the ratings begin to come in, “at some point there will be an evaluation made as to where we should go from there,” Sauter said. □

Family fare. Fort Worth-based timeRite is a new company that will specialize in first-run family-oriented television programming. The company will offer five programs initially, and all sales will be on a cash basis.

Among the five are three half-hours: *The Sunshine Factory*, a strip with “high-tech production” set in a fix-it shop where children will learn through song, dance and puppets; *Country Crossroads*, a 26-episode country music show hosted by Jerry Clower, and *The Plant Groom*, hosted by horticulturalist Dale Groom.

timeRite will also offer *Cope*, an hour-long viewer interactive show delivered by satellite in which viewers call in for advice via an 800 number, and *The Sloppy Cook*, a series of three-minute “featurettes” designed for local news, variety and talk shows. Gary DeHaan hosts the show. Bob Taylor is president of the new company.

NBC's best Thursday gives it another weekly win

Powered by its best Thursday performance ever (according to NBC research), NBC took its 14th prime time ratings victory during the week of Feb. 10-16, according to Nielsen's National Television Index. It scored an 18.2 rating and a 27 share, outdistancing CBS (17.3/26) and ABC (15.5/23). By the end of the ratings week, NBC had an 18.2/28 in Nielsen ratings for the February sweeps. CBS had a 17.8/27 and ABC a 14.5/22.

The big Thursday numbers for NBC were the result of a one-hour *Family Ties* special, which ranked second among all programs of the week with a 30/42; and the best ratings for *Hill Street Blues* since Feb. 9, 1984. In the heavily promoted episode of the show, Capt. Frank Furillo (Daniel Travanti) was shot but not killed. *The Cosby Show*, which ranked first again, scored a 35.2/50.

NBC also won Friday, a night CBS usually carries on the strength of *Dallas*. That show ranked 12th for the week with a 21/32. NBC's schedule benefitted from the performance of *Disney's Valentine's Day*, which won from 8 to 9 scoring a 16.1/26. From 10 to 11, *Miami Vice* ranked ninth with a 21.8/36.

In other ratings during the week, theatricals posted strong numbers. Leading the way was *The ABC Sunday Night Movie*, “Mr. Mom,” which ranked seventh and won its 9 to 11 time period with a 22.3/33. The numbers were unusual given the ample cable and videocassette exposure the movie has had. *The NBC Monday Night Movie*, “Officer and Gentleman,” ranked 16th, and scored 20.1/31 to come in second behind the regular CBS Monday schedule. But a *CBS Special Movie Presentation* of “The Wizard of Oz” (18.4/29) on Saturday from 8 to 10 was “held to its lowest rating and share ever” by NBC's 8 to 10 comedy block, according to Gerry Jaffe, vice president, research projects, NBC.

HUT levels for the week were up 2%, from last year's 64.9 to 66.5 this year. The three-network ratings were up 3%, from last year's 49.7 to 51 this year, while share levels were up 1%, from last year's 76.9 to 77.3

this year.

■ CBS's winning Monday schedule combined for a 19.8/29, edging NBC which scored a 19.3/28. CBS won from 8 to 10 with its regular schedule, and NBC won 10 to 11 with the second hour of “Officer and Gentleman.”

■ ABC preempted *Growing Pains* from its Tuesday schedule, due to a presidential press conference. *Who's the Boss* (20.8/30) and *Moonlighting* (19.7/29) ranked 13th and 19th, respectively. With *Spenser: For Hire*, ABC's schedule combined for a 17.6/27, ranking first. The CBS schedule followed with a 15.8/25.

■ ABC won Wednesday with a 19.2/29, compared to NBC's 18.2/27 and CBS's 11.7/18. NBC won from 8 to 9 with *Highway to Heaven* (22/32) while ABC won from 9 to 11 with *Dynasty* (22.5/33) and *Hotel* (20.1/33).

■ NBC took the first two hours on Thursday with *Knot's Landing* (20.3/32), which ranked 15th, besting the 20th-ranked *Hill Street Blues* from 10 to 11. ABC's *Dynasty II: The Colbys* (15.5/22) ranked third during its first half-hour and second during its second half-hour from 9 to 10.

■ NBC edged CBS on Friday, leaving ABC in third, which fared poorly with the theatrical, “Best Friends” (9.4/15).

■ Although “The Wizard of Oz” on CBS beat *Gimme a Break* (15.5/25) and *Facts of Life* (18.2/28) on NBC from 8 to 9 on Saturday, the 10th-ranked *Golden Girls* (21.7/33) and *227* (19.5/30) on NBC won from 9 to 10. *Fortune Dane*, the pilot for a possible series starring Carl Weathers, got a 10.5/16 in its 9 to 10 time period on CBS.

■ CBS still won on Sunday, despite the strong performance of “Mr. Mom” on ABC. *The Disney Sunday Movie* (15.1/23), a double presentation of two one-hour stories on ABC, was second during its first hour (behind *60 Minutes*), third from 8 to 8:30 (behind *Amazing Stories*), and second once again from 8:30 to 9. “Thompson's Last Run,” on the *CBS Sunday Night Movie* (17.4/26), was second from 9 to 11.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	35.2/50	24.	Facts of Life	NBC	18.2/28	46.	MacGyver	ABC	14.9/22
2.	Family Ties	NBC	30.0/42	25.	TV Bloopers & Prac. Jokes	NBC	17.9/25	47.	Hunter	NBC	14.6/25
3.	Murder, She Wrote	CBS	28.5/38	26.	Falcon Crest	CBS	17.4/29	48.	Love Boat	ABC	14.3/25
4.	60 Minutes	CBS	24.0/37	27.	Thompson's Last Run	CBS	17.4/26	49.	Alfred Hitchcock Presents	NBC	14.3/20
5.	Cheers	NBC	23.9/35	28.	Knight Rider	NBC	16.9/26	50.	Riptide	NBC	13.2/20
6.	Dynasty	ABC	22.5/33	29.	Vital Signs	CBS	16.7/26	51.	Spenser: For Hire	ABC	13.1/22
7.	Mr. Mom	ABC	22.3/33	30.	St. Elsewhere	NBC	16.4/27	52.	Airwolf	CBS	12.8/22
8.	Highway to Heaven	NBC	22.0/32	31.	A Team	NBC	16.2/23	53.	Remington Steele	NBC	12.6/23
9.	Miami Vice	NBC	21.8/36	32.	Harem, pt. 2	ABC	16.2/23	54.	Mary	CBS	12.6/19
10.	Golden Girls	NBC	21.7/33	33.	Disney Special	NBC	16.1/26	55.	Twilight Zone	CBS	12.3/20
11.	Kate & Allie	CBS	21.6/30	34.	Blackie's Magic	NBC	16.1/23	56.	Equalizer	CBS	11.7/19
12.	Dallas	CBS	21.0/32	35.	Webster	ABC	15.9/26	57.	Roley Square	CBS	11.5/17
13.	Who's the Boss	ABC	20.8/30	36.	20/20	ABC	15.9/25	58.	Bugs Bunny Special	CBS	11.4/17
14.	Newhart	CBS	20.8/29	37.	Amazing Stories	NBC	15.8/23	59.	Crazy Like a Fox	CBS	11.4/17
15.	Knos Landing	CBS	20.3/32	38.	Mr. Belvedere	ABC	15.7/25	60.	Silver Spoons	NBC	11.2/17
16.	Officer and Gentleman	NBC	20.2/31	39.	Simon & Simon	CBS	15.6/22	61.	Redd Foxx Show	ABC	10.6/17
17.	Hotel	ABC	20.1/33	40.	Gimme a Break	NBC	15.5/25	62.	*Fortune Dane	ABC	10.5/16
18.	Cagney & Lacey	CBS	20.0/31	41.	Dynasty II: The Colbys	ABC	15.5/22	63.	Punky Brewster	NBC	9.8/16
19.	Moonlighting	ABC	19.7/29	42.	Hardcastle & McCormick	ABC	15.4/22	64.	Benson	ABC	9.6/15
20.	Hill Street Blues	NBC	19.6/31	43.	Magnum, P.I.	CBS	15.3/22	65.	Best Friends	ABC	9.4/15
21.	227	NBC	19.5/30	44.	Disney Sunday Movie	ABC	15.1/23	66.	Ripley's Believe It, Or Not	ABC	7.8/11
22.	Wizard of Oz	CBS	18.4/29	45.	Last Days Frank & Jesse James	NBC	15.1/22				
23.	Scarecrow & Mrs. King	CBS	18.3/26								

*Indicates premiere episode

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■ **Columbia Pictures Television** says that *The Real Ghostbusters* has been licensed to ABC for 13 episodes for next fall. As previously announced, 65 episodes of the series will air in syndication beginning in the fall of 1987. Since NATPE, the syndicated strip has been cleared in 70 markets covering 76% of the country. Along with the



Metromedia stations (now Fox TV), the show has been cleared on WTAF-TV Philadelphia, KBHK-TV San Francisco, WLVI-TV Boston, WXON(TV) Detroit and WUAB(TV) Cleveland. Sales are on a barter basis for two-year deals, with stations getting four minutes and Columbia keeping two. ■ **Genesis Entertainment** says that it has cleared *The Judge* in 36 markets. Recent clearances include KTVK(TV) Phoenix, WVUE(TV) New Orleans, KTAL-TV Texarkana, Tex., and KREM-TV Spokane, Wash. Previous clearances include WCBS-TV New York, WBBM-TV Chicago and WCAU-TV Philadelphia. Phil Oldham, senior vice president and national sales manager, said that *The Judge* distinguishes itself from the other courtroom shows in the market by focusing exclusively on family-oriented cases. Also, he said that the show has the advantage of being produced by the former producers of *Divorce Court*. Former members of the cast of that show are also used in *The Judge*. Sales are on a cash plus barter basis, with Genesis holding back one minute. One-year deals are for 32 weeks of first-run episodes, and 20 weeks of repeats. ■ **King Features Entertainment** says that it has cleared *Dr. Ruth's Good Sex Show* in 14 markets since the show was announced at NATPE. Sales of the half-hour show's 130 episodes, available for two runs, are for cash. The syndicated show will be similar to the cable version. Guests, such as Cyndi Lauper

and George Burns, will appear, and highlights of Dr. Ruth's appearances on the lecture circuit will be featured. Among clearances are WNEW-TV New York; WPHL-TV Philadelphia; WNEV-TV Boston; WDZL(TV) Miami; WCPO-TV Cincinnati; XETV(TV) Tijuana, Mexico (San Diego); WUFH(TV) Rochester, N.Y., and KNXV-TV Phoenix. ■ **Viacom Enterprises** says that it has cleared a one-hour special hosted by Michael Douglas and Jann Wenner—*MTV Presents the Rolling Stone Readers Poll*—on 96 stations covering 74% of the country. Sales of the special are on a barter basis, with five-and-a-half minutes for stations, and one-half minute for MTV owner Viacom. The show will highlight the results of the magazine poll with segments on the 1985's sexiest and best-dressed personalities, as well as the musicians of the year. Among clearances are WNEW-TV New York, KTLA(TV) Los Angeles, WFLD-TV Chicago, WGSS-TV Philadelphia, KTVU(TV) San Francisco, WBZ-TV Boston, WKBD-TV Detroit, WTTG(TV) Washington, WOIO(TV) Shaker Heights, Ohio (Cleveland), and KRLD-TV Dallas. ■ **Orion Television Syndication** says that it has cleared *Hollywood Squares* in 64 markets. Among recent sales are WPLG(TV) Miami; KAPP(TV) Yakima, Wash.; KOCO-TV Oklahoma City, and WABI-TV Bangor, Me. Sales of the series 39 weeks of first-run episodes and 13 weeks of repeats are on a cash plus barter basis, with Orion retaining one minute. ■ **Television Program Enterprises** says that it has cleared *You Write the Songs* in approximately 30 markets covering 40% of the country. Sales of the weekly half-hour competition between three aspiring songwriters are on a barter basis, with three-and-a-half minutes for both stations and TPE. Among clearances are WCBS-TV New York, WGN-TV Chicago, WTAF-TV Philadelphia, WDVN-TV Washington, KTVT(TV) Dallas, WKBD-TV Detroit, WSB-TV Atlanta, KTVK(TV) Phoenix, WISH-TV Indianapolis and KRBC-TV Sacramento, Calif. TPE says that it has also cleared the half-hour strip version of *Lifestyles of the Rich and Famous* in approximately 15 markets. The cost of the show will be minimal (since its content will come from the weekly one-hour version). Sales of the show's 130 episodes will be for two runs over one year on a straight cash basis. The hour-version of the Robin Leach-hosted show appears in roughly 165 markets, with sales being on a barter basis with stations and TPE each getting six minutes of advertising time. ■ **ITF Enterprises** says that it has cleared *Dancin' to the Hits* in 41 markets covering 60% of the country, and that the Gaylord Production is now a "firm go." Along with the Gaylord and Westinghouse stations, clearances for the show include WNBC-TV New York, KNBC(TV) Los Angeles and WBBM-TV Chicago. Sales are on a barter basis with four minutes local and two and-a-half minutes national. ■ **MCA-TV** says that it has cleared its "Universal Pictures Debut Network" in 70% of the country, including the Tribune group of stations. The package of more than 25 titles is sold first for two barter runs over two years (11½ local and 10½ national), and then for eight runs over four years on a cash basis. Titles in the package include "The Breakfast Club," "Brewster's Millions," "Creator," "Dune" and "Fletch," among others. Clearances for the package include WPHL-TV Philadelphia, KTVU(TV) San Francisco, WKBD-TV Detroit, KTVT(TV) Dallas, KHTV(TV) Houston, WEWS(TV) Cleveland and KTN(TV) Minneapolis. ■ **D.L. Taffner** says that it has cleared *Danger Mouse* on the Metromedia stations—WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington, KRLD-TV Dallas and KRIV-TV Houston. Available in 1988, the series is sold for straight cash. *Danger Mouse* comes from Britain's Thames Television, and currently appears on Nickelodeon and the Great Britain's Independent Broadcast Network. ■ **Mizlou Programming** has acquired "Cine Gold I: The Perfect Ten," a 10-title package with films such as "The Sicilian Boss," starring Van Johnson, and "Revenge," starring Anita Ekberg. Cash sales will be for an average of six to eight runs over five years. ■ **Blairspan**, John Blair & Co.'s Spanish-language subsidiary says that it has a budget of \$10 million for new programming in 1986. The budget calls for production of three major "novelas" as well as co-productions of sitcoms and music-variety series. Launched in 1985, the Spanish division distributes over 2,000 hours of programming worldwide. ■ **Local Program Network** has added six more markets to its lineup, bringing to 50 the number of stations carrying *Story Source*, *1 on 1 Exclusive* and *Cover Story*. Sales are on a cash basis. Recent clearances include WGRZ-TV Buffalo, N.Y.; WHCC-TV Rochester, N.Y.; KGTV(TV) San Diego; WCBD-TV Charleston, S.C.; KVBC(TV) Las Vegas, and KCOY-TV Santa Maria, Calif.



King Features' Dr. Ruth

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DALLAS

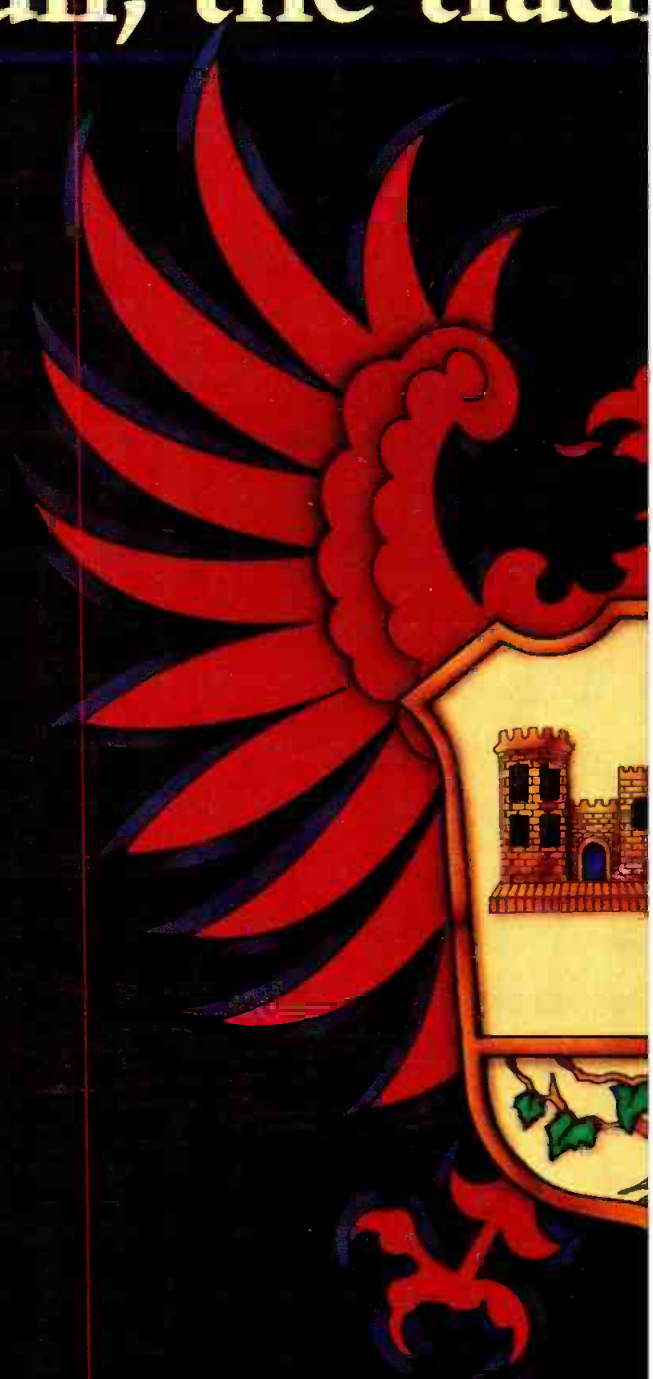
dominated!

Market	Station	Mon-Fri	Rating	Share	Rank In Time Period			
					Rating	Share	W18-49	W25-54
DALLAS	WFAA	3:00 PM	11	35	#1	#1	#1	#1
ATLANTA	WXIA	4:00 PM	9	31	#1	#1	#1	#1
DENVER	KMGH	3:00 PM	5	22	#1	#1	#1	#1
PHOENIX	KPNX	3:00 PM	6	26	#1	#1	#1	#2
MEMPHIS	WHBQ	3:30 PM	8	26	#1	#1	#1	#1
SAN ANTONIO	KENS	11:00 PM	6	27	#1	#1	#1	#1
NORFOLK	WTKR	4:00 PM	9	26	#1	#1	#1	#1
TULSA	KOTV	3:00 PM	9	36	#1	#1	#1	#1
RICHMOND	WXEX	4:00 PM	7	24	#1	#1	#1	#1
WICHITA	KAKE	3:30 PM	6	25	#1	#1	#1	#1
JACKSONVILLE	WJXT	5:00 PM	16	38	#1	#1	#1	#1
JACKSON, MS	WLBT	2:30 PM	10	34	#1	#1	#1	#1
COLUMBIA SC	WIS	4:00 PM	11	29	#1	#1	#1	#1
BATON ROUGE	WBRZ	9:00 AM	9	32	#1	#1	#1	#1
GREENVILLE	WNCT	4:00 PM	11	31	#1	#1	#1	#1
AUGUSTA	WJBF	4:00 PM	16	40	#1	#1	#1	#1
CHARLESTON, SC	WCSC	4:00 PM	18	42	#1	#1	#1	#1
SAVANNAH	WTOC	9:00 AM	14	49	#1	#1	#1	#1
COLUMBUS, GA	WTVM	7:00 PM	19	30	#1	#1	#1	#1
McALLEN	KRGV	3:00 PM	10	33	#1	#1	#1	#1
BEAUMONT	KFDM	3:00 PM	14	46	#1	#1	#1	#1
WHEELING	WTRF	4:00 PM	10	24	#1	#1	#1	#1
WICHITA FALLS	KAUZ	3:00 PM	7	30	#1	#1	#1	#1
WAUSAU	WSAW	10:30 PM	8	31	#1	#1	#1	#1
MACON	WMAZ	4:00 PM	16	42	#1	#1	#1	#1
TOPEKA	WIBW	3:30 PM	7	30	#1	#1	#1	#1
MISSOULA	KECI	12:00 PM	6	35	#1	#1	#1	#1
TYLER	KLTV	10:00 AM	9	45	#1	#1	#1	#1
MERIDIAN	WTOK	3:30 PM	13	39	#1	#1	#1	#1

Source: NSI/Cassandra 11/84, 2/85, 5/85, 11/85. Initial sweep in each market.

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St. Louis	KDNL
Denver	KWGN
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CBS to offer stereo Grammys

Some O&O's are rushing to be ready for Tuesday broadcast; more than 26 affiliates will carry feed

At least three CBS-owned television stations and more than 26 network affiliates will air—in stereo—CBS Television's live broadcast of *The 28th Annual Grammy Awards* this Tuesday, Feb. 25 (8-11 p.m. NYT).

According to the network and station officials, KCBS-TV Los Angeles and WBBM-TV Chicago are making the switch to stereo on a "one-time" basis for the three-hour special, while at press time, WCBS-TV New York was still trying to determine whether it could provide stereo sound for the show.

WCAU-TV Philadelphia, which converted to the service in June 1985, will also air the show in stereo, but KMOX-TV St. Louis had no plans to air the stereo version, according to the network.

Among CBS's more than 200 TV affiliates carrying the show, stereo audio will be provided by stations in Boston; Seattle; Sacramento, Calif.; Hartford, Conn.; Salt Lake City and other markets. In addition, at least three other stations have requested the network's permission to present simulcasts in stereo with local FM stations.

The program, presented from Los Angeles's Shrine Auditorium by the National Academy of Recording Arts and Sciences, will feature Barbra Streisand, The Rolling Stones and Benny Goodman among the more than 60 musicians presenting and accepting awards. Nine musical acts were also scheduled to perform.

The CBS move to stereo represents a rapid acceleration for the network, which until last month had been saying that the planned conversion to stereo with regular programming would not take place until 1988. The hastening of the process to provide "pass-through" capability beginning with the Grammys reportedly came, in large part, as the result of queries on network plans from affiliates ("In Brief," Jan. 27).

The CBS stereo program schedule will continue with the weekly *Twilight Zone* series, beginning Feb. 28, followed by a three-part mini-series, *If Tomorrow Comes*, scheduled to air March 16-18. Future theatrical feature films and possibly major sporting events are also planned.

According to Charles Cappleman, vice president of production operations at the CBS Television City facilities in Los Angeles, the Grammys will be produced as an outside package for the network by Los Angeles executive producer Pierre Cossette. Cossette has handled the program for CBS for more than a dozen years and produced it in stereo for the past three. CBS has previously taken only monaural feeds.

The program feed, explained Cappleman, will be sent from the hall via telephone company facilities (either cable or microwave) in discrete left and discrete right channel form to CBS facilities, where it will be received, and "passed through" stereo-ready control room facilities into a stereo-equipped edit suite. Once in the edit suite, Cappleman said, CBS will edit in commercials, a segment of *American Portrait* and a news break originated in the studio.

After uplinking the resulting stereo mix to satellites Telestar 301 and Telestar 302 (for backup), the facility will also prepare a mono mix for a delayed West Coast feed.

Affiliates planning to air the stereo version of the show will take the stereo feed directly from the West Coast, according to David White, vice president, administration, CBS Operations and Engineering Division. CBS's New York broadcast center will also receive the stereo feed, mix it down to monaural simultaneously and uplink it again to serve as the mono feed to the remainder of the network affiliates.

A half-hour pre-Grammy special, *Weird Al's Guide to the Grammys*, produced in stereo sound by the CBS TV stations division, is also to be carried by owned stations and 68 affiliates covering 68% of the country. The program, syndicated by Syndicast Services, is largely talk, with one music segment.

"This is a new experience for most of us," said Cappleman, who noted that one of the network's most critical considerations is maintaining stereo phase on the signal, to prevent possible cancellation of the audio in its mono version. "We're not concerned about it," he said, adding, "But there are a lot of opportunities to turn over phase in the plant so we need to pay very careful attention to it. It has to be done right."

Although TV stereo broadcasts are a first for the network, White said that in recent years CBS has done simulcasts on some programs including Grammy and country music awards shows. The network has also experi-

mented with stereo audio productions over the last several years for sports events such as golf, football and basketball.

According to White, WCBS-TV had not planned to be in the stereo mode until the 1986-1987 fall season, but decided to accelerate its efforts for the telecast. A final decision was to be made last Friday, Feb. 21. At KCBS-TV, where the move to stereo was announced Jan. 31, and at WBBM-TV, which made the decision last Wednesday, Feb. 19, the stereo effort will initially be for the Grammy broadcast alone. Both facilities have gained temporary use of stereo generators from an equipment manufacturer that asked to remain anonymous.

None of the Los Angeles, Chicago and St. Louis stations have announced plans for permanent stereo services. CBS representatives have indicated that conversions at the O&O's would cost several million dollars.

Full upgrades of the network's New York and Los Angeles broadcasting centers would cost as much as \$20 million, CBS TV Network President Tony Malara told BROADCASTING after the January announcement on network stereo "pass-through." White explained that stereo upgrades currently planned for the New York broadcast center, which has four stereo control rooms, mainly involve modifying existing audio paths and supplementing processing electronics associated with audio along the various paths.

ABC, NBC and PBS have also all made efforts to develop stereo programming and encourage affiliate conversion to the service, although consumer electronics industry figures so far show that fewer than two million stereo-ready TV receivers have been sold to viewers, along with several million stereo-adaptable sets.

NBC has made the greatest push for the service so far. NBC stereo affiliates now total 58, with all five owned stations on the air in stereo, and the network provides more than 20 hours of stereo programs each week. □

Hedging bets. The decision of the Direct Broadcast Satellite Association board to favor component delivery methods in DBS applications (BROADCASTING, Feb. 17) will apparently not deter General Instrument from marketing its incompatible B-NTSC composite system to the direct broadcast satellite industry of the future. GI's system was tested along with the "B-MAC" component system of Scientific-Atlanta last fall by DBSA, and, despite a recent technical standards committee finding that there was "no compelling evidence" that the video performance of one system was better than the other, the eight-member board expressed its preference for the component systems in a filing with the FCC on DBS technical standards, citing as a major factor the greater adaptability to high-definition television systems believed to be possible with component video.

GI's representative to the DBSA, Dick Armstrong, told BROADCASTING last week the board decision was in conflict with the standards committee's finding, and he argued, "What was tested in terms of HDTV could hardly be called 'compelling evidence.'" When asked whether GI would continue to plan on selling its composite system in a DBS marketplace, Armstrong put it this way: "Absolutely and positively."

