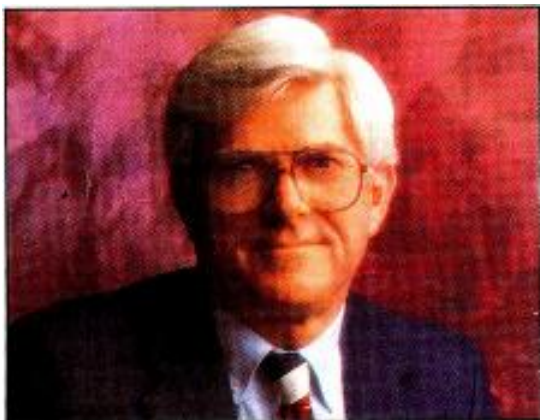


# Broadcasting Jun 16

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# Broadcasting Jun 16

## Supreme Court denies review of Quincy case The changing world of the Washington lawyer Advancing on the NAB board

**QUINCY DECISION** □ Supreme Court denies review of Quincy must-carry case, giving cable First Amendment victory. Broadcasters turn their attention to the compromise now at the FCC. **PAGE 31.**

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**FIRST SHOW** □ NBC's magazine show, *1986*, debuts to mixed reviews. **PAGE 41.**

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**ON THE AGENDA** □ NAB board meets this week in Washington for summer board meeting, with radio restructuring issues topping agenda. **PAGE 43.**

**THE LAW: 1986** □ The Fowler fervor to deregulate has not left the Washington lawyer in the poor house. Indeed, the practice of communications is thriving. **BROADCASTING** examines the changing landscape of communications law and its leading practitioners in the capital. **PAGE 48.**

**NBC LUAU** □ NBC affiliates celebrate first prime time win in Maui. General Electric takeover closes early. Tartikoff signs new contract. Eskridge details 1988 Olympics package. **PAGE 59.**

**MEETING IN ST. LOUIS** □ NATPE to hold second annual production conference. **PAGE 65.**

**ANOTHER WIN** □ NBC wins prime time ratings and also takes evening news race. **PAGE 65.**

**DEMO LEAD** □ Nielsen reports NBC's lead in key demographics for second quarter. **PAGE 66.**

**VOICE OF NPR** □ Susan Stamberg, as co-host of National Public Radio's *All Things Considered*, has carved herself a niche in the Fifth Estate. **PAGE 87.**

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## Deregulatory trap?

FCC Chairman Mark Fowler and Commissioner Mimi Dawson are still discussing advisability of her proposal to eliminate all regulation of programming except that required by Communications Act (BROADCASTING, May 5). Some broadcasters are said to think law eliminating comparative license renewal is needed first. Major concern is that Dawson's proposal, under present law, might undermine renewal expectancy, which gives broadcaster edge over license challengers at renewal time.

In past, renewal expectancy has been upheld by courts when based on showing of service to public through licensee's past nonentertainment programming. Some broadcasters are said to be concerned that Dawson proposal would prevent FCC from considering their programming at renewal time, giving them less ammunition for warding off challengers. There's also concern that courts wouldn't buy renewal-expectancy scheme that's not based on past programming.

## Harmonizing

All-Industry Radio Music License Committee is said to be on verge of agreement with American Society of Composers, Authors and Publishers (ASCAP) for music licenses. Although "rate court" proceedings commenced earlier this year in effort to resolve dispute concerning music license rates (BROADCASTING, Feb. 24)—industry has been operating with interim licenses since last contract expired on Dec. 31, 1982—both sides have since gone back to bargaining table ("Riding Gain," May 5.) Parties, however, have remained silent on recent round of talks.

## Cooling off

Tensions between Justice Department and NBC over some of network's news operations may be easing. Word out of department last week was that, in case of Abul Abbas interview, small piece of which was broadcast on May 5, Justice is "more optimistic" about reaching negotiated settlement without resorting to issuance of subpoena. However, it was not clear precisely what Justice is seeking. It had been after tapes of complete interview with man said to have masterminded hijacking of Achille Lauro cruise ship and killing of American. But NBC News plans to include substantial portion of interview—which ran about 75

minutes—in special on Achille Lauro affair Tuesday (June 17) night. So "outtake question is over," according to one source close to negotiations. But Justice is also said to be interested in obtaining details of interview—how it was arranged and where it was held. Matter could come to head this week.

Justice has also been looking into whether NBC News violated espionage law with story on U.S. spying capabilities done by James Polk in connection with Ronald Pelton trial on spy charges. CIA director William Casey had asked department to bring charges (BROADCASTING May 26). But last week, matter seemed to be fading rapidly as matter of interest to Justice. "I see no movement" on Casey request, said official.

## Doctor's orders

Although no network is yet making money off prescription drug advertising directed to consumers, Lifetime Cable Network may be first to benefit from opening of marketplace by Food and Drug Administration. Basic cable channel has just received A.C. Nielsen qualitative survey of "Doctor's Sunday" audience which, in addition to target audience of prescribing physicians, includes over 5.5 million nonphysicians, including high proportion of patients with treatable illnesses or nonprescribing medical personnel with influence on prescription decisions. Lifetime up to this point has been content to sell only high cost-per-thousand target audience. Drug manufacturers have been wary of advertising prescription drugs to consumer audience because of FDA required listing of side-effects.

## Digital hit

Sales appear to be taking off for industry's newest-generation videotape recorder, digital component DVR-1000 of Sony, despite hefty price tag of \$120,000. One source places number sold at 200 since system was introduced during last April's National Association of Broadcasters equipment exhibition in Dallas. Since most of Sony's early sales were to post-production facilities greatly interested in using machine's multigenerational capabilities in editing and graphics applications, it is likely subsequent sales came largely from same industry segment. Key Sony officials were not available late last week for comment on product's penetration.

## Out to lunch

Job of minimizing preemption of ABC's daytime programming is not easy for Jo Ann Emmerich, vice president, daytime programming. Her request for support of schedule, made at annual affiliates meeting in Los Angeles two weeks ago, was given little help by affiliates' awareness that several of parent company's owned stations—those previously in Capcities group—continue to preempt daytime schedule for noon news break. Reasoned one affiliate: If network can't keep own team in line, why should he be expected to give total support to schedule? General manager at one Capcities station said no request has been made to dispense with lunchtime news to accommodate such shows as *Love American Style* or *Ryan's Hope*.

Similarly NBC officials may find it hard to convince General Electric's KCNC-TV Denver to dispense with noon news in favor of network fare. Call letters of that station stand for "Colorado's News Channel."

## Nudge in north

FCC Chairman Mark Fowler, in Vancouver, B.C., last week to deliver speech to International Symposium of Ministers of Communications, reportedly took occasion to lobby Mexican representatives to urge appropriate Mexican officials to sign AM treaty that would enable 2,300 U.S. AM daytimer stations to operate up to two hours after sunset and permit another 350 operating on Mexican clears to operate full time. U.S. and Mexico reached agreement in principle on new pact last summer (BROADCASTING, Aug. 25, 1985). Getting actual signatures on pact has proved to be elusive task ("Closed Circuit," June 9).

## Dull mail

It appears that broadcasters have not been all that successful in bringing congressional pressure to bear on FCC on must-carry proceeding thus far. FCC, according to commission records, received only 28 written congressional inquiries on must carry from April 11 through June 12. Only four of those letters indicate support for compromise rules proposed by major industry trade associations. In majority of others, congressmen have merely forwarded letters received from industry constituents without indicating position on issue themselves.



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## Burgeoning world of cable programming

### Annual press tour at cable forum finds growing variety of shows and services for basic and pay

The National Cable Forum, the annual programming gathering for journalists, was a four-day window to the software side of the cable industry. As such, it showed cable programming to be emerging from a constantly evolving group of companies, whose strategies and fortunes often correspond to changes in the industry. While the broadcast networks have recently cut the length of their press tours, this year's cable event was a half-day longer to accommodate more extensive presentations by cable programmers.

The many announcements at this year's forum, held at the Beverly Hilton in Los Angeles, showed basic cable networks still searching for the right formats, but growing healthier in the process. Meanwhile, most of the pay cable networks were trying to find the best strategy to help them break out of the current plateau—or even decline—in subscriber levels.

Among the many announcements certain themes recurred:

- An increased use of schedule grids and program blocks. As more product is made available to the cable networks, they are able to organize material in once-a-week time periods, either by shows, themes or day-parts. Among channels announcing major changes in their scheduling were Tempo, The Discovery Channel, The Movie Channel and The Weather Channel.

- Greater use of personalities. Channels such as Lifetime and The Movie Channel announced hosts for movies. Live talent is supposed to give the channels a stronger identity than taped "interstitial" material, and do a better job at retaining viewers between programs.

- Talk about buying "big-ticket" items for cable. This year, several channels said they would consider making a bid for at least part of the National Football League telecast rights. Other channels, such as Lifetime and USA Network, are candidates for improving their programming with money received from cable operators.

- Purchasing exclusive programming rights to theatrical films was discussed by HBO, Showtime and The Disney Channel.

Following are rundowns of some of the cable service's presentation.

### HBO increasing number of made-fors; de-emphasizing foreign co-productions

After signing a multi-million dollar movie agreement with Warner Communications two weeks ago ("In Brief," June 9), Home Box Office executives at the cable forum were instead emphasizing the pay channel's original product. In particular, the Time Inc. subsidiary said it will expand its offering of made-for-TV films, previously under the name of HBO Premiere Films, and now to be called HBO Pictures. Rick Bieber, senior vice president, HBO Pictures and Programming Operations, said that the channel's made-for movies scored highly in subscriber satisfaction surveys. An additional benefit of the channels was that they could be marketed abroad as theatrical films.

HBO said it plans to increase the number of made-for-HBO productions in 1987 by

50% over 1986—when budgetary restraints held down production—and that the channel should begin showing one presentation a month by mid-1987. Bieber said that HBO Pictures would include additional productions on newsmaker figures, such as *Murrow* and *Sakharov*, and would expand the number of genres it currently offers. Bieber added: "We are spending a lot of time on quality of execution." Seth Abraham, senior vice president, programming operations, said the increase of original programming was especially important for prime time and weekend, which he called the "bread basket" of the pay service.

Abraham said the channel produces "a little more" sports than it used to and did not rule out the possibility that HBO might bid for part of the NFL rights.

Being de-emphasized on HBO are mini-series, especially foreign co-productions. HBO Inc. Chairman and Chief Executive Officer Michael Fuchs said that the networks had "overdosed" on mini-series. He also said that since many foreign production fees were based upon length, the mini-series were often unnecessarily long and turgid. Concerning theatrical films and pay television, the HBO executives who appeared at the forum on Friday said that the situation is different today than it was several years ago. Fuchs said that the HBO/Warner deal, which may result in the pay service buying exclusive rights, was done purely as a defensive measure. He said recent exclusive movie purchases by Showtime/TMC did not make sense in today's industry environment. Exclusivity, he said, was like saying: "Let's create two different brands. But the cable operator doesn't want to sell two different brands any more."

Although Fuchs said that individual movies were no longer as valuable to HBO as "Jaws" once was, they were still "two-hour blocks" of programming that were important to HBO and co-owned Cinemax. Fuchs said that, in fact, HBO Inc. had "bought much deeper than before," and that part of the recently signed Warner agreement "was a [film] library deal."

HBO is currently test-marketing a third



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pay-channel, Festival, to 850 homes. The service has no "R-rated material," said Fuchs. "We will stay away from the sophomoric and the violent." Part of the current testing is to see how it should be priced, said the HBO Inc. chairman, but he judged it would be priced similarly to HBO and Cinemax. There is a chance HBO will roll it out more quickly than initially planned, he added.

Subscriber levels for the first three to four months of this year are "down a little," said Fuchs. The HBO chairman acknowledged that pay subscriber levels were being affected by VCR's: "I don't know how dramatically." As for the deregulation of basic rates, Fuchs said, "If the cable operator is licking his lips on basic and not paying enough attention to pay, I think that will straighten itself out. Until then, it will be the second, third and fourth pay tiers that will suffer," said Fuchs.

### Showtime/TMC continues its exclusive movie policy

Showtime/The Movie Channel Inc. has generated some doubts with its recent strategy of signing exclusive contracts for theatrical films with Hollywood studios. But rather than retreat, the pay cable subsidiary of Viacom announced yet another exclusive deal at the National Cable Forum, this time with Dino DeLaurentiis for 10 films.

Peter Chernin, Showtime's executive vice president of programming and marketing, said that with other recently signed exclusive contracts, including those with The Cannon Group, Touchstone Films and Atlantic Entertainment, Showtime/TMC now had available 40%-50% of Hollywood's film product. Consumers' realization that they will miss that number of movies if they do not subscribe to Showtime/TMC will take "quite some time," but Chernin said the company would try to accelerate that process and was "looking to develop a significant consumer advertising campaign that will probably develop in the fourth quarter."

Showtime/TMC has not bought a duplicated movie this year, said Fred Schneier, senior vice president, program acquisition and enterprises. And it intends not to buy any movies from Warner Brothers, which recently signed a nonexclusive agreement with HBO (Showtime's decision could raise the cost to HBO for the Warner movies.)



De Laurentiis



Chernin

Justifying the exclusivity strategy, Chernin said, "Our research and clearly the research of every cable operator we deal with shows the major problem of pay services to be repetition and duplication." What differentiates the current strategy from previous exclusive contracts is its goal of a "critical mass" of programming. Said Schneier: "Exclusivity only makes a difference when you are long enough and strong enough." He said the contracts would give Showtime/TMC 200 films over the next four years, or enough for an exclusive film every week, and that the company intended to have all its first-run movies as exclusives by 1990.

The senior vice president said exclusivity would reduce the pressure to "front load" films, running them as soon as the studios released them to the pay window, allowing the pay channels instead to run them when they were most appropriate.

Chernin said that exclusivity was clearly a strategy for a second-place service, and was an attempt by Showtime to get into the roughly seven million homes that HBO has to itself. "There is nothing wrong with multipay; you just have to be able to show a differentiation among the services."

Officials of The Movie Channel discussed the *VCR Theater*, a regularly scheduled movie block designed for subscriber taping. Josh Sapan, senior vice president, marketing and creative services, said the 3 a.m. movies were "designed to combat business lost to video rental stores." Another new development at the all-movie channel was the increased use of hosts for the movies. Jim Miller, senior vice president of program planning, said The Movie Channel has now gone to weekly scheduling, with 15-20 movies shown "during the course of that week that then will go away for quite some time."

### Disney to boost production of original material, double its purchases of feature films

Executives of The Disney Channel told the National Cable Forum that the pay service was the fastest growing in America, its ratings were high and churn was low. Yet the channel's newly appointed president, John F. Cooke, said scheduling and programming were still being juggled because it could not afford to rest on the Disney name's attraction to viewers.

Cooke said that at the end of 1985 there were 2.55 million subs, and that each month of this year has seen an increase. Cooke said that viewing of the channel in Disney households—two-thirds of which have children, twice the national average—is higher than that of any other option, including the broadcast networks. Concerning churn, Cooke said information provided by cable operators did not give an accurate assessment, but Disney, because it is the only cable channel that provides a monthly magazine to its subscribers, is able to track and question subscribers using the magazine's mailing list. Disney's research indicates that the channel's "churn factor was low compared to other pay networks."

Stephen Fields, vice president, consumer marketing, said that VCR's apparently were not a significant threat to the channel. "Well over half of our subscribers currently have VCR's. In recent promotions over half of new subscribers already own a VCR."

Nor, said Cooke, was there a danger of overexposure of the Disney name from *The Disney Sunday Movie* on ABC. "Twenty-two-plus million Americans get to see that there is a contemporary Disney product. To the extent that people begin to believe that Disney is a contemporary place for television... then I think it helps us."

Original programming currently constitutes 40%-45% of Disney's programming which Cooke said he would like to see "enriched just a little bit." New production efforts for the channel will include two situation comedies, six made-for movies per year and two children's program series, one for pre-school (ages 2-5) and one for ages 8-11.

Bruce Rider, vice president, programming, said that The Disney Channel would be buying "twice as many films as in the past, more recognized films and exclusive. We feel that by being a new competitive buyer we will stimulate production of all kinds of children's films." Cooke said that Disney's competition for purchasing family programming includes Showtime, HBO, WTBS Atlanta and CBN.

Rider also said that the channel had made some scheduling changes to more sharply define programming by dayparts. "It is our feeling that pay television scheduling has not been as consistent as could be."

### USA working on more first-runs; may bid for NFL TV rights

USA Network began showing first-run programming for the first time last year, and is pleased with the results. "It is our intention

Cable forum coverage continues on page 67.



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<b>Sitcom Packs in Dallas***</b>	<b>47</b>
Barnaby Jones	34
Barney Miller	39
Diff'rent Strokes	39
All In The Family	42
Happy Days Again	44
Andy Griffith	42
Hart To Hart	42
Hawaii Five-O	28
Hogan's Heroes	33
I Dream Of Jeannie	42
The Jeffersons	48
Beverly Hillbillies	43
Alice	44
Good Times	47
Laverne & Shirley	45
Mork & Mindy	39
Dukes of Hazzard	33
Too Close For Comfort	48
Gimme A Break	52
M*A*S*H*	46
Three's Company	43
Brady Bunch	29

\*Feb. 1986 NSI Report on Syndicated Programs  
\*\*Houston July 1985 NSI  
\*\*\*KTVT Dallas ranked #1 women 18-34, 18-49 5-30 p.m. seven stations in the market. (formerly titled Summer Gold) July 1985 NSI

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# Business Briefly

## TV ONLY

**TransWorld Shoes** □ Kangaroos shoes for youngsters will be promoted in four-week flight starting in mid-August in 15 to 25 markets. Commercials will be placed in early fringe and in children's segments. Target: children, 6 to 11. Agency: Kenrick Advertising, St. Louis.

**Sony Corp.** □ Company said it has launched its largest advertising campaign in history to support its growing line of 8 mm video products. Commercials will be carried in all dayparts on television in 10 major markets. Campaign will run throughout summer. Target: adults, 21-54. Agency: McCann-Erickson, New York.

## RADIO ONLY

**Michigan Bell Co.** □ Company is completing plans to conduct four-week campaign in various Michigan markets this week. Commercials will be presented in drive times. Target: men, 25-64. Agency: Ross Roy, Detroit.

**Jay Jacobs** □ Women's fashion outlets will begin back-to-school sales campaign in 37 markets for three weeks, starting in mid-August. Commercials will be placed in drive periods. Target: women, 12-24. Agency: Elgin Syferd, Seattle.

## RADIO & TV

**Pilgrim's Industries** □ Company's chicken frankfurters will be spotlighted in eight-week flight starting in late June in markets including Houston, Dallas, Shreveport, La., and Tyler, Tex. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Arnold/Foster/Sherrill/Carrithers, Dallas.

**First Union National Bank** □ Campaign was launched last week in six markets in Florida to advertise newly acquired banks. Flight will last until November. Commercials will be positioned in all dayparts. Target: adults, 25-54. Agency: William Cook Advertising, Jacksonville, Fla.

**Texas Wet** □ New soft drink will be

introduced on July 1 with summer flight in Texas in Austin, Brownsville and Waco. Commercials will be set in all dayparts. Target: adults, 18-34. Agency: Arnold/Foster/Carrithers, Dallas.

**Grossman Inc.** □ Building materials retailer will hold one-week flight in mid-June in 58 radio and three television markets. Commercials will be carried in all time periods. Target: men, 25-54. Agency: Emerson Lane Fortuna, Boston.

## Rep Report

WOLF-TV Wilkes-Barre-Scranton, Pa.: To Independent Television Sales (no previous rep). □

KBBJ(AM)-KMID(FM) Tulsa, Okla.: To Hillier, Newmark, Wechsler & Howard from McGavren Guild. □

WHNN(FM) Bay City, Mich.: To Republic Radio from Select Radio. □

KPLM(FM) Palm Springs, Calif.: To Katz Radio from Selcom Radio.

## SUCCESSFUL AUTOMATED RADIO DEPENDS ON THE PARTNERSHIP

This partnership formed between The Station, Programming Syndicator and Automation Vendor, assures success in a number of ways.

- Positive programming control and discipline
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CONCEPT PRODUCTIONS - Roseville, California  
DIGITAL PROGRAMMING, INC. - Van Nuys, California  
DRAKE-CHENAULT RADIO CONSULTANTS - Canoga Park, California  
FM-100 - Chicago, Illinois

KALAMUSIC - Kalamazoo, Michigan  
MEDIA GENERAL BROADCAST SERVICES - Memphis, Tennessee  
THE MUSIC WORKS, Inc. - Nashville, Tennessee  
PETERS PRODUCTIONS, INC. - San Diego, California  
RADIO ARTS - Burbank, California  
REAL RADIO COMPANY - Pasadena, California  
SATELLITE MUSIC NETWORK, INC. - Dallas, Texas  
TM COMMUNICATIONS, INC. - Dallas, Texas  
TRANSTAR - Denver, Colorado

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WAGG/WENN  
Birmingham, AL

WBZ  
Boston, MA

WBLK  
Buffalo-Niagara Falls, NY

WXRT  
Chicago, IL

KIKX AM/FM  
Colorado Springs, CO

WRCG/WCGQ  
Columbus, GA

WKXC/WWKZ  
Columbus-Tupelo, MS

KCCT  
Corpus Christi, TX

KDAE/KIOU  
Corpus Christi, TX

KEGL  
Dallas, TX

KNUS/KBPI  
Denver, CO

KOSI  
Denver, CO

KEZW  
Denver, CO

WXYT/WNTM  
Detroit, MI

KSMK  
Flagstaff, AZ

WTPA  
Harrisburg, PA

WCCC AM/FM  
Hartford-New Britain, CT

KKUA/KQMQ  
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KODA  
Houston, TX

WJMW/WZYP  
Huntsville, AL

WSLI/WYYN  
Jackson, MS

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Jacksonville, FL

KLSI  
Kansas City, MO

WOKI  
Knoxville, TN

KYKZ  
Lake Charles, LA

KXTZ  
Las Vegas, NV

KIQQ  
Los Angeles, CA

KFWB  
Los Angeles, CA

KYKS  
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WDDO/WPEZ  
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WHIT/WWQM  
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We're Select Radio Representatives. Radio's newest national representation company. We're a lot different than most of the newcomers you'll hear about. Because we've already got a heritage of success. But you may still wonder who we are.

We were born when Selcom and Blair/RAR merged.

**Now two great firms have become a better one.  
Select Radio Representatives.**

The Select Difference.

Select Radio represents great stations in major markets. We're a winning team of experienced sales people.

We begin as a successful, independently managed company headed by Frank Oxarart. And as part of Blair's Radio Representation Division, we have incredible resources to call upon when needed.

We have a select and limited list of client stations. And we understand the kind of time and attention they need—to win maximum national dollars. Plus, we have quality research. And a regionalized organization that speeds important station information to media buyers and clients.

But we're not for everyone. Only great stations with greater expectations of excellence.

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REPRESENTATIVES**



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Oklahoma City, OK  
WDIZ  
Orlando, FL  
KYW  
Philadelphia, PA

WPGR/WSNI  
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Rochester, NH  
WBRU  
Providence, RI  
WDUR/WFXC  
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Richmond, VA  
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Salt Lake City-Ogden, UT  
KEDA  
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KQXT  
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Sarasota, FL  
KLTH  
St. Louis, MO

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Syracuse, NY  
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Tulsa, OK  
WUTQ/WOUR  
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1290 AVENUE OF THE AMERICAS NEW YORK, NY 10104 212-603-6200



**RADIO  
REPRESENTATION  
DIVISION**

## Advantage

**Another agency merger.** HBM/Creamer, New York, agency with billings of about \$400 million, has been acquired by British publicly held company with billings of about \$200 million. The sales price is approximately \$50 million. WCRS Group PLC, buyer, owns number of agencies, notably Wight, Collins, Rutherford, Scott Advertising. Among Wight, Collins clients in Britain are ITT Consumer Products, Kitchens of Sara Lee, Prudential and BMW. HBM/Creamer is privately held agency with about 70 shareholders among its 750 employees. Among its clients are Nestle Enterprises, ITT Sheraton, Bank of Boston, Raytheon, Parker Brothers, Stanley Tools and A&W Root Beer. Creamer WCRS Group transaction is latest in list of mergers by larger agencies in past year. Consolidations have included BBDO International with Doyle Dane Bernbach and Needham Harper Worldwide; Backer & Spielvogel with Saatchi & Saatchi; Ted Bates Worldwide with Saatchi & Saatchi and Bozell & Jacobs with Kenyon & Eckhardt. On smaller scale, Ogilvy & Mather Direct reported last week it has acquired another direct marketing agency, Targeted Communications Corp., Falls Church, Va. Ogilvy Direct says it is largest direct response agency in world with billings of \$400 million. Targeted Communications reports annual billings of \$15 million.

**New name.** New holding company that will result from proposed merger of BBDO, Doyle Dane Bernbach and Needham Harper Worldwide has been named Omnicom Group. Allen Rosenshine, who has been designated chief executive officer of holding company, noted that "we would not use any of agency names since we wanted them to retain their brand identities." Merger plan was announced in late April (BROADCASTING, May 5).

**Tobacco ban.** Legislation was introduced last week in House to ban all forms of tobacco promotion including magazine and newspaper ads, billboards, posters and athletic sponsorships. Bill's author is Representative Mike Synar (D-Okla.) who argues that Congress has authority to limit commercial speech when government interest is involved, such as 350,000 cancer deaths caused by tobacco products. Broadcast advertising of cigarettes has been banned since 1971, and this year Congress passed legislation banning broadcast and cable ads of smokeless tobacco products. Under bill, promotion of cigarettes, cigars, pipe tobacco, snuff and chewing tobacco would be prohibited.

# SUNBELT

**Class C FM Country station for sale!**

**Projected annual growth in radio revenues of 9.96% through 1990**

**1985 Gross Sales - \$1,187,785**

**Net Operating Income (CF) - \$200,000**

**1986 Projected Gross Sales - \$1,239,200**

**1986 Net Operating Income (CF) - \$300,000**

**Only Country Station in Market!**

**Full-Time AM, CP included**

**Broker and Direct inquiries welcome!**

**Qualified buyers only, please**

**BOX E-63, BROADCASTING**

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1735 DeSales Street, N.W., Washington 20036  
Phone: 202-638-1022

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Founded 1931. Broadcasting-Television \* introduced in 1946. Television \* acquired in 1961. Cablecasting \* introduced in 1972 □ \* Reg. U.S. Patent Office. □ Copyright 1986 by Broadcasting Publications Inc.



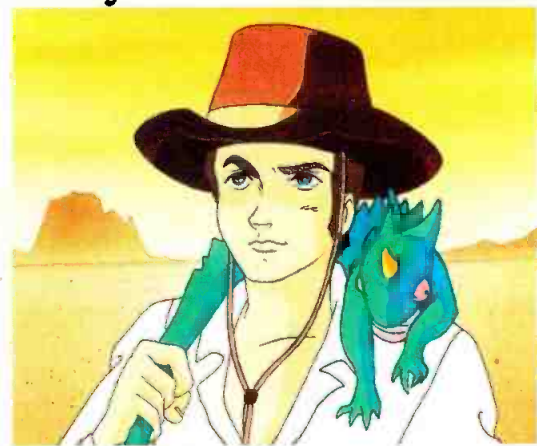
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## SABER RIDER AND THE STAR SHERIFFS

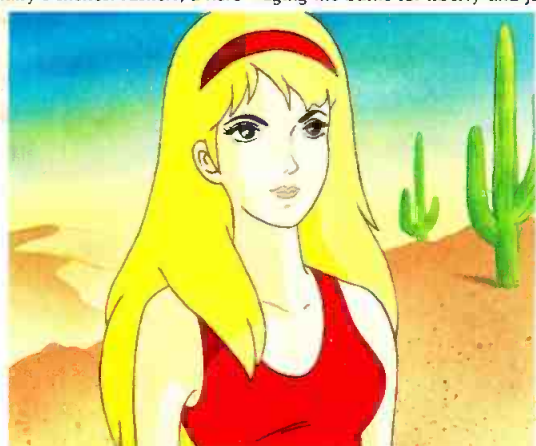
An out-of-this-world futuristic fantasy with a Western twist.



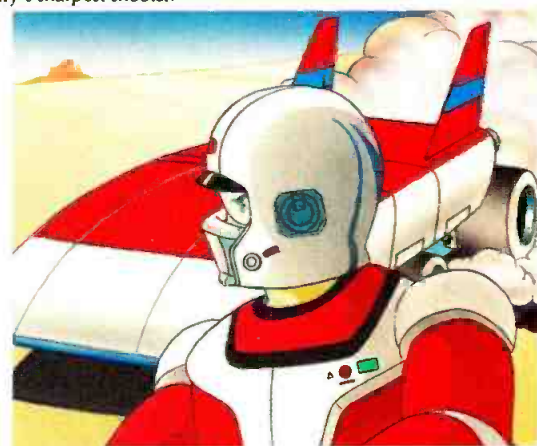
**Saber Rider** A handsome leader on his magnificent Steed pitted against the galaxy's slickest rustlers, a hero waging the battle for liberty and justice.



**Colt** The bold teenage cowboy pilot of the flashy Broncobuster. he's the galaxy's sharpest shooter.



**April** The heartthrob of the whole galaxy and a cool and steely defender in the face of danger.



**Fireball** The teen idol behind the wheel of his Red Fury racer.

**Warning** Dangerous to the competition! They're armed with what it takes to bring you the audience and the ratings you want.

Saber Rider and the Star Sheriffs. Brought to you by the producers of the intergalactic mega-hit, Voltron.

Combine the legendary honor, virtue and individualism of the Wild West with vibrant, extra-terrestrial adventure.



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Saber Rider and the Star Sheriffs, years ahead of the competition, has the driving excitement of MTV™ and the "magic" of classic animation.

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65 episodes available for Fall 1987.

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# Monday Memo

A commentary on radio in the Supreme Court from Ron Nessen, VP, news, Mutual Radio Network, Arlington, Va.

## 'No' to the public's right to know

The role of the Supreme Court in the American system is to protect and enhance the democratic rights and freedoms of individuals and institutions as guaranteed by the U.S. Constitution. Right? Right.

But the current chief justice, Warren E. Burger, has imposed severe limitations on the public's right to know and on the media's freedom of the press by restricting news coverage of the Supreme Court itself and by prohibiting any broadcast coverage. Mutual recently experienced first-hand the chief justice's well-known dislike for the media, which often seems to border on contempt.

The episode began when Mutual's legal correspondent, Steve Nevas, with my encouragement, wrote Burger a letter requesting permission for our network to broadcast the two hours of arguments before the Supreme Court on the constitutionality of the Gramm-Rudman-Hollings budget-cutting mechanism, scheduled for April 23.

Nevas noted in his letter that Burger, in a speech to the National Press Club in December, seemed to imply that he might look favorably on broadcast coverage of the court if the entire arguments were carried without editing. Nevas assured Burger that Mutual's coverage of the Gramm-Rudman arguments would be broadcast live, uninterrupted and unedited. He further noted that Mutual would not even need to install microphones or cables, that we would pick up the sound from the court's already-installed and high-quality address sound system.

Burger wrote back a terse letter saying it was "entirely incorrect" to suggest that he had implied that there were circumstances in which he would favor television coverage of Supreme Court proceedings.

You can imagine what a warm feeling it gave me to learn how little the chief justice knew about Mutual Broadcasting.

Naturally we sent a letter back advising Burger that Mutual is radio only, trying to allay whatever concerns he might have about cameras and lights that would be involved in television coverage.

What goes on behind the scenes at the Supreme Court is among Washington's most closely guarded secrets. However, we did learn that various staff members at the court and even one justice were nudging Burger toward granting Mutual's request. We decided to sweeten our offer in hopes of winning approval. Steve Nevas wrote still another letter offering to make the broadcast of the Gramm-Rudman arguments available free to all networks and all radio stations—Mutual affiliates and nonaffiliates alike—without commercials and on both of our satellites, Satcom 1R and Westar 4, which are accessi-



Ron Nessen is vice president of news for the Mutual Radio Network, Arlington, Va. He began his journalism career at radio stations in Virginia and West Virginia and a newspaper in Maryland before becoming a correspondent for NBC News. In his 12 years with NBC he covered a variety of domestic and foreign assignments including the Vietnam War, the White House and several political campaigns. In 1974 he became press secretary to President Gerald Ford and served until January 1977.

ble to virtually every radio station in America. Nevas emphasized the "overriding public interest in and concern with" the Gramm-Rudman budget legislation.

The chief justice obviously places his own hard-nosed attitude toward the press above the public interest and the public's right to know because he fired off a two-sentence letter dated March 6 declaring: "It is not possible to arrange for any broadcasting of any Supreme Court proceeding." The man knows how to write a rejection slip.

And just in case we missed his message, he scrawled across the bottom a hand-written note in blue ink: "When you get cabinet meetings on the air, call me!"

A Burger aide at the court later tried to dismiss the postscript as an attempt at humor. Most who read it interpreted it as arrogance. And it certainly missed the point. We did not propose broadcasting the private conferences of the justices any more than we would propose broadcasting the private deliberations of the President's cabinet or the private discussions of congressional leaders. What we proposed was that the public hearings of the Supreme Court—now open to ordinary citizens and to the print press—also be open to the broadcast press, just as public meetings of the Senate and House, and of the White House and other executive agencies are open to the broadcast press.

Ironically, just a few days before Burger's rejection, the Senate voted, after years of debate, to open its sessions to radio and television coverage. The Supreme Court is the last of the three branches of our government to hold out against letting the public see and hear how the public's business is conducted.

You can be sure Mutual will continue this fight to broadcast Supreme Court proceed-

ings. And we have picked up significant support for this fight.

Reporter Tony Mauro, who covers the court for *USA Today* and is a member of the Freedom of Information Committee of the Society of Professional Journalists, Sigma Delta Chi, called it an "outrage" that Burger could "single-handedly keep a co-equal branch of government out of the 20th century." Mauro said it was "an unbelievable irony" that the Supreme Court is the only branch of the government that shuts out broadcast coverage of its public sessions "since the court is supposed to be the guardian of the First Amendment."

*The National Law Journal*, the weekly newspaper of the legal profession, also supported Mutual against Burger. An editorial in the *Journal* said: "Try as we may, we still can't think of any good reason why he should oppose such broadcasts." Burger's ban on broadcasting court proceedings, the *Journal* continued, "is anachronistic and unconvincing."

BROADCASTING also came out with a strong editorial in its March 21 issue supporting Mutual's efforts. BROADCASTING got in a nice zinger by recalling that Burger himself had written a 1981 opinion, in the case of *Chandler v. Florida*, upholding the rules in Florida state courts allowing television and radio coverage of trials.

Following Burger's rejection of our request to broadcast the Supreme Court's hearing on Gramm-Rudman, seven journalistic organizations sent the chief justice a letter on April 14, requesting that he reconsider our proposal.

On April 19, Toni House, chief spokesperson for the court, wrote to the seven organizations, saying the full court had voted against allowing Mutual to broadcast the Gramm-Rudman argument. Although we lost, this represented two significant advances: It was the first time the justices had officially voted on the issue of opening the court to broadcast coverage, and three justices voted to allow Mutual coverage: William J. Brennan Jr., Thurgood Marshall and John Paul Stevens. The only other development of note is that on April 22, the National Press Club staged a debate on broadcasting Supreme Court proceedings, with Mutual's Steve Nevas as one of the participants.

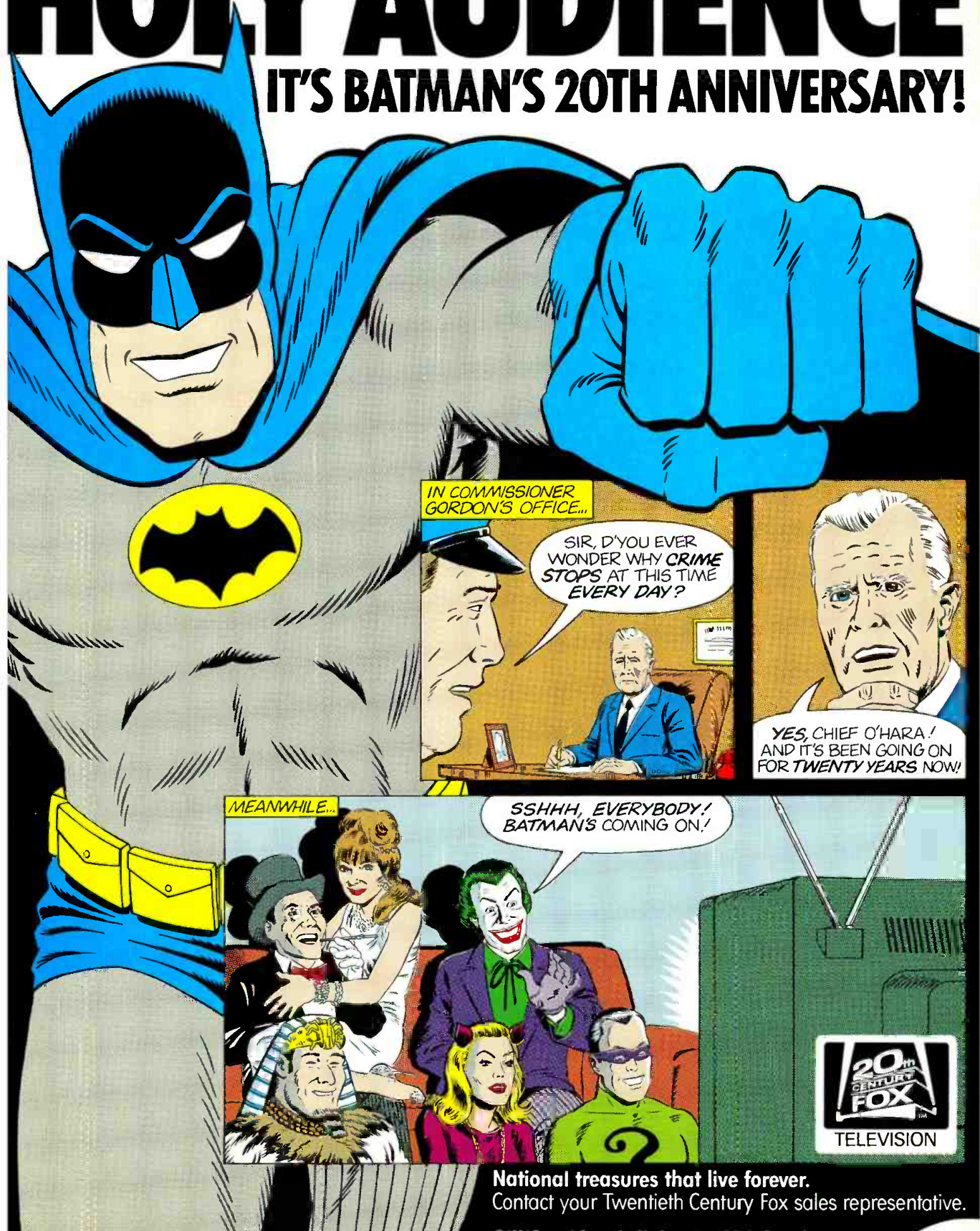
Right now, Mutual and the seven journalistic organizations are considering their next move in the continuing effort to persuade the Supreme Court to join the other two branches of government—in allowing broadcast coverage of its open, public sessions.

As one part of this continuing campaign we are reviewing cases due to be heard next session to find those of overriding public interest; we will renew our request for permission to broadcast them.



# HOLY AUDIENCE

IT'S BATMAN'S 20TH ANNIVERSARY!



IN COMMISSIONER GORDON'S OFFICE...



SIR, D'YOU EVER WONDER WHY *CRIME STOPS* AT THIS TIME EVERY DAY?



YES, CHIEF O'HARA! AND IT'S BEEN GOING ON FOR *TWENTY YEARS* NOW!

MEANWHILE...



SSHHH, EVERYBODY! BATMAN'S COMING ON!



National treasures that live forever.  
Contact your Twentieth Century Fox sales representative.



# Datebook

## This week

**June 15-17**—Virginia Cable Television Association 20th annual convention. Pavilion Tower hotel, Virginia Beach, Va.

■ **June 15-18**—Colorado Broadcasters Association first radio/television management seminar. University of Colorado, Boulder, Colo.

**June 15-19**—Nebraska Videodisk Design Workshop, sponsored by Videodisk Design/Production Group, Nebraska ETV Network/University of Nebraska-Lincoln. Lincoln, Neb. Information: (402) 472-3611.

**June 16-19**—NBC consumer press tour, sponsored by Television Critics Association. Century Plaza hotel, Los Angeles.

**June 16-19**—North American Television Institute seminar. L'Enfant Plaza, Washington. Information: (914) 328-9157.

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

**June 17**—Cabletelevision Advertising Bureau creative/production workshop. Hyatt Regency O'Hare, Chicago. Information: (212) 751-7770.

■ **June 17**—Women in Cable, Greater Philadelphia chapter, panel on cable system acquisition. Adam's Mark Plaza, Philadelphia.

■ **June 17-21**—National Broadcast Editorial Association convention. Minneapolis Plaza hotel, Minneapolis.

**June 18**—Midwest Cable Advertising Conference sponsored by Cabletelevision Advertising Bureau. Hyatt Regency, Chicago. Information: (212) 751-7770.

**June 18**—International Radio and Television Society broadcaster of the year luncheon, honoring Bryant Gumbel and Jane Pauley of NBC, and IRTS annual meeting. Waldorf-Astoria, New York.

■ Indicates new entry

**June 18**—Academy of Television Arts and Sciences forum luncheon. Speaker: Richard C Gallop, president and chief operating officer, Columbia Pictures Industries. Sheraton Premiere hotel, Universal City, Calif. Information: (818) 763-2975.

**June 18**—Cabletelevision Advertising Bureau Midwest cable advertising conference. Hyatt Regency, Chicago. Information: (212) 751-7770.

**June 18**—Federal Communications Bar Association monthly luncheon. Speaker: Kay Koplovitz, president, USA Network. Washington Marriott, Washington.

■ **June 18**—Women in Cable, Washington chapter, meeting, "Scrambling: The Hype vs. the Reality." Panelists: Steve Shulte, senior VP, Showtime/The Movie Channel; Marty Lafferty, director of marketing for direct broadcast sales, Turner Broadcasting System, and Tom Rogers, senior VP, House Telecommunications Subcommittee. Rayburn House Office Building, Washington.

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

■ **June 19**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Melvin Goldberg, executive director, Electronic Media Ratings Council, on "Are the Ratings the Rate (Plus a Prognosis on People Meters)." Copacabana, New York.

**June 19**—Cabletelevision Advertising Bureau creative/production workshop. Sheraton Park Central, Dallas. Information: (212) 751-7770.

**June 19**—Women in Cable, Southern California chapter, meeting, "Communication Strategies for Reaching the Hispanic Market: An Expert's Approach to Increasing Your Bottom Line." Embassy Suites hotel, Los Angeles.

**June 19**—American Women in Radio and Television, Florida Hurricane chapter, seminar, "Stress Management for Professionals." Holiday Inn/Tampa, Fla.

**June 19-21**—SPACE/STTI, satellite television indus-

try association, trade show. Infomart, Dallas. Information: (800) 654-9276. or (703) 549-6990.

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

**June 19-21**—Maryland/District of Columbia/Delaware Broadcasters Association annual convention. Speakers include Van Gordon Sauter, president, CBS News. 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 19-22**—ABC consumer press tour, sponsored by Television Critics Association. Century Plaza hotel, Los Angeles.

**June 20-22**—Advanced economics conference for journalists, co-sponsored by Foundation for American Communications and Gannett Foundation. Harrison Conference Center, Glen Cove, N.Y. Information: (213) 851-7372.

**June 21-23**—Georgia Association of Broadcasters 52d annual convention. Holiday Inn, Jekyll Island, Ga.

## Also in June

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

**June 23**—National Academy of Television Arts and Sciences, New York chapter, dinner, Jim Fowler and Mutual of Omaha's Wild Kingdom. Copacabana, New York. Information: (212) 765-2450.

**June 23-25**—Broadcast sales training seminar, "Managing Sales Performance for Local Sales Managers," sponsored by Television Bureau of Advertising. Georgetown Inn, Washington. Information: (212) 486-1111.

**June 23-27**—American Film Institute workshop, "Interactive Videodisks and Moviemaking." Media lab, Massachusetts Institute of Technology, Cambridge,

**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 16-20**—National Association of Broadcasters joint board meeting. NAB, Washington.

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

**July 23-25**—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 exhibition center, Brighton, England.

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

**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.

## Major Meetings

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. 26-29**—Association of National Advertisers annual convention. Homestead, Hot Springs, Va.

**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 32d annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott.

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

**Jan. 7-11, 1987**—Association of Independent Television Stations annual convention. Century Plaza, Los Angeles. Future conventions: Jan. 6-10, 1988, Century Plaza, Los Angeles, and Jan. 4-8, 1989, Century Plaza, Los Angeles.

**Jan. 21-25, 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, Oryland 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.

**March 25-28, 1987**—American Association of Advertising Agencies annual convention. Boca Raton hotel, Boca Raton, Fla.

**March 28-April 1, 1987**—National Association of Broadcasters 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

**March 29-31, 1987**—Cabletelevision Advertising Bureau sixth annual conference. New York.

**April 1-5, 1987**—Alpha Epsilon Rho, National Broadcasting Society, 45th annual convention. Clarion hotel, St. Louis.

**April 21-27, 1987**—23rd annual MIP-TV, Marches des International Programmes des Television, international television program market. Palais des Festivals, Cannes, France.

**April 26-29, 1987**—Broadcast Financial Management Association annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt New Orleans.

**May 17-20, 1987**—National Cable Television Association annual convention. Las Vegas Convention Center, Las Vegas.

**June 10-13, 1987**—American Women in Radio and Television 36th annual convention. Beverly Hilton, Los Angeles.

■ **June 10-14, 1987**—Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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



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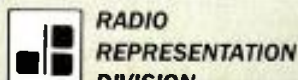
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**June 24**—National Association of Broadcasters television broadcast acquisition seminar, "Blueprint for Success." Marriott Marquis hotel, New York. Information: (202) 429-5362.

**June 24**—Cabletelevision Advertising Bureau creative/production workshop. Airport Marriott, Atlanta. Information: (212) 751-7770.

**June 24-28**—Broadcast 86, international trade fair for film, radio and television. Frankfurt fairgrounds, Frankfurt, West Germany. Information: Phillippe Hans, (212) 974-8853.

**June 25**—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speakers: JoAnn Emmerich, VP-daytime programs, and Mary Alice Dwyer-Dobbins, VP-daytime programs, East Coast, both with Capcities/ABC Entertainment.

**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**—"The Essentials of Sportscasting," sports broadcasting seminar sponsored by American Sports-casters Association. Speakers: sportscasters Curt Gowdy, Jack Brickhouse, Marty Glickman and Don Dunphy, and Terry O'Neill, executive producer, CBS Sports. New York University, New York. Information: (212) 227-8080.

**June 26**—Cabletelevision Advertising Bureau creative/production workshop. Hershey hotel, Philadelphia. Information: (212) 751-7770.

**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 26-29**—Investigative Reporters and Editors national conference. Portland Marriott, Portland, Ore.

**June 27**—"Broadcast Opportunity Partnership," semi-

nar (last in series of three) for minority entrepreneurs interested in broadcast ownership, sponsored by White House, NAB's Broadcast Capital Fund Inc. (BROADCAST), FCC and Department of Commerce. New York. Information: (202) 429-5393.

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

**June 30-July 6**—Western Public Radio advanced production workshop, conducted in collaboration with New Radio and Performing Arts. WPR, Fort Mason Center, San Francisco, 94123. Information: (415) 771-1160.

## July

**July 1**—Cabletelevision Advertising Bureau creative/production workshop. Newton Marriott, Boston. Information: (212) 751-7770.

**July 1**—"Cable and the First Amendment after Preferred," conference sponsored by Media Institute. Mayflower hotel, Washington. Information: (202) 298-7512.

**July 7-10**—North American Television Institute seminar. Palmer House, Chicago. Information: (800) 248-5474.

**July 7-12**—American Film Institute workshop in film and television documentation for researchers, educators and librarians. AFI campus, 2021 North Western Avenue, Los Angeles, 90027. Information: (213) 856-7600.

**July 9**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: John T. Lazarus, VP-advertising sales, Fox Broadcasting Co. Copacabana, New York.

**July 10-12**—National Federation of Local Cable Programmers 10th anniversary annual conference. Sheraton Palace hotel, San Francisco.

**July 10-12**—Colorado Broadcasters Association summer convention. Keystone Lodge, Keystone, Colo.

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

**July 13-18**—Television Bureau of Advertising-Harvard general sales managers program. Stouffer's Bedford Glen hotel, Bedford, Mass.

**July 13-19**—National Association of Broadcasters management development seminar for television executives. University of Notre Dame, South Bend, Ind. Information: (202) 429-5362.

**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 16**—Caucus for Producers, Writers and Directors third annual general membership meeting. Chasen's restaurant, Los Angeles.

**July 16**—National Academy of Television Arts and

## Stay Tuned

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

**Network television** □ **ABC:** *Fame, Fortune & Romance* (weekday interview series), Monday 11-11:30 p.m.; *The Faculty* (comedy), Friday 9:30-10 p.m. **CBS:** *I Ought To Be In Pictures* (comedy) Sunday 9-11 p.m. **NBC:** *The Achille Lauro: A Study in Terror* (documentary), Tuesday 10-11 p.m.; *13th Annual Daytime Emmy Awards*, Tuesday, 3-4:30 p.m. **PBS** (check local times): *Sunday in the Park with George* (Broadway show), Monday 9-11:30 p.m.; *Winston Churchill* (one-man dramatization), Wednesday 8:30-10 p.m.



Winston Churchill



Bob Dylan in Sydney

**Cable** □ **Arts & Entertainment:** *The Indomitable Teddy Roosevelt* (documentary), Thursday, 8-9:30 p.m. **Cinemax:** *Eric Bogosin—Drinking in America* (comedy), Sunday 10-10:30 p.m. **HBO:** *The Times They Are A-Changin'* (Bob Dylan concert film), Saturday 10-11 p.m.; **Nashville Network:** *Ohio Grand Prix* (auto racing), Saturday 9-10:30 p.m. **WTBS(TV) Atlanta:** *NBA Draft* (basketball), Tuesday 1:05-3:05 p.m.; *The First Fifty Years: History of United States/Soviet Relations* (documentary), Wednesday 11-noon.

**Museum of Broadcasting** (1 East 53d Street, New York) □ *Written and Produced by... Norman Lear*. Four seminars on writing for television, conducted by Lear, through Friday. *Vision of Ernie Kovacs*. Exhibit featuring screenings of 50 comedy programs, through Sept. 4. Information: (212) 752-7684.

\*Asterisk denotes series premiere. All times are NYT.