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February 12, 1986

Stock Index

	Closing Wed Feb 19	Closing Wed Feb 12		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING							
N Capital Cities	237	229	1/4	7 3/4	3.38	22	3,078
N CBS	124	120	1/4	3 3/4	3.11	28	2,902
O Clear Channel	17	3/4	18 1/4	- 1/2	- 2.73	26	52
O Gulf Broadcasting		3/4	3/4				33
O Jacor Commun.	6	5/8	6 5/8				37
O LIN	36	7/8	37 5/8	- 3/4	- 1.99	25	973
O Malrite	13	1/4	13	1/4	1.92	16	110
O Malrite 'A'	13	12	5/8	3/8	2.97	15	55
A Price Commun.	9	9	1/4	- 1/4	- 2.70		66
O Scripps Howard	51	51	1/4	- 1/4	- 0.48	30	526
O SunGroup Inc.	4	1/4	4 1/4				6
N Taft	90	1/4	89 1/4	1	1.12	17	815
O TVX Broadcast Group	11	11	5/8	- 5/8	- 5.37	45	64
O United Televislon	27	27	1/8	- 1/8	- 0.46	81	295

	Closing Wed Feb 19	Closing Wed Feb 12		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS							
N A.H. Belo	49	5/8	49 1/8	1/2	1.01	25	574
A Adams Russell	32	3/4	31 1/2	1 1/4	3.96	21	201
A Affiliated Pubs	38	1/4	38 1/8	1/8	.32	16	468
N American Family	37	1/8	36 1/8	1	2.76	18	1,112
O Assoc. Commun.	37		35	2	5.71		176
N Chris-Craft	56	1/8	55 1/2	5/8	1.12	40	357
N Gannett Co.	65	7/8	66	- 1/8	- 0.18	21	5,285
N GenCorp	74	5/8	76 1/2	- 1 7/8	- 2.45	42	1,633
O Gray Commun.	116		116			20	57
N Jefferson-Pilot	49		50 1/4	- 1 1/4	- 2.48	7	1,441
N John Blair	24	1/4	25 1/2	- 1 1/4	- 4.90		194
O Josephson Intl.	7	7/8	7 1/2	3/8	5.00		37
N Knight-Ridder	46	3/8	44 7/8	1 1/2	3.34	79	430
N Lee Enterprises	45	3/4	44 3/4	1	2.23	20	588
N Liberty	34	3/4	34 3/8	3/8	1.09	15	352
N McGraw-Hill	54	5/8	53 3/8	1 1/4	2.34	18	2,753
A Media General	78	1/2	79	- 1/2	- 0.63	16	552
N Meredith Corp.	71	5/8	69	2 5/8	3.80	14	678
O Multimedia	31		29 3/4	1 1/4	4.20		341
A New York Times	56	3/8	53 7/8	2 1/2	4.64	19	2,257
O Park Commun.	22	1/4	23 1/4	- 1	- 4.30	20	307
N Rollins Commun.	26	7/8	26 1/4	5/8	2.38	31	392
T Selkirk	23		22 3/4	1/4	1.09	50	186
O Stauffer Commun.	110		116	- 6	- 5.17	18	110
A Tech/Ops Inc.	28		27 1/2	1/2	1.81	19	65
N Times Mirror	57	5/8	56 1/8	1 1/2	2.67	15	3,720
N Tribune	59	5/8	57 3/8	2 1/4	3.92	20	2,416
A Turner Bcstg.	13	5/8	13 3/4	- 1/8	- 0.90	31	296
A Washington Post	139		134 3/4	4 1/4	3.15	16	1,781

	Closing Wed Feb 19	Closing Wed Feb 12		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
CABLE							
A Acton Corp.	2	2	1/8	- 1/8	- 5.88		11
O AM Cable TV	2	1/4	2 3/4	- 1/2	- 18.18		8
N American Express	61	3/8	59	2 3/8	4.02	19	13,604
N Anixter Brothers	22	1/4	21 3/8	7/8	4.09	23	404
O Burnup & Sims	7	1/2	6 3/4	3/4	11.11	4	67
O Cardiff Commun.	1	1/8	1 1/8			3	2
N Centel Corp.	49	5/8	48 3/8	1 1/4	2.58	10	1,371
O Comcast	24	1/8	23 1/4	7/8	3.76	41	479
N Gen. Instrument	21		20 1/2	1/2	2.43		678
N Heritage Commun.	22	3/8	21 7/8	1/2	2.28	43	325
O Jones Intercable	8	3/8	8	3/8	4.68	34	87
T Maclean Hunter 'X'	16		16			22	589
A Pico Products	2	3/4	2 5/8	1/8	4.76		9
O Rogers Cable	13		12 3/8	5/8	5.05		296
O TCA Cable TV	25	3/4	25 3/4			32	172
O Tele-Commun.	40	3/8	38 3/4	1 5/8	4.19	448	1,898
N Time Inc.	62		59 1/8	2 7/8	4.86	18	3,882
O United Artists Commun.	26		25 3/4	1/4	.97	35	533
N United Cable TV	38	7/8	38	7/8	2.30	61	587
N Viacom	54	1/2	52 1/4	2 1/4	4.30	21	967

	Closing Wed Feb 19	Closing Wed Feb 12		Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE							
O BBDO Inc.	53	50	1/4	2 3/4	5.47	18	341
O Compact Video	7	7	1/8	- 1/8	- 1.75		30
N Comsat	39	3/4	38 7/8	7/8	2.25	12	719
O Doyle Dane B.	19	18	1/2	1/2	2.70	13	100
N Foote Cone & B.	57	1/2	54	3 1/2	6.48	14	216
O Grey Advertising	204	198	1/2	5 1/2	2.77	12	123
N Interpublic Group	48	3/4	47 3/4	1	2.09	16	531
N JWT Group	37		34	3	8.82	21	334
A Movielab	7	3/4	6 3/4	1	14.81		12
O Ogilvy Group	48	1/4	46 1/8	2 1/8	4.60	16	441
O Sat. Syn. Syst.	10	1/4	8 7/8	1 3/8	15.49	39	58
O Telemation	5	3/4	5 1/2	1/4	4.54	5	6
A Unitel Video	7	1/2	7 1/2			22	16
N Western Union	9	1/2	9 5/8	- 1/8	- 1.29		231

	Closing Wed Feb 19	Closing Wed Feb 12		Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING							
O American Nat. Ent	2	7/8	2 7/8			14	6
O Barris Indus	21		20 5/8	3/8	1.81	55	183
N Coca-Cola	86	1/2	84 3/8	2 1/8	2.51	17	11,333
N Disney	126	3/8	126 3/4	- 3/8	- 0.29	24	4,136
N Dow Jones & Co.	48	5/8	46 1/4	2 3/8	5.13	23	3,134
O Financial News	9	5/8	8 9/16	11/16	12.40		101
O Four Star	6	1/2	6 3/4	- 1/4	- 3.70	6	5
A Fries Entertain.	13	5/8	13 1/2	1/8	.92	23	46
N Gulf + Western	53	1/8	50 1/4	2 7/8	5.72	16	3,383
O King World	42	1/4	38 3/4	3 1/2	9.03	41	430
A Lorimar-Telepictures	24	1/8	23 3/4	3/8	1.57	6	185
N MCA	47	1/8	49 1/2	- 2 3/8	- 4.79	29	3,532
N MGM/UA	25		24 7/8	1/8	.50		1,242
N Orion Pictures	12	3/8	13	- 5/8	- 4.80		116
N Playboy Ent.	9	1/4	9 1/2	- 1/4	- 2.63		87
O Reeves Commun.	15	1/2	14	1 1/2	10.71		192
O Republic Pictures 'A'	11	7/8	11	7/8	7.95	84	34
O Republic Pictures 'B'	9	3/4	9 3/4			69	7
O Robert Halmi	3	5/8	3 1/2	1/8	3.57	40	62
O Sat. Music Net.	6	1/2	6 1/8	3/8	6.12		44
O Telepictures	24	5/8	23 3/4	7/8	3.68	26	325
N Warner Communications	37	7/8	37 3/8	1/2	1.33		2,306
O Westwood One	54	3/4	53 3/4	1	1.86	51	181

	Closing Wed Feb 19	Closing Wed Feb 12		Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING							
N 3M	98	1/4	95 7/8	2 3/8	2.47	16	11,235
N Allied-Signal	50	1/4	49 1/8	1 1/8	2.29	10	8,042
N Arvin Industries	25	1/4	25 3/8	- 1/8	- 0.49	11	393
O C-Cor Electronics	6	5/8	6 3/4	- 1/8	- 1.85	20	19
O Cable TV Indus.	3		3			30	9
A Cetec	7	3/8	7 1/2	- 1/8	- 1.66	17	16
O Chyron	6	1/2	7	- 1/2	- 7.14	20	65
A CMX Corp.	1	3/8	1 1/2	- 1/8	- 8.33		5
A Cohu	11	1/4	11 5/8	- 3/8	- 3.22	11	20
N Conrac	17	3/4	17 3/8	3/8	2.15	20	107
N Eastman Kodak	50	1/2	49 7/8	5/8	1.25	15	11,407
N General Electric	75		72 7/8	2 1/8	2.91	14	34,170
O Geotel Inc.	1	5/8	1 3/4	- 1/8	- 7.14	27	5
N Harris Corp.	29	7/8	29	7/8	3.01	17	1,202
N M/A Com. Inc.	15	1/4	14 5/8	5/8	4.27	16	663
O Microdyne	5	1/4	5 5/8	- 3/8	- 6.66	65	23
N Motorola	44	5/8	44 5/8			45	5,317
N N.A. Philips	42	1/4	40 7/8	1 3/8	3.36	12	1,219
N Oak Industries	1	3/4	1 3/4				53
N RCA	61	5/8	61 7/8	- 1/4	- 0.40	16	5,527
N Rockwell Intl.	37	3/4	36 7/8	7/8	2.37	9	5,630
N Sci-Atlanta	13		12 5/8	3/8	2.97	18	302
N Sony Corp.	19	1/2	18 7/8	5/8	3.31	14	4,503
N Tektronix	63	3/4	63 5/8	1/8	1.19	16	1,303
N Varian Assoc.	29	3/8	28 3/4	5/8	2.17	24	631
N Westinghouse	48	1/2	47 1/8	1 3/8	2.91	14	8,471
N Zenith	21	7/8	20 1/4	1 5/8	8.02	1,093	505
Standard & Poor's	242.03		238.26	3.77	1.58		

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

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING'S OWN research. Notes: * 5-for-4 stock split, Feb. 19.

A radio original reminisces

'The Radio Papers' by Lorenzo Milam reflects on his more than 20 years of putting community stations on the air

Broadcasting has spawned its share of heroes, captains of industry, even robber barons (readers can nominate their own candidates in each category). But how many are there in broadcasting whose feeling for it is one of pure passion for the physical fact of it, who can write of the virtue of having a radio transmitter "right in view, so that each moment you *know* that your words are flooding the countryside, bouncing off hills and trees, ramming headlong into cows and people . . . filtering in somewhere, through a wall or down the chimney, or struggling . . . through the iron struts, into that radio. . . ."

However many there have been, there now is one less. Lorenzo W. Milam, whose work in pioneering community broadcasting once prompted BROADCASTING magazine to refer to him and his sometime partner, Jeremy Lansman, as "Johnny Appleseeds of home grown radio" (BROADCASTING, Sept. 3, 1973) has withdrawn from the field.

"I can't do it any more," he said the other day. Starting FM stations had gotten expensive. "It cost \$7,000 to put KRAB on the air," he recalled. KRAB(FM) Seattle, which began broadcasting in December 1962—and on a commercial channel, mind you—was his first experiment with "free form" community radio—a station not only supported solely by listeners but one in which access to the microphone was the rule rather than the exception. Later, he and Lansman had a hand in developing seven other stations and turned them all over to local groups. Dozens of other community stations around the country owe their existence to his and Lansman's inspiration and/or financial help. But it's not only expensive, it's not fun any more. Indeed, Milam, who is now 53 but says he is in his "dotage," is even grumpy about listeners. "Listeners can be a pain in the neck," he said. "With KRAB, I didn't worry about listeners. It was so much simpler in those days." (Lansman, however, is still slugging it out on the noncommercial front. He is president of noncommercial KBDI(TV), channel 12, in Broomfield, Colo.)

Milam, now living in San Diego and writing for the *Fessenden Review*, published by the Reginald A. Fessenden Educational Fund which he established (and named for the man some think may have been the first broadcaster), has put together his views on free-form radio in a book, "The Radio Papers: From KRAB to KCHU" (166 pp., \$14.95 hardback, \$9.95 softback), published by Mho & Mho Works, of San Diego. The "Papers" are essays Milam wrote for program

guides for some of the community stations he had a major role in running (if that is not too strong a word to associate with "free form" radio) and some other publications.

Before going further, it might be worth noting that things with which Milam is connected are not as haphazard as they might seem. Like call letters. KRAB is obvious enough. But KCHU, an FM established and gone dark in Dallas, is, Milam explained, "the wet spot on your dial." KTAO, an FM established and failed in Los Gatos, Calif., is after the Chinese *tao*, "the path to enlightenment." And the call sign for the FM that



A reflective Lorenzo Milam

Milam and Lansman put on the air in St. Louis and sold, in 1973, to Cecil Heftel for \$1.1 million, KDNA (it is now KEZK) was inspired by the abbreviation for the nucleic acid responsible for transmitting hereditary characteristics and for the building of protein. Even the name of his publisher, of course, has meaning: Mho is the backward spelling of ohm, a unit of electric conductance.

The photographs scattered throughout the book—pictures out of radio's distant past, of "A superheterodyne receiver, 1924"; "Clara Horton listening to the radio, 1925"; "Learning to draw by radio broadcast, 1924," "A couple fox trotting at the Hotel Vanderbilt, 1922"; "Broadcasting from the kitchen of the Sherman Hotel, 1929," "Sound effects men creating [an automobile] collision, 1930," among them—those, too, make a point. The pictures, obtained from the Library of Congress, showed "people's interest in radio," Milam said. "They went ga ga

over it. They were excited about what radio could do. That's what it was like for us."

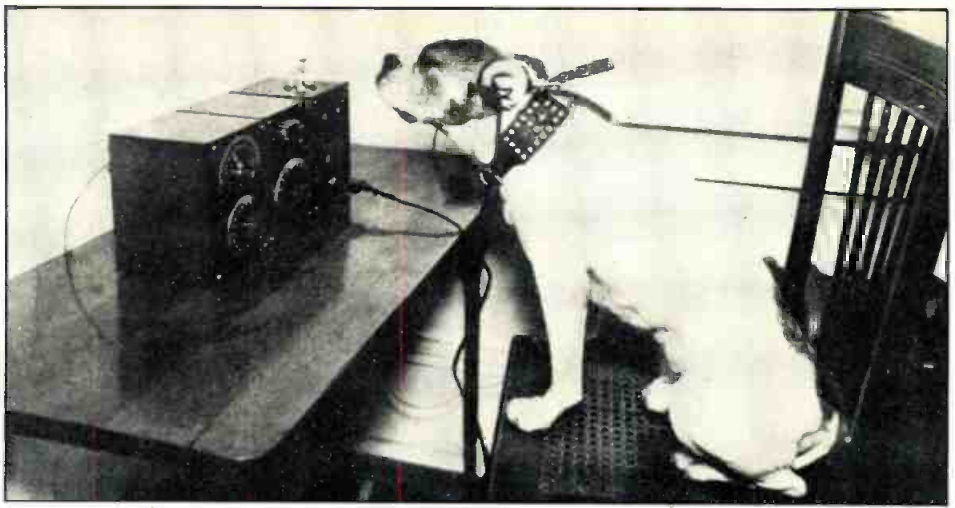
Heftel's \$1.1 million, incidentally, went the way of Milam's \$450,000 inheritance, helping to establish noncommercial community stations around the country. Those were heady days, in the 1960's and early 1970's. As Milam writes in the introduction to "Papers" as to the reason he established KRAB: "I wanted to prove to Seattle—and incidentally to our Peeping Tom government—that ours was a single small voice of reason in a broadcast band garish and ugly with commercialism and rank anti-intellectualism. We forget, so soon, how hideous American broadcasting was in the 50's (NPR wasn't invented until 1970). We forget, so soon, how terrified we were . . . of sporting any tinge or hint of radicalism."

As those lines indicate, Milam had—has—firm views on how radio broadcasting should be conducted. Community involvement is crucial. He calls the operations with which he was associated "high-class amateur radio; it really depends on the listener being there." He said it was not unusual for between 125 and 150 listeners to show up at one of his stations "to help out." And that, he believes, is where public radio—*conventional* public radio—falls down. "They are snooty people, at National Public Radio," he said. "They don't let the people come in. They're like commercial stations—they think they own the frequencies. That's a sin."

And as *those* lines indicate, the intensity of his views regarding radio merges at times into arrogance and/or elitism. It did in 1974 when Milam and Lansman filed with the FCC what Milam later, in a book recounting the episode, called "The Petition Against God." Milam and Lansman had taken a critical look at the way government and religious institutions were using their noncommercial frequencies, and said, in effect, the medium was meant for better things. The petition urged the commission to bar noncommercial licensees—as commercial licensees were barred—from owning two stations in the same service in the same market. The petition also sought a freeze on all applications by government and religious institutions for reserved FM and television frequencies. And it called on the commission to conduct an inquiry "into the restrictions on free speech regularly practiced" by groups on noncommercial stations.

To say that all hell broke loose might, in the context, be sacrilegious. It would also be accurate. Never in the history of the FCC, or perhaps any other agency of this or any government, have so many felt compelled to comment on an issue. In the first year,

RTNDA relocation. The Radio-Television News Directors Association has outgrown its present offices and is moving, effective April 1, to Suite 615, 1717 K Street, N.W., Washington 20006; (202) 659-6510. A seventh person will be added to the association's staff after the move is completed. RTNDA President John Spain, news director of WBRZ-TV Baton Rouge, said the staff addition is a result of RTNDA's increase in members and member services and its decision to increase the executive vice president's role as spokesperson. Still to be approved by the association's members is a plan for the presidency to become a full-time RTNDA position and for the chairmanship to become RTNDA's top elected position.



The cover photo of "The Radio Papers"

4,695,000 letters and post cards were filed damning Milam and Lansman and pleading with the commission to throw out the petition. The commission did, but the letters and postcards did not stop; commission announcements of its action only slowed the deluge. Periodically, the commission, with limited storage space, simply destroys the bundles of Milam/Lansman mail. And still the letters and cards pour in. The total: close to 20 million, and still rising.

■

Establishing and running community stations obviously had its rewards (why else do it? Money was not to be made.) But it offered more than its share of aggravation, some of it of a kind known to those who were in the business to make a buck, some of it known only to those fighting to survive in the inner city. In an essay written in 1974—it first appeared in Milam's "Sex and Broadcasting," a handbook on how to build a community radio station—Milam describes his experience at KDNA, expressing frustration and irritation at the commission's request, in that golden age of regulation, for a description of the methods used to "ascertain the needs and interests of the public served by the station . . ."

"The needs of St. Louis," Milam says he thought at the time, "come right in the goddamn door and steal the tape recorders and tools for another fix. And when they aren't doing that, they are following the female volunteers down the street, trying to get them into alleys so they can expose them to other community needs." It's just like asking a concentration camp inmate fresh out of Auschwitz whether he was *sure* the Germans were prejudiced against Jews."

Nor was it all beautiful feelings and camaraderie among those running a community radio station. An essay describing the last days of KCHU—Milam's last station; it went off the air after two years, in September 1977—reflects bitterness and disappointment over the failure of a mission. "Dallas is a hard city," Milam wrote, in 1984. "Hate from outside came to be reflected in microcosm in our wide-open, free-form organization. We always like to think of ourselves as friendly anarchists, but street tactics came to

infest the halls of that beautiful broadcast castle on Maple Avenue, and the station just wasn't old enough and strong enough to absorb it. And the people in the city didn't give a good goddamn." The station, after going dark, was restarted, as KNON, by a new community group, Agape (that's *aga/pe*, Greek for love). But Agape is now in a hearing, defending its license against the challenge of two groups that are seeking its frequency, 90.0 mhz—one religious and one that proposes to program to Asian and Middle East audiences. The station, with authorized power of 100,000 w, covers much of north Texas.)

Milam had described his passion for the physical fact of radio in a letter to a colleague a few years before KRAB went on the air. He was trying, he said in an essay in "Papers," to explain what he thought "the esthetic of radio should be." Twenty-five years later, he was in a law office in Seattle, observing the closing of KRAB's sale, by the nonprofit Jack Straw Foundation (one of Milam's creations) to Sunbelt Broadcasting for \$4 million. (The foundation is using the

money to produce radio programs and hopes to return to broadcasting in Seattle on a sharetime basis, but with a local educational station, KNHC(FM)—that is resisting the effort [BROADCASTING, Feb. 17]). It was, as Milam indicates in the last essay in "Papers," a time for reflection. What had he gotten from his years in his kind of radio? He said it had given him a chance to pit his words and ideas "with the thousands that came in the door and window, through mail and telephone" and a chance to learn "how to operate a frequency that would give maximum benefit to the maximum numbers of the curious, the hopeful, the wondering."

Milam's dedication of his book is also instructive. "Papers" is dedicated to Al Kramer, now in private practice but who in the late 1960's established the first public interest communications law practice, Citizens Communications Center, and Michael Bader, long a member in good standing of the Federal Communications Bar Association who for years had represented Milam Kramer "told me to raise hell in radio" Bader "showed me how to do it."

Discrimination suits. NBC has been sued by a former employe at its Washington news bureau who charges she was the target of discrimination because of her age, sex and national origin. Sarah Rivera Scott, 50, filed a \$10-million-plus suit in the United States District Court for the District of Columbia. She is a native of Puerto Rico and was employed by NBC from October 1976 until October 1985, most recently as a researcher for *Meet the Press*.

In addition to suing NBC Inc., Scott is suing Robert McFarland, vice president and NBC Washington bureau chief, for \$50,000 for allegedly subjecting Scott "to unlawful discrimination and to unlawful retaliation, on account of her having sought relief for the discriminatory denial of promotion to the position for which a white male under the age of 40 years was hired," which Scott said culminated "in her involuntary transfer under probation to a position of diminished responsibility." NBC said it was withholding comment until it had seen the text of the complaint. Washington attorneys Mark Lane and Linda Huber, who last year represented Cecily Coleman in a sexual harassment suit against ABC Inc., are representing Scott.

The attorneys are also representing LaRue Graves and Michele Shepherd, who have sued Capcities/ABC Inc. for racial and sexual discrimination ("Washington Watch," Feb. 10). A spokeswoman for Capcities/ABC said that the network would "be filing an answer shortly denying that any discrimination or unlawful activity of any kind occurred."

Shepherd, a black graphic designer at ABC News in Washington, has filed suit for more than \$10 million against the network and two of its employes, charging "unlawful discrimination on the basis of race and sex." Graves, in his suit, charges racial discrimination and says he was dismissed as "retaliation" for his participation in a meeting with 40 other minority employes. The suits, filed in the District of Columbia Superior Court, include as defendants Shepherd's and Graves's supervisor, Kenneth Dyball, and the ABC Washington bureau chief, George Watson.



*The host
of America's next
daytime talk show
franchise,
premiering this fall
with over 110
markets already
committed,
is now an
Academy Award
Nominee...*

Broadcasters in full force on Capitol Hill

Annual political pilgrimage takes place in Washington this week with focus on must carry, music licensing, political advertising, scrambling

More than 200 broadcasters converge on Washington this week (Feb. 26-28) for the National Association of Broadcasters annual State Association Presidents and Executive Directors Conference. Representatives from 50 state broadcasting associations will make the rounds on Capitol Hill, focusing on a host of legislative issues including must carry, music licensing, political advertising and the scrambling of satellite signals.

The broadcasters are expected to talk about discussions between cable and broadcasting over the development of a new must-carry rule. In music licensing, they'll ask lawmakers to support legislation that would remove the current blanket licensing scheme and establish source licensing of music for television stations. Two Senate bills that would require broadcasters to provide candidates with free "equal time" if a candidate is the subject of negative advertising funded by political action committees will also be discussed. The unauthorized reception of broadcast programming by backyard dish owners is another topic the association officials will bring up.

The meeting opens Wednesday at the Hyatt Regency on Capitol Hill with an address by Representative Richard Gephardt (D-Mo.), chairman of the House Democratic Caucus. Senate Commerce Committee Chairman John Danforth (R-Mo.) is the luncheon speaker that day. It will be Danforth's first major speech before broadcasters since he became chairman last year.

Also on Wednesday, NAB is sponsoring an AM stereo demonstration and two roundtables, one for the associations' officers and another for the executive directors. Several association management issues are slated for the roundtable discussions including the generation of non-dues income and long-range planning.

In the evening, the All-Industry Television Station Music License Committee is sponsoring a reception at the Hyatt. The committee has launched a major lobbying campaign to push for passage of the source licensing legislation.

Concurrent with the conference is a Wednesday morning workshop for the state chairmen serving on NAB's legislative liaison committee. On Thursday, the association officials will call on their congressmen. (The association presidents are expected to be accompanied by a delegation of broadcasters from their state.)

Marvin Kalb, chief diplomatic correspondent for NBC News, is the Thursday night dinner speaker. FCC Chairman Mark Fowler will address the group at a Friday breakfast. □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
FC&B	Fourth	\$80,452	9	\$7,219	25	\$1.89
	Year	\$287,020	4	\$16,377	-4	\$4.29
Grey Advertising	Fourth	\$66,034	13	\$2,703	-11	\$3.96
	Year	\$227,026	11	\$10,061	-2	\$15.10
Harris Corp.	Second	\$562,245	-4	\$14,509	-33	\$0.36
Jefferson Pilot	Fourth	\$23,295	14	\$2,133	7	NM
	Year	\$85,037	14	\$8,676	-2	NM
Knight-Ridder	Fourth	\$459,262	2	\$40,784	-12	\$0.71
	Year	\$1,729,623	4	\$132,724	-6	\$2.19
Liberty Corp.	Fourth	\$96,508	13	\$6,888	123	\$0.68
	Year	\$354,304	11	\$28,073	51	\$2.76
Rollins Comm.	Second	\$28,824	13	\$3,341	14	\$0.25
Taft Broadcasting	Third	\$136,525	27	\$8,429	-38	\$0.91
Tektronix	Second	\$322,422	-4	\$12,794	-36	\$0.62
Telecrafter	First	\$1,467	11	(\$123)	NM	(\$0.08)
United Television	Fourth	\$22,776	14	\$7,728	NM	\$0.70
	Year	\$77,137	7	\$12,645	NM	\$1.14

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

■ Pre-tax income for **Foote, Cone & Belding** was down 15% in fourth quarter, to \$7.8 million, and down 15% for full year, to \$23.2 million. Better net income comparison is due in part to \$2-million extraordinary gain from "reversion of excess pension plan assets." Company said it had expenses increased faster than revenue due to costs associated with "major office consolidation moves" and "management changeovers" in some foreign operations. ■ **Grey Advertising** had pre-tax income of \$22 million for full year, down 5%, and pre-tax income of \$6 million for fourth quarter, down 16%. ■ **Harris Corp.** had pre-tax income of \$17.4 million, down 40%. ■ **Jefferson-Pilot Communications** is subsidiary of Jefferson-Pilot Corp. Company said decline in full-year net income was due to "costs associated with the acquisition of WWS(AM) Miami." Company also said advertising sales in second year of Atlantic Coast Conference football contract improved "substantially." ■ **Knight-Ridder's** operating income declined 8%, to \$75 million, in fourth quarter, and 7%, to \$238.2 million for full year. Depreciation and amortization costs (before operating income) increased 20% and 18% for quarter and year, respectively. Company also experienced jump in net interest expense. Broadcasting division revenue edged up 2%, to \$18.5 million, in fourth quarter, and up 4%, to \$65.2 million, for full year. ■ **Liberty Corp.** said that Cosmos Broadcasting Corp. had year-end revenue of \$88.4 million, up 11% over 1984. Earnings for Cosmos were \$8.3 million, up from \$4.5 million in previous year and, in fourth quarter, were \$2.7 million, up from \$1.7 million in previous fourth quarter. ■ **Rollins Communications** reported second-quarter cash flow (net income plus depreciation and amortization) of \$7.8 million, up 15%. In broadcasting division, revenue increased 13% to \$8.8 million, while operating income declined 11% to \$3.2 million, which company attributed to "...planned loss at KAUT(TV) [Oklahoma City], a recent acquisition. Changes in management and operating strategies at this station have resulted in improvements in recent months." In cable division, revenue was \$13 million, up 14%, while operating income increase 18%, to \$2.8 million. Company said: "Improved penetration and rate increases contributed equally to the overall increase." ■ Increased revenue for **Taft Broadcasting** largely reflects addition of Gulf Broadcast stations purchased last year. Company said that television stations reporting in both years, revenue was up 3% (national revenue up 2%/local revenue up 5%) but operating profits "declined somewhat." For acquired Gulf stations, revenue was up 11% (national revenue up 14%/local revenue up 8%) and operating cash flow was "virtually even with last year." For existing radio properties, revenue was up 43% and operating profit up 79%. For acquired radio properties, revenue was up 43% and cash flow up 105%. Taft Chairman and Chief Executive Officer Charles S. Mechem Jr. said "...the television industry as a whole endured its worst three months in more than a decade." Revenue of entertainment division was down 15%, to \$44.8 million, and operating income dropped 22%, to \$8.6 million. Company attributed results to reduced delivery of animated product to networks and said that General Mills failed to renew contract that last year contributed about \$5 million in operating profit. Cable division reported first-time ever operating profit. Company said it will likely report a loss in fourth quarter because of interest expense and amortization costs associated with acquisition of Gulf stations. ■ **United Television** had net losses of \$2.9 million and \$1.3 million, for full-year and fourth-quarter 1984, respectively. Improved results were largely attributable to improved results at Warner Communications Inc., in which United holds equity position, and to lower income tax expense. On operating income basis, company had full-year operating income of \$18.1 million, down 4%, and fourth-quarter operating income of \$6.4 million, up 6%. Company attributed results to "...increased operating expenses at the company's television stations and start-up expenses at the company's new Phoenix station, which began broadcasting in December 1985. ..."

Congratulations Oprah!



Photo Credit: Warner Bros.

Oprah Winfrey

*nominated as Best Supporting Actress
"The Color Purple"*

You've got our vote!

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*P.S. The management of your 110 stations
across America will also be rooting for you when
the Oscars are awarded on March 24th!*

Satellite Footprints

No more satellite baseball? The latest bad news for the home satellite industry is that Major League Baseball may require the rights holders of baseball games to scramble their satellite backhaul. According to Brian Burns, MLB's director of broadcasting, scrambling is under study and on the agenda of this Thursday's (Feb. 27) meeting of owners in Dallas. Interest in scrambling, he said, stems from MLB's desire to protect the home attendance of teams and the value of their cable and broadcast rights. In any event, home dish owners who in seasons past have been able to tune into virtually every game played as it's transmitted over a satellite prior to broadcast or cablecast will not be cut off from baseball cold turkey. If the owners decide to require scrambling, Burns said, it will begin no sooner than midseason.

Planning ahead. The Interconnection Committee of the Public Broadcasting Service is looking for a technical consultant to help it plan for a new satellite distribution network to replace the existing one built around several transponders on Western Union's Westar IV. The committee's current timetable calls for construction of the new network in 1989 and a gradual shift of traffic to it beginning in 1990 and culminating some time in 1991, the year in which Westar IV is due to expire. According to Dick Green, PBS senior vice president, broadcast operations and engineering, who was drafting a job description for the consultant last week, one of the consultant's initial and principal jobs will be to help PBS figure out what will be available in orbit and on the ground in 1991.

Everything you always wanted to know about satellites. The names of Tycho Brahe and Johannes Kepler may be unfamiliar to most operators and users of communications satellites, but their observations of and theories about celestial bodies in the 16th and 17th centuries set the groundwork for putting satellites in orbit. Indeed, both are cited in "Satellite Communication Systems Engineering," a new, 399-page primer by Wilbur Pritchard and Joseph Sciulli on designing the systems that go into building and launching a communications satellite. There are chapters on orbits, launch vehicles, spacecraft, radio-frequency links, modulations and multiplexing, multiple access systems, transponders, earth stations and interference. The book is intended for satellite engineers and is filled with mathematical equations, but it contains enough text between the equations and block diagrams to prove instructive to the interested layman—Kepler's three laws of planetary motion around the sun if nothing else. The hardcover book is published by Prentice-Hall Inc.

Even public stations may play. Conus Communications was conceived two years ago as a satellite news gathering consortium of commercial television stations. So, it's somewhat surprising that the 34th member of the consortium by Conus's own count is a noncommercial station, WUFT-TV Gainesville, Fla. The station, owned by, and on the campus of, the University of Florida and staffed by students, will downlink Conus feeds each weekday for its half-hour evening newscast and three-minute news update. At the outset, WUFT will not have its own uplink, but it will have access to a transportable uplink at another Conus member-station in the state, WESH-TV Orlando.

Hi-Net's on the move. Hi-Net Communications, the joint venture of Comsat and Holiday Inns offering a four-channel pay television service to hotels and motels via GTE Spacenet's GSTAR I since last September, is growing quickly. According to Executive Vice President Frederick Hoffmann, some 1,200 hotels, most of which are either owned or franchised by Holiday Inns, have signed up for the service and around 500 of them are already receiving it. Over its Ku-band satellite, Hi-Net offers Showtime, CNN Headline News, ESPN and, combined on one channel, Satellite Cinema, a proprietary pay-per-view service, and superstation WTBS-TV Atlanta.