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Sciences, New York chapter, drop-in luncheon. Speaker: Bob Chandler, managing editor, NBC's 1986. Copacabana, New York.

**July 17-19**—Montana Cable Television Association 27th annual convention. Grouse Mountain Lodge. Whitefish, Montana. Information: Tom Glendenning, (406) 586-1837.

**July 17-19**—Louisiana Association of Broadcasters radio-TV management session. Keynote speaker: Representative Buddy Roemer (D-La.). Regency hotel, Shreveport, La.

**July 17-20**—National Federation of Community Broadcasters public radio transmission training seminar. Western Washington University, Bellingham, Wash. Information: (202) 797-8911.

**July 17-20**—Alaska Public Radio mid-level news producer and reporter training workshop, in conjunction with KUMD-FM and WSCD-FM Duluth, Minn. Information: (907) 563-7733.

**July 18-20**—Oklahoma Association of Broadcasters annual summer meeting. Shangri la, Alton, Okla.

**July 19-22**—30th annual Television Programming Conference. Four Seasons hotel, San Antonio, Tex. Information: Diane Appleyard, (904) 432-8396.

**July 20-24**—National Federation of Community Broadcasters public radio training conference, hosted by KUGS-FM and Northern Sound Public Radio. Western Washington University, Bellingham, Wash. Information: (202) 797-8911.

**July 20-26**—National Association of Broadcasters management development seminar for radio executives. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5420.

■ **July 23**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Mary Alice Williams, VP, CNN, New York bureau. Copacabana, New York.

**July 23-25**—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.

■ **July 24**—Private Satellite Network seminar on market for private business television networks. Parker Meridien hotel, New York. Information: (212) 213-7637.

**July 25-29**—Second world conference of community-oriented radio broadcasters, sponsored by AMARC II. Vancouver, B.C. Information: (202) 797-8911.

**July 26**—"The Business of Broadcasting: The People Who Make It Work," seminar sponsored by Long Island University's Southampton campus. Business Center lounge, LIU, Southampton, N.Y. Information: Julie Osler, (212) 628-0385.

**July 27-29**—California Broadcasters Association summer convention. Hyatt Regency, Monterey, Calif.

**July 28-31**—North American Television Institute seminar. Westford Regency Inn, Boston. Information: (800) 248-5474.

■ **July 30**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Joseph Wallach, founder and general manager, KVEA-TV Los Angeles, on "Growing Importance of Spanish language TV." Copacabana, New York.

**July 31-Aug. 1**—Michigan Cable Television Association annual summer meeting. Grand Traverse Resort, Traverse City, Mich.

## August

**Aug. 5**—Deadline for entries in *Midwest Radio Theater Workshop*. Information: Julie Youmans, (314) 874-1139.

**Aug. 9**—"The Business of Broadcasting: The People Who Make It Work," seminar sponsored by Long Island University's Southampton campus. Business Center lounge, LIU, Southampton, N.Y. Information: Julie Osler, (212) 628-0385.

**Aug. 12-14**—"Marketing Your Station for Success," management seminar sponsored by Television Bureau of Advertising, TVB headquarters, New York.

**Aug. 13-17**—National Association of Black Journalists 11th annual newsmaker convention. Theme: "Free-

dom of the Press. Freedom of the People." Loews Anatole, Dallas.

**Aug. 14-17**—Tennessee Association of Broadcasters annual convention. Sheraton Music City hotel, Nashville.

**Aug. 14-17**—Alaska Public Radio mid-level news reporter and producer training workshop, in conjunction with KLON-FM Long Beach, Calif. Information: (907) 563-7733.

**Aug. 15**—Deadline for nominations for Women at Work Broadcast Awards, sponsored by National Commission on Working Women. Information: NCWW, 1325 G Street, N.W., Washington, 20005.

**Aug. 18-20**—Broadcast sales training seminar, "Performance Management Program for Experienced Account Executives," sponsored by Television Bureau of Advertising, Hyatt Regency, Chicago. Information: (212) 486-1111.

**Aug. 18-21**—North American Television Institute seminar. Dallas Marriott Park Central, Dallas. Information: (800) 248-5474.

**Aug. 20**—Ohio Association of Broadcasters news directors workshop. Embassy Suites, Columbus, Ohio.

**Aug. 20-23**—Michigan Association of Broadcasters annual convention. Shanty Creek Resort, Bellaire, Mich.

**Aug. 26-29**—Radio-Television News Directors Association international conference. Salt Palace Convention Center, Salt Lake City.

**Aug. 28-Sept. 6**—International Audio and Video Fair

Berlin, world fair for consumer and communication electronics organized by West German national television channels, ARD and ZDF, German Federal Post Office and AMK Berlin. Berlin Exhibition Grounds, Berlin. Information: (0511) 52-99-99.

■ **Aug. 29**—Deadline for entries in commercials competition sponsored by Television Bureau of Advertising, Sales Advisory Committee. Information: TVB, 477 Madison Avenue, New York, N.Y. 10022.

## September

**Sept. 3-9**—Photokina Cologne 1986, "World's Fair of Imaging Systems." Cologne, West Germany. Information: (02-21) 821-1.

**Sept. 4**—Women in Cable, San Francisco chapter, meeting. Topic: cable foundations: Walter Kaitz Foundation and Foundation for Community Service Cable TV. Blue Dolphin restaurant, San Leandro, Calif.

**Sept. 5-7**—Foundation for American Communications conference for journalists, "Environment/Chemo-phobia." Co-sponsored by Joyce Foundation. Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

**Sept. 6**—38th annual prime time Emmy Awards for creative arts. Pasadena Civic Auditorium, Pasadena, Calif.

**Sept. 10**—Association of National Advertisers new product marketing workshop. Plaza hotel, New York.

**Sept. 10**—Ohio Association of Broadcasters small-market radio exchange. Westbrook country club, Mansfield, Ohio.



## Congressional largess

EDITOR: You note in the June 2 issue that the Fifth Estate paid members of the Congress more than \$140,000 in honoraria last year. Many politicians, however, often give freely of their time for such gatherings. Senator Bob Packwood (R-Ore.) and Representative Thomas Foley (D-Wash.) both delivered prepared speeches to Region 1 meetings of the Radio-Television News Directors Association in Portland, Ore., and Spokane, Wash., respectively, in the past year. They gave us cogent comments on both the First Amendment and foreign policy. We didn't pay them a penny.—*Bill Swing, RTNDA Region 1 director and news director, KPTV(TV) Portland, Ore.*

## New realities

EDITOR: Jack Valenti and the Motion Picture Association of America are running scared. The new marketplace forces resulting from the proliferation of programming distribution outlets and new technologies are at the very least going to cause a severe erosion of the preeminent position of Valenti's constituency in the entertainment industry. In a worst-case scenario, the current center-stage players could conceivably be all but squeezed out by newcomers and old rivals (such as the networks) with program ideas and the ability to aggressively exploit the new distribution opportunities.

Clearly, systemic changes are under way, and the easy-profit status quo is quickly going the way of the three TV network monopoly. The television sector has dealt with and continues to deal with this changing environ-

ment where audiences and advertiser budgets continue to fragment. As we all know, the process has been painful at times, as structural changes are bound to be.

True, it would appear likely that the MPAA's lobbying efforts in Washington go against the grain of current policy and are thus doomed to failure. In the meantime, however, Valenti's meddling does little more than hamper more constructive efforts by broadcasters and program producers to hammer out new accommodations.

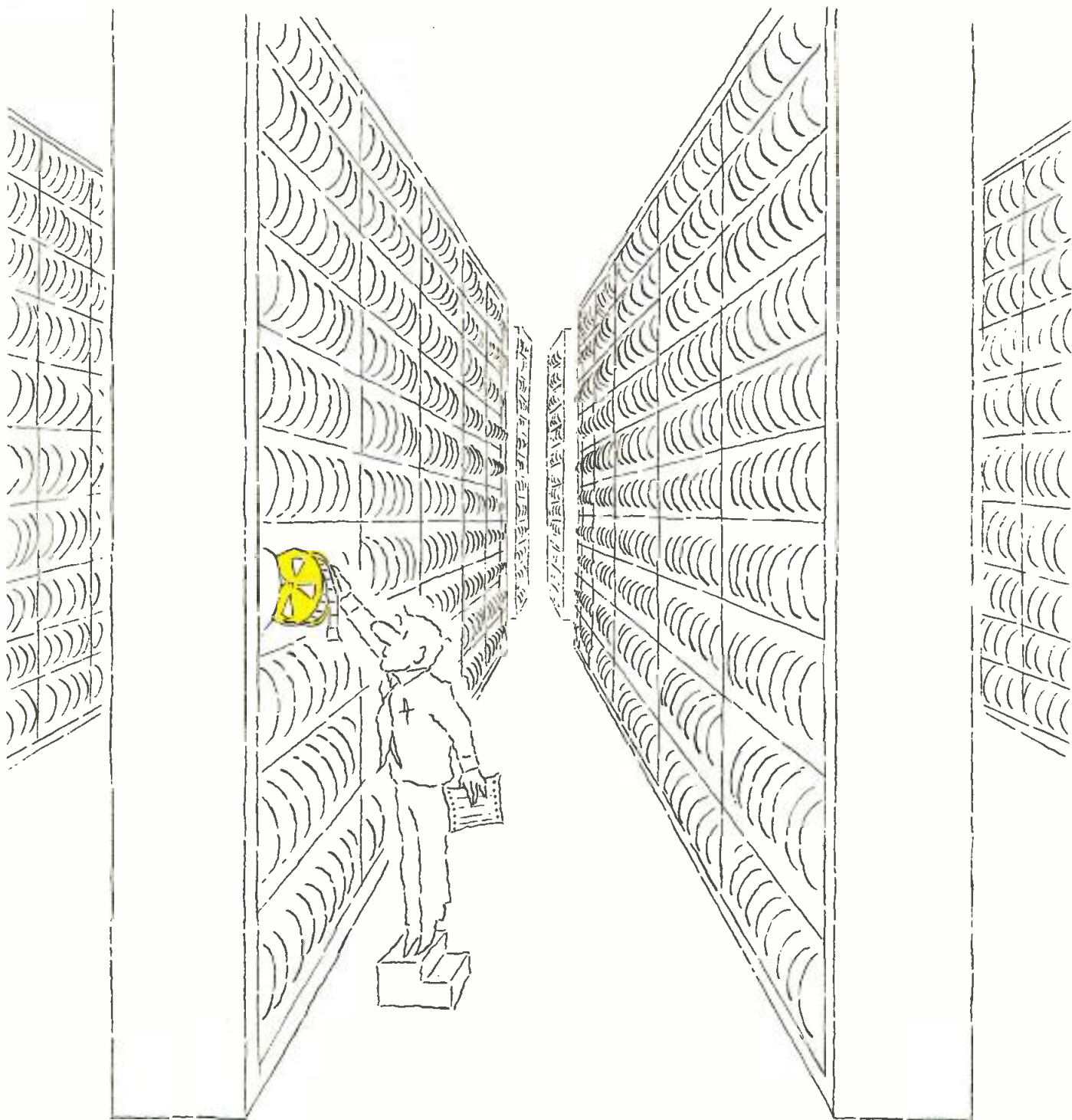
Rather than seeking to retrench under the umbrella of regulator control, Hollywood should be redirecting its vaunted creative abilities toward carving out a new niche as broadcasters are attempting to do in dealing with the new realities of an industry approaching 1990 and beyond.—*Ron Stitt, TV research analyst, Katz Continental Television, New York.*

## In memoriam

EDITOR: I just learned of Rufe Crater's death ("In Brief," April 21). Like so many others, I am greatly saddened by the loss of this fine gentleman, and responsible reporter.

I remember his kindly assistance and advice when I was just starting out on the trade press job for NBC-TV. And later when I joined Boston Broadcasters Inc., before WCVB-TV went on the air, he did the first comprehensive story on that bitter struggle.

His contribution to broadcasting and broadcast journalism is surpassed only by his integrity as a man. I am proud to have known him . . . and to be able to call him my friend.—*Joseph A. Ryan, Joseph A. Ryan Associates, Boston.*



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# Broadcasting Jun 16

Vol. 110 No. 24

TOP OF THE WEEK

## Cable wins in Quincy

### Supreme Court lets must-carry decision stand, broadcasters turn their attention to FCC

The Supreme Court last week cleaned its plate for the year with a significant if not unexpected victory for the cable television industry—an order denying review in the *Quincy Cable TV Inc.* case. The order leaves standing the decision of the U.S. Court of Appeals in Washington last year that declared the FCC's must-carry rules a violation of the First Amendment—and thus focuses attention on the FCC and its rulemaking aimed at recrafting the rules in a way that would meet the appeals court's concerns. That is a job for which the commission has shown little enthusiasm—but it is expected to act on the matter in the next two months (see below).

The court, as is customary, gave no reason for its action, and none of the nine justices were recorded as voting to grant review. But the denial came a week after the high court, in another major case involving cable television's First Amendment rights, sent *Preferred Communications Inc.* back to a dis-

trict court for trial and the development of a record on which the court could assess the system's free speech/free press rights in the context of a city's rights to protect its property (BROADCASTING, June 9). But clearly, the court said in the *Preferred* case, the activities of cable systems "implicate First Amendment interests." National Cable Television President James Mooney said denial of a *Quincy* review was "a near certainty" following the *Preferred* decision.

The *Quincy* appeals court, in overturning rules that had been the centerpiece of the commission's regulation of cable television for 20 years, did not say must-carry rules could not be written that would be constitutional. And it said the commission was free to try a rewrite. But it said the rules on the books—which required cable television systems to carry the signals of local stations, regardless of the cable operators' wishes—were far too broad to meet the requirements of the First Amendment. The court said the rules carried a particularly heavy burden of justification since they not only restricted cable operators' editorial discretion but were designed "to bolster the fortunes of local

broadcasters" even if at the expense of "cable programmers" (BROADCASTING July 22, 1985).

The commission, whose interest is now in deregulation, chose not to appeal. That was left to the National Association of Broadcasters, the Association of Independent Television Stations and other broadcast interests. The rules had been adopted in 1965, when cable television was regarded as a "supplementary service" to television and the commission was concerned that cable systems would have an unfair advantage over local stations in competing for audience. And in seeking Supreme Court review, the broadcast groups indicated they still had those concerns: they expressed fear that cable systems would use their newly found freedom to drop the programming of local stations. The commission and the Justice Department opposed the broadcasters' petition; they said the commission "no longer wishes to maintain" the rules the appeals court found unconstitutional, and noted that the FCC is considering "various regulatory alternatives."

The commission undertook the must-car-

### Must carry targeted for FCC action

FCC Chairman Mark Fowler told the House Telecommunications Subcommittee last week that the commission expects to issue an order on its pending must-carry proceeding before breaking for summer recess Aug. 7. He said the same thing in a letter to Senator John Danforth (R-Mo.), chairman of the Senate Commerce Committee.

Fowler did not say how the commission intended to rule. But, in remarks before the Association of Independent Television Stations general managers meeting in Washington last week, Commissioner James Quello, an unabashed advocate of must-carry rules, warned that there has been "some talk" at the commission that the A/B switch concept is the "full First Amendment" answer to must carry. (In comments in the proceeding, some parties endorsed the concept of requiring cable operators to provide customers with A/B switches, which permit subscribers to switch between cable and off-air reception, under certain circumstances.) "As you know, it [the A/B switch concept] is technically possible; it just isn't practical," Quello said.

In his comments to the industry group, Quello said he hoped that Fowler won't "kick over the bucket" or "burn down the barn" on must carry.

Jerald Fritz, chief of staff to Fowler, declined comment on the inference that Fowler was pushing the A/B switch concept at the commission. "I'm not going to comment on any internal discussions we have over here," Fritz said. "We are considering all options available, including the compromise."

If the FCC is feeling congressional pressure on the must-carry

proceeding, it's not betraying it. Fritz said he didn't know what a reporter meant by pressure. "We've been getting letters [from congressmen on must carry], but we get letters on lots of things," Fritz said.

Both Commissioners Mimi Dawson and Dennis Patrick said they had felt no congressional pressure on must carry.

In his letter to Danforth, Fowler said he had directed the Mass Media Bureau to "devote the resources necessary to bring recommendations to the full commission before" the commission's Aug. 7 meeting. "As you know, the commission is faced in the proceeding with an extraordinarily difficult substantive test," Fowler said. "The issues are complex and affect the practical operations of at least two major industries and several distinct programming and distribution groups. At the same time, significant constitutional issues must be addressed.

"Our range of options is broad, and ramifications of each option are complex. With our best people working on the proceeding, I am confident that the commission will be presented with the information necessary to render a decision by August target."

Danforth said he was pleased that the FCC "will render" a decision by Aug. 7. "I believe that the decision should be to issue a new rule, a rule that is constitutional, that balances the legitimate interests of the cable industry with those of broadcasters—both public and commercial—and that is consistent with the commission's obligation to exercise its authority in the public interest."

ry rewrite reluctantly, acting under pressure from Congress. It is now considering a compromise measure devised by the cable and commercial broadcasting industries, whose spokesmen say it meets the constitutional issues raised by the appeals court. And in the wake of *Preferred*, members of Congress renewed pressure on the commission to adopt the compromise. They were acting after lobbying by the NAB and INTV, and were making it clear they did not want the controversial issue dropped in their lap. Indeed, Senator Ted Stevens (R-Alaska) was reported to have indicated he would block the renomination of FCC Chairman Mark Fowler if Fowler did not move on the must-carry matter (BROADCASTING, July 9).

Last week, in a hearing before the House Telecommunications Subcommittee on the scrambling issue (see page 37), Fowler indicated the commission is anxious to dispose

of the matter—on which final comments were filed on May 25—without delay. In answer to a question from Representative John Dingell (D-Mich.), he said the staff had made considerable progress in drafting the item and that it would be ready for action “before the August recess.” The last meeting before the hiatus is scheduled for Aug. 7. But anyone looking for an effect of the Supreme Court’s denial of review in *Quincy* on the commission’s proceeding are making a mistake, the FCC’s Mass Media Bureau chief, James McKinney, suggested last week. He said that action “doesn’t have an impact on the commission. Whether the court granted review or denied it,” he said, “the rulemaking is on a separate track.”

The *Quincy* case grew out of two suits. In one, Quincy Cable TV Inc., located between Seattle and Spokane, in Washington, was seeking a reversal of a \$5,000 fine the com-

mission had imposed on it for refusing to carry the signals of two local stations. Quincy said that since it was in close proximity to two large cities, the rules prevented it from offering subscribers a variety of programming; half of its 12 channels were occupied by local programming. In the other case, Turner Broadcasting System had sought repeal of the must-carry rules out of concern that small-capacity systems would lack the channels to accommodate the services it provides—the programming of WTBS(TV) Atlanta and Cable News Network and CNN Headline News. TBS said that 20% of the cable systems in the country have 12 or fewer channels and that an additional 32% have fewer than 30 channels.

Now, broadcasters are left with the commission as their final hope for some form of must-carry rules. The lawyer who represented Quincy in its successful fight, Jack Cole, would recommend that broadcasters not get their hopes up. “I see the Supreme Court’s decision to deny [review] by a 9-0 vote as a clear affirmation that the FCC is barred from any type of content regulation,” he said. “This is the end of the must-carry rules. . . . It’s legally impossible to draft a must-carry rule that would satisfy the First Amendment.” And if a must-carry rule were adopted by the commission, he was confident it would not go unchallenged. The NCTA’s Mooney has said the association would stand by its agreement with the broadcasters. But Cole said: “With 4,000 cable operators, I’d be surprised if someone didn’t take it up.”

Broadcasters, however, are maintaining a posture of hopefulness. National Association of Broadcasters President Eddie Fritts put out a statement saying the effort to secure Supreme Court review had been “an uphill battle,” given the fact the high court rarely grants review and the fact that the commission and the Justice Department had opposed the broadcasters’ petition. Still, he noted that the broadcasters and cable operators had reached “an historic compromise agreement on modified must-carry rules.” And he said the agreement, now pending at the FCC, “not only serves the public interest, but is designed specifically to meet the constitutional concerns of the *Quincy* court.”

Preston Padden, president of the Association of Independent Television Stations, offered a similar view. He said he does not see *Preferred* or *Quincy* “as an impediment to the FCC moving forward on the compromise with the cable industry.” He said the Supreme Court in *Preferred* affirmed cable’s First Amendment rights but on narrower grounds than those cited by the U.S. Court of Appeals for the Ninth Circuit, whose opinion was under review. And Padden said “the actual holding in *Quincy* was simply that the old must-carry rules were too broad.” The compromise, he said, “is much narrower.”

Representatives of public broadcasting, however, would not be satisfied with commission adoption of the compromise, which does not even mention public television. Martin Rubenstein, president and chief executive officer of the Corporation for Public Broadcasting, acknowledged that the courts

## Markey's must-carry support

Support for the must-carry compromise pending at the FCC continues to mount on Capitol Hill. Independent television broadcasters attending a luncheon last week at a general manager’s meeting sponsored by the Association of Independent Television Stations in Washington (see above) were told by House Telecommunications Subcommittee member Edward J. Markey (D-Mass.) that most subcommittee members “would like to see the FCC adopt this basic agreement, especially now that the Supreme Court has denied cert in the *Quincy* case.” But the congressman noted that their support doesn’t mean that “those who were not party to the agreement, particularly public broadcasters, should not be accommodated in the commission’s final rule.” Similar concerns, he said, have been raised about whether minority broadcasters will be harmed by the compromise. “However, no one in the broadcasting business—commercial, public or minority—can afford to lose sight of the fact that something like this interindustry agreement is better than no must-carry rules at all,” he said. The congressman also praised INTV President Preston Padden for his participation in negotiating the compromise.

Markey, who appears to be a leading candidate to succeed Tim Wirth (D-Colo.) as chairman of the House Telecommunications Subcommittee (Wirth is running for the Senate), also stated his view on television networks scrambling their satellite feeds. “In my opinion, the networks have every right to scramble their feeds. Network feeds are private communications which are necessary to serve affiliates,” he said. But, he continued, “efforts should be increased to extend local broadcast signals into “white areas” to minimize the number of rural families that have absolutely no access to television news.” It will take “a special effort,” Markey said, on the part of the networks and the FCC, “which has created a regulatory monster in its licensing of low-power transmitters.”



Markey with INTV's Preston Padden and FCC Commissioner James Quello



have affirmed cable television's First Amendment rights. But with that affirmation, he said, "comes the responsibility to operate in the public interest." He added that cable television "can meet its responsibilities and assist public broadcasting in its own public interest mission" by supporting the must-carry rules that public broadcasting has proposed.

Peter Fannon, president of the National Association of Public Television Stations, said public television stations are anxious to have the commission adopt new must-carry rules which will protect their interests. He said public television stations "need to be

certain about their relationship to cable television so they can be sure of serving their audience." Fannon also said public television stations have "a legitimate case: It would not unduly burden cable to carry all local public television stations."

The public broadcasters enjoy support for their position on Capitol Hill. Thomas Rogers, senior counsel to the House Telecommunications Subcommittee, maintains that the Supreme Court in its *Preferred* and *Quincy* actions did not change the "First Amendment framework" for cable television that Congress created in the Cable Communications Policy Act of 1984, an act the Telecom-

munications Subcommittee had a major role in drafting. He said he expects the commission "to come under strong congressional oversight" on the must-carry issue. And, Rogers added, he would expect public broadcasting concerns "to be resolved as part of any must-carry rule."

Rogers also indicated that Fowler's statement that the commission will act on the must-carry issue before the August recess will not cause interested parties on Capitol Hill to ease the pressure. "Congress won't be patient about letting this thing drag," he said. "There is a great deal of sentiment for the commission to act quickly." □

## On INTV's mind: must carry, music licensing

**Annual gathering in Washington of general managers of independents features lobbying of congressmen; management workshops also held**

The Association of Independent Television Stations announced last week it has selected a new vice president for marketing, Ron Inman, general sales manager, WTOG(TV) Tampa-St. Petersburg, Fla. The announcement came during the association's annual general managers' meeting in Washington, held June 11-12 at the Hyatt Regency hotel. Eighty-eight general managers of independent stations converged to attend sessions and to lobby congressmen on must carry and music licensing.

Inman, who succeeds Richard Hogan, who resigned after only six weeks in INTV's marketing job, said he will enlarge the marketing staff in the Chicago and Dallas offices. He shared plans for four regional marketing meetings per year.

A session on high-definition television started out with a bang as Harold Protter, president, KVHP(TV) Lake Charles, La., said: "I'm here to scare the hell out of you." Broadcasters will be left behind if they don't pay more attention to innovations in electronics, he said. For instance, cable systems may put HDTV on channels that they now set aside for traditional broadcasters.

Greg DePriest of the Association of Maximum Service Telecasters said he thought it would take 10-15 years for the U.S. to adopt HDTV, but he cautioned American broadcasters to avoid "the head in the sand approach" to new technology. Sony's Larry Thorpe thought that, with the Canadian Broadcasting Corp. already shooting a 13-hour series on HDTV and a German company, ZDF, beginning production of an HDTV situation comedy in one month, it was conceivable that HDTV would be in the U.S. in two to three years, with significant market penetration in about five years. Thorpe said that with HDTV providing five times the information available on a conventional television screen, it would be "foolhardy" to expect enhanced versions of the existing TV system ever to catch up with HDTV.

The final general session, "Communicating Personnel Policies," was headed by Steven Robinson, president, Cortech, of Han-

ford, Calif., who stressed that management should communicate with employees, and suggested that independent stations design an employee handbook on policy and procedures.

Wednesday afternoon was spent lobbying congressmen in support of new FCC cable carriage rules, with visits paid to about 90 congressmen or their staff assistants. Jim

Hedlund, INTV vice president for government relations, said last Friday (June 13) that every manager he had talked with said the lobbying went "splendidly—far better than they had any reason to hope." The lobbyists had two major issues to discuss, Hedlund said—must carry and music licensing. They asked the congressmen to get in touch with the FCC before the August recess and ask

### Saying Grace at INTV luncheon

The three major television networks "should spell out what their policies are regarding serious issue advertising and clearly allow more flexibility," said J. Peter Grace, chairman of W.R. Grace & Co., a company that was unsuccessful earlier this year in buying network time for an advertisement called "The Deficit Trials in the Year 2017" (BROADCASTING, Feb. 3). The networks "believe that they are doing the advertiser a favor even to point out the limited criteria they have for rejecting a spot—it's very limited and very secret, and very confusing," he said. "It's as though they believe they don't even have to provide an explanation for denying us or anyone else commercial air time." Grace, who spoke last Wednesday (June 11) before the INTV general managers during their annual conference in Washington, said of ABC, NBC and CBS: "Instead of protecting and promoting free speech they've got network bureaucrats looking over our shoulder."

Grace was appointed by President Reagan in 1982 to head a commission that studied government operations and found ways to cut spending. His company has been producing issue advertisements since 1982, and also had trouble last year placing an ad that showed a newborn girl being presented with a bill for her share of the nation's deficit. Grace claimed the issue of the federal deficit is not controversial because no one wants a deficit—it is how to get rid of the deficit that is controversial. Grace said the networks have a responsibility to give the public all available information on the issue, and claimed that at present, each network "makes its judgment subjectively, and it's pot luck as to where you come out."

Quoting a Roper poll that found that 84% of surveyed Americans depend on television as their primary source of information, Grace pointed out that if the networks control 74% of nonprogramming prime time a majority of the public is not receiving important information of the sort contained in Grace's ads. In addition, a 1980 Television Bureau of Advertising poll of TV broadcasters found that 90% of them were willing to carry issue ads, according to Grace. "We believe that network policies do not serve the public interest well," he said.

Grace said of his company: "We want to encourage public debate, not stifle it." He thanked independent stations for showing "independence" by carrying the Grace & Co. ads, and said: "The networks, I'm sorry to say, seem to believe, and certainly act as though the public airwaves are the networks' private property. The networks are stewards, not owners, of the airwaves. The airwaves belong to the public."



the commissioners to base their must-carry solution on the compromise between broadcasters and cable operators, instead of designing a new solution, and to co-sponsor legislation that would require music in syndicated television programs to be licensed at the source instead of through performing rights societies. Hedlund said most congressmen agreed to cooperate. The lobbying effort on music also "served the function of bringing a lot of people a little more up to speed on the issue," he said. "It raised the level of visibility of the whole issue to a lot of members who probably weren't all that

aware of it in the past."

The senators whose offices were visited were Bob Packwood (R-Ore.), Pete Wilson (R-Calif.), Dennis DeConcini (D-Ariz.), Richard Lugar (R-Ind.), Arlen Specter (R-Pa.), Lloyd Bentsen (D-Tex.), Phil Gramm (R-Tex.), Dan Quayle (R-Ind.), David Pryor (D-Ark.), Bob Kasten (R-Wis.), Alan Cranston (D-Calif.), Alan Dixon (D-Ill.), Paul Simon (D-Ill.), John Heinz (R-Pa.), James Exon (D-Neb.), Edward Zorinsky (D-Neb.), Alfonse D'Amato (R-N.Y.), Rudy Boschwitz (R-Minn.), Dave Durenberger (R-Minn.) and Slade Gorton (R-Wash.). In

the House, representatives visited included House Copyright Subcommittee Chairman Bob Kastenmeier (D-Wis.), Henry Waxman (D-Calif.), Carlos Moorhead (R-Calif.), Ron Wyden (D-Ore.), Philip Sharp (D-Ind.), Dan Coats (R-Ind.), Billy Tauzin (D-La.), Mickey Leland (D-Tex.), Hamilton Fish (R-N.Y.), Matthew Rinaldo (R-N.J.), Patrick Swindall (R-Ga.), Pat Schroeder (D-Colo.) and Al Swift (D-Wash.).

Wednesday's luncheon speech was given by J. Peter Grace (see box, 33), and Thursday's was given by Representative Edward J. Markey (see box, 32). □

## Preaching the gospel of promotion in Dallas

**BPME/BDA annual convention hears RAB's Stakelin emphasize need for marketing skills by promotion people; NAB gives radio promo tips; CBS's Jankowski talks of promotion's critical role in aiding audiences in an era of ever-increasing choices**

The Broadcast Promotion and Marketing Executives/Broadcast Designers Association convention in Dallas began on a firm note last Wednesday afternoon (June 11), even if that evening's gala opening ceremony, complete with fireworks, had to be moved indoors and the aerial display canceled due to the soggy ground following week-long rains. At the opening radio luncheon, Radio Advertising Bureau President William Stakelin lit a fire under the crowd composed primarily of radio attendees. It was the first time the convention has kicked off its agenda with a radio luncheon, indicative, said outgoing President Beryl Spector, of New Hampshire Public Television, of the hoped-for resurgence of radio as an "integral part of the associations." The luncheon was followed by a radio session hosted by David Parnigoni, National Association of Broadcasters senior vice president, radio.

The convention's keynote speech was delivered at a Thursday morning breakfast by CBS/Broadcast Group President Gene Jankowski who pointed to the promotion director's crucial role in a time when an abundance of new services provides an equal abundance of choices to viewers and competition to broadcasters for those choices.

The breakfast speech was followed by a Television Information Office presentation on "The History of Broadcast Promotion," produced by TIO's Lynne Grasz. It featured spots from the networks' new promotional campaigns: ABC's "Together," NBC's "Come Home" and CBS's "Share the Spirit."

In his speech, "Will Radio Need Promotion Directors in 1990?", Stakelin's answer was yes, but only those who have a grasp of the sales and business functions vital to a station's economic survival. "Without strong basic marketing skills," he said, "the job of the promotion director will not survive as a position at radio stations by the end of this decade."

Stakelin began with an upbeat overview



### 1986 BPME & BDA Seminar

of radio's financial and sales performance in 1985. He said that radio was in a "growth mode," citing an 11.6% increase in radio advertising, which he said "matched the rate of growth of all advertising in the United States and was double the rate of the GNP and triple the rate of retail sales."

He predicted that in 1986, radio revenues would grow at about 11%. The networks, he said, "should enjoy about a 14%-15% increase, with local advertising growing about 13% and national spot some 8%-10%."

Stakelin hastened to point out that not all will share equally in that growth: "When we look across the country at the radio stations and the markets, we find tremendous swings by regions and by market rank," he said. "These swings mean one thing. They mean that certain markets across the country have taken control of their own destiny and they are growing faster than those markets that insist on doing business as they have always done and are failing to change and grow in the face of new competition." One key to the success of those stations that have "taken control," said Stakelin, was an "aggressive, intelligent marketing approach to positioning and selling radio as a product."

In the past in the "radio business," Stakelin said the emphasis has always been on the

first word of that phrase. People got into radio because it sounded like fun, "regardless of whether it was in promotion, sales or programing." But with increased competition, that emphasis has changed and is now where it should be, said Stakelin, on "the business of the radio business."

And that's where promotion executives come in, he said. "The ability of a radio station to carve out a niche...to clearly define who they're reaching, who those listeners are and what they are likely to do or buy, directly affects a station's ability to earn income."

Promotion managers, said Stakelin, "can dramatically affect the sales process by packaging the audiences properly." Another contribution they can make, he said, is preventing management from making mistakes like settling for "theater tickets or merchandise" in exchange for a promotion. He cited as an example the recent World's Fair in New Orleans: "Over a million-dollar budget was placed on television and newspaper. What did radio get? We got what we asked for. We got what we said we would accept. We got free tickets to the World's Fair to give away on the air. But we did not generate revenue from that client for the radio stations. And there's no one to blame but ourselves and our way of thinking." □

Following the opening luncheon was the convention's first major session, also targeted toward radio. In the session, the NAB's Parnigoni aired some of the packages of promotional jingles and spots that the association offers members at no charge. The first package was last year's theme, "Radio, the Natural Turn On." That was followed by this year's package, which combines two spots done by Stan Freberg, including a remake of his radio effectiveness spot about turning Lake Michigan into a giant cup of hot chocolate, with a jingle featuring an original song. That was followed by a multimedia presentation, "The Mind Connection," that NAB provides as a sales tool for radio stations to use before civic organizations. It is a 24-minute presentation using a live presenter and audio tape cuts, and is available for \$79. □

Jankowski told his breakfast audience that in





Jankowski

an "age of media abundance, which virtually overwhelms the consumer with choice. . . so many of you promotion executives gathered here are performing an absolutely crucial role in providing viewers with information about their many choices."

In the profusion of present-day media, said Jankowski, the public cannot "watch or hear or read anything but a fraction of what is available. The critical element then becomes: How does the consumer choose?" Program familiarity was the main way, said Jankowski, citing a Roper study showing that 52% of viewers "tuned in by memory to their favorite programs." Promotion announcements were the next most mentioned source, according to the study. As an example of familiarity, Jankowski asked the audience what program came to their mind when he said Sunday, 7 p.m. NYT. The group responded: CBS-TV's *60 Minutes*. Then he mentioned 8 p.m. Thursday. The reply came just as quickly: NBC-TV's *The Cosby Show*. "Unfortunately you have the answer to that one too," Jankowski said.

In essence, he told the audience, their job is two-fold: informing audiences about program alternatives and "defining the station's image as a community builder."

Jankowski, citing the "phenomenal restructuring" of the broadcast industry, said there was concern that newcomers would think that "public service and community activities may be frills, irrelevant at a time when shareholders and bond holders have first claim on broadcast resources. "Broad-



Stakelin

casting," he said, "is not a cash cow to be milked dry. It exists solely because the public accepts and values the news, programing and community service broadcasters provide."

Jankowski responded to several questions from the audience following the speech. One person asked about the implications of broadcast groups being traded among financial institutions rather than broadcasters. Jankowski said that with the dropping of the FCC's antitrafficking rules, his concern is that "when people pay inordinate amounts of money for television stations, there is pressure to deliver a bottom line before anything else. Under those circumstances," he said, "some of the community programs that don't relate necessarily to a specific rating point may be lost." He also said that the next 18 to 24 months may show that the high prices being paid for stations may "not be the greatest investments, with the debt service inordinately high. I think left with the decisions of the free market, things will start to even out a little bit."

In response to a question about whether the timing is right for a fourth network, Jankowski didn't sound optimistic. Although there are enough stations to provide a fourth network with distribution, he said, the problem is a lack of funding and audience size. That does not preclude, he said, the existence of what he characterized as a "fourth force" of a kind already exemplified by such ventures as Operation Prime Time and Billy Graham crusades or telethons. "The odds of success," he said, "are no different from those applying to the networks: When you're dealing with the act of creation, the norm is failure." □

## Duffy reviews progress of illiteracy program

James Duffy, president, communications, Capital Cities Communications/ABC, testified last Thursday (June 12) before a joint congressional hearing on the progress of the Capacities/Public Broadcasting Service program to combat illiteracy. The hearing, before the House Subcommittee on Elementary, Secondary and Vocational Education and the Senate Subcommittee on Education, Arts and Humanities, co-chaired by Senator Robert Stafford (R-Vt.) and Representative Augustus Hawkins (D-Calif.), was the fourth in a series dealing with illiteracy.

The two-phase Project Literacy U.S. (PLUS), launched last December, is designed to develop outreach programs in local communities and then to raise public awareness of the issue through intense radio and television exposure (BROADCASTING, Dec. 16, 1985, and May 26, 1986). Duffy said the first phase is well under way with the help of "leadership groups in key sectors of American life, with federal agencies, governors, mayors and the representatives of more than 100 national organizations that have endorsed PLUS." In addition, the 212 ABC television affiliates and 313 PBS member stations have appointed literacy coordinators within their staffs to work with local task forces, of which there are 200 so far. Duffy said, Duffy described PLUS as an "unprecedented public service campaign" that involves an 18-month collaboration between two broadcasting systems and "emphasis on outreach preceding the program."

Asked by Stafford how the venture can

## Fox makes its pitch

Fox Broadcasting took its case for a satellite-delivered television network to independents attending the BPME/BDA convention last week (see above). Scott Sassa, vice president, network management, for Fox Broadcasting Co., labeled the presentation the first "official meeting of our affiliates and other interested parties." Sassa walked the audience through a presentation that Fox's affiliate marketing group has been showing individually to station managers and owners.

Sassa gave no figures on clearances, saying only that Fox had been "very successful" in the markets it had approached but had made no formal deals.

Sassa said Fox offered independents an answer to their special problems. The independents' programing costs have increased five fold, he said, while those of affiliates in the same period have risen two-and-a-half times. He called prime time and late night "underexploited opportunities" at independent stations, pointing out that while total viewership is highest in prime time, at "most independents we found that the contribution of that daypart [in terms of revenues] is somewhere between 11% and 15%."

Sassa said that Fox Broadcasting can "provide the independents the necessary tools to compete with the three networks" and was not a "back-end deal to develop syndication programing and reap the benefits of that marketplace. We're interested in developing programing that will run twice on our network, and the revenues will be garnered off those two runs," he said. He also said Fox was not setting up its programing buys so that it has ownership. It will be "straight license fee," he said. Nor does it intend to "go to our sister company, Fox Film Corp., and put it on the shelf." He said that Fox is an independent station group owner, and that this programing effort is in part solving the problems it has encountered at those stations.

Sassa emphasized Fox's commitment to the project. "The real credence and credibility," he said, "comes from the fact that one man, Rupert Murdoch, is behind us."

encourage participation by other business elements. Duffy said he believed the effort "will feed on itself and will keep expanding and expanding." Following the 1986-87 television season, when the awareness campaign will be at its height, the issue "will be revisited," Duffy said. Representative Hawkins commended the program, but questioned whether local facilities will be able to cope with the increase in the number of people seeking help, especially in light of the recent move to balance the federal budget and the 30% cut in real dollars of federal funding for adult literacy programs since 1981. Duffy expressed the hope that local agencies would be able to handle the increased demand for their services because they had been alerted in advance. "Let us begin, for it is a very, very positive first step," he said. □

## WNET to pare back PBS production

**At New York station, big source of network programing, high production costs have caused deficit**

One of the nation's leading producers of Public Broadcasting Service programing, WNET(TV) New York, has announced a new five-year plan that calls for a cutback in program production and a new emphasis on its role as a public station in the New York metropolitan area. The action is a result of the high costs incurred by the station in its production of series seen on PBS nationwide last season. Last year, WNET produced *The Brain*, *Heritage: Civilization and the Jews* and *The Constitution: That Delicate Balance*, among others.

In the future, the station will refuse to move into production until funding commitments from corporate underwriters covering all production costs are firm. PBS programs typically have begun production with only part of their funding in place, with the expectation that remaining funds will come as the production is in progress. WNET began its production of *The Brain*, for example, with better than half of the project's \$8-million budget in place and attracted additional funding during production, but it also had to use \$1 million of its own funds. The series won Peabody and du Pont awards. *The Brain* took five years to complete.

Station president and chief executive officer, John Jay Iselin, said the internal review that led up to the new plan, with the help of a consulting firm, Cambridge Associates, showed that even with assistance from corporate underwriters, as well as the Corporation for Public Broadcasting, WNET was still subsidizing productions for the PBS schedule last year to the extent of \$8 million to \$10 million. Iselin said it is not only unfair for WNET and other large producers of PBS programing, such as WGBH-TV Boston and WETA-TV Washington, to risk production of programing without a complete budget in place, but it is now impossible for WNET.

A problem in attracting national underwriters, said WNET in its announcement, is that corporations are currently viewed favorably by the public, and do not feel a need to underwrite programs to improve their image.

Suzanne Weil, senior vice president of programing, Public Broadcasting Service, welcomed the New York station's move, saying that what is best for stations locally is good for the entire system. Any local focus taken by WNET, she said, will not rule it out as a national producer, given its track record and the size of the market.

Weil acknowledged funding difficulties of PBS stations, especially when the costs of PBS productions are added. But, she said, despite such problems as the federal funding cuts that could result from Gramm-Rudman, "I can't imagine that anybody is going to let us go away. I'm much more worried about a strong schedule in 1987."

The new WNET plan calls for a 15% reduction in expenses over the next five years, including the reduction of 50 to 60 staff positions. The station's core budget, representing federal and state monies, for 1985-86 was \$80.3 million and will increase modestly, by \$1 million, in 86-87. Revenues from membership drives, and the station's sale of 30-second "general support announcements," brought in an additional \$5.5 million this year.

As it is, WNET currently has three production divisions—national, metropolitan and educational—each with its own research and development, pre-production, post-production, marketing and distribution wings. Under the reorganization, those divisions will be consolidated in one broadcast center for productions, with marketing and other ser-

### Macfadden vs. Reliance

The two-month-old attempted takeover of John Blair & Co. by Macfadden Holdings grew more complicated last week. There are now two competing parties—Macfadden's hostile offer and Reliance Capital Corp.'s negotiated offer—for Blair's outstanding shares.

Macfadden had allowed its initial \$25-per-share, all-cash offer to expire on June 6, but last Tuesday (June 10) made a new offer which, like Reliance's previously announced tender offer (BROADCASTING, June 9), was two-tiered. Both offers plan to pay cash for eight million of Blair's 11.5 million shares and to pay interest-bearing securities for the remainder of the stock. The total sums are not comparable because Macfadden already holds 1.4 million shares, or 12%, of Blair.

One observer estimated that if all shares were tendered to either Macfadden or Reliance, meaning the cash offer was oversubscribed and thus issued pro rata, a current share of Blair would be exchanged for roughly \$24 in cash from Macfadden, along with securities valued at \$6. The Reliance offer would provide roughly \$19 cash, securities worth \$8 and a share in a newly reconstituted ADVO Systems, which the company said is to be spun off to Blair's current shareholders and Warburg Pincus "about July 1."

Reliance has filed the requisite transfer applications at the FCC. Its short-form application proposes using Blair's four nonmanagement directors—Frank K. Mayers, Herbert M. Shayne, Jackson W. Smart Jr. and Robert L. Stone—as trustees to collect tendered shares while Reliance's long-form application is under review. The FCC was not expected to act on the short-form application last week.

The debt securities being offered by the two bidders is roughly the same, although Reliance's debentures would have a higher liquidation priority than Macfadden's preferred stock. The major difference between the two offers is that Macfadden's provides more cash per share, while Reliance offers a continuing interest in ADVO Systems. Comparative evaluation of the two offers thus may rely on such questions as the tax treatment of the ADVO stock distribution and the earnings prospects of the direct mail subsidiary, a subject that has been disputed.

Various government entities have shaped the contest between Macfadden and Blair, and will continue to do so. On June 24, Chancery Court in Delaware is scheduled to hear Macfadden's revised complaint, which seeks to reverse Blair's agreement with Reliance and the agreement to spin off ADVO, as well as its plan to revise certain debt covenants. Also, the FCC had yet to approve Reliance's trustee plan.

Blair's board of directors has until next week to issue an opinion on the Macfadden offer. It is possible that before that opinion is issued, Reliance will change its offer by raising the cash component, the total consideration or both.

For most of last week, Blair stock was trading above \$29. How much higher the tender offers would go was uncertain. An important determinant to the future profitability of the company could come this week, when Capital Cities/ABC executives will decide whether all eight of that company's television stations are to be represented by Blair or ABC Spot Sales—currently the two split the representation evenly. Blair officials will make their presentation today, June 16. One observer suggested that if Blair lost the Capcities business, representation revenue would drop by 6%-7% and most of those dollars would also disappear from the profit column as well. A decision in favor of Blair would have at least as strong an impact in the other direction.



VICES operating in conjunction with it. The pursuit of ancillary revenue, through the video market and domestic syndication, will also be discussed.

The belt-tightening will not mean a cut-back in productions currently planned by WNET. Those productions will include *Great Performances*, *Nature*, *Adam Smith's Money World*, *Rockschool* and a new series set to

debut this month, *The American Masters*. The station's decision to produce a project in the future will depend on quality, funding, its benefit to New York and to the nation and its value in ancillary markets.

Iselin said WNET's new plan is the outgrowth of an internal look at the media marketplace and the question of where the station will be in the future. In an increasingly

competitive media environment, where public stations now compete with cable channels such as Bravo and Arts & Entertainment, the question, "to produce or not produce," forced itself on the station. "In the last analysis," said Iselin, "it was difficult to conceive that quality in productions could be generated through acquisitions. In turn, that led us to create the new plan." □



Chairman Wirth (center) presides over the subcommittee's TVRO hearing last week.

## TVRO interests reiterate scrambling concerns

### Backyard earth stations owners get sympathetic reception from Telecommunications Subcommittee

The debate over how best to develop an "open and competitive" home satellite marketplace returned to Capitol Hill last week. Members of the House Telecommunications Subcommittee in revisiting the issue repeated their earlier concern that backyard dish owners be insured access to scrambled programming—cable and broadcast—at "fair and reasonable" rates. It was the second hearing held by the subcommittee on an issue that has generated enormous attention this year because of the more than 1.5 million owners of backyard earth stations who are calling for congressional action.

During the hearing, billed as "Star Wars II: The Sequel," many of the same arguments surfaced again. Dish owners continued to complain that without government intervention, competition in the distribution of cable programming in the home satellite market will never develop and, as a result, subscription fees will be unreasonably high. Moreover, they continued to charge the cable industry with monopolizing the TVRO marketplace. But the cable industry argued against legislative interference and maintained that the marketplace is working.

Still another facet of the debate concerned CBS's plans to scramble its full satellite feed to affiliates by 1987. CBS argues that scram-

bling is "essential" to protect the integrity of its private transmissions. But some members of the subcommittee resisted the idea.

Representative Billy Tauzin (D-La.), a strong supporter of the home satellite industry and a sponsor of one of its bills, asked the network if it would hold off on scrambling, at least until every home has access to an over-the-air CBS signal. But, CBS witnesses, Don Wear, senior vice president and general manager for CBS Broadcast International, and Phillip Jones of KCTV(TV) Fairway, Kan., and chairman of the CBS Television Network Affiliates Advisory Board, gave no indication that the network would delay its plans. Nevertheless, they pointed



Tauzin

out that the network and its affiliates are exploring ways to extend their service through the use of translators.

Approval of translator applications by the FCC has been slow due to a backlog of low-power TV applicants and CBS noted that it may be difficult to carry through its plan. But FCC Chairman Mark Fowler indicated at the hearing that the commission was processing a lot more applicants and that he feels "progress is being made."

Despite the introduction of several bills on behalf of the satellite industry—either imposing a two-year moratorium on scrambling or addressing the industry's concern about access to cable and broadcast signals—prospects for passage remain remote. Nevertheless, some observers expect that as the congressional election draws near the chances for adoption of some type of scrambling legislation will increase.

For the time being, however, the subcommittee, specifically its chairman, Tim Wirth (D-Colo.), is searching for "practical solutions" to the problem. As part of that effort, Wirth received a commitment from Fowler that the commission would "monitor" the home satellite marketplace to see how it is evolving and if it is indeed open to competition. As for the state of the TVRO industry, Fowler told the lawmakers he is beginning to see the market "develop rather nicely" although it "may take time to see it work out." The chairman also thought "vigorous com-





Expressing views on whether dish owners have "fair and reasonable" access to satellite programming were (l-r): Terment, Cooke, Effros, Lamonica, Bergland, Valenti, Winegard.

petition" would occur.

The National Telecommunications and Information Administration, after conducting its own analysis of the TVRO marketplace, concluded that legislation is not needed, said its director, Alfred C. Sikes. Sikes also said NTIA would join the FCC in monitoring the satellite marketplace. "We see no good basis to assume that programmers, distributors and marketplace forces will not work efficiently and competitively to deliver the 'video bounty' that satellites can offer rural and other earth station owners," he said.

But Representative Tom Tauke was not as optimistic. "I don't take quite as much comfort as you do. I do believe it will work, but it calls for careful scrutiny," Tauke said.

Subcommittee members also focused on intentional interference with satellite communications. Their interest was prompted by the so-called Captain Midnight incident in which HBO's satellite feed was disrupted on April 27. "Such willful and malicious interference left unchecked could wreak havoc with the country's entire communications system," Wirth said.

Donald C. Latham, an assistant secretary of defense, discussed some of the methods used by the Defense Department to protect its military communications satellites from unauthorized listeners and jammers. Steven Dorfman, president and chief executive officer of Hughes Communications, said his company is looking at a number of approaches to deter intentional interference. Dorfman said it may be feasible to isolate the "source location by comparing the interfering signal at the primary satellite with that received by adjacent satellites."

Wirth, in his opening remarks, noted that since the subcommittee last met there has been some progress in the marketplace. "An element of competition has been introduced in the area of pay cable services with Showtime's announcement that it will offer its movie services at a lower price than HBO," he said. Furthermore, the chairman said that "more cable operators have begun to offer reasonably priced packages of services to dish owners in their franchise areas; an increasing number of cable services are now beginning to license dish dealers to distrib-

ute their services; and by cutting through much of the initial consumer confusion about scrambling, dish sales have begun to rebound."

Still, even more encouraging, Wirth said, is the announcement that the National Rural Electric Cooperative Association plans to form a nonprofit telecommunications cooperative that will offer "low-cost" program packages to rural dish owners. "We envision putting together a basic package of scrambled signals. This basic package may include several superstations, a sports channel, a news channel, plus one family-oriented movie channel. We would also offer, on an add-on basis, other cable-type program services including movie channels," said Bob Bergland, NRECA executive vice president. Bergland said he thought NRECA could market the package for "under \$10 a month."

NRECA is a national service organization for the 1,000 nonprofit electric systems providing power to 25 million Americans. "We hope to negotiate acceptable terms with various program providers and begin marketing this package to our consumers in early 1987," Bergland said.

Immediate reaction to the NRECA plan from other panelists was mixed. John F. Cooke, president of The Disney Channel, said Disney would be willing to discuss the idea with NRECA. He noted that Disney has "no bias as to who the distributors should be other than that they meet our standard of excellence in service and cost efficiency for the consumer." Motion Picture Association of America President Jack Valenti supported the cooperative's plan.

But Steve Effros, president of the Community Antenna Television Association, was skeptical about whether the rural cooperative could offer their proposed service for under \$10. Effros also defended HBO's practice of rebating cable systems for signing backyard dish owners to their service. Cable systems, he said, have spent many years and millions dollars in advertising to promote pay services and have a right to the rebate.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) also ex-

pressed concern about the continued availability of broadcasting and cable programming delivered by satellite. "To ensure that prices are reasonable, home satellite dish owners should be able to obtain programming from the programmer and from alternative distributors—monopoly control of satellite programming is not in the public interest," Dingell's statement said.

The chairman also stated an interest in seeing the development of a scrambling standard and Dingell asked if the FCC could impose a uniform one. FCC General Counsel Jack Smith told the chairman that although not specifically stated in the Communications Act, the agency could "probably find the authority to do that."

Representative James Slattery (D-Kan.) said he continues to hear charges from rural dish owners that they are being charged higher prices than cable subscribers. If these concerns are not addressed, Slattery said, then the subcommittee should act. But perhaps the remarks of Congressman Al Swift (D-Wash.) summed up the general feeling of the lawmakers. "The signal this hearing should send is that Congress is not going to let the sky go dark for dish owners," Swift said.

The Justice Department's investigation into possible antitrust violations by cable operators and programmers planning to distribute satellite programming was described in general terms by Charles Rule, deputy assistant attorney general in the antitrust division. He assured the subcommittee his division was working "diligently to conclude the investigation."

The plight of dish manufacturers was amplified by Randy Winegard of Winegard Co., Burlington, Iowa. "The satellite dish industry is now in danger of extinction," Winegard said. He claimed that the cable industry's "vicious anti-earth station advertising campaign" has resulted in TVRO sales dropping from an estimated 70,000 units per month to 10,000 units per month.

"Owners of backyard dishes are not a bunch of pirates that want it all for free," said Keith Lamonica of FM America. "Dish owners want access to satellite programming at a reasonable price and they want to be treated fairly," he added. Lamonica accused HBO of ignoring the TVRO audience and called for immediate legislative action.

William A. Terment of American Technology and Information, an MMDS operator, worried about the future of his industry. He said MMDS is in jeopardy because of unavailability of programming. He charged programmers, such as HBO and Showtime, with refusing to deal with his company. □



Testifying on the status of the home satellite marketplace were (l-r): Fowler, Latham, Rule and Sikes.



# News Flash – May Sweeps Results

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beat every new game show  
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Mash, 3's Company, Benson  
and The Tonight Show!

**#2 IN NEW YORK** /WABC  
beating New Newlywed Game,  
\$1,000,000 Chance Of A Lifetime  
and All in the Family

**#1 IN MIAMI** /WSVN  
beating New Newlywed Game,  
Jeopardy, Mash  
and All in the Family

**#2 IN SAN FRANCISCO** /KRON  
beating New Newlywed Game,  
New Price Is Right and Mash

**#2 IN DETROIT** /WXYZ  
beating \$1,000,000 Chance  
Of A Lifetime and 3's Company

**#2 IN WASHINGTON** \*/WJLA  
beating New Newlywed Game  
and Sanford

**#2 IN PHILADELPHIA** /WCAU  
beating Mash, Sanford  
and All in The Family

**#2 IN DENVER** /KMGH  
beating Benson

**#2 IN DALLAS** /WFAA  
beating The Tonight Show

In its 5th season, ENTERTAINMENT TONIGHT is as strong as ever – improving or equaling its rank in 11 of the 12 metered markets compared to a year ago.\*\* After over 1200 episodes, that's the mark of a real franchise!

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DOMESTIC TELEVISION  
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## ATSC brings 525-line NTSC subgroup off back burner

**It decides to start work on improving technology; goes over work on HDTV, delays action on enhanced 525 satellite transmission**

The Advanced Television Systems Committee (ATSC) will attempt to revive a nearly abandoned exploration of potential improvements in 525-line NTSC, the standards body decided at meetings in Washington June 10-11. ATSC also reviewed the status of high-definition television following the failure to achieve international HDTV studio standards last month, and deferred until the fall final documentation of its standard recommendation on enhanced 525-line component TV broadcasting via satellite.

The ATSC subgroup on improved NTSC, chaired by Kerns Powers of RCA Laboratories, had foundered in two years of attempts to demonstrate improved-NTSC technologies using high-definition cameras and TV receivers with comb filters and sequential scanning, largely because members were unable to persuade key manufacturers working on experimental improvements to participate.

The group decided, however, after lengthy discussion last week to renew its work in three key areas. One technology to be examined involves picture enhancements made possible with NTSC encoding techniques, with a prime candidate for consideration an NTSC precombining filter developed by Faroudja Labs that could help eliminate NTSC's cross-color and cross-luminance artifacts (BROADCASTING, Nov. 4, 1985).

Also to be reviewed will be an NTSC-compatible enhanced-definition TV proposal, developed by Hitachi of Japan, and already under the scrutiny of a new Japanese industry/broadcasters standards group, the Broadcasting Technology Association. A third effort by the group will be to review FCC-industry specifications for NTSC television, identifying areas where the system's tolerances are left unstated and then making an effort to provide documentation for those gaps.

ATSC high-definition TV group members discussed the results of last month's meeting of the CCIR (BROADCASTING, May 19) and acknowledged U.S., Canada, Japan and other supporters of the 1,125-line, 60 Hz interlace studio HDTV system had lost the opportunity for a single world standard, at least temporarily. Opposition to the system, centered mainly in Western Europe, was characterized, however, as an unprecedented and largely successful attempt to politicize the proceedings of the U.N.-sponsored technical organization.

Several participants noted more positively the 1,125/60 system parameters were the only ones annexed to the CCIR report, giving it a singular stature and making it the

benchmark against which other proposed systems will be measured.

The HDTV technology group, with Renville McMann of CBS Technology Center as chairman, also held out hopes for continued standardization activity within CCIR in anticipation of a special television study group meeting scheduled for the last quarter of 1987. The meeting will focus entirely on HDTV, including theoretical systems proposed by France, Netherlands and several others, as well as continued development of the 1,125/60 technology.

The ATSC subcommittee also decided to reactivate a specialist group to study terrestrial transmission, and to complete studies that relate to the interconnection of 1,125/60 equipment. Status reports were heard, as well, on an NTSC-compatible HDTV transmission system under development by William Glenn of the New York Institute of Technology and on planned on-air demonstrations of terrestrial HDTV broadcasting scheduled for September by the National Association of Broadcasters and the Associ-

ation of Maximum Service Telecasters.

The technology group on enhanced 525-line television, which at its last meeting in March designated Scientific-Atlanta's B-MAC transmission system as the preferred standard for satellite distribution of component TV, delayed final action on the proposed standard. Final documentation must be approved by the group before proceeding to a vote by the ATSC's entire membership, with two-thirds approval required to turn the system into an ATSC voluntary standard.

Following a long debate on the purpose and form of a draft standards document, a timetable for further review of the material was set, with member comments processed this summer so a vote can be taken as early as September at the group's next tentatively scheduled meeting.

Work will also begin on compiling a status report on enhanced 525-line production and origination, with the majority of studio configuration standards, including digital equipment interfaces and digital audio, already largely in place. □

## Changes in technology challenge world broadcasters

**New developments over next decade, while benefitting broadcasting, will also help competing media, says CBS's Flaherty in West Germany**

The onrush of new technologies and the rapidly changing, increasingly competitive structure of the world's television industry in coming decades will present broadcasters and producers with a difficult challenge to their currently preeminent role, Joseph A. Flaherty, vice president and general manager, CBS Engineering and Development, told West German film and television professionals at a meeting June 2 in Mainz, West Germany.

"The explosive growth in technology will, in the next decade, bring us to the dawn of the 21st century with a diversity of program services and a technical quality heretofore unknown," Flaherty said in the address before the West German trade group, FKTG, at its biannual conference, "and it will do so at a pace that defies present day planning, design and manufacturing techniques."

In the talk, entitled "TV Production, TV Broadcasting—Quo Vadis?", Flaherty outlined a number of the new competitive media and suggested economically competitive approaches to preserve the broadcasters' position.

"The accelerating pace of technology not only serves broadcasting," Flaherty said, "but spawns an ever increasing host of competitive delivery systems—many without the spectrum constraints of broadcasting.

The broadcaster's monopoly of video channels to the home is gone, and gone forever."

Among competitors to broadcasting cited by Flaherty are videocassette recorders, which have reached penetration levels of 40% in the United Kingdom, 30% in the U.S. and 25% in West Germany, and cable, with penetration expected to climb above 30% in western European by 1991.

Traditional broadcast monopolies will be under "enormous" pressure and "the revolutionary emergence of competitive services, coupled with the explosive growth of international program distribution, cannot be effectively met with traditional evolutionary progress," he argued.

These competitors have already cost U.S. commercial network 25% of their audience share over the last 10 years, he noted, but "nowhere will this new environment have more impact than in Europe, where public broadcasters have had a monopoly on the terrestrial broadcasting channels."

To survive and compete, Flaherty said, broadcasters must find ways to provide better programs and at the same time save costs through measures such as co-productions. He also argued the benefits of producing broadcasts suitable for sale in international markets as a way of regaining costs, citing U.S. programmers' use of widespread international sales to remain competitive as an indication that it is "doubtful" any nation can continue to produce programs only for domestic broadcasts.

In technological advances, Flaherty said,



while broadcasting has in the past set the pace, that is now changing. "As we evaluate the onrush of new technologies, we must bear in mind that the 'standard of service' enjoyed by the viewer today will not be his 'level of expectation' tomorrow," he said, and correspondingly, broadcasters "must strive to make major improvements in our service."

One example of such an improvement, according to Flaherty, is high-definition television, which he believes can provide cost advantages over the current 35 mm film standard. In other technological trends, broadcasters should strive to make the fewest changeovers possible in the progression from current studio NTSC and PAL composite analog equipment to component equip-

ment and high definition. "We should make every effort to go directly to the digital 4:2:2 standard as quickly as feasible," he argued. "An interim analog component or digital composite conversion for which there are no equipment standards or EBU (European Broadcasting Union) recommendations will serve only the interests of the equipment manufacturers." Flaherty also noted that when considering the evolution of new technologies, broadcasters are "prone" to underestimate the rapidity of development.

His own forecasts for the future? "By January 1, 2000, there will be a new television landscape. Distribution media will be largely electronic, and the business of broadcasting will be more sharply divided between production and distribution, all significant

production will be in high definition both for the cinema and for TV," he continued. "Production equipment will be all digital, analog technology by then having been relegated to the museum. By 2000, the first generation of DBS satellites will be at the end of their life cycle, and will be replaced with HDTV satellites, so DBS broadcasters can compete for their share of audience. The viewer will have a wide selection of HDTV receivers, but most will opt for large screen."

Broadcasting can remain in the "vanguard" of this information society, Flaherty said, but warned it will face many dramatic changes. "Our individual and collective abilities to meet and manage these changes will largely determine our size and shape, and may indeed mark our very survival." □

## Journalism

### NBC receives mixed reviews for '1986'

#### Reincarnation of 'American Almanac' debuts with 23 share

Last Tuesday (June 10) NBC launched *1986*—a new, Washington-based prime time weekly news magazine at 10 p.m. (NYT)—a revamped version of last year's effort, *American Almanac*. Fitted with a new stark set, a diamond-shaped platform with 1986 raised above it, and co-anchors Roger Mudd and Connie Chung sitting on benches in front, *1986* offers "a more compelling broadcast" than its predecessor, according to Ed Fouhy, executive producer of both programs. "We call this broadcast '1986,'" Chung said at the show's outset, "because that is our interest—the events and people that give each year its own flavor and feel."

What distinguishes *1986* from *American Almanac*, according to Fouhy, is that *1986* is "certainly harder-edged" than *Almanac*, and its stories "are a more broadly based mix of investigative portraits of important people and stories that are closer to the cutting edge of the news."

*Almanac*, which debuted in August, 1985, and aired monthly until late January, 1986, had a different approach, Fouhy said, "a rather soft edge, more Americana-style program" with "a more lieisurely pace." Its six-show run averaged a 10.1/17 rating, with a 12/22 received for a September segment about the television industry, according to *1986*'s Washington publicist, Jim Boyle. *Almanac* aired during varying time slots and on different days, which was "one of the problems" of getting the program "established," Boyle said.

In addition to elevating Chung from *Almanac* contributing correspondent to *1986* co-anchor, NBC has also added Robert Chandler, who formerly supervised CBS News's public-affairs broadcasts, including *60 Minutes*, as managing editor for *1986*.

Reports that NBC News put in about \$10 million into the program are "wildly exaggerated," according to Fouhy, who said that in the 14 months of developing the program, NBC put in "not even half that."

Reviews from television critics after last week's debut were mixed at best. The New York's *Daily News*'s Kay Gardella said *1986* is "a decided improvement" over its predecessor, *Almanac*, and Ed Siegel of the *Boston Globe*, said the program shows "a good deal of promise." But others, such as the

*New York Times*'s John Corry, were not so favorable. Corry called it "more magazine than news," while Moncia Collins of *USA Today* said it had "little heart, scant guts and virtually no feisty soul." Said the *Washington Post*'s Tom Shales: "NBC News appears to be conducting a televised seminar on how not to produce a magazine show, with *1986* the latest illustration. It's not just a matter of saying *Almanac* was too soft and *1986* is too hard," Shales said "It's that *1986* never jells; it doesn't hold together. It's bereft of fresh

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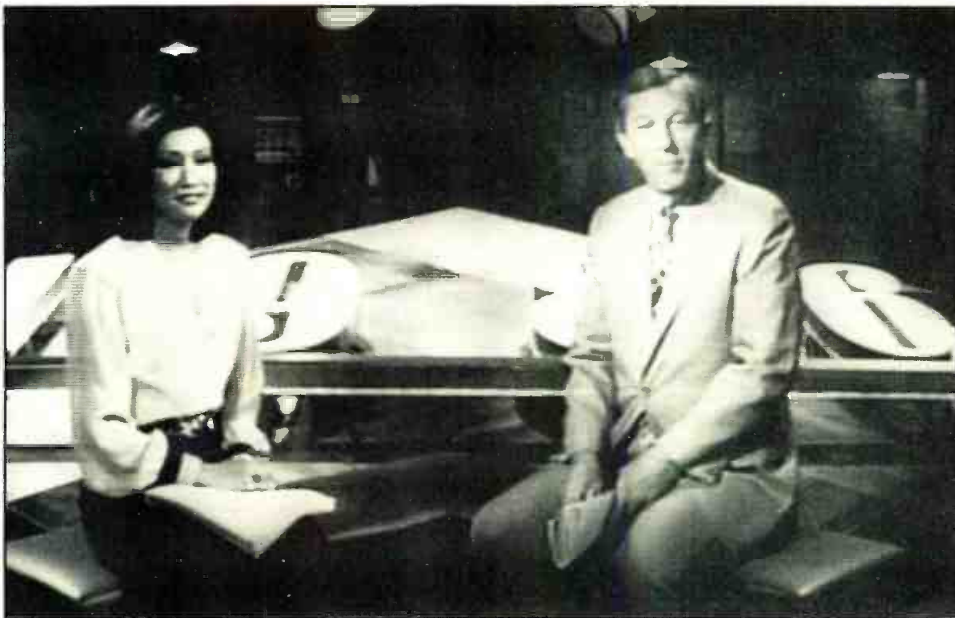
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approaches, and decorating old approaches with day-glo stickers doesn't work."

Fouhy said after last week's debut—which had stories on the "virtual slavery" of door-to-door sales for young adults; a profile of actress Mary Martin by Roger Mudd; the safety of light trucks reported by co-anchor Connie Chung, and a report on the ease in which terrorists could enter the U.S. through Florida—that he is "not at all satisfied" with the show as it is. He thinks the "mix of stories," their execution and "the pacing of the broadcast" can be improved, he said. There may be time for such improvements, as 1986 will be included in the network's fall schedule. Upcoming segments will include "more investigative pieces both here and overseas," more profiles and "cultural pieces," according to Fouhy. About 25 segments have been finished so far, he said.

In the ratings, 1986 scored a 12.3/23, which was slightly behind ABC's *Spenser for Hire* (12.4/23) but ahead of CBS's *The Equalizer* (9.6/18). □



Chung and Mudd

## RFE/RL report on Chernobyl reporting

**Press conference held in Washington to talk about coverage of accident; Pell denies suggestion it was held to promote support for supplemental money bill**

The first word listeners in the Soviet Union and other countries of Eastern Europe heard of the nuclear plant disaster at Chernobyl was from Western radio services. And among the first of those—and probably providing the most intensive coverage—were the U.S.'s Radio Free Europe and Radio Liberty. They function as surrogate radio services for Eastern bloc countries, and seized on the event as the major story for them that it was.

Now, some six weeks after the accident—and as the Radios await final congressional action on a supplemental appropriations bill they regard as critical—Malcolm S. Forbes Jr., chairman of the Board for International Broadcasting, which oversees the Radios, and Gene Pell, president of RFE/RL, called a press conference on Monday (June 9) to provide an accounting of the Radios' work on Chernobyl.

Forbes said the incident "underscored in a bloody way the importance of Western radio to the free flow of information." He said



Forbes



Pell

"tens of millions of people in Eastern Europe and Russia turned to the West"—including the Voice of America, which provided extensive coverage—for information about the disaster and its aftermath. He said listener-ship went up "dramatically" and although hard estimates are not yet available, the head of Poland's Public Opinion Research Bureau was reported as saying that interest in Western radio stations' Polish language broadcasts was increasing and "amounts to 31%." Pell said he thinks the figure is about double that.

But audience survey research aside, the Radios were reporting the personal responses to their broadcasts they say they are receiving from Eastern European countries. RFE/RL operate an automatic telephone answering service that permits those in Czechoslovakia, Poland and Bulgaria with direct dial service to the West to telephone RFE/RL headquarters in Munich. And during the past few weeks, Pell said, the Czechoslovak service alone received up to 150 calls a day on the Chernobyl story. "Most," according to an RFE/RL report, "expressed appreciation for the information they were getting from RFE/RL and complete distrust of the regime media coverage."

Pell said RFE/RL services began reporting the story on April 28 about an hour before any of the services in the East bloc countries carried it. And, he said, the Radios carried an increasing amount of information on the incident, in a variety of formats—news, roundtables—which among other things included discussions of the health risks generated by the accident and how they might be mitigated—and commentary. The Ukrainian service, which is aimed at the area involved, increased its hours from 10 to 12. The Russian service, which already broadcasts 24 hours a day, devoted 50% of its time to Chernobyl during the past several weeks. So did other language services. RFE/RL monitoring indicates that by May 5, more than one week after the accident, Soviet media still had not reported the details.

Pell said the major effort was, in his opinion, carried out in "a responsible manner." He said the Radios "never broadcast the fig-

ure of 2,000 fatalities," which, he noted, had been "used in American and West European press reports." UPI, which had originally put the figure out, quoting a source in Kiev, said it could no longer stand by it.

Pell said the editorial staffs were "under strict instructions that all information has to be vetted by more than one source, and that we would not engage in speculation" as to the number of fatalities or those injured or hospitalized.

But Pell also brought up the "severe financial difficulties" that the Radios, like other federal agencies, are undergoing. He noted that the Radios' \$100-million budget for fiscal year 1986, which ends Sept. 30, has been reduced \$4.3 million under the terms of the Gramm-Rudman-Hollings deficit-reduction act. But he noted that the Radios, most of whose budget is translated into German marks, is suffering as well because of the plunge in the dollar. He said the loss at present amounts to more than \$20 million.

The Senate and House have each passed "urgent" supplemental appropriations measures to make up for at least some of the shortfall—\$18.8 million in the Senate and \$14.4 million in the House. A conference committee is scheduled to meet this week to resolve differences in the RFE/RL and other matters involved in the supplemental bill. Since the two houses had already passed their respective versions of the supplemental—and Pell seemed confident the conference would agree to the higher figure—he rejected a suggestion that the press conference had been called to stimulate interest in the Radios' performance. Forbes said it had been called because Pell had returned from his post in Munich in time for a BIB meeting the following day, making a meeting with the press convenient.

But even if the \$18.8-million supplemental appropriation is enacted, the Radios' financial worries are not over. The Senate Budget Committee proposal for 1987 is said to contain a figure for the radios that is so low it would, in effect, put them out of business. Still, Pell and others repeatedly maintained the Radios have strong support in Congress and in the White House. □



## Radio restructuring leads list of NAB board topics

### Joint board meeting in Washington to face number of issues raised by association's merger with NRBA

There's likely to be a lot of soul searching this week when the National Association of Broadcasters convenes its joint board meeting June 16-20 in Washington. The directors, specifically those on the radio board, will be faced with internal policy matters that could result in a restructuring of the radio half of the association. They'll be grappling with such issues as the creation of a more autonomous radio department, with possibly its own president, and the question of whether or not NAB should become active in radio sales.

While legislative issues are expected to dominate the TV board, some of radio's introspection could spill over to the television side. There is no doubt, said one TV director, that the TV board is "waiting to see what comes out of the radio meeting." And when the television and radio directors meet jointly, they'll conduct some further self-analysis as they review a five-year, long-range plan prepared by Joint Board Chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark. The joint board will review the radio board's actions and TV board decisions when it convenes Tuesday (June 17) and Friday (June 20). The directors will also discuss the association's position on the public trustee concept.

Because radio has such a full agenda, the board will meet two days (Monday, June 16, and Wednesday, June 18) rather than one. Much of the increased radio activity comes from this year's merger of NAB with the National Radio Broadcasters Association. It will be the first meeting for the former NRBA directors chosen to serve on the NAB board. (Some of the NRBA directors have already expressed concern about the length of the week-long meeting and are questioning whether much of the association's business might be accomplished in a shorter time.)

Many directors will be watching to see how the two factions interact and even more specifically, how outspoken the new directors will be. While some might feel the former NRBA directors will tend to speak as one voice, Jerry Lyman, an NAB director and RKO Radio president, thought otherwise. He thinks the directors are a "very diverse and independent-thinking body."

The unification has resulted in a number of new goals for NAB outlined in the merger agreement approved by the two groups (BROADCASTING, Jan 6). Among some of the agreed-on policy changes: NAB's radio chairman will have elevated responsibilities and will become the chief spokesman for the radio industry and the stature and role of the top NAB radio staff person would be raised

and expanded over time.

Also in January, the NAB board approved two bylaw changes that assure independence not only for radio but television. A provision was adopted that gives the TV board parity with radio by weighting the vote of its members to a number equal to the radio board. For example, if radio board membership at 30 and TV board membership at 15, each TV vote would count as two votes. The other changes resulted in total autonomy for each of the boards, which in the past have depended on each other's concurrence for approval of all actions. Now, if either the radio or television board reports an action, the matter will continue to go to the joint boards for approval, but will not die there if turned down (BROADCASTING, Jan. 20).

When NRBA approved the merger, it included its own list of policy objectives. Among them was the creation of "two separate but equal groups—one to represent radio-only and one to represent TV-only," but with "cooperation between the two when and where appropriate." The NRBA directors also suggested the radio department have its own funding and "complete control

of its budget and expenditures." Furthermore, NRBA would like to see the radio board's membership broadened to include representation by companies or organizations that do not own radio stations, such as rep firms and consultants who served on the NRBA board. NRBA directors also set a two-year time period "for the accomplishment of these stated objectives" (BROADCASTING, Feb. 24).

The most immediate result of the NAB-NRBA union is the increase in the size of NAB's radio board from 35 to 47: 12 new seats were created to accommodate former NRBA directors. Commenting on the growth of the radio board, one director said, "The board's smaller than New York City, but not by much." And another two radio seats were added this year to represent major-market radio groups.

The television board also grew—from 17 seats to 19. Two new seats were added for representatives from the Association of Independent Television Stations and from the Television Operators Caucus. Appointed were Leavitt Pope of WPIX(TV) New York and Derk Zimmerman, president of Fox Televi-

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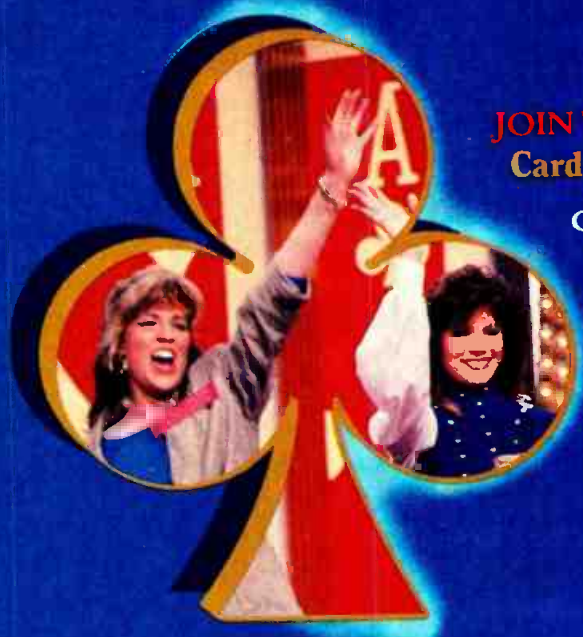
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sion Stations. Those additions may be a reflection of the growing importance of independents in the broadcasting industry.

All of this brings the total of TV and radio directors to 66, believed to be the most in NAB's history. The full complement for the joint board meetings, however, will be 69, including Gert Schmidt, past joint board chairman; Snider, the current joint board chairman, and NAB President Eddie Fritts. Because the joint board has become so large, this year NAB will hold its joint board meetings in the ballroom of the Ritz-Carlton hotel instead of at its headquarters. Lunch is also being held there. (According to hotel officials, two days' rent for the ballroom and a catered lunch for about 100 cost around \$2,500 a day.)

An indication of the challenge facing the radio directors is evident in the attempt by Radio Board Chairman John Dille of Federated Media, Elkhart, Ind., to "bring some kind of order to our discussion." He has prepared several charts to serve as a guide in approaching the numerous discussions on the board's agenda. In an effort to arrive at a consensus, Dille broke the board down into five subgroups to discuss what he calls "shared values, basic beliefs and goals."

The matter of a radio spokesman is likely to generate a hearty debate. There are those like Radio Vice Chairman Bev Brown of KGAS(AM) Carthage, Tex., who feel NAB already has a radio president and that is Fritts. Under the agreement with NRBA, the radio chairman would serve as the principal spokesman for the radio industry. That arrangement appears satisfactory to Brown and others. Brown doesn't expect any action on the proposal—only discussion. He'd like the board to concentrate on setting an agenda to "serve the membership and industry."

Former NRBA Chairman Bill Clark of Shamrock Broadcasting, San Francisco, indicated he is "inclined to favor a higher profile for the top staff person for radio." But he says he is keeping an "open mind" about the idea and "doesn't have a fix on how it should operate." But radio director William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., supports the radio presidency concept.

O'Shaughnessy won't be alone. Former NRBA President Bernie Mann of Mann Media, High Point, N.C., is prepared to argue for the idea. Mann believes the establishment of a radio president is a "crucial" element for a national organization that represents the radio industry. Furthermore, Mann believes that any person who fills that spot must be "somebody of considerable influence."

Mann and O'Shaughnessy are also expected to lead the charge in discussions concerning whether NAB should become involved in radio sales. In the past, O'Shaughnessy has called for a merger between NAB and the Radio Advertising Bureau. "I don't know if a merger is the answer," Mann said. But it is a matter that he thinks "must be addressed."

Director George Hyde Jr. of WQBA-AM-FM Miami has problems with a merger of RAB and NAB. He feels NAB can serve the industry better by offering services that help broadcasters "maximize" their bottom lines

and operate more efficiently. Gary Capps of Capps Broadcasting, Bend, Ore., thinks a merger with RAB would be "premature." A merger, he said, would only lead to a "bigger bureaucracy and less service."

As well as wrestling with the future of NAB radio, the directors will look at the composition of their board. For almost a year, a special task force has been assigned to explore options to reorganize the board. There has been a general concern expressed by the directors that the board is too large and contains too much network representation. Last year, the task force introduced a plan to reduce the number of directors from 35 to 28. District seats would have dropped from 25 to 20 and network seats would be cut from six to three with all eligible networks serving on a rotating basis. The suggestion to cut district seats was shelved, however, after substantial opposition was voiced.

But the rest of the plan concerning network representation also came under attack (BROADCASTING, May 26). Under the task force plan, radio networks would be required to own at least one radio station to qualify for a seat on the board. If that requirement were adopted, Mutual Broadcasting System and United Stations Radio Networks would be excluded from the board. It is an idea that has drawn stiff opposition from a number of directors including Snider.

At the heart of the issue is whether radio wants to open its board to representation from all elements of the industry. Proponents of the proposal argue that NAB is a licensee organization and that the board should be represented by broadcast licensees. Opponents, however, feel that as long as a network qualifies under the network definition for membership, it should serve on the board. Moreover, Snider and others feel that if the proposal is adopted, it will defeat NAB's efforts to unify the industry.

At any rate, the discussion on network representation may not lead to a major debate after all. It appears the task force may be backing off on its original idea and a compromise may be in the offing. The task force is said to be considering a station-ownership requirement for all directors seats except the networks (BROADCASTING, June 9).

There are also some radio directors with their own agendas. Art Kellar, president of EZ Communications, Fairfax, Va., believes NAB should push for greater deregulation. "I don't think we've had near enough," said Kellar. Also, he'd like to see radio step up its role in combating drug abuse.

Bob Fox, KVEN(AM)-KHAY(FM) Ventura, Calif., in a letter to the board, has a number of items he'd like to see discussed. Among some of his ideas: Establish a number of long-range public relations goals and increase the size of the association's science and technology department. Fox is also dissatisfied with the location of NAB's annual convention, held this year in Dallas. "Dallas is not the proper city for the convention," Fox said. He feels Las Vegas has a better physical layout for handling the broadcasters' annual meeting.

For director O'Shaughnessy, the joint board's Thursday night dinner at the French Embassy is something on which he has taken

a personal stand. He has decided to boycott the affair to protest France's refusal to allow the U.S. use of its air space in the American bombing of Libya. In explaining his reasons for the protest, O'Shaughnessy said: "I am sure the French ambassador and my NAB colleagues will have a very pleasant evening . . . and good food and wine indeed. But since our pilots, including the missing crew, were denied hospitality of the French skies, I just feel I should decline the hospitality of the ambassador's table." Instead, the New York broadcaster said he will be at the bar at Joe & Mo's (a Washington restaurant) drinking a toast to Captain Ribas-Domenicci and Captain Lorence [the missing crew]. "And as the NAB fete is also in honor of Jim Hulbert [NAB's retiring senior vice president for station services] and his splendid service to the industry, I'll drink a toast to him too," he said.

Fritts, in an earlier letter to O'Shaughnessy on the matter, explained that the dinner is being held to "pay tribute to the Statue of Liberty on the eve of the centennial commemoration." Also, Jerome Gillman of WDST(FM) Woodstock, N.Y., wrote Fritts two weeks ago asking him to allow O'Shaughnessy to present his case to the directors before the dinner. "I am sure I am not the only broadcaster in the country who has doubts of the propriety of accepting a French invitation at this time. NAB's mandate is to influence others, not to be influenced by them," Gillman wrote.

Also on the agenda will be a number of items concerning what NAB can do to help AM radio. The directors will be asked to decide what NAB's comments will say concerning the FCC's AM improvement report last April. In addition, there will be an update on the National Radio Systems Committee activities to develop voluntary standards to improve AM high frequency transmission and reception. And the board will hear a progress report on the NAB's AM antenna project to reduce skywave interference. The directors also must decide whether NAB will seek reversal of an FCC decision that will result in the downgrading of several Class C and B FM stations.

For television, its meeting on Thursday will be primarily occupied with legislative issues. Adoption of the must-carry compromise pending at the FCC is a chief priority for the television broadcasters. Under the compromise, the commission's network nonduplication rule would be eliminated. Loss of that rule has aroused concern among some broadcasters in the western part of the country and their concerns may surface at the meeting.

Also on the directors' minds is passage of legislation that would establish source licensing for music on television stations. A discussion on legislation affecting political advertising also will likely crop up.

This year's June gathering is complete with its own theme: "Building Congressional Relationships." In an effort to strengthen ties on Capitol Hill, the directors are scheduled to breakfast with their representatives one morning during the week. Another highlight on the agenda is a series of speeches scheduled throughout the week featuring key congressmen. □





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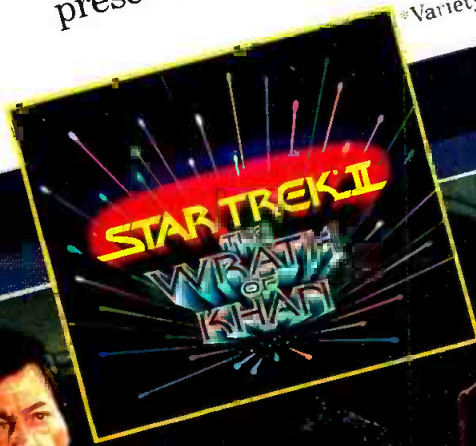
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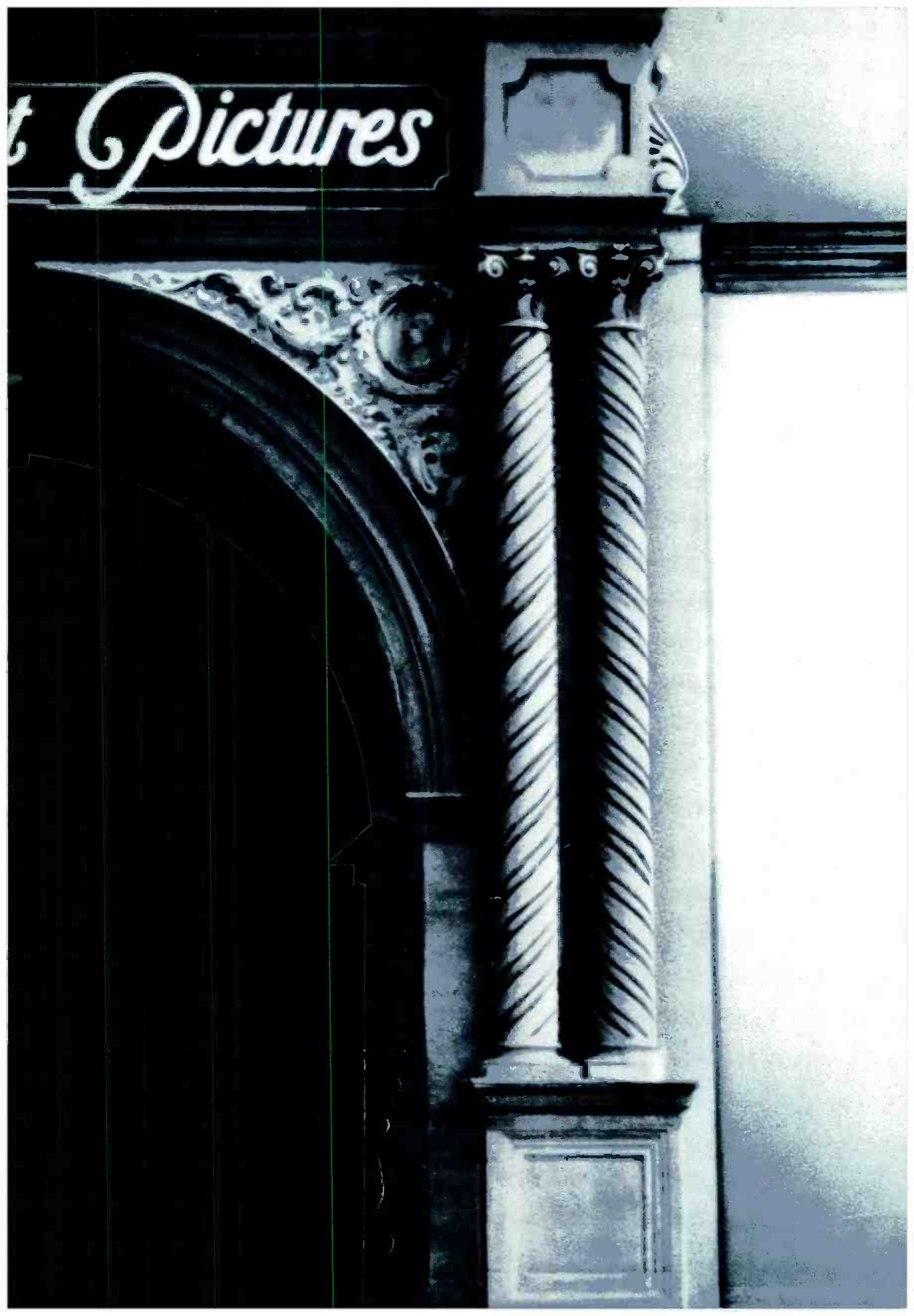
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FIRSTBORN  
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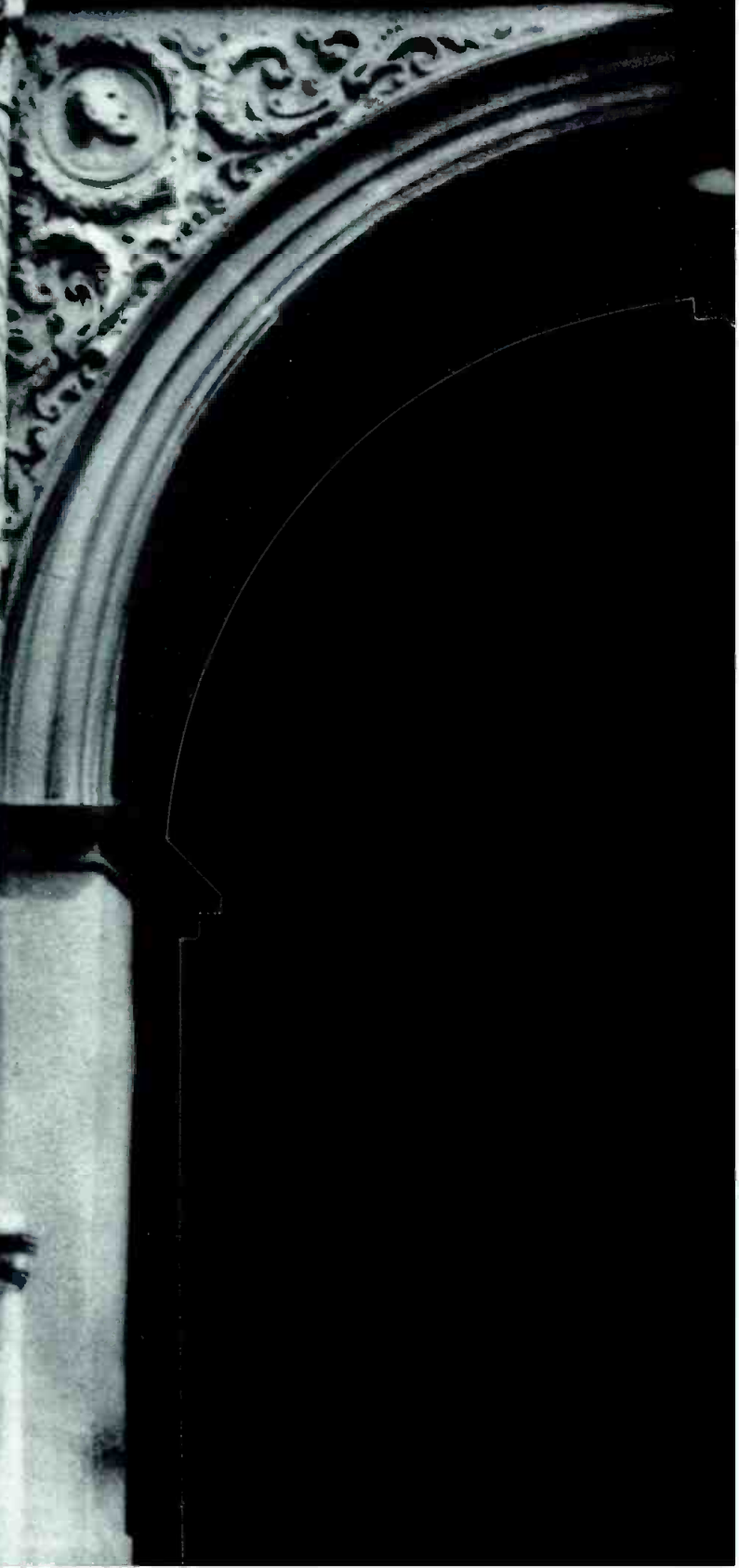


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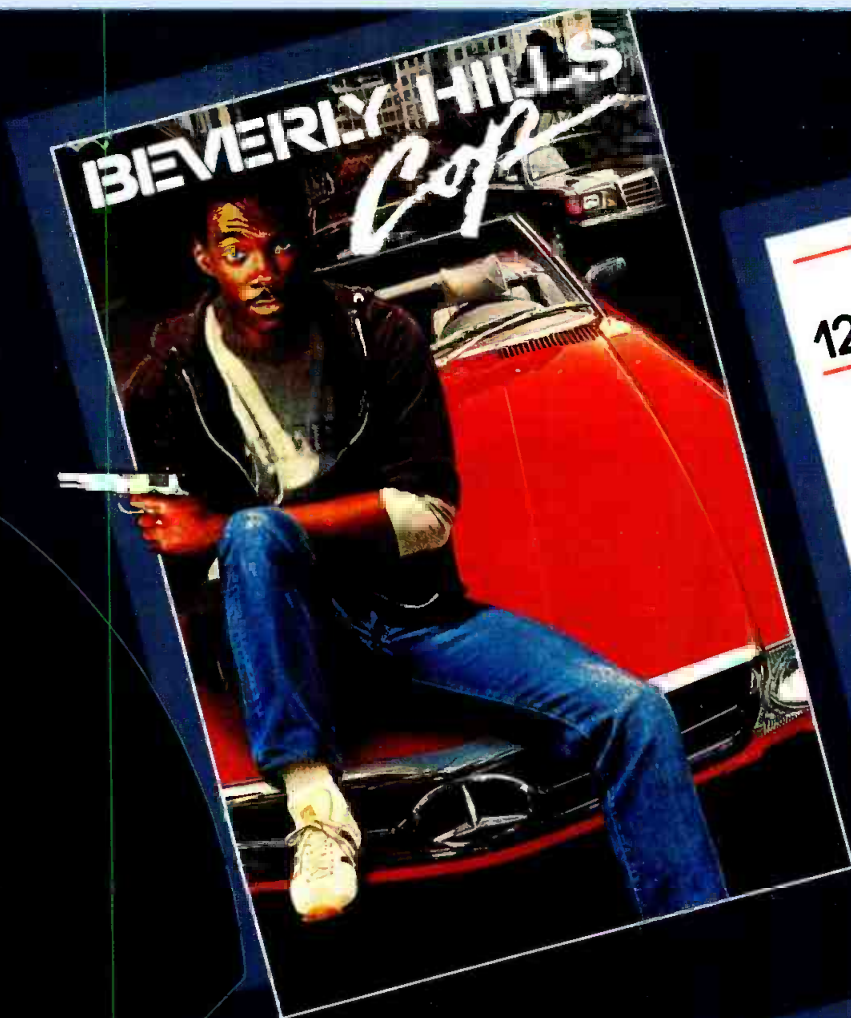
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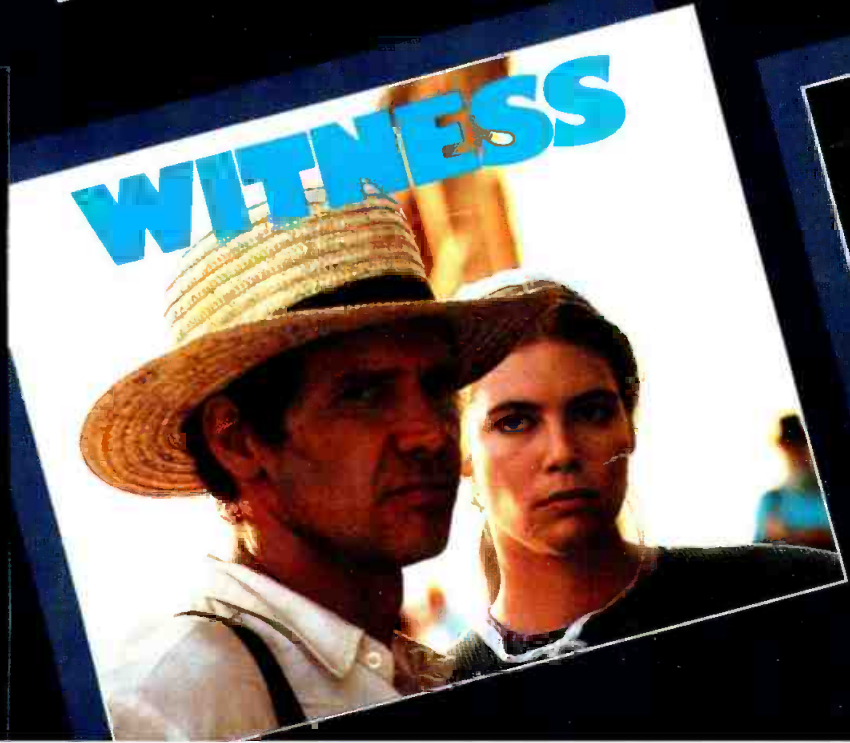
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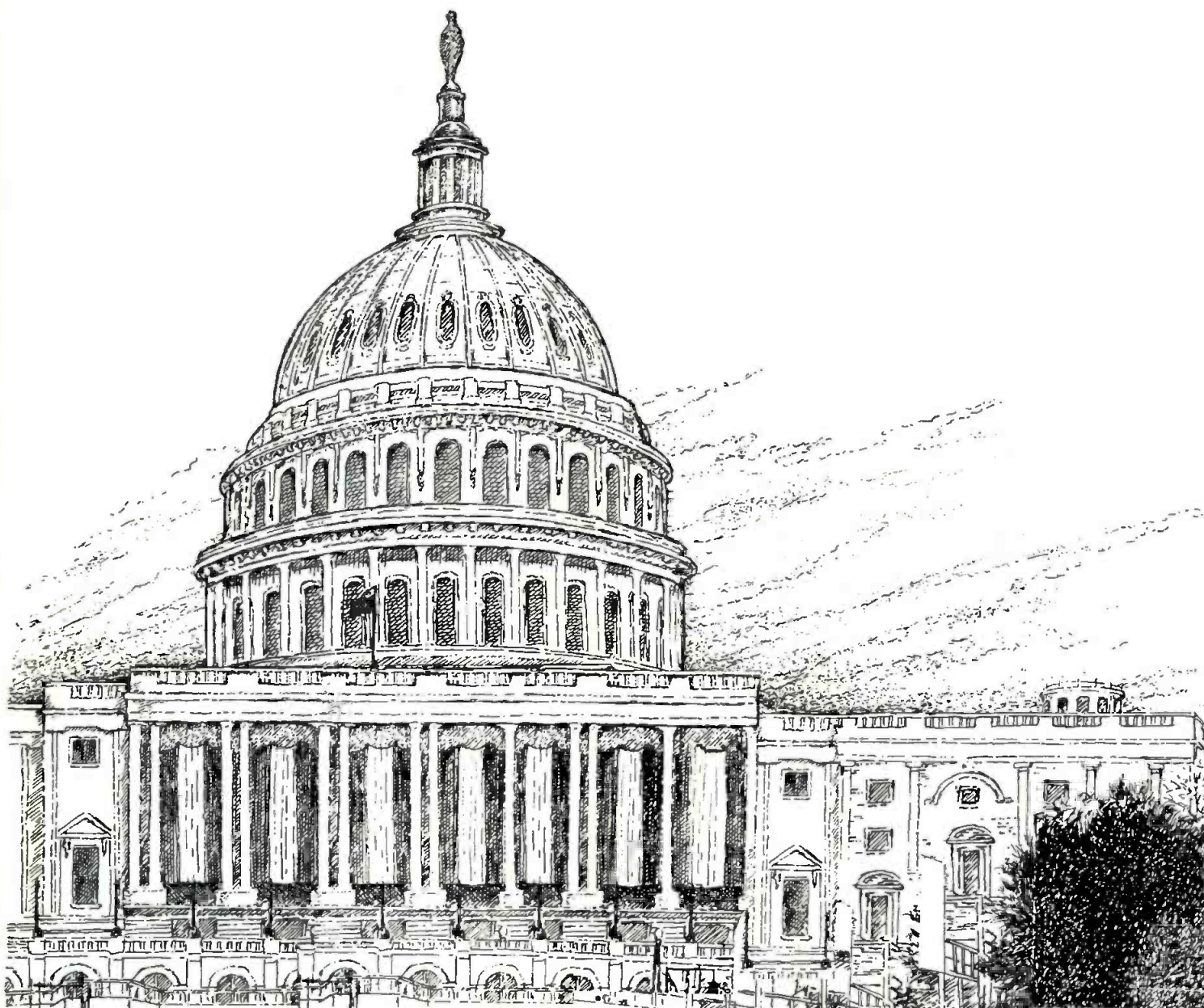




# Special Report

HOW DEREGULATION AND THE NEW TECHNOLOGIES ARE REWRITING THE RULES IN WASHINGTON

## ***Life on the leading edge of communications law***





*"Lawyers are the ultimate survivors."*

—A member of the communications bar.

Back in the early days of Mark Fowler's tour as chairman of the FCC, the nation's communications lawyers, most of them located in Washington, seemed to have reason for concern. The commission rules by which broadcasters and cable television systems lived and their lawyers prospered were being wiped out in the passion to deregulate. The marketplace in which so many lawyers professed confidence when they filed comments opposing yet another proposed rule was going to get a chance to work, after all. But now, as the fifth year of Fowler's term nears its conclusion, the financial health of the Federal Communications Bar Association seems at least as robust as ever.

True, some communications lawyers—those who devoted themselves exclusively to traditional practices—are hurting: Broadcast license renewals, for instance, do not require their services, what with postcards replacing the volumes of reports that once were the norm. And since the commission is no longer a source of fear and mystery, why should a broadcaster call a lawyer in Washington for advice at all? Things appeared even grimmer for lawyers specializing in cable television: The bureau that had been established in the 1970's to regulate cable television and that at its peak had employed up to 50 lawyers has been eliminated along with most of the rules under which the industry labored. Still, not to worry—the communications law business has been transformed, almost before one's eyes.