But don't look back. RCA Service Co., a major supplier of television sets to the lodging industry, is planning to compete with Hi-Net with a service similar to Hi-Net's. According to a company spokesman, RCA Service is developing a pay-per-view service, which it is testing in selected hotels using videocassette recorders. If all goes well, he said, RCA will put the PPV service on its satellite transponder on Satcom K-1 and offer it to hotels packaged with other cable programming on the new Ku-band bird. (So far, the only cable services slated to be on the satellite are Home Box Office's three ser-

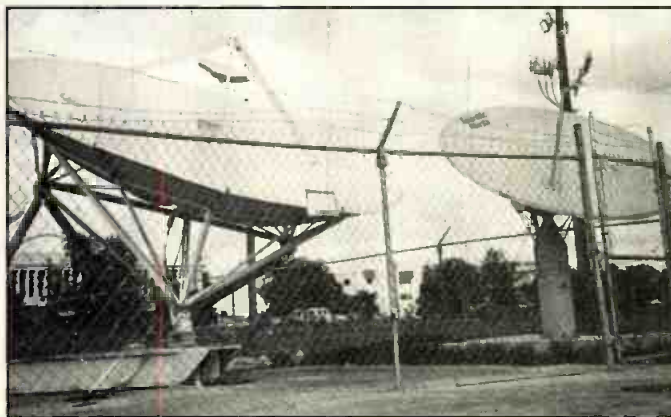
services—HBO, Cinemax and Festival.)

Remember USCI. Also giving Hi-Net some cause for concern is a company called Justin Tyme Inc., which does business out of Post Office Box 466 in Lewiston, N.Y. Justin Tyme sent out one-page flyers to former subscribers of United Satellite Communications Inc., which broadcast a five-channel direct-to-home pay service from a Canadian Ku-band satellite for a year and a half before going out of business last April. In the flyers, Justin Tyme offered USCI subscribers "a complete set of illustrated instructions" on how to adjust USCI earth stations to receive programming from other Ku-band satellites—all for \$29.95 plus \$3 postage and handling. The flyer did not mention Hi-Net or GSTAR I, but, in describing what's on the Ku-band satellites, listed four of the five services distributed by Hi-Net on GSTAR I, including the proprietary Satellite Cinema. It also listed CNN, possibly confusing it with Hi-Net's CNN Headline News. CNN is not currently available on any Ku-band satellite. To prove Justin Tyme's legitimacy, the flyer said, the company had purchase USCI's inventory of "direct satellite broadcast equipment" for \$42,645. Justin Tyme officials could not be reached by telephone last week.

Scrambling the solution. Hi-Net's not too worried about Justin Tyme or any individual intercepting its satellite signals. That's because it's well on its way to scrambling its satellite feeds using Scientific-Atlanta's B-MAC system. According to Hi-Net's Hoffmann, the encryption equipment is already in place and the affiliates are currently being fitted with descramblers. The hope, he said, is to have all the hardware in place and to begin scrambling by June.

Double protection. Hi-Net can scramble, but it's going to have to do some descrambling first. Hi-Net downlinks the regular Galaxy I feeds of the cable services at its operations center in Memphis, and then turns around and uplinks them on GSTAR I. Showtime, CNN Headline News and superstation WTBS-TV Atlanta are expected to scramble their Galaxy feeds later this year using M/A-Com VideoCipher II system. If they do, Hi-Net will have to descramble them before scrambling them with the B-MAC system.

College in 1986. The College Satellite Network Inc., a start-up company based in Dallas, made its debut last Wednesday evening (Feb. 19), beaming via satellite three live programs to 300 colleges and universities where they were viewed on large-screen projection television systems. The three programs were representative of the information and entertainment that CSN says will characterize its closed-circuit offerings in the future. The first was a panel of top motion picture directors originating from Washington and Los Angeles; the second, the presentation of the National Campus Entertainment Awards from Washington, and, the third, a rock concert from London. CSN's offerings are advertiser-supported—last week's premiere was sponsored by Pepsi U.S.A.—and free to college and universities with the necessary satellite reception and video projection equipment.



Southern connection. Positioning itself as the satellite communications hub of southern Florida is South Star Communications Inc., a growing teleport on the campus of Nova University in Davie, Fla. The teleport's facilities currently include two fixed earth stations (above), one transportable earth station and a 130-foot tower for bringing in microwave feeds.

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NBMC, Walt-West take offensive

Responding to charges that they abused FCC process, groups say two men who made original charges are seeking to enrich themselves

The National Black Media Coalition and Walt-West Enterprises Inc. have responded to charges that they have been involved in an abuse of the FCC's process with a charge that it is they who have been the victims of such abuse. The charges are involved in the controversy over the proposed sale of Walt-West's WYEN(FM) Des Plaines, Ill., to Flint Metro Mass Media Inc. NBMC and Walt-West, in filings with the commission, say that two men who had agreed to buy the station are seeking to block the sale to Flint Metro as part of an effort to enrich themselves.

L. David Moorhead and Larry Greene made the abuse-of-process charges in a suit filed in U.S. District Court for the Northern District of Illinois, in which they are seeking \$30 million under an antiracketeering statute, and in a petition asking the FCC to deny the sale to Flint Metro (BROADCASTING Dec. 30, 1985). Moorhead and Greene contend that NBMC used the commission and the appellate court to force Walt-West to repudiate an agreement to sell the station to them, for \$8 million, and to negotiate a new sale agreement with Flint Metro for the same amount. Flint Metro is owned by Vernon Merritt Jr., who is black. NBMC in 1982 had petitioned the commission to deny Walt-West's renewal of its license for WYEN because of alleged violations of the commission's equal employment opportunity rules. And the U.S. Court of Appeals in Washington last fall reversed the commission's decision to renew the license and remanded the

Budget calculations. Acting Federal Trade Commission Chairman Terry Calvani told a House Appropriations Subcommittee last week that the FTC's request for \$69,045,000 for fiscal 1987 is an increase of about \$3.5 million below last year's budget (\$65.5 million), but a decrease of about 1% from the staffing levels appropriated for the agency in FY 1986. Calvani said the decrease of 14 work years over the FTC's 1986 levels of 1,168 work years will be targeted for the FTC headquarters and will not affect regional office operations. Moreover, Calvani said, the staff reductions won't reduce the FTC's "enforcement effectiveness."

As for FY 1986, the acting chairman said the 4.3% sequestration mandated by the Gramm-Rudman-Hollings Act amounts to \$2,817,000 for the FTC, which means, he said, that the agency's adjusted FY 1986 base beginning March 1 will become \$62,683,000. To cut the budget to that level, the agency has put a "near total hiring freeze" in place (about 40% of the needed budget reduction); spending restrictions on travel, training, contracts, equipment, printing and the use of outside consultants (about 6.7% of the FTC's appropriation), and the agency's staff will be furloughed for an estimated four-and-a-half days (25% of the cut). Additionally, the commission has asked that the Office of Management and Budget grant it authority to offer early retirements, which could save another 10%, Calvani said. "Under this plan, approved by a majority of the commission, no significant dollar reallocation is expected to occur among missions nor is any budgeted program expected to be abolished," Calvani told the subcommittee.

case to the commission.

The abuse-of-process charges leveled against Moorhead/Greene stem principally from an alleged offer by their attorney, Robert Coll, to settle the case for 10% of the sale price and attorney's fees, or more than \$800,000. Walt-West, which rejected the proposal, also cited as an abuse of process the suit in federal district court seeking \$10 million, trebled, plus attorney's fees. The suit was filed under Racketeer Influenced and Corrupt Organizations Act. If Moorhead/Greene believed they had a binding contract, Walt-West said, they should have sought an order barring it from entering into a definitive agreement with Flint Metro. Instead, it added, they filed a \$30-million law suit "to obtain an \$800,000-plus quick settlement from WYEN."

The proposed \$800,000 settlement appears to have been mentioned as a counteroffer. Edward Piszczek, also known as Ed Walters, the owner of Walt-West, says in an affidavit filed with the opposition that, after

deciding that the court of appeals decision had ruled out the possibility of a sale to Moorhead and Greene, he directed his attorney to seek a settlement with Coll. Walters says he offered to reimburse Moorhead and Greene's out-of-pocket expenses.

His lawyer, Walters adds, subsequently conveyed a "settlement demand . . . of 10% of the final sales price plus 'attorney's fees' in an undesignated amount." Since the offer amounted to more than \$800,000, Walters says, he rejected it.

For their part, NBMC and Walt-West say Moorhead/Greene did not have a binding contract with Walt-West; they say the memorandum, signed on Sept. 8, 1985, was, in effect, no more than an unenforceable memorandum of understanding. And NBMC said, in any case, it did not know of the memorandum's existence until Dec. 2, 1985, four weeks after the application for assignment of WYEN's license to Flint Metro was filed with the commission. So, NBMC said, it "was hardly motivated by malice toward Moorhead/Greene." Furthermore, it said, its "activity in attempting to secure the legitimate goal of minority ownership of broadcast facilities as a corollary to its initial goal of securing compliance with the commission's EEO rules is protected by the First Amendment."

NBMC also said that while it recommended several potential minority buyers to Walt-West for its consideration, it did not suggest Flint Metro. That company had opened negotiations for the station on its own. And Walt-West, which is close to bankruptcy, indicated Flint Metro simply offered it a better deal—a total of \$900,000 in loans since July, when the two sides first discussed a possible sale. Moorhead/Greene, Walt-West said, "apparently had refused to make any loans, whatsoever."

One of Moorhead/Greene's principal arguments was that the effort to secure minority ownership for the station was an illegal goal for NBMC, given that the dispute with

Dangerous precedent. The Association of National Advertisers fears that legislation introduced in the Senate last week that would ban business tax deductions for all tobacco product advertising "would create broad precedents that clearly would be extended to other product categories." The ANA stated its opposition to the measure, (S. 1950), offered by Senators Bill Bradley (D-N.J.), John Chafee (R-R.I.) and Jeff Bingaman (D-Ariz.), calling it "misguided, counterproductive and unconstitutional." A similar measure (H.R. 3950) was introduced in the House by Representative Fortney H. (Pete) Stark (D-Calif.), although his bill would ban tax deductions not only for advertising but also the promotion of tobacco products. (Stark is the author of another measure [H.R. 1444] banning tax deductions for the promotion and advertising of military equipment.)

ANA also cited a bill (H.R. 2657) offered by Representative George Brown (D-Calif.) to outlaw tax deductions for alcoholic beverage advertising as another threat. Congress continues its search for additional tax revenues, the ANA feels these proposals may appear attractive. The Treasury Department is circulating a tax-reform proposal (see "Bottom Line," page 74) on Capitol Hill that would allow the deduction of only 80% of all advertising expenses. John Summers, senior executive vice president for government relations at the National Association of Broadcasters, agreed that the tobacco bill sets a "dangerous precedent." He added that "we already have a dangerous precedent with tobacco advertising," referring to the prohibition of broadcast advertising of cigarettes and smokeless tobacco products. Summers said NAB was studying the Treasury department proposal.



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the station involved the station's EEO performance. NBMC contended that commission policy does not require such "a clear nexus" between the subject matter of the litigation and of the settlement. But, it added, "if there ever were settlement terms which do have a clear nexus with the nominally different subject matter of the preceding litigation, it is settlements of EEO-related litigation which result in expanded minority ownership." For minority ownership, NBMC said, "almost always assures that the station in the future will be an equal opportunity employer." □

Office of Science and Technology reordered

The FCC has, finally, reorganized its Office of Science and Technology ("Closed Circuit," Aug. 19, 1985).

As expected, the office has been renamed the Office of Engineering and Technology, and its head, previously known as chief scientist, will now be called chief engineer ("Closed Circuit," Jan. 20). Also as expected, the reorganization scraps the office's two deputy chief positions and the former technical analysis division, reducing the office from three divisions to two. The responsibilities of the technical analysis division have been folded into the two remaining divisions, which have been renamed the spectrum engineering division and the authorization and evaluation division.

The reorganization eliminated six top office positions. It also created a new one: chief, program management staff. Bruce Franca, former chief of the policy analysis branch of the Mass Media Bureau, has been named acting chief. He is supposed to oversee the front-office staff and will report to Thomas Stanley, acting chief engineer.

The FCC said the reorganization reflected the office's "increased emphasis on spectrum engineering and technical analysis and decreased focus on more general technological and scientific matters."

A list of the office's management and supervisory personnel and their phone numbers follows:

Office of Engineering and Technology

Thomas P. Stanley, acting chief engineer, 202-632-7060;

Bruce A. Franca, acting chief, program management staff

Spectrum Engineering Division

Will A. McGibbon, chief, 202-632-7025;

William R. Torak, deputy chief

Lawrence P. Petak, deputy chief

Frequency Allocations Branch

Julius P. Knapp, chief, 202-653-8108

Frequency Liaison Branch

Howard F. Wright, chief, 202-653-8141

Propagation Analysis Branch

William A. Daniel, chief, 202-653-8161

Telecommunications Analysis Branch

Chief's position vacant, 202-632-7025

Treaty Branch

Francis K. Williams, chief, 202-653-8126

Authorization and Evaluation Division

Robert L. Cutts, chief, 301-725-1585

John T. Robinson, deputy chief

Robert M. Bromery, deputy chief, 202-653-7315

Engineering Evaluation Branch

Kenneth R. Nichols, chief, 301-725-1585

Equipment Authorization Branch

Charles M. Cobbs, chief, 301-725-1585

Sampling and Measurements Branch

Leslie A. Wall, chief, 301-725-1585

Technical Standards Branch

Frank L. Rose, chief, 202-653-6288

Shared interest plan for satellite slot draws fire at FCC

Parties ask FCC to deny PanAmSat application which proposes sharing of orbital slot at 45 degrees west

Pan American Satellite Corp. and Cygnus Satellite Corp., two would-be providers of international satellite service, have defended their proposal, now pending before the FCC, for sharing a satellite slot at 45 degrees west longitude in a move PanAmSat says is critical to its hopes of establishing the service for which it has received conditional authorization. International Relay Inc. has petitioned the FCC to deny the application, and four other interested parties have filed critical comments on it.

Under the controversial proposal, there would be a sharing of interests. Cygnus would become a general partner in PanAmSat and PanAmSat would acquire an option to purchase 25% of Cygnus. PanAmSat is also seeking a waiver for its Ku-band transponders of the full frequency re-use standards the commission has set for the new separate system service. PanAmSat hopes to see its satellite launched later this year, provided it can acquire soon the necessary foreign correspondent. PanAmSat proposed changes in its plans after, it said, it saw an opportunity to acquire long lead-time satellite parts from which it could construct a satellite with both C- and Ku-band capacity, instead of only C-band.

PanAmSat, in its reply to the pleadings of IRI, the Communications Satellite Corp. and two other entities that have conditional commission authority to enter the separate systems business, Orion Satellite Corp. and Financial Satellite Corp., said most of their comments are based on a "misunderstanding" of the memorandum of understanding it signed with Cygnus. But that is not surprising. The memorandum, although PanAmSat has described it in general terms, has yet to be made public, and PanAmSat filed it with the commission last week only on condition it be kept confidential. PanAmSat said the memorandum contains proprietary information whose disclosure would harm the parties' interests.

PanAmSat sought out Cygnus for a partner in the sharing of a slot after being unable to reach an agreement with International Satellite Inc., another of the would-be separate systems. PanAmSat in that case was proposing to operate a satellite at 57 degrees west longitude, a slot that would bring it within a degree of ISI satellites earmarked for 56 de-

grees and 58 degrees, both west longitude. But PanAmSat and Cygnus said in the responses they filed last week that most of the concerns raised by IRI and the other commenters appear to believe the memorandum involves the transfer of Cygnus's conditional authorization to PanAmSat, which, they say, would raise a number of serious issues, including the possibility of illegal "trafficking" in authorizations.

But, PanAmSat and Cygnus say, no such sale or transfer of authorization is involved. "The MOU is simply an interim technical coordination agreement by which PanAmSat utilizes without objection Ku-band frequencies at 45 degrees west longitude until Cygnus launches and operates its 45 degrees west longitude satellite," PanAmSat said. It added that the proposal does not affect either company's business plans or "their pursuit of their respective conditional authorizations." Cygnus said it simply decided "to forgo from objecting" to PanAmSat's use of the slot provided it does not interfere with Cygnus's planned development of its own system.

Cygnus also said it intends to "pursue diligently the conditional authority granted to it." In a response to those who speculated the interest it would acquire in PanAmSat might be a cause for delaying its own entry into business, it said it would acquire a 5% Tier II limited partnership interest. And that "de minimis interest," it said, "is hardly sufficient to induce [it] to postpone implementation of its own multi-satellite system."

And PanAmSat dismissed as baseless assertions by IRI and Comsat that it would abandon its plans to provide service between the U.S. and Latin America and that the only international service PanAmSat would offer would be the Ku-band capacity between the U.S. and Europe. "PanAmSat fully intends to provide regional service between the United States and Latin America" as it has proposed, it said. Consequently, it said, IRI's assertion that PanAmSat is "out of the international business" and, therefore, cannot use its international satellite authorization is "patently absurd."

IRI and the various commenters had also expressed the view that the PanAmSat proposal would cause interference problems. For instance, Finansat, which has received conditional authority to establish a satellite over the Atlantic at 47 degrees west latitude, said the commission should not grant PanAmSat's proposal to operate a satellite at 45 degrees west longitude until technical information has been provided which would permit an assessment of operational coordination between the two satellites. And if constraints are necessary, Finansat said, the commission should impose them on the basis of the "environment existing at the time Finansat received its authorization."

PanAmSat said its analyses indicated its proposal would not cause any serious problems; at most, it says "a limited degree of coordination may be necessary" in the case of the TV/FM service to be provided by Orion's satellite at 47 degrees west longitude. As for Finansat's concerns, PanAmSat said the potential interference to be generated by PanAmSat "would be reduced as a result of the design changes" detailed in the amended



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proposal. PanAmSat said the satellite at C-band transmits a weaker signal by almost 3dB the satellite originally proposed. □

Media groups challenge gag order

A trial that has attracted considerable interest in the Boston area is spawning another major legal battle in ongoing tension between the press and the courts over the limits that can be imposed on press coverage of the courts. CBS, *The Boston Globe* and a group of plaintiffs in the case and their lawyers are appealing a gag order imposed by the judge in the case.

The trial—for which jury selection began last week in U.S. district court in Boston—involves a suit that a number of families in the Boston suburb of Woburn have filed against the Cryovac Division of W. R. Grace & Co. and Beatrice Foods. They are accused of polluting the families' well water, with fatal results for their children—they died of leukemia. U.S. Judge Walter Jay Skinner in September, acting at the request of the defendants, issued a "prudential order" barring parties in the case from discussing outside of court what they learn concerning the results of the discovery process.

But the judge has made one exception. In October, he issued an order exempting *Nova*, the weekly science series produced by WGBH(TV) Boston. And it is scheduled to air a documentary on the case and its background, *Toxic Trials*, on the Public Broadcasting Service, on Tuesday (Feb. 25). But *Nova* had urged the judge either to vacate the gag order entirely or to lift it so that it could proceed with its plans for the program, which it said would air after jury selection was expected to be completed. Skinner, in granting the limited relief, did not state any reasons for his action.

Nor did Skinner offer any reasons for denying the motions of CBS, whose *60 Minutes* is preparing a segment on the story; *The Globe*, and the plaintiffs and their attorneys—the last group is represented by Harvard's noted constitutional scholar Laurence Tribe—that he vacate the order on the ground it violates the First Amendment. Their motions were filed after Skinner acted on *Nova's*. But they have filed notices of appeal with the U.S. Court of Appeals in Boston. The appeals court would not be expected to complete consideration of the matter before the pollution trial ends, even though it may last several months. But lawyers involved say the precedent is important to the press and that the order must be challenged.

WGBH lawyers, in seeking relief from the gag order, had argued that the *Nova* film had already been commissioned and that access to experts on the issues involved would be denied the producers and journalists under Skinner's order. They also noted that the scheduled air date, Feb. 25, was after the date when jury selection was expected to be completed. But even the limited relief Skinner granted *Nova* was conditional.

Bill Grant, managing editor of *Nova*, said

there had been uncertainty among WGBH lawyers as to when the producers could make cassettes of the program available for press screening. To some it appeared the order would have barred screenings until Feb. 24, one day before the program was to air, hardly enough time for preparing and publishing a review. So lawyers for the program went back into court and asked for a clarifi-

cation and, if necessary, liberalization of that order. Two weeks ago, Skinner said the press could be given the cassettes on Feb. 17, provided nothing appeared in print before Feb. 21.

But one other condition attached to the October order remains—promos announcing the scheduled program may not include clips from it. □

Washington Watch

Finding the way to Dallas. Singer Dionne Warwick will perform at opening general session at National Association of Broadcasters annual convention April 12-16 in Dallas. Presented by Westwood One Radio Networks and Mutual Broadcasting System, Warwick will appear Sunday, April 13. □

Matter of Priorities. National Public Radio has set priorities for FY 1987. Among them: extending its Saturday morning Weekend Edition to Sundays; supporting audience research, and increasing funds to acquire programming from station and independent producers. □

Assessment assessed. National Public Radio has lowered its dues assessment for its member stations from \$17.2 million to \$15.8 million, about 7.8% of total resources expected to be available to noncommercial stations in FY 1987. Revised NPR budget includes elimination of funds earmarked for planning, promotion, training and national fund-raising campaign. □

Smokeless protest. National Association of Broadcasters feels victimized by act of Congress banning advertising of smokeless tobacco products on radio, television and cable (BROADCASTING, Feb. 10). NAB, said its joint board chairman, Ted L. Snider, "is deeply disturbed and greatly disappointed that once again Congress is singling out radio and television for a discriminatory and basically unfair ad ban." Snider argued that if product may be legally sold, "all media should be allowed to advertise that product in a responsible manner." Additionally, Snider felt Congress should be as "concerned with First Amendment rights of free speech as they are with solving the issue of tobacco usage." □

Press problem. Broadcast journalists in California have been rebuffed in effort to gain access to lawyers in espionage retrial of former agent of FBI. U.S. Court of Appeals for Ninth Circuit, in San Francisco, denied appeal of Radio and Television News Association of Southern California to lift order barring discussion of issues with counsel for former agent, Richard Miller. Radio-TV journalists argued that order violated First Amendment guarantee of free press, but court said order did not interfere with freedom of press, even though it indirectly denied reporters access to trial participants. □

Clear channel revision. FCC has reconsidered in part decision allowing full-time operation on foreign AM clear channels. In press release last week, FCC said that for two years, it will only permit applications for power increases by daytimers on foreign clears and for new applications on those channels. □

Upgrade granted. In initial decision, FCC Administrative Law Judge Byron Harrison has granted application of daytimer KAPS(AM) Mount Vernon, Wash., to upgrade from 1470 khz to full-time operation on 660 khz. Judge denied mutually exclusive application of Northwest Indian Women Broadcasters Inc. for same frequency for new station in Portland, Ore. KAPS prevailed because its application would bring service to lesser-served area. KAPS will bring second nighttime transmission service to Mount Vernon. Judge said Northwest Indian's would have provided 20th radio service to Portland. □

MMDS dismissal. FCC Common Carrier Bureau has dismissed applications of M&M Communications Inc. for multichannel multipoint distribution service licenses in 42 markets, including New Orleans, where M&M's application had been tentatively granted. In order, bureau said M&M was owned by Mr. and Mrs. J. McCarthy Miller, who also, according to bureau, own about 3.9% of Contemporary Communications Corp., which applied for MMDS facilities in those same 42 markets. FCC's one-to-market rule for MMDS prohibits same entity from owning more than 1% of stock of two or more MMDS applicants in same market. Millers asked FCC for waiver of that rule, contending their "small interest in a larger company over which they have no control" should not bar them from filing their own applications. But that request was rejected. Bureau asserted that by granting waiver, it "would be undermining the policy of lottery fairness" served by one-to-market rule. □



TELECASTINGS



Public viewing

Per-station viewing of 147 stations in the Public Broadcasting Service averaged 219,959 households per week in November 1985, up 5% from the weekly tally of 208,974 in November 1984, according to Nielsen statistics in PBS research's *November Station Audience Report*. Prime time viewing increased 1%, from 122,507 to 123,680, while total U.S. television household viewing was up 1%, from 84.9 million to 85.9 million. PBS added that the full-day designated market area cume was up 3%, from 31.5% to 32.3%, while prime time viewership remained the same as last year.

TIO adds four

Four television stations have become sponsors of the Television Information Office. The new members in the U.S. are WJXT(TV) Jacksonville, Fla.; KCIK-TV El Paso, Tex., and KLST(TV) San Angelo, Tex. TIO also reported that it has added its third Australian station—MVQ-6 in Brisbane. TIO is supported

by individual stations and groups, three major TV networks, the National Association of Broadcasters and the Station Representatives Association.

Belker brigade

A group of noncommercial television stations has joined with Nancy Reagan and actor Bruce Weitz ("Mick Belker" on *Hill Street Blues*) for a second program addressing drug-related problems of the young. *Chemical People II*, a sequel to *Chemical People*, will discuss traffic fatalities, suicides, pregnancies, dropouts and felonies caused by drug abuse. The new program is a project of a Public Television Outreach Alliance—including WOED(TV) Pittsburgh, Kentucky Educational Television, KCTS-TV Seattle, the Nebraska Educational Television Network and WETA-TV Washington—which produces programming on major social issues. *Chemical People II* was announced at a White House luncheon hosted by the First Lady, who is to tape a segment of the program at WOED(TV) Pittsburgh's studios in late April, a spokeswoman for the station said. The show will air May 7 on noncommercial stations.

Making deals

New World Television, a subsidiary of New World Pictures, has obtained the broadcast rights to projects developed by Goodman/Rosen Productions. New World was also designated exclusive representative of all projects developed by the Larry Thompson Organization. The first order of business for the latter association is *The Eyes of Texas*, a one-hour drama being developed for CBS.

Toy protest

A delegation, including the National Coalition on Television Violence and the New England War Toys Boycott, picketed during the American International Toy convention in New York, asking broadcasters to "respect the fairness doctrine and provide regular 30-second spots" to warn of "the psychological dangers of playing with war toys and of watching war cartoon programming."

In a related protest organized by the Los Angeles War Toys Boycott, Sylvester Stallone, whose "Rambo" character will appear

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Rambo

as a cartoon in 1986, was presented with a petition asking him to cancel promotion of *Rambo*. The NCTV says violent, war-related cartoons, both on the networks and in syndication, went from 1.5 hours per week in 1982 to 27 hours per week in 1985. The group also says the average 3-to-8-year-old American child will see 250 episodes of war cartoons and 800 ads for war toys this year,

Public TV chooses. More than 160 Public Broadcasting Service station licensees have committed \$38,420,851 for 26 series through the final bidding round for PBS's 13th annual station program cooperative (SPC-13), the mechanism by which PBS stations select programming for the 1986-87 season. (The total production cost of the programs is \$39,436,099, of which \$1,015,248 is being covered by producer guarantees. Stations may add to their purchases next week, a process that could reduce the producer guarantees.)

Such PBS staples as *Mr. Rogers' Neighborhood*, *Nature*, *Sesame Street*, *Wall Street Week*, *NOVA* and *Great Performances* have been bought, as were *MacNeil/Lehrer NewsHour* and *Frontline*. Four new series were purchased through the SPC process—*The Day the Universe Changed*, *Adventure*, *The Search for the Mind* and *American Masters*.

SPC provides about half the programs on the PBS schedule; additional new shows for next season will be funded by organizations other than PBS stations, including the Corporation for Public Broadcasting, foundations and corporations.

or the equivalent of 22 days of classroom instruction time in "war fantasy." The group says the most violent cartoons are *G.I. Joe*, with 84 acts of violence during an hour; *Go-bots*, with 66 violent acts per hour, and *Transformers*, with 61 violent acts per hour. Each show has a related toy line.

Angeles, San Francisco and San Antonio, Tex.

Artistic co-venture

Noncommercial WNET(TV) New York and Great Britain's TV South plan to co-produce a new prime time public television program series, *A History of Art*. The nine-part, hour-long series is budgeted at about \$6 million and will be filmed over the next two years throughout Europe and the U.S., "providing a definitive chronological history of the art of the western world, revealing the ways in which life and culture have shaped art through the centuries," WNET said. Production for the program is expected to begin next fall for eventual airing on Public Broadcasting Service stations and in Great Britain over Channel 4. *A History of Art* will also be offered as an 18-part telecourse for use in colleges, high schools, libraries, museums and the home video market.

Tax tips

In preparation for the tax-filing deadline of April 15, the SIN Television Network will present a one-hour special on March 2 designed to help Hispanic television viewers fill out their 1985 federal tax returns. The 5-6 p.m. program will feature line-by-line instructions and interviews with taxpayers by SIN reporters in New York, Miami, Los

Robeson remembered

Noncommercial WNET(TV) New York will continue its celebration of Black History Month with the broadcast of *Paul Robeson: The Man of Conscience* today (Feb. 24). Included in the program will be Saul J. Turell's 1979 Academy Award-winning documentary, *Paul Robeson: Tribute to an Artist*, narrated by Sidney Poitier. Paul Robeson Jr. introduces the film to a live audience (at the program's taping) at the Museum of Natural History in New York. Members of the audience contribute their own anecdotes and recollections. Among highlights of the film are Robeson's appearances in "Show Boat," "Emperor Jones," "King Solomon's Mines," and the Broadway version of "Othello."

Dealing

A.J. Carothers and Lorimar-Telepictures have signed an agreement for the development of television programming (series and mini-series) and theatrical features. Carothers' credits include the series *Goodnight Beantown* and *Nanny and the Professor*, as well as made-for-TV movies such as *Forever*, *The Thief of Bagdad*, and *Summer Girl*. Movie writing credits include "Miracle of the White Stallions," "The Happiest Millionaire," "Emil and the Detectives" and "Never a Dull Moment," all for Walt Disney Productions.