A continuing technological revolution throwing off new communications services is one reason. So is, ironically, the hands-off approach of the Fowler commission. The law practice has become more complex, probably more interesting, and possibly even more lucrative. It's not for nothing that the *ABA Journal*, *The Lawyer's Magazine*, in its October 1984 issue, described communications as "perhaps the most vibrant and complex of all the hot new areas of law." And that was even before the takeover game, friendly and otherwise, had heated up.

Look at the record: Common carrier has become a lucrative area for an increasing number of lawyers, particularly since the breakup of AT&T. ("Deregulation is the best thing that happened to lawyers in the telephone business," one of them said. "It created a lot of new entrants.") So has domestic satellite service and the arcane skills it requires of lawyers. Then there are the alphabet services—MMDS (multichannel multipoint distribution service) and LPTV (low-power television)—and cellular radio: All have provided work for lawyers. Increasingly, lawyers are called on to sort out and deal with the panoply of legal and policy problems involved in international telecommunications. Then, too, of course, there was the repeal of the three-year rule and the adoption of a rule permitting a party to own 12 AM's, 12 FM's and 12 television stations, instead of seven of each. Those actions—combined with the realization among investors that broadcast properties are valuable commodities—generate enough "transactional" work to keep battalions of lawyers happily and profitably employed.

Cable television lawyers also are busy in the buying and selling of properties—when they are not fighting one another and cities over franchise matters. John P. Cole Jr., of Cole, Raywid, & Braverman, says of the Cable Communications Policy Act of 1984, which was designed to resolve questions of cable rights versus those of cities, that it should have been dubbed "the Cable Television Regulatory Lawyers Full Employment Labor Act."

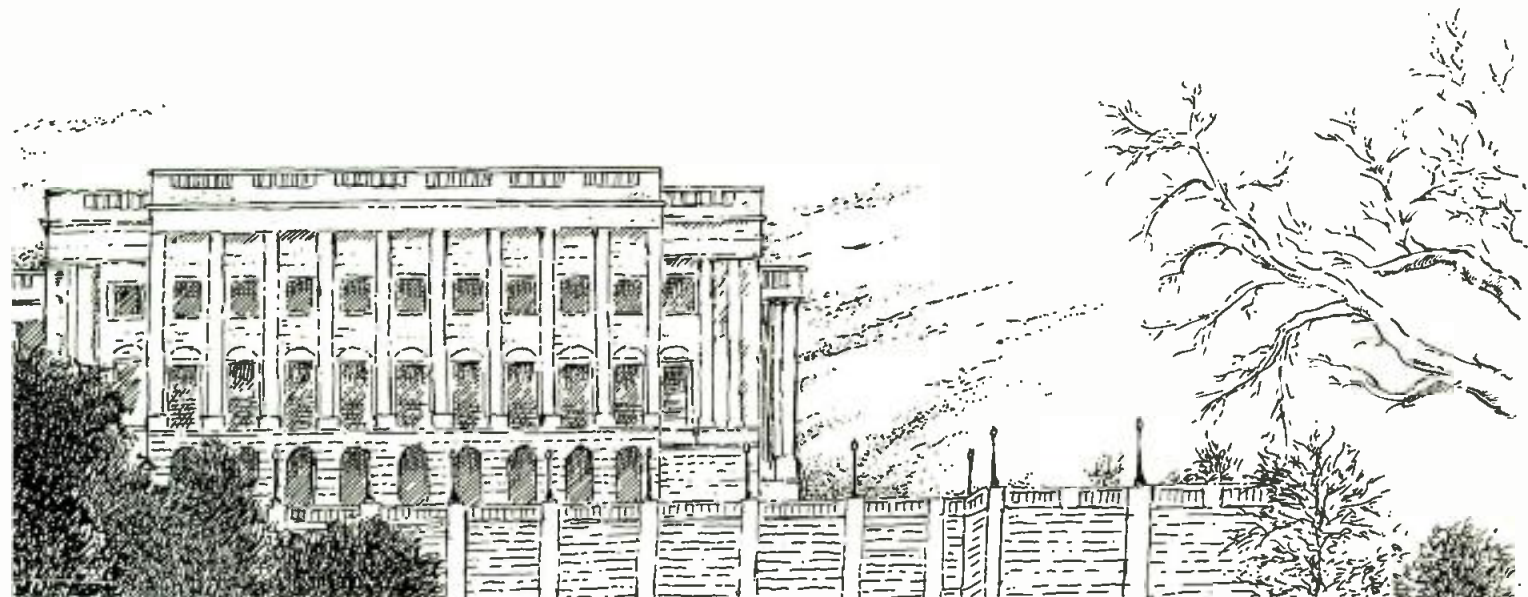
The partners in Farrow, Schildhouse & Wilson would not disagree. They have made a career out of suing franchising authorities in behalf of cable systems around the country. The Cable Act, says Sol Schildhouse, has increased the litigation involving franchise renewals "immensely." The firm is counsel to Preferred Communications Inc. in the franchise case the Supreme Court two weeks ago sent back to a district court for trial (BROADCASTING, June 9), a case that could go far toward resolving the question of cable's First Amendment rights. And the firm, Schildhouse noted, could become a victim of its own success: "If *Preferred* establishes that cities can only subject a cable system to police-type [health and safety] regulation, then the right to stay in business is assured, and the renewal business will be eliminated."

First, however, how much are lawyers who had settled down in a "traditional" practice suffering now? One lawyer, in his 60's, who has enjoyed a reasonably successful career, says deregulation has affected his practice "enormously"—perhaps reducing it by 75%.

He talks nostalgically of license renewal work. There was a time when a television renewal would take weeks to complete. Now that is gone. If the station owner does not fill out the postcard renewal form, and leaves it to his Washington lawyer, it is probably referred to a paralegal. The annual program log analysis television stations once filed with the commission (after reviewing the matter in detail with their lawyers) is also gone. So is the so-called regulatory "underbrush," and with it such rules as those outlawing double billing and phony service area maps. So there is little help a lawyer can give a station in avoiding trouble in those areas. There is, it seems, no trouble to avoid.

Of course, the once-strong bond between station and lawyer has not been completely severed. Some stations still consult with their Washington counsel on such matters as the fairness doctrine—will a particular program trigger the personal attack rule, for instance? And the lawyer who reports that deregulation has largely gutted his practice says he continues to report to the commission minor changes in the ownership of the stations he represents. He does it, he says, out of a sense of obligation to his clients as well as habit. But some stations, he says, don't bother. "They're of a generation of people not attuned to regulation."

One element of communications law that remains familiar, and profitable, to FCBA members involves hearings. Some 150 comparative, comparative/renewal and renewal cases involving AM, FM and TV authorizations are now pending before the commission. And some 1,000 are in prospect over the next five years as a result of the commission's decision to open 80 new channels to FM broadcasting under its so-called 80-90 proceeding. So that activity, at



## Legal eagles: flying high in Washington law

*There's no way to measure the top 20 in Washington communications practice—or even the top 21, the number pictured on this and the next seven pages. But anyone canvassing the territory is likely to hear these members of the bar cited as among its foremost practitioners. All are expert and experienced, and their practices generally—if not universally—reflect the changing state of that legal art.*



*Richard E. Wiley, who from 1970 through 1977 rose through the ranks at the FCC from general counsel to commissioner to chairman, has for a number of years been firmly established on the top rung of communications law practitioners. The firm of Wiley & Rein (it will be Wiley, Rein & Fielding on July 1) was established three years ago, after Wiley and some 35 other lawyers split off from Kirkland & Ellis, and it has grown rapidly; it now employs 61 lawyers, the newest being Fred Fielding, who recently resigned as White House counsel. Besides his practice—which covers a variety of areas and includes such major clients as CBS, Xerox and Communications Satellite Corp., Wiley is active in a number of American Bar and Federal Communications Bar Association matters (he is president-elect of the FCBA), and participates often at communications industry seminars and meetings. Hence the adjective hung on him by one member of the FCBA: "Indefatigable."*

least, would seem to offer promise of relief for lawyers adversely affected by deregulation. But one such lawyer, distressed by the direction the commission has taken in recent years, is not so sure. "With so many applications for the new allocations," he said, "the commission will probably ask Congress for the legislation it needs to use a lottery" and forgo comparative hearings.

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No, the business is not what it used to be. As Daniel W. Toohey, managing partner of Dow, Lohnes & Albertson, says, "It's not show business any more." Commissioners, it is true, in their heart of hearts, once seemed to regard it as such. When broadcasting items were on the agenda, their inter-

est always perked up, and they would shake off the torpor that seemed to envelop them when hearing a presentation on a common carrier item. Communications lawyers, too, Toohey says, were comfortable "with the technical lingo and concepts of broadcast technology. Now, we're forced to confront a new language. It's made us students again. We're learning the language, of satellites, of resale common carriers, of telephone exchanges, of local networks, of Bell operating companies, of computers, of MMDS and all the rest." Limited partnerships and leveraged buyouts, greenmail and white knights—those terms too are now part of the communications lawyer's new lingua franca.

Some older communications attorneys,

including some of the most successful, have decided to let the cup of the new kind of communications practice pass; they are not interested in learning the new language. But those who are learning and using it are finding a practice that differs not only in its subject matter. For representing clients before the FCC and the courts is not enough. Michael Gardner, of Akin, Gump, Strauss, Hauer & Feld, for instance, says communications lawyers now must also be able to represent clients at the Justice and Commerce Departments and on Capitol Hill. "On the big issues, you have to be able to go to any and all arenas." There are some lawyers who would say there are still other "arenas" in which communications lawyers are now active: the State Department, for one, the



U.S. Trade Representative's Office, for another; even the PTT (post, telephone and telegraph) offices of foreign countries. Those are the lawyers in the developing field of international telecommunications law.

What's more, there is the need to perform increasingly in the role of business adviser. Most lawyers had always performed that role, some to a great degree, even offering advice on taxes and other corporate matters. But Erwin Krasnow, former senior vice president and general counsel of the National Association of Broadcasters and now a partner in Verner Liipfert, Bernhard, McPherson & Hand, says "the vacuum" left by deregulation is increasingly being filled by clients' requests for such advice. With the buying and selling of stations proceeding at an ever faster pace (1,000 sales two years ago, over 1,500 last year), lawyers, Krasnow says, are called on for aid in evaluating properties. Broadcasters also look to lawyers for advice on how they can make money with their signal—perhaps for paging on an FM signal's subcarrier frequency or in selling the vertical blanking interval of a television signal. Knowledge of the FCC labyrinth and its occupants, then, may not be enough to satisfy a client looking for a communications lawyer. Clients, Krasnow suggests, want the help they need to acquire "a competitive advantage."

It isn't only broadcasters whose needs are

changing. Richard E. Wiley, of Wiley & Rein (soon to be Wiley, Rein & Fielding), a former FCC chairman, notes that communications law is being shaped by the technological developments in telecommunications. Once there had been "broadcast law firms and telephone law firms—and not too many of the latter," he says. Some lawyers speak of a third "bar," incorporating lawyers specializing in private microwave work. However many bars there were, the walls separating them have virtually disappeared. And now, Wiley says, there is a need for lawyers comfortable in the various technologies. The emphasis today is on who can understand the technology, whose knowledge spans the entire field and who can help a client "find the best way" to achieve a particular goal, Wiley says. (He recalled a client who wanted to market a communications device as a common carrier. "I said, 'No; call it a private carrier and avoid common carrier regulation. It could be in the private radio service.'") So a lawyer, Wiley says, cannot decide he is simply a broadcast lawyer: "Inevitably, he'll be drawn into other technologies. And that part is challenging."

As an example of the variety of his workload, Wiley ticked off his schedule for the day on which he was interviewed, a Friday. First, he was to work on an engineering problem involving certification of equipment, then to establish a client's position in

an FCC rulemaking involving land mobile satellite services. Later, he would be involved in developing another client's position in a rulemaking designed to establish a Radio Determination Satellite Service. Next on the schedule was a meeting with representatives of Kohlberg, Kravis, Roberts (which had just acquired the Storer Communications television stations and cable systems is now in the process of selling the stations, along with other properties, to Lorimar-Telepictures Corp.) "on a broadcast acquisition question." (Was another acquisition in prospect? "No." What Wiley should have been asked was whether a sale was in prospect). That was followed by a meeting on CBS, a major client, and yet another on a litigation matter involving the question of whether a service fell under the heading of broadcasting or common carrier, a question more difficult than it seemed; his research involved examining a document written in 1926. "What I like," Wiley said, "is the diversity."

The expansion—actual and potential—of American telecommunications services abroad and of foreign services in the U.S. is adding an international dimension to the practice of communications law—a dimension that seems to be attracting an increasing number of communications lawyers. While no one has an estimate of the number of lawyers in the practice, the International



*Dow, Lohnes & Albertson is one of the largest law firms in Washington, and its 110 lawyers are active in a variety of areas, communications among them. But it is its broadcasting practice that many in Washington automatically associate with the firm's name. So Daniel Toohey (center), the managing partner, loses no opportunity to point out the breadth and depth of the firm. A couple of the firm's assets in its practice of communications law are shown with him. Former FCC Commissioner Henry Rivera (right) was hired earlier this year to strengthen the firm's appeal to common carrier clients. And John D. (Jack) Matthews is one of the communications bar's leading cable television lawyers; he has been in that practice for 25 years, which almost spans the life of the medium. However, the firm does not draw hard-and-fast lines around the work of its attorneys; both Rivera and Matthews can be involved in broadcasting matters.*



*Dean Burch (right) is a former FCC chairman who has made his mark in private law practice as chairman of the firm of Pierson, Ball & Dowd. And Theodore Pierson Jr. (left) is one of the firm's lawyers whom other members of the federal communications bar see as coming to the fore. Says another Washington lawyer of Burch, who is remembered from his days at the commission as a hard-nosed type not known for his patience: "He is an extremely able person." With ties to important elements of the Republican party—Vice President George Bush, among them—Burch is regarded as an effective lobbyist as well as lawyer. But as one colleague says: "Burch does not want to be hired simply to open doors. He was and is a lawyer." Pierson—whose father helped establish the firm and develop it into one of the major ones in the representation of broadcasting (and now other) clients—cut his legal teeth on cable and now has helped move the firm into a significant common carrier practice.*

Telecommunications Committee, with up to 50 members, is the largest under the tent of the FCBA. And the seminars it sponsors on international telecommunications law are heavily attended; so was the FCBA luncheon that the director general of the International Telecommunications Satellite Organization, Richard Colino, addressed in April.

In some ways, lawyers in international telecommunications are on the cutting edge of communications law. Lon C. Lewin, of Gurman, Kurtis, & Blask, chairman of the International Telecommunications Committee, says that "as the domestic communications law has settled down, those eager to grow are looking for a new area." International seems to be it; he notes that the FCC has moved through deregulation to open the international area to American companies and that increasingly foreign governments, although at a more measured pace, are beginning to follow the U.S. lead and move away from reliance on government monopoly services. Levin suspects the "glamour" associated with international law may attract some lawyers. But he also believes there is no communications law firm in Washington that has not been contacted by someone in need of advice on international telecommunications. The world is contracting.

The legal battles being waged in behalf of the separate satellite systems eager to compete with the International Telecommunications Satellite Organization are only the most visible sign of activity in the international field. Lawyers engaging in the practice talk, like other lawyers, of providing business advice and counsel to their clients with pro-

ducts to sell or services to provide. But despite the move to "privatization" now under way in foreign countries (BROADCASTING, March 31), those working in the field say it is not enough to be an FCC lawyer—for in working abroad, they still find something less, a lot less, than the open markets and free-wheeling enterprise to which they have become accustomed in the U.S.

Joel Winnik, of Hogan & Hartson, who has been in the practice 12 years (including six years at the FCC), for instance, says the entities with which he deals generally are still government-owned monopolies. Furthermore, to practice in the international field, he says, "telecommunications issues have to be seen in a trade context." And since the FCC cannot deal with problems requiring negotiations with another government, Winnik finds himself attempting to resolve them in terms of trade through contacts at the U.S. Trade Representative's Office and Commerce and State Departments.

Steven A. Levy, of Arent, Fox, Kintner, Plotkin & Kahn, makes a similar point. "We know the buttons to push, here and abroad. Clients may have a good technical program, but the other parties involved, here and abroad, may not be ready for it." And Tom Keller, of Verner, Lipfert, who represents Orion Satellite Corp.—which was the first applicant for a separate communications satellite system—sees the international communications law field once (or if ever) the separate systems "are up and operating" as burgeoning. Companies will be buying capacity from those systems and will be engaging in joint ventures with foreign partners—

and they will require legal representation, he said, adding, "That's the next step beyond the legal and political battle now under way."

There are other new frontiers for the communications lawyer. Former FCC Commissioner Joseph Fogarty, who is practicing communications law with Weil, Gotshal & Manges, says "a lot" of his work There are other new frontiers for the communications lawyer. Former FCC Commissioner Joseph Fogarty, who is practicing communications law with Weil, Gotshal & Manges, says "a lot" of his work is before state regulatory agencies. "I've been in states from California to Maine." Until recently, companies like MCI would hire local counsel for such work. But now, says Theodore Pierson Jr., of Pierson, Ball & Dowd, such companies find it more efficient to employ "one or two firms to handle all of their work," state and federal, rather than hire and educate local attorneys in the mysteries of, say, access charges. "It is no longer unusual," says Pierson, "to find Washington attorneys not only participating in matters before state agencies but outnumbering the members of the local bar."

Then there is the proliferation of national associations that spring up to meet the perceived need of providers of the services that are the product of the new technologies and the era of deregulation. Most are in the common carrier field—and all of them need counsel. Indeed, some lawyers organize clients into ad hoc associations that lobby Congress or participate in commission rulemakings. It is cheaper for an industry representative to be represented as one of a group than individually. It is also, says Pierson, "often the way lawyers develop legal business."

What deregulation takes away, it seems, technology and the needs of clients in a litigious and complicated environment puts back.

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Probably the most dramatic departure in the practice of communications law involves the mergers and acquisitions—friendly and hostile—that have swept up the largest companies in broadcasting. The first indication that even the biggest company might not be immune occurred early in 1985, when former FCC Chairman Charles D. Ferris, now a partner in the Boston-based Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, began taking soundings at the FCC regarding the procedural barriers that might confront someone—say, like his client, Ted Turner—who would be interested in taking over a property like CBS Inc. (BROADCASTING, March 4). But it wasn't until later that year, when a group of so-called "dissident" stockholders began an effort to take control of Storer, which they intended to liquidate, that it became clear such barriers probably would not be insuperable.

Communications lawyers had regarded broadcast properties as not only valuable in their own right but as protective devices against takeovers; anyone would have to think long and hard about attempting to capture a corporation holding broadcast licenses, which cannot be transferred without commission approval, a time-consuming

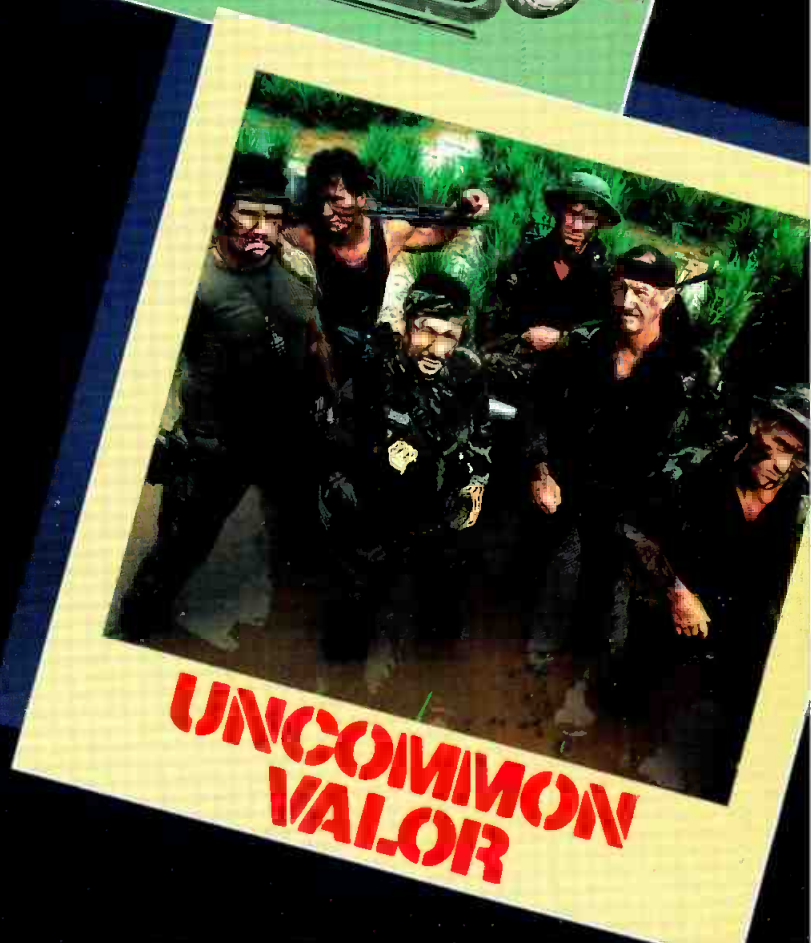
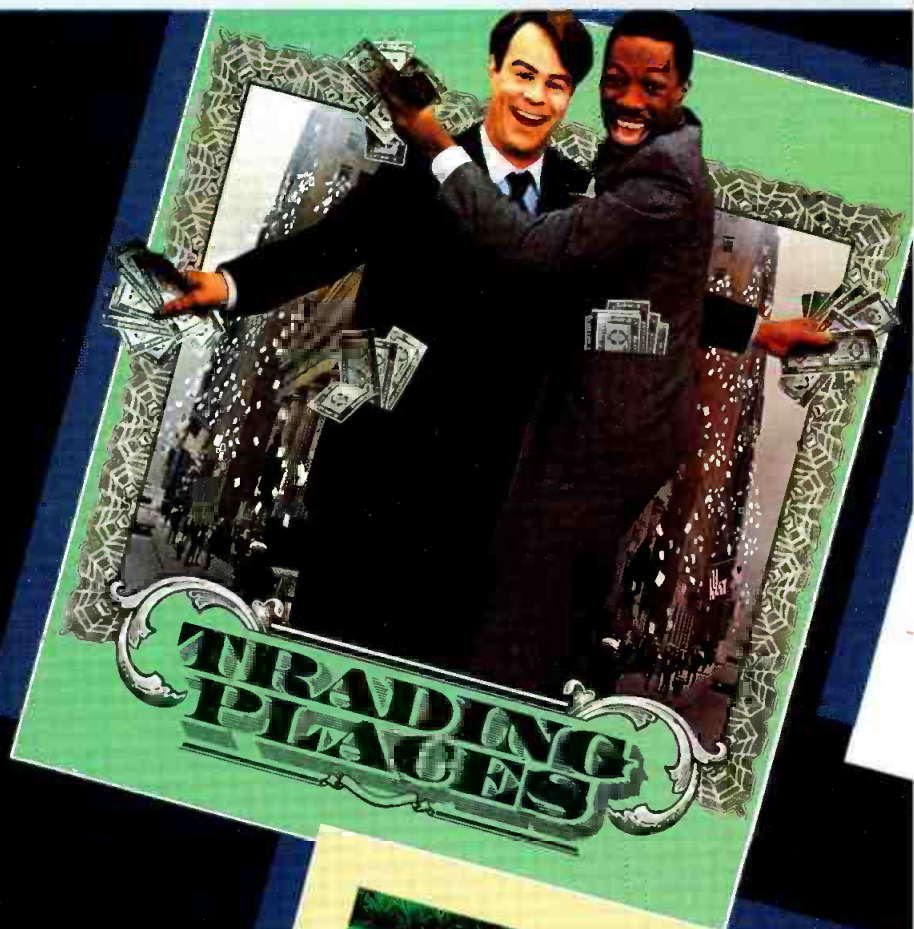


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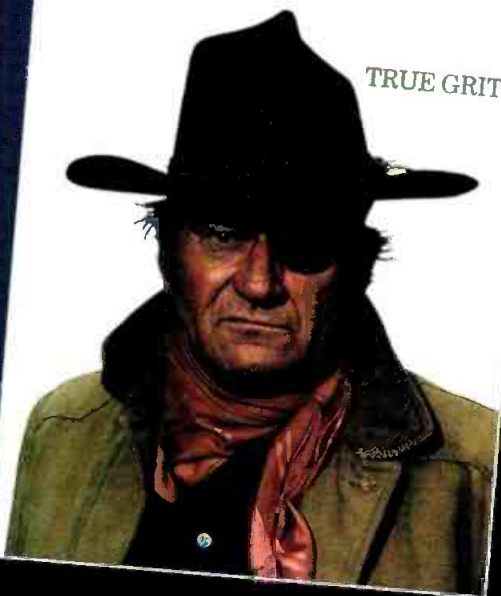
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process. That was the theory, and it seemed sound, but it did not withstand an imaginative attack devised by Stephen A. Sharp, who had served the FCC as general counsel and then as a member before joining Skadden, Arps, Slater, Meagher & Flom, a national firm—it has 550 employees in six offices—best known for its role in engineering mergers and takeovers.

The strategy was to launch a proxy fight; the stockholders would be exercising their right to choose their own board of directors. It was a matter of “corporate democracy,” and the so-called long-form application normally used in transfers of control was not required; just the short form, used in pro forma transfers. It was a close thing at the commission, which split 2-2, with Commissioner Dennis Patrick casting the deciding vote after the commission said it would require only a bit more information than normally called for in a short form—and the U.S. Court of Appeals affirmed that decision. The takeover attempt was eventually frustrated when KKR emerged as a white knight to rescue Storer, but the Fowler commission had sent a signal: Its procedures could not be counted on as a defense against takeover efforts.

(Turner eventually lost his bid to capture CBS Inc., but not because of any procedural barriers raised at the FCC. The same was true of Jack Kent Cooke and his effort to take over Multimedia Inc. His attorneys had developed the creative idea of introducing the concept of a trustee—former Senator Eugene McCarthy, as it happened—to collect shares tendered in response to Cooke’s offer while the commission considered the would-be purchaser’s long-form application. The commission accepted the idea, but Multimedia found other ways of rebuffing Cooke. (On the other hand, Macfadden Holdings Inc.’s initial effort to take over John Blair & Co. apparently was a bit too overreaching even for the current commission [BROADCASTING, May 19]. But that game remains to be played out.) Skadden, Arps has been involved in virtually every major merger or takeover attempt involving broadcasting companies in the last two years. And it is a classic hired gun. If it represented those storming the gates in the Storer matter, for instance, it represented the Morgan-Stanley Investment Co., a CBS ally, in resisting the Turner takeover attempt. It also represented the independent directors when John Kluge and friends took Metromedia private, then was involved in the sale of those television stations to Rupert Murdoch.

All of which has helped teach Sharp a thing or two. One is the importance of finding a “creative” approach, as in the Storer matter. (He refers to his method of operations, as test pilots refer to the way they do their job, as “pushing the edge of the envelope.”) Another—and this may be crucial—is that the commission is not put off by the new breed of entrepreneurs who are finding their way into the broadcasting business, a breed whose members, Sharp says, “will go where the money is, who don’t care what the industry is—it can be a public utility or a widget maker—so long as they have someone who can run it.” Another communications attorney refers to the members of the



*There are three of the attorneys who have helped maintain Wilmer, Cutler & Pickering's reputation as a top firm in communications law. Joel Rosenbloom (left), who had been a top aide to FCC Chairmen Newton N. Minow and E. William Henry, in the 1960's, is a major factor in the firm's representation of broadcast clients; he was counsel for Capital Cities Communications Inc. in its acquisition of ABC Inc. Roger Wollenberg (center), one of the senior members of the communications bar, joined the firm in 1962, when it was formed, and has long headed its communications practice. Wollenberg has expanded his own practice—which once focused on broadcasting—to one that now includes common carrier clients. Timothy Dyk (right) is probably best known for his work as a First Amendment lawyer in broadcasting cases. As counsel for CBS, he is the lead attorney in the suit the Radio-Television News Directors Association and other media groups have filed seeking an appeals court decision that the FCC's fairness doctrine violates the First Amendment.*

new breed as “pirates.” whose only concern “is the bottom line”—and he has learned to do business with them.

In that respect, Sharp has—or had—an advantage over more seasoned communications attorneys accustomed to a more traditional way of doing things. The argument of Koteen & Naftalin, counsel for the Storer board, that a long-form transfer application was needed to protect the public interest was pictured by Sharp as an effort simply to protect the interest of the board, not the stockholders. Sharp said the short form would do nicely as a means of protecting the public interest. Never mind that the dissidents planned to liquidate the company. After all, it was FCC Chairman Fowler who evoked the memory of Calvin Coolidge when he told the National Association of Broadcasters in Dallas in April that “the broadcasting business is a business” (BROADCASTING, April 21).

Whatever the impact on the officers and stockholders of the companies directly involved, takeovers and mergers can also have a substantial effect on the law firm of the absorbed company, as in the case of Capital Cities’ friendly takeover of the much larger ABC Inc. McKenna, Wilkinson & Kittner had represented ABC from its creation more than 30 years ago, and had maintained extremely close personal as well as business relations with the company, from the chairman, Leonard Goldenson, on down. McKenna, Wilkinson & Kittner developed a

substantial communications law practice apart from ABC, and had long been regarded as one of the top firms in its field. But there never was any doubt that the Capcities/ABC legal business would go to Wilmer, Cutler & Pickering, another of Washington’s major law firms; it had long represented Capcities.

James McKenna, who remains in charge of the firm, says of the loss of the ABC business, “We had a great run.” And he indicates he feels the loss at least as much personally and emotionally as financially. “We had a unique relationship,” he says. “The other networks had in-house counsel in Washington; ABC had us.”

Still, isn’t losing the business painful from a dollars-and-cents point of view? McKenna thinks the firm will “make up for it in a year or two.” He noted that the firm continues to represent all three networks in common carrier rate-making cases before the FCC. He also said it is heavily involved in transactional work itself—to the amount of \$150 million at present. And he represents a group that includes former ABC executives Martin Pompadur and Elton Rule as well as Merrill, Lynch, Pierce, Fenner & Smith that is putting together a package of between \$500 million and \$750 million to buy radio and television stations and cable television systems in midsize markets. But McKenna does not seem to look to the “transactional” work with the same enthusiasm as, say, Sharp does. “A lot of new groups are forming, and





*Jay Ricks (left) and Joel Winnik represent some of Hogan & Hartson's strength in communications law. Ricks is highly regarded as a cable television lawyer, but he has also demonstrated the kind of creativity needed in the changing atmosphere of today's communications law practice. In representing Jack Kent Cooke in his effort to acquire Multimedia Inc., Ricks introduced the idea of an outside trustee to hold acquired stock as a means of getting around FCC procedures that would otherwise hamper efforts at a takeover. Multimedia, however, managed to tie up enough stock to block the takeover attempt, although not without paying Cooke \$25 million in what has been called "greenmail." In a case involving the sale of satellite transponders, Ricks persuaded the commission to depart from its policy of requiring strict cost-based ratemaking and permit the auctioning of transponders. Winnik is one of a growing number of lawyers finding international telecommunications law lucrative as well as interesting. Winnik, who has been in private practice since 1979, and with Hogan & Hartson for the past year, first became involved in the international field as an attorney with the FCC's Common Carrier Bureau.*

& Rein, which split off from the Chicago-based Kirkland & Ellis, with 35 of that firm's lawyers (plus two outsiders), in 1983, is now clearly one of the dominant communications law firms in Washington. It has some 60 lawyers, half of them devoted to communications law, and its latest and most notable acquisition is Fred Fielding, who for five years until March 31 had been White House counsel.

But it is not only the large firms that are making the transition required by changes in the nature of communications law. Small-to-medium-sized ones are, too. But like McKenna, the senior partners in some of those firms are uncomfortable with the direction broadcast regulation has taken. Bernard Koteen of Koteen & Naftalin, for instance, talks regretfully of "the erosion of the public trustee concept."

Nevertheless, the firm, with its 12 lawyers, is busy with transactional work, and it is called on for advice by the money people who make the buying and selling possible—the investment bankers, who Koteen notes are "running auctions" for major properties and "making a ton of money." The firm also counsels arbitragers, whose goal is to make a profit in entering and leaving a market at the proper time. The firm, which has its share of broadcast clients, is also involved in the international market, representing the British government in connection with its teletext product, now in use in 18 countries, and RCA Globecom. The firm

money is around," he says. "I don't like it, but repeal of the three-year rule changed everything." He feels, unlike Chairman Fowler, that a licensee is a trustee. But, McKenna says, quoting Jimmy Durante, "Seeing as how them's the conditions that prevail..."

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If there is one person standing back, viewing with pride and satisfaction and a sense of accomplishment the manner in which the communications law practice has been turned (almost) inside out, it is Fowler. "If you were to pick an area of law practice, that would be telecommunications, because it is the most dynamic sector in the American economy. Lawyers with the expertise are going to be able to command premier clients and premier rates," he says. "For lawyers who can see the future and the opportunity, it's even more exciting and potentially profitable than ever." The "bad news" for communications lawyers, he says, is that national firms are discovering their secret and are beginning to enter the field, offering new competition. But, then, he adds, "billions of dollars of new capital" are being invested in telecommunications. And that, he suggests, is the good news.

The major law firms that had dominant communications law practices in the days of "compliance" law appear to be making the transition to the business-oriented practice without missing a beat—Dow, Lohnes; Pierson, Ball & Dowd; Hogan & Hartson; Wilmer, Cutler & Pickering; Covington & Burling; Cohn & Marks; Arent, Fox, and McKenna & Wilkinson, among them. Wiley



*Eugene F. (Frank) Mullin, of Mullin, Rhyne, Emmons & Topol, is not with one of the large communications law firms in Washington; it employs only nine lawyers. But Mullin is widely regarded as one of the most effective litigators in the communications bar. As attorney for Fidelity TV Inc., Mullin is the lead counsel in the unprecedented case in which the renewal applications of 14 of RKO General Inc.'s radio and television stations are under challenge. In 1979, he had participated in the oral argument before the commission that led to the denial of renewal of RKO's WNAC-TV (now WNEV-TV) Boston. RKO's qualifications to be a licensee had been at issue in that critical case. Mullin's reputation as a litigator has led to his being retained by licensees in trouble at license renewal time. He acknowledges, ruefully, that the current commission is not likely to threaten many broadcasters with denial of renewal. But the business in comparative hearings involving new stations remains brisk—for now.*





*Bernard Koteen (left) and Alan Naftalin, of Koteen & Naftalin, head a relatively small firm (12 lawyers) specializing in communications law and long regarded as among the best of its kind in Washington. Koteen, who helped establish what was then Koteen & Burt in 1951, focuses largely on broadcasting matters—the representation of NBC, Taft Broadcasting Co. and The New York Times Co., among them. Naftalin, who joined the firm in 1953 and became a partner in 1960, spends most of his time on common carrier and international carrier matters. But both have been active in the wide range of communications work the firm does, and both are mentioned by colleagues as among the top communications lawyers in Washington.*

does not appear to be stuck in the practice of the 1960's and 1970's.

Indeed, Koteen & Naftalin, which Koteen likes to describe as a "boutique," apparently is doing something right. Koteen says he has been approached "half a dozen times" by large, full-service national firms that want to acquire the firm and make it their communications arm. Koteen, who helped establish what was then Koteen & Burt in 1951 and who is, he says, "pleased with the practice," always says: "No."

Fisher, Wayland, Cooper & Leader, with its 25 lawyers, is another firm that is adapting to the times. Ben Fisher, who in 1951 joined the firm that had been started by his father, has advanced through all the degrees of communications, from the AM, FM and television services through cable television and telephone communications to satellite service.

And when cellular radio came along a few years ago, he says, "I jumped in and became an expert." He feels the firm is at a disadvantage in competing with the largest ones that can offer such services as tax and corporate litigation services. "We have to develop the same services as a Hogan & Hartson and a Covington & Burling," he says. But in the meantime, Fisher adds, "we have to be more aggressive in expanding service to meet the chill of deregulation."

The firm was among those that sold its services on a nonexclusive basis to cellular radio applicants willing to join forces in an effort to increase their chances in the lotteries the FCC has been holding to select franchise winners. And putting the groups together is not necessarily the end of the line

for the firms involved. "There is," Fisher says, "a lot of legal work in defending winners against competitors who have the right to attack the winners' qualifications." Fisher says some firms are "squeamish" about serving groups of applicants in



*James McKenna (left), of McKenna, Wilkinson & Kittner, had represented ABC Inc. since it merged with United Paramount Theaters Inc., a merger he helped engineer, in 1953. Now, another merger, in which ABC Inc. has been acquired by Capital Cities Communications Inc., has cost the firm its prime client. But over the past 33 years, the firm had built an impressive client list and remains one of the leading communications law firms, and McKenna, one of the dominant members of the bar. Joseph Kittner (right) is another of the reasons for the firm's continued prominence; he has been active in common carrier law, and for the past 20 years has represented all three TV networks and other broadcasters in opposing proposed transmission rates of AT&T and the Communications Satellite Corp. they considered too high. Kittner estimates the firm has saved each of the networks "hundreds of millions of dollars" over the years in the rates eventually approved by the FCC.*

that manner, and he agrees that the lottery "bastardizes" the selection process. But Fisher feels that when the commission scratched the comparative hearings it had used to make selections in the major markets, firms were forced to become "more entrepreneurial."

As the commission begins picking winning applicants for the smaller markets, the lottery business in cellular is drying up (and none too soon, in the view of some lawyers, who say they have heard of some nonlawyer entrepreneurs who are mass producing applications for \$100 each). But Fisher, Wayland is busy in a number of fields, from broadcasting to LPTV to domestic satellite service. Fisher even sees cellular radio as a source of business: the more than 200 non-wireline cellular systems to be established in markets around the country will, like any new service, he notes, need communications counsel.

What's more, Fisher now has his eye on, of all things, AM radio. He knows, as does everyone else in the business, that the commission is concerned about the sagging popularity and revenues of AM radio, and is pondering ways to revive its fortunes (BROADCASTING, April 7). And that can only generate business: comments to be filed on the report that was issued in April and in the rulemakings that will be initiated by the FCC in the weeks and months and even years ahead.

Then, in the 1990's, the commission expects to be opening up the 100 khz of spectrum space that has been added to the AM band in the western hemisphere. Officials estimate that the new band—whose use is now being planned by a regional conference that completed its first session on May 1—could accommodate as many as 500 new stations. That means, conceivably, thou-



sands of applications to be completed with the aid of communications counsel—who could then wind up with some new clients.

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So, as Fowler and the *ABA Journal* suggest, the communications bar is not fading away, a victim of deregulation. Indeed, Akin, Gump's Gardner may have been onto something when, in 1981, after a tour as head of the Reagan administration's transition team focusing on the FCC, he decided to forsake energy law, which he had been practicing with another firm, and go into what he considered the "fascinating" practice of communications law. NATPE International helped lure him into the practice; it contacted him when his name was showing up in the press as head of the incoming Reagan administration's FCC transition team, and Hollywood's producers, concerned about FCC plans to repeal the financial interest and syndication rules, were looking for lawyers and lobbyists with important connections.

But it is not only the Mickey Gardners who are gravitating to the practice. FCBA membership has increased 50% in the last 10 years, from some 900 to 1,400. What's more, as Fowler indicated, national firms are establishing a communications presence in Washington, often by hiring former commissioners, including chairmen, or former top FCC staffers.

Ferris, for instance, walked out of the FCC and into the Washington office of Mintz, Levin in 1981. Later, Weil, Gotshal & Manges hired former Commissioner Joseph Fogarty, and Sutherland, Asbil & Brennan recruited his former colleague, Anne Jones. Skadden, Arps hired Sharp in 1983,

six years after Wiley, then leaving the FCC chairmanship, turned down an offer from the firm and joined Kirkland & Ellis. Gary Epstein, former chief of the commission's Common Carrier Bureau, is with Latham, Watkins & Hills, and Philip L. Verveer, who held several key jobs at the commission, including chief of the Common Carrier Bureau, is with Wilkie Farr & Gallagher, after a tour with Pierson, Ball & Dowd. And the commission's general counsel under Ferris, Robert Bruce, is practicing law for Debevoise & Plimpton. Nor does that exhaust the list of former government officials who have passed through the revolving door to lucrative private practice—and the list is not restricted to FCC alumni: Louis Frey Jr., former Republican member of the House who was ranking minority member of the House Telecommunications Subcommittee, and Ronald Coleman, a member of that subcommittee's minority staff, are now with Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey. All of which suggests the communications law business is booming.

But probably no personnel item since Wiley's decision to join Kirkland & Ellis made as much news as former Commissioner Henry Rivera's decision earlier this year to join Dow, Lohnes. In part, at least, the excitement simply had grown over the weeks and months Rivera was known to be considering various offers for his services. In part, too, Dow, Lohnes's interest in Rivera was seen as a signal of the determination of the firm, usually thought of as one restricted largely to broadcasting, to strengthen its common carrier representation. (Indeed, Dow, Lohnes—with more than 100 lawyers—is active in a

number of areas; only some 20 of its lawyers specialize in communications.) More than that, it was seen as a manifestation of another change in the practice of communications law—the growing intensity of the competition among the practitioners. The business, as one lawyer noted recently, "has become a lot more cutthroat."

Public relations and self promotion have always been a part of law practice, any law practice, but usually in a discreet way. Lawyers would show up on panels at, say, National Association of Broadcasters conventions, to demonstrate their expertise. Being named to head a delegation to an International Telecommunication Union conference was impressive. But most firms were reticent about puffery; lawyers were professionals; they just didn't do things like that. Now, the reticence is dropping away, as the Dow, Lohnes experience indicates. It has assigned two aides to help Rivera draft speeches and articles. And he has been featured, along with members of Congress and government officials, in seminars the firm has sponsored on common carrier subjects. "I was hired to enhance the profile of the firm, and build one where it didn't exist," says Rivera. But it is not only Rivera who is being packaged the firm has retained a publicist to help promote the firm and its members.

Other firms have been dropping the veils of modesty, as well. Some, like Pierson, Ball & Dowd, have hired a public relations firm. Many are publishing brochures to detail the services they offer and the partners involved. And not only do lawyers participate in seminars, their firms help sponsor them. Finley, Kumble, for instance, produces the annual Televent, an international conference featuring leading international telecommunications policy makers and business executives, in Montreux, Switzerland.

But the firm that has made the largest impact on the communications law practice in the shortest time is Wiley & Rein, largely through the efforts of co-founder Wiley. He seems to chair every other seminar that is held on a telecommunications issue, and he is active in American Bar Association and FCBA affairs; he is incoming FCBA president. Indeed, he is regarded by other members of the FCBA with awe. Says one, "There is no lawyer in any practice that dominates the area as Dick Wiley does communications law."

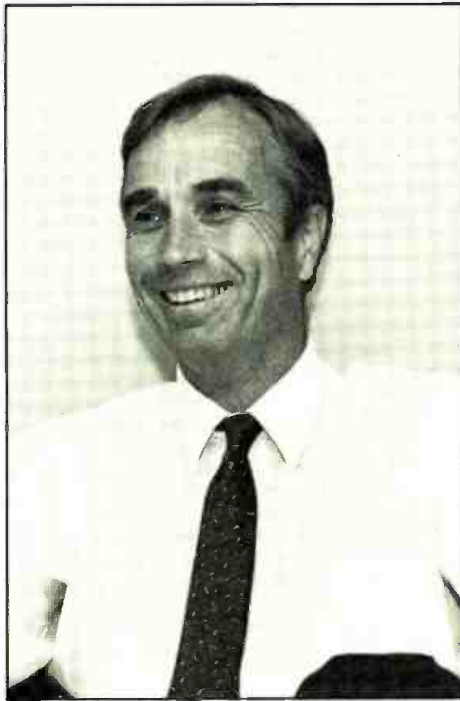
The competition among communications lawyers is not only a function of the growing number of lawyers; it is a function, also, of the maturing of the communications business. Ted Pierson Jr. says: "With the number of communications companies growing, the old boy network under which attorneys were obtained through one's friends doesn't work any more. It is now the general counsel of a company, not the owner, who decides on the law firm, and the new companies in the business require law firms to compete for their business. They call in two or three firms, ask for prices and ask how particular problems would be handled. So law firms have to do a better job of marketing and presenting themselves."

And that has led to more than public relations activities. Firms (as Ben Fisher would say) are becoming increasingly "entrepre-



*Kenneth A. Cox (left), who is senior vice president for regulatory affairs at MCI and "of counsel" to Haley, Bader & Potts, and Michael Bader, of that firm, are probably at least as well known to AT&T's battalions of lawyers as to other members of the Federal Communications Bar Association. Cox, who made a reputation as a hard-nosed regulator when a member of the FCC in the 1960's, and Bader have represented MCI before the commission and the courts in battles with AT&T over MCI's efforts to provide services once regarded as part of AT&T's private domain. They have also litigated AT&T private line tariffs as "predatory." And they have met with a considerable degree of success. On the other hand, they have also worked hard to slow the commission's pace in deregulating AT&T. Both are members of the MCI board. For all of that, however, Bader still spends the largest part of his day on broadcasting matters.*





*Charles D. Ferris, FCC chairman during the Carter administration, has become an important factor in the communications law practice in Washington. As a partner in the Boston-based firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Ferris is the principal outside attorney for Turner Broadcasting System, and scouted the FCC early in 1985 for signs of procedural barriers to Ted Turner's ambitions to acquire CBS. He found none. Ferris is active, also, in cable television and other fields. And he represents clients not only before the commission and in court but on Capitol Hill. As a long-time aide to then Senate Majority Leader Mike Mansfield (D-Mont.) before moving over to the commission, Ferris is well equipped with the contacts and experience to provide effective lobbying service. He has represented manufacturers and distributors of audio recording devices and blank tape in their thus far successful efforts to stymie attempts of artists and producers to secure legislation imposing copyright royalties on that equipment.*

neurial" in making presentations to firms shopping for legal counsel. To develop a proposal involving business and regulatory strategy, a firm will enlist the services of an engineer and an economist. Producing such a proposal is often expensive—and a gamble, for there is no guarantee that a contract will be signed. Fogarty, who has put such packages together for a specific market, usually a state agency, tries to reduce the costs by peddling the product to other possible customers. "Bicycle the product if you can," he says. "You have to have the fortitude of a carnival barker. It's not what it used to be when I got out of law school."

*Jonathan D. Blake, the functional head of Covington & Burling's communications practice group, is regarded as one of the top communications lawyers in Washington. And his work reflects the increasing diversity of the communications law practice. One of his principal clients is the Association of Maximum Service Telecasters, whose lance he has carried since joining the firm in 1964. The CBS affiliates group is another client. But he also represents the cellular radio division of Telocator, and was counsel for the Washington Post Co. in its purchase of Capital Cities Communications Inc.'s cable television systems.*

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It's not even what it used to be a few years ago. And what it will be like in the immediate future is unknown. Jonathan Blake, who is the functional head of Covington & Burling's communications section of some 15 lawyers, says the largest difference he sees in the practice is that although, 10 years ago, he knew what he would be doing in three years—"renewals, work of that sort, now the future is far more uncertain." But determining where the practice is going—that, says Skadden, Arps's Sharp, "is the real challenge." He notes that "fights over the development of UHF" marked the 1950's, while in the 1960's and into the 1970's, lawyers were busy advising on FCC regulations. Then, the move to deregulation—which got under way, haltingly, in the late 1960's—began picking up speed under Chairman Ferris and now seems unstoppable.

But who knows? A disaster engulfing a broadcasting property acquired with more credit than proves wise. Or a flock of new applicants challenging renewals of stations that have paid what the challengers argue is too little attention to the public interest. (The

*George Shapiro, of Arent, Fox, Kintner, Plotkin & Kahn, is another of those whose name is mentioned frequently in discussions of the top communications lawyers in Washington. He has a general communications law practice, but spends the largest part of his time on cable television matters, including litigation. He was the lawyer in the Midwest Video II case, in which the Supreme Court, in 1979, affirmed a lower court decision throwing out the FCC's rules requiring cable systems to make public access channels available (BROADCASTING, April 9, 1979). It was one of the first cases in which cable's First Amendment rights were argued. He has also represented cable systems or viewers in opposing local or state obscenity laws—thus far, successfully. And why not? Along with Philip Kurland of the University of Chicago law school and James P. Mercurio of Arent, Fox, he wrote the book: "CableSpeech": The Case for First Amendment Protection."*

commission may not be obsessed with that notion, at least as it has been interpreted over the years, but the courts may be more old-fashioned.) Those things could cause reexamination of the present course. But perhaps the market will work with a reasonable degree of efficiency, and Chairman Fowler will realize what seems to be his chief ambition and be the last person to turn out the lights and lock the door of the FCC. Whatever, if past is prologue, communications lawyers will still find ways to earn enough to put bread on the table—and keep wine in the cellar, aging gracefully, like the communications bar. ■

By Leonard Zeidenberg

# RIDING GAIN

## O N R A D I O

### Studio dereg

The Arizona Justice Committee, a group of radio licensees whose members include Beasley Broadcast Group, Joyner Broadcasting Co. and Metroplex Communications, has asked the FCC to eliminate, for radio, rules requiring location of a station's main studio within the community of license and mandating that a majority of the station's nonnetwork programming originate from within the community of license. In a petition for rulemaking, the committee said changes in broadcast technology have rendered obsolete the idea that issue-responsive programming must originate in a studio and that the studio location requirement is unnecessary because members of the listening public don't generally get in touch with their local radio stations by visiting the main studio but by phone or mail. "Continuation of these rules imposes significant opportunity and out-of-pocket economic costs on some radio licensees and represents an unnecessary intrusion by government on small business activity," the committee said. "The rules also restrict licensee programming discretion and thus are inconsis-

tent with the commission's goal of full First Amendment rights for the electronic media."

The committee proposed an alternative requirement: that each radio station "shall maintain an office that is reasonably accessible to the residents of its community of license and shall maintain a main studio within the station's service area."

### Daniels in

Aaron M. Daniels has been named by Capital Cities/ABC to replace Edward F. McLaughlin as president of the ABC Radio Networks. McLaughlin, 59, announced last month that he's taking early retirement and starting a consultancy ("Riding Gain," May 19).

Daniels had been president and general manager of Capital Cities/ABC's WPRO-AM-FM Providence, R.I., and, more recently, completed the Advanced Management Program course at Harvard University. Daniels first joined Capital Cities in 1964 as an account executive for WPAT-AM-FM Paterson, N.J. He moved to Fairchild Publications, a Capital Cities subsidiary, as director of

group sales in 1969 and then returned to WPAT in 1971 as general sales manager. Daniels was named vice president and general manager of WPRO-AM-FM in 1979, and, subsequently, was elevated to president of the stations. Daniels is also a vice president of the corporation.

Daniels will have responsibility over ABC's six full-service networks (Contemporary, Direction, Entertainment, FM, Information and Rock Radio) and the Talkradio program service. He will report to James Arcara, president of Capital Cities/ABC Radio.

### FM blip

For the first time since Statistical Research, Inc., Westfield, N.J., began measuring AM and FM usage 14 years ago, the FM band has experienced a decline in listenership, but a slight one.

According to SRI's new spring 1986 RADAR 33, vol. 1 report, overall FM listening share (average audiences 12 and older, Monday through Sunday, 24 hours) has dipped from 71.8% last fall to 71.3%. Conversely, AM's share of the total radio listening audience rose from 28.2% to 28.7%, marking the first upward trend for radio's older band since 1972.

As for other RADAR results, radio's weekly cumulative audience came to nearly 187 million or 95.7% of the 12-plus U.S. population while network-affiliated stations account for 65% of the total listening in an average quarter hour. And of the nation's nearly 9,400 commercial radio stations, 57% are affiliated with radio networks—up from 37% in 1976.

The new RADAR report also shows that time spent listening by adults in an average day is off marginally from the previous report, dropping from three hours and six minutes to three hours and three minutes.

The current RADAR data reflects radio usage during 48 weeks of measurement from May 1985 through April 1986. It's based on a sample size of just over 8,000 adults.

### Playback

Barnett-Robbins Enterprises, Encino, Calif., is offering three long-form music specials for airplay over the July 4 holiday weekend: *Rock 'N' Revolution*, a three-hour broadcast for contemporary hit stations described as featuring the "greatest events and hits in rock history"; *We're An American Band*, a three-hour program for album-rock stations that highlights American rock acts such as Huey Lewis & the News and Starship, and *Prince and the Minneapolis Sound—the Purple Performance*, a two-hour show for urban contemporary stations that pays tribute to rock star Prince and other Minneapolis talent.

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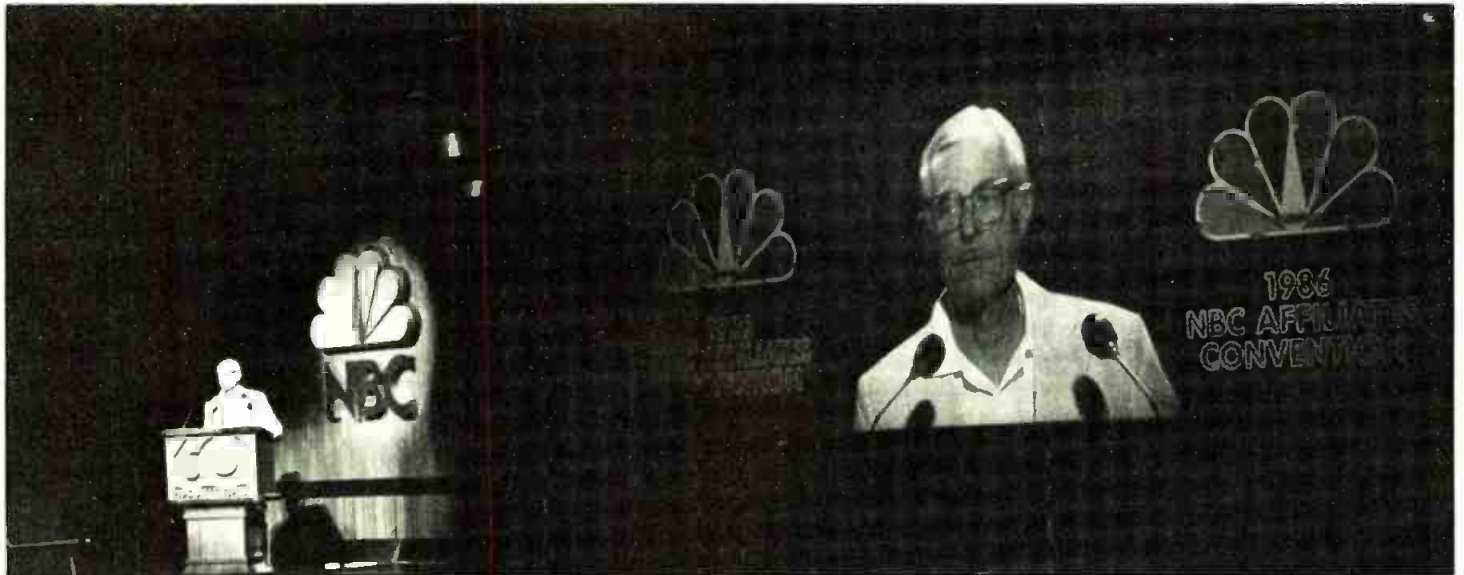
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Chairman Tinker on the big screen

## NBC affiliates celebrate on the sands of Maui

**Takeover by General Electric is closed early; contract with Tartikoff renewed; concerns voiced about daytime, Olympic compensation**

Under the leadership of Grant Tinker, the NBC Television affiliates meetings have tended to be fairly smooth affairs. There have been obvious concerns but there was always the sense that under Tinker, the network was making progress. Last week's meeting in Maui, Hawaii, was perhaps as exotic a lovefest as a gathering of that kind has ever been.

At the closed network affiliates session, for example, as much time was devoted to toasting the network's good fortunes with mai tais as discussing issues. Tinker was given a carved sculpture and "the people" of NBC were given a six-foot tapestry based on a 1926 Erte painting.

In the opening session, a parade of network executives reviewed the past year's achievements—which were substantial by most standards—while the affiliate body applauded heartily where appropriate. But the affiliates seem most grateful for the fact that the business sessions, both open and closed, were over by noon throughout the three-day affair, leaving lots of time for fun in the sun and other Hawaiian delights. Among the surprises was the videotaped congratulatory message from President Reagan. "All of you deserve to celebrate," he said. "Under the leadership of Grant Tinker and [affiliate board chairman] Jim Lynagh, you've come a long way." He said NBC's accomplishment "underscores the viability of free enterprise."

Another surprise was revealed by Tinker

at the first open business session last Monday—that General Electric had elected to close its agreement to buy RCA that day (June 9) instead of waiting for the FCC to issue its final order, due in about two weeks. Tinker told affiliates that he has "spent a lot of time" with GE Chief Executive Officer Jack Welch. "I'm beginning to get a sense of the man," he said. "He leads me to believe that he knows we are not in the widget business." Tinker said he believed GE "intends to go on and let us do what we are doing." He said Welch refers to NBC as RCA's "jewel in the crown."

Tinker also told the affiliate body that NBC had renewed the contract of Brandon Tartikoff, president of NBC Entertainment. Tartikoff said at a press briefing last week that his contract was extended through 1989. He declined to say how much he was being paid. Tinker said Tartikoff's contract was extended with "the personal approval and support" of GE's Welch.

In recent months, Tartikoff had received a number of job offers from entertainment companies, including "a lot of different studios and some opportunities in television as well," he said last week. "At some point I'd like to indulge myself in the movie area," said Tartikoff (indeed he'll get a taste of it at the network. He noted NBC will "dabble" in theatrical film co-ventures from time to time. In fact, its first theatrical co-venture, "Squaredancing," starts production this week.) But for the time being, the challenge of keeping NBC on top combined with the renegotiated contract will keep Tartikoff at the network.

Tinker said Tartikoff's decision to stay with NBC "says a lot about his loyalty" to

the network. As for his own plans, Tinker

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## LEGAL NOTICE

ALL INTERESTED PERSONS  
PLEASE TAKE NOTICE THAT:

The Defendant CBS Inc. ("CBS") has requested a federal district court in Los Angeles to modify the Final Judgment entered on July 31, 1980, in *United States v. CBS Inc.*, Civil Action No. 74-3599-RJK (C.D. Cal.). The plaintiff United States has tentatively agreed to that request.

The complaints in this action and in two companion cases, *United States v. American Broadcasting Companies, Inc.*, Civil Action No. 74-3600-RJK (C.D. Cal.), and *United States v. National Broadcasting Company, Inc.*, Civil Action No. 74-3601-RJK (C.D. Cal.), were filed December 10, 1974. Each complaint alleged that the defendant network had violated Sections 1 and 2 of the Sherman Act by combining with the television stations it owned and with affiliated stations to monopolize and restrain trade in television entertainment programs exhibited on its network during prime time hours. The complaints also alleged that each network violated Section 2 of the Sherman Act by monopolizing television entertainment programs exhibited on its network during prime time hours.

The proposed modification, which is submitted under the existing provisions of the CBS Final Judgment, would conform certain of the injunctive provisions running against CBS to those entered against ABC and NBC. CBS would be allowed to increase its in-house production of prime time television entertainment programs from two and one-half hours per week to three and one-half hours per week, the amount currently permitted to ABC and NBC. Future increases would be permitted at the same time those increases become effective for ABC and NBC. The precise terms of the modification are found in papers filed with the Court.

Interested persons may submit comments concerning this matter by sending them within sixty (60) days to Kevin R. Sullivan, Assistant Chief, Communications and Finance Section, U.S. Department of Justice, Safeway Building, 521 12th Street, N.W., Room 504, Washington, D.C. 20530 (telephone: 202/724-5944).

Copies of the complaint, proposed Modified Final Judgment, motion papers, all comments submitted and all further papers filed with the Court will be available for inspection at the Legal Procedure Unit of the Antitrust Division, Room 7233, United States Department of Justice, Tenth Street and Pennsylvania Avenue, N.W., Washington, D.C. 20530 (telephone: 202/633-2481), and at the Office of the Clerk of the United States District Court for the Central District of California, 312 North Spring Street, Los Angeles, California 90012. Copies of any of these materials may be obtained from the Legal Procedure Unit upon request and payment of the fee set by the Department of Justice regulations.



Tartikoff

made it clear that his departure from the network was certain, that only the timing was up in the air. But it will certainly be within the year. "I don't expect to be at another one of these gatherings," he said last week.

Tinker's departure will be preceded by the departure of the executive who brought him back to lead the network—Thornton Bradshaw, former chairman of RCA. He said last week in Maui that he would retire at the end of this month, but will remain active as a board director of GE as well as company consultant. His area of responsibility will be liaison with NBC. Bradshaw said he attended RCA's last board meeting. "It has to be a sad moment," said Bradshaw, "when that company is no longer an independent company. So, people did approach that board meeting with mixed emotions." But, he said, "there is no reason, in my opinion, to approach the new parentage of NBC with any mixed emotions whatever." He told the affiliates that GE had the resources that will enable NBC "to face the future, which all of you know is going to require a good deal of facing as network transmission changes and other changes come about." He said that "everything I know about General Electric and everything I know about Jack Welch shows that he understands NBC," and the need for the network to remain managerially independent.

Pier Mapes, president of the NBC Television network, said that TVB data shows that collectively the NBC affiliates had higher revenue gains in the first quarter than their counterparts at CBS and ABC for the second straight year. He also said that while the two other networks were experiencing a soft second quarter, NBC was not. He said NBC would generate a "record-breaking, billion-dollar upfront" market. Currently, he said, "the only soft sales area is daytime. Split 30's and 15's have exacerbated an existing weakness in the daytime market." But, he added, the daytime situation is the clear exception to the overall healthy picture in the network market. He said sports rebounded this spring and that money "was flowing

back to Saturday morning as well." The situation for advertisers wanting news and late night, said Mapes, was "standing room only." He said prime time was currently "in the midst of a sudden scatter market surge that will close out the third quarter at premium rates."

Mapes suggested that the advertising economy may benefit from the recent increase in the gross national product and tax reform which should stimulate further consumer spending.

The affiliate body heard presentations from news and sports including the first presentation it has heard from the network on the Olympics (see below).

NBC News President Larry Grossman noted some upcoming special on-air events, including a prime time special report on the Achille Lauro hijacking June 17, which is based on large part on the network's exclusive interview with Abu Abbas, who masterminded the hijacking. As he stated in interviews after a snippet of the Abbas interview aired on the *NBC Nightly News* several weeks ago, Grossman defended the network's pledge to Abbas not to reveal where the interview took place. Americans, he noted, are currently prime targets of terrorism. "It is essential that we know who our enemies are and what we are up against. Ignorance and censorship, which shield people from even the most distasteful information, are no service to our democratic society. The Abbas interview gave us the chance to find out first hand his version of the traumatic Achille Lauro hijacking, what happened and why." He said the interview provided insight into Abbas, "this key leader of a powerful terrorist faction."

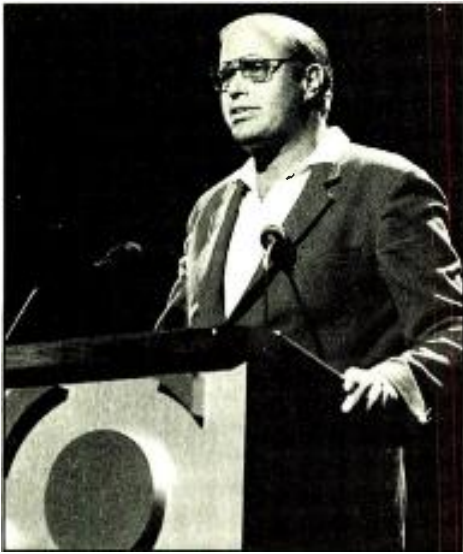
Grossman also defended the recent charge by CIA director William Casey that the network may have compromised national security with a *Today* story stemming from the Ronald Pelton spy case. He said the story really did not break news, that it had been "widely reported" already and that Casey had not complained when the story broke earlier. "I count the current dust-up," he said as "another example of the healthy adversarial relationship between the press and the government."

In June, Grossman said, the news division



Bradshaw





Mapes

will produce two other specials including a prime time edition of *Main Street* hosted by Bryant Gumbel, exploring teen-age sex (June 16), and a program entitled *America Talks Back*, in which various NBC executives will respond to questions and criticisms from viewers (June 27). On July 3 and 4 NBC will cover New York's celebration of the refurbished Statue of Liberty at 10 p.m. each night as well as on *Today*. *Today* will hit the road on several occasions in the next couple of months including London July 21-23 for coverage of the royal wedding; West Germany in August for the 25th anniversary of the Berlin Wall, and a five-city tour of Australia next February. *Today* will also do another of its periodic prime time specials Sept. 5.

Grossman also announced that a long-term network-affiliate planning committee would be formed shortly, "so we can examine together the future direction of our news effort." The idea for that committee, he said, was inspired by what he called "the extraordinary results" of the network-affiliate planning for Skycom.

Tartikoff reviewed the new prime time schedule for affiliates (BROADCASTING, May 19). He also reviewed the late-night situation, noting that David Letterman had just signed a new contract with NBC. He also said Letterman would co-host the Emmy awards on Sept. 21, and would do four late



Grossman

night specials in the *Saturday Night Live* time period next season.

As for *SNL*, Tartikoff said last season was "clearly a rebuilding year," which did not produce the intended results. Next season will also be a rebuilding year for the show with a lot of cast changes and new writers. Also next season, he said, executive producer Lorne Michaels will have a "more active hands-on producing function. Our basic belief is that *Saturday Night Live* can be a vital ongoing franchise like the *Tonight* show and the *Today* show. . . So we are going to gut the house, rather than tear it down."

With the departure of Joan Rivers as Johnny Carson's permanent substitute host on *Tonight*, Tartikoff said the program will return to a slate of celebrity guest hosts to fill in for Carson. The new season will kick off with a 90-minute prime time *Carson* special on

Sept. 26.

NBC is still in third place in daytime programming, but the affiliate body seems appeased at least for now at the slow but steady progress the network has shown in the period. Three years ago NBC was averaging a 14 share in daytime. In the fourth quarter it averaged a 17 share and in the second quarter to date it is averaging a 19 share, said Brian Frons, vice president, daytime programs, NBC Entertainment. For the coming season, Frons said last week, the network has plans to replace only one program, re-runs of *Family Ties* at 10 a.m. The show will leave the daytime schedule in the fourth quarter, Frons said, and the plan is to replace it with one of five game shows now in development. They include *Odd Ball*, from Goodson-Todman Productions; *Comedy Court*, from Chuck Barris Productions; *Buzzwords*,

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from the Griffin Organization; *Second Guess*, from Marty Pasetta Productions, and *Bogus*, from Jay Woltert Productions.

Phyllis Tucker-Vinson, vice president for children's programs for NBC, said three new shows were coming on board the Saturday morning schedule next season. They include *Kissyfur*, at 8 a.m.; *Foofur*, at 11:30 a.m., and *Lazer Tag*, at noon. Among the family specials planned for next season are a boy-dog story from Hanna Barbara, *Stone Fox*; a project from Stephen J. Cannell about a family coping with a son who has dyslexia, and a Shelly Duvall project entitled *Aesop's and His Fables*. Others include a Jim Henson project, *The Story Teller*, and another "Big Bird" special from *Sesame Street* in which and friends visit Moscow.

Aside from the Olympics, NBC Sports President Arthur Watson made several announcements including a renewal of the division's agreements to carry the Breeder's Cup and the French Open. He also reported that NBC sportscasters Bob Costas and Vince Scully have just signed new multiyear contracts. Watson also said NBC is aggressively pursuing a stake in the NCAA basketball tournament now held exclusively by CBS. Watson also announced that gymnast Mary Lou Retton would be given a shot at color commentary during the U.S. Gymnastics Championships July 6.

NBC's new promotional theme is "Come home to NBC," and there are four versions: gospel, country, "down home" and contemporary. John Miller, vice president of advertising and promotion for NBC, said that this year's campaign was "pre-emptive. A cam-

paign to celebrate our victory without bragging about it. In 'Come home to NBC' we are positioning ourselves with the equation: NBC — home — America. This is a leadership statement," but it is also flexible enough to work for every affiliate as well as other dayparts such as news, fringe or access. All the theme spots, he said, were delivered to affiliates June 2 and delivery of custom music and graphics to local stations was to begin June 13. Miller also announced what he described as an "unprecedented" offer of free radio advertising for affiliates in July. "We will run our theme music as radio spots to help establish the campaign," he said. "You are welcome to cover these network spots with your own custom music spots. This represents free local radio exposure during the month of July."

Also, on the promotion front at last week's meeting, NBC announced a series of corporate image spots (30 seconds each) featuring a wide range of Americans who will express their views on television. Some are famous, such as Ralph Nader, and others not so famous, such as a couple who both teach school in New Jersey. Those seen in the spots were interviewed for up to two, even three hours, and the responses were unscripted and unrehearsed, NBC said. The series is known as "NBC... Tuned to America." M.S. Rukeyser Jr., executive vice president for corporate communications, who announced the project, said that "a medium such as network television that reaches every home in America has to care about what the people who live in those homes think about what they're watching. We've

been searching for an effective way to use our own air to let some of those people tell us. We think we've found it." The first such message will air June 26 at 8:56 p.m.

In the closed session, affiliates made it clear they want more than a three-to-five-minute window in prime time for local news during the network's Olympic coverage, but there was no hard bargaining at the Maui fest. Also affiliates indicated they will press for more than the 50% compensation package for Olympics clearance being offered by NBC (see below). Some small-market stations raised a concern about the must-carry compromise worked out with the National Cable Television Association. They hope to get cable systems to agree formally not to duplicate any network signals on their systems. But Lynagh said there was a "consensus" within the body that the current compromise was sufficient and ought to be put into effect as soon as possible.

Closing out the meeting, Tinker told the affiliate body that he approached Bradshaw last December about leaving the network within the foreseeable future. But those plans were "back burned" when the GE merger was announced because he did not want a connection made between the two events. "I will be leaving NBC in the best of hands," he said. "As for myself, it's no big deal. The big deal has been being here but I feel maybe that I've got another chapter left and [it's time] to get on with the writing of it. It's been a lot of fun."

## NBC talks Olympics

**Affiliates to receive 26% of inventory; compensation and local news window not yet resolved; \$100 million in ads sold, so far**

Michael Eskridge, vice president, Olympics, NBC, last week gave the television affiliates their first formal presentation concerning coverage of the 1988 summer Olympics in Seoul.

Affiliates will receive for their sale about 26% of the Olympics inventory which totals 4,372 30-second spots. The question of inventory is resolved, but two other issues are outstanding, including compensation for carrying the games and local news windows in prime time. Eskridge said last week NBC's offer was to give affiliates a floating window of three to five minutes early even-



Eskridge

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ing between 10:30 p.m. and 11:30 p.m. Affiliates may air a full half hour of local news from midnight to 12:30 a.m. In addition to the nightly news, which will remain intact with 6:30 p.m. and 7 p.m. feeds, there will be three five-minute network news windows every day between 7 a.m. and 10 a.m., scheduled for Olympics coverage.

The compensation offers 50% of the normal compensation for all dayparts, said Eskridge. He said that was the highest Olympics compensation offered by "anyone."

Eskridge said the network conservatively estimates the Olympics will average a 21.2 rating and a 36 share. NBC Sports President Arthur Watson said at last week's meeting the network's sales division has already sold \$100 million in Olympics advertising. Just to break even, the network will have to sell more than \$450 million for the games.

The games will air from Sept. 16 to Oct. 4, 1988. NBC will begin its coverage Sept. 15 with a three-hour pre-Olympic show. Eskridge said 75% of the coverage would be live including all of the coverage in prime time every night from 7:30 p.m. to midnight. Prime time coverage will account for 45% of total coverage, said Eskridge. With the later than usual start date for the games, he said, HUT levels may be 22% higher than for previous Olympics.

In addition to prime and early morning coverage, the network will provide late-night coverage from 12:30 a.m. to 2:30 a.m.; coverage from 4 p.m. to 5 p.m., and weekend coverage that will fit around NFL and MLB coverage. Most of the taped Olympics coverage will come during weekday afternoon and weekend coverage, Eskridge said, with some in late night as well. □

antenna 1,000 feet above average terrain. *Broker: Blackburn & Co.*

**KLCZ(AM)-KDON(FM) Salinas, Calif.** □ Sold by Grace Broadcasting to Henry Broadcasting for \$5 million. **Seller** is Southfield, Mich.-based group of three AM's and three FM's principally owned by Harvey Grace. **Buyer** is San Francisco-based group of two AM's and three FM's owned by Charlton H. Buckley. KLCZ is on 1460 khz full time with 5 kw. KDON is on 102.5 mhz with 18.5 kw and antenna 2,270 feet above average terrain. *Broker: Chapman Associates.*

**KGTV-AM-FM Georgetown, Tex.** □ Sold by Georgetown Broadcasting Inc. to Joyner Broadcasting for approximately \$5 million. **Seller** is owned by Jack Josey and his wife, Donna, who have no other broadcast interests. **Buyer** is owned by A. Thomas Joyner, who also owns WLRL-FM Champaign, Ill., and WLDS(AM)-WYMG(FM) Jacksonville, Ill. KGTV is daytimer on 1530 khz with 1 kw. KGTV-FM is on 96.7 mhz with 3 kw and antenna 295 feet above average terrain. *Broker: Chapman Associates.*

## Changing Hands

### PROPOSED

**WCGV-TV Milwaukee and WTTO(TV) Birmingham, Ala.** □ Sold by B&F Broadcasting Inc. and Chapman Radio and Television Corp. to HR Broadcasting Corp. for \$30.5 million. **Seller** is principally owned by Byron Lasky. It also owns WQTV(TV) Boston. **Buyer** is 80% owned by Albert Krivin, Hal Gaba and Robin French. Remaining 20% is owned by Hal Roach Studios, principally owned by Gaba and Earl Glick, chairman. Krivin is former president of Metromedia Television. Gaba and French are, respectively, former vice president and president of Embassy Telecommunications. Hal Roach Studios is principally involved in recolorization of old films. WCGV-TV is independent on channel 24 with 3,000 kw visual, 300 kw aural and antenna 1,030 feet above average terrain. WTTO is independent on channel 21 with 1,042 kw visual, 104.2 kw aural and antenna 1,012 feet above average terrain. *Broker and consultant for buyer: Gammon & Ninowski Media Investments Inc*

**WHAS(AM)-WAMZ(FM) Louisville, Ky.** □ Sold by WHAS Inc. to Clear Channel Communications for \$20.1 million. **Seller** is newspaper publisher, printer and station group principally owned by Barry Bingham and family. It sold WHAS-TV Louisville, Ky., two weeks ago ("Changing Hands," June 9) and has sold all of its newspaper and printing properties. With this sale it will have no other broadcast interests. **Buyer** is San Antonio, Tex.-based group of six AM's and six FM's principally owned by L. Lowry Mays and B.J. McCombs. WHAS is on 840 khz full time with 50 kw. WAMZ is on 97.5 mhz with 100 kw and antenna 500 feet above average terrain.

**WERE(AM)-WGCL(FM) Cleveland** □ Sold by GCC Communications Inc. to Metropolis Broadcasting Inc. for \$10.7 million. **Seller** is owned by George Oliva. It has no other broadcast interests. **Buyer** is owned by Lorraine Golden, Harvey Deutch and Jim Harper. It also owns WDTX-FM Detroit. WERE is on 1300 khz full time with 5 kw. WGCL is on 98.5 mhz with 40 kw and antenna 600 feet above average terrain.

**WSTG(TV) Providence, R.I.** □ Sold by Providence Television Ltd. Partnership to Sudbrink Broadcasting of New England Inc. for \$5,850,000 cash. **Seller** is debtor in possession. It is owned by James D. Moore and Steven J. Pruett. It owns WHTV(TV) Meridian, Miss. Pruett also has interest in WMSN-TV Madison, Wis. **Buyer** is Del Ray Beach, Fla.-based group of four AM's and two TV's principally owned by Robert W. (Woody) Sudbrink. WSTG is independent on channel 64 with 5000 kw visual, 500 kw aural and

**KVHP(TV) Lake Charles, La.** □ Sold by TMG Inc. to Marvin Gorman Ministries Inc. for \$2.9 million. **Seller** is principally owned by Harold E. Protter, who sold WNOL-TV New Orleans last year for \$13.7 million ("Changing Hands," Dec. 16, 1985) and, after sale, has no other broadcast interests. **Buyer** is nonprofit corporation headed by Marvin E. Gorman. It also owns KNHH(TV) Houma, La., and has interest in KPWS(AM)-KAJN(FM) Crowley, La. KVHP is independent on chan-

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**WIBG(AM)-WSLT(FM) Ocean City, N.J.** □ Sold by Ocean Communications to Shore Broadcasting Inc. for \$1,162,500. **Seller** is owned by William L. Koplovitz, son of William Koplovitz of Dempsey & Koplovitz, Washington communications law firm, and husband of Kay Koplovitz, president of USA Network, and Steven L. Sinn. It has no other broadcast interests. **Buyer** is owned by Robert A. Fox, Philadelphia-based businessman with no other broadcast interests. WIBG is daytimer on 1520 khz with 1 kw. WSLT(FM) is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

**KITE-FM Portland, Tex.** □ Sold by Media Properties Inc. to Target Communications Inc. for \$1 million, comprising \$400,000 cash and remainder note. **Seller** is principally owned by Jim R. Phillips and Ron Whitlock. Phillips owns KHEY-AM-FM El Paso, and has interest in WOIC(AM)-WMMC(FM) Columbia, S.C., and KNSS(FM) Carson City, Nev. Whitlock owns KINE(AM)-KDUV(FM) Kingsville, Tex. **Buyer** is owned by David King, Anita Parinello, Ron Gillenardo and Ross Fleischman. It also owns WRIP(AM)-WOWE(FM) Rossville, Ga. KITE-FM is on 105.5 mhz with 3 kw and antenna 367 feet above average terrain.

**KDSC-TV Honolulu** □ Sold by Pacific Rim Broadcasting Co. to Le Sea Broadcasting Corp. for \$825,000. **Seller** is owned by J. James Gallagher, who has no other broadcast

interests. **Buyer** is principally owned by Lester Sumrall. It owns WHMB-TV Indianapolis; KTCT(TV) Tulsa, Okla.; WRKW-TV Kenosha, Wis.; WHME-FM-TV South Bend, Ind., and international broadcast station, WHRI(AM) Noblesville, Ind. KDSC-TV is independent on channel 14 with 2,570 kw visual, 257 kw aural and antenna 50 feet above average terrain.

**WAMW(AM)-WFML(FM) Washington, Ind.** □ Sold by Draper Broadcasting Co. to The Vincennes University Foundation for \$775,000. **Seller** is owned by Daniel Draper, who has no other broadcast interests. **Buyer** is Vincennes, Ind.-based educational institution headed by Phillip M. Summers. Broadcasting subsidiary is headed by Arthur L. Hart, president. The college board also owns local cable system. WAMW is daytimer on 1580 khz with 250 w. WFML(FM) is on 106.5 mhz with 50 kw and antenna 340 feet above average terrain.

**KWOS(AM) Jefferson City, Mo.** □ Sold by KWOS Inc. to Triple-D Properties Inc. for \$700,000. **Seller** is principally owned by William Natsch, who has no other broadcast interests. **Buyer** is owned by Frank Newell and his wife, Diane, who also own co-located KMJO(FM). KWOS is daytimer on 1240 khz with 1 kw. *Broker: George Moore & Associates.*

**WLAG(AM) La Grange, Ga.** □ Sold by LWB Atlanta Corp. to West Georgia Radio Inc. for \$450,000 cash. **Seller** is Atlanta-based group of four AM's and three FM's principally owned by Robert L. Williams. **Buyer** is

**Resting on the oars.** To judge from the lack of urgency evidenced at the quarterly board meeting of the National Cable Television Association, that medium feels it's ahead of the game. Described as a "routine" meeting with no "heavy" issues, the association's directors speedily perused an agenda of industry matters and closed the one-day session after taking two minor actions. The board adopted a resolution extending NCTA's appreciation to the Christian Broadcasting Network for its carriage of the local ACE awards and reaffirmed its support of the FCC's present rules that require telcos to operate separate subsidiaries for their unregulated activities.

The board's upbeat mood was heightened by the news that the Supreme Court had rejected the broadcasting industry's petition for review of an appeals court's decision in *Quincy* case that vacated the FCC's must-carry rules (see "Top of the Week"). News of the court's action was greeted by a round of applause.

Status reports were presented on a number of regulatory and legislative matters including the must-carry compromise pending at the FCC, the debate in Congress over distribution of cable programming to rural satellite dish owners, and the results of the Justice Department's report on pornography. If anything, the session was described as a warm-up for the board's two-day meeting in September, when it will approve the association's budget and discuss future goals.

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owned by James E. Uglum and his wife, Marlene. It has no other broadcast interests. They own Columbia School of Broadcasting in Atlanta. WLAG is on 1240 khz with 1 kw day and 500 w night. *Broker: Paul E. Reid Co.*

**KRBQ(FM) Red Bluff, Calif.** □ Sold by Theodore S. Storck to California Radio Inc. for \$400,000, comprising \$100,000 cash and remainder assumption of liabilities and note. **Seller** owns KTRF(AM)-KSNR(FM) Thief River Falls, Minn. **Buyer** is owned by Wallace A. Heusser (56%) and Stephen S. Marriot (44%). Heusser owns KKDJ(FM) Fresno and has interest in KDJK(FM) Oakdale, both California. Marriot is manager of Eastman Radio's San Francisco office. KRBQ is on 102.7 mhz with 12 kw and antenna 1,080 feet above average terrain. *Broker: William A. Exline & Co.*

**KVOQ(FM) Lorenzo (Lubbock) Tex.** □ Sold by KB Radio to Sunshine Radio Co. for \$400,000. **Seller** is owned by Bryan A. King and James S. Bumpous, who have no other broadcast interests. **Buyer** is subsidiary of American General Media, Arroyo Grande, Calif.-based group of four AM's and four FM's owned by brothers Anthony, Lawrence and Rogers Brandon. KVOQ is on 98.3 mhz with 2.65 kw and antenna 170 feet above average terrain. *Broker: Norman Fischer & Associates.*

*For other proposed and approved sales see "For the Record," page 70.*



## NATPE ready for second Production Conference

**Production people gather in St. Louis for workshops, speeches, exhibits**

NATPE will call on the experience it gained last year when it opens its second annual Production Conference at the Adam's Mark hotel in St. Louis this week (June 19-22). An array of exhibitors and speakers and workshops will offer advice to production personnel. More than 600 people are expected to

attend. The conference is designed as "one of the few places where the needs of production people" are addressed, according to conference chairman, Paul Krimsier, vice president and assistant general manager, KGMC(TV) Oklahoma City.

NATPE President David Simon, vice president of programming, Fox Television Stations, said that NATPE is hoping for a large number of on-site registrations, as well as

the same standing-room-only interest in the conference's sessions that occurred last year when the conference was held in New Orleans. "People didn't use it [the production conference] as an excuse to tour the French Quarter," he said. Simon, former promotion manager at KBHK-TV San Francisco, said he hoped the production conference will offer the production people new insights and also give them the credit he said they deserve:

## NBC takes prime time and news

NBC celebrated wins in both prime time and national news during the week of June 2-8, according to Nielsen ratings. In prime time it did it with a 13 average rating and a 24 average share, while CBS had a 12.6/23 and ABC an 11.1/20. In news ratings, NBC had a 10.4/22 to CBS's 10.1/22 and ABC's 10/21.

The news of NBC's second straight win in news ratings, a week after its first win since October 1981, was somewhat mitigated by the news that a final analysis of the prior week ratings showed that NBC did not have the outright win it thought it had. Instead of NBC's winning with a 10/22 over CBS's 9.9/22, as early overnight figures had indicated, the two actually tied at 9.9/22. The discrepancy was a result of one NBC affiliate's (WMAR-TV Baltimore) lack of carriage of *The NBC Nightly News with Tom Brokaw* one evening. The Baltimore station carried a Baltimore Orioles game from 3:15 to 6:21 p.m., and then went straight into local news, preempting the 6:30 NBC national news. According to

a Nielsen spokesman, the change in the weekly news ratings was the result of changes between preliminary and final data. The first numbers, reported on Tuesday, did not reflect the pre-emption. Final numbers reported on the following Monday did.

CBS research vice president, David F. Poltrack, said that CBS calculations showed that the pre-emptions for two NBA championship games for the week of June 2-8 made for a loss of 60% of the normal audience on the West Coast. That, he said, meant a 0.4 loss in the week's *CBS News* average. At the same time, ABC and NBC received boosts of 0.2 of a rating point to their weekly news averages. NBC's prime time victory came with wins on five nights—Monday, Wednesday, Thursday, Friday and Saturday. ABC won Tuesday and CBS took Sunday. HUT levels (homes using television) for the week were up from last year to 55.1. Three-network ratings and shares also posted 3% gains compared to the same period a year ago.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	24.2/44
2.	The Cosby Show	NBC	24.0/46
3.	Night Court	NBC	20.3/36
4.	Murder, She Wrote	CBS	18.8/35
5.	R. Clooney Story	CBS	18.3/32
6.	Growing Pains	ABC	17.8/32
7.	Golden Girls	NBC	17.7/34
8.	Who's the Boss	ABC	17.6/33
9.	All is Forgiven	NBC	17.5/29
10.	NBA Champ. Game 5	CBS	16.9/30
11.	Moonlighting	ABC	16.8/28
12.	60 Minutes	CBS	16.5/34
13.	Miami Vice	NBC	16.5/30
14.	227	NBC	16.0/30
15.	Spenser: For Hire	ABC	16.0/27
16.	Newhart	CBS	15.5/24
17.	NBA Champ. Game 4	CBS	15.4/26
18.	Kate & Allie	CBS	15.3/24
19.	Valerie	NBC	14.2/24
20.	No Man's Land	NBC	14.0/23
21.	Highway to Heaven	NBC	13.7/25
22.	Hardcastle & McCormick	ABC	13.7/24
23.	Facts of Life	NBC	13.4/28
24.	You Again	NBC	13.4/24
25.	Stingray	NBC	13.0/24
26.	Hill Street Blues	NBC	13.0/23
27.	20/20	ABC	12.8/22
28.	Cagney & Lacey	CBS	12.7/22
29.	Hunter	NBC	12.7/21
30.	Starting Over	ABC	12.7/21
31.	Magnum, P.I.	CBS	12.6/25
32.	MacGyver	ABC	12.5/23
33.	St. Elsewhere	NBC	12.2/23
34.	Gimme a Break	NBC	12.0/27
35.	Blacke's Magic	NBC	12.0/21
36.	Deadly Encounter	CBS	11.4/21
37.	Goua Be a Better Way	ABC	11.4/21
38.	Remington Steele	NBC	11.3/22

Rank	Show	Network	Rating/Share
39.	Mr. Belvedere	ABC	11.0/22
40.	Scarecrow & Mrs. King	CBS	10.8/19
41.	Bronco Billy	NBC	10.8/19
42.	Knight Rider	NBC	10.7/22
43.	Webster	ABC	10.7/22
44.	Old Yeller	ABC	10.7/21
45.	Hero at Large	CBS	10.6/19
46.	Love Boat	ABC	10.3/19
47.	Crazy Like a Fox	CBS	9.8/21
48.	Airwolf	CBS	9.8/18
49.	Don't Go to Sleep	ABC	9.8/19
50.	A Team	NBC	9.8/18
51.	Divorce	NBC	9.8/17
52.	Prince of the City, pt. 1	ABC	9.5/17
53.	The Insiders	ABC	9.2/16

Rank	Show	Network	Rating/Share
54.	Amazing Stories	NBC	8.9/17
55.	Mr. Sunshine	ABC	8.7/16
56.	Moscow Bureau	ABC	8.3/15
57.	Simon & Simon	CBS	8.0/15
58.	Charlie & Company	CBS	7.1/15
59.	West 57th	CBS	7.0/13
60.	Dynasty II: The Colbys	ABC	6.8/12
61.	Ripley's Believe It or Not	ABC	6.4/12
62.	Living Code	CBS	6.3/13
63.	Punky Brewster	NBC	6.2/12
64.	Leo & Liz in Bev. Hills	CBS	5.8/12
65.	Silver Spoons	NBC	5.6/12
66.	The Great Heep	ABC	4.9/11

\*Indicates premiere episode

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Production is "where so many program directors come from."

Equipment exhibitors are expected to double this year, to 38. The NATPE Production Conference displays will concern themselves with the technical necessities in program production, editing, remote and live shoots and computer graphics.

Pat Patton, the conference chairman and program director of KMBC-TV Kansas City, Mo., said that although last year's conference was "strictly a run-it-up-the-flagpole-and-see-how-it-flies" effort, this year's conference will benefit from last year's mistakes.

A main complaint last year, said Patton, was that too many good workshops ran concurrently. This year the agenda will include

an afternoon repeat of the morning sessions thought to attract the largest audiences. The number of total sessions will be cut to accommodate the double runs. "We're very pleased with the way the agenda worked out," said Patton.

Patton pointed to two main speeches, both at luncheons, as conference highlights. The first will be on Friday by Lucie Salhany, Paramount's president of domestic television and video programming.

On Saturday, John Joslyn, president of Westgate Productions and one of the co-producers of *The Mystery of Al Capone's Vaults* (a co-production with Tribune Entertainment, which also syndicated the special) will offer some insights on how the program was produced. □

## NBC leads in key demos

### ABC posts stronger numbers in Nielsen report, while CBS falters

NBC remained the preeminent network in delivery of key demographics in prime time according to the latest Nielsen ratings report for the second quarter of 1986. It improved upon its second-quarter 1985 performance between 1% and 7% in five out of eight demographic categories for persons under 55. Leading the way were men 18-34, men 18-49 and men 25-54, which increased 6%, 7% and 7%, respectively, for NBC. NBC fell by 2%, according to the ratings, in its delivery of women 18-34, by 9% in its delivery of teen-agers (12-17) and 16% in its delivery of children 2-11.

ABC posted increases among women 18-34 (2%), women 18-49 (2%) and women 25-54 (8%), while its delivery of men fell in two out of three categories. In men 18-34 and men 18-49, ABC fell 9% and 1%, respectively. ABC showed gains in its delivery of teen-agers and children 2-11, with increases of 13% and 16%, respectively.

CBS fell in all eight categories for those under the age of 55. The largest losses came among teen-agers (12%) and children 2-11 (23%). Among six adult categories, CBS was off by between 4% and 11%.

In 50+ demographics, the order of finish was the same as a year ago, with CBS first, NBC second and ABC third. CBS showed a 3% increase in its delivery of women, and a 3% decline in its delivery of men. NBC was off 2% with 50+ men, and up 8% with women. ABC's delivery of men was the same as a year ago, but its delivery of women was off 3%. Overall, NBC remained in first in delivery of key demographics, followed by ABC and CBS.

In every demographic category under 55, except for men and women 18-34, NBC's *The Cosby Show* and *Family Ties* were number one and two by between 2 and 8 ratings points. In men and women 18-34, the order was reversed with *Family Ties* being number one, and *Cosby* number two.

ABC's growth in its delivery of females was a result of its Tuesday night, 8 to 10 p.m., programming block, consisting of *Who's the Boss* at 8, followed by *Growing Pains* at 8:30 and *Moonlighting* from 9 to 10. Among women 18-34, those three shows, along with *Dynasty*, all made the top 10. And among women 18-49, and women 25-54, all three shows, along with *Perfect Strangers*, which had a short flight during the second half of the season (and has been renewed for next season), made the top 10.

In teen-agers, ABC and NBC each had five of the top 10 shows. CBS's highest-ranked show was the 18th-ranked *Tough Cookies*. "Part of the reason for the declines that ABC has suffered in demographic losses over the past two years has been the loss of family audiences," said Marvin Mord, vice president, research, ABC. Mord said that ABC's losses had been NBC's gains, but he cited the second-quarter demographic report as encouraging news for ABC. □

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## Cable forum roundup

Continued from page 14.

to produce shows original to USA," said Kay Koplovitz, president and chief executive officer of the basic cable service. She told the National Cable Forum that she was in Los Angeles to complete production of some additional first-run shows, including a dramatic series that had previously run on the networks.

Among the deals that have been completed are *Sanchez of Bel Air*, produced by Paramount, and a new game/entertainment show, *Love Me Love Me Not*, from MGM. Being renewed is *Check it Out*, a sitcom produced for USA and starring Don Adams. Renewal of *The Dick Cavett Show* was still being negotiated, Koplovitz said.

Some of USA's previous first-run product is already paying off in the broadcast syndication marketplace, according to Koplovitz. "Five years ago it was hard to come up with a competitive budget, but the business has changed dramatically." She cited *Check It Out*, which in the New York market received a 12.6 rating and a 24 share.

USA will benefit from syndication revenue through the equity position the cable channel holds in each of the syndicated shows, said David Kenin, senior vice president, programming.

Koplovitz commented on the possibility that a bid for National Football League telecast rights might come from cable, with WTBS(TV) Atlanta and ESPN being possibilities (BROADCASTING, June 9). "It is widely known that ABC doesn't want to pay the price for *Monday Night Football*, but it would be a mistake to think that advertisers might pick up the tab for cable. It might be the case that operators would want to pick up the slack." The president and chief executive officer said USA Network will consider bidding for the NFL rights.

### CBN to introduce subscriber fees; announces new series and specials

CBN Cable Network is not going after the yuppies, said Tom Rogeberg, senior vice president of operations and administration. Instead the basic cable subsidiary of The Christian Broadcasting Network is trying to appeal to the "mighty middle middles... very family-oriented and who uphold traditional American values." Rogeberg said the "middle middles" represent about a third of television households and buying power.

To reach that audience, CBN is programming shows "... that celebrate love, courage... age-old values."

Among its new planned offerings are the June 21 telecast of the America's Junior Miss pageant, previously carried on CBS; *Fast Forward*, a pilot of "Christian music videos" that Rogeberg said may become a series; an afternoon game show, *Mix and Match*, in which contestants will try to guess which of a number of couples are married, and *The Star Tables* a weekly interview/information series on Hollywood, beginning June 30. *The Star Tables*, hosted by former *Entertainment Tonight* reporter Dixie

Whately, will have 40 original episodes and 12 reruns.

Also present at the Sunday-afternoon presentation were Malcolm Stoddard, star of *The Campbells*, which CBN said is the highest-rated weekly dramatic series on any advertiser-supported cable network, and Robert Blake, star and producer of *Helltown*, a weekly hour-long drama canceled by NBC, to be re-run exclusively on CBN. Blake said he would be willing to discuss renewing production of the series but that no such decision had been made.

Rogeberg said CBN will have additional funds for original programming once its subscriber fees take effect. The senior vice president said cable operators are being notified now about the introduction of the fees, which he said were between five and 10 cents per subscriber. Last year, the channel "just barely" made money, he said.

### MTV Networks fine-tuning VH-1, adding new MTV VJ, readying new shows for Nickelodeon

VH-1, the one-and-a-half-year-old companion service of MTV, is making some format changes. Lee Masters, vice president and general manager of the music video channel, announced to the National Cable Forum that VH-1 would be "fine-tuning our programming and adding some new elements to the chan-

nel." Targeted to 25-54-year-olds, VH-1, Masters said, initially began telecasting based on pre-launch research. Since then, additional research has suggested some changes to be made.

Among the "new elements," are, as of July 31, a new set with an "art deco" look; a new weekly countdown show, *Your Video Hit Parade*, premiering in August, and a permanent addition to the on-air staff. The channel will also begin two, hour-long weekly shows—one spotlighting country music, and the other "urban sounds."

MTV is making some programming additions as well. Tom Freston, senior vice president and general manager, said *The International Hour* would begin monthly telecasts June 26, and would, as its name suggests, showcase foreign music videos. The show will be hosted by a British VJ, Julie Brown, who is the first addition to the channel's staff since it began five years ago (see "Fates & Fortunes").

The third part of MTV Networks Inc., Nickelodeon, has several shows that will premiere this fall. Among the shows coming to the children's channel are a game show, *Double Dare*, and six 90-minute animated Charles Dickens classics from 20th Century-Fox television.

### Lifetime hopes for MSO co-ventures in cable programming; Burchill unimpressed by 'superchannel' talk

Tom Burchill, president and chief executive officer of Lifetime, said that plans discussed by some cable programmers and MSO's to cre-



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## Syndication Marketplace

■ **Tribune Entertainment** reports clearing *At the Movies*, with critics Rex Reed and Bill Harris, in more than 60% of the country, including 40 of the top 50 markets. Along with the six Tribune stations, clearances include KRON-TV San Francisco, WJVI-TV Boston, KPHO-TV Phoenix, KCTV(TV) Kansas City, WPCQ-TV Charlotte, N.C., and KCRA-TV Sacramento, Calif. Tribune Entertainment vice president Bill Kunkel said that once stations in Dallas, Houston, Washington, Miami, Baltimore, Cincinnati and Tampa, Fla., are signed, the clearance total will reach over 70% of the country. The show will include three or four movie reviews by Reed and Harris, interviews and features. For the past three seasons, ratings for *At the Movies* have edged downward, from a 6.7 NTI to a 6.4 to a 6.2. In January, ratings rose to a 6.7, but dropped in February to 5.8.

■ **Syndicast Services** and **WNEV-TV Boston** are offering *We the People*, a package of two prime time specials, four prime time documentaries, four young people's specials and 100 inserts that will commemorate the 200th anniversary of the signing of the U.S. Constitution. The package's offering will span 14 months, beginning with a live 90-minute prime time presentation on July 5 of John Williams conducting the Boston Pops. Syndicast is clearing *We the People* as a package, but it has moved to clear the July 5 concert first. For the concert, stations will get six minutes and Syndicast will get six minutes. So far 35 stations have bought the concert, including WXYZ-TV Detroit, WDCB-TV Washington, WTXN-TV Dallas and WCLQ-TV Cleveland. Among the documentaries will be a presentation on the rights of the accused, hosted by Ken Howard. It will feature Claus Von Bulow. The documentaries will include six minutes for stations and six minutes for Syndicast. The four

one-hour young people's specials will air live on Saturday mornings, and will include phone-in opportunities. One will feature a conversation with Supreme Court Chief Justice Warren Burger and a group of children, led by *Scholastic* magazine. The young people's specials will include three minutes for stations and three minutes for Syndicast. The 100 one-minute inserts will be hosted by celebrities and will begin with a five-second billboard, continue with the 25-second *We the People* insert and conclude with a 30-second spot. *We the People* will conclude with the second prime time special on Sept. 17, 1986, a two-hour star-studded gala. The final special will include 12 minutes for stations and 12 minutes for Syndicast.

■ **Viacom Enterprises** has signed Yakov Smirnoff as one of the stars of *What a Country*. Smirnoff will play a Russian defector who drives a cab. The Russian comedian is best-known for his appearances in a Miller Lite commercial and the movies "Moscow on the Hudson" and "Buckaroo Banzai." He will also appear in the upcoming film, "Heartburn." Smirnoff will be sworn in as an American citizen by Supreme Court Justice Warren Burger during *Liberty Weekend*. Viacom also announced that Eric Cohen and Lenny Rippas have been named supervising producers of *What a Country*, a half-hour sitcom which debuts this fall. Cohen, who began in television 15 years ago as a writer for *The Tonight Show* starring *Johnny Carson*, received an Emmy in 1976 for his work as producer of *Welcome Back, Kotter*. Rippas, a ten-year veteran of television and the movies, co-produced and wrote *Bosom Buddies*. Martin Rips and Joseph Staretski are co-executive producers of *What a Country*.

ate a cable "superchannel" (BROADCASTING, June 2) are a mistake. "Our view is this is a very risky proposal with a lot of downside at considerable expense. We think operators should spend funds on existing networks."

The Lifetime president said he had already talked with some system owners "conceptually" and would present MSO's with three Lifetime/MSO co-funding projects (or what he called "equity programming opportunities") within the next few weeks. In general, Burchill said, the cable industry should look more to the "broadcast model" for funding and tie future subscriber fee increases to specific projects.

Speaking at the National Cable Forum on Saturday, Burchill gave an overview of Lifetime's two-audience programming. Starting first with "Doctor's Sunday," the all-day programming directed to a core audience of 250,000 prescribing physicians, he said it was headed toward its second year of profitability. Burchill said that "Doctor's Sunday" had 100% of the television market for the audience and that advertising dollars would expand due to the arrival of prescription ad-

vertising directed to consumers. The "growth prospects are geometric." Growth, Burchill said, could additionally come from the "three C's: cassettes, (tele)conferencing and consumer health programming."

Most of Lifetime's programming is directed to women, who, Burchill said, exercise "considerable power over whether to keep cable in the home." For advertisers, Burchill said, Lifetime offers "the environment of a woman's magazine but provides the selling power of television."

The Lifetime chief executive officer said that the channel's revenue was growing at "roughly twice the industry rate at the moment." It signed 142 new advertisers during the first quarter of 1986, and a recent "reorganization allowed us to bring down the break-even point," he said. "Profitability is at hand."

The channel is now producing more original programming in New York than any pay television service, said Burchill. Lifetime's "studio strategy" now has it "producing three times as much [as it did before] for roughly half the cost," he said: "Hopefully

now we are no longer the 'Regis Philbin network.'"