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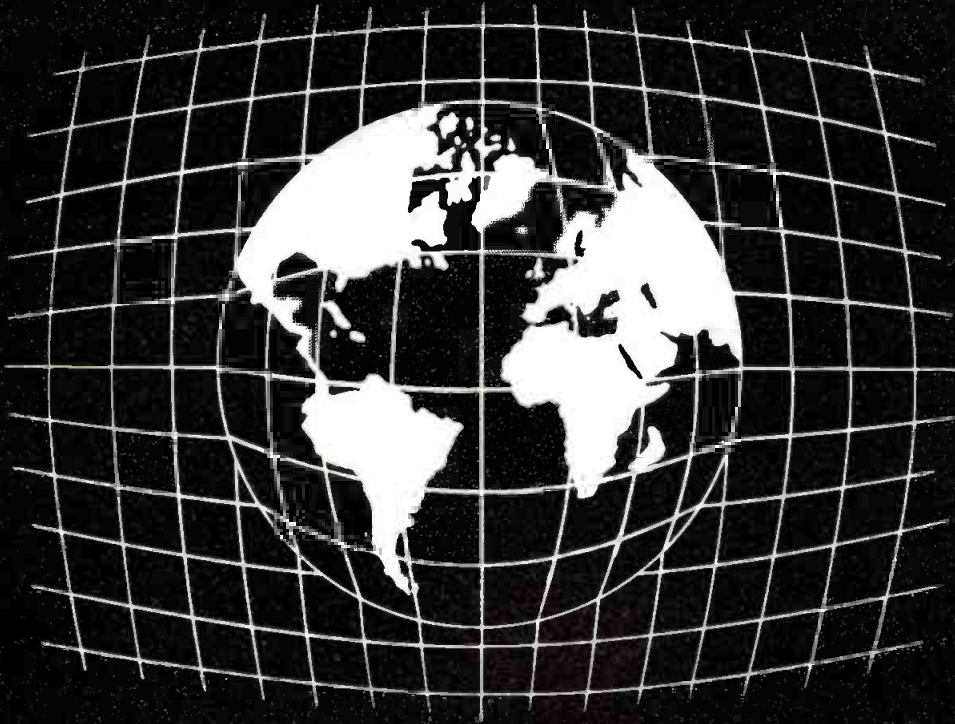
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RIDING GAIN

O N R A D I O

IRF prepares for number five

The fifth annual International Radio Festival of New York, a worldwide awards competition in radio advertising and programming, will be held June 10-12 at New York's Sheraton Centre.

March 31 has been set as deadline for entries, which last year numbered more than 1,200 from 19 countries. Gerald M. Goldberg, president of the festival organization, said he expected more entries this year, as a result of a 15% reduction in entry fees and increasing interest among small-market stations. The awards presentations will be made on the closing day of the festival.

The entries will be reviewed by panels of working professionals. The panel on programming and promotion consists of 18 members and is headed by Robert Benson, vice president and senior executive, ABC Radio Networks. The panel for advertising has 48 members, headed by Ronald K. Sherman, president of Wells, Rich, Greene/East. Final judging will be done by the festival's two advisory boards, consisting largely of senior

broadcasting and advertising executives.

A gold medal is presented to the highest-scoring entry in each of several categories and subcategories. A grand award goes to the highest-scoring gold medal winner in each of the main categories. Last year, 79 gold medals and eight grand awards were presented to competitors from Australia, Canada, the Republic of China, England, Holland, Japan, Mexico, New Zealand, Scotland, South Africa and the U.S.

Entry kits and details are available from festival offices, 246 West 38th Street, New York 10018.

College call-ins

The CBS-NCAA radio network has scheduled, for the second year in a row, a pair of three-hour, call-in programs to set the stage for its fifth season of collegiate basketball championship coverage.

The first, with Kentucky sportscaster Cawood Ledford as host, is scheduled March 9 at 6-9 p.m. (NYT) and will incorporate that day's announcement of the 64 teams to receive NCAA tournament invita-

tions. In the second, March 28 at 9 p.m.-midnight, Ledford and co-host Dave Gavitt, commissioner of the Big East conference, will field questions and attempt to gauge the outcome of play in the tournament's Final Four, which begins the next day.

The CBS-NCAA radio network is a joint venture of the CBS Radio Network and Host Communications Inc. It will broadcast four regional semifinals (starting in Atlanta on March 20), the regional finals, the Final Four and the national championship title game, to be played March 31 in Dallas.

Grant on Mutual

The Mutual Radio Network has signed clinical psychologist Dr. Toni Grant to host a two-hour, weeknight, call-in show from 9 to



Grant

11 p.m. NYT. Grant's show will precede *The Larry King Show*, which airs from 11 p.m. to 5 a.m., giving Mutual an eight-hour, weeknight, talk programming block.

Grant was formerly heard over KABC(AM) Los Angeles as well as ABC's Talkradio program service. Grant's show, which will originate from Westwood One's Los Angeles studio, is scheduled to debut April 14.

West Coast workshop

The Radio Advertising Bureau, in concert with the Southern California Broadcasters Association, is planning a West Coast "Radio Workshop" day on March 27 in Los Angeles. The event, which will be held at the Sheraton Premiere hotel, will feature talks by several advertising and agency executives on their uses of radio advertising. The scheduled luncheon speaker: ABC Radio sports commentator Howard Cosell. The meeting's format will be similar to the annual workshop day held in New York each June

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Helping 'Hands.' The United Stations Radio Networks is planning a series of special programs for Hands Across America, a nationwide effort to combat hunger and homelessness in the U.S., scheduled for May 25. On that day, promoters of the project hope to recruit six million people to join hands in a line stretching from New York to Los Angeles. Beginning April 1, the United Stations will offer stations, at no charge, daily, 60-second reports on the project to be hosted by different celebrities. Additionally, two long-form programs on the event are being planned by United. An hour-long, taped special is slated for broadcast in the spring and a live, three-hour show will air May 25. The latter show will be co-sponsored by Coca-Cola USA, which is producing the day-long event along with the United Support of Artists (USA) For Africa. Pictured above are (l-r): Nick Verbitsky, president of the United Stations; Anthony Tortorici, director of public affairs for Coca-Cola USA; Ken Kragen, president of Hands Across America, and entertainer Dick Clark, who is also a co-owner of the United Stations.

Bottom Line

It's official. Two mergers became effective last week. Lorimar-Telepictures began trading Wednesday on American Stock Exchange under symbol LT. Gannett Co.'s purchase of Evening News Association closed last Tuesday.

Multiplying. Price Communications (NASDAQ: PCCM) had common stock split (five-for-four) in form of 25% stock dividend, paid on Feb. 19. Stock is to begin trading on American Stock Exchange today (Feb. 24). Westwood One (NASDAQ: WONE) declared two-for-one stock split of both common and class B shares, payable on March 12.

Expensive fifth. Tax policy division of U.S. Treasury Department suggested that government could raise additional \$20.6 billion over five-year period by letting corporations expense only 80% of advertising spending, with remaining 20% being included in pre-tax income. Comment was among many in working paper sent by Treasury to Senate Finance Committee, which is preparing to write tax legislation.

Money talks. Shamrock Holdings, wholly owned by family of Roy E. Disney, disclosed 5.2% holding in Foote, Cone & Belding Communications, through Feb. 3, 1986, in filing with Securities and Exchange Commission. Company said purchase of 198,700 shares for roughly \$9.9 million was for "investment purposes." Other recent SEC filings indicated Bass family previously lowered its Walt Disney Co. holdings from 23.3% to 20.8%, while Loews Corp. had increased its CBS holdings from 11.9% to 12.3%.

Teletext trio. RCA, Citicorp and Nynex, New York telephone company, announced joint venture to develop videotex services. Heading project is James Perkins, former president of Hearst/ABC Video Services, which ran Daytime and ARTS cable services, both of which subsequently merged with other cable networks.

by RAB and the Association of National Advertisers.

Apple jazz

A new 13-week jazz series, *The Manhattan Jazz Hour*, will be distributed on American Public Radio in April. Each one-hour weekly program is taped live and highlights American jazz musicians and their music, including Sir Roland Hanna, Milt Hinton and Jay McShann. Funded by American Express Travel Related Services Co., *Jazz Hour* is hosted by *New York Times* jazz critic John Wilson and produced by The Manhattan Recording Co.

NBC into the Soup

NBC Radio Entertainment will launch a two-hour, weekly program, *Soupy Sales' Moldie Oldies*, featuring comedian Soupy Sales. The series, to debut in April, will highlight rock 'n' roll from the mid-1950's to the early 1970's interspersed with Sales's comedy routines. Sales is also WNBC(AM) New York's midday personality.

Cozy sound

Group W's easy listening KOZY(FM) Dallas has modified its format to program a new "soft adult contemporary" sound, which, according to Ted Jordan, station vice president and general manager, fills a void in the Dallas-Fort Worth market. "The new Cozy 105.3 (KOZY(FM))," said Jordan, "is a station for adults who enjoy listening to, and singing along with, soft vocal music." The format change took effect last Monday (Feb. 17).

Long-form comedy

MJI Broadcasting, New York, is readying a new long-form program for April, entitled *The Comedy Hour*. According to MJI Broadcasting President Josh Feigenbaum, the show will contain comedy routines from "some of today's hottest comics" as well as "classic" comedy bits. In addition to the regular series, said Feigenbaum, subscribing stations will also receive five, 60-second "drop-in" comedy features each week that are designed to be used on a daily basis.

Syndication bound

The one-year-old Callahan/Sumner Radio Network, Boston, is moving into the burgeoning syndication arena.

The company, which derived its name from the two tunnels in Boston, Callahan and Sumner, started by launching "underground" radio stations in those tunnels that program informational features. Now it has begun to market a number of different short-form, daily features on a national basis, ranging from sports to real estate to gardening tips. Additionally, the company is offering stations on-the-scene reports from different sporting events such as: the World Skiing Championship from Aspen, Colo., and the World Boxing Championship from Las Vegas, both set for early next month. Thus far, Callahan/Sumner has assembled an ad-hoc network of 20 stations for each of the events.

Stations can receive the features either on tape or by recording them over the telephone through a central number. (The tele-

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phone recordings will be used for reports from the sporting events). Subscribing stations will be able to sell local time within each report, said Tom Star, the company's

program manager. Star also noted that his company is looking to launch a satellite-delivered, one-hour, nightly sports wrap-up show later this year.

WCRJ is daytimer on 1530 khz with 50 kw. *Broker: Chapman Associates.*

WGTM(AM) Wilson, N.C. □ Sold by Campbell-Hauser Broadcasting Corp. to L.E. Willis for \$375,000. Seller is owned by Van Campbell. It has no other broadcast interests. Buyer owns Willis Broadcasting Corp., Norfolk, Va.-based group of nine AM's and two FM's. WGTM is on 590 khz full time with 5 kw. *Broker: Blackburn & Co.*

Changing Hands

PROPOSED

KLAD(AM)-KJSN(FM) Klamath Falls, Ore. □ Sold by Lost River Broadcasting Inc. to 960 Radio Inc. for \$575,000, comprising \$100,000 cash, \$100,000 noncompete agreement and remainder note. Seller is owned by Cy Smith and his wife, Nell, who have no other broadcast interests. Buyer is owned by Jerry M. Evans, former production director at WMET(FM) Chicago. KLAD is on 960 khz full time with 5 kw. KJSN(FM) is on 92.5 mhz with 32 kw and antenna 2,300 feet above average terrain. *Broker: Blackburn & Co.*

KVOZ(AM)-KOYE(FM) Laredo, Tex. □ Half interest sold by Troyce Harrell and his wife, Vivian, to W. Jay Harpole for \$500,000, comprising \$3,500 per month for six months as downpayment, \$100,000 noncompete agreement payable in annual installments of \$10,000 in no-interest note until paid and remainder note at 9.25% over 20 years (at no interest for first three years). Sellers have interest in KEPS(AM)-KINL(FM) Eagle Pass, Tex. Buyer is son of owner of other 50% of Laredo stations, Mary Harpole. Harpoles own KVOU(AM)-KYUF(FM) Uvalde, Tex., and KSPL(AM) San Marcos, Tex. (where younger

Harpole said he intends to buy his mother's interest). Mary Harpole also shares interest, with Harrells, in KEPS(AM)-KINL(FM) Eagle Pass. KVOZ is on 1490 khz with 1 kw day and 250 w night. KOYE is on 94.9 mhz with 100 kw and antenna 950 feet above average terrain.

WJCF(FM) Westover-Morgantown, W.Va. □ Sold by Broadcast Properties Ltd. to Valley Communications Corp. for \$400,000. Seller is owned by Thomas Stewart, general partner. It has no other broadcast interests. Buyer is owned by Carl Clovis and Van Olmhausen. It also owns WBRJ(AM)-WEYQ(FM) Marietta, Ohio. WJCF is on 100.9 mhz with 3 kw and antenna 198 feet above average terrain. *Broker: Ray H. Rosenblum.*

WCRJ(AM) Jacksonville, Fla. □ Sold by JBC-Jacksonville Inc. to Defuniak Communications Inc. for \$380,000 cash. Seller is owned by Lawrence K. Justice, who also owns co-located WCRJ-FM; WCIB(FM) Falmouth, Mass., and WQEZ(FM) Fort Myers Beach, Fla. Buyer is equally owned by Arthur F. Dees and Robert F. Schumann. It also owns WGTJ(AM)-WQUH(FM) DeFuniak Springs, Fla., and WKJQ(FM) Jefferson City, Tenn.

CABLE

Systems serving Burlington and Springfield, both Colorado, and Clayton, N.M. □ Sold by Satellite Syndicated Systems Inc. to Cable Systems Inc. for approximately \$3 million. Seller is Tulsa, Okla.-based satellite program service and cable MSO with 21 systems serving almost 20,000 subscribers. It is principally owned by Edward Taylor. Buyer is Liberal, Kan.-based cable operator with systems in Colorado, Missouri and Kansas serving 9,000 subscribers. It is owned by Harold K. Greenleaf and Eugene L. Smith. Burlington system serves 600 subscribers with 30 miles of plant. Springfield system passes 700 homes with 400 subscribers and 25 miles of plant. Clayton system passes 1,000 homes with 750 subscribers and 30 miles of plant.

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2/24/86



Grand opening. Former Eastman Radio chairman Frank Boyle has opened a new firm, Frank Boyle & Co., specializing in the brokerage of radio stations and cable systems and in executive placement. Boyle will serve as president. Joining the company as vice president radio, is Bob Pates, previously vice president, CNN Radio, Atlanta. Additionally, James Boyle, formerly sales development manager at the Financial News Network, will head up the cable division; Mike Boyle, program-budget manager for the U.S. Department of Defense, will become financial services and management data manager (Jim and Mike are Frank Boyle's sons), and Mary Downey, vice president, operations, Eastman Radio, will hold the dual title of vice president, operations, and treasurer. Working as a part-time consultant for the firm will be veteran broadcast executive Steve Riddleberger. Frank Boyle & Co. is based in Greenwich, Conn.

and Hawaii. Sheraton Princess Kaiulani hotel, Honolulu. Information: (808) 536-5510.

April 17-18—35th annual Broadcast Industry Conference, sponsored by *San Francisco State University's Broadcast Communication Arts department*. University campus, San Francisco. Information: (415) 469-1148.

April 17-19—*Pratt Center for Computer Graphics in Design* seminar. Mark Hopkins, San Francisco.

April 18—*National Association of Telecommunications Officers and Advisors* regional conference. American hotel, Atlanta. Information: (202) 626-3250.

April 18—*Television Bureau of Advertising* regional sales conference. Crystal City Marriott, (Arlington, Va.) Washington.

April 18-20—*Kentucky Cable Television Association* general membership meeting. Ramada Inn, Maysville, Ky.

April 18-20—*Society of Professional Journalists, Sigma Delta Chi*, region two spring conference. Quality Inn Commonwealth, Richmond, Va.

April 18-21—Presentation of fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Awards ceremony to be held during *National Council on Alcoholism* convention. St. Francis hotel, San Francisco. Information: (206) 282-1234.

April 18-20, 22-27—*Global Village* 12th annual documentary festival. Grants are made by *New York State Council on the Arts and National Endowment for the Arts*. Global Village is nonprofit video resource center. Public Theater, New York. Information: (212) 966-7526.

April 21—Telecast of Academy of Television Arts & Sciences "Television Hall of Fame." NBC-TV.

April 22—"Audio Location Recording Techniques," seminar sponsored by *International Television Association, Philadelphia chapter*. Philadelphia Electric Co., Philadelphia. Information: (215) 546-1448.

April 22—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 22-24—*Television Bureau of Advertising* management seminar, "Marketing Your Station for Success." TVB headquarters, New York.

April 23—Presentation of fourth annual Lowell Thomas Award for excellence in broadcast journalism, sponsored by *Marist College*, Poughkeepsie, N.Y. Helmsley Palace, New York. Information: (914) 471-3240.

April 23-27—Fourth annual National Hispanic Media Conference, sponsored by *National Association of Hispanic Journalists*. Omni International hotel, Miami.

April 24—*Illinois Broadcasters Association* seminar at Southern Illinois University, Carbondale, Ill.

April 24-29—22nd annual *MIP-TV*, international television program market, Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

April 25-27—*National Federation of Local Cable Programmers* Southwest regional conference. Sheraton Crest hotel, Austin, Tex.

April 27-29—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Centre, New York.

April 27-30—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

April 27-30—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles.

April 27-30—*Telecommunications Policy Research Conference* 14th annual meeting. Airlie House, Airlie, Va. Information: (212) 431-2160.

April 27-30—*Washington State Association of Broadcasters* annual conference. Pan Pacific Vancouver hotel, at Canadian Pavilion, Vancouver hotel, Vancouver, B.C.

May

May 1—*Illinois Broadcasters Association* sales managers seminar. Pere Marquette, Peoria, Ill.

May 1—*Connecticut Broadcasters Association* spring sales and management seminar. Sheraton Waterbury, Waterbury, Conn. Information: (203) 775-1212.

May 1-3—*National Translator Association* convention. Capri Hotel Plaza, Denver. Information: Fern Bi-beau, (505) 243-4411.

May 4-5—*Minnesota Broadcasters Association* spring convention and sales seminar. Thunderbird motel, Bloomington, Minn.

May 4-7—*Central Educational Network* annual conference. Presentation by FCC Commissioner James Quello. Arway Grand Plaza hotel, Grand Rapids, Mich.

May 7-8—*Ohio Association of Broadcasters* spring convention. Stouffer Inn on the Square, Cleveland.

May 7—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York.

May 7-10—First International Music & Media Conference with music video festival and marketplace, sponsored by *Golden Rose of Montreux and European Music Report*. Palais des Congres, Montreux, Switzerland. Information: (212) 223-0044.

May 7-14—26th *Golden Rose of Montreux Festival*, competition "open to light entertainment programs (music, comedy, variety)," which may be submitted by independent producers and national broadcasting organizations. Organized by *Swiss Broadcasting Corp. and City of Montreux*. Palais des Congres, Montreux, Switzerland. Information: (212) 223-0044.

May 11-14—*Advertising Checking Bureau* meeting. Scottsdale Conference Resort, Scottsdale, Ariz. Information: (212) 685-7300.

May 11-15—*National Computer Graphics Association* seventh annual conference and exposition. Anaheim Convention and Exposition Center, Anaheim, Calif. Information: (703) 698-9600.

May 12-15—*Canadian Cable Television Association* annual convention. Vancouver hotel and Hyatt Regency, Vancouver, British Columbia. Information: (613) 232-2631.

May 13—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

May 14—Session on engineering, sponsored by *American Women in Radio and Television, Washington chapter*, as part of "Women at the Top" series. National Association of Broadcasters, Washington.

May 14—"Producing on a Shoestring," seminar sponsored by *International Television Association, Philadelphia chapter*. Hospital of the University of Pennsylvania, Philadelphia. Information: (215) 546-1448.

May 14—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

May 14-17—*American Association of Advertising Agencies* 68th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 16-18—*NBC* promotion executives conference. Sheraton Premiere hotel, Los Angeles.

May 17-21—*Fifth International Conference on Television Drama*, featuring presentations on drama, advertising, children's programming and international television, and presentation of Frederick I. Kaplan Prize. Michigan State University, East Lansing, Mich. Information: (517) 355-4666.

May 18-20—*Concert Music Broadcasters Association* conference. Westin hotel, Washington.

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

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

May 25-27—High-definition TV conference, sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey, Calif.

May 25-31—*Seventh Banff Television Festival*. Banff Springs hotel, Banff, Alberta, Canada. Information: (403) 762-3060.

May 29-31—*Television Bureau of Advertising* sales staff meeting. Stouffer hotel, White Plains, N.Y.

June

June 1-4—International summer consumer electronics

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Currently at break-even
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This is an excellent opportunity for a
"hands-on" owner. The technical equipment is
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Asking \$5,500,000 cash.

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NORTHBROOK, IL 60062
(312) 291-0188

show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago.

June 2-3—Pratt Center for Computer Graphics in Design seminar. Grand Hyatt, New York.

June 2-5—ABC-TV annual affiliates meeting. Century Plaza hotel, Los Angeles.

■ **June 4-5**—Illinois Broadcasters Association trip to Washington.

June 4-12—Prix Jeunesse International, children's and youth programming competition. Radio house of Bayerischer Rundfunk, Munich. For information, Munich telephone: 59-00-20-58.

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

June 10—International Radio and Television Society "Second Tuesday" seminar. Viacom Conference Center, New York.

■ **June 10-12**—Fifth annual International Radio Festival of New York. Sheraton Center, New York. Information: 246 West 38th Street, New York, N.Y., 10018; (914) 238-4481.

June 11—Session on sales and marketing, sponsored by American Women in Radio and Television, Washington chapter, as part of "Women at the Top" series. National Association of Broadcasters, Washington. Information: (202) 347-5412.

June 11—Ohio Association of Broadcasters sales workshop. Embassy Suites, Columbus, Ohio.

June 11-15—Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar. Loew's Anatole, Dallas.

June 12-15—Society of Cable Television Engineers annual engineering conference and Cable-Tec Exposition. Phoenix Convention Center, Phoenix. Information: (215) 363-6888.

June 12-15—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

June 13-14—Third annual BROADCASTING-Taishoff seminar, "designed to identify and inspire future leaders of television news," sponsored by Sigma Delta Chi Foundation with grant from BROADCASTING-Taishoff Foundation, honoring memory of Sol Taishoff, founder of BROADCASTING magazine. ABC News building and Mayflower hotel, Washington.

June 14-18—American Advertising Federation annual meeting, including "adFAIR" trade exposition (June 15-17). Grand Hyatt, Chicago.

■ **June 17**—Television Bureau of Advertising board of directors meeting. TVB headquarters, New York.

June 18—International Radio and Television Society broadcaster of the year luncheon and annual meeting. Waldorf-Astoria, New York.

■ **June 18-20**—Television Bureau of Advertising national sales advisory committee meeting. Montauk Inn and Yacht Club, Montauk, N.Y.

June 19-21—Montana Broadcasters Association convention. Heritage Inn, Great Falls, Mont.

June 19-21—Maryland/District of Columbia/Delaware Broadcasters Association annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 19-22—NATPE International second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 949-9890.

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

June 25-27—NATA-West, regional (California, Oregon, Nevada, Washington) trade show sponsored by North American Telecommunications Association. Moscone Center, San Francisco. Information: (202) 296-9800.

June 26-28—Iowa Broadcasters Association annual convention. New Inn, Okoboji, Iowa.

June 26-29—Upper Midwest Communications Conclave XI, featuring sessions on "Radio in the Key of Life." Radisson Plymouth hotel, Minneapolis. Information: (612) 927-4487.

June 29-July 2—Virginia Association of Broadcasters annual meeting and summer convention. Cavalier, Virginia Beach, Va.

July

July 13-16—New York State Broadcasters Association 25th executive conference. Sagamore Resort hotel, Lake George, New York.

July 15-17—Community Antenna Television Association annual convention. MGM Grand hotel, Reno. Information: (703) 691-8875.

July 16—Ohio Association of Broadcasters programmers workshop. New Holiday Inn Convention Hotel, Columbus, Ohio.

July 18-20—Oklahoma Association of Broadcasters annual summer meeting. Shangri la, Afton, Okla.

July 19-22—30th annual Television Programming Conference. San Antonio, Tex.

July 20-22—Eastern Cable Show, sponsored by Southern Cable Television Association. Atlanta Market Center, Atlanta.

July 23-25—Wisconsin Broadcasters Association annual summer convention. Fox Hills Resort, Mishicot, Wis.

August

Aug. 14-17—Tennessee of Broadcasters annual convention. Sheraton Music City hotel, Nashville, Tenn.

Aug. 20—Ohio Association of Broadcasters news directors workshop. Embassy Suites, Columbus, Ohio.

Aug. 26-29—Radio-Television News Directors Association international conference. Salt Palace Convention Center, Salt Lake City.

September

Sept. 10—Ohio Association of Broadcasters small market radio exchange. Westbrook country club, Mansfield, Ohio.

Sept. 10-13—Radio '86 Management and Programming Convention, sponsored by National Association of Broadcasters and National Radio Broadcasters Association. New Orleans Convention Center.

Sept. 17—Ohio Association of Broadcasters small market radio exchange. Chillicothe Holiday Inn, Chillicothe, Ohio.

Sept. 18—Ohio Association of Broadcasters small market radio exchange. Holiday Inn, Wapakoneta, Ohio.

Sept. 19—Ohio Association of Broadcasters small market radio exchange. The Centrum, Cambridge, Ohio.

Sept. 19-23—11th International Broadcasting Convention, sponsored by Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers and Royal Television Society. Metrople conference and exhibition center, Brighton, England.

Sept. 23-25—International Videotex Industry Exposition and Conference, sponsored by Videotex Industry Association. Jacob Javits Convention Center, New York. Information: (203) 964-0000.

Sept. 21-24—Sixth annual conference of National Association of Telecommunications Officers and Advisors, affiliate of National League of Cities. Philadelphia. Information: (202) 626-3250.

Sept. 23-28—Women in Communications national professional conference. Sheraton Center, New York.

October

Oct. 2-3—Television and ethics conference sponsored by Emerson College and National Academy of Television Arts and Sciences, Boston/New England chapter. Marriott hotel, Copley Place, Boston. (617) 578-8615.

Oct. 2-5—Association of National Advertisers annual convention. Homestead, Hot Springs, Va.

Oct. 3-5—Missouri Broadcasters Association fall meeting. Hyatt Regency hotel, Kansas City, Mo.

Oct. 6-7—Pratt Center for Computer Graphics in Design seminar. Hyatt on Union Square, San Francisco.

■ **Oct. 12-14**—Illinois Broadcasters Association convention. Galena, Ill.

Oct. 14-16—Society of Broadcast Engineers national convention. St. Louis Convention Center, St. Louis. Information: Sam Caputa, (314) 727-2160.

Oct. 22-23—Ohio Association of Broadcasters fall convention. Stouffer Dayton Plaza hotel, Dayton, Ohio.

Oct. 24—Montana Broadcasters Association sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Oct. 24-29—Society of Motion Picture and Television Engineers 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Information: Dorothy Smith, (914) 476-6606.

Oct. 28-30—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

November

Nov. 12—Ohio Association of Broadcasters financial managers meeting. Embassy Suites, Columbus, Ohio.

Nov. 17-19—Television Bureau of Advertising 32d annual meeting. Century Plaza, Los Angeles.

December

Dec. 3—Ohio Association of Broadcasters sales workshop. Park University hotel, Columbus, Ohio.

Dec. 3-5—Western Cable Show, sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif.

For the Record

As compiled by BROADCASTING, Feb. 13 through Feb. 19, and based on filings, authorizations and other FCC actions.

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

Ownership Changes

Applications

■ WCRJ(AM) Jacksonville, Fla. (1530 khz; 50 kw-D)—Seeks assignment of license from JBC-Jacksonville Inc. to Defuniak Communications Inc. for \$380,000 cash. Seller is owned by Lawrence K. Justice, who also owns colocated WCRJ-FM, WCIB(FM) Falmouth, Mass., and WQEZ(FM) Fort Myers Beach, Fla. Buyer is equally owned by Arthur F. Dees and Robert F. Schumann. It also owns WGTX(AM)-WQUH(FM) DeFuniak Springs, Fla., and WKJQ(FM) Jefferson City, Tenn. Filed Feb. 6.

■ WINF(AM) Leesburg, Fla. (1410 khz; 5 kw-D)—Seeks

assignment of license from Major League Broadcasting Inc. to Taylor & Taylor for \$288,000, comprising \$18,000 cash and remainder assumption of notes. Seller is owned by Milt Marnell, who has no other broadcast interests. Buyer is equally owned by N. Kison Taylor and his wife, Peggy. It has no other broadcast interests. Filed Feb. 7.

■ KAOI-FM Wailuku, Hawaii (96.1 mhz; 100 kw; HAAT: 1,250 ft.)—Seeks assignment of license from Maui Broadcasting Corp. to KAOI Communications for \$300,000, comprising \$150,000 cash and remainder note at 10% over five years. Seller is owned by Kirk Munroe, who has no other broadcast interests. Buyer is owned by Roger Whitehurst, former owner of cable system serving Kaufman, Tex., who has no other broadcast interests. Filed Feb. 6.

■ WTRU(AM) Muskegon, Mich. (1600 khz; 5 kw-U)—Seeks assignment of license from WTRU Broadcasting Ltd. to Goodrich Theaters Inc. for \$325,000, comprising \$25,000 cash and assumption of \$300,000 liability, payable with \$200,000 cash at closing and remainder notes. Seller is owned by Mssrs. Tascone, Schroeder and Piasecki, who also own collocated WQWQ(FM). Buyer is owned by Robert E. Goodrich, who also owns WVIC-AM-FM East Lansing, Mich. It is also purchasing WQWQ(FM). Filed Feb. 6.

■ WPTY(TV) Memphis (ch. 24; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,348 ft.; ant. height above average terrain: 1,053 ft.)—Seeks assignment of license from Precht Communications to Chase Broadcasting of Memphis Inc. for \$12.5 million. Seller is owned by Robert H. Precht, who also owns KECI(TV) Missoula, KTVM(TV) Butte and KCFW(TV) Kalispell, all Montana, and KIEM-TV Ureka, Calif. Buyer is owned by David T. Chase, who also owns WTIC-AM-FM-TV Hartford, Conn. Filed Feb. 10.