Charles Gingold, vice president of programming, ran down some of the network's new projects: a "prime time program that is entertainment based"; the production of roughly 70 new *The Doctor Ruth Shows*, this time before a studio audience, and the "aggressive acquisition" of feature films and mini-series that Lifetime can package... that give the channel identity."

### Nashville Network tailors conventional TV forms to country audiences

More than half of The Nashville Network's 25-million subscriber base tunes into the channel at least once a week, said David Hall, general manager and vice president. TNN focuses on "made-for-cable-TV" programming and has produced more than 4,000 hours of original programming since the channel's inception two years ago.

"We have taken all the traditional forms of television and tailored them to our country audience," Hall said. "Show after show with country-western stars can only be gotten on TNN," said Hall. Among the "country tailored" programming is a cooking show, a talk show, movies, a show business news show and music video show. The latter suffers from the "slow production" of videos, according to Hall, who said there are probably only 120 to 125 "usable country videos" compared to the thousands of rock videos.

Even sports is tailored for TNN's audience, concentrating on drag racing, rodeos and fishing. Since April, the channel has put all its sports in a six-and-a-half-hour block on Sunday. Hall said ratings for the motor racing shows have improved 50% over a year ago. TNN is not yet profitable, said its general manager, but should become so in 1987. Help should come from a carriage fee charged to cable operators starting in March

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(it will range from five cents to 10 cents per subscriber). For "business" reasons, TNN will not be televise Willie Nelson's July 4 concert for Farm Aid—instead, it is being carried by VH-1. "On July 4 with all the activities, it would be difficult to attract the audience and advertisers we need to approach profitability," Hall said. "Also we don't want to be involved in counterprogramming to the Statue of Liberty events. Hall said TNN lost a "tremendous amount of money" when it telecast Farm Aid I.

Saying that the "person with a [satellite] dish is important to TNN," Hall said TNN would not begin scrambling "until there is an organized way for them to receive the service in a cost-effective manner."

#### Changes in the Weather Channel: regional dayparts, harder news in the morning

Beginning Sunday, June 22, The Weather Channel will change its format for the first time since its launching four years ago.

Michael J. Eckert, president of the Atlanta-based subsidiary of Landmark Communications, told the National Cable Forum Sunday that the format change was the outcome of a ratings drop. He said that when Nielsen began measuring the 24-hour service in the fourth quarter of 1984, the ratings were between 0.4 and 0.5, but by the second and third quarter of 1985, the ratings had dropped to 0.2 to 0.3.

Eckert said the drop may have been the result of more appealing weather in the warmer months, leading both to fewer homes using television and perhaps a reduced curiosity about the weather. A change of that magnitude might even have been a measurement error, he added.

But rather than take a chance, The Weather Channel is making a number of changes based on a four-month review of viewer survey data and focus groups. The major change is dayparting. Some of the dayparts will be regional, scheduled to correspond to times when viewers are preparing for work. Also, the news in the morning will become "faster paced," said John Haynes, director of programming, and early afternoon reports will be "softer," including some feature items such as explanations of how weather systems form and discussions of weather and gardens and pets.

The new format will make use of "video actualities" of weather conditions obtained from Group W, and will also introduce a graphics system, a new studio set and four "established news anchors." Eckert explained: "The anchors help translate some of the meteorological vernacular. We also need some vehicle to pre-tease upcoming features... to keep people watching."



Haynes and Eckert

#### Arts & Entertainment reports ratings improvement in wake of satellite shift

Since switching satellite transponders a little over a year ago, the Arts & Entertainment Network has shown an improvement in ratings, according to Peter Hansen, the channel's director of international program relations. Now more than half of A&E's 20 million subscribers receive the full 20-hour schedule—the remainder typically receiving the channel beginning at 8 p.m.

Programming is also responsible for the service's improved ratings, said Hansen. The most recent survey of the A&E program schedule shows that 23.2% of shows were drama, adventure and mystery series; 21.4% were foreign and classic movies; 17.9% were performing arts; 14.3% were documentaries and docu-dramas; 12.5% were comedy or variety shows, and 10.7% were theatrical productions.

Andrew Orgel, vice president of affiliate sales and marketing, said that A&E, unlike other attempts at quality programming has not focused on particular types of shows, but rather on a particular type of viewer. "We decided to focus on a viewer that was more educated, had a higher income and wanted something for their family."

Among upcoming A&E offerings are *Living Dangerously*, a series of documentaries on "those who dare to risk life and limb," and a 13-part series of "vignettes" on Colorado. Over a third of A&E's programming in prime time is British, with 200 hours from the BBC. Some of that is under a co-produc-

tion agreement that gives A&E some say in matters such as casting and licensing rights for North America as well.

#### Discovery targets break-even point, plans introduction of three-hour programming blocks

Executives from the Discovery Channel painted a bright picture of the nonfiction basic cable service which celebrates its first anniversary tomorrow, June 17. John S. Hendricks, chairman and chief executive officer, said Discovery is now in over nine million homes—over seven million cable homes and the others backyard earth station owners—and by this time next year should be in over 13 million, enough for measurement by Nielsen. Despite the channel's rapid growth in subscribers, it will be about three years before Discovery reaches profitability, Hendricks said. The break-even point would come, he said, when the service reaches between \$15 million and \$20 million in revenue: "I think it will be before the track record of an MTV."

Most of the channel's current operating funds continue to be provided by the New York Life Insurance Co.; Allen & Co., a New York-based investment bank, and Westinghouse Broadcasting & Cable. Discovery is selling advertising and has just developed a presentation for potential sponsors of the three-hour programming blocks the channel will introduce this fall. The blocks will reorganize the channel's numerous documentaries by topics: the natural world; science and

### WAGONTRAIN ENTERPRISES, INC.

*William S. Sanders, Chairman*

*has acquired the assets of*

### TM PROGRAMMING, INC.

*Patrick S. Shaughnessy, President and C.E.O.*

*for*

# \$3,800,000

*This acquisition combines Drake-Chenault Radio Consultants, Inc., with TM Programming, Inc., creating the largest radio consulting firm in the U.S. or overseas. Each company will continue to serve its clients independently.*

*Our Associate Elliot B. Evers initiated the transaction and assisted the buyer and seller in negotiations.*



**Elliot B. Evers**

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space, geography, exploration and history. Each block will be repeated three times a week. A "second stage," said Hendricks, might be the introduction of hosts for each block.

About three-quarters of Discovery's programming has not been seen in the U.S., said Suzanne Hayes, senior vice president of programming. At least 60% is produced outside the U.S., and Hayes said the channel would

begin to insert its own narration on foreign-language material over the next year: "NHK (a Japanese TV network) produces three hours of documentary material a week."

Overall, the Discovery executives said, there is a wealth of quality nonfiction programming available. Hendricks also said that the 1,400 hours of programming now "in-house" at Discovery has a good "shelf life": "It's just as interesting three years from

now."

In addition to the programming blocks, another upcoming announcement may be a change in Discovery's source of revenue, said Hendricks. Among the options being considered are charging fees to cable operators; having the parent company, Cable Educational Network Inc., take on other partners, or getting additional funds from existing partners.

## For the Record

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

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

### Ownership Changes

#### Applications

■ **WDHN(TV)** Dothan, Ala. and **WVGA(TV)** Valdosta, Ga. (WDHN: ch. 18; ERP vis. 1,080.4 kw, aur. 108 kw; HAAT: 730 ft.; ant. height above ground: 796.2 ft.; WVGA: ch. 44; ERP vis. 1,285.3 kw, aur. 257 kw; HAAT: 920 ft.; ant. height above ground: 950 ft.)—Seeks assignment of license from Hi-Ho Television Inc. to The Morris Network for \$6.6 million. Seller is principally owned by estate of F. Frances D'Addario. It has no other broadcast interests. Buyer is owned by Morris Newspaper Group, Savannah, Ga.-based newspaper publisher owned by Charles H. Morris. It owns **WMGT(TV)** Macon, Ga. Filed June 6.

■ **KRBQ(FM)** Red Bluff, Calif. (102.7 mhz; 12 kw; HAAT: 1,080 ft.)—Seeks assignment of license from Theodore S. Storck to California Radio Inc. for \$400,000, comprising \$100,000 cash and remainder assumption of liabilities and note. Seller owns **KTRF(AM)**-**KSNR(FM)** Thief River Falls, Minn. Buyer is owned by Wallace A. Heusser (56%) and Stephen S. Marriot (44%). Heusser owns **KKDJ(FM)** Fresno and has interest in **KDJK(FM)** Oakdale, both California. Filed May 30.

■ **WLAG(AM)** La Grange, Ga. (1240 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from LWB Atlanta Corp. to West Georgia Radio Inc. for \$450,000 cash. Seller is Atlanta-based group of four AM's and three FM's principally owned by Robert L. Williams. Buyer is owned by James E. Uglum and his wife, Marlene. It has no other broadcast interests. They own Columbia School of Broadcasting in Atlanta. Filed June 4.

■ **KDSC-TV** Honolulu (ch. 14; ERP vis. 2,570 kw, aur. 257 kw; HAAT: 50 ft.; ant. height above ground: 495 ft.)—Seeks assignment of license from Pacific Rim Broadcasting Co. to Le Sea Broadcasting Corp. for \$825,000. Seller is principally owned by J. James Gallagher, who has no other broadcast interests. Buyer is principally owned by Lester Sumrall. It owns **WHMB-TV** Indianapolis; **KTCT(TV)** Tulsa, Okla.; **WRKW-TV** Kenosha, Wis.; **WHME-FM-TV** South Bend, Ind.; and international broadcast station **WHRI(AM)** Noblesville, Ind. Filed June 3.

■ **WAMW(AM)**-**WFML(FM)** Washington, Ind. (AM: 1580 khz; 250 w-D; FM: 106.5 mhz; 50 kw; HAAT: 340 ft.)—Seeks assignment of license from Draper Broadcasting Co. to The Vincennes University Foundation for \$775,000.

Seller is owned by Daniel Draper, who also owns **WFML(FM)** Washington, Ind. Buyer is Vincennes, Ind.-based educational institution headed by Phillip M. Summers. Assignee is headed by Arthur L. Hart, president. The college board also owns local cable system. Filed June 3.

■ **KATC(TV)** Lafayette, La. (ch. 3; ERP vis. 100 kw, aur. 20 kw; HAAT: 1,740 ft.; ant. height above ground: 1,793 ft.)—Seeks assignment of license from Loyola University to Adams TV of Lafayette Inc. for \$31 million. Seller is owned by Loyola University, New Orleans. It also owns **WWL-AM-TV** and **WJAY-FM** New Orleans. Buyer is Wayzata, Minn.-based group of three AM's, three FM's and six TV's, principally owned by Stephen Adams. Filed June 4.

■ **KVHP(TV)** Lake Charles, La. (ch. 3; ERP vis. 100 kw; aur. 20 kw; HAAT: 1,740 ft.; ant. height above ground: 1,793 ft.)—Seeks assignment of license from TMG Inc. to Marvin Gorman Ministries Inc. for \$2.9 million. Seller is principally owned by Harold E. Protter. It has no other broadcast interests. Buyer is nonprofit corporation headed by Marvin E. Gorman. It also owns **KNH(TV)** Houma, La., and has interest in **KPWS(AM)**-**KAJN(FM)** Crowley, La. Filed May 30.

■ **WASY(AM)** Gorham, Me. (1590 khz; 5 kw-D; 2.5 kw-N)—Seeks assignment of license from Communications Broadcasting Affiliates to Great Portland Wireless Talking Machine Co. for \$135,000. Seller is owned by Daniel C. Lennon, who has no other broadcast interests. Buyer is owned by Myer Feldman, Ronald R. Frizzell and Arnold C. Lerner. It owns **WLAM(AM)** Lewiston and **WZKS(FM)** Auburn, both Maine. Feldman has interest in **KBCQ(AM)**-**KCKN(FM)** Roswell, N.M., and with Lerner owns **WLLH(AM)**-**WSSH(FM)** Lowell, Maine. Frizzell and Lerner own **WORC(AM)** Worcester, and **WYLF(FM)** South Bristol, N.Y. Lerner also has interest in **WKSZ(FM)** Media, Pa. Filed June 3.

■ **WKOJ(AM)** Hattiesburg, Miss. (1310 khz; 1 kw-D)—Seeks assignment of license from C.E. Equipment Co. to Faith Christian Fellowship for \$110,000. Seller is owned by Joseph F. Tatum. It has no other broadcast interests. Buyer is nonprofit corporation headed by Dennis Polk. It has no other broadcast interests. Filed June 3.

■ **KWOS(AM)** Jefferson City, Mo. (1240 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from KWOS Inc. to Triple-D Properties Inc. for \$700,000. Seller is principally owned by William Natsch, who has no other broadcast interests. Buyer is owned by Frank Newell and his wife, Diane, who also own colocated **KMJO(FM)**. Filed June 2.

■ **KCMO(AM)**-**KBKC(FM)** Kansas City, Mo. (AM: 810 khz; 50 kw-D; 5 kw-N; FM: 94.9 mhz; 100 kw; HAAT: 1,100 ft.)—Seeks assignment of license from Summit Radio of Kansas City to Pacific & Southern Co. for \$11.2 million. Seller is subsidiary of Summit Communications, Winston-Salem, N.C.-based group of five AM's and five FM's, principally owned by Gordon Gray and family. It owns cable systems in Georgia and North Carolina. Buyer is subsidiary of Gannett Co., publicly owned, Arlington, Va.-based newspaper publisher, and station group of eight AM's, eight FM's and eight TV's. It publishes 91 daily newspapers, including *USA Today*, 40 weeklies and owns outdoor advertising company, Gannett Co. It is headed by John J. Curley, president and CEO. Filed May 30.

■ **WZKC(FM)** Rochester, N.Y. (99.5 mhz; 50 kw; HAAT: 340 ft.)—Seeks transfer of control of Ontario Shore Communications from Saga Communications to First Valley Broadcasting Co. for \$3.7 million. Seller is new company formed to purchase Josephson Communications radio stations (BROADCASTING, April 21). It is group of two AM's and four FM's headed by Ed Christian, president. Buyer is owned by Bob Dodenhoff and Dan Wachs. It owns

**WOMP-AM-FM** Wheeling, W.Va. Filed May 30.

■ **WWGN(AM)** Washington, N.C. (1320 khz; 500 w-D)—Seeks assignment of license from James E. Hodges to Pamlico Media Corp. for \$100,000 cash. Seller also owns **WNOS(AM)** New Bern, N.C., and **WFXI(FM)** Washington, N.C. Buyer is owned by Richard Paul, his wife, Lorraine and their son, Douglas. It has no other broadcast interests. Filed June 4.

■ **KZZE(FM)** Poteau, Okla. (97.9 mhz; 100 kw; HAAT: 2,300 ft.)—Seeks assignment of license from Audiophase Communications Inc. to KYVN Ltd. for \$87,000. Seller is owned by Curt Van Loon, who also owns **KIYX-FM** Dubuque, Iowa. Buyer is owned by Don Manuel, who also owns **WDDT(AM)** Clearwater, Fla. Filed June 2.

■ **WSTG(TV)** Providence, R.I. (ch. 64; ERP vis. 5000 kw, aur. 500 kw; HAAT: 1,000 ft.; ant. height above ground: 867 ft.)—Seeks assignment of license from Providence Television Ltd. Partnership to Sudbrink Broadcasting of New England Inc. for \$5,850,000 cash. Seller is debtor in possession. It is owned by James D. Moore and Steven J. Pruett. It also owns **WHTV(TV)** Meridian, Miss. Pruett also has interest in **WMSN-TV** Madison, Wis. Buyer is Del Ray Beach, Fla.-based group of four AM's, one FM and two TV's, principally owned by Robert W. (Woody) Sudbrink. Filed May 30.

■ **WKJS(AM)**-**WHBT(FM)** Harriman, Tenn. (AM: 1600 khz; 5 kw-D; FM: 92.7 mhz; 3 kw; HAAT: 436 ft.)—Seeks assignment of license from Joy Broadcasting Co. to Action Communications Enterprises Inc. for no more than \$165,000. Seller is owned by Kenneth J. Crosswaith, who has no other broadcast interests. Buyer is owned by David C. Phillips, Robert E. Johnson and six others. It also owns **WYEA(AM)**-**WMLS(FM)** Sylacauga, Ala. Phillips has interest in **WSIC(AM)**-**WFMX(FM)** Statesville, and **WFSC(AM)**-**WRFR(FM)** Franklin, both North Carolina. Filed June 3.

■ **KGOL(FM)** Lake Jackson, Tex. (107.5 mhz; 100 kw; HAAT: 986 ft.)—Seeks transfer of control of Houston FM Communications to Shamrock Broadcasting Co. for \$13 million. Seller is owned John Frankhauser and Jack Rich, who have no other broadcast interests. Buyer is Burbank, Calif.-based group of seven AM's, four FM's and three TV's, principally owned by Roy Disney and family. Filed June 3.

■ **KITE(FM)** Portland, Tex. (105.5 mhz; 3 kw; HAAT: 367 ft.)—Seeks assignment of license from Media Properties Inc. to Target Communications Inc. for \$1 million, comprising \$400,000 cash and remainder note. Seller is principally owned by Jim R. Phillips and Ron Whitlock. Phillips owns **KHEY-AM-FM** El Paso, Tex., and has interest in **WOIC(AM)**-**WMCM(FM)** Columbia, S.C., and **KNSS(FM)** Carson City, Nev. Whitlock owns **KINE(AM)**-**KDUV(FM)** Kingsville, Tex. Buyer is owned by David King, Anita Parinello, Ron Gillenardo and Ross Fleischman. It also owns **WRIP(AM)**-**WOWE(FM)** Rossville, Ga. Filed June 2.

■ **KISW(FM)** Seattle, Wash. (99.9 mhz; 100 kw; HAAT: 1,150 ft.)—Seeks assignment of license from Alexander Broadcasting Co. to Nationwide Communications Inc. for \$12,950,000. Seller is owned by Lester Smith, who also owns **KJRB(AM)**-**KEXE(FM)** Spokane, Wash. Buyer is subsidiary of Columbus, Ohio-based insurance company, Nationwide Mutual Insurance Co. It owns five AM's, 10 FM's and four TV's. It is headed by Clark Pollock, president. Filed June 4.

■ **WCGV-TV** Milwaukee and **WTTO-TV** Birmingham, Ala. (WCGV: ch. 24; ERP vis. 3,000 kw, aur. 300 kw; HAAT: 1,030 ft.; ant. height above ground: 1,024 ft.; WTTO: ch. 21; ERP vis. 1,042 kw; aur. 104.2 kw; HAAT: 1,012 ft.; ant. height above ground: 1,012 ft.)—Seek assignment of license from B&F Broadcasting Inc. and Chapman



Radio and Television Corp. to HR Broadcasting Corp. for \$30.5 million. Seller is principally owned by Byron Lasky. It also owns WQTV(TV) Boston. Buyer is 80% owned by Albert Krivin. Hal Gaba and Robin French. Remaining 20% is owned by Hal Roach Studios, principally owned by Gaba and Earl Glick, chairman. Krivin is former senior vice president of Metromedia Inc. Gaba and French are respectively, former vice president and president of Embassy Telecommunications. Hal Roach Studios is principally involved in recolorization of old films. Filed June 2.

## New Stations

### AM's

■ Santa Maria, Calif.—Marlene V. Borman seeks 1120 khz; 1.5 kw-D; 1 kw-N. Address: 6720 Lakeview Dr., Carmichael, Calif. 95608. Principal has no other broadcast interests. Filed May 29.

■ Homestead, Fla.—Homestead Radio seeks 1020 khz; 50 kw-D; 1 kw-N. Address: P.O. Box 61002, Sacramento, Calif. 95860. Principal is owned by Jane A. Filler, who has no other broadcast interests. Filed March 3.

■ East Point, Ga.—Darrell Spann seeks 1160 khz; 10 kw-D; 400 w-N. Address: 8357 South Ada St., Chicago 60620. Principal's father, Pervis Spann, owns three AM's. Filed May 29.

■ Peachtree City, Ga.—Frederick R. Smith seeks 990 khz; 1 kw-D. Address: 217 South 13th St., Griffith, Ga. 20223. Principal has no other broadcast interests. Filed May 29.

■ St. Maries, Idaho—Terry C. Duffey seeks 1240 khz; 1 kw-D; 500 w-N. Address: 1525 Main, St. Maries, Idaho 83861. Principal has no other broadcast interests. Filed June 3.

■ Eugene, Ore.—Jerry J. Collins seeks 650 khz; 25 kw-D; 1 kw-N. Address: 1227 Del Prado Blvd., Cape Coral, Fla. 33904. Principal owns WDCQ(AM) Pine Island Center, Fla. Filed May 29.

■ Quakertown, Pa.—Nancy Reilly seeks 1180 khz; 700 w-D. Address: 168 Rosedale St., Rochester, N.Y. 14620. Principal has no other broadcast interests. Filed June 3.

■ Morrisville, Va.—Peter Morton seeks 1400 khz; 250 w-U. Address: 4 Wright Ave., St. Johnsbury, Vt. 05819. Principal has no other broadcast interests. Filed May 23.

### FM's

■ Avalon, Calif.—Diane M. Clary seeks 92.7 mhz; .24 kw; HAAT: 1,134 ft. Address: 813 Spyglass Lane, Las Vegas 89107. Principal has interest in KUDO(FM) Las Vegas. Filed May 30.

■ Avalon, Calif.—Bay Broadcasting Systems seeks 92.7 mhz; .2 kw; HAAT: 997.1 ft. Address: 333 Weymouth Ave., San Diego 90731. Principal is owned by Nancy Sullivan and Lewis Sher. It has no other broadcast interests. Filed May 29.

■ Avalon, Calif.—Crescent Radio Ltd. Partnership seeks 92.7 mhz; 3 kw; HAAT: 161 ft. Address: 2550 Fifth Ave., Suite 5, San Diego, Calif. 92103. Principal is owned by Patricia Hom, her father, Charles, and Sharon E. Hilliard. Hilliard owns KRLR(TV) Las Vegas. Filed May 30.

■ Avalon, Calif.—Jack A. Tucey seeks 92.7 mhz; .2 kw; HAAT: 1,170 ft. Address: 220 Charles St., 90704. Principal has no other broadcast interests. Filed May 21.

■ Avalon, Calif.—Thomas Q. Turner seeks 92.7 mhz; 3 kw; HAAT: minus 211.8 ft. Address: P.O. Box 1458, 90704. Principal has no other broadcast interests. Filed May 29.

■ Avalon, Calif.—Kictron Inc. seeks 92.7 mhz; .263 kw; HAAT: 1,088 ft. Address: P.O. Box 86, Flourown, Pa. 19031. Principal is owned by Donald B. Crawford. It also owns KBRT(AM) Avalon, Calif.; KPBC(AM) Dallas; WY-CA(AM) Hammond, Ind.; and WDJC(AM) Birmingham, Ala. It also has interest in WDCX(AM) Buffalo, N.Y. Filed May 29.

■ Avalon, Calif.—VLM Enterprises Inc. seeks 92.7 mhz; 3 kw; HAAT: minus 1,060.4 ft. Address: 1820 S. Broadway, Gardena, Calif. 90248. Principal is owned by sisters, Vida and Lynda Mohr and their father, Robert. It has no other broadcast interests. Filed May 30.

■ North Branford, Conn.—Totoket Educational Fellowship seeks 91.5 mhz; .25 kw; HAAT: 228 ft. Address: 94 Valley Road 06471. Principal is owned by Allan L. Ellis, president and four others. It has no other broadcast interests. Filed May 30.

■ Chicland, Fla.—Long Pond Baptist Church seeks 91.5 mhz; 3 kw; HAAT: 231.9 ft. Address: Rt. 2; Box 497, 32626. Principal is headed by Ron Cason. It has no other broadcast interests. Filed May 23.

■ Dallas, Pa.—Mountain Broadcasting seeks 93.7 mhz; .950 kw; HAAT: 575 ft. Address: RD 1, Box 281D W. Mountain Road, Plymouth, Pa. 18651. Principal is owned by Denise A. Schact and her husband, Ronald. It has no other broadcast interests. Filed May 30.

■ Dallas, Pa.—Telecommunications Network Inc. seeks 93.7 mhz; 600 w; HAAT: 670.4 ft. Address: 146 Midland Ave., Kearny, N.J. 07032. Principal is owned by Adolph N. Weiss, his son, Harvey, Ira Magod and four others. It has no other broadcast interests. Filed May 23.

■ Wartburg, Tenn.—Group Three Broadcasters seeks 101.3 mhz; 500 w; HAAT: 770 ft. Address: P.O. Box 147, Wartburg, Tenn. 37887. Principal is owned by Sandra Lavender, James E. Knight and Carl Stump. Stump and Lavender have interest in WECO(AM) Wartburg, Tenn. Filed May 30.

■ Wartburg, Tenn.—Marilyn L. Clark seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: Route 3, Box 1, Sparta, Tenn. 38583. Principal has no other broadcast interests. Filed June 2.

### TV's

■ Paradise, Nev.—Nevada 39 Inc. seeks ch. 39; ERP vis. 1,445 kw, aur. 145 kw; HAAT: 1,172 ft.; ant. height above ground: 127 ft. Address: 620 Carpenter Dr., Las Vegas 89107. Principal is owned by Elbert Durden, Joel I. Ferguson and Thomas B. Jones. Principal has no other broadcast interests. Filed May 29.

■ Paradise, Nev.—Puamehana Ltd. seeks ch. 39; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 522.1 ft.; ant. height above ground: 859 ft. Address: 3890 Swenson St., Las Vegas 89109. Principal is principally owned by Hoolac Paoa and Stanley G. Emert. It has no other broadcast interests. Filed May 30.

■ Paradise, Nev.—Nevada Broadcasting Group seeks ch. 39; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,518.8 ft.; ant. height above ground: 107 ft. Address: 7520 Silver Leaf Way, Las Vegas 89117. Principal is principally owned by Sonia Y. Maxwell, who has no other broadcast interests. Filed May 30.

■ Paradise, Nev.—Wynn Communications Inc. seeks ch. 39; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,532 ft.; ant. height above ground: 470 ft. Address: c/o Finley, Kumble Wagner, et al., 1120 Connecticut Avenue NW, Washington 20036. Principal is owned by Elaine Wynn and her husband, Stephen. It has no other broadcast interests. Filed May 30.

■ Paradise, Nev.—Goldhill Broadcasting Inc. seeks ch. 39; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,161 ft.; ant. height above ground: 121 ft. Address: 400 Minnesota St., Las Vegas 89107. Principal is owned by Lee A. Winston, James Porter and Lee D. Andrews. Winston has interest in ch. 21, Las Vegas. Filed May 30.

■ Christiansted, V.I.—William E. Zimsky seeks ch. 15; ERP vis. 8.93 kw; aur. 893 w; HAAT: 943 ft.; ant. height above ground: 100 ft. Address: 1511 K St. NW, Suite 1100, Washington 20005. Principal has no other broadcast interests. Filed May 30.

■ Christiansted, V.I.—Santa Cruz Broadcasting Co. seeks ch. 15; ERP vis. 3,300 kw; aur. 330 kw; HAAT: 1,163 ft.; ant. height above ground: 254 ft. Address: 83 Annas Hope, 00820. Principal is owned by Asta K. James. It has no other broadcast interests. Filed May 30.

■ Christiansted, V.I.—Franklin D. Graham seeks ch. 15; ERP vis. 8,892 kw; aur. 889.2 w; HAAT: 951 ft.; ant. height above ground: 102 ft. Address: 301 Guinea Rd., Stamford, Conn. 06903. Principal has no other broadcast interests. Filed May 30.

■ Bluefield, W. Va.—Living Faith Ministries Inc. seeks ch. 40; ERP vis. 1,110 kw; aur. 220 w; HAAT: 1,992 ft.; ant. height above ground: 545 ft. Address: Box 44, Vansant, Va. 24656. Principal is nonprofit corporation headed by Buford Smith. Filed May 29.

■ Bluefield, W. Va.—Blue Sky Broadcasting Inc. seeks ch. 40; ERP vis. 1,110 kw; aur. 220 w; HAAT: 1,992 ft.; ant. height above ground: 545 ft. Address: 727 1/2 Bland St., 24701. Principal is owned by J. Franklin Long, Douglas Miller and Lee D. Andrews. It has no other broadcast interests. Filed May 30.

## Facilities Changes

### Applications

#### AM's

#### Tendered

■ WPLA (910 khz) Plant City, Fla.—Seeks CP to increase

day and night power to 4 kw. App. June 9.

■ KBCB (760 khz) Overland Park, Kan.—Seeks CP to increase power to 6 kw. App. June 9.

■ WXRL (1300 khz) Lancaster, N.Y.—Seeks CP to increase day power to 2,395 kw. App. June 9.

■ KRAD (1040 khz) Perry, Okla.—Seeks mod. of CP to change freq. to 1020 khz; increase day power to 400 w; add night service with 250 w; install DA-2, and make changes in ant. sys. App. June 9.

■ WJMX (970 khz) Florence, S.C.—Seeks CP to increase night power to 3 kw and make changes in ant. sys. App. June 9.

■ WXAX (1170 khz) Lexington, S.C.—Seeks CP to increase day power to 10 kw and make changes in ant. sys. App. June 9.

■ KLDY (680 khz) Lacey, Wash.—Seeks mod. of CP to add night service with 1 kw; change freq. to 670 khz; install DA-N, and make changes in ant. sys. App. June 9.

#### Accepted

■ KUKQ (1060 khz) Tempe, Ariz.—Seeks MP to augment nighttime DA pattern. App. June 4.

■ KFAX (110 khz) San Francisco—Seeks mod. of lic. to change SL to 3106 Diablo Avenue, Haywood, Calif. App. June 9.

■ KEEN (1370 khz) San Jose, Calif.—Seeks CP to change TL. App. June 6.

■ \*KAEB (90.1 mhz) Alamosa, Colo.—Seeks mod. of CP to change TL and change HAAT to 144.32 ft. App. June 9.

■ \*WABE (90.1 mhz) Atlanta—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,020.08 ft.; and replace ant. App. June 9.

■ WEEG (880 khz) Jefferson, Ga.—Seeks CP to change TL. App. June 5.

■ WSFC (1240 khz) Somerset, Ky.—Seeks CP to make changes in ant. sys. App. June 5.

■ \*WKCC-FM (89.3 mhz) Chicago—Seeks CP to change HAAT to 112.18 ft. App. June 9.

■ WZYQ (1370 khz) Frederick, Md.—Seeks MP to make changes in ant. sys. App. June 4.

■ WBZE (1030 khz) Indian Head, Md.—Seeks MP to operate transmitter by remote control. App. June 4.

■ \*WUMB-FM (91.9 mhz) Boston—Seeks CP to install aux. sys. App. June 9.

■ WONG (1150 khz) Canton, Miss.—Seeks MP to change TL. App. June 4.

■ WZBO-FM (102.3 mhz) Edenton, N.C.—Seeks CP to change HAAT to 286.02 ft. App. June 9.

■ WCKY (1530 khz) Cincinnati—Seeks CP to make changes in DA-N. App. June 9.

■ WTTF (1600 khz) Tiffin, Ohio—Seeks mod. of lic. to operate transmitter by remote control. App. June 5.

■ WKAP (1320 khz) Allentown, Pa.—Seeks mod. of lic. to operate transmitter by remote control. App. June 6.

■ WZZD (990 khz) Philadelphia—Seeks MP to make changes in ant. sys. App. June 6.

■ WLKW (990 khz) Providence, R.I.—Seeks mod. of lic. to move SL to Wampanuag Trail, East Providence. App. June 9.

■ KXAM (1440 khz) Helotes, Tex.—Seeks MP to make changes in ant. sys. App. June 4.

■ WVJZ (96.7 mhz) Orange, Va.—Seeks CP to change ERP to 3 kw. App. June 9.

### FM's

#### Tendered

■ \*KPCC (89.3 mhz) Pasadena, Calif.—Seeks CP to change TL; change ERP to .6 kw, and 2,922.48 ft. App. June 5.

■ \*WWFR (91.7 mhz) Okeechobee, Fla.—Seeks mod. of CP to change ERP to 20 kw and change HAAT to 299.79 ft. App. June 5.

■ \*WBYQ (96.7 mhz) Baltimore—Seeks CP to change TL; change ERP to .0192 kw, and change HAAT to 169.9 ft. App. June 4.

#### Accepted

■ KMJX (105.1 mhz) Conway, Ark.—Seeks CP to change TL; change ERP to 78 kw, and change HAAT to 1,069.28 ft. App. June 6.

■ WAIV-FM (96.9 mhz) Jacksonville, Fla.—Seeks CP to change TL. App. June 6.

■ \*WBYQ (96.7 mhz) Baltimore—Seeks CP to change TL; change ERP to .0192 kw, and change HAAT to 169.9 ft. App. June 4.

- WWDC-FM (101.1 mhz) Washington—Seeks CP to install aux. sys. App. June 4.
- WLYZ (95.3 mhz) Nashville, Ga.—Seeks mod. of CP to change TL; change ERP to .45 kw. and change HAAT to 797.04 ft. App. June 4.
- KFTZ (103.3 mhz) Idaho Falls, Idaho—Seeks mod. of CP to change ERP to 50 kw and change HAAT to 590.4 ft. App. June 6.
- KVVP (105.5 mhz) Leesville, La.—Seeks CP to change TL and change HAAT to 328 ft. App. June 4.
- WROQ-FM (95.1 mhz) Charlotte, N.C.—Seeks mod. of CP to change TL and change HAAT to 1,671 ft. App. June 6.
- WSNY (94.7 mhz) Columbus, Ohio—Seeks CP to install aux. sys. App. June 3.
- KVRO (105.5 mhz) Stillwater, Okla.—Seeks CP to change ERP to 3 kw and change HAAT to 15.1 ft. App. June 6.
- KPCB (102.3 mhz) Rockport, Tex.—Seeks mod. of CP to change ERP to 2.5 kw and change HAAT to 324.72 ft. App. June 4.

## TV's

### Accepted

- KTGF (ch. 16) Great Falls, Mont.—Seeks MP to change ERP to vis. 2,630 kw. aur. 263 kw; change HAAT to 446 ft., and change TL. App. June 5.
- KXWY-TV (ch. 20) Casper, Wyo.—Seeks CP to change ERP to vis. 1,552 kw. aur. 155 kw; change HAAT to 1,748.24 ft., and change TL. App. June 5.

## Actions

### AM's

- KBLS (990 khz) Santa Barbara, Calif.—Returned app. to increase power to 5 kw. Action June 3.
- KEZW (1430 khz) Aurora, Colo.—Granted app. to move SL to Denver. Action May 29.
- WCHZ (980 khz) Pensacola, Fla.—Granted app. to change city of lic. to Gulf Breeze, Fla.; add night service with 1 kw; increase day power to 2.5 kw; install DA-2; change TL. and make changes in ant. sys. Action May 21.

- WCHK (1290 khz) Canton, Ga.—Granted app. to change TL. Action June 2.
- KUIK (1360 khz) Hillsboro, Ore.—Granted app. to use formerly licensed facilities as aux. Action June 3.
- WMAK (980 khz) Pittsburg, Ky.—Granted app. to reduce power to .9 kw and make changes in ant. sys. Action May 27.
- WBZE (1030 khz) Indian Head, Md.—Granted app. to operate transmitter by remote control. Action June 2.
- WLPM (1450 khz) Suffolk, Va.—Granted app. to change TL and construct new ant. Action May 29.
- WOMT (1240 khz) Manitowoc, Wis.—Granted app. to change TL. Action May 30.

## FM's

- \*KLRE-FM (90.5 mhz) Little Rock, Ark.—Returned app. to change ERP to 100 kw and change HAAT to 776 ft. Action June 2.
- KTNW (107.1 mhz) Texarkana, Ark.—Dismissed app. to change ERP to 1.65 kw. Action May 28.
- KKGQ (105.1 mhz) Los Angeles—Dismissed app. to make changes in ant. sys. Action May 28.
- KFMB-FM (100.7 mhz) San Diego—Granted app. to operate aux. ant. sys. Action May 15.
- KUIC (95.3 mhz) Vacaville, Calif.—Dismissed app. to change ERP to 3 kw and change HAAT to 300 ft. Action May 28.
- KHAY (100.7 mhz) Ventura, Calif.—Granted app. to change aux. ERP to 13.1 kw. Action May 20.
- KKMg (98.9 mhz) Pueblo, Colo.—Dismissed app. to change TL and change HAAT to 1,210 kw. Action May 20.
- WYFA (100.9 mhz) Waynesboro, Ga.—Granted app. to change ERP to 1.92 kw and change HAAT to 410 ft. Action May 30.
- WLNK (106.3 mhz) Lansing, Ill.—Granted app. to install aux. sys. Action May 22.
- WWK1 (100.5 mhz) Kokomo, Ind.—Dismissed app. to change TL. Action May 28.
- WYRY (104.9 mhz) Hinsdale, N.H.—Granted app. to change TL. Action May 19.
- WTOJ (103.1 mhz) Carthage, N.Y.—Granted app. to change ERP to .535 kw and change HAAT to 620 ft. Action Feb. 21.
- \*WJNY (90.9 mhz) Watertown, N.Y.—Granted app. to replace ant.; change ERP to 7.09 kw. and change HAAT to 449.36 ft. Action June 2.
- WZBO-FM (102.3 mhz) Edenton, N.C.—Dismissed app. to change HAAT to 328 ft. Action May 15.
- WKIT (102.5 mhz) Hendersonville, N.C.—Granted app. to change TL; change ERP to 20 kw. and change HAAT to 1,781.04 ft. Action May 30.
- WFMX (105.7 mhz) Statesville, N.C.—Granted app. to change change ERP to 100 kw and change TL. Action June 4.
- WHBC-FM (94.1 mhz) Canton, Ohio—Granted app. to install aux. sys. Action May 20.
- WDBN (94.9 mhz) Medina, Ohio—Granted app. to change TL; change ERP to 16.2 kw. and change HAAT to 879.04 ft. Action May 22.
- \*WUSO (89.1 mhz) Springfield, Ohio—Returned app. to change ERP to 160 w; change HAAT to 91.42 ft., and change freq. to 89.3 mhz. Action May 8.
- WSCZ (96.7 mhz) Greenwood, S.C.—Granted app. to change ERP to 2.1 kw. Action June 2.
- KTXF (100.3 mhz) Brownsville, Tex.—Dismissed app. to change TL; change HAAT to 1,351.03 ft., and make changes in ant. sys. Action May 23.
- WMEV-FM (93.9 mhz) Marion, Va.—Granted app. to change ERP to vis. 100 kw; change HAAT to 1,459 ft., and make changes in ant. sys. Action May 27.
- WVJZ (96.7 mhz) Orange, Va.—Dismissed app. to change ERP to 3 kw. Action June 2.
- \*WVU-FM (91.7 mhz) Morgantown, W.Va.—Granted app. to make changes in ant. sys. Action May 9.
- \*WBSD (89.1 mhz) Burlington, Wis.—Dismissed app. to change freq. to 89.3 mhz; change ERP to 271 w; replace ant., and make changes in ant. sys. Action June 2.
- KTKL (106.9 mhz) Casper, Wyo.—Granted app. to change HAAT to 1,833.52 ft. and make changes in ant. sys. Action June 2.

## TV's

- KTVK (ch. 3) Phoenix—Granted app. to change HAAT to

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1.778 ft. and change TL. Action May 27.

- \*KETS (ch. 2) Little Rock, Ark.—Granted app. to replace ant. Action May 27.
- KARD (ch. 14) West Monroe, La.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,876 ft., and replace ant. Action May 27.
- KDEB-TV (ch. 27) Springfield, Mo.—Granted app. to change HAAT to 1,688 ft. Action May 27.

## In Contest

Review board made following decision:

- Garden City, N.J. (Jarad Broadcasting Co., et al) FM proceeding. Scheduled oral argument for July 3 on exceptions to initial decision of ALJ John M. Frysiak granting app. of Spectron Broadcasting Corp. for new FM station at Garden City, denying competing apps. of Jarad Broadcasting, Garden City Broadcasting Inc., Westplex Broadcasting Co., North Shore Broadcasting, December Ventures Inc., Wink Radio Inc., Fonic Broadcasting Co. and McComas Broadcasting Corp. Each party has 20 minutes for argument. Jarad, Garden City, Westplex, North Shore, December, Wink, Fonic and McComas may reserve part of their time for rebuttal. By letter, June 4.

ALJ Joseph Chachkin made following decision:

- Myrtle Beach, S.C. (Coastal Broadcasting of Myrtle Beach, et al) TV proceeding. Granted petition by South Carolina Broadcasters Limited Partnership and enlarged issues against Sheila Lynn McManus to determine financial qualifications, transmitter site availability, and lack of candor. By MO&O, June 2.

ALJ John M. Frysiak made following decisions:

- Dalton, Ga. (Family Television of Dalton Inc., et al) TV proceeding. Granted motion for summary decision by Southern Television Inc. and resolved short-spacing issue in its favor. By MO&O, June 5.
- Newton, N.J. (Bogner Newton Corp., et al) TV proceeding. Granted motion for summary decision and resolved air hazard issue in its favor. By MO&O, June 6.
- Rock Hill, S.C. (Moore Broadcast Industries Inc., et al) TV proceeding. Granted petition by Family 55 TV Inc., and enlarged issues against Metrolina Media Inc. to determine financial qualifications, and lack of candor. By MO&O, June 4.
- El Paso (UN2JC Communications, et al) TV proceeding. Granted Liquico Television's motion and dismissed its app. with prejudice. By order, June 4.

ALJ Joseph P. Gonzalez made following decisions:

- Tampa, Fla. (Mary Ann S. Bohi, et al) TV proceeding. Partially granted petition by Jacaranda Broadcasting Co. to enlarge issues against Tampa Bay Broadcast Ltd. to determine financial certification issues. By MO&O, May 22.
- Bethlehem, Pa. (Sonshine Family Television Corp., et al) TV proceeding. Granted motion by William J. Kimble and enlarged issues against Lehigh Valley Broadcasting and Communications to determine transmitter site availability. By MO&O, May 19.
- Brady, Tex. (John R. Powley and Kimbell Television Co.) TV proceeding. Granted summary decision by Kimbell and resolved satellite issue in its favor; granted joint requests for settlement agreement by Powley and Kimbell and dismissed Powley's app. with prejudice; granted Kimbell's app. for new TV station at Brady and terminated proceeding. By MO&O, May 15.

ALJ Edward J. Kuhlmann made following decisions:

- Los Angeles and Norwalk, Calif. (RKO General Inc. and Fidelity Television Inc.) TV proceeding. Denied RKO and Fidelity's motion for leave to file an appeal of MO&O requesting settlement agreement in this proceeding. By MO&O, May 20.
- Lewiston, Me. (Minority Women's TV Coalition, et al) TV proceeding. Granted motions and petitions and dismissed apps. of Channel 35 Lewiston and Minority Women's TV Coalition with prejudice. By MO&O, May 19.
- Ship Bottom and Manasquan, N.J. (Niagara Communications Inc. and Coastal Marine Telephone Inc.) Public coast station proceeding. Granted app. of Niagara for new local service public coast station at Ship Bottom; granted Coastal Marine's app. for same service at Manasquan, and terminated proceeding. By order, May 23.

ALJ Edward Luton made following decisions:

- Battle Creek, Mich. (Thompson Broadcasting of Battle Creek Inc., et al) TV proceeding. By separate orders: granted motion by Margaret Miller and dismissed for failure to prosecute app. of United States Broadcasting Corp. with prejudice; granted motion by Polaris Television and dismissed its app. with prejudice. By orders, May 22.
- Virginia City, Nev., and Placerville, Calif. (A.M. Renaissance Inc., et al) AM proceeding. By separate orders: granted motion for summary decision by A.M. Renaissance and resolved air hazard issue in its favor; granted motion for summary by Placerville Radio Broadcasters and severed from this proceeding and granted its app. for new AM station at Placerville, Calif.; granted joint request for settlement agreement between A.M. Renaissance and All Kountry Music Broadcasters and dismissed All Kountry's app. with prejudice; granted A.M.'s app. for new station at Virginia City, and terminated proceeding. By MO&O, June 5.
- El Paso (St. Clement Episcopal Parish School Inc. and El Paso County Community College District) TV proceeding. Granted El Paso County's petition and dismissed its app. with prejudice; granted St. Clement's app. for new TV station at El Paso, terminated proceeding. By order, June 4.
- Conroe, Tex. (DLBS Inc., et al) TV proceeding. Granted motion for summary decision by G-A Communications Inc. and resolved short-spacing issue in its favor. By order, May 22.
- Charlotte Amalie, V.I. (The H and M Limited Partnership, et al) FM proceeding. Granted motions by Thousand Islands Corp. and H and M and dismissed their apps. with prejudice. By order, June 4.

ALJ Richard L. Sippel made following decisions:

- Anchorage (KENI Associates, et al) FM proceeding. Granted joint request for settlement agreement between Aloha Broadcasting Co. and KENI Associates and dismissed KENI's app. with prejudice. By order, June 3.
- Holly Springs, Miss. (Terry Jan King and Mid South Broadcasting) TV proceeding. Granted joint request for settlement by King and Mid South and dismissed app. of Mid South with prejudice and granted King's app. for new TV station at Holly Springs. By MO&O, May 16.
- Butte, Mont. (Community Christian Television) TV proceeding. Granted app. of Community Christian for new TV station at Butte and terminated proceeding. By order, May 27.
- Wolforth, Tex. (Randy Chandler Ministries Inc. and Garcia Communications) TV proceeding. Granted joint request

for settlement agreement by Chandler and Garcia and dismissed Garcia's app. with prejudice and conditionally granted Chandler's app. for new TV station at Wolforth. By MO&O, May 14.

ALJ Joseph Stirmer made following decisions:

- San Luis Obispo, Calif. (Pacific Television Ltd., et al) TV proceeding. Granted petition for summary decision by Obispo Television and resolved air hazard issue in its favor. By MO&O, June 3.
- York Center, Me. (Mildam Associates, et al) FM proceeding. Granted joint request for settlement agreement by Mildam Associates, Katherine T. McCann, Eileen J. Cole-Russo and Coastal Radio Broadcasting Co. and dismissed apps. of McCann, Russo and Coastal with prejudice; granted Mildam's app. for new FM station at York Center, and terminated proceeding. By MO&O, May 23.
- Las Vegas (Valley Broadcasting Co. and William H. Herstadt) TV proceeding. Partially granted Herstadt's petition to enlarge issues against Valley to determine future ownership rights. By MO&O, May 23.

ALJ James F. Tierney made following decision:

- Anderson, S.C. (Bowman Aviation Inc. and Anderson Aviation Inc.) Aeronautical Advisory Station proceeding. Granted Private Radio Bureau's motion and granted both Bowman and Anderson's apps. for Aeronautical Advisory Station at Anderson and terminated proceeding. By MO&O, May 21.

## Call Letters

### Applications

Call	Sought by
<b>New AM</b>	
KRDZ	Majorie M. Zellmer, Del Norte, Colo.
<b>Existing AM</b>	
KYYN	KZZE KYYN Limited, Poteau, Okla.

### Grants

Call	Assigned to
<b>New FM's</b>	
WWFF	Donna K. Green, Marathon, Fla.
KZZJ-FM	Rugby Broadcasting Inc., Rugby, N.D.
<b>Existing AM's</b>	
KERE	KARE KARE Inc., Atchison, Kan.
WZRZ	WYHT Capital Radio Corp., Jackson, Miss.
KUGT	KJAS Target Media Inc., Jackson, Mo.
WNOW	WCQR Mint Hill Media, Mint Hill, N.C.
WCQR	WNOU County Seat Radio, Blountville, Tenn.
KDFT	KLCA Louis B. Crain, Ferris, Tex.
<b>Existing FM's</b>	
KDJQ	KPOF Fuller-Jeffrey Group Inc., Roseville, Calif.
KOTM-FM	KLEE-FM Kleeco Radio Inc., Ottumwa, Iowa
KROF-FM	KASC Abbeville Broadcasting Service Inc., Abbeville, La.
WWGT	WJBQ Porter Communications Systems Inc., Portland, Me.
KCGQ	KJAS-FM Target Media Inc., Gordonville, Mo.
KFGO-FM	KRRZ Communications Properties Inc., Fargo, N.D.
KMGL	KOFM KOFM Inc., Oklahoma City
KBNG	KLRZ Salty Broadcasting Corp., Provo, Utah
<b>Existing TV</b>	
WHBL-TV	WFRW-TV Shebogan County Broadcasting Co., Shebogan, Wis.

## Summary of broadcasting as of Feb. 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.



# Classified Advertising

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**General manager for KBIA**, University of Missouri-Columbia full service 100,000 watt NPR station, CPB qualified FM facility. Qualifications: A minimum of a Master's degree or equivalent combination of education and experience in broadcasting; teaching experience in higher education desirable. Ability to communicate well, both orally and in writing; to supervise and work with a full time professional staff, volunteers and students. A broad range of experience is needed in areas of administration/ management, programing, promotion and fund raising, and production. Anticipated starting date is Sept. 1, 1986. Salary: Commensurate with experience, excellent benefits. The University of Missouri is an equal opportunity employer. Submit letter of application or nomination and resume by July 1, 1986 to: Vice Chancellor Roger Gafke, Search Committee Chair, University of Missouri-Columbia, 111 Jesse Hall, Columbia, Missouri 65211.

**WUFT-FM** a 100,000 watt NPR station, seeks development director responsible for planning and implementing all fundraising, membership, public awareness and public participation activities. Requires BS in Communications, PR, Advertising, or related. MS preferred, 2 years development or fundraising experience. Salary: \$19,500. Apply by June 26, 1986 to Chair, Search Committee, WUFT-FM, 2104 Weimer Hall, Gainesville, FL 32611. The University of Florida is an EEO/AA employer encouraging applications from minorities and women.

**General manager:** Fast growing Florida station needs an aggressive, experienced, sales oriented general manager. MOR-Nostalgia experience a plus. Send resume and salary history to Box E-64.

**AM/FM in sunny Southwest** seeking goals and objective oriented sales manager to lead combo staff. Successful leadership record with working knowledge of quantitative and consultant sell marketing concepts. Attractive compensation with people oriented company. EEO. Here's where to order, reply to Box E-66.

**West Coast, Eastern and Southern** regional sales managers wanted. Broadcasting's oldest, internationally known, 32-year old radio/TV/cable sales promotion company, Community Club Awards (CCA), looking for west coast, eastern, southern regional managers to call on station presidents, managers and GSMS in five state area. Media sales experience required. Full time, Monday/Friday, planned travel. Expense advance against substantial commission. Send resume, including references, recent picture. Complete confidentiality assured. Include prior earnings. Personal interview arranged. Immediate openings. John C. Gilmore, President, CCA, Inc., P.O. Box 151, Westport, CT 06881, 203-226-3377.