■ KVOZ(AM)-KOYE(FM) Laredo, Tex. (1490 khz; 1 kw-D; 250 w-N; FM: 94.9 mhz; 100 kw; HAAT: 950 ft.)—Seeks transfer of control of Border Broadcasters Inc. from Troyce Harrell and his wife, Vivian (50% before; none after), to W. Jay Harpole for \$500,000, comprising \$3,500 per month for six months as down payment, \$100,000 noncompete agreement payable in annual installments of \$10,000 in no-interest note until paid and remainder note at 9.25% over 20 years (at no interest for first three years). Sellers have interest in KEPS(AM)-KINL(FM) Eagle Pass, Tex. Buyer is son of owner of other 50% of station, Mary Harpole. They own KVOU(AM)-KYUF(FM) Uvalde, Tex., and KSPL(AM) San Marcos, Tex. (which are also being purchased solely by Willis Harpole). Mary Harpole also has interest in KEPS(AM)-KINL(FM) Eagle Pass, Tex. Filed Feb. 5.

■ KYCX-AM-FM Mexia, Tex. (1590 khz; 500 w-D; FM: 104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Summit Broadcasting Associates Inc. to First American Broadcasting Corp. for \$220,000. Seller is owned by Frank D. Connell, Thomas Flatt, Calvin D. Prowell, Tyler Cagle and Billy Jeff Booth, who have no other broadcast interests. Buyer is owned by Frederick S. Brown, who has no other broadcast interests. Filed Feb. 6.

New Stations

Applications

New FM's

■ Banner Elk, N.C.—Tate Broadcasting Ltd. seeks 100.7 mhz; 100 w; HAAT: 1,699 ft. Address: P.O. Box 616, Blowing Rock, N.C. 28605. Principal is owned by Samuel B. Tate, general partner. Limited partners include William Rollins, who has interest in seven AM's and five FM's; Clifton Moor and William Brown, who own WTIF(AM) Tifton, Ga., and Gary Smithwick, Washington communications attorney. Filed Feb. 3.

■ Banner Elk, N.C.—Sosh Broadcasting Group of Banner Elk seeks 100.7 mhz; 340 w; HAAT: 984 ft. Address: Highway 184, 28604. Principal is owned by William Lon Sosh and two others. Sosh owns station group of three AM's and three FM's based in Paris, Tenn. Filed Feb. 3.

■ Banner Elk, N.C.—Smith Communications seeks 100.7 mhz; 500 w; HAAT: 2,610.8 ft. Address: Quail Ridge Condominiums, Route 4, Boone, N.C. 28607. Principal is owned by Z.J. Smith (general partner), general manager of WATA(AM) Boone, N.C. Filed Feb. 3.

■ Banner Elk, N.C.—Lacy Benjamin Poe seeks 100.7 mhz; 800 w; HAAT: 2,233.6 ft. Address: 106 Queensbury Court, Garner, N.C. 27529. Principal is general manager of, and has interest in, WKBQ(AM) Garner, N.C. Filed Feb. 3.

■ Banner Elk, N.C.—High Country Broadcasting of Banner Elk Inc. seeks 100.7 mhz; 67 w; HAAT: 2,012 ft. Address: 151 Maehill Place, Lenoir, N.C. 28645. Principal is owned by Steven L. Frank (40%), Billy Jack Morgan (40%)

and Larkin Horton (20%). They have no other broadcast interests. Filed Feb. 3.

■ Banner Elk, N.C.—Columbia Radio Services Group seeks 100.7 mhz; 149 w; HAAT: 1,487 ft. Address: 608 Ann Street, Beaufort, N.C. 28516. Principal is equally owned by Lois Crawley and her daughter, Joyce C. McCune. It has no other broadcast interests. Filed Feb. 3.

■ Banner Elk, N.C.—Banner Elk Broadcasting seeks 100.7 mhz; 145 w; HAAT: 1,491 ft. Address: P.O. Box 7789, Naples, Fla. 33941. Principal is owned by John L. Norman, general manager of WISGL(FM) Naples, Fla. Filed Feb. 3.

■ Banner Elk, N.C.—Media South Broadcasting seeks 100.7 mhz; 180 w; HAAT: 1,270 ft. Address: Buxton Rd., P.O. Box 1206, Blowing Rock, N.C. 28605. Principal is owned by Joseph B. McGuire, general manager of WOIX(AM) Blowing Rock, N.C. Filed Feb. 3.

■ Banner Elk, N.C.—Banner Elk Broadcasting Corp. seeks 100.7 mhz; 100 w; HAAT: 1,699 ft. Address: Route 4, Box 118M, Boone, N.C. 28607. Principal is owned by Dempsey Wilcox (45%), Richard H. Foster and his wife, Joan (45%), and Shebra Worthy (10%). It has no other broadcast interests. Filed Feb. 3.

■ Banner Elk, N.C.—R.L. Bush seeks 100.7 mhz; 3 kw; HAAT: 1,075 ft. Address: 1 Cedarwood Place, Lenoir, N.C. 28645. Principal owns WKGX(AM) and has interest in WMOO(AM)-WBLX(FM) Mobile, Ala., and WFAI(AM) Fayetteville, N.C. Filed Feb. 3.

■ Banner Elk, N.C.—Foggy Mountain Ltd. seeks 100.7 mhz; 97 w; HAAT: 1,761 ft. Address: Phillip Ave., NE, P.O. Box 426, Valdese, N.C. 28690. Principal is principally owned by Athos Rostand (49.5%), Charles Moseley (49.5%) and two others. Moseley is sales manager of WSVM(AM) Valdese, N.C. Filed Feb. 3.

■ Banner Elk, N.C.—Robert W. Locke and Linda Little seek 100.7 mhz; 80 w; HAAT: 1,820 ft. Address: 1192 Peachtree St., Winston-Salem, N.C. 27107. Principals have no other broadcast interests. Filed Feb. 3.

■ *Willard, Ohio—Pioneer Joint Vocational School District seeks 91.4 mhz; 3 kw; 300 ft. Address: P.O. Box 309, Shelby, Ohio 44875. Principal is educational institution headed by board of education. Filed Jan. 23.

■ Bowie, Tex.—Bowie Broadcasting Ltd. seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: Hwy. 59 N., 76230. Principal is principally owned by Barbara McCormick, who has no other broadcast interests. Filed Feb. 3.

■ Bowie, Tex.—Everett C. Mason seeks 100.7 mhz; 1.53 kw; HAAT: 459.2 ft. Address: 100 Nina, 76230. Principal owns KBAN(AM) Bowie. Filed Feb. 3.

■ Christiansburg, Va.—Public Radio of Christiansburg Inc. seeks 100.7 mhz; 3 kw; HAAT: 934.5 ft. Address: 147 Jackson St., Blacksburg, Va. 24060. Principal is nonstock corporation headed by Virginia L. Baker and her husband, Vernon. Bakers own WBZI(AM)-WLGX(FM) Xenia, Ohio; WKGX(AM) Smithfield, and WESR-AM-FM Onley-Onancock, both Virginia. They also own WXCN(AM) Claremont, N.C., and are directors of noncommercial WPAR-FM Claremont, N.C. Virginia Baker holds CP's for new AM's in Mint Hill and Lewisville, both North Carolina, and Green Valley, Va. Vernon Baker holds CP's for new AM's in Point Pleasure, W. Va.; Earlysville, Va.; Wake Forest, N.C., and Blountville, Tenn. Filed Feb. 3.

■ Christiansburg, Va.—Nirvana Radio Broadcasting Corp. seeks 100.7 mhz; 1.85 kw; HAAT: 430 ft. Address: 306 W. Main St., 24073. Principal is owned by Kenneth P. Strawberry (30%), Cornell Dow (30%), Irene Miller (30%) and two others. Filed Feb. 3.

■ Christiansburg, Va.—Christiansburg Media seeks 100.7 mhz; 3 kw; HAAT: 328 ft. Address: 7124 Dale Court, Annandale, Va. 22203. Principal is owned by Augustine D. Henderson, who has no other broadcast interests. Filed Feb. 3.

■ Christiansburg, Va.—Jane A. Filler seeks 100.7 mhz; 3 kw; HAAT: 300 ft. Address: P.O. Box 61002, Sacramento, Calif. 95860. Principal is owned by Jane A. Filler, who is applicant for two new AM's, two new FM's and is also applicant for LPTV in Palermo, Calif. Filed Feb. 3.

■ Christiansburg, Va.—Hartke Communications Corp. seeks 100.7 mhz; 2.24 kw; HAAT: 375 ft. Address: 7637 Leesburg Pike, Falls Church, Va. 22043. Principal is equally owned by Vance Hartke and three other family members. It has no other broadcast interests. Filed Feb. 3.

■ Christiansburg, Va.—Continental Communications of Virginia seeks 100.7 mhz; 980 w; HAAT: 498.5 ft. Address: P.O. Box 2595, 24068. Principal is owned Thomas B. Crockett (80%) and Rebecca Lolli (20%). They have no other broadcast interests. Filed Feb. 3.

■ Christiansburg, Va.—Gerald Wayne Gallimore seeks 100.7 mhz; 1.4 kw; HAAT: 475.6 ft. Address: Road 785, P.O. Box 48, Willis, Va. 24380. Principal, with family, owns WGFC(AM) Floyd, Va. Filed Feb. 3.

■ Christiansburg, Va.—Kenneth Clyde Hill seeks 100.7 mhz; 1.74 kw; HAAT: 416 ft. Address: Route 4, Box 264-H, Bluff City, Tenn. 37618. Principal is general manager of noncommercial WHCB(FM) Bristol, Tenn. Feb. 3.

New TV's

■ Avalon, Calif.—Parker TV Broadcasting Inc. seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,220 ft.; ant. height above ground: 105 ft. Address: 2408 First Ave., San Diego 92101. Principal is owned by John Parker, who also owns KXYX(AM) San Diego. Filed Feb. 7.

■ Avalon, Calif.—Catalina Broadcasting Ltd. seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,267 ft.; ant. height above ground: 107 ft. Address: 9100 Wilshire Blvd., Beverly Hills, Calif. 90212. Principal is owned by Gordon Peppers (20% general partner) and limited partners Robert S. Billingsley, Kenneth L. Miller and Sandra Brown. Billingsley and Miller are vice presidents with John Blair & Co. Filed Feb. 7.

■ Avalon, Calif.—Catalina Broadcasters Inc. seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,222 ft.; ant. height above ground: 107 ft. Address: A-4 Tremont St., 90704. Principal is headed by Catherine M. Ponce and her husband, Robert. It has no other broadcast interests. Filed Feb. 10.

■ Avalon, Calif.—Es Posible Minority Media Telecommunications Inc. seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,642 ft.; ant. height above ground: 128 ft. Address: 450 Ren Del Pl., Glendora, Calif. 91740. Principal is owned Rosemary Garcia and Mateo Camarillo. Camarillo has CP for new AM in San Diego. Filed Feb. 10.

Facilities Changes

Applications

AM's

Tendered

■ KJEL (750 khz) Lebanon, Mo.—Seeks CP to increase

"TWENTY YEARS EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast

44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

power to 5 kw. App. Feb. 14.

■ WWWC (1240 khz) Wilkesboro, N.C.—Seeks MP to increase day power to 1 kw. App. Feb. 11.

Accepted

■ WLPM (1450 khz) Suffolk, Va.—Seeks CP to construct new ant. and change TL. App. Feb. 13.

FM's

Tendered

■ *WOTL (90.3 mhz) Toledo, Ohio—Seeks mod. of CP to change TL; change ERP to 1.15 kw; change HAAT to 360.47 ft., and make changes in ant. sys. App. Feb. 14.

■ *KSVR (90.1 mhz) Mount Vernon, Wash.—Seeks CP to change ERP to .1 kw. App. Feb. 11.

Accepted

■ *KSGN (89.7 mhz) Riverside, Calif.—Seeks CP to install

aux. sys. App. Feb. 14.

■ *KNTU (88.1 mhz) Denton, Tex.—Seeks CP to install aux. sys. App. Feb. 14.

■ KZLO (100.7 mhz) Pueblo, Colo.—Seeks CP to change TL and change ERP to 63 ft. App. Feb. 12.

■ *WJFR (88.7 mhz) Jacksonville, Fla.—Seeks mod. of CP to change TL; change ERP to 8 kw, and change HAAT to 351.94 ft. App. Feb. 12.

■ WWAV (102.3 mhz) Santa Rosa Beach, Fla.—Seeks CP to change TL; change ERP to 1.23 kw, and change HAAT to 495.28 ft. App. Feb. 12.

■ WNIZ-FM (96.9 mhz) Zion, Ill.—Seeks mod. of CP to change DA pattern. App. Feb. 12.

■ KTOF-FM (104.5 mhz) Cedar Rapids, Iowa—Seeks CP to change HAAT to 1,035.82 ft. App. Feb. 12.

■ *WICN (90.5 mhz) Worcester, Mass.—Seeks mod. of CP to change TL; change ERP to 12.6 kw, and change HAAT to 290.94 ft. App. Feb. 12.

■ WMFM (106.3 mhz) Petal, Miss.—Seeks mod. of CP to

change SL. App. Feb. 14.

■ WMMR (100.1 mhz) Malta, Mont.—Seeks CP to change TL and change HAAT to 377.2 ft. App. Feb. 14.

■ KBRA (95.9 mhz) Freer, N.Y.—Seeks CP to change ERP to 2.5 kw; change HAAT to 354 ft., and make changes in ant. sys. App. Feb. 12.

■ WNYC-FM (93.9 mhz) New York—Seeks mod. of CP to change ERP to 5.4 kw. App. Feb. 12.

■ WKYN (97.5 mhz) St. Marys, Pa.—Seeks mod. of CP to change SL. App. Feb. 14.

■ KPEZ (102.3 mhz) Austin, Tex.—Seeks CP to change ERP to 1.32 kw and change HAAT to 450.02 ft. App. Feb. 12.

■ *KNTU (88.1 mhz) Denton, Tex.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 443.78 ft. App. Feb. 14.

■ KNIF (95.2 mhz) Gilmer, Tex.—Seeks mod. of CP to change ERP to 1 kw and change HAAT to 574 ft. App. Feb. 12.

■ KKTX (95.9 mhz) Kilgore, Tex.—Seeks CP to change ERP to 1,250 w. App. Feb. 12.

■ KMXU (105.1 mhz) Manti, Utah—Seeks CP to change TL; change ERP to 63 kw, and change HAAT to 2,358.32 ft. App. Feb. 12.

TV's

Accepted

■ KSCH-TV (ch. 58) Stockton, Calif.—Seeks CP to install aux. sys. App. Feb. 12.

■ WWTO-TV (ch. 35) La Salle, Ill.—Seeks MP to change HAAT to 1,364.48 ft. and replace ant. App. Feb. 13.

■ WWAC-TV (ch. 53) Atlantic City—Seeks CP to change ERP to vis. 12.2 kw, aur. 1.2 kw and change HAAT to 280 ft. App. Feb. 11.

■ KRPV (ch. 27) Roswell, N.M.—Seeks MP to change ERP to vis. 870 kw; change HAAT to 377 ft., and replace ant. App. Feb. 13.

■ WSMF (ch. 21) Florence, S.C.—Seeks MP to change ERP to vis. 3,000 kw, aur. 300 kw; change HAAT to 1,590 ft.; replace ant., and change TL. App. Feb. 12.

Actions

AM's

■ KAH1 (950 khz) Auburn, Calif.—Granted app. to make changes in ant. sys. Action Feb. 6.

■ KRDU (1130 khz) Dinuba, Calif.—Returned app. to increase day power to 5 kw; change night power to 10 kw; change to DA-2, and change TL. Action Feb. 7.

■ WINY (1350 khz) Putnam, Conn.—Returned app. to change power to 5 kw. Action Feb. 7.

■ WRHC (1550 khz) Coral Gables, Fla.—Granted app. to move SL to 330 SW 27th Ave., Miami. Action Feb. 6.

■ WBQN (1160 khz) Barceloneta-Manati, P.R.—Granted app. to increase night power to 2.5 kw. Action Feb. 10.

■ WRCP (1290 khz) Providence, R.I.—Returned app. to increase night power to 5 kw. Action Feb. 7.

■ WMSO (640 khz) Collierville, Tenn.—Dismissed app. to change city of lic. to Germantown. Tenn. Action Feb. 10.

■ WBLC (1360 khz) Lenoir City, Tenn.—Returned app. to change freq. to 670 khz. Action Feb. 10.

■ KALL (910 khz) Salt Lake City—Granted app. to change TL and make changes in ant. sys. Action Feb. 5.

■ WRHZ (1440 khz) Herndon, Va.—Dismissed app. to change city of lic. to Arcola, Va.; change power to 500 w; change to non-DA, and change TL. Action Feb. 10.

■ WYTI (1570 khz) Rocky Mount, Va.—Granted app. to increase power to 2.5 kw. Action Feb. 10.

■ KTBI (810 khz) Ephrata, Wash.—Granted app. to increase power to 41 kw. Action Feb. 10.

FM's

■ WWB-FM (102.5 mhz) Jasper, Ala.—Dismissed app. to change TL; change ERP to 100 kw, and make changes in ant. sys. Action Feb. 6.

■ KRKO-FM (95.9 mhz) Fairbanks, Alaska—Granted app. to change TL and change HAAT to 6.56 ft. Action Feb. 10.

■ KKFR (92.3 mhz) Glendale, Ariz.—Granted app. to change TL; change ERP to 98 kw, and change HAAT to 1,646.56 ft. Action Feb. 7.

■ KCMJ-FM (92.7 mhz) Indio, Calif.—Dismissed app. to change ERP to .946 kw. Action Feb. 6.

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- WCMQ-FM (92.1 mhz) Hialeah, Fla.—Granted app. to change ERP to 41 kw; change freq. to 92.3, and change HAAT to 282.08 ft. Action Jan. 24.
- WVYV-FM (102.9 mhz) Jacksonville, Fla.—Granted app. to change HAAT to 985.7 ft. Action Feb. 10.
- WMXJ (102.7 mhz) Pompano, Fla.—Granted app. to change TL; change HAAT to 1,006.96 ft., install DA. Action Jan. 24.
- *WBVM (90.5 mhz) Tampa, Fla.—Granted app. to make changes in ant. sys. Action Feb. 6.
- KHHH (98.5 mhz) Honolulu—Dismissed app. to change TL. Action Feb. 6.
- WSCH (99.3 mhz) Aurora, Ind.—Granted app. to change ERP to 1.15 kw and change HAAT to 524.8 ft. Action Feb. 10.
- WOVR-FM (103.1 mhz) Versailles, Ind.—Granted app. to change HAAT to 328 ft. and increase tower height to 298.48 ft. Action Feb. 10.
- WVEZ (106.9 mhz) Louisville—Granted app. to install new transmission sys. Action Feb. 10.
- *WMUC-FM (88.1 mhz) College Park, Md.—Dismissed app. to change freq. to 87.9 mhz. Action Feb. 6.
- WFNX (101.7 mhz) Lynn, Mass.—Granted app. to change TL and change HAAT to 328 ft. Action Feb. 6.
- WPNH-FM (100.1 mhz) Plymouth, N.H.—Dismissed app. to change ERP to 2.33 kw and change HAAT to 363.1 ft. Action Feb. 6.
- WMYK (93.7 mhz) Elizabeth City, N.C.—Granted app. to change TL; change HAAT to 1,470 ft., and make changes in ant. sys. Action Feb. 10.
- WZYC-FM (103.3 mhz) Newport, N.C.—Granted app. to change TL and change HAAT to 593 ft. Action Feb. 11.
- WSEC (103.7 mhz) Williamston, N.C.—Granted app. to change ERP to 100 kw. Action Feb. 10.
- WDEQ-FM (103.3 mhz) De Graff, Ohio—Granted app. to change HAAT to 3 ft. Action Feb. 10.
- *WMHS (89.9 mhz) Mianisburg, Ohio—Returned app. to change freq. to 96.9 mhz. Action Feb. 6.
- WMVO-FM (93.7 mhz) Mount Vernon, Ohio—Dismissed app. to change TL; change ERP to 28 kw, and change HAAT to 657.31 ft. Action Feb. 6.
- WTOO-FM (98.3 mhz) Bellefonte, Ohio—Granted app. to change TL; change ERP to 1.41 kw, and change HAAT to 466 ft. Action Feb. 6.
- WHLM-FM (106.5 mhz) Bloomsburg, Pa.—Dismissed app. to change ERP to 35.5 kw; change HAAT to 577.28 ft., and change transmitter equipment. Action Feb. 6.
- WWGO (102.3 mhz) St. Andrews, S.C.—Granted app. to change ERP to 3 kw. Action Feb. 6.
- *WUOT (91.9 mhz) Knoxville, Tenn.—Dismissed app. to make changes in ant. sys. Action Feb. 6.
- KEYI (103.5 mhz) San Marcos, Tex.—Granted app. to change HAAT to 1,246.4 ft. Action Feb. 6.
- WNCS (96.7 mhz) Montpelier, Vt.—Granted app. to change ERP to .6 kw. Action Feb. 7.
- WTID (106.9 mhz) Suffolk, Va.—Granted app. to change TL and change HAAT to 1,474.69 ft. Action Feb. 10.
- KVXO (103.9 mhz) Spokane, Wash.—Dismissed app. to change TL. Action Feb. 6.

TV's

- *KUAS-TV (ch. 27) Tucson, Ariz.—Granted app. to change ERP to vis. 30.2 kw. Action Feb. 6.
- WJCK (ch. 50) Watertown, N.Y.—Granted app. to change ERP to vis. 1,200 kw, aur. 120 kw and change HAAT to 485.77 ft. Action Feb. 11.

In Contest

Review board made following decision:

■ Homestead, Fla. (Homestead Minority Broadcasters, et al) FM proceeding. Scheduled oral argument for March 7 on exceptions to initial decision of ALJ Edward J. Kuhlmann granting app. of Radio South Dade Inc. for new FM station at Homestead, denying competing apps. of Homestead Minority Broadcasters, Homestead Community Broadcasters, Dario Gonzalez, Leisure Broadcasting Inc. and Radio Internart Corp. Each party has 20 minutes for argument. Homestead Minority, Homestead Community, Gonzalez, Leisure and Radio Internart may reserve part of their time for rebut-

tal. By letter, Feb. 7.

ALJ Joseph Chachkin made following decision:

■ Silver City, N.M. (KOB-TV Inc. and KOAT Television Inc.) TV proceeding. Granted joint request for settlement agreement and dismissed app. of KOB-TV with prejudice; granted amended app. of KOAT Television for new TV station at Silver City, and terminated proceeding. By MO&O, Feb. 6.

ALJ Thomas B. Fitzpatrick made following decision:

■ Presque Isle, Me. (Barbara W. Townsend and John R. Powley) TV proceeding. Granted petition filed by Powley and dismissed with prejudice app. of Townsend for failure to prosecute. Powley's app. remains in hearing status. By order, Feb. 5.

ALJ John M. Frysiaik made following decision:

■ Orlando, Fla. (Marlin Broadcasting of Central Florida Inc., et al) TV proceeding. Granted petition filed by Orlando Telecasting Co. and dismissed its app. with prejudice. By order, Feb. 10.

ALJ Byron E. Harrison made following decision:

■ Sandusky and Frankemuth, Mich. (Sanilac Broadcasting Co. and Siefker Broadcasting Co.) AM proceeding. Granted motion by Sanilac and enlarged issues against Siefker to determine site availability, misrepresentation and financial qualifications. By MO&O, Feb. 10.

ALJ Richard L. Sippel made following decision:

■ Milan and Woodbine, Ga. (Tel-Dodge Broadcasting Co. and Joann S. Miller) AM proceeding. Granted joint request for settlement agreement and dismissed app. of Tel-Dodge Broadcasting, Milan, Ga., with prejudice; granted app. of Miller for new AM station at Woodbine, and terminated proceeding. By MO&O, Feb. 4.

ALJ Joseph Stirmer made following decision:

■ Novato, Calif. (Magdalene Gunden Partnership, et al) TV proceeding. At request of Josie Moore, dismissed her app. with prejudice. By order, Feb. 5.

ALJ James F. Tierney made following decisions:

■ Whitneyville, Pa. (A&M Broadcasting and Good Christian Radio Broadcasting Inc.) FM proceeding. Affirmed order dismissing app. of A&M Broadcasting; resolved air hazard issue pending against Good Christian in its favor; granted app. of Good Christian for new FM at Whitneyville, and terminated proceeding. By MO&O, Feb. 7.

■ Clarksville, Tenn. (Telecommunication Systems Inc.) MMDS proceeding. Affirmed dismissal of Broadcast Data Corp.'s app. with prejudice; granted app. of Telecommunications Systems for new MDS service at Clarksville, and terminated proceeding. By MO&O, Feb. 10.

Call Letters

Applications

Call	Sought by
New TV	
*WETV	Florida Educational Television Inc., Key West, Fla.
Existing AM	
WLTG	WKSD Clarence Gay and Jane K. Lamonica, Panama City, Fla.
Existing FM's	
KFMD	KXJX GBA Inc., Pella, Iowa
WTRZ	WBMC Neil B. White, McMinnville, Tenn.
Existing TV	
WVRN-TV	WTLL Sudbrink Broadcasting of Virginia Inc., Richmond, Va.

Grants

Call	Assigned to
New FM's	
*WHGS	Haines City Public Radio Inc., Haines City, Fla.
*WNZR	Mount Vernon Nazarene College, Mount Vernon, Ohio
Existing AM's	
KXSA	KAKA Ray A. Huckaby, Dermott, Ark.
KGOF	KRCQ Southern California Communications Corp., Indio, Calif.
KYES	KCEY Radio Associates Inc., Turlock, Calif.
WKTZ	WRXJ Jones College, Jacksonville, Fla.
WKSY	WIXI U.S. Two Broadcasting Corp., Jupiter, Fla.
KRKY	KNIC Pierce Broadcasting Co., Winfield, Kan.
WFZ	WRMM Juarez Communications Corp., Sterling Heights, Mich.
WWAZ	WEAN Providence Broadcasting Corp., Providence, R.I.
WPJK	WBLO Radio Orangeburg Inc., Orangeburg, S.C.
KKVU	KBCM Golden Spike Broadcasting Inc., Tremonton, Utah
Existing FM's	
KXSA-FM	KAKA-FM Ray A. Huckaby, Dermott, Ark.
KHIH	KBVL Sterling Recreation Organization, Boulder, Colo.
WKSJ-FM	WIXI-FM U.S. Three Broadcasting Corp., Jupiter, Fla.
WKLM	WWWI Colonial Broadcasting Co., Eden, N.C.
WNCK	WNEF Ocean State Broadcasting, Woonsocket, R.I.
KWDC	KWRP Denton FM Radio Ltd., Denton, Tex.
KKVU-FM	KBCM-FM Golden Spike Broadcasting Inc., Tremonton, Utah

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,048	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,868	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.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager: Success oriented sales leader needed for FM-AM combo in northern Oklahoma. County population exceeds 55,000. Compensation open. Send resume in confidence to Box A-82.

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.

Group sales director. New group owner of medium-market Southern country FM powerhouses looking for seasoned professional to manage sales efforts. Send resume and references to Sterling Communications, 10320 Little Patuxent Parkway, Suite 808, Columbia, MD 21044. EEO.

General sales manager in top 50 Midwest market. Major group operator seeks experienced sales leader. Send resume and cover letter outlining your sales development and management philosophy. EOE. Box A-129.

FM station manager: Responsible for day-to-day supervision of top-rated CPB qualified public radio station in North Central Florida. Works with General Manager developing policies and budgets. Requires: B.S. in Telecommunications or related field. Master's degree preferred. Minimum 4 years public broadcast management. Demonstrated expertise in personnel supervision and budgeting. Salary: minimum \$28,000. Send resume and 3 reference letters to: FM Manager Search Committee, WUFT-FM, 2000 Weimer, University of Florida, Gainesville, FL 32611 by March 24, 1986. An EOE/AA.

Aggressive growing group needs GM for regional AM country farm station. Prior success as sales manager or GM essential. Must be ambitious, creative, and able to succeed against tough competition. Salary, bonus, ownership opportunity. Write Jim Glassman, VP, Community Service Broadcasting, 108 North Tenth, Mt. Vernon IL 62864. EOE/MF.

HELP WANTED SALES

Sales position, number one AM & FM, California. Central Coast. Minimum 3 years experience, with successful track record. The right person will help us set another record in 1986. EOE. Send resume: Tattersall Company, Inc., P.O. Box 220, Arroyo Grande, CA. 93420.

Mid-West Family Radio's expansion to 17 stations can be your opportunity to bigger and better. You are a problem solver, college grad on the way up. Have two years of highly successful selling experience small/medium markets. Strong on creativity, ability to write and sell imaginative advertising. Let's trade. We'll teach you a new, exciting profitable way to sell more radio. Few openings now available. good growth markets in Wis, Mich, Ill. Possible career path to management, equity. Write Phil Fisher, Box 253, Madison, WI 53701 EOE.

If you're ready to move to a larger midwest market, then we're ready to talk to you! Our AM/FM Combo Sales Operation, plus additional revenue generators, will put more money in your pocket in '86. If you feel you're qualified to make more income, send us a copy of your '85 billing history, resume, and qualifying letter. Hurry! We will make a decision on this position by April 1st. Box A-95.

FM on Florida's east coast seeks Williams trained sales person excellent opportunity. Reply Box A-124.

Fulltime AM needs aggressive, hard-working self-motivator to become sales manager. Assume list and expand. Upper Mid-west, Competitive small market. EOE reply Box A-96.

Account executives. Growing group of medium-market Southern country FM powerhouses expanding sales teams. If you're a professional looking for a career, send resume and references to Sterling Communications, 10320 Little Patuxent Parkway, Suite 808, Columbia, MD 21044. EEO.

New York's Hudson Valley offers a great opportunity for retail sales. Our top rated AM station is seeking a salesperson to handle new and existing accounts. Graduated commission structure beginning at 15%. Minimum of two years experience preferred. Excellent training and benefits. Send resume to Jean Maxwell, WGHQ 82 John, Kingston, NY 12401. EOE.

Radio sales manager: Challenging opportunity for positive, dedicated, energetic radio sales person to build and run radio sales department. Experience in management not essential. Possibility of ownership. North West Calif. by the Ocean and Redwoods. 312—670-6077.

Wanted, advertising sales representative for small market radio station in northern Arizona. Good opportunity for the right person. Experience ok, good attitude better. No phone calls please. Send resume to KDJI, Box 430, Holbrook, Arizona 86025.