**General sales manager** for California FM. Aggressive, people oriented leader and streetfighter. Can move up to GM position quickly. Detailed to Box E-85.

**General manager:** Southwest group owner needs station manager with strong administrative and sales skills for top 100 market. Growing company with excellent potential. Broadcast management or sales management experience a must along with ability to make your plan work. Send detailed resume, salary history to Box E-82.

**General sales manager.** Rapidly growing Northeast major market AM/FM seeks experienced aggressive motivator to manage goal oriented sales team. Group broadcaster offers salary plus commission, override and benefits. EOE. Send resume today, Box E-81.

**GM-Arizona**, small market with big city future. Aggressive in sales and promotions. Send resume to Box E-80.

### HELP WANTED SALES

**Southern California:** Top 100. Easy Listening station in California's fastest growing city is seeking a professional salesperson with background in direct and agency sales. Salary plus commission, established accounts, expenses plus other benefits. Contact Steve Katomski, KGFM, Box 260, Bakersfield, CA 93302. 805-842-5436. EOE.

**Radio leader** in growth market seeks goal oriented over-achiever for lucrative career opportunity in sales. Submit resumes in confidence to KCOL AM/FM Box 1339, Fort Collins, CO 80522. No phone calls please. EOE.

**Sales development manager:** Jersey Shore's leading radio station. Responsible for major accounts & supervising sales staff. Send resume to Stephen Rice, Asbury Park Press, 3601 Highway 66, Neptune, NJ 07754. WJLK, AM/FM.

**We are looking** for a qualified person, dedicated to the broadcast industry. A person that can excel in a highly competitive environment. A person with a proven track record, and a desire to become a leader on an experienced sales staff. EEO. Send detailed resume to WMEF/WQHK, P.O. Box 6000, Ft. Wayne, IN 46896.

**Immediate opening** for first rate salesperson. Excellent opportunity. Production skills helpful. Established list. Base plus commission. contact Charlie Doll, WSER Radio, 301-398-3883.

**WFTQ radio** is looking for an account executive who makes things happen. Is the customer number one with you? Do you strive to be the best? Do you enjoy taking challenges? Can you consistently close business and deal with rejection? Do you like to take responsibility for what you do? Are you able to set priorities and develop strategies for your activities? If so, WFTQ can offer you an exciting opportunity. We are a very successful Worcester, Massachusetts radio station in beautiful New England offering the newest and most comprehensive sales training and technology. We offer unlimited income potential, an innovative environment focused on excellence, incentives and recognition based upon your individual success, and a chance to join a radio station with a record of success and a sense of purpose. If you feel you have the talent ...act now! Call Richard Muzzy, GSM at 617-755-1444. WFTQ is an EEO.

**Growing top 30 market** broadcasting company is looking for a qualified individual to take on General Sales Manager responsibility, who can progress to station management. Sales management experience required - smaller market station management preferred. Send resumes to 9953 Timbers Dr., Cincinnati, OH 45242. EOE.

**Broadcast group seeks sales persons.** Must have agency and retail sales experience. Positions in NY metro, Penna, and New England markets. Send resume to Larry Miller, Box 357, Glen Oaks, NY 11004.

### HELP WANTED ANNOUNCERS

**Successful classical public radio station** looking for morning announcer with knowledge of classical music. Assist music director in building, maintaining library, requiring supervision of volunteers. Production skills helpful. Tape/Resume to WBNI, 200 N. Wells, Ft. Wayne, IN 46808. EOE.

**Classical station** needs fulltime producer/announcer. Sunbelt market, near beaches. Salary commensurate with experience. Excellent benefits. Must have smooth delivery and production experience. Send tape, resume and salary history to: Joe Martin, WHIL-FM, P.O. Box 160326, Mobile, AL 36616. No phone calls. WHIL-FM is an EOE. This position will remain open until a qualified applicant is found.

### HELP WANTED TECHNICAL

**Chief engineer** needed Class B FM and directional AM. Send letter or call Mr. Estabrooks, KDON, Box 81460, Salinas, CA 93912. 408-649-1732.

**Florida suncoast Class C FM**, 2.5 kw AM seeks transmitter oriented engineer to head up existing and new transmitter facilities. Great benefits. Super job for the right person. Rob Lankton, WDUV/WBRD, P.O. Box 240, Bradenton, FL 33506. 813-749-1420.

**Experienced chief engineer** needed for fulltime AM and Class C FM in Top 80 market. Minimum two years experience with knowledge of state of the art equipment and preventative maintenance orientation. People oriented company operating in a climate you can write home about!! EEO. Reply to Box E-67.

**Knight Quality Stations** is looking for broadcast engineers for its New England operation. An exciting operation in a growing company. Please send resumes to: Knight Quality Stations, P.O. Box 610, Manchester, NH 03105. ATTN: Warren Small. EEO.

**Mid-west family stations** seeks chief engineer for group facility, experienced in maintenance and repair of transmitter and studio installation. DA experience helpful. Resume and salary to: Geary Morrill, 3200 Pine Tree, Lansing, MI 48911. 517-393-1010.

**Chief engineer.** 100,000 watt FM seeks take charge full-time engineer. Must have hands-on working experience with combined RCA BTA 20 E-1s and state-of-the-art audio chain. Knowledge of FCC regulations. No beginners please. Send resume to KXGO, P.O. Box 1131, Arcata, CA 95521. EOE, M/F.

### HELP WANTED NEWS

**Morning drive anchor**, local news leader seeks radio news pro, must be dedicated, have good delivery plus production and feature work capability. T & R to Julie Stinneford, News Director, WCAP, 243 Central St., Lowell, MA 01852. EOE, M/F.

**Wanted for quality AM/FM:** Hard-working newspaper person who can gather, write, and broadcast local news. Excellent EOE opportunity. Claire, P.O. Box 2770, Sierra Vista, AZ 85636.

**The challenge:** 50,000 watt AM stereo needs a fulltime news reporter. A "real digger" to re-vitalize our newscasts. Work in the "Last Frontier". T&R, writing samples to Station Mgr., P.O. Box 950, Fairbanks, AK 99707.

**News personality needed.** Wanted: A news personality with excellent writing skills and strong delivery. Join the top-rated morning show in a top fifty market in the South. Send resumes to Box E-93. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Success:** If it is accomplishment, earning twice the average income of an area, autonomy, responsibilities, creative challenge and the chance to build an "empire" from the ground up with a young organization that accepts nothing less than the best—then you're our type. Experience is secondary to "drive". Redwoods, mountains, and ocean within 5 miles. Send a presentation proving why you should be considered to: Box 967, Trinidad, CA 95570.

**Production/Announcing.** WJCT-FM, a community-licensed public station serving north Florida/south Georgia, has immediate opening for producer/talent with strong classical music programming skills. Must have pleasing voice and personality, proficiency in classical music pronunciation, knowledge of composers and artists. Salary negotiable. Demo tape should include several minutes demonstrating pronunciation skills, and two minutes ad lib on any subject. Send tape/ resume to Norman Vincent, Director/ Radio Operations, WJCT, 100 Festival Park Ave., Jacksonville, FL 32202. EOE-M/F.

## SITUATIONS WANTED MANAGEMENT

**Problem stations.** Could you use an additional \$30,000 per month? 18 year management, sales, programming pro seeks challenging small market GM opportunity. Give your station a professional edge. Box D-120.

**Fifteen years in radio,** including station manager, sales manager and programming. Looking for entry level general manager. Box E-40.

**Hands on aggressive** major market general manager, employed, seeks top 30 market opportunity. Can prove success and stability with documentation on strong sales and ratings for turnaround situations in varied formats. People-oriented. Highly visible. Your reply held in strictest confidence. Box E-33.

**Fifteen year background** including station management, sales, programming, automation systems, computers, promotions, people and management skills. Could my complete background fit your stable organization's needs for a GM, Station Mgr. OM or another? Michael, 308—384-6453.

**General manager available,** for first time in 11 years due to station sale. Effective management through team and market leadership. Looking for top 100 corporation committed to broadcast excellence. Exceptional credentials and references. I may be that rare manager who will make the important difference in the future of your organization. Call 208—375-0140.

**Tired of losing money?** Top quality manager wants in radio management. Strong radio background plus strong retail management background. Can produce sources of revenue from "other" than your usual sources. Box E-73.

**GM or GSM.** Aggressive, creative, professional, sales-oriented, talented. 27 years experience, radio, TV, agency. Employed. Any size market. Box E-88.

**General Manager/GSM:** Strong local, regional and national sales background. Excellent management and motivation skills. An experienced broadcasting professional looking for the right situation. References will affirm abilities and character. Calif. only. 728 E. Cole, Fresno, CA 93710. 209—435-9455.

## SITUATIONS WANTED ANNOUNCERS

**Bright, dependable:** Jock, sports, PBP, news, production. Well schooled. Entry level. Go anywhere now! Robert, 319—659-9281 or 319—355-4212.

**Attention Hudson Valley:** three years experience, seeking part time nights/weekends, any format. P.O. Box 2326, Kingston, NY 12401.

**Two years' commercial experience** in small market. Want to move up. Adult, top 40 MOR. Want to be creative, not just push buttons. Call Dave anytime, 201—777-0749.

**Good female DJ** experienced in all facets of small market. Hard-working and dedicated, wishes to relocate to medium market. AJ, 212—923-2061.

**Female sound,** seeking news or jock position in medium market. 4 years experience. Kate, 203—877-4676.

**Attorney, anchor, reporter** with network and all-news experience, seeks position with network or major market station with serious news commitment. Box E-78.

## SITUATIONS WANTED NEWS

**Experienced writer,** poised interviewer. Young, responsible liberal arts graduate. Produced and hosted college talkshow. Impressive internships. Will relocate. Meredith, 312—295-1250.

**Sportscaster available.** Make the "free agent acquisition of the year." Sophisticated, exciting PBP and solid anchoring skills. A winner. Bob, 210—546-5546.

**Veteran ND,** major-market experience. News/ talk, AC, Country, CHR, AOR. Knows programming, audiences. Establishes team to beat. Molds beginners, rejuvenates veterans. Prefers west, heavy information formats. Will consider all serious offers. Main criteria: management backs supervisors, wants to win. Box E-39.

**Experienced sportscaster,** with solid news background, seeks PBP and/ or news position anywhere. Currently employed. Box E-60.

**Sports director,** with PBP. Minor league baseball, junior college basketball, network experience. Wants to move up. David, 618—627-2844.

**Play-by-play is mo forte!** Experienced sportscaster looking for college PBP opportunity and/or sports reporting spot. Great on-air delivery, impressive writing experience and ability. Respond to 437-F North Gould Rd., Columbus, OH 43209.

**Hard-working, experienced** young sportscaster has skills, needs opportunity. Can also do news. Go anywhere. Available today. Experience includes WBT, WCHL. John, 704—545-3433.

## MISCELLANEOUS

**AM owners.** Sell us your problem property! Or, we'll restore your station(s) to profitability on a "fee-for-results" basis. Stand alones, FMs or combinations. Any market considered. All inquiries absolutely confidential. DMI Associates; 2050 Idle Hour Center, Suite 120, Lexington, KY 40502.

## TELEVISION

### HELP WANTED MANAGEMENT

**Only independent in Midwestern** low 60's market seeking a high energy, go get 'em local sales manager to rev up 6 local A.E.'s. Station has 2 great books already, call Jim MacDonald 419—249-7438 if you think it should be you.

**TV syndication research manager.** Major West Coast television syndication company is seeking a TV syndication research manager with proven experience in syndication research. Minimum 4-5 years' in research in an analytical/ managerial capacity. Must have expertise in use of NTI, NSI and Arbitron data, plus excellent writing skills and the ability to organize, interpret and present research materials. Excellent salary and benefit package. Qualified candidates please submit resume including salary history to: B.P.C. (TVRM), 4219 W. Olive Ave., #113, Burbank, CA 91522. Equal opportunity employer.

**Assistant promotion manager.** Network affiliate in 15th market looking for energetic, innovative, quality-conscious individual to join creative promotion team. 2 years' experience in television promotion required. Strong writing skills, editing and producing skills a must. Should be familiar with print, radio and outdoor advertising. Ideal opportunity for promotion writer/producer to learn management skills. If promotion is your life, send tape and writing samples to Promotion Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

### HELP WANTED SALES

**Orlando independent** seeks account executive with successful track record. Must be highly motivated and hard worker. Minimum of two years experience. \$50K plus potential. Contact Wayne Croasdel, LSM, WMOD-TV43, 5125 Adanson St., Ste. 650, Orlando, FL, 32804. Tel. 305—628-4043.

**National sales manager:** New independent television station in Virginia is accepting resumes for the position of national sales manager. Strong signal, excellent programming and promotion, plus strong cable circulation insure success. Applicants must have national sales experience or a comparable equivalent. Send resume to Box E-35.

**Marketing-research director:** Can you create sales strategies and deliver presentations that will result in new retail business? Do you have what it takes to develop coop and vendor? Does analyzing research from Target Aid and Marketron result in creative selling plans? Would you like to work with a highly motivated sales team in the second fastest growing market in the country? If your answers are yes, then tell us why you should be a member of our team. Reply to Jan Stanley, KLAS-TV, Box 15047, Las Vegas, NV 89114. EOE/ M/F.

**TV syndication salespersons** wanted for GGP SPORTS, San Francisco based sports & entertainment company. Some experience preferred. Salaried position. Send resume to: GGP, 240 Tamal Vista Blvd., Ste. 160, Corte Madera, CA 94925.

**Are you a television salesperson** in contact with a local retail automotive account (Chevy, Ford, CP, etc.) which is now on television or should be on TV and needs unique and different creative ads? We offer a packaged TV campaign with proven response in medium and major markets. You sell this package. We pay you an excellent commission. Inquire: Good Advertising, Inc., 301—924-3750. Communications Arts Bldg., Box 400, Olney, MD 20832. (Suburban Baltimore, MD.)

**KITN-TV, Minneapolis,** Minnesota, a two year old UHF independent needs a heavyweight to take over and handle major account list. Must be a creative genius with strong agency as well as direct experience and have a minimum of 3 years' experience in TV sales. Knowledge of Product Target Aid and all marketing tools helpful. Send resume to: General Sales Manager, KITV-TV, 7325 Aspen Lake North, Minneapolis, MN 55428.

**National sales manager.** New independent television station in Virginia is accepting resumes for the position of national sales manager. Strong signal, excellent programming and promotion, plus strong cable circulation insure success. Applicants must have national sales experience or a comparable equivalent. Send resume to Box E-35.

### HELP WANTED TECHNICAL

**Chief engineer:** For small market ABC affiliate in resort area. UHF transmitter and microwave experience along with supervisory and maintenance experience. Studio upgrading in progress. Send resume and salary requirements to Michael Khouri, WGTU/ WGTQ, 201 East Front Street, Traverse City, MI 49684.

**Maintenance engineer** for Los Angeles production facility and UHF independent. Ability to troubleshoot state of the art equipment to the component level. Excellent opportunity in friendly, professional environment. Compensation based on experience. Send resume to: Steve Glickman, Director of Engineering, KSCI-TV, 1954 Cotner Ave., Los Angeles, CA 90025. No phone calls please.

**Remote truck supervisor/ maintenance engineer:** 3-5 years broadcast and digital solid state maintenance experience. Two years previous remote truck supervisor, network level or equivalent. Excellent managerial skills and client relations. Must be a motivator. Box E-56.

**TV broadcast maintenance engineer:** Northwest CBS affiliate seeks individual responsible for maintenance of a broad range of TV broadcast equipment. Requires excellent knowledge of electronic circuitry. Two years of general broadcast maintenance experience. Transmitter experience preferred. Send resume to Personnel Manager, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE, M/F.

**ENG technician:** Must be experienced maintenance technician with 1st class FCC license. Should be knowledgeable in repair of field cameras, and 3/4" broadcast field and editing tape machines. Microwave experience helpful. Send resume to Woody Reeves, ENG Supervisor, 4100 City Line Ave., Philadelphia, PA 19131. EOE.

**Maintenance engineer** San Jose UHF TV needs engineer familiar with 2, 1 and 3/4 inch tape machines and other studio equipment. UHF transmitter helpful. Reply to: Chief Engineer, 2349 Bering Dr., San Jose, CA 95131.

**Maintenance engineer,** KDAF-TV/Dallas has opening for a maintenance engineer. 3-5 years' experience in all phases of broadcast television maintenance. FCC General Class or SBE certification. Applicant must possess knowledge and ability to maintain and repair 3/4", 1" and 2" video tape equipment and peripheral broadcast television equipment. Send resume to: Joseph A. Maggio, CE, KDAF-TV, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

**Assistant chief engineer,** KDAF-TV/Dallas has an opening for an assistant chief engineer. Candidate must be able to trouble-shoot, on a component level, both analog and digital equipment. Maintenance experience on television studio and transmitter equipment is necessary. Present employment as maintenance supervisor or chief engineer at a commercial television station with EE degree or equivalent work experience required. Please send resume to: Joseph A. Maggio, CE, KDAF-TV, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

**Video engineer:** Must have thorough knowledge of video systems theory, RF systems design, production engineering, and computer/video interface. Will perform maintenance on 3/4" U-matic, 3-tube cameras, video distribution systems, editing equipment. Must have Associate's degree, minimum 3 years professional experience, strong background in maintenance and repair. Must be able to work flexible hours. Send resume to: Personnel Dept., Lansing Community College, P.O. Box 40010, Lansing, MI 48901-7210. An equal opportunity employer.



**Manager on television engineering operations.** Dayton, Ohio ABC affiliate (WDTN) has opening for a manager of television engineering operations. Applicant must have an associate degree in electronics or its equivalent with at least five years' experience in television operations and maintenance, some supervisory experience preferred. This position reports to the chief engineer. Please send resume and salary requirements to: Personnel Department, WDTN TV2, P.O. Box 741, Dayton, OH 45401. An equal opportunity employer.

**Chief engineer** needed by small market NBC affiliate. Strong "hands-on" technical ability is essential. Good administrative and training skills are required. Excellent opportunity for aggressive, upwardly mobile individual. EOE. Box E-87.

**Chief engineer:** Responsible for all matters of engineering, and the administrative and technical level duties necessary for the maintenance and operation of television electronic broadcast equipment. Develops department operating and capital budgets, and plans facilities to meet the needs set forth by station's administrative staff. Designs specifications for and supervises installation of new facilities. Performs emergency equipment and transmitter maintenance. Completes necessary forms and applications required by FCC for broadcast development and on-going technical operations of station. Maintains responsibility for all aspects of technical construction and operation of television broadcasting and distribution systems. Requires: extensive supervisory and broadcast engineering experience. College degree in electrical engineering or related field of study or equivalent training and five years' experience. First Class or General Class FCC operators license. Appropriate work experience may be substituted for the degree on an equivalent basis, except that three years' experience on the engineering staff of a television broadcast station in a supervisory capacity is essential. Familiarity with RCA model TT25HF transmitter helpful. Salary range: \$28,000-\$35,000 depending on experience. Resumes to: Lillian Lazovick, KCOS-TV, Channel 13, P.O. Box 650, El Paso, TX 79968. Resumes accepted through July 7, 1986. Equal opportunity employer.

#### HELP WANTED NEWS

**Assistant news director** for #1 NBC affiliate. TV journalist, creative, organized, who can anchor and produce quality look. Leadership opportunity. Three years minimum experience. Write GM, KIFI-TV, P.O. Box 2148, Idaho Falls, ID 83401. EOE.

**Prime weathercaster needed** for midwest medium market affiliate. Seal not mandatory sharp presentation is. Need graphic skills, computer skills, team player, anxious for community involvement, long-term commitment. Very competitive salary and benefits for right pro to round out rebuilding team. You'll have management support second to none, with state of art equipment. Letter and resume to Box E-48.

**Assignment editor.** Beautiful Northwest medium market. Experienced, aggressive, strong people manager. Resume with salary needs to Box E-46. EOE.

**Co-anchor.** Western mid-sized network affiliate. Main anchor position to complement our male anchor. Excellent, experienced communicator, good journalist. Resume, salary. Box E-47. EOE.

**Reporter/ anchor combo** for Reno, NV market, applicants must have one yr. minimum experience in both on-air and reporting in commercial market. Send tapes to News Director, KCRL TV, P.O. Box 7160, Reno, NV 89510.

**News director wanted.** Western medium market VHF affiliate. Very competitive. Applicants must have previous news director experience. Great facility, great staff, fantastic place to live. All responses confidential. Box E-57.

**New director.** Experienced, research and production oriented. Medium size market in Midwest. Need management and leadership qualities. A people person who wants to lead a team. An EOE. Box E-74.

**News reporter:** Military affairs beat reporter wanted for medium-market mid-Atlantic affiliate. Aggressive, enterprising person with appropriate background and interest, willing to develop a lead beat. Reply with specifics. "Low 20's". We are an affirmative action equal opportunity employer, M/F. Box E-77.

**Producer:** For weekend newscast in top 20 market. Must have strong writing and production skills and sound news judgement, ability to use "live" well and take advantage of regional satellite network. Send resume, references and sample show rundown to Fred Mays, Asst. News Director, WTSP-TV, P.O. Box 10,000, St. Petersburg (Tampa), FL 33733. EOE.

**Wanted: A weekend sports anchor-weekday reporter.** Also a weekend weathercaster/weekday reporter. EOE. Box E-70.

**Quality oriented ENG photographer** wanted to join award winning news team on way to number one. A minimum of two years' experience shooting and editing news required. Valid driver's license with good driving record necessary. Applicants with these skills and a winning attitude please send tape and resume to Ms. Jo Shilling, KOMO-TV, 100 Fourth Ave. North, Seattle, WA 98109. EOE.

**Producer for 6 & 11 PM newcasts.** Must have proven track record. Send letter and resume to: Harry Bowman, WCIV-TV, P.O. Box 10866, Charleston, SC 29411. EOE.

**The first station in stereo,** with the tallest tower in north Mississippi is looking for a news director. Must be creative with an emphasis on quality feature stories. Send resume to Frank Imes, WCBI-TV, Columbus, MS 39701 P.O. 271.

**Anchor/producer.** Small market, network affiliate is looking for anchor for nightly newscasts. Strong reporting/producing skills required, some anchoring experience necessary. Competitive news market, must have strong air presence, communication skills. Excellent pay and benefits. Send resume to Box E-84. EOE.

**Sunbelt CBS affiliate** looking for energetic, and experienced sports anchor/sports director, with an emphasis on local sports. Sports team of two is responsible for 3 sportscasts per day. Send resume, tape and letter with your ideas on sports. No calls. WCBI-TV, P.O. Box 271, Columbus, MS 39703.

**Sports director:** Sunbelt NBC station wants energetic, organized anchor to lead 3-person department. No calls/send tape: Jerry Mayer, KTVE, 2909 Kilpatrick Blvd., Monroe, LA 71201.

**Anchor/reporter.** Small-to-medium market independent. Long hours. High journalistic standards. Send tape, resume, and salary requirements to News Director, WFMZ-TV, East Rock Road, Allentown, PA 18103. No calls.

**Medium market network affiliate** in the Southeast is looking for a news director with management/supervisory experience. We're looking for someone to revitalize a team spirit among a pool of talented people. This individual must be organized, dependable, cost conscious and committed to delivering a product that viewers appreciate. Box E-86.

**TV news anchor/reporter.** Public television station in 43rd market serving Pennsylvania's capital, is seeking a news anchor for weekly Pennsylvania statewide public affairs program. Proven ability to aggressively interview prominent officials in a live studio NIGHTLINE-type format required. Must also be able to produce news packages. Send resume and tape to: Personnel, WITF, P.O. Box 2954, Harrisburg, PA 17105. EEO.

**TV news producer/reporter.** Public television station in 43rd market seeking proven news producer to produce weekly Pennsylvania statewide public affairs program. Experience in dealing with political issues and prominent state officials a must. Send resume and tape to: Personnel, WITF, P.O. Box 2954, Harrisburg, PA 17105. EEO.

**Reporter:** seasoned, dynamic TV news reporter needed for general assignments. Strong performance on live shots a must. Send tape and writing samples to: Jerry Fedell, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. No phone calls, please. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production manager:** Top 100 CBS affiliate seeks take charge type to manage a progressive commercial production unit. Organizational skills a top priority. Send resume and salary requirements to Box D-78. EOE/M/F.

**Traffic:** Top 50 independent in the South needs experienced person in the traffic department. Rush resume with list of systems you have worked on to E-61. EOE.

**Producer.** Aggressive station looking for the same in a producer. We are already number one. You can learn and grow with us. Successful candidate will need B.A. degree plus minimum of two years producing experience. Send recent air check, resume and a letter reflecting goals and objectives to A.R. Sandubrae, News Director, KWTW, P.O. Box 14159, OKC, OK 73113. EOE/ M-F.

**Executive producer.** We're the number one station in the market, and intend to stay there. If you are creative, energetic and a top-notch producer, then we should talk. Send recent air check, resume and a letter reflecting goals and objectives to A.R. Sandubrae, News Director, P.O. Box 14159, OKC, OK 73113. EOE/ M-F.

**Promotion writer/ producer.** Top 40 NBC affiliate promotion department looking for energetic, innovative entertainment/ special projects producer. Excellent chance for highly motivated, creative individual to work in seven person department. Not an entry level position. Must have 3-4 years experience with very strong writing, pre-production and post-production television skills. Should also have radio and print experience. Responsibilities include: local, syndicated and sports programing promotion, contests, co-sponsorships, sales interface, special projects, and one production assistant. Send resume, writing samples, great demo reel and salary requirements to: Personnel Dept., KUTV, P.O. Box 30901, SLC, UT 84130.

**TV traffic manager:** Northwest CBS affiliate seeks individual with computerized TV traffic experience. Must be well-organized, detail oriented and work well under pressure. Send resume to Personnel Manager, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE, M/F.

**Television producer/director** in Northeast with experience needed for fast paced newscasts and variety of studio and remote productions including commercials. Candidate should be an energetic, creative person with people skills. Ability to switch also necessary. EOE. Box E-65.

**Production director:** for tri-state Christian television station. Must possess strong people skills and be accomplished in all phases of TV production including producing, writing, voice work, lighting, directing, ... Must train, motivate and lead others to achieve flare and excellence in local production. A hands-on creative leadership position. No desk job. Submit resume and demo to WTLW-TV, 1844 Baty Rd., Lima, OH 45807. Attn: Roger Rhodes. No phone calls.

**Promotion/fundraising director** to plan, develop and execute marketing, station promotion and station underwriting solicitation activities for tri-state Christian television station. Develop and produce station's on-air and off-air fundraising activities. Equivalent to two years' development experience. Four years college degree and television experience desirable. Submit resume to Ron Mighell, WTLW-TV, 1844 Baty Rd., Lima, OH 45807.

**Special projects producer** who will be responsible for producing a broad range of program material to include local commercials, promos, break material, features, local TV series and specials. Four year degree and three years' producing experience preferred but will consider demonstrated abilities. If feel led to serve at a tri-state Christian TV station, send resume and demo tape to Roger Rhodes, Program Director, WTLW-TV, 1844 Baty Rd., Lima, OH 45807. No phone calls.

**Research analyst:** King World. Entry level position. Candidate must have excellent written and oral communication skills, some knowledge of Nielsen/Arbitron ratings and strong desire to work in TV syndication. Send resume to Research Dept., 1700 Broadway, 35th Fl., New York, NY 10019.

**WGBO-TV, Grant Broadcasting** of Chicago, is looking for a senior promotion producer. 3-5 years' experience necessary in producing exciting and effective on-air promos. Interviewing at BPME, Dallas. Send reel and resume (no phone calls) to: Jeff Sohinki, WGBO-TV, 3141 John Hancock Center, Chicago, IL 60611. EOE, M/F.

**Production manager** for leading station in market. If you have 3 to 5 years' experience as an enterprising production manager or producer/director, good interpersonal communication skills, solid references, and would like to join a strong management team with opportunities for advancement in the American Family Broadcast Group, please send a letter and resume immediately to: David Ward, VP-Operations, KWWL, Channel 7, 500 East Fourth, Waterloo, IA 50703. EOE.

**Art director**, KDAF-TV/Dallas has opening for an art director. 3-5 years' experience in television broadcast. Responsibilities include design and execution of print advertising, sales promotion materials, supervision of computer graphics production and provide needed graphic materials for the production of client television commercials. Ability to work under pressure and meet deadlines. Send resume to: Craig Miller, Promotion Director, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

**Producer/director**: minimum of three years' experience, preferably in PTV, producing/directing cultural affairs programs. Documentary work and familiarity with simulcast music production desirable. Deadline June 23. Send resume only (no tapes): Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

**Production director**. Position available immediately. 30 person department. Must be knowledgeable in all fields of production: CMX, Beta, 1 inch, ect. commercial and in-house. Detail oriented. Strong management skills. Send resume and salary requirements to: Rosemary Yazzie, KOB-TV, P.O. Box 1351, Albuquerque, NM 87103. EOE, M/F.

**Production manager**. West Coast production facility and UHF independent. Progressive and expanding organization with four studios and daily live programming. Must have strong leadership and organizational skills. Excellent opportunity in friendly, professional environment. Compensation based on experience. Send resume to Box E-79.

**Central Florida's leading news station needs an experienced show producer with strong writing skills and demonstrable creativity**. Send resume and a sample of two recent broadcasts on a non-returnable tape to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. Strong writing skills and a creative flair are what we're looking for. No phone calls, and absolutely no beginners, please. WFTV is an equal opportunity employer.

**Director**. Primary responsibility to direct early newscast. Minimum 2 years' experience directing news and other studio productions. Knowledge of Ampex switchers, ADO, ESS and editors helpful. Salary negotiable. Send resume and tape to: Personnel, WITF, P.O. Box 2954, Harrisburg, PA 17105. EEO.

#### SITUATIONS WANTED MANAGEMENT

**Promotion/ production manager**. I'll deliver timely, creative promotions, commercials and programming. Five yrs. affiliate/ independent hands-on management experience. Award winning spots, programming reflect creative abilities. Excellent team attitude, people skills, references. 617-879-4908.

**General manager** small market group seeks move to larger Southwest or western market. Young with solid 19 year background in all phases of station operations, community minded, high energy level, excellent track record. Box E-43.

**Need a quality minded production manager who can produce profits through effective management?** Call 412-683-7712.

**Emmy award winning senior producer** TV net news seeks position management, news or corporate-industry TV. Currently worldwide assignments prestigious daily program. Twenty years' plus experience local-net news. Replies to Box E-71.

#### SITUATIONS WANTED ANNOUNCERS

**If your TV station needs a host with personality, glamour, and style**, call Debbie! TV and Radio experience, eager to relocate. 412-378-3520.

#### SITUATIONS WANTED TECHNICAL

**Crew chief/ technical director/ supervisor**. Large station experience, automated master control plus every other position including transmitter maintenance. Do not mind odd hours, employed in permanent position, unusual situation makes me available. 20 years experience with great work ethic. Box E-31.

**Chief engineer**: 13 years experience good leadership works well with other departments, experienced union negotiator motivates staff well, full hands on maintenance studio & transmitter. Willing to relocate. Bob, 504-244-1010.

**Give me a break!** Sharp broadcast graduate with eight months network systems maintenance experience needs a chance to learn all around television maintenance. Right attitude, hard working, determined, will relocate. contact Pete Sloat, 298 Lafayette Ave., Peekskill, NY 10566, 914-737-6666.

**Attention Philadelphia**, highly experienced master control engineer, with CDL automation experience, in permanent position nearby. Also Harris transmitter maintenance. Box E-75.

#### SITUATIONS WANTED NEWS

**News director** presently employed seeks move to top 30 or above. Strong start-up experience if need. Multi news award winner. All replies answered. Write Box E-76.

**Entry level position** in television newsroom. Have had two television newsroom internships. Good writing skills. Willing to relocate. Want to work hard. Contact: James at 301-323-3571 or 301-323-7845.

**Black female seeks anchor/reporter position**. Medium/small market. Credible, capable, attractive. Any time slot to prove commitment. Gayle Lewis 707-425-6092.

**Hard-working TV reporter**. Nearly two years' small market experience. Looking to move up to mid-size market. MO, AR, KY, TN, IN. Box E-83.

**Sports**. Free agent, 7 years' experience, seeks anchor, reporter and/or producer position. Versatile. Traditional or non-traditional format. Call 904-376-3084.

**Ambitious college grad** desires entry level reporter/anchor position. Looks & personality. Experience at network affiliates in San Diego. Willing to relocate. Call Courtney 619-565-9458.

#### MISCELLANEOUS

**California, Washington, Oregon TV newsletter**, monthly job listings, articles, \$35 annually. The West Coast Edition, Box 136, San Luis Obispo, CA 93406.

**Primo People** looking for the very best investigative, consumer, medical and feature reporters. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Media Marketing** invites station inquiries on personnel needs in all areas of television and radio. We handle single vacancies as well as major reorganization. Experienced and entry level people. Confidential and professional. We save time and money--and we get results! P.O. Box 1476, Palm Harbor, FL 34273-1476 or 813-786-3603.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Assistant or Associate Professor of Agricultural Communications**, College of Agriculture, University of Illinois at Urbana-Champaign. Coordinate five-member faculty and teach agricultural communication coursework from 14-course offering at graduate and undergraduate levels. Help administer undergraduate degree program involving 70 students. Coordinate and conduct research. Possible involvement in international teaching and research. Doctorate in communications or related field required, experience in media, communication analysis, agricultural information systems, rural communications. Demonstrated skills in teaching and research in agricultural communications. Tenure track, nine-month appointment, with summer option. Salary commensurate with experience and qualifications. Send resume and names, addresses and telephone numbers of three references by July 15, 1986. James Evans, 67 Mumford Hall, 1301 Gregory Dr., Urbana, IL 61801. 217-333-4788. AA/EEO.

#### HELP WANTED SALES

**Broadcast equipment sales manager**: Two positions available, LPTV-Translator, and High power UHF TV. Excellent salary and commissions. Live in Boulder or Denver. Contact Bill Kitchen, President, Television Technology, 303-465-4141.

#### HELP WANTED TECHNICAL

**Corporate chief engineer**. Experienced in the design and construction of new teleproduction facilities is desired for stable, expanding company in the southeast. Extensive background in state-of-the-art equipment and willingness to provide leadership and administration to a maintenance staff is a must. Send detailed resume and references to Box E-38.

#### HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

**Telecine colorist**. Progressive teleproduction facility is seeking highly motivated colorist with excellent communication skills and a strong television background. Minimum two years experience in negative film-to-tape color correction is required. Must be handling skills are a must. Send resume to: Video Tape Associates, Tony Fox, Facility Manager, 2040 Sherman Street, Hollywood, FL 33020.

**Bi-lingual Japanese/English production coordinator** needed by NY production company. Coordination of shooting, research, and production assistance. Please call 212-980-5333.

#### RADIO AND TV PROGRAMING

**Radio & TV Bingo**. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

**Live nighttime talk** is on the air, Barry Farber and Sony Bloch. 2 shows, 6 hours. Barter basis (no cash). To clear your market exclusive, call now 1-800-422-5552.

#### EMPLOYMENT SERVICES

**Career opportunities** for anchors and reporters in news, weather and sports along with photographers, directors, producers, disc jockeys, talk show hosts, and promotions specialists. No placement fees. Station inquiries invited. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273. 813-786-3603.

**Television recruiter**: Positions nationwide. 16 years discreet company paid recruitment. James Lloyd, Box 3, Ashland, OR 97520. 503-488-1405.

**Job hunters**: "How To Find That First Broadcast News Job." Handbook praised by TV/Radio Age and top broadcasters. For information, write: Dr. Richard Labunski, P.O. Box 85224, Seattle, WA 98145.

#### MISCELLANEOUS

**Bring your barter projects** to the pros. Buchanan & Associates. 714-641-8100.

#### 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.

**Cash for used towers**. 800' minimum, recognized manufacturer, good condition. Call Larry Magnuson, 712-239-2100.

#### FOR SALE EQUIPMENT

**AM and FM transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

**Complete FM station**, all equipment 1 year old, Harris 2.5k w/ MS-15, Optimod, monitors, 3-bay ERI, Cable, 2 studios, EBS, Call M. Cooper/ Transcom 215-884-0888.

**AM & FM transmitters** 5kw FM Bauer 605B (1984), 5kw FM RCA 5E1 (1979), McMartin 3.5k (1981), Sintronics 1.5 FM (1980), Collins & Gatest 1 kw FMs "AM" Gates 5P2 (1966), ITA 5kw (1964), Harris SX1 (1983) Sparta SS1000 (1979), Collins, 820D1 (1972), RCA 1kw AM (1960), Gates & Collins 250W. Call Transcom 215-884-0888.

**New TV startups**. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

**RCA 30kw UHF transmitter**. Immediate delivery, good condition. Quality Media 404-324-1271.



**Silverline UHF transmitters** new, best price, latest technology, totally redundant. Bill Kitchen, Quality Media, 404-324-1271.

**New RCA 110kw UHF transmitter.** RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 404-324-1271.

**New RCA TTG-30H Hi-band VHF transmitter.** RCA closeout. Fast delivery. Price: \$185,000. Bill Kitchen, Quality Media, 404-324-1271.

**CCA 10Kw FM transmitter:** Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 404-324-1271.

**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.

**FM transmitters:** 25, 20, 15, 10, 5, 1, and .25Kw Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**AM transmitters:** 50, 10, 5, 2.5, 1, .5, and .25Kw Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**40Kw FM.** RCA 40-E complete with 2-20-Es, into combiner. 2 SS exciters. Total redundancy. Available in 30 days. On-air full time now. Mint condition. Besco, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Telex 510-1011-588.

**RCATCR-100s available.** We now have 3! Must move 2 in the next 30 days—Call now for a great deal. Media Concepts, 919-977-3600. Also, we have many different 1" machines both console and portable. Two 1480R Waveforms. New Tektronics 650HR color monitors only \$2,400.00 each. TP-66s, TP-7s, TP-55s, FR-16, TK-27s. All available immediately.

**1000' tower,** Collins 22.5kw transmitter, 945' 3-1/8" line connectors, 12 bay antenna. Best package offer, 318-445-1234.

**Quantel DPS-5000SP** digital effects. 18 months old, excellent condition. All manuals, cables and auxiliary interface included. Asking \$27,000. 617-890-0053.

**Sony BVU-110** portable 3/4" VCR with time code, excellent condition, \$4000. Call Matt, Videosmith, Inc. 215-665-3695.

**Still have one TCR-100 left!** Many different types and prices on 1" machines. Film islands, complete and pieces. FR-16 16mm projector. Waveform monitors. RCA TK-44s and 45s. Slo-mo controllers for Sony 1100, 1100As. Call Media Concepts 919-977-3600.

**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.

**Tektronix:** New, save 25% on 1740, 528A-also-demo units: 528, 1420, 1470 sync/test set. Save on Tektronix. Call Video Brokers 305-851-4595.

**Sony BVU-800:** Low time, very clean. Call Video Brokers, 305-851-4595.

**Sony BVH-2000:** w/TBC, looks new, 1-left save. Video Brokers, 305-851-4595.

**3-Sony BVH 1100A:** w/TBC-2000, DT head, full console, w/Tektronix 528, 1420, Conrac color monitor, low hours. Looks new. Video Brokers, 305-851-4595.

**Grass Valley:** 1600 - 3k w/edit interface, 3ME, DSK. Digital border generator. Full blown. Video Brokers, 305-851-4595.

**Ampex VPR-80 (PAL/SECAM)** video tape recorder with TBC-80 in a side car console with Technionics 1421 Pal Vector Scope and Technionics 528 Wave From Monitor, option 03. Call CMC Technology, Bill Fitts, 408-980-9800.

**CETEC 7000/GLS** with Audiofile, 4 Cartel/Carousels, 3 Otari Playbacks, CRT Logging Package, Live Assist Package. Dale Hendrix, Holt Technical Services, 215-866-2131. A division of The Holt Corporation.

## RADIO Help Wanted Sales

### NATIONAL SALES MANAGER SAN FRANCISCO

Contact: Bill Weaver  
V.P. General Manager  
**KLOK AM/FM**  
77 Maiden Lane  
San Francisco, CA 94108  
415-788-2022  
EOE

### DIRECTOR OF MARKETING FOR TV BROADCAST ANTENNAS

Growth position for person with proven record. Write in confidence to President, Bogner Broadcast Equipment Corp., 401 Railroad Ave., Westbury, New York 11590.

### Help Wanted Management

#### WinCom is on the grow!

In less than a year we have grown from an idea to a group of four stations and by year's end we will have eight (and that's just year #1)!

To maintain that growth takes good management...the best management in the business. That's why we are interested in you.

If medium-market radio excites you...if you are an aggressive radio business person...if you want to get in on the ground floor of a dynamic, people-oriented radio group...and if you would like to own a piece of your station through meeting performance goals...let us hear from you.

**Donn Winther, President**  
**WinCom Communications Group**  
10 Mayland Villa  
Mundelein, IL 60060  
Equal Opportunity Employer

### Help Wanted Technical

#### Radio and/or Television Management Position Wanted

Network pro with expertise in sports programming, marketing, merchandising, sales and promotion seeking management position with group or major market station. Particular strength in forming regional networks. Object: to maximize profits of existing programs and direct efforts to acquire new sports properties and on-air talent. You can make more money and win over more fans with sports, and I can show you how. Interested? Reply in confidence to Box E-89.

#### RADIO ENGINEERS

Greater Media, Inc. is recruiting qualified radio engineers for current and future openings nationwide. Positions range from major market chiefs to suburban market entry level. Here's your opportunity to join an outstanding company which still does it right technically. Send resume and salary requirements to: General Manager/Corporate Operations, Greater Media, Inc., P.O. Box 859, East Brunswick, NJ 08816. An equal opportunity employer, M/F.



**GREATER MEDIA, INC.**

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

## Help Wanted Technical

Broadcast Engineer

AMERICAN DIVERSIFIED

### FM BROADCAST ENGINEER

DiversiCom, a nationwide messaging service has an immediate requirement for a **Broadcast Engineer** to work with FM station engineers to resolve technical problems, verify performance of all electronic equipment, perform station equipment installation, as required, etc. Some travel. Based in Costa Mesa, CA.

Requires 8-10 years experience in broadcast station installation, maintenance and operation; excellent interpersonal and written communication skills. RF experience is essential. Prefer a Bachelor's degree in appropriate technical discipline.

If you desire an atmosphere that is challenging, professional and rewarding, please send resume with salary history to:

D. DEVEREUX (BE586)

**AMERICAN DIVERSIFIED**  
3200 Park Center Drive  
Costa Mesa, CA 92626

Equal Opportunity Employer

## Help Wanted Announcers

### RADIO BROADCASTER

Shearson Lehman Brothers, Inc., a recognized leader in the financial service industry, is currently interviewing for the position of internal radio broadcaster for its sales support division.

This individual will have broadcasting and management responsibilities for our Radio FCN Network which is designed to support our brokers with coverage of market related activities. More specifically, this person will prepare and host the weekday program, help to improve the broadcasting skills of guest speakers, and develop the target audience by creating and promoting innovative programming ideas.

Qualified candidates will possess a Bachelor's degree, 2-3 years professional broadcasting experience, enthusiasm about learning the financial industry, and strong management potential.

If you meet the above requirements and are looking for a fast-paced, dynamic environment, please send your resume which **MUST** include salary history to: Professional Recruitment, Shearson Lehman Brothers Inc., 2 World Trade Center, 101st Floor, New York, NY 10048.

### SHEARSON LEHMAN BROTHERS

An American Express Company  
Equal Opportunity Employer, M/F

## Situations Wanted Programing, Production, Others

- Z-104 Norfolk #1 CHR
- Z-95.5 Detroit #1 CHR
- Q-105 Tampa #1 CHR

and others!

- Program/Operations Manager
- Major Air Talent
- 15 year Pro
- Leadership Strength
- Available Now!



### "BIG" STEVE KELLY

CHR/AC PROGRAMMER & PERSONALITY

901-386-2102

## Consultants

### Introducing...

## NEWS HORIZONS

Fred Walters  
Radio News Consultant

No. Hollywood, CA  
818-506-5793  
Mt. Kisco, NY  
914-241-3120

## TELEVISION

### Help Wanted Sales

## Account Executive WHCT-TV Independent

WHCT needs aggressive and experienced salesperson.

Responsibilities include agency and retail accounts. Independent TV experience preferred.

Send resume to: Kevin J. Dunn,  
General Sales Manager, WHCT,  
18 Garden St., Hartford, CT 06105.  
Equal Opportunity Employer.



Growing television station group has opening for qualified GSM.

Station is network affiliate located in Sunbelt - market size 110-130.

**GSM must have excellent track record, capability of becoming a GM because of proven management skills and ambitions.**

**Compensation opportunity could be as much as \$75,000 per year.**

**Please address all replies to Box E-28.**

## Help Wanted Technical

### MAINTENANCE ENGINEER

Studio or transmitter maintenance engineer wanted for network affiliate in midwest. Candidate must have General Radiotelephone License and minimum three years experience in maintenance and installation of state of the art equipment. Send resume to Greg Surma. WNEM-TV, Box 531, Saginaw, MI 48606. EOE.

### MAINTENANCE ENGINEER

Minimum 2 years' experience maintaining TV broadcast studio equipment. Digital experience or training a must. Call Jeanne at WCFC-TV, Christian Communications of Chicagoland. 312-977-3838.

### CHIEF ENGINEER

Chief engineer needed for KCRG-TV & AM, Cedar Rapids, Iowa. Must be aggressive, innovative manager with excellent supervisory skills and superior technical expertise. We are a heavily equipped VHF ABC affiliate. Applicant should send a history of their successful management record to the VP/Gen. Mgr., KCRG-TV, Second Ave. & 5th St., SE, Cedar Rapids, IA 52401. EOE.



## Help Wanted News

### ENG PHOTOGRAPHERS

If you have a minimum of three (3) years experience as a television news photo-journalist with proficiency in coordinating live news events, then we may have the opportunity you desire.

A bachelor's degree in radio and television or related field is preferable. Editing experience is also a definite plus.

Our station is located in a top "20" market in the Midwest. We are an equal opportunity employer and encourage minorities and females to apply. If you feel you have the background we require, then please send your letter or resume to: Box E-69.

### ASSISTANT NEWS DIRECTOR ASSIGNMENT EDITOR

Midwest medium-market affiliate seeks candidate. Must have three years television news experience with strong news judgement, knowledge of television news production and the ability to deal effectively and positively with news staff personnel. EOE. Box E-90.

## Help Wanted Management

### TV PROMOTION MANAGER

Nationwide cable TV merchandising company seeks a promotion manager to produce and coordinate promotional spots.

Position requires a minimum of 5 years promotional experience in broadcast and print media and strong creative and conceptual skills.

Please send resume, including compensation history in confidence to: Box E-91.

## Help Wanted Programing, Production, Others

### Join WXIN 59 Indiana's Best!

**The 3rd Most Successful  
New Independent  
In The Top 35 Markets**

#### PROMOTION PRODUCER/DIRECTOR

Creative writer/producer with technical expertise in one inch videotape editing and in the use and operation of a CMX 340X, ADO, DVE and Grass Valley 300 switcher. On-air design experience a plus with knowledge of the use and application of the Quantel Paint Box. Send resume, demo tape and cover letter with salary requirements to Advertising/Promotion Manager.

#### CMX EDITOR/DIRECTOR

One inch videotape editor proficient with a CMX 340X, ADO, DVE and a Grass Valley 300 switcher. Send resume, demo tape and cover letter with salary requirements to Production Manager.

**WXIN 59/USA Teleproductions**  
1440 North Meridian  
Indianapolis, IN 46202  
NO PHONE CALLS EOE

## CAREER OPPORTUNITY OF A LIFETIME

- Anchors (News, Weather, Sports)
- Producers
- Reporters
- Photographers

Now completing staffing of complete news department for soon-to-be network affiliate in beautiful mid-size market. This Lorimar Telepictures showcase station going first-class with facilities, equipment, personnel. Looking for creative, experienced, aggressive team players only.

Send resume and brief recap of news philosophy to: Jerry Fisher, News Director, KSRP-TV, 3754 South Glenstone Street, Springfield, MO 65804. No tapes or phone calls, please. EOE/AA Employer

### SYNDICATION SALES MANAGER

Prijatel Productions Inc. is seeking aggressive, innovative sales manager. Unlimited opportunities. All candidates must have minimum two years' experience in syndication sales. All replies are confidential. Send to PPI, 1612 Prosser Ave., Dayton, OH 45409.

### TV PRODUCTION MANAGER

The Labor Institute of Public Affairs, the TV production and distribution unit for the AFL-CIO, announces a new position reporting to the director of production and supporting the production supervisor. **Responsibilities:** contract negotiations, office administration, project coordination, financial oversight. **Qualifications:** College degree (or equivalent experience) in communications, management or production-related fields; 3-5 years' production mgr. experience in film and video; proven ability to manage and coordinate multiple productions concurrently. Send resume to: Eloise Payne, LIPA, 815 16th St., NW Washington, DC 20006, before June 30. EOE.

## ALLIED FIELDS

## Help Wanted Programing, Production, Others

### On-Line Editor

High-end West coast Post/Production Facility is looking for an experienced, creative and mature on-line editor. Mastery of Sony 5000, GVG switchers, ADO, and effects essential; commercial experience desirable. Send resume to Box E-68.

## Help Wanted Sales

### SALES MANAGER

BROADCASTING Magazine has an opening for an experienced advertising space salesperson to sell and service accounts in New York City and the Midwest. Headquartered in New York, the successful candidate will be required to travel an average of one week a month. Challenging opportunity for the right person. Send resume and salary requirements to David Whitcombe, Broadcasting Magazine, 1735 DeSales St., NW, Washington, DC 20036.

## Radio Programming



### Lum and Abner Are Back

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

## Employment Services

### RADIO IS MY LIFE!

Years of long hours, hard work and NO RESPECT. But you know it in your heart... in the back of your mind: The talent IS there. If it's time to reach for your goals, let B.T.A. help you meet them. For complete details and registration, send \$2.00 postage & handling to:



**Broadcast  
Talent  
Agency**

73-255 El Paseo  
Suite 9A  
Palm Desert, CA 92260  
(619) 341-0225



If your job hunting is stymied by stale leads for jobs that opened up three or four weeks ago, you need MediaLine. It's the broadcast industry's only daily updated job listing. Get fresh job leads. Get MediaLine. 312/855-6779.

## Miscellaneous

### VENTURE CAPITAL DEBT FINANCING

For broadcasters

**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

## Business Opportunity

### BROADCASTING TRADE SCHOOL

with national affiliation. Well established and profitable. Complete turnkey business approved for most student aid programs. Excellent major market Rky. Mtn. location. Priced for quick sale. Contact Jack Ramser at Int'l Business Exchange, P.O. Box 15046, Austin, TX 78761. 512-454-2733.