HELP WANTED ANNOUNCERS

Leading east Texas AM/FM combo needs an experienced, talented announcer. Ideal working conditions and the finest facilities. Send tape and resume to: Bob McKay, KEBE/KOOI Radio, P.O. Box 1648, Jacksonville, TX 75766. EOE.

Wanted morning ann.-salesperson. Base plus 25% commission. WTCG Andalusia Alabama. P.O. Box 1776. 205—222-8849 (1 PM-3 PM)

Talk host: Aggressive professional with winning track record. Must be: Opinionated, warm with great sense of humor, a terrorist on-air. No beginners or wimps. Tapes to: Jed Duvall, WFLA, 801 E. Jackson Street, Tampa, FL 33602. EOE.

Top rated Texas group has openings at Flagship stations for personalities on AC/Pop standard AM stereo and CHR FM. Also "Hands on" transmitter and audio engineer. Quick advancement & benefits, resume and recent photo minorities encouraged. Box A-121.

Morning drive. #1 rated Midwestern FM CHR has rare opportunity for exceptional morning man. Energetic, warm, funny, A relatable performer with a team attitude. T&R: Dave Alexander, WIBW-FM, Box 119, Topeka, KS 66601.

HELP WANTED TECHNICAL

Broadcast engineer: Radio contract maintenance firm is looking for a qualified RF and studio engineer. Candidate should have 1-3 years experience working hands on and repairing all radio station equipment. SBE, NARTE or FCC certification preferred. Salary range \$16,000-17,000 and benefits to start depending on experience. Will assist in relocation. John R. Rodman, III, Fine Tuning Associates, Inc. PO Box 6509, Portsmouth, VA 23703.

Chief engineer for Class C FM, Class IVAM. Must have SBE Cert. or FCC GEN., prior broadcast exp. and high technical standards. Harris AM, FM, automation experience a plus. Send resume: WIMZ Engineer, 901 E. Summit Hill Dr., Knoxville, TN 37915. Phone 615—525-6000. EEO.

Wanted, assistant chief engineer for WWKB Radio. Must have at least one year experience in the broadcast engineering field. Send resume to Tom Atkins, WWKB Radio, 695 Delaware Avenue, Buffalo, NY, 14209. No phone calls please. An EOE.

HELP WANTED NEWS

Dynamic, dedicated radio news reporter needed for Long Island, New York station with strong local news commitment. Experience a must! Box A-119. EOE M/F.

News WIZ wanted for News & Information station. News digging & writing experience required. Must be able to run tight board. Tape & resume to Eric Mease, WILM NEWSRADIO, 1215 French St., Wilmington, DE 19801. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

WBZ Radio, assistant program director. Boston's #1 radio station has a rare opening for an exceptional assistant program director, with: knowledge of full-service radio that features news, personality, community involvement, talk; experience as P.D. or Asst. P.D.; the ability to work well with a talented, professional staff; and has detail-oriented skills. Send resume to: Cary Pahigian, Station Manager, WBZ Radio, 1170 Soldiers Field Road, Boston, MA 02134. Westinghouse Broadcasting and Cable, Inc., is an equal opportunity employer.

Program director: mature, must have experience with established talent on personality oriented AC AM station. A people sensitive leader, not a format technician. T&R to Walt Broadhurst, GM, WING Radio, 717 East David Road, Dayton, OH 45429. EEO M/F.

SITUATIONS WANTED MANAGEMENT

Equity position wanted for radio sales professional with 21 years in unrelated field as business owner. Only growing group owners please, in PA., NJ., DE., MD. area. Reply to Lanny Finfer, 215—322-2237, 1330 Lily Way, Southampton, PA 18966.

GSM in top northeast market seeking GM position for underachieving Southern facility that needs turnaround. Box A-19.

Hard working, high energy GSM with ten year track record just delivered two biggest billing years in company history. Motivator. References. Turnaround success. Organized and thoroughly knowledgeable of industry. Seeks major Sunbelt market. Box A-63.

General manager/sales manager: results through people. Experience in programming, sales, management and ownership. Let's move onward and upward. All areas of country considered. We need each other. Reply now. Box A-109.

Employed, successful general manager seeks buy-in opportunity with aggressive owner. Fifteen years' radio experience - ten in management. Honest, dependable and dedicated radio and family man. Box A-112

Program director-news or newstalk with plenty of on-air experience in major and minor leagues. Currently program successful major market news station, but need greater challenge with group owner...seek plenty of room and advancement potential. Trained as sales oriented programmer with much energy to get the job done. Can handle and would welcome some air work...most important thing is knowledgeable aggressive ownership which will recognize my creativity and motivating strengths. Box A-106.

Public relations, promotions, GM turnaround experience. Billings from \$5,000 to \$50,000 monthly. Arbitron from .5 to 8.9 (#2 in top-100 market). Value from \$400,000 to \$1,200,000. Box A-128.

General manager: Consistent front runner and high performer. 19 years in management all markets, in-depth knowledge for producing results. A quality leader committed to professionalism and goal achievement. Wants new challenge. Box A-126.

Bryce Cooke, 20 years in radio-sales, sales management and general management. Anxious to return to management position. Prefer Florida. Excellent references. Box 3003, Ft. Pierce, FL 33448 for resume.

General manager: Experience, abilities, skills, enthusiasm, credentials. Managing successful, top rated combo in highly competitive market. Seeks relocation. Box A-125.

Absentee owners, small and medium markets. Losing money? Not making enough? I'll manage you into the black or blacker. Box A-86.

SITUATIONS WANTED ANNOUNCERS

Anywhere now! Trained broadcaster. Adult, Top 40, MOR. Good production. Henry 201—836-5166.

Experienced and willing to work. AC and MOR on air background. Good production skills, copywriting and sports oriented. Prefer work in South, SE, or SW, but will consider all replies. Contact Tom Hutchinson 217 Bayou View, Seabrook, TX 77586.

Chicago's "Wildman" seeking new CHR/AOR station. Experienced D.J./news anchor/reporter. Midwest preferred. Call: Don 312—350-2522/message.

12½ years in radio. Dependable. All shifts. Country, adult contemporary, CHR. Mike. 904—255-6950.

Midwest small mkt mgr, news dir, AM personality, creative writer, good production and voice. Some voices and dialects. No time & temp. Seeks large mkt radio work. Tape and resume on request, reply Box A-118.

20 years major market experience. Easy listening, nostalgia. Have had it with format changes; station sales. Do you have an established station? I have the talent. Michael 713—777-6471.

SITUATIONS WANTED NEWS

Experienced sportscaster, who also has solid news background, looking for position in medium to large market anywhere in the country. Call 201—543-2035.

Reporter with six years experience, including four as News Director in Midwest. Call Dave Pulk 715—235-5880.

MISCELLANEOUS

Graduating soon? Need an honest and thorough critique of your tape and resume? I'm News Director for an adult contemporary AM and a rock FM station, with 13 years in the business. As former President of Connecticut AP Broadcasters, I know what my colleagues want. For \$50, I'll send you a full report on yourself, answer your follow-up questions, and tell you where you should be looking. Send a check or money order to Mike Allen, c/o News Clues, 13½ Washington Avenue, Danbury, Connecticut, 06810. Report guaranteed to you in 20 days.

TELEVISION

HELP WANTED MANAGEMENT

Business manager: leading Southeast affiliate seeks take charge, hands on individual, experienced in all phases of television broadcast accounting and automated systems. Candidate should possess strong supervisory and communications skills. Accounting degree preferred. Send resume, complete with salary history in confidence to Box A-11.

National sales manager. WCBD-TV, Charleston, SC is looking for a national sales manager with proven major market rep experience. Station experience is also helpful. Please send resume and references to General Manager, WCBD-TV, P.O. Box 879, Charleston, SC 29402. All replies treated in an absolutely confidential manner. No phone calls please. Media General is a Fortune 500 company. EOE.

Executive director: The New Jersey Public Broadcasting Authority seeks an executive director to serve as general manager of its four-station television network. Preference will be given to those with experience in dealing with New Jersey institutions and with strong management and leadership background. It would be desirable, but not crucial, that the candidate have a background in television management. Salary range: \$53,000 to \$69,500. Deadline for applications is March 10, 1986. Send resume to Mr. Eshleman, 346 Mt. Prospect Ave., Newark, NJ 07104. Please no phone calls. EOE.

Traffic manager: Start-up independent in Wisconsin seeks manager with strong supervisory/motivational skills. Computer traffic experience a must. Marketron experience helpful. Report to Controller. Resumes with salary requirements to Box A-127.

HELP WANTED SALES

Local sales manager for midwestern CBS affiliate. #1 station in market. Responsible for building a strong, aggressive, sales team. Sales management preferred. Send resume and salary requirements to Bill Ward, KRCG-TV, Box 659, Jefferson City, MO 65102.

WANTED. Experienced sales marketer. You've heard the buzz words—customer focused, client intensive, marketing oriented. If you are a successful performer utilizing these traits and sales concepts we would like to talk to you. Strong list, management potential, aggressive company. Send resume to John Westerberg, Sales Manager, WSMV-TV, P.O. Box 4, Nashville, TN 37202—A Gillett Group Station.

Local sales manager: KTSP-TV is seeking a highly motivated individual with a successful track record in sales management. If you can demonstrate a thorough knowledge of all aspects of sales management including highly developed skills in marketing and creative problem solving send your resume (no phone calls) to Tony Twibell, GSM, KTSP-TV, 511 West Adams, Phoenix, AZ. 85003. E.O.E.

Local sales manager: Top rated Southeastern CBS affiliate looking for a strong, aggressive local sales manager. Must have previous sales and training experience. Send resume and salary requirements to Box A-130.

Ground floor opportunity selling ads locally on ESPN, USA, CNN, MTV. Great lists. Top commissions. Resume to Wade Axell, Ad Sales Manager, Storer Cable, 3041 Miraloma Ave, Anaheim, CA 92806. E.O.E.

Local sales manager. Immediate opening at ABC affiliate for aggressive, motivated, qualified individual. Contact Kent Beckwith, WOKR-13, P.O. Box L, Rochester NY 14623. Tel. 716-334-8700. EOE.

Local sales manager: Strong Sunbelt Indy looking for aggressive, creative, innovative leader to develop, train, and direct sales team. Experience with TVB, INTV, and Co-op a must...Prefer at least one year management experience but will consider top notch AE ready to move up. Send resume and cover letter to Marty Sokoler, KLRT-TV, P.O. Box 2413, Little Rock, AR, 72203 or call 501—375-1616. EOE.

HELP WANTED TECHNICAL

E.J. Stewart has an opening for an experienced maintenance person. Qualified applicant should have working knowledge of Sony 1" and 3/4" VTRs, Mirage, Bosch CCD film chain, RCA TK-47 cameras, GVG switchers. Send resume to Eric R. Address, E.J. Stewart, Inc., 525 Mildred Ave., Primos, PA 19018. 215—626-6500. EOE/MF.

Technical director: Washington D.C.-based national cable television network seeks creative, well-organized technical director to oversee video editing and uplink staff. First-rate managerial and operations skills a must. Three years experience and knowledge of state-of-the-art video equipment required. Send resume, salary requirements, and references to Box A-93.

Maintenance technicians: KRIV-TV, Houston, is seeking qualified studio and transmitter technicians. Must have minimum of three years experience and a FCC license. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Wendell Wyborny VP/CE E.O.E.

MTCE ENG. Will repair-LDK6 cameras, VPR's 2, 3, & 80, ACR-25, VR2000, Harris 9100 microprocessor remote control of AM-FM-TV. 20 Ikegami cameras 77 - 83's. Over 90 Sony ¾ VTRs. 3 frequency agile ENG trucks. 3 rotatable ENG pick up systems. RS 422 machine control. RS 232 routing SWR system. FM stereo with digital SCA, - AM stereo Motorola. Will be using spectrum analyzers 7L5, 7L13, 7L18 digital storage scope sound technology 1500. Experience in all the above desirable. Not an entry level position. EOE. Send resume to J.D. Weigand, KFMB TVAM & FM - P.O. Box 80888, San Diego, CA 92138.

Well equipped group owned network affiliate with top benefits seeks transmitter supervisor. Close proximity to Myrtle Beach, SC resort community. Good opportunity for advancement. Applicant must have FCC Gen. class license and UHF transmitter experience. Call or write WPDE-TV, Florence/Myrtle Beach, P.O. Box F-15, Florence, SC 29501. 803—665-1515. Jimmy Gamble, Chief Engineer, EOE/MF.

Senior maintenance engineer needed by expanding PBS station. Strong technical background, minimum 3 years experience with 2" equipment required. Should have engineering degree or equivalent. Excellent opportunity, competitive salary. Resume to: Gilda Jones, Personnel Director, KERA TV/FM, 3000 Harry Hines Blvd., Dallas, Texas 75201.

Engineer in charge for state-of-the-art mobile unit. Experience on TK-47's, BVH-2000's, Abekas digital systems. Chyron 4100 necessary. Competitive salary/benefits. Mobile unit supported by large established production facilities. Contact Eric Address, E.J. Stewart, Inc. 215-626-6500. EOE/MF.

Leading EastCoast TV production house looking for maintenance engineer with 3-5 years experience. Solid background in digital electronics. Aggressive compensation and benefits package. If you're qualified, call 215-568-4134, for Clint Tinsley, Director of Engineering.

Video engineer: Expanding East Coast production house seeks qualified staff engineer to maintain and expand a full service 24 track audio/1" video production facility. Familiarity with ADO, Quantel Paintbox, Dubner CBG II, Sony VTR's, CMX and CDL desirable. Editing and videodisc production experience a big plus. We offer a future with growth potential for the right candidate. Salary commensurate with experience. Send resume to Terry Lockhart, Director of Engineering, Cinemagraphics/Video One, Inc., 100 Massachusetts Ave., Boston, MA 02115.

Studio/transmitter maintenance technician - immediate opening. Mid-Atlantic UHF television station needs you if you have 3-5 years' experience with RCA UHF transmitters, TCR100's and 1" equipment and are willing to work nights. Send resumes to Box A-133.

Technical director/editor. Mid-Atlantic UHF television station/production house seeks TD. Experience must include CMX or ISC, editing, Chyron IV, DVE, 1" set-up, 3/4" editing; live audio, and studio camera a plus. FCC license required. Resumes to Box A-134.

HELP WANTED NEWS

News director/Anchor: Midwestern station looking for leader to be competitive newsroom management, anchoring experience required. Tape, resume to: Personnel Department, KDUB-TV, Dubuque, IA 52001.

Meteorologist needed: Top ranked CBS affiliate in top 60, wants weather professional to complement winning team. Colorgraphics, radar, and all the tools available. Minorities encouraged to apply. At least 2 years' on-air experience required. Send tape, resume and reply to News Director, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. M/F, EOE. No phone calls, please.

Assignment news director. You've worked as videographer, reporter, and producer and want to break into news management. WUFT-TV PBS at the University of Florida seeks managing editor for daily newscasts. Requires: Bachelor's degree in broadcast journalism or related field and two years' broadcast news experience or relevant Master's and one year news experience. Salary: Minimum \$17,700. Send resume by March 3, 1986 to Jan Eller, 434 Stadium, University of Florida, Gainesville, FL 32611. University policy is to conduct all searches in the open, subject to the provisions of existing law. EEO/AEE.

News director. Network affiliate, Sunbelt growth market. Position requires leadership that's competitive, creative, promotion minded and aggressive. Need proven producing and management skills. EOE. Resume/salary requirements to Box A-107.

Weekend anchor/reporter: Applicant should possess strong anchor, reporter and producing skills. Send resume and tape to John Hmurovic, KODE-TV, P.O. Box 46, Joplin, MO 64802. An equal opportunity employer, M/F.

Weatherpeople. Agent has Full and Part-Time positions for experienced and entry-level talent. Resume & Tape to: Jeff Wimmer, P.O. Box 1122, Flushing, NY 11354.

Assistant news director: Strong writer, teacher and leader. Satellite background a must. 5 to 10 years experience. Send resume to Jim DePury, News Director, WJKS, P.O. Box 17000, Jacksonville, FL 32216. No phone calls.

Weathercaster. KARK-TV in Little Rock is looking for a weathercaster. If you're experienced and a good communicator then send us your tape and resume. Degree in meteorology a plus but not necessary. Weathercaster would work Monday-Friday morning show. Reporting ability a definite advantage. No beginners. No phone calls. Send tape and resume to Bob Steel, News Director, KARK-TV, PO Box 748, Little Rock, Arkansas 72203. EOE.

Anchor/producer: For progressive medium-market network affiliate. Need solid anchor to settle in our Mid-west community. One year producing experience essential. Send resume and salary requirements to Box A-114. EOE.

Co-anchor/reporter. #1 station in Eugene, Oregon looking for someone who can communicate news professionally. Must have 3-5 years experience, strong writing and on-air skills. Send tape and resume to: News Director Bob Kerns, KEZI-TV, P.O. Box 7009, Eugene, OR 97401. EOE.

Reporters needed who know how to cover ground and write to the viewer. Editing skills a must. Shooting skills a strong bonus. Send tape/resume to Stephan Foust; News Director, WTVM-TV; Box 1848; Columbus, GA 31994. EOE/MF.

Producer/reporter for award winning statewide public TV network. Cover state legislature and produce issue-oriented reports/documentaries for local, regional and national distribution. Bachelor's in Broadcast Journalism, Mass Communications plus three years related experience required. Equivalency considered. \$21,664 minimum. Apply by March 21 to: Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501 AA/EEO.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editor/director. Houston's largest teleproduction facility has immediate opening for commercial editor. Experience with ACE Touchscreen, Grass 300, DVE/Optiflex is preferred. Send resume to Pearlman Productions, Studios at the Lakes, 2401 W. Bellfort, Houston, TX 77054. 713-668-3601.

Sports and program producer for Midwest ABC station. Supervise production of locally produced and regional network programs and sporting events. Three years producing and news directing experience. Send resume to Program Manager, Box 718, Columbus, OH 43216.

Promotions manager: Fast-growing national cable TV network in the nation's capital seeks a dynamic, creative video promotions manager. This individual must be ready to take control of producing dozens of program-specific spots each week. From scripting through scheduling, this position will afford holder a role in creating a new on-air look. Five years progressive experience and extensive knowledge of programming, marketing, and operations a must. Send resume, salary requirements, and writing samples to Box A-94.

Art director WISN-TV, Milwaukee needs a talented, creative and experienced broadcast art director. Must be strong concept person with good management and communication skills. Strong news graphic background a must. If you have unlimited energy and these qualifications, send resume and support pieces to Jim Wagner, Director of Promotion, WISN-TV, P.O. Box 402, Milwaukee, WI 53201. An equal opportunity/affirmative action employer.

Planned giving officer: public broadcasting organization is looking for a grant/plan giving officer. Existing program is just getting on its feet and requires personable self starter to give it life. Good communication skills are essential as is the ability to translate the needs of the organization into effective long term relationships. Experience in both areas helpful. Must have car and be able to work flexible schedule. Reply with resume, references and salary requirements to: Development Office, Dept. B, WNED-TV, Box 1263, Buffalo, NY 14240. EOE.

Promotion producer: Seeking a top-notch writer/producer to assume responsibility for production of on-air promos with emphasis on news. Candidate must have minimum of three years experience and a dynamite reel to show for it. On location experience essential. No beginners. If you're talented, a team player, and won't settle for being second-best, send resume and tape to: Manager Creative Services, WTLV, Box TV12, Jacksonville, FL, 32231.

Immediate opening for experienced news switcher. Large market atmosphere. Send Feb '86 air check, resume and salary requirements to Frank Hoogstraten, WIBW-TV, Box 119, Topeka, KS 66601. EOE.

Programming coordinator: Centrally located mid-size market affiliate seeks experienced program administrator to review syndication, oversee scheduling, and maintain network liaison. Resume to Box A-131. EOE.

Director of program production: Experienced production manager/producer-director to head production unit of well equipped, top rated PTV station. Internal promotion re-opens position. Sets policies, standards and procedures for all productions. Works with top management to set goals and objectives. Responsible for departmental budget. Recommends equipment purchases. BA/BS in communications or related field and 4 years television production experience required. MA and management experience preferred. Salary: minimum \$20,000. Apply WUFT-TV Search Committee, 2000 Weimer, University of Florida, Gainesville, FL 32611. Deadline: March 5, 1986. An EEO/AA Employer.

Program manager. WHNS-TV21 seeking program manager with a minimum of 3-5 years experience. Strong negotiation and scheduling skills a must. Knowledge of operations and promotion preferred. Send resume to Doris Friend, Personnel Manager, WHNS-TV21, 521 College Street, Asheville, NC 28801. (No phone calls please.) EOE M/F.

Commercial producer/announcer/writer. Immediate opening for senior director with experience, talent, enthusiasm, and skills in location and studio tape production. You'll have the freedom to create a selling spot from concept to completion in this exciting SE market. 3/4" cassette/resume to Lew Koch, Operations Manager, WAAV-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

Senior producer/director for Toledo PTV station WGTE-TV. To write, produce, direct new series local history programs and other general assignments. Candidates should have minimum five years broadcast producing/directing, college degree, knack for history programming, and desire to foster junior staff professional growth. \$25-\$30K plus benefits. Send resume, salary history, names/addresses of three references and cover letter describing your professional ambitions to Shirley Timonere, WGTE-TV, Box 30, Toledo, OH 43692. EOE.

Continuity/traffic manager for public television station near LA with expanded signal coverage throughout Southern California. Must have two year full-time continuity, promotion or traffic experience at a broadcast television station plus BA in Radio/TV or related field. Must type 40 words per minute. Salary to \$19K. Excellent family benefits package. Letter and resume, postmarked by 3/7/86 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. EOE.

Top 100 Midwest network affiliate seeks director for production/newscasts. ADO and Chyron experience necessary. Salary commensurate with experience. Send resume and salary requirements. EOE. Box A-132.

In house TV producer/coordinator to build 2 weekly cable programs for special interest publisher. Must be experienced/marketing-smart. Publisher, PJS Publications, Box 1790, Peoria, IL 61656.

SITUATIONS WANTED MANAGEMENT

Returning to U.S. from Japan in late August: seeking management opportunity. Have Harvard AB, Wharton MBA and 12 years experience in budget-fiscal management. Also broadcast experience in Japan. Open to all opportunities. Prefer mid-east but would consider other. Contact Harold Ashby, American Embassy-Tokyo, Box 241, APO San Francisco, CA 96503.

Program manager, Top 25 market, well rounded knowledge all areas station operation, seeks increased earning opportunity. Successful track: hands on leadership; thorough knowledge budgeting, cost control, and revenue planning. Box A-123.

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 A-44.

SITUATIONS WANTED NEWS

Recent N.R.P.A. Photographer of the Year looking for alternative to Los Angeles rat race. Currently shooting magazine, interested in special projects and documentaries. My tape tells the story. Box A-79.

Need a news director? Current program director returning to news. Decade of TV journalism experience. Box A-101.

Creative cable news reporter looking for break in small market. Aggressive self-starter; extensive production skills. Investigative reporting, features, live coverage. Allison 617-696-1026.

I'm looking for a major market! Are you looking for an experienced meteorologist? If so...Box A-122.

News director/executive producer seeks challenge. Twelve years television news, eight years management. Team player. Currently employed. Box A-120.

Versatile anchor-reporter news and sports experience. Solid writing, shoot, edit, produce. BYU graduate seeking relocation. Steve 801-571-2683.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

Creative talk show producer: I will create a highly successful talk/variety show, or make your current show #1. Outstanding track record, determination and enthusiasm, and excellent references. Box A-102.

Lighting director with network credits and studio production skills willing to relocate. Resume on request. Box A-73.

MISCELLANEOUS

Primo People can move you up to a better job. Send your tape and resume today to: Steve Porricelli or Jackie Roe, Box 116, Old Greenwich CT 06870. 203-637-3653.

Is a better career opportunity high on your list of priorities? We have attractive availabilities with potential for continued growth and development with client stations in television and radio. All levels, all market sizes. Contact Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476, or call 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Three Graduate Assistantships (TV station manager, radio station manager, and news director) will be available Sept. 1, 1986. Each position will require approximately 20 hours per week. Assistants will receive \$400 per month plus a partial-to-full time tuition waiver. Inquire with Director of Broadcasting, Pepperdine University, Malibu, CA 90265. 213-456-4430. Application deadline: April 1, 1986.

Department of Communication, Florida International University, Miami, seeks two assistant/associate professors of telecommunication for Fall, 1986, for its expanding, professionally oriented mass communication program. (1) With teaching/interest in two of the following areas: effects, audience research/analysis, programming, international broadcasting/comparative systems, new technologies and production. (2) To teach video/audio production plus - if candidate has interest and experience in broadcast journalism (ENG/ EFP production) - writing for RTV, or performance and introductory courses. Appointments will be tenure-earning or visiting (possibly to be converted to tenure-earning the first year). Doctoral or Master's preferred; however, significant professional experience may substitute for advanced degree. Experience in Latin America a strong plus. FIU's Department of Communication, to become a free-standing school in 1986, emphasizes applied, professional mass communication education. It has 450 undergraduate majors; a graduate program is to be added soon. Faculty are expected to excel at teaching, engage in applied research and/or creative/professional activity, and participate in building an outstanding program with a strong focus on Latin America and the Caribbean. Letter of application, vita, three references to Dr. David Martinson, Chair, Search Committee, Department of Communication, Florida International University, North Miami, FL 33181. Deadline: March 13, 1986. Member of the State University of Florida. An equal opportunity/affirmative action employer.

Graduate assistant: positions available for experienced broadcasters interested in managing on-air FM station while pursuing MS degree in media management in college communications. Contact Dr. H.H. Howard, 98 Communications Bldg., University of Tennessee, Knoxville, TN 37996.

Telecommunications: Assistant Professor, full-time, tenure-track position. Masters required, Ph.D. preferred, 3 years college teaching required. Teach graduate and undergraduate courses in an established, production-oriented program. Applicant would be able to teach TV production and any of the following: Introduction to Telecommunications, Writing for TV, Telecommunications Law, Telecommunications Management, and supervise internship. Competitive salary/benefits. Available September, 1986. Deadline for application in March 15, 1986. Send resume, transcripts and three letters of recommendation to: Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer and actively solicits applications from qualified minority candidates.

Ithaca College, School of Communications. The School of Communications at Ithaca College has two management positions open: **Position #1** Manager of radio operations: Fulltime appointment in the School of Communications to supervise day to day operation of a student staffed 5500 watt FM and a carrier current/community cable AM station. Work with Director of Broadcast Operations on budgets, programming and staffing. Will teach 1 course per year in area of speciality. Bachelor's in communications required; Master's preferred. Previous management experience required; teaching experience desirable. Salary competitive based on experience. Screening begins March 17th. Position open July 1, 1986. Send applications to: James Loomis, Chairperson, Radio Operations Search, School of Communications, Ithaca College, Ithaca, NY 14850, 607—274-3242. **Position #2** Manager of television operations: Fulltime appointment in the School of Communications to supervise day to day operations of a student staffed television channel 13 and campus cable television channel 6. Work with director of broadcast operations on budgets, programming and staffing. Will teach 1 course per year in area of speciality. Bachelor's in communications required; Master's preferred. Previous management experience required; teaching experience desirable. Salary competitive based on experience. Screening begins March 17th. Position open July 1, 1986. Send applications to: Paul E. Smith, Chairperson, Television Operations Search, School of Communications, Ithaca College, Ithaca, NY 14850, 607—274-3242. Ithaca College is an equal opportunity/affirmative action employer.

HELP WANTED MANAGEMENT

National sales manager: Television broadcast products. Growing high-tech broadcast equipment manufacturer with established brand name worldwide searches for a national sales manager. We are looking for an executive experienced in high-tech sales with determination to grow with company. Experience in field sales essential. Contact: Lee O'Keefe, Secretary to President, Shintron Co., Inc., 144 Rogers St., Cambridge, MA 02142. Telephone: 617—491-8700.

HELP WANTED TECHNICAL

Expanding production company seeks qualified maintenance engineer with strong electronic background/computer editor to work with clients. Resumes to 421 Briarwood Dr., Charlotte, NC 28209.

CONSULTANTS

Get that job! Obtain an expert critique by a 35 year broadcast professional. Send cassette, resume and \$35.00 check. Job suggestions with report. Double "M" Productions, 535 Ternes, Elyria, OH 44035.

PROGRAMING

Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

MISCELLANEOUS

Mobile facilities and crews. Nationwide service. Any pickup anywhere. No job too small or large. Trucks, people, transmission, tele-conferences, etc. Call 215—576-6075.

Info-packed cassette tells how to break into radio/TV voiceover business. \$9.95 to: Voiceworks, Box 17115, Greenville, SC 29606.

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 VHS 3/4", 1" and 2" videotapes. Cash paid for all lengths. No defectives. Call Andy Carpel, 301—845-8888.

Wanted, SONY WEX-2000 pattern extender and Chroma Key board, for CDL 350 switcher. Call 303—629-5347 collect.

VHF television transmitter, low band, 25KW under 15 years old. Prefer RCA, consider any brand. Maze 205—956-2227.

Wanted, AM-FM transmitters, towers, antennas, studio equipment. AS&E, Route 1, Box 406C, Chester, MD 21619.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

FM-20kw/30kw, BE FM-30 (1983) w/FX-30 exc. like new; CSI T-20-F on air w/exc. & stereo (1982), mint. Call M. Cooper, Transcom, 215—379-6585.

FM-2.5/3/5kw, CCA 2.5kw w/exc. on air w/proof, Bauer 605B (1984) 5kw w/690 exc. (going higher power); McMartin 3.5k w/exc. on air w/proof, Call M. Cooper, Transcom, 215—379-6585.

AM-5kw & 1kw, Collins 21E on air w/proof, ITA 5000A on air excellent condition, Harris BC-1H (1972) mint condition—Collins 820D1 (1972). Call M. Cooper, Transcom 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.

GE 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404—324-1271.

Videomedia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404—324-1271.

GE 110 KW UHF transmitter. Townsend exciter, pulsars, ready to go. Quality Media, 404—324-1271.

Two Ikegami HL-79A ENG/EFP cameras. Good condition. Each includes Cannon 9-118mm macro zoom lens, 2 batteries, and shipping case. \$11,500.00 each. Call Clint Tinsley, Center City Video. 215—568-4134.

Betacam BVW-3 complete field package. well-maintained. \$35,000. 415—386-1100.

Production equipment: Hitachi HR100, low hours, heterodyne adaptor—\$15,000. Ikegami HL79A, \$9,000. TK76B, Hitachi FP50s, Panasonic AK100/AU100, CMX340/NEC TT7000s, VPR2Bs, Illusion DVE, Quanta Q7 CG, Chyron 4000, 5500 color corrector, Angenius 25X and Fuji 22X lenses. CP6112 switcher, Vinton heads, tripods and dollies. Hydroped 500 head. Call Jack Taylor, WVSCO, 315—367-2800.

Mobile vans: Two 14' cube vans fully equipped, Camera Van - Five triaxed cameras, GV switching and routing, Yamaha audio. Tape Van - 2 Ampex VPR2B w/Slo-Mo, Chyron 4000, Bosch and Tektronix monitoring and test equipment. Ready to go. Excellent Condition \$285,000. 38' Gertenslager recently rebuilt. No equipment \$27,000. 30' Gerstenslager recently stripped. \$14,000. Call Jack Taylor, WVSCO, 215—367-2800.

Used Truscon 4-leg angle, self-supported tower. 183' excellent condition. Clearwater FL \$15,000.00 813—461-1341. Can erect on your site.

Collins 21A, 5kw AM transmitter currently on air. FOB South. \$2500.00 you remove. Maze Broadcast Co. 205—956-2227.

NEC "Eflex" digital effects system. Single channel, 3 yrs old. on line. Exc. condition. 27K. Maze Broadcast Co. 205—956-2227.

Dubner CBG-2 animation system, excellent condition. 4096 colors, DeJag/Anti-Aliased, 4 Meg Meg-O-Mem Board. Drives included. Iomega and CDC removable. Call 215—568-4134.

Over 85 AM & FM transmitters. AM-50KW-10KW-5KW & 1KW FM-25KW-15KW-10KW-5KW & 1KW. All in stock. See us at NAB, Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214—630-3600.

Quality broadcast equipment. AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people; Call Ray LaRue, Custom Electronics Corp. 813—685-2938.

For sale: ITC stereo record/play cart. Moseley remote control, ITC stereo reel-to-reel, BE-4 mixer. Call 812—451-2636.

Ikegami 730 camera w/Canon 12:1 (2x) lens. Less than 200 hours on new tubes \$4,900. Canon 10:1 lens for IKE \$580. 213—876-4055.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—641-2042.

3/4" evaluated videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minutes \$9.49. 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect, 301—845-8888 or toll free 800—238-4300.

Digital satellite receiver. Scientific Atlanta in excellent condition with 7.5 kHz dual audio decoder, voice cue decoder, and transponder crystals for NBC, NBC back-up, and ABC. Dan Voss 319—245-1400.

Cetec 7000/GLS with Audiofile, 4 Cartel/Carousels, 3 Otari Playbacks, CRT Logging Package, Live Assist Package. Dale Hendrix, 215—868-6767. Holt Technical Services, a division of The Holt Corporation.

RG-19A/U on 550 foot rolls @ \$2.00/ft. Cablewave 50 ohm 7/8 inch foam on foot reels @ \$2.00/ft. Write for our list of Jennings Vacuums. J.S. Belts Company, 81 W. Campbellton St., Fairburn, GA 30213.

Motorola MR-96 microwave system for sale, new condition. Call Ben Ferguson 609—935-1510.

RADIO

Help Wanted Management

GENERAL MANAGER WANTED

Experienced, sales oriented general manager or general sales manager ready to move up to lead a team of broadcast professionals at KICT-FM Witchita, Kansas.

This is an excellent opportunity to grow with an aggressive and expanding broadcast group. Excellent compensation and benefits.

Please write in confidence and tell us about yourself.

Compass Communications
1100 Larkspur Landing Circle
Suite 315
Larkspur, CA 94939
415—461-8550
An equal opportunity employer

GENERAL MANAGER

The United Broadcasting Company has a GM opening at its flagship station WDJY-FM Washington, DC. Applicants must have management experience and strong interpersonal skills. Send resume, including salary history to 4733 Bethesda Ave., Suite 808, Bethesda, MD 20814. EOE, M/F.

Help Wanted Management Continued

STATION MANAGER

One of nation's premier black gospel station (WQIZ) needs hard charging station manager. Licensed to St. George (in the Charleston, SC Metro), this non-directional AM at 810 has super signal and consistent audience ratings. If you're big on promotion, sales and profit, come expand this winner into new horizons. Send resume to Steve Judy, VP & GM, Trident Communications Corporation, 4995 Lacross Rd., Suite 1600, Charleston, SC 29418. EOE.

Help Wanted Sales

SENIOR ACCOUNT EXECUTIVE

Expanding East Coast group has position in medium sized Southern city. Unsurpassed lifestyle, great staff, superb position, lots of opportunity. Individual must be strong with local retail sales, merchandising, and marketing oriented. Excellent with concepts, sensitive in working with a people oriented staff, strong leadership ability and skills. Enjoy outstanding ocean and beach recreation, unequalled arts and humanities. An unusual exciting opportunity for the right person. An equal opportunity/affirmative action employer, M/F. Box A-117

Help Wanted Announcers

PLAY-BY-PLAY

University of Cincinnati WCKY, Cincinnati, Ohio, is looking for the "Voice of the Bearcats." Telephone talk experience necessary. Tape and resume to Jim Glass, Program Director, WCKY Radio, 219 McFarland St., Cincinnati, Ohio 45202. EOE.

Help Wanted Technical

CHIEF ENGINEER

WDJY, United Broadcasting Company's Urban Contemporary station in Washington, D.C., is seeking a qualified person for the position of chief engineer. Qualified candidates must have an FCC License or SBE certification, knowledge of studio and transmitter construction, maintenance and operations. Those interested should send their resume to Richard Mertz, Director of Engineering, United Broadcasting Company, 4733 Bethesda Ave., Bethesda, MD 20814. Please, no phone calls. EOE/MF.

 Capitol Broadcasting Corporation

Help Wanted Programing, Production, Others

PROGRAM DIRECTORS PROMOTION MANAGERS

Major Cincinnati radio station seeks creative promotions specialist. Must be able to develop and implement attention-getting ideas. Off the wall thinkers encouraged. Don't hold back; give it your best shot. Immediate opening. Resume, tapes and work examples to P.O. Box 2561, Cincinnati, Ohio 45202. EOE.

TELEVISION

Help Wanted Management

GENERAL MANAGER

for KPDX-TV in Portland, Oregon. Candidates must presently be a GM or GSM of an Independent Television Station. Send resume to: Michael A. Fisher, PO Box 40, Sacramento, CA 95820. EOE.

Help Wanted Announcers

WWF SPORTS ANNOUNCER

The World Wrestling Federation has an immediate opening for a television sports announcer.

This position is fulltime and requires extensive travel.

Send resume and on-camera video tape sample (3/4" cassettes only, please) to:

Nelson Sweglar

General Manager - Television

Titan Sports, Inc.

81 Holly Hill Lane

P.O. Box 4520

Greenwich, CT 06830

Help Wanted Technical

AUDIO ENGINEER

The Christian Broadcasting Network, Inc. has an immediate opening for an experienced audio engineer. The successful candidate must be a high school graduate with instruction in basic electronics with emphasis in audio engineering. Degrees helpful. Also requires a minimum of 3 years experience as an audio operator for television or professional 16-24 track recording studio. Remote television and film audio experience a plus. Must have the ability to proficiently operate audio mixing, processing, and recording equipment. If you wish to serve on a team committed to excellence, send resume and salary history in confidence to:

The Christian Broadcasting
Network, Inc.

Employment Department—Box AE
CBN Center
Virginia Beach, VA 23463

Help Wanted Technical

TELEVISION ENGINEER

AIR PRODUCTS AND CHEMICALS INC., a high technology Fortune 250 company, located in Allentown, PA, has an immediate opportunity for an experienced Television Engineer. This individual will have primary responsibility for the maintenance and operation of equipment for a state of the art video production facility. Knowledge of computer assisted editing, 1" video tape equipment, state of the art cameras, and electronic graphics is required. Production skills with both studio and field experience are required. Some travel involved. Applicants should possess an associate or bachelor's degree in Television Engineering or the equivalent in experience.

Excellent salary and benefits. Qualified applicants should forward resume and salary history to:

Attn: R. J. Ely

Air Products & Chemicals Inc.

P.O. Box 538

Allentown, PA 18105



Equal Opportunity Employer M/F

Help Wanted News

SPORTS ANCHOR WEEKENDS

Top 30 market looking for weekend Sports Anchor/Reporter. Good solid reporting and anchor skills a must. Minimum 3 years experience. Box A-110. Broadcasting.

An equal opportunity employer. M/F.

Help Wanted Programing, Production, Others

Promotion Writer/Producer

Leading, award-winning CBS affiliate looking for a creative, energetic, experienced writer/producer to join our promotion team. Strong writing and editing skills a must. If you feel you're qualified and want to work for one of the best equipped, highest rated stations in the country, please send resume and tape to: Human Resources Dept. WRAL-TV5 P.O. Box 12000, Raleigh, N.C. 27605. EOE, M/F


The place to be!

Electronic Graphics Coordinator

Leading Southeastern CBS affiliate needs talented, knowledgeable individual to lead the growth and development of electronic graphics, including Dubner, Chyron, Quantel, and Still Store. Must have strong knowledge of graphics equipment, excellent design sense, ability to enhance graphics beyond single system capacity. Send resume and reel to Human Resources Dept., WRAL-TV5 Box 12000, Raleigh, N.C. 27605. EOE, M/F



DIRECTOR/EDITOR

Experienced D/E with excellent credentials needed for nationally syndicated health news feature series. Must be highly creative and have strong skills in shooting, directing, lighting, and post production. RTF degree and broadcast or film experience essential. Send resume and tape to Mr. Dana C. Randall, Mgr. of Media Productions, The University of Texas Medical Branch, 520 Learning Center, J-36, Galveston, Texas 77550-2782.

UTMB is an affirmative action EOE M/F/H employer.



ALLIED FIELDS

Help Wanted Sales

CHAPMAN ASSOCIATES

nationwide media brokers

The Nation's Top Broker is looking at quality candidates for associate expansion. Applicants must have strong background in broadcast ownership or management. Must be willing to work smarter than most to earn 6 figures plus. Send letter, resume, and any other pertinent data to:

Bill Cate, President
Chapman Associates, Inc.
8425 Dunwoody Place
Atlanta, GA 30338

For Sale Equipment

FOR SALE

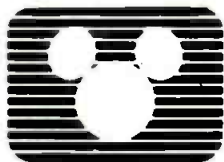
Complete RCA 60 KW Transmitter

Model TTU-60A in excellent condition. Available because of increased power and transmitter replacement.

Also Available: 1100 ft. of 6 1/8" transmission line.

Call Hoyle Broome, General Manager, at 205-322-4200, for more details.

WBMG-TV, Box 6146
B'ham, AL 35259



THE DISNEY CHANNEL

America's fastest growing pay television service, The Disney Channel, announces an outstanding position within the Marketing Division.

PROGRAM RESEARCH MANAGER

As Program Research Manager, primary responsibility will be the design, analysis, and reporting of both primary and secondary program research to original programming, on-air promotion, acquisition, scheduling, and other related areas. This individual will work closely with major syndicated and custom research suppliers to gather and analyze meaningful data to assist programming-related decision making. This position's ongoing functions will also include responsibility for a major monthly Programming Tracking Study and maintenance of a comprehensive programming norms database.

Excellent oral and written presentation skills as well as a strong Ratings Research background are essential. The successful candidate will have a minimum of three years Research experience in the entertainment, pay programming, or cable environment. PC familiarity is preferred. Strategic marketing and consumer research experience are highly desirable.

This key position offers an excellent salary and benefits program befitting an industry leader. Please send your resume, stating qualifications and salary history to:

The Disney Channel
J. Buhl
Dept. C856-165
200 South Buena Vista
Burbank, CA 91521

Equal Opportunity Employer

Employment Services



Last week MediaLine subscribers learned about 30 tv news reporter and anchor job openings, 27 tv assignment editor, producer and news management job openings, 10 tv weather and sports jobs, and 18 radio sales, news and announcing jobs. Every day this week they'll hear about even more. MediaLine job listings span small, medium, and large markets. Why delay your job search any longer? New jobs every day on MediaLine. Learn more by calling 312-855-6779.

FEMALES WANTED (AND NEEDED)

NATIONAL, the nation's leading radio personnel placement service, receives constant requests for qualified female announcers and news people from radio stations in all size markets, coast to coast. If you are ready for a move, let NATIONAL help. For complete details and registration form, enclose \$1 postage and handling to: NATIONAL BROADCAST TALENT COORDINATORS, DEPT. B., PO BOX 20551, BIRMINGHAM, AL 35216, 205-822-9144-ACT NOW!

The breakthrough new book!

101 WAYS TO CUT LEGAL FEES & MANAGE YOUR LAWYER:

*A practical guide for
broadcasters and cable operators*

In his new book, former General Counsel for the National Association of Broadcasters (and now a partner in the Washington firm of Verner, Liipfert, Bernhard, McPherson and Hand), communications "superlawyer" Erwin G. Krasnow strips away the mystique surrounding the legal profession to show broadcasters and cable operators how to:

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- Enter into the best fee arrangement
- Get the most out of your lawyer
- Control legal costs
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- Remedy problems with your lawyer

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YES! I want to benefit from the cost-cutting, performance-boosting ideas in "101 Ways to Cut Legal Fees & Manage Your Lawyer"...

Send me _____ copies at \$29.95 each

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City _____ State _____ Zip _____

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Mail to:



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PUBLICATIONS INC.**

1735 DeSales Street, NW
Washington, D.C. 20036



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Exceptional opportunity to acquire this AM/FM combo located in a small growing southeastern market. \$375,000 with terms available.

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San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

901/767-7980

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MONTANA BANKRUPTCY SALE

Class A, fully equipped. Bozeman Market. Sealed bid by March 15th to:
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For information on equipment, call 406-656-4990.

TEXAS METRO MARKET

500,000 + population
Class C FM
Asking \$1.6 million
with terms

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Fulltime suburban to
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For info on these and other
Southwest properties—
Contact Bill Whitley
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CHAPMAN ASSOCIATES
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ESTABLISHED CONNECTICUT SCHOOL OF BROADCASTING FOR FRANCHISE PURCHASE

Attractive, modern South Florida facility in one of the fastest growing areas in the country. Price approximately 1½ times gross or four times cash flow. This is a once-in-a-lifetime opportunity.

Call Dick Robinson, President
1-203-232-9988

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Radio Park, Farmington, CT 06032
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CALIFORNIA COAST FM

Three FM stations in coastal markets...Class C and Class A facilities. Available individually or build a California FM group. Our specialist on these listings is Leigh Moylan at 215-865-3775.

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Suite 800

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Suite 205

Winchester, VA 22601
Tower Park
Box 2869

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Are YOU ready?

If now's the time for your first Station or to add to your holdings, it's THE time to call us.

8 Driscoll Dr., St. Albans, VT 05478
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Class C FM. Well equipped. Asking \$500,000 with terms. Contact Bill Lytle (816) 941-3733.

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- Class C with powerful daytime. Florida. \$3,000,000.
- More than 80 radio stations from Puerto Rico to Guam including several combos and Class C stations. Call to get on our mailing list.
- Buying or selling. See us at NAB in Dallas. By appointment only.

Business Broker Associates
615-756-7635, 24 hours

AM FM

Deep South - Gulf
1,600,000 Metro
\$2,800,000 Terms
Reply Box A-115

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University Microfilms International

300 North Zeeb Road,
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SEE TO BELIEVE

Oklahoma Sgl. Mkt. FM new station, new equipment, wealthy town, 3 Nat'l Banks. \$195,000 with low down. Carol, 405-832-5333.

VHF and UHF full power TV stations in Pacific Rim Sunbelt. Estab. indep. with satellite for total coverage of market. Will consider sale of 50% to 100% interest. Please reply Box A-116.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be ad-

dressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All others classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations Wanted (personal ads): \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Stan Whitman, president and general manager, KFBB-TV Great Falls, Mont., named executive VP and chief operating officer of MDM Inc., newly formed parent corporation of KFBB-TV and KAAL-TV Austin, Minn.

Philip Nye, general manager, WLUK-TV Green Bay, Wis., named president of station.

Cheryl Kerns, local sales manager, WDAF-TV Kansas City, Mo., named VP and general manager.

Keith Meyer, station manager, KRKE-AM-FM Albuquerque, N.M., named general manager.



Aiken

Edward Aiken, senior VP, television, Pappas Telecasting, Fresno, Calif.-based owner of KMPH(TV) Visalia, Calif., and WHNS(TV) Asheville, N.C., joins WTOG(TV) Tampa-St. Petersburg, Fla., as general manager.

VP's named senior VP's, American Television & Communica-

tions, Denver: **Richard Davies**, finance; **John Dawson**, human resources; **Richard Holcomb**, corporate and community affairs; **Edward McCarthy**, management information services; **David O'Hayre**, cable investments, and **Stephen Ste. Marie**, marketing and programming.

John Price, manager, KTSN(AM) Dallas, named general manager.

Greg Fischer, account executive, WMAG-FM High Point, N.C., named operations manager.

Natan Katzman, director of broadcasting and station manager, KQED Inc., San Francisco, named VP, television stations manager. In that position he will oversee noncommercial KQED(TV) and noncommercial KQEC(TV), both

San Francisco, and Golden Gate Productions production facility.

Joseph Fitzgerald, VP, investor relations, ABC Inc., New York, named VP, investor



Fitzgerald



Schaub



Schneider

relations, Capital Cities/ABC Inc. **Warren Schaub**, VP, controller, ABC Inc., named senior VP, finance, ABC Television Network. **Alfred Schneider**, VP, policy and standards, ABC Inc., New York, named VP, policy and standards, Capital Cities/ABC Inc.

David Lundquist, VP, finance, and chief financial officer, and **David Walthall**, VP and president of Heritage Communications Products Group, Heritage Communications, Des Moines, Iowa, named senior VP's.

Richard M. Tettelbaum, from Fortas & Hardman, Washington, joins Metromedia Inc. as assistant general counsel.

Susan Harmon, station manager, noncommercial KERA(FM) Dallas, named to board of directors, American Public Radio, St. Paul, Minn.

John McCutcheon, general sales manager, KTVE(TV) El Dorado, Ark., joins KPOM-TV Fayetteville, Ark., as station manager and sales manager.

Gerald Smith, from Detroit Economic Growth Corp., Detroit, joins noncommercial WTVS(TV) there as manager of community outreach.

Marketing



Jones

Appointments, Foote, Cone & Belding Communications, Chicago: **Abbott Jones**, president, FCB Associated Communications Companies, named president and chief executive officer, Foote Cone & Belding Communications; **W. Bruce Mason**, executive VP, general manager, Chicago office, to president, FCB/Chicago.

Albert B. Litewka, president and chief executive officer, Warner Software Inc., New York, subsidiary of Warner Communications, joins Jacobs & Gerber Inc., Los Angeles-based agency whose accounts include Lorimar/Telepictures, CBS's news division and numerous broadcast properties, as president and chief executive officer.

Peter Falcone, president, Doyle, Dane, Bernbach, New York, elected to board of directors.

Appointments, McCaffrey & McCall, New York: **M. Angela Castro**, VP and research manager, to senior VP; **William Metzger**, VP, account supervisor, to senior VP, management supervisor; **Theodore Pettus**, from Ogilvy Mather Partners, New York, to senior VP and associate creative director, and **Sandra Shaw**, from Ogilvy Mather Partners, to senior VP and management supervisor.

Jack Young, president, Foote, Cone & Belding/East, New York, resigns.

Jeffrey Marks, from Muir Cornelius Moore, New York, joins Geer, DuBois there as VP, account supervisor.

Lloyd Highbloom, executive VP, account management, Doyle Dane Bernbach, New York, named director, multinational account planning.

Ed Mizzell, account group supervisor, Luckie & Forney Advertising, Birmingham, Ala., named VP.

John Schneider, producer, Tatham-Laird & Kudner, Chicago, named executive producer.

Luis Albertini, president, Lotus-Albertini Hispanic Reps, New York, joins Caballero Spanish Media there as group director.

Victoria Vitale, director of sales, Northwest region, Arts & Entertainment Network, New York, named director of national sales.

Ron Cochran, from Dan Grey, New York venture capital firm, joins MMT Marketing there

the most experienced executive recruiting firm in broadcasting and cable

More than 16 years as specialists in the communications industry.
For a confidential discussion, call 312-991-6900.

Youngs, Walker & Company

1605 COLONIAL PARKWAY
INVERNESS, ILLINOIS 60067

as New York sales manager.

Appointments, D'Arcy Masius Benton & Bowles, Chicago: **Pam Martin** and **Val Kegley**, buyers, to senior buyers; **Karen Hutton**, estimator, to junior buyer.

Joseph O'Neill, senior VP and associate creative director, Ammirati & Puris, New York, named copy chief.

Cathy Cementina, media planner, Decker, Guertin & Cheyne, Hartford, Conn., joins Mintz & Hoke, Avon, Conn., as media planner.

Ric Johnson, from Arnold & Co., Boston, joins Siddall, Matus & Coughter, Richmond, Va., as associate media director.

Patricia Hosking, account executive, WASH-FM Washington, joins Eastman Radio, New York, in same capacity.

Cathleen Pratt, account executive, Selcom Radio, New York, joins CBS Radio there as account executive.

Lora Tintera, from Stolz Advertising, St. Louis, joins Gardner Advertising there as account executive.

Rose Carpinelli, account executive, Concert Music Broadcast Sales, New York, named New York sales manager.

Tom Valdiserri, from Gallo Wines, Chicago, joins D'Arcy Masius Benton & Bowles there as account executive.

Karl Gensheimer, national sales manager, WFLD-TV Chicago, named VP and general sales manager. He succeeds Al DeVaney, who was named VP and general manager of station (BROADCASTING, Feb. 17).

S. Kemp Nichol, local sales manager, WXGZ-TV Appleton, Wis., joins KBSI-TV Cape Girardeau, Mo., as general sales manager.

Tricia York, account executive, KATF-AM-FM Oklahoma City, named general sales manager.

Wayne Myers, from Professional Profiles Inc., Cleveland, joins WUAB-TV there as marketing director.

Stacie Raiss, director of advertising sales, TKR Cable Co., Warren, N.J., named director of advertising and marketing of its systems serving central New Jersey.

Tom Williams, senior account executive, KWKH(AM) Shreveport, La., joins KRMD-AM-FM there as local sales manager.

Linda Moss, account executive, KICU-TV San Jose, Calif., named regional sales manager.

Donna Collins, assistant local sales manager, WFSB-TV Hartford, Conn., named national sales manager.

Named account executives, KYUU(FM) San Francisco: **Jo Ann Spaziani**, from KITS(FM) San Francisco; **Matt Wong**, from KCBS(AM) San Francisco, and **Jeff Dreher**, from William Hoelsken Co., San Ramon, Calif.

Programing

Stephen Morley-Mower, VP, sales servicing, Embassy Communications, Los Angeles, joins Hal Roach Studios there as senior VP, operations. **Andy Kaplan**, director, sales and

acquisitions, Embassy Pictures, Los Angeles, joins Hal Roach Studios as VP, administration.

Appointments, USA Network, New York: **R. Kent Replogle**, VP and general manager, KMBC-TV Kansas City, Mo., to executive VP and chief operating officer; **John Silvestri**, VP, advertising sales, to senior VP, advertising sales; **Gil Faccio**, VP, affiliate relations, to senior VP, affiliate relations; **David Kenin**, VP, programing, to senior VP, programing; **Stephen Brenner**, VP, business affairs, to additional title of general counsel; **Judy Jenkins**, program director, WZTV(TV) Nashville, to manager of program acquisitions and scheduling.



Replogle



Chernin

Appointments, Showtime/The Movie Channel, New York: **Peter Chernin**, executive VP, programing, to additional duties as executive VP, programing and marketing; **Hal Richardson**, VP, film acquisition, to VP, program acquisition and program enterprises; **Joan Boorstein**, manager, contracts, to manager, film acquisition; **Paul Villadolid**, manager, acquisition planning, to supervisor, acquisition planning; **Paul Lamb**, supervisor, screening and script evaluations, to manager, evaluations, and **Lori Kahn**, supervisor, screen and script evaluation, to manager, special film acquisition and evaluation.

Mauro Sardi, VP, worldwide operations, Warner Brothers Television distribution, Burbank, Calif., named executive VP, worldwide operations.

Linda Frankenbach, VP, affiliate operations, Home Box Office, based in Denver regional office, named VP of HBO's new business development group. She will oversee sales and marketing of Festival, new programing service HBO will begin testing in March. **Jack Hayes**, director, affiliate relations, New England region, HBO, New York, succeeds Frankenbach.

Etienne Marguard de Villiers, managing director, Satbel Ltd., South African firm involved in film and video, joins Buena Vista International, London, distribution arm for Walt Disney and Touchstone features, as president.

Kevin Wendle, manager, drama development, NBC Entertainment, Los Angeles, named director, drama development.

Gerry Lepkanich, VP, advertising sales, Syndicast Services, New York barter syndication company, named senior VP and general manager.

Gary Levine, management trainee, Columbia Pictures Television, Los Angeles, named director of current programs.

Appointments, Lifetime, New York: **Andrew Morris**, manager, custom research, Arbitron,

New York, to director of research; **Richard Kaminsky**, supervisor, affiliate data research, MTV Networks, New York, to manager, medical research, Lifetime medical television, and **Joan Weisberg**, junior analyst, to senior analyst.

Burton Morrison Jr., VP, finance and administration, Ladd Co., Los Angeles, joins MGM/UA there as executive VP, finance and administration.

Ellen Weston, VP, production, CBS Theatrical Films, Los Angeles, joins John Conboy Productions there as executive VP.

Doug Stern, VP, feature film division, 20th Century Fox, New York, joins Cablevision, Woodbury, N.Y., as VP, marketing, programing and sales.

Phil Oldham, VP, Katz American Television, New York, joins Genesis Entertainment, syndication company there, as senior VP, domestic sales. **Wendy Phillips**, VP, general sales manager, barter, King World Enterprises, Los Angeles, joins Genesis Entertainment there in same capacity.

Burl Hechtman, director of first-run syndication-home entertainment programing, Motown Productions, Los Angeles, named VP.

Pamela Di Giovanni, director, industrial relations, 20th Century Fox, Los Angeles, named VP, labor relations.

Appointments, The Disney Channel, Burbank, Calif.: **Patricia Rice Potter**, supervisor, on-air promotion, to manager, production services; **Cheryl McDowell**, broadcast standards editor, ABC-TV, Los Angeles, to manager, standards and practices, and **Maggie Molloy**, manager of evaluation, Showtime/The Movie Channel, Los Angeles, to manager, program evaluation.

Marian Davis, assistant producer, *West 57th*, CBS, New York, joins NBC Entertainment, Los Angeles, as manager, current drama programs. **Mary Mazur**, associate, drama department, NBC Entertainment, Los Angeles, named manager, drama development.

Matt Shapiro, manager of program operations, MMT Sales, New York, named VP, director of programing.

Carl Runge, VP, MCA TV, Southeast area, Atlanta, retires.

David Van Stone, program director, KWSS(FM) Gilroy, Calif., named group director of programing services for parent, Nationwide Communications.

Tony Gray, music director, WUSL(FM) Philadelphia, named program director.

Scott Vaughan, announcer, KEZN(FM) Palm Desert, Calif., joins KESQ-TV Palm Springs, Calif., as program coordinator.

Phil LoCascio, program director, WYYY(FM) Syracuse, N.Y., joins WGCL(FM) Cleveland in same capacity.

Keith Smith, from KIOI(FM) San Francisco, joins KMEL(FM) there as production director.

Tami Kuna-Whitacre, from KUSI-TV San Diego, joins WFLX(TV) West Palm Beach, Fla., as writer-producer.

Tami Sanders, entertainment producer and special projects coordinator, KUTV(TV) Salt Lake City, named field producer and on-air

talent for station.

Marla Davis, midday personality, WHMP-FM Northampton, Mass., named program manager, succeeding **Al Peterson**, who continues his morning drive on-air responsibilities.

Dave Baum, host, *Dave Baum Show*, WIND-AM, joins WMAQ-TV there as host, *Today in Chicago*.

News and Public Affairs

Joseph Peyronnin, senior producer, *CBS Evening News*, Washington, named senior producer and deputy bureau chief, CBS News, Washington.

Appointments, Reuters North America: **Brian Bain**, assistant editor, New York, to managing editor; **Rodney Pinder**, correspondent, Washington, to editor-in-charge, national security and foreign policy, and **Peter Torday**, correspondent, to editor-in-charge, financial.

Appointments, *American Almanac*, NBC News: **Polly Powell**, segment producer, KCBS-TV Los Angeles, to associate producer; **Alexandra Gleysteen**, associate producer, to field producer, and **Marijo Dowd**, reporter-researcher, to associate producer.

Keeve Berman, from Business Times, New York, joins WMCA(AM) there as news director.

Kelly Wheeler, managing editor, KSDO(AM) San Diego, named news director. **Barbara Lewis**, editor and reporter, KSDO, succeeds Wheeler.

Harold Baker, from KOGA(AM) Ogallala, Neb., joins KTNS(AM) Dallas as news director. **Randy Wyles**, from KXAS-TV Dallas, joins KTNS as anchor, *Evening News Hour*.

Appointments, Hearst's WTAE-TV Pittsburgh: **John Poister**, assignment manager, to assistant news director, succeeding **Frank Graham**, who joins co-owned WBAL-TV Baltimore as news director; **Jody Woznicki**, noon news producer, succeeds Poister; **Fred D'Ambrosi**, from WKYC-TV Cleveland, to executive producer, and **Regis Bobonis Jr.**, desk assistant, to night assignment editor.

Sher Patrick, reporter, WHIO-TV Dayton, Ohio, named Springfield, Ohio, bureau chief.

Kevan Ramer, meteorologist, WSFA-TV Montgomery, Ala., joins The Weather Channel, Atlanta, as on-camera meteorologist.

Technology

Adrian Ettlinger, engineering consultant instrumental in development of electronic editing systems including CMX and CBS-Sony single camera systems, joins Burbank, Calif.-based Cinedco as senior VP. Cinedco is developing and marketing Ettlinger's Ediflex electronic editing system.

Bruce Goodman, VP, Amway, and former VP and general manager of Mutual Broadcasting, Arlington, Va., one-time property of Amway, named chief operating officer of Amway's MultiComm Telecommunications Corp., Arlington-based FM subcarrier information service.



Park plaudit At Park Communications' annual banquet at Capital City Club, Raleigh, N.C., founder and chairman, Roy H. Park, was saluted in anticipation of the 25th anniversary of the company, incorporated in March 1961 for the purchase of Park's first station, WNCN-TV Greenville, N.C. In addition to a letter from President Reagan, and greetings in person from North Carolina Governor James Martin, a videotape greeting came from industry executives including radio commentator Paul Harvey, Gannett Chairman Allan Neuharth and CBS founder William Paley. Above, North Carolina congressman, James Broyhill (center), presents Reagan letter to Park as Haines Johnson, VP of Park's WJHL-TV Johnson City, Tenn., looks on.

Mark Gray, business manager, video systems unit, audio-video systems division, Ampex, Redwood City, Calif., named assistant general manager of division.

Allen Jacobson, president, U.S. operations, 3M, St. Paul, Minn., named chairman and chief executive officer, succeeding **Lewis Lehr**, 65, who retires but remains director of company.

Gary Lister, director of operations, Los Angeles television operations center, Wold Communications, named director of operations, networks department.

Robert Davis, manager, technical facilities, KCBS-TV Los Angeles, named director, technical operations.

Philip Taylor, sales engineer, broadcast systems division, RCA Corp., joins WLNE-TV Providence, R.I., as chief engineer.

Promotion and PR

Edward Berenhaus, independent promotion consultant, joins Financial News Network, Los Angeles, as director of advertising and promotion.

Richard Tellis, VP, management supervisor, public relations department, Doremus & Co., New York, joins Creamer Dickson Basford there as senior VP and manager of corporate and financial relations group.

Jeffrey Myers, supervisor of acquisitions, The Disney Channel, Burbank, Calif., named writer-producer, on-air promotions.

Allied Fields

Marc Weisberg, co-owner, Weisberg & Einspahr, Denver accounting firm, joins Daniels

& Associates there as assistant VP. mergers and acquisitions.

Joel Winnik, partner, Wald, Harkrader & Ross, Washington, joins Hogan & Hartson there as member of firm, specializing in communications.

Named committee heads, NATPE International, New York: **Charlotte Moore English**, WMAR-TV Baltimore, publications committee; **W. Hunter Low**, Eastman Kodak, membership committee; **Deborah McDermott**, KMBC-TV Kansas City, budget committee; **Larry Gershman**, MGM/UA, international committee; **Joe Weber**, USA Network, futures committee; **Bob Jones**, KYW-TV Philadelphia, nominations committee.

Appointments, Community Broadcasters Association, Vienna, Va.: **Rick Hutcheson**, Impact Television Group, Vienna, Va., president; **D.J. Everett**, TV 43, Hopkinsville, Ky., VP, and **John Kompas**, Kompas/ Biel & Associates, Milwaukee, to secretary-treasurer.

Deaths

Donald A. Murray, 80, retired engineer in charge of Minnesota district office, FCC, St. Paul, Minn., died Jan. 31, 1986, at his home in Hot Springs, Ark. He had Parkinson's disease. Murray headed office from 1945 until his retirement in 1971.

Reginald Dowell, 57, executive secretary, New York local, American Federation of Television and Radio Artists, AFL-CIO, and Eastern regional director of union, died of cancer Feb. 10 at Astoria general hospital, New York. He is survived by his wife, Geraldine, one daughter and two sons.

Sydney Stone, 83, vaudeville comedian best known to viewers of early television as pitchman on Milton Berle's *Texaco Star Theater* on NBC in late 1940's and early 1950's, died of heart attack Feb. 12 in New York.

Randy Bongarten: Sound management for NBC Radio

What goes around comes around. In 1983, as head of General Electric's radio properties, Randy Bongarten presided over their sale when the group was dissolved. Today as president of NBC Radio, among his charges are the eight owned radios soon to be the property of General Electric, the new owner of NBC parent RCA. Five of those stations—grandfathered properties in New York, Washington and Chicago, where there are co-owned television stations—are going on the block.

Mostly good things have been coming around for Bongarten lately. In September 1984, the then-34-year-old broadcast executive overcame tough inside competition to become the youngest NBC Radio president. "Some people thought he [Bongarten] was a long shot, but I knew he was a natural for the job," says former NBC Radio President Michael Eskridge—now executive vice president of Olympics for NBC—of his successor. "He had a wealth of experience in finance and station management," says Eskridge.

In addition to the radio properties, Bongarten is responsible for NBC Radio Entertainment, a programming arm to distribute long-form shows; NBC Radio Network—the industry's oldest; the Source, the six-year-old, young adult network, and Talknet, a nighttime programming service.

One of Bongarten's first tasks as president was the establishment of NBC Radio Entertainment. The initial series, which premiered in January 1985, was the 90-minute, monthly *Live From the Hard Rock Cafe*. Over the past year, the new unit has launched such programs as a live country concert series, *Live From Walt Disney World*, and a jazz program, *The Jazz Show with David Sanborn*. In he works for April is a two-hour, weekly oldies show featuring WNBC(AM) New York radio personality and nightclub comedian, Soupy Sales.

NBC Radio Entertainment, says Bongarten, was created to take advantage of more long-form program opportunities. "The way we were set up, the Source was doing all the long-form programming and that network was very much tied to the album-oriented-rock (AOR) format," he says. "The creation of a separate unit allowed us to broaden our appeal."

Two months after NBC Radio Entertainment was off and running, Bongarten outbid CBS and other networks for the NFL rights package, signing a two-year deal for the 1985 and 1986 seasons at a reported \$11 million.

Reflecting on the just-completed NFL season, Bongarten says he was pleased with the affiliate lineup of some 275 stations, and



RANDALL DAVID BONGARTEN—president, NBC Radio, New York; b. Aug. 31, 1949, Pittsburgh; BA, economics, Oberlin College, Oberlin, Ohio; MBA and MS, journalism, Columbia University, New York, 1973; assistant business manager, WJIB(FM) Boston, 1973-74; sales representative, WGY(AM) Schenectady, N.Y., 1974; manager, market research and development, WGY, 1974-75; accounting manager, WGY(AM)-WGFM(FM)-WRGB-TV Schenectady, 1975-1976; sales manager, WGY-WGFM, 1976-78; station manager, WGY-WGFM, 1978-81; vice president, radio, for General Electric Broadcasting (all of the above properties were owned by GE), Weston, Conn., 1981-83; vice president and general manager, WNBC(AM) New York, 1983-84; present position since 1984; m. Frances Cohen, May 27, 1973; one child—Dara, 9.

with the quality of the broadcasts, but notes that NBC "didn't meet the sales numbers that had been anticipated." He attributes the soft sales to a generally "tough" sports sales marketplace for both network radio and television as well as getting a "late start" in soliciting advertisers due to securing the NFL rights package only six months before the season opened. "There were also a lot of people wondering what kind of job NBC would do, because CBS had become so well established," says Bongarten. (CBS had the NFL radio rights for seven years.) Bongarten believes that NBC has proved itself with its NFL coverage, "erasing" any question marks for next season.

The former GE broadcasting executive's current business address has special significance. It was during a sightseeing visit to NBC headquarters at 30 Rockefeller Center, New York, as a youngster, that he first developed an interest in radio and television. "Taking a tour of this place started me thinking about a career in broadcasting," says Bongarten.

That interest remained. Although he ma-

jored in economics at Oberlin College, Oberlin, Ohio, he spent his last two college summers traveling to Schenectady, N.Y., where his parents lived, to run the videotape projector for then GE-owned WRGB-TV there.

It was during that time that Bongarten met James Delmonico, who was in charge of manpower development for General Electric Broadcasting and Cable. (Delmonico is currently president of WRGB-TV.) Delmonico invited Bongarten to join the company once he completed school. Bongarten would take him up on the offer, but only after receiving simultaneous masters degrees in business administration and journalism—part of a media management program—from Columbia University in New York.

Bongarten joined GE Broadcasting in 1973 working in the accounting department at the company's central headquarters in Schenectady. He was next named assistant business manager of company-owned WJIB(FM) Boston. That was followed, somewhat reluctantly, by a short stint as a sales representative for WGY(AM). Bongarten remembers Delmonico telling him: "If you're going to be a manager in this company, you're going to sell."

Several months later, Bongarten assumed the post of manager for market research and development at WGY-WGFM. Bongarten then worked briefly as accounting manager for the Schenectady television and radio stations as well as serving as the business manager for the Boston radio outlet.

In 1976, he was named sales manager of WGY-WGFM and two years later the stations' general manager. When GE's management decided to separate its radio and television operations in 1981, Bongarten was put in charge of the radio side.

Just over a year after he gained the title of vice president of radio for GE, the company decided to divest itself of its eight radio properties and Bongarten found himself entrusted with the task of selling the stations. While negotiating the sale of WJIB, one of GE's last remaining stations, to NBC in 1983, he became better acquainted with Eskridge, whom he had first met while running the GE stations, some of which were NBC Radio affiliates.

At the time of the WJIB sale, the general manager's spot at WNBC(AM) opened up. "I had not run a major, metro market radio station and I felt that it was something I wanted to do and needed to do," says Bongarten. WNBC apparently agreed, and he got the job in July 1983. One year, one month and one week later, Bongarten was elevated to the network presidency.

Those who know Bongarten describe him as a relaxed and informed individual who, in the words of one colleague, "does his homework." That thoroughness translates into high visibility for NBC Radio as it approaches its 60th birthday.

Television commercials that are enjoyable to consumers are more likely to convince viewers of value of brand, according to **Ogilvy & Mather**. Study by O&M's San Francisco-based Center for Research & Development concluded that **viewers who enjoy commercial are twice as likely to be convinced that advertised brand is best**. About 16% of consumers who liked commercials "a lot" increased their preference for brand, as against only 8% for those who were neutral about TV spot. Study covered 73 prime time commercials for products ranging from coffee to gasoline. Ogilvy interviewed 895 consumers before and after they had viewed certain programs and commercials in their homes. Commented Alexander Biel, executive director of Ogilvy center: "People have complained that popular commercials win prizes but don't have an awful lot to do with sales. Now we can say likeability enhances persuasion and, at the very least, you don't pay any penalty if people enjoy your ad."

NBC says **Today had largest audience ever** during week of Feb. 10-14, reaching 5.9 million homes. For week, *Today*, which originated from Rio de Janeiro and Buenos Aires, averaged 6.9/27. ABC's **Good Morning, America** had 5.3/21 for the week, and **CBS Morning News** had 3.3/13. *Today* has now won morning ratings for 10 weeks in row. **NBC News at Sunrise** also won week with 2.4/17. That show has now won or tied for lead, for 19 consecutive weeks.

NBC will make use of **The Cosby Show** as lead-in for "special sneak preview" of **You Again** starring Jack Klugman, on Thursday, Feb. 27. New show will run from 8:30 p.m. to 9 p.m. that night. It premieres in its 8-8:30 p.m. time period on following Monday, March 3.

CBS announced **West 57th will premiere Wednesday, April 30, at 8 p.m.** Previously, CBS said *Mary* and *Foley Square*, which currently air in that time period, will move to Tuesday, 9-10 p.m., effective March 25.

Comsat reported last week net loss of \$41.5 million on revenues of record \$459 million for 1985, compared with net income of \$51.2 million on revenues of \$397.5 million. Decrease in earnings was due primarily to writedown of \$120 million on two high-power direct broadcast satellites and "related assets" and discontinuation of several other businesses. Operating income for 1985 was \$103.9 million, up 11% from \$93.7 million year earlier. Comsat



Sneak preview. CBS Entertainment screened its docudrama, *A Deadly Business*, last week (Feb. 19) at the National Press Club in Washington, and will air the movie tomorrow (March 4) at 9-11 p.m. NYT. The film deals with toxic waste disposal and is based on the true story of former convict Harold Kaufman (portrayed by Alan Arkin), whose undercover work for the FBI exposed the involvement of organized crime in the handling of toxic waste. A reception was attended by 110 people, including Arkin, co-star Armand Assante, executive producer Jim Thebaut, screenwriter Al Ramrus, FBI Assistant Director William Baker, Assistant Attorney General Henry Habicht, 10 congressmen and 12 congressional staff representatives. Above left: Arkin and Thebaut. Above right: Assante and Bob McConnell, vice president/Washington, CBS Inc.

ordered satellites from RCA Astro-Electronics in 1982 for its DB: subsidiary, Satellite Television Corp., which went out of business in late 1984. Comsat has tried without success to sell satellite since then. Satellites are still being carried on books with drastically reduced valuation, which Comsat declined to reveal.

White House is expected to nominate Republican Linda Gosden Rolinson, senior vice president of corporate affairs for Warner Amecable Cable Communications Inc., and **for seat on Corporation for Public Broadcasting board**. Formerly director of public affairs with Department of Transportation under then Secretary Drew Lewis, Rolinson would be appointed to seat left vacant by Lillie E. Herndon. **Democrat Louis (Woody) Jenkins**, Louisiana state representative for past 14 years and former radio newsmen and television announcer, had been under consideration but told BROADCASTING last week that he has withdrawn his name from nomination. Herndon seat for five-year term.

In filing last week before Superior Court of State of California attorneys representing **Reliance Insurance Co.** and others who participated with New York-based insurance holding company in its **mid-1985 acquisition of Walt Disney Co. shares**, said they should be given option of rescinding their agreement with Disney in which they sold back to company an 11.1% stake for roughly \$325 million (\$77.50 per share). Reliance group's use of roughly \$60 million profit earned in buyback last June has since been restricted by California judge at request of certain shareholders that accused group of "greenmail" and suggested agreement should be rescinded. Value of Disney stock has risen above \$120 per share, since filing of initial suits, which were consolidated into final complaint several weeks ago. In last week's counter complaint, **Reliance accused Disney of not seeking to end shareholder litigation**, although initial buyback-agreement supposedly released Reliance from legal responsibility. Suit therefore requests Reliance be given option of rescinding agreement (which shareholder suit also requested). If counter complaint is accepted, investor group could realize per profit of over \$200 million. No hearing date has been set.

World Wrestling Federation said it **would offer its Wrestlemania** lineup of wrestling matches as **pay-per-view event on April 7**. Program will air live for three hours in prime time and will be distributed by Titan Sports, parent company of WWF. Retail price will be \$15, split evenly between Titan and cable operators. Titan said it had commitments for program from systems representing 2 million addressable homes and has projected 10% buy rate from estimated 2.5 million addressable homes it expects to have on line by show time. Last March, when *Wrestlemania 1* was offered, Titan said, cable systems carrying event averaged 10% buy rate. Titan also produces wrestling programs for USA Network and, NBC and wrestling cartoon for CBS's Saturday morning lineup.

FCC has approved **sale of Family Television Corp.'s WLFL-TV (ch. 22 Raleigh, N.C., for \$14.5 million to Television Corp. Stations**, which also owns WNRW(TV) (ch. 45) Winston-Salem, N.C. Grant is subject to Television Corp.'s divesting WNRW within 12 months of consummation of deal. Signals of two stations overlap; so Television Corp.'s ownership of both would be in violation of duopoly rule.

FCC has approved **\$350,000 sale of construction permit for WTHX(TV) (ch. 8) Johnstown, Pa., by Laurel Television Inc. to Evergreen Broadcasting Corp.** Evergreen also owns WOPC(TV) (ch. 2) Altoona, Pa. Signals of that station and WTHX would overlap, so common ownership would normally be prohibited under duopoly rule. But FCC granted Evergreen permission to retain both under exception permitting such combinations when one station is operated as satellite of other. In this case, **Evergreen has proposed to operate WOPC "primarily as a satellite" of WTHX.**

CBS last week asked FCC to **dismiss petition to deny sale of its KMOU-TV St. Louis by SPACE**, trade association of home satellite industry. CBS has proposed to sell station to Viacom International. SPACE:

eking to block sale on grounds that network's plan to scramble telite feeds aren't in public interest (BROADCASTING, Feb. 10). In ing with FCC, CBS said its decision to scramble feeds to affiliated stations raised no public interest, statutory or constitutional ues for FCC consideration. "That feed is now, and always has en, intended to be private and is protected from interception nder Section 705 of the Communications Act," CBS said.

ecision came down late last Friday on fate of **CBS Broadcast International** in wake of resignation of Ed Joyce, who was in large of unit until his resignation three weeks ago. Unit, under ay-to-day management of John Eger, senior vice president, CBS orldwide Enterprises, **will report to Van Gordon Sauter**, group ecutive vice president, CBS/Broadcast Group, and president, BS News. Broadcast International, formerly arm of CBS Produc- ns, until decision last year to dissolve motion picture business, responsible for sale and distribution of all CBS-produced news, orts and entertainment programs to markets overseas and, do- estically, to cable, home video and other ancillary markets.

CBS-TV New York will not be in stereo for launch of network's multi- annel sound service with **The 28th Annual Grammy Awards** this esday, Feb. 25. Three other CBS owned stations, in Los Ange- s, Chicago and Philadelphia, will provide stereo sound for three- ur broadcast (see story, page 54, this issue). WCBS-TV had also anted to make switch, but spokeswoman said technical conver- on could not be made in time for show.

ow that merger of **Capcities/ABC Inc.** has been completed, ex- utives of company and of **National Association of Broadcast Engi- ers and Technicians** are headed **back to bargaining table** to renegot- ate contract covering 3,200 employes that expired 11 months o. Negotiators will be meeting starting March 4 at Federal Medi- ion Office in Washington.

Group W Radio will soon institute three new managerial changes: **Avid Graves**, VP-general manager, KFVB(AM) Los Angeles, will ove to newly created spot of VP, planning, Group W Radio; **Stephen Fisher**, district manager, Southwest region, Group W Ca-

ble, Los Angeles, will replace Graves at KFVB, and **Wesley Spencer**, manager of accounting services, Southwest region, Group W Ca- ble, will become controller for Group W Radio, filling spot vacated by Christopher Claus who was recently named VP-general man- ager of company-owned KJOY(FM) San Diego. Group W sold its cable division late last year (BROADCASTING, Dec. 30, 1985).

Six of seven Storer television stations—all but KCST-TV San Diego— have decided to withdraw from National Association of Broadcasters. Under new management edict (Storer was bought last year by Kohlberg Kravis Roberts), decisions concerning trade association membership are to be left up to individual station manager. As cost-cutting measure, new management has also eliminated job of vice president, government affairs, in Washington. It was held by Walter Threadgill.

Syndicast Services, New York-based barter program distributor, has been **sold to Network Film Corp. Ltd.** for undisclosed amount. NFC Ltd. is Sydney, Australia-based 25-year-old animation house that went public last year on Sydney Stock Exchange. It is headed by Michael Milne. NFC formed U.S. subsidiary called NFC Enter- tainment 90% owned by NFC Ltd. and 10% owned by Rothschild Australia Ltd. to buy Syndicast from Admerex International Inc. Len Koch will remain as president of Syndicast.

Canadian Radio-Television and Telecommunications Commission has proposed major overhaul of its cable television regulations. But while changes, CRTC says, will make it easier to introduce new services, existing regulations that are designed to ensure pre- dominance of Canadian television and audio services on cable will be maintained. Systems must devote more channels to Canadian than to foreign services. In other matters, commission proposed new approach to cable rates it says will reduce regulatory burden on systems while allowing it and public to monitor changes in rates. And CRTC's proposal would generally bar advertising on programing channels. Some limited types of advertising would be permitted on channels devoted to nonprograming (e.g., alphanu- meric) services. Proposal would also allow greater opportunities for substitution of broadcasters' over-air signals.

Stricter radiation emissions standards may be on the way

A tightening of federal restrictions on human exposure to radio and TV broadcast tower radiofrequency radiation emissions may be in the works—a move which could increase costs of compliance for broadcasters to as much as \$45 million.

Since the beginning of this year, the FCC has had in place exposure limits based on standards developed through an industry organization, American National Standards Institute (ANSI). But at least three federal agencies, including the Environmental Protection Agency, are moving ahead to establish federal standards for public and occupational exposure and nearly all proposed limits being considered are far more restrictive than the FCC rules.

The commission would probably be pressured to implement any new, more stringent federal standards, particularly those of the EPA, according to FCC RF radiation policy spokesman Robert Cleveland, speaking at a Federal Communications Bar Association seminar in Washington last Thursday, Feb. 20.

The EPA has proposed four regulatory options, two of them are five and 10 times more stringent than limits set by the FCC, the third is identical to the ANSI standard and a fourth option requires no action to be taken. The proposals, completed last June after a five-year effort, had been held up for final approval at the Office of Management and Budget, which argued they could lead to unnecessary regulation ("Closed Circuit," Dec. 9, 1985).

OMB has since reversed itself, cleared the EPA proposals,

and was last week projecting their publication in the *Federal Register* as early as this Tuesday, Feb. 25.

The two other government bodies developing exposure standards are the congressionally chartered National Council on Radiation Protection and Measurement (NCRP) and the Department of Health and Human Services' National Institute of Occupational Safety and Health (NIOSH). NCRP's proposed limits, scheduled for release in April after approximately three years in development, are equivalent to limits set by FCC for occupational exposure but have more restrictive criteria for public exposures. NIOSH recommendations, widely circulated in draft form since last summer, also go beyond ANSI limits. No release of NIOSH recommendations is expected until the latter half of 1986.

Cost estimates prepared by EPA showed that the options would require stations to spend a combined total of, in the worst case, \$45.6 million for compliance, but only \$8.4 million under the less stringent option. The average TV station not in compliance would have the costliest bill, spending from \$23,100 to \$70,300. The average FM would spend from \$6,400 to \$22,000, and an average AM would spend from \$1,300 to \$2,600.

Only between 5%-10% of stations were projected by the FCC to be not in compliance with some aspect of its ANSI limits, Cleveland said, but the figures would rise under stricter rules.

Editorials

The beat goes on

The NAB will never be the same.

On Friday, in Fort Lauderdale, Fla., the National Radio Broadcasters Association voted itself out of one existence and into another: as part of the National Association of Broadcasters. It is a union long sought and as long elusive, and one that—if it lives up to its promise—will strengthen the entire radio industry.

Our attention is caught not by the numbers involved—several hundred NRBA members now have the option to join NAB—but by the energy and spirit they represent. Nowhere will that be more conspicuous than on the NAB radio board, which is about to include such independent thinkers as Bill Clark, Bernie Mann, Carl Hirsch, Sis Kaplan, Art Kellar, Norman Wain, Ted Dorf, Jim Wychor, Gary Grossman, Jeff Smulyan, Art Suberbielle and Marty Greenberg. They'll bring with them a legacy of dedication and activism that characterized NRBA's first 27 years and will enhance the rest of NAB's.

A consummation devoutly to be applauded.

What's in it for whom?

There was little dancing in the suites at last week's Las Vegas convention of people in the business of making, selling and servicing home earth stations for satellite reception. That business has been slowed, some would say derailed, by the scrambling, present and prospective, of satellite signals that used to come in loud and clear. Borrowing from the examples of countless others who have felt put upon, the home dish business is looking for rescue in Washington.

Chairman Tim Wirth (D-Colo.) has scheduled a March 6 hearing by his House Telecommunications Subcommittee on various legislative versions of rescue. One version would impose a federal moratorium on scrambling until a tidy marketplace for scrambled program services had by some miracle been formed. Another would install the FCC as setter and regulator of rates and other conditions of distribution. The point of all is to arrest the natural development of whatever market there may be for scrambled delivery to home dishes.

Understandably, the purchasers of the 1.5 million home dishes now believed to be in use are dismayed by the prospect of paying something beyond the price of their equipment to watch all of that television that has been falling free from the sky. They are further dismayed by the prospect that they will be denied some other programming, broadcast network feeds, for instance, that they have been taking from satellites instead of from terrestrial television stations.

Capitalizing on the predicament of past customers, the home dish business has set out to adapt itself as a principal player in scrambled distribution. For that purpose it is out to block, by whatever means it finds, the entry of cable television operators in the distribution of programming to home earth stations. Wirth's subcommittee and the other sources that will be beseeched for help ought to listen with a cold appraiser's ear.

There is no more evidence of need for federal intervention in scrambling than for federal intervention in, say, the manufacture and marketing of videocassette recorders and recordings or video disks. Scrambled delivery is just another way of moving television programs around. Nor may it be presumed to be the last way that will be invented.

If there is a market to be made for scrambled services, let the play begin without the inhibiting presence of government.

What if...

If other subjects pall, any conversation in Washington communications circles can quickly be revived these days by speculation about the future membership of the FCC.

A seat on the five-member commission is open. A nominee has presumably been selected, but her nomination is yet to be sent to the Senate for its confirmation. The term of the incumbent chairman is about to expire. The incumbent chairman refuses to say whether he wants to stay or go.

In the background is the steady buzz of party politics. There is talk of Democratic senators holding any Reagan nominee hostage to the next elections, when Democrats hope to recapture control of the Senate and thus exert stronger control over the selection of presidential appointees. There is talk of deferring Senate action on any nominee until FCC terms of office are reduced from seven years to five, a correction Congress overlooked in 1982 when it reduced FCC membership to five commissioners from seven.

In these uncertain circumstances, it may be understandable if, as reported, Mimi Dawson's ardor for the chairmanship has cooled. Dennis Patrick shows no similar symptoms, but maybe he knows something others don't know.

Ronald Reagan has encountered problems before when presenting an FCC appointment to the Senate. A nominee named Stephen Sharp was kept on hold for most of 1982 because Senator Ted Stevens (R-Alaska) was miffed over the rejection of an FCC candidate to whom he was committed. Sharp was confirmed only after his FCC term was cut to less than one year in the process of reducing all terms from seven years to five, and, as mentioned on this page at the time, Senator Stevens got six-sevenths of the pound of flesh he wanted.

Maybe it makes sense to reduce FCC terms to make them fit the number of seats on the commission, but that subject deserves study on its own, apart from the selection of an occupant for the seat now open. If Patricia Diaz Dennis is qualified to serve on the FCC, and no one has suggested she isn't, her nomination ought to be sent to the Senate without delay and considered on its merits.

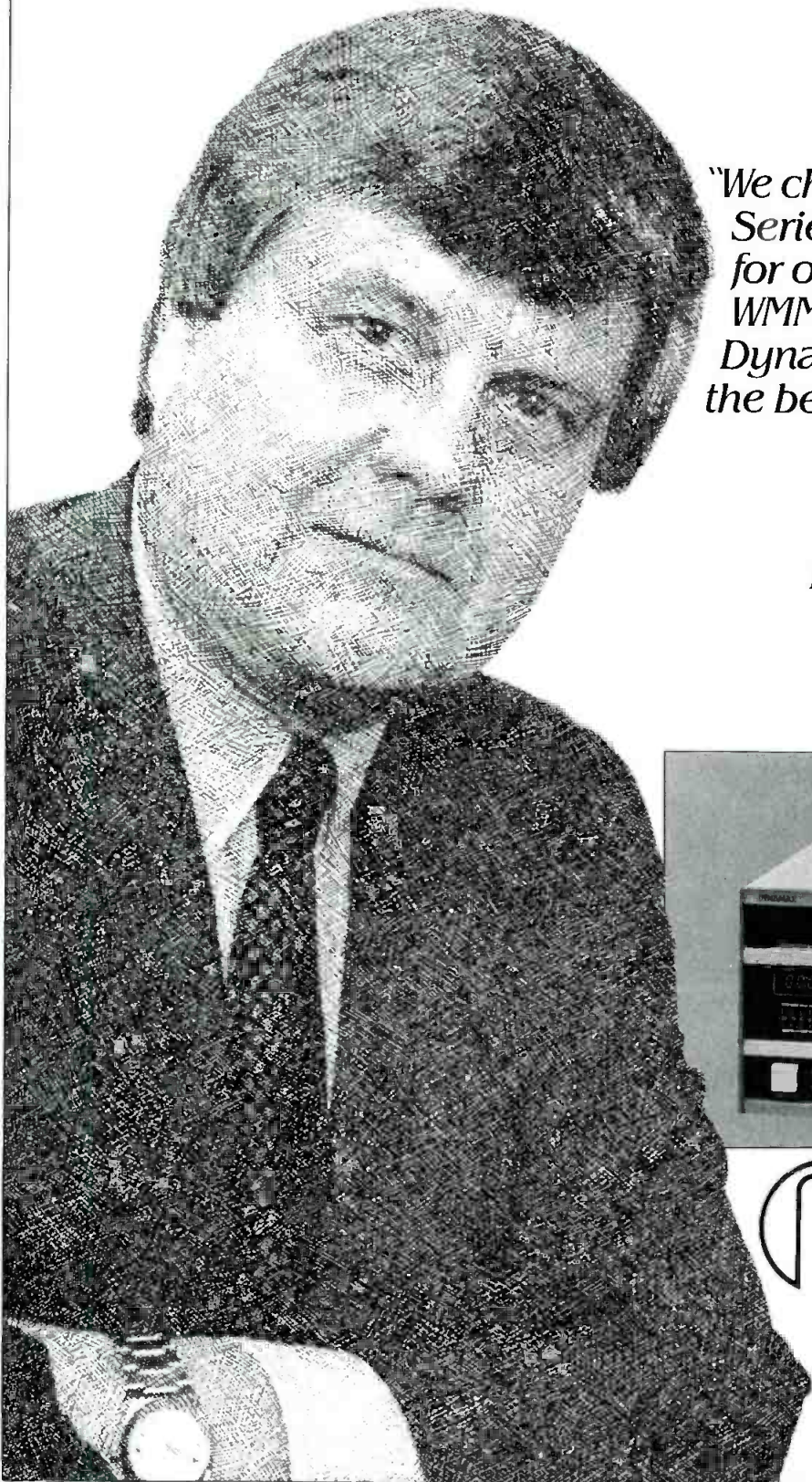
As to Mark Fowler and the chairmanship that ends June 30, if he wants to stay, there would be mixed reactions. There are those in communications who feel naked in Fowler's deregulatory world and who wish for a little more federal presence, especially if it shelters them. Whatever his decision, he has given admirers of the First Amendment new hope.



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