## Wanted to Buy Station

Expanding acquisition group is looking to buy FM, searching for major market turnarounds. Would also consider AM-FM combo's. Cash now and can move quickly on any situation. All markets considered. Reply in confidence to Carl Como, 801 West Granada Blvd., Ste. 201, Ormond Beach, Florida 32074.

## For Sale Stations

# BARGAIN BUYS

### MISSOURI OFFICE:

- Excellent Market, Midwest, College Town, AM-FM; \$650,000; \$250,000 Down, Terms.
- New Class A Small Market with C2 possibilities; \$150,000; \$40,000 Down.

- AM/FM Profitable, Midwest; \$250,000; \$100,000 Down.

Call **CHARLES EARLS**  
**(314) 888-3224**

### TEXAS OFFICE:

- Small Market AM & Class C FM; \$115,000. Has Excellent Potential.
- Top 10 Daytimer; '85 Gross \$940,000 & Profitable. \$1,500,000 Cash.
- AM & FM County Seat Combo. \$500,000 Terms; \$425,000 Cash.

George **MOORE**  
& Associates, Inc.

### MEDIA BROKERS AND APPRAISERS

6116 N. Central Expressway  
Dallas, Texas 75206 (214) 361-8970

### BOB KIMEL'S NEW-ENGLAND MEDIA, INC.

#### 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  
802-524-5963

### UPPER GREAT PLAINS

Profitable AM/FM in medium market. Asking \$1.8 million with terms. Contact Bill Lytle. 816-941-3733.

 **CHAPMAN ASSOCIATES**  
nationwide media brokers

## For Sale Stations Continued

### PROFITABLE FM STATION IN MAJOR (TOP 3) MIDWEST METRO MILLIONS OF AFFLUENT POPULATION YOUNG RESPONSIVE AUDIENCE LOCKED- IN!

LOWEST OVERHEAD FIXED  
(LESS THAN \$16,000 PER MONTH)  
FULL AUTOMATION AND COMPUTER  
SYSTEMS!

\$500,000+ CHOICE REAL ESTATE  
INCLUDED!

JUST NEEDS FINAL SALES PUSH!  
AGGRESSIVE OPERATOR CAN EASILY NET  
\$500,000+ PER YEAR!  
OWNER CAN OFFER UNIQUE LONG-TERM  
PAYOFF

(WITH REASONABLE CASH)  
\$4 MILLION

WITH TERMS AVAILABLE  
(UP TO 20 YEARS AT 7% INTEREST)  
(OUR TAX WRITE-OFFS ARE COMPLETED  
THIS YEAR)

WILL CONSIDER BEST BUYER...  
IMMEDIATELY!

BOX E-90

### FLORIDA GULF COAST

Spin-off sale to meet FCC divestiture requirement. 2500w AM station in booming Northwest Florida. Priced to sell at \$210,000 cash. Minority inquiries invited. (904)837-5269.

**KAREN K. WARD**  
BROKER

### EASTERN NORTH CAROLINA

Top rated AM/FM combo in growing, attractive market. Excellent real estate included. Asking \$1.2 million-terms. Contact Mitt Younts. 202-822-8913.



**CHAPMAN ASSOCIATES**  
nationwide media brokers

### WASHINGTON STATE

Single market AM. Only daily medium. 90,000 population, ABC affiliated. Growth market. 50 miles from Seattle. \$295,000, terms. Reply Box E-92.

- 2-LPTVs in same market OK by FCC. One sales group. SE Texas. Unbelievable opportunity. Only \$200,000.
- AM/FM in Michigan. \$350,000.
- FM CP in LaGrange, Indiana. \$50,000.

**Business Broker Associates**  
615-756-7635, 24 hours

### 40,000 DOWN

Will get you a start in your first small market AM/FM radio station in Michigan's beautiful upper Peninsula. Positive cash flow. All accounts payable up to date, clean operation. 85 cash sales of \$138,500. \$200,000 with \$40,000 down with balance over 10 years at 8%. Or, \$180,000 cash. Sale includes real estate. Write Box E-94.





## R.A. Marshall & Co.

Media Investment Analysts & Brokers  
Bob Marshall, President

**Class A FM located in small Southeastern market. Well equipped with complete automation system. \$450,000.**

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

## TEXAS BARGAINS

Class C FMs, medium growth markets, profitable single market fulltime AMs & Class A FMs. Price range: \$200,000 to \$850,000

## NF&A

Norman Fischer & Associates, Inc.  
Media Brokerage Appraisals  
Management Consultants  
1209 Parkway Austin, Texas 78703 (512) 476-9457

Location	Size	Type	Price	Terms	Contact	Phone
MW	Met	AM/FM	\$1000K	Cash	Ray Stanfield	(818) 366-2554
MW	Met	FM	\$2500K	Cash	Bill Lochman	(816) 941-3733
Rky.Mtn.	Med	AM/FM	\$1800K	\$150K	David LaFrance	(303) 234-0405
CO	Sm	AM/FM	\$1150K	\$300K	David LaFrance	(303) 234-0405
MN	Med	AM/FM	\$900K	Cash	Peter Stromquist	(818) 366-2554
MN	Sm	AM/FM	\$750K	Terms	Bill Lytle	(816) 941-3733
VT	Sm	AM	\$650K	Nego	Ron Hickman	(401) 423-1271
UT	Sm	AM/FM	\$595K	\$119K	Greg Merrill	(801) 753-8090
OK	Med	AM	\$425K	Cash	Bill Whitley	(214) 680-2807
MW	Sm	FM	\$400K	Terms	Bill Lytle	(816) 941-3733
MS	Sm	FM	\$400K	\$100K	Ernie Pearce	(404) 998-1100
NC	Sm	FM	\$300K	\$30K	Mitt Younts	(202) 822-8913

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



## AM STATION

830khz. 10kw. Potential for 50kw. 25 air miles from Anchorage, Alaska. \$550,000. Want to sell by June 30. Call Tom Locke 907-892-6259.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

## FOR SALE SE PENNSYLVANIA

500 watt AM daytimer with pre & post authority additional modest 24 hour authority. Excellent equipment and valuable real estate. Serving highest per capita, fastest growth middle market. Unduplicated format and network affiliations. Price \$295,000—attractive terms. Serious buyers only. Box E-24

## MEDIA BROKERS • APPRAISERS

Put my over 30 years of service to work for you

BURT  
**SHERWOOD** INC  
3125 Maple Leaf Dr • Glenview, IL 60025  
**312-272-4970**



## NORTH CAROLINA

two station medium market fulltime AM - 5kw day - 1kw night. No FM in market - no 80-90. Includes excellent real estate. Doing over \$400,000 in sales. Good cash flow - \$950,000.00. \$100,000.00 down - balance on terms. Write Ted Gray, (Broker), P.O. Box 475, Altavista, VA 23417.

## LOOKING TO BUY?

Market Southeast metro.  
Coverage: Low dial position AM 5kw non-directional.  
Format: Specialty!  
Listenership: Continued ratings.  
Cash flow: Steady  
600K - Principles only  
Box E-97

## TOP 15 MARKET

Must sell daytime AM radio station due to illness of owner.  
Write Box E-72

*Ralph E. Meador*  
MEDIA BROKER  
AM-FM-TV-Appraisals  
P.O. Box 36  
Lexington, MO 64067  
816-259-2544

High Power AM  
Top Ten Market 2.5 million

512/327-9570

**JAMAR-RICE CO.**

110 Wild Basin Rd. # 245 • Austin, TX 78746

## PROFITABLE ALASKA AM/FM

High gross, good cash flow. Positive growth record. Sell all, or part. Owner retiring. Market videotape available. Box E-95.

# Fates & Fortunes

## Media



Shannon

**Steve Shannon**, VP and general manager, KCMO-AM-FM Kansas City, Mo., joins WHO(AM)-KLYF(FM) Des Moines, Iowa, as general manager, as well as general manager of parent, Palmer Communications. Reporting to Shannon, in addition to department heads at WHO-KLYF,

will be general managers of Palmer's WTNT-AM-FM Tallahassee, and WNOG(AM)-WCVU(FM) Naples, both Florida.

**Carl Dickens**, director, news and programing, CBS-owned WBBM(AM) Chicago, joins co-owned KRQR(FM) San Francisco as VP and general manager.

**Edward Karlik**, VP and general manager, KRBB-TV Sacramento, Calif., joins Chase Communications Corp., Hartford, Conn., as VP, television. Chase is licensee for WPTV-TV Memphis.

**Victor (Bud) Diehm**, VP and general manager, WHUT(AM)-WLHN(FM) Anderson, Ind., joins WMNX(FM) Tallahassee, Fla., as VP and general manager.

**Thomas (Wes) Diamond**, senior VP and operations manager, WKRG-TV Mobile, Ala., named senior VP and station manager, WKRG-AM-FM-TV.

**Daniel McAlister**, secretary and general counsel, Jefferson-Pilot Communications, Charlotte, N.C., named senior VP.

**Doug Kiel**, operations manager, WMIL(FM) Milwaukee, named general manager, WO-KY(AM)-WMIL(FM) there.

**Ann Davis**, public affairs director, KACE(FM) Inglewood, Calif., and executive administrator of parent. All Pro Broadcasting, named

general manager of station, succeeding **James Blakely**, who resigned due to ill health.

**Christopher Kampmeier**, station manager, KMGR-AM-FM Salt Lake City, named general manager.

**John Tallerico Jr.**, from WSYM-TV Lansing, Mich., joins WLNZ-AM-FM there as general manager and general sales manager.

## Marketing



Ginsberg

**Frank Ginsberg**, senior executive VP, creative director and partner, Avrett, Free & Ginsberg, New York, named president and creative director, succeeding **Jack Avrett**, who continues as chairman and chief executive officer.

**Virginia Shields**, VP, associate network director, BBDO, New York, joins Cunningham & Walsh there as director of TV programing. **Sandra Kaminsky**, associate media director, Backer & Spielvogel, Chicago, joins BBDO, Chicago, as VP, director, spot broadcast. **Carol Rye**, media planner, Tracy-Locke, Dallas, joins BBDO, Chicago, as senior media planner.

**Dale Landsman**, executive VP, executive creative director, HCM, Chicago, named manager/director.

Named VP's, Cunningham & Walsh, New York: **Bob Kantor**, account supervisor; **Aileen Takaki Gentner**, assistant group media director, and **Peter Grounds**, producer.

**Laurie Davis**, associate media director, Smith Burke & Azzam, Baltimore, named media director.

**Neal Selman**, group creative director, J. Walter Thompson, Chicago, joins Foote, Cone &

Belding, San Francisco, as group creative director.

**Flick Hatcher**, associate creative director, Tepe, Hensler & Westerkamp, Cincinnati, named creative director.

**Joe Sylo**, member of sales staff, Eastman Radio, Dallas, named manager, Houston office. **Richard Farquhar**, from WRKI(FM) Bridgeport, Conn., joins Eastman, New York, as member of sales team.

**Cheryl Schafer Collins**, national sales manager, WRTH(AM) Wood River, Ill.-KEZK(FM) St. Louis, joins Cable AdNet, St. Louis, as manager. She is succeeded at WRTH-KEZK by **Ollie Trittler**, account executive. **Jim Setchfield**, account executive, WRTH-KEZK, named retail sales manager.

## Programing

**Michele Brustin**, VP, drama development, NBC Entertainment, Los Angeles, named



Brustin



Simon

VP, comedy programs. **Perry Simon**, VP, comedy development, NBC Entertainment, Los Angeles, named VP, drama programs.

**Richard Berman**, executive director, dramatic programing, Paramount Network Television, Los Angeles, named VP, long-form and special projects.

**Mark Robbins**, Midwestern manager, first-run sales division, Lorimar-Telepictures, Chicago, named senior VP.



Frank

**Alan Frank**, VP, programing, and audience development, WDIV(TV) Detroit, named to newly created position of VP, programing and production, for parent, Post-Newsweek Stations Inc.

**John Kiernan**, chief operator, Group M Communications, licensee of WNNJ(AM)-WIXL-FM Newton, N.J., named corporate program director.

**Seymour Amlen**, VP, daytime and children's programing, ABC, New York, leaves to develop programing projects in association with Viacom Entertainment Group there.

**Peter Roth**, VP, current programing, ABC,

**New NBC leadership.** James Lynagh, president of Multimedia Broadcasting, was re-elected chairman of the NBC Television Network affiliate board of directors last week in Maui (see page 59). He was chairman for two terms and a board member in 1979-83.

Newly elected to the post of vice chairman was Harold Crump, president, broadcast division, H&C Communications, Houston. He replaces C.E. (Pep) Cooney, president and general manager, KPXX-TV Phoenix, who retires from the board.

Re-elected vice chairman was Marvin Reuben, executive vice president and general manager, WDAM-TV Hattiesburg (Laurel), Miss.

Re-elected secretary-treasurer was James Edwards Sr., president-general manager, WJAC-TV Johnstown (Altoona), Pa.

Newly named to the board is Al Seethaler, vice president-general manager, KUTV(TV) Salt Lake City, and Cyril Vetter, president, WRBT(TV) Baton Rouge, La.

Continuing members of the board are Tom Goodgame, vice president-general manager, WBZ-TV Boston; Amy McCombs, president-general manager, WDIV(TV) Detroit; Robert Leider, vice president-general manager, WSVN(TV) Miami; Eric Bremner, vice president-broadcasting, King Broadcasting, Seattle, and Bruce McGorill, executive vice president, Maine Broadcasting, Portland, Me.

Retiring in addition to Cooney is Jim Sefert, president, Cosmos Broadcasting, Greenville, S.C.



**RTNDA honors.** The Radio-Television News Directors Association has selected the winners of its two \$1,000 fellowships and seven \$1,000 scholarships. The first Vada and Barney Oldfield Fellowship for National Defense Reporting went to Karl Schweitzer, KERO-TV Bakersfield, Calif. The Michele Clark Fellowship went to Lowell Deo, Lubbock, Tex. Winners of undergraduate scholarships, named after deceased presidents of RTNDA: Lonnie Leavitt, Brigham Young University, Jim Byron scholarship; Ross Kirgiss, St. Cloud State University, Ben Chatfield scholarship; Karen Scurr, Brigham Young University, Richard Cheverton scholarship; John Koski, Memphis State University, Bruce Dennis scholarship; Brian Weber, Drake University, James McCulla scholarship; Frank Buckley, University of Southern California, Bruce Palmer scholarship.

Los Angeles, joins Stephen J. Cannell Productions there as senior VP, creative affairs.

**Julie Brown**, British actress, dancer and TV personality, joins MTV as video disk jockey replacing Nina Blackwood. Brown has been host of BBC children's series, *Crackerjack*; pop correspondent for *TV AM*, one of Britain's top breakfast shows, and presenter on Europe's *Music Box* cable channel.

**John Roman**, from WTRX(AM) Flint, Mich., joins WMNX(FM) Tallahassee as program manager.

**Steve Jankowski**, instructor-coordinator, broadcasting program, Lewis and Clark College, Godfrey Ill., and general manager of college's noncommercial WLCA(FM), joins WRTH(AM)-KEZK(FM) St. Louis as news-public affairs coordinator.

**Michael Martin**, film director, KVUE(TV) Austin, Tex., named remote production coordinator.

**Anna Cardona**, national sales coordinator, KRIV-TV Houston, joins KHOU-TV there as programming assistant.

## News and Public Affairs

Appointments, CBS News: **Kathy McManus**, producer, *20/20*, ABC News, to investigative producer, *CBS News with Dan Rather*, Los Angeles; **Josh Howard**, producer, 6 p.m. news, CBS-owned WCBS-TV New York, to general assignment producer, *CBS News with Dan Rather*, New York, and **Annie Pong**, from KGO-TV San Francisco, to producer there.

**David Tabacoff**, producer, ABC News, New York, named director, national news coverage.

**Preston Davis**, manager, electronic news-gathering operations, Southern bureaus, ABC, Atlanta, named general manager, electronic news gathering, broadcast operations and engineering, New York.

**Herb Bloom**, producer, MacNeil-Lehrer-Gannett Productions, joins NBC, New York, as executive producer, news unit, NBC Television Stations.

**Steve Hammel**, assistant news director, KDFW-TV Dallas, joins WHCC-TV Rochester, N.Y., as news director.

**Catherine Smith**, afternoon drive newscaster, WYNY(FM) New York, named director of news.

**Sundrena (Sunny) Jackson**, from U.S. Telecom, Dallas, joins KQZY(FM) there as news director and anchor.

**Craig Alexander**, news director-anchor, KATC(TV) Lafayette, La., joins WTVQ-TV Lex-

ington, Ky., as news director.

**Jerry Weise**, from WHLM-AM-FM Bloomsburg, Pa., joins WNNJ(AM)-WIXL-FM Newton, N.J., as news director and anchor.

**Bob Jacobs**, weekend broadcast producer, WTSP-TV Tampa-St. Petersburg, Fla., named noon news producer.

**Pete Roets**, from KPRC-TV Houston, joins WJLA-TV Washington as news operations manager.

## Technology

**Michael Pagan**, founder and owner, Profit and Asset Management Services, Los Angeles, joins Robert Wold Co. there as VP and chief financial officer.

**Douglas Truckenmiller**, VP and chief operating officer, Carolina Metronet, Raleigh, N.C., joins Heritage Communications, Des Moines, Iowa, as VP, engineering, telecommunications group.

**Kay Winter**, manager, network coordination, operations division, United Video, Tulsa, Okla., named manager service administration, market development group.

**Alfred Norcott**, associate director of reconstruction project office, PBS, Alexandria, Va., named director of interconnection facilities.

**William Barber**, chief engineer, KJTL-TV Wichita Falls, Tex., joins WSKG-FM-TV Binghamton, N.Y., as chief engineer, operations.

**John C. (Jack) O'Donnell**, director of technical services, CBS, New York, joins noncommercial KVIE(TV) Sacramento, Calif., as director of technical services.

**David P. Reaves III**, chief engineer, WASH-FM Washington, joins WNBC(AM) New York as member of engineering staff.

## Promotion and PR

**Rosalind Alcana**, director of programming services, Bravo and American Movie Classics, Rainbow Programming Services, Woodbury, N.Y., named director of newly expanded public relations department.

**Lawrence Lyttle**, VP, series development, Warner Bros. Television, Burbank, Calif., named senior VP, creative affairs.

**Erin McGrath**, manager, advertising, Lifetime, New York, named director, advertising and promotion, marketing.

Appointments, The Boasberg Co., Kansas

What do you do with all those awards you've won?

Show them off in **Broadcasting**

The Annual Fifth Estate

**AWARDS  
ISSUE**

**July 7**

Advertising deadline June 27



City: **Eric Morganstern**, account executive, to account supervisor; **Phil Hermanson**, account executive, to senior account executive, and **Brian White**, publicist, to account executive.

**Doug Kelly**, from sports publicity post at ABC Sports, New York, joins NBC Sports there as sports publicity representative, NBC Press.

**Annette Fanning**, director, on-air promotion, KXAS-TV Fort Worth, named director, advertising and promotion.

## Allied Fields

**John M. Eger**, senior VP, CBS Worldwide Enterprises, leaves to form consulting firm in New York specializing in international communications strategy, investment and business affairs. CBS will be Eger's first client. Firm will represent foreign clients in transactions with U.S. companies, as well as representing domestic clients overseas. Prior to joining CBS, Eger was Washington attorney specializing in communications strategy, and before that was director of White House's Office of Telecommunications Policy, forerunner of National Telecommunications and Information Administration.



Eger



McNaughten

**Neal McNaughten**, 75, electronics engineer, policy and rules division, Mass Media Bureau, FCC, retires. He joined FCC in 1939 in Office of Engineering. During World War II, he was member of Radio Intelligence Division that intercepted enemy radio communications. Following war, he was engineering assistant to FCC Commissioner Robert Bartley, and was technical adviser to U.S. delegation to International Telecommunications and Radio Conference in Atlantic City in 1947. He also began what would be continuing participation in International Radio Consultative Committee (CCIR) study groups on broadcasting. He left FCC in 1948 to join National Association of Broadcasters, becoming manager of engineering department. After brief stint with RCA, he joined Ampex as VP, engineering, where he helped develop video-

tape recorder. McNaughten returned to FCC in early 1960's, first in office of chief engineer, and later was chief of rules and standards division of Broadcast Bureau. In 1975 he was named assistant chief of broadcast bureau. He was vice chairman of U.S. delegation to 1977 World Administrative Radio Conference on Satellite Broadcasting, and delegate to 1979 WARC.

**William A. Russell Jr.**, director of FCC Office of Congressional and Public Affairs, is leaving Aug. 1. to set up Washington consulting firm specializing in public and government relations.

Newly elected members, affiliate advisory board, Mutual Broadcasting System, Arlington, Va.: **William John Steding**, executive VP and chief executive officer, KAAM(AM)-KZPS(FM) Dallas; **C.J. Jones**, group VP and general manager, WXTU(FM) Philadelphia, and **Phil Nolan**, owner KAUS-AM-FM Austin, Minn.

Elected directors, International Radio and Television Foundation, New York: **Randall Bongarten**, NBC Radio; **Charlie Colombo**, John Blair & Co.; **Paul Freas**, TKR Cable; **Robert Hosking**, CBS Radio; **Roger Rice**, Television Bureau of Advertising; **Arnold Semyk**, BBDO International; **William Stake**, Radio Advertising Bureau, and **Bert Whalen**, Westinghouse Broadcasting.

Elected officers, Concert Music Broadcasters Association, Cleveland: **Simone McCray**, VP and sales manager, WQXR-AM-FM New York, president; **Laura Zarco**, KDFC-FM San Francisco, vice president; **John Major**, KCMA(FM) Owasso, Okla., secretary, and **Steve Adler**, WNIB(FM) Chicago, treasurer.

## Deaths

**George Francis Hartford**, 76, former VP and general manager, WTOP-TV Washington (now WDM-TV), died June 10 of stroke in Boca Raton, Fla. He joined Washington Post Co. in 1935, in 1948 he transferred to the Post's WTOP(AM) Washington where he became sales director. In 1955 he was named VP, general manager of the co-owned TV station. He joined CBS Radio Network in 1969 and retired to Florida in 1972. He is survived by his wife, Sydney, and two children.

**J. Paul Audet**, 57, part-time communications consultant, Salisbury, Md., and former executive VP and chief operating officer, Viscom International, New York, died of congestive heart failure May 1 at Arlington hospital, Arlington, Va. Viscom International (U.S.),

New York, subsidiary of Visnews Ltd., London, operates Brightstar satellite communications system. Audet began his broadcast career as technician in 1949 at NBC-TV, Chicago. He held engineering positions at broadcast-related companies and stations, including WUSN-TV Charleston, S.C., and KOAT-TV Albuquerque, N.M. In 1971-76, he was chairman and president of Audet Associates, consulting firm, and in 1976-81, he was chairman, president and chief executive officer of MDV Television Co., which built and put on air WMDT(TV) Salisbury, Md. He is survived by his wife, Rosemarie, and six children.

**Robert Edward Lang**, 70, first director, Radio Free Europe, and former network news executive, died of cancer May 3 at his home in Ely, Vt. He joined RFE in 1948 as consultant, and became its first director, based in Germany and Turkey. He remained with service until 1956, when he resigned over policy dispute connected with Hungarian revolution. After board of inquiry, he was reinstated, and remained until 1958, when he joined CBS, New York, as VP. In 1961, he joined ABC News as VP, news, stayed until 1963. He then moved to Europe, in semi-retirement, until joining Time-Life, where he was director of Time-Life Films. In early 1970's he co-founded CXL Communications (now Extel Inc.) to market and distribute Extel teleprinter, currently in widespread use by news services, including Reuters and UPI. He retired in 1980. Lang is survived by his wife, Muriel Richardson, and six children.

**Maurice Alfred Kerins Jr.**, 62, screening room facilities supervisor, CBS News, *60 Minutes*, New York, died June 5 of heart failure. He joined CBS in 1953 as technician. Kerins edited film and videotape for *The CBS Morning News*, *The CBS Evening News with Walter Cronkite* and *The CBS Weekend News*. He is survived by his wife, Yvonne, son and two daughters.

**Harold (Bud) Austin**, 66, television and motion picture producer and executive, died of complications from heart surgery May 31 at Cedars-Sinai Medical Center, Los Angeles. Following posts at number of production companies, including Filmways, National Telefilm and Goodson-Todman, in 1950's and 60's, Austin joined Paramount as VP, creative services and marketing, in 1973, and served as executive VP, Paramount Television Inc., in 1973-76. He had most recently been producer for *Still the Beaver* series on Disney Channel.

**Paul Stevens**, 65, television and stage actor, died of pneumonia June 4 at Bellevue hospital, New York. Most recently he had appeared in NBC daytime series, *Another World*. He had earlier appeared in CBS daytime drama, *Young & Restless*, CBS's *Mission Impossible* and NBC's *Bonanza*.

**Bruce Wayne**, 52, traffic reporter, KFI(AM)-KOST(FM) Los Angeles, died June 4 when single-engine plane he was piloting crashed shortly after take-off from Fullerton, Calif., municipal airport at 6:17 a.m. and exploded on impact. He had been with station as traffic reporter for 16 years. Wayne's wife, Lois, who is former radio reporter, provided on-air description of accident and identification of her husband's body in live remote from airport. He is survived by his wife.

**First to sit in the Stanton chair.** Nelson W. Polsby, professor of political science at the University of California at Berkeley, has been chosen as the first Visiting Professor for the Frank Stanton Chair of the First Amendment at the John F. Kennedy School of Government at Harvard University, Cambridge, Mass. His duties, which will begin in September, will involve creating an agenda for the new Joan Shorestein Barone Center on the Press, Politics, and Public Policy. The purpose of the center, as announced last December, is to study how public policy affects a free press. Polsby, a member of the faculty at Berkeley since 1967, has written and edited several books and articles on the American political process and the media. "Individuals who are training for leadership positions in government must understand the role of a free press in American society," said Graham Allison, dean of the Kennedy School. "Professor Polsby is highly qualified to provide us with the intellectual and practical leadership necessary to help launch the Center on Press, Politics and Public Policy and to add to our curriculum expertise on the relationship between the media, including broadcast journalism, politics and government."



## Susan Stamberg: considering all things

As co-host of National Public Radio's *All Things Considered*, Susan Stamberg has the best of both worlds—access to interesting people and a measure of privacy. Monday through Friday, she brings NPR's special brand of news to people across America—people who know her voice intimately, although many of them wouldn't recognize her if they saw her on the street. When she is recognized, she says, it is "in really unlikely places"—like an airport in Tokyo—or if her voice is recognized if she is carrying on a conversation in, say, a department store.

Stamberg began her career in print journalism after majoring in English literature at New York's Barnard College and then dropping out of a graduate program at Brandeis University in Waltham, Mass. "I was an early dropout at a time when it wasn't usual for people to leave school," Stamberg says. "I realized I really wanted to be working," and in 1959 she got a job as an editorial assistant at *Daedalus*, the journal of the American Academy of Arts and Sciences, in Cambridge, Mass. She met her future husband, Louis Stamberg, in Cambridge, and in 1962, when he got a job with the State Department, they married and moved to Washington.

In the Capital, Susan Stamberg got a job as an editorial assistant with *The New Republic*, but "it was a whole lot of typing, and I wasn't particularly interested in doing that for too long. I was getting restless." So Stamberg called a public television producer she had met in Cambridge, Diana Michelis, and asked for ideas. Michelis told Stamberg of a "new, skinny little network" (the 12-station Eastern Educational Radio Network, which folded after losing its Ford Foundation funding) looking for a producer for a weekly public affairs program in Washington. Stamberg wasn't sure what a producer's job was. Told "a producer is somebody who doesn't take 'no' for an answer," she said: "That I can do." George Geesey, then general manager of noncommercial WAMU (FM) Washington and the man who hired Stamberg, said he had questioned Stamberg's ability to transfer from print to radio, but "of all the candidates, she was the most persistent, and I thought she had the drive to work it out." About a year after Stamberg joined WAMU, the Eastern network folded, and she moved into producing a daily program, *Kaleidoscope*, for the station. She took over as general manager for a time, then program director.

In 1966, Stamberg's husband was posted to India, and they moved. There, she did some radio reports for the Voice of America. "the first time I ever did any reporting really." In 1968 the Stambergs returned to Washington, and she returned part-time to her job producing *Kaleidoscope*, where she remained until 1970, when her son Josh was born.



SUSAN LEVITT STAMBERG—CO-HOST, National Public Radio's *All Things Considered*, Washington; b. Sept. 7, 1938, Newark, N.J.; BA, English literature, Barnard College, New York, 1959; editorial assistant, *Daedalus*, Cambridge, Mass., 1959-62; editorial assistant, *The New Republic*, Washington, 1962; program manager, general manager and producer/host of *Kaleidoscope*, noncommercial WAMU(FM) Washington, 1963-66; traveled in India, 1966-68; producer/host, WAMU, 1968-70; homemaker, 1970-71; tape editor, reporter and co-host, *All Things Considered*, 1971 to present; moderator, *Back of the Book*, noncommercial WETA(FM) Washington, February and March 1985; host, *Alive From Off Center*, noncommercial KTCA-TV Minneapolis-St. Paul, summer 1985; author, "Every Night At Five: Susan Stamberg's *All Things Considered* Book," 1982; m. Louis Collins Stamberg, April 14, 1962; child—Joshua, 16.

Soon after National Public Radio was created in 1971, Stamberg joined the staff of NPR's new live, 90-minute, weekday news program, *All Things Considered*. "The first days of NPR were wonderfully exciting and enormously fluid," she says. "It was a tiny little staff. . . . Everyone got a chance in those first days to do everything because we had no idea who was good at what." Hired to edit tapes, Stamberg became a reporter after four weeks, a co-host after 10 months. Until that time, no woman had anchored a national news program on radio or television. "This place was so low profile at the time that no attention was paid," she says. In 1976, when much ado was made about the selection of Barbara Walters as co-anchor of the *ABC Evening News*, NPR took out \$16,000 worth of print ads to remind the public that Walters was not the first woman to host a national news show.

*ATC* grew, "largely by word of mouth." Now estimated to reach three million people weekly, the program has a staff of 16-plus correspondents who contribute news, reviews and interviews from across the U.S. and abroad, Monday through Sunday throughout the year. It has won duPont and

Peabody awards, and is considered the "cornerstone" of NPR, broadcast on about 314 of the 330 NPR stations each day.

Stamberg's job provides a great deal of variety. As co-host of *ATC* with Noah Adams, she not only introduces the stories of other journalists, but also conducts interviews and follows stories in the field. Preparing for an interview with then-President Jimmy Carter, Stamberg says, she called Walter Cronkite, who had hosted the first radio call-in Carter had done. Cronkite "was so sweet," Stamberg says. "He said: 'I've heard you—you don't need my advice.'"

But Stamberg says she would rather interview "ordinary people" than celebrities. *All Things Considered*, Stamberg says, provides an alternative to the "official" perspective of the news. "People in powerful positions always have access to microphones," she says. The opinions of ordinary people "are so valuable. They're what make the country run, really."

*All Things Considered* gets its share of complaints. "Persistently we get charges of bias," Stamberg says. "As long as the piles of mail [for each side of an issue] are equal," she says, "then you figure you're doing OK. If you get lopsided, it's time to stop and see whether you're being sloppy."

In 1981, Stamberg took seven months to write "Every Night At Five: Susan Stamberg's *All Things Considered* Book," a compilation of photos, letters, lists and transcribed radio reports representing the range of topics covered in the first 10 years of *ATC*. On tour to promote the book, Stamberg says she encountered the interviewee's nightmare: interviewers who began by asking: "What's this book about?" "I saw all the holes in interviewing," she says. "It was funny to be on the other side."

Stamberg is comfortable with the approach to news taken by *All Things Considered*. "Anybody can get the basic information. What I like that we do is that other spin—turning that other angle on a story," she says. "Imagine being paid to find out things, to have questions occur to you and be able to make a phone call and get the answer and share it with other people."

Also satisfying to Stamberg "is working for something as elegant as this program, that's become such an institution in these 15 years. I think of in the beginning how we wondered: 'Are we going to get on tonight, let alone tomorrow or the day after?'"

After NPR, she would have "a really hard time" working with a commercial radio station, she says. As for how much longer she expects to be with *ATC*, Stamberg says: "Probably the rest of my life. . . . I can't think of a better job in broadcasting. I can't think of anything more interesting. I'm always thinking maybe it's time to move, and I imagine some day I'm going to, but at this moment on this Monday morning, nothing's occurring to me." ■

Meeting between David Wolper and lawyers representing CBS, NBC, CNN, ABC on Monday, June 9, has led to **resolution of controversy surrounding Liberty Weekend** last Thursday (June 12), spokesmen for all four networks said last week. Details of those negotiations were not disclosed. Under agreement, ABC, exclusive rights-holder to coverage of weekend, will increase its feed of pool coverage from 9-10 minutes, as originally planned, to 16 minutes. Two cameras will be used for pool coverage. Feed will include coverage of July 3 statue "unveiling" between 8:30 p.m. and 11 p.m. All remarks by public officials involved in that ceremony on Liberty Island—President Reagan, Interior Secretary Donald Hodel, Navy Secretary John Lehman, Chrysler Chairman Lee Iacocca, Supreme Court Justice Warren Burger and French President Francois Mitterand—will be covered in feed. Reaction shots from crowds will also be featured. Originally ABC's pool feed was scheduled to include shots of speeches by Reagan and swearing in of group of new citizens on Ellis Island by Burger. Reaction shots of crowd were not planned at that time. Not all media are happy with agreement, however. In letter to deputy White House press secretary Larry Speakes last Friday, Ron Nessen, Mutual Broadcasting news and special programs vice president, said Mutual "cannot accept" present agreement, since "to do so would be to accept the proposition that news coverage of the President at a public event on public land on a great national holiday is for sale to the highest bidder." Nessen called for Speakes to direct White House Communications Agency to provide audio feed of all events during the weekend involving President. ABC is providing radio networks audio feed to television coverage it will provide.

Senate last Friday (June 13) **confirmed nomination of Patricia Diaz Dennis** for Democratic **FCC seat** scheduled to expire June 30, 1989. Senate Commerce Committee unanimously approved her confirmation earlier last week.

**Rupert Murdoch's Fox Broadcasting Co. is apparently prime suitor for WXNE-TV Boston, owned by Pat Robertson's CBN Continental Broadcasting Network.** Industry sources say Murdoch has placed bid for station. Murdoch is believed to be anxious to re-enter Boston market since he spun off WCVB(TV) there to Hearst Corp. for \$450 million. Communications Equity Associates was engaged as broker and investment banker for CBN station group of one FM and three TV's in April ("In Brief," April 7). Kent Phillips, CEA vice president, said although nothing has been finalized, he believes announcement of sales would probably be forthcoming next week. He declined to confirm or deny Fox involvement. (Murdoch would have to get rid of *Boston Herald* if he bought WXNE-TV.) Brokers canvassed by BROADCASTING felt CBN group should sell in range of \$80 million-\$85 million, with WXNE-TV going for between \$15 million and \$20 million (CBN was reportedly asking \$25 million). Some published reports estimated stations worth at \$50 million-plus, but brokers felt that price was too high in light of stations reported loss of \$5 million last year and difficulty of Boston indie market (Boston has 11 independent stations). One broker confided that two other brokers had already tried, unsuccessfully, to sell station at CBN asking price.

**Vive le difference.** Several key figures in *Fifth Estate* figure in National Journal's list of "150 Who Make a Difference," published in June 14 issue. List is further described as of "people and institutions you would like to have on your side if you want the government to change policy or if you want to resist proposed changes." James Mooney of National Cable Television Association and Jack Valenti of Motion Picture Association of America are cited among trade association executives, while Richard E. Wiley is deemed dean of communications law. Others named: Henry Geller under academics, Andrew Schwartzman of Media Access Project under public interest groups, Ted Turner of Turner Broadcasting under business and Christian Broadcasting Network's Pat Robertson under politics. Also cited among news media: BROADCASTING and Communications Daily.

**GE-RCA: It's done.** The corporate counsel and secretaries of General Electric and RCA filed papers in Delaware last Monday (June 9), consummating GE's \$6.5-million acquisition of NBC's parent (BROADCASTING, June 9). No other activity marked the closing, but the consolidation of the two companies' operations has been under way for some time. Transition teams have been at work reviewing how RCA might fit into GE's business areas and corporate staff. Some of RCA's 87,000 employees are expected to be laid off.

As a condition of the merger, NBC is required, within 18 months, to sell WNBC(AM)-WYNY(FM) New York, WMAQ(AM)-WKQX(FM) Chicago and WKYS(FM) Washington. Additionally, GE must divest a division that manufactures vidicon tubes.

NBC will operate as a separate subsidiary of GE, and one RCA official said the merger has changed little at the broadcasting operations. It is reliably reported that even KCNC-TV Denver, the GE-owned NBC affiliate, will remain as is, rather than being incorporated within NBC. Currently, the station reports to Paul Van Orden, GE corporate executive vice president.

FCC Mass Media Bureau has supported request of RKO General Inc. and Fidelity Television that commissioners review **settlement agreement under which Group W would acquire RKO's KNX-TV Los Angeles** for \$310 million (BROADCASTING, June 9).

**ABC Television Network** revised last Thursday (June 12) previously announced change in **compensation for Monday Night Football** and playoff games of **Major League Baseball** on weeknights and weekends. Move, which restores one hour of compensation in each football or baseball game, was made in response to protests by affiliates ("Top of the Week," June 9).

As expected, **Heritage Communications** exercised option to **purchase 43.5% of Rollins Communications** from Chairman O. Wayne Rollins and other family members for approximately **\$260 million**. Of 6.4 million shares being purchased by Heritage, 2.2 million were bought for \$41 cash-per-share, with remaining shares being exchanged for debt securities. Des Moines-based Heritage has announced intention to acquire all of remaining Rollins stock, and recently filed registration statement for three offerings, proceeds of which would be used for acquisition. Offerings are for five million in Heritage common stock; \$100 million of senior notes due 1997, and \$100 million in subordinated debentures due 2001. Total cost to Heritage of Rollins acquisition would be roughly \$600 million.

**Nielsen reports cable penetration continues to inch upward**, reaching **47.4%** of all U.S. households in May 1986, 5% increase over May 1985.

**NBC Sports** has extended its exclusive coverage agreement of **Breeders' Cup Day**—seven race, \$10-million, year-end thoroughbred horse racing championship—**through 1989**.

FCC has proposed change in its rules governing **rates for cable pole attachments**. In *Alabama Power Co. v. FCC*, appellate court held that FCC's rules did not result in calculation of maximum just and reasonable rate allowable under law and that commission had not adequately explained its rationale. Commission hopes rulemaking will remedy those concerns. Comments are due July 28; reply comments are due Aug. 12. Supreme Court has agreed to review another appellate decision finding that the pole attachment law upon which rates were based is unconstitutional (BROADCASTING, June 9).

**Legislation was introduced** last week in House to **ban all forms of tobacco promotion** including magazine and newspaper ads, billboards, posters and athletic sponsorships. Bill's author is Repre-



sentative Mike Synar (D-Okla.) who argues that Congress has authority to limit commercial speech when government interest is involved, such as 350,000 cancer deaths caused by tobacco products. Broadcast advertising of cigarettes has been banned since 1971, and this year Congress passed legislation banning broadcast and cable ads of smokeless tobacco products. Under bill, promotion of cigarettes, cigars, pipe tobacco, snuff and chewing tobacco would be prohibited.

□  
**Home Box Office has introduced "discounted annual rates"** of 16.6% for home backyard dish owners who prepay and subscribe to HBO and/or Cinemax, it said last week. HBO is also instituting "incentive program" for home satellite retailers that sell descrambling devices to any backyard dish owner who then buys annual subscription to two services, HBO said.

□  
**Warner Communications** has joined shopping-by-television business by signing **partnership agreement with Cable Value Network**, joint venture of C.O.M.B. and Tele-Communications Inc. Agreement, announced last Wednesday (June 11), would give Warner option to acquire up to 9% of C.O.M.B. (NASDAQ:CMCO) stock, currently held by TCI, in exchange for providing studio and other programing resources to network. Besides Cable Value Network and Home Shopping Network, other concerns that presently have or are considering home shopping business include Financial News Network, Horn & Hardart, and Tempo.

□  
**National Public Radio** will launch three-year, \$8-million, **fund-raising campaign** Wednesday (June 18) **to help support arts and performance programing on public radio**. Campaign, called "Fanfare" and sporting theme, "A New Era for the Arts on Public Radio," will kick off with 300-guest reception to be held at Phillips Collection in Washington. Heading Fanfare is volunteer chairman Lucian Wulsin, who is chairman of Colorado Council on Arts and member of President's Task Force on Arts and Humanities.

□  
Negotiators representing 3,200 **Capcities/ABC** technical and other employes last Thursday reversed earlier rejection of **contract offer** after company made three unspecified, but reportedly minor, modifications in package during off-the-record session in New York. **National Association of Broadcast Employes and Technicians** members, with leadership taking "position of neutrality" on package, will vote on new four-year contract by July 9.

□  
Representative **Ken Kramer**, Republican from Colorado's fifth district, won GOP Senate primary June 7, making him **official chal-**

**New owners.** *United Press International emerged from the federal bankruptcy court's protection last week when Washington Bankruptcy Court Judge George F. Bason approved the purchase of the wire service and a reorganization plan by Mexican publisher and broadcaster Mario Vazquez Rana. UPI, which has been operating for more than a year under Chapter 11 protection, was acquired for \$41 million by New UPI Inc., which is principally owned by Vazquez Rana, with a minority of shares owned by Houston businessman, Joe Russo. The court's approval followed a month-long balloting of UPI's creditors, in which all but five of 130 creditors with claims exceeding \$3,000, approved the purchase and reorganization last week. (Those creditors owed less than \$3,000 are to be reimbursed in full, as are all employes, said David Wickenden, a UPI spokesman.)*  
*Vazquez Rana said in a letter to subscribers June 11 that about \$20 million "will be dedicated to strengthening editorial personnel and to acquiring new communications equipment." He said also that "a very high percentage" of New UPI's board members will "come from the United States," and that he has "no interest or intention of using the news agency to further any personal ambition, to favor any person, any cause, any region or any country."*

**Affiliate suit filed.** *Charles Woods, president of Charles Woods Television Corp., has filed two separate \$109-million suits against Capcities/ABC and Lorimar-Telepictures. The suits stem from the network's decision to withdraw its affiliation from KDEB-TV Springfield, Mo., which Woods bought in 1985, and transfer it to Lorimar-Telepictures's KSPR-TV Springfield, Woods said. Woods, who owns five TV's, three FM's and two AM's (including two other ABC affiliates), said that when he bought KDEB-TV from Midland Television Corp., the network approved transferring the ABC affiliation to him, but called attention to a six-months cancellation clause concerning affiliation. (Telepictures had also applied for the affiliation.)*  
*Woods said that since taking over the station in July 1985, he has spent about \$2 million in improvements to the facilities and that the station's ratings have improved, surpassing KSPR-TV in prime time last February.*  
*Woods said he plans to seek an injunction preventing the October transfer of the affiliation, and to ask the FCC for a hearing whenever an ABC license comes up for renewal.*  
*Neither Capcities/ABC nor Lorimar-Telepictures would comment on the suit.*

□  
**lenger of House Telecommunications Subcommittee Chairman Tim Wirth** (D-Colo.) for Senate seat left vacant by retirement of Senator Gary Hart (D-Colo.). Kramer defeated Colorado businessman, Terry Considine, and state senator, Martha Ezzard.

□  
Representatives Howard Coble (R-N.C.) and Barney Frank (D-Mass.) last week introduced **legislation that would make it offense under U.S. criminal code to disrupt commercial satellite signals**. Penalties currently apply to interference to government satellite communications. Interference to government satellites carries prison term of up to 10 years and fine up to \$250,000. Coble, who announced measure at press conference, was joined by FCC's William Russell, director of office of congressional and public affairs. Russell said FCC asked Coble to offer measure. Communications Act now contains provision prohibiting interference with any satellite communications. Violations carry prison sentences up to year and fines up to \$10,000.

□  
**High-definition TV system will be used by Italian national broadcaster RAI** for \$8.5 million, English-language, feature production. Film, expected to star American actress Kathleen Turner and tentatively titled "Giulia and Giulia," is scheduled for worldwide theater release in 1987. Shooting begins on location in Italy this summer using Japanese-developed 1,125-line, 60 hz technology.

□  
**Bill Livek**, senior VP-sales and marketing, **Birch Radio**, was elevated to company president and chief operating officer last Friday (June 13) replacing **Dick Weinstein**, who resigned. Livek will report to Birch Radio Chairman and CEO Tom Birch. In related move, **Ellen Zimmerman**, VP-advertising and agency sales for Birch, was named senior VP. Livek and Zimmerman are based in company's Englewood Cliffs, N.J., office.

□  
**Kevin O'Brien**, vice president-general manager, **wnyw(TV) New York**, resigned last week "to pursue other interests." He had been with station since April of last year, but had been with co-owned **WTTG(TV) Washington** before that. At time he moved to New York, stations were owned by Metromedia, but were purchased shortly thereafter by Rupert Murdoch. He is succeeded at **wnyw** by **Robert Kunath**, who has been president of Group W Television Sales, New York, since 1981.

□  
**Russell Sanjek**, 70, former vice president, public relations, **Broadcast Music Inc.**, **died** of cancer last Wednesday at his home in Larchmont, N.Y. He had worked for BMI from 1964 to 1980, and had written soon-to-be-published three-volume book, "American Popular Music and Its Business."

# Editorials

## Welcome to Washington

The world's largest National Association of Broadcasters board of directors will take up residence in Washington this week, practicing its French and getting ready to vote *oui* or *non* on major issues of the day. Here's BROADCASTING's morning line:

- On naming a president to head a radio division within NAB. *Oui*, on the ground that radio deserves far higher visibility than it's getting under the current setup and that it would be far better to risk executive overload within the NAB than to have an important segment of the industry again driven off on its own. (The creation of a radio presidency also is in line with BROADCASTING's oft-expressed advocacy of a federation approach to organization of the NAB and other Fifth Estate organizations. It will be said that the time for that idea, too, has not yet come, which means the votes aren't yet there.)
- On merging NAB and the Radio Advertising Bureau. *Non*, on the ground that one consigns only so much capital to the same FDIC. Putting RAB into NAB would make no more sense than assigning the Television Information Office thereto; it would just spread the same bureaucracies thinner. (Now, positioning them alongside each other in a federation... well, that's another editorial.)
- On supporting the public trustee concept. *Oui*, on the ground that, deregulation or no, that concept—long hallowed from within and outside broadcaster ranks—is the best guide into the future (not to mention the best defense). Our only caveat: that great care be taken not to confuse acceptance of the public trustee mantle with abdication of standing under the First Amendment. The public trust is to be measured by the public's tuning in or out, not by standards set by a federal agency.
- On the matter of requiring radio networks to own radio stations before being eligible for board membership. *Non*, on the ground that owned stations do not a network make—and that networks in and of themselves have been and remain prime contributors to the Fifth Estate, and worthy of the designation "broadcasters."
- On the question of going to the French embassy for dinner this Thursday. *Mais oui*, on the ground that denying oneself such a pleasure is to give patriotism a bad name.

This year N Street. Next year the Champs-Elysees.

## Gun shy

J. Peter Grace, the chairman of W.R. Grace & Co., is not a man who takes rejection lightly. Six months ago the television networks refused to air a Grace & Co. commercial deploring the federal deficit. Grace, still seething, has hired Joe Califano and his considerable Washington credentials to do something about the rebuff. Last week, Grace, in person, took his case against the networks to members of the Association of Independent Television Stations.

There must be something more to this dispute than meets an outsider's eye. The commercial, which all three networks have called controversial and which Grace played for managers of independent stations at a Washington meeting, features an elderly man in a witness box in the 2017 being asked by a boy why the older generation let federal deficits reach two trillion dollars by 1986. The setting of the commercial makes it plain that the deficits have led to ruin by 2017. Hard to know why that message would be viewed as controversial unless, as Grace said last week,

someone thinks deficits are good and ought to be higher.

Still, the networks are clearly within their rights to reject the Grace business. As the Supreme Court said in *Democratic National Committee vs. CBS*, the editorial judgment of what to put on or keep off the air belongs to the broadcaster. And Grace is simply wrong when he says, as he did last week, that the "airwaves belong to the public," implying that they are therefore available to anyone's access, like a public park.

The guess here is that the networks' disinclination to accommodate advertising that treats controversial issues of public importance is the result of long conditioning under the fairness doctrine. Hard experience has taught that the proceeds from sale of a one-minute spot can easily be exceeded by the legal expense of defense against a challenge before the FCC.

For Grace's sake and the networks', it must be hoped that things won't come to that.

## Inchworm

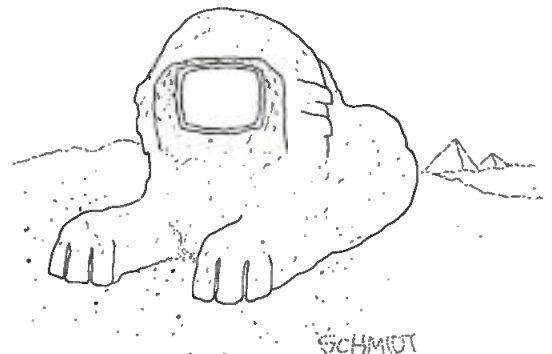
The must-carry issue, which has cried out for movement, got two jolts of it last week. The first came Monday, when the Supreme Court denied cert in the *Quincy* case and raised still higher the target the FCC must hit in drafting a must-carry rule that will pass constitutional muster. The second came Thursday when FCC Chairman Mark Fowler told a congressional subcommittee his agency would report out a must-carry order by Aug. 7. That puts the matter at minus 53 and counting.

What Chairman Fowler didn't promise was that the eventual order would look at all like the industry compromise crafted by the major broadcast and cable trade associations. Or, indeed, that the order wouldn't deny a new must-carry initiative. Given the unanimity of sentiment among his media constituents, and among his congressional overseers, it's hard to imagine that Fowler will elect to stonewall the issue to the end.

Should that happen, the most probable next step will be to seek congressional action, a far harder and chancier proposition. Broadcasters are certain to seek more than they got in the compromise, and cable may well go for less (or none). The result could be no must carry for years, or never.

That's why all parties of good will should unite behind the reasonable proposition now at issue, with an appropriate modification for public broadcasting.

At best, must carry has a long way to go, with court review virtually certain no matter what issues forth. The FCC would perform its own public service to start this ball rolling soonest.



Drawn for BROADCASTING by Jack Schmidt



# WE CAN DESCRIBE OUR NEWS AND SPORTS COVERAGE IN JUST TWO WORDS:

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On May 8th, WOR-TV was honored with the EDWARD R. MURROW BROTHERHOOD AWARD for our news coverage. The awards were for Sara Lee Kessler's news special "AIDS: What We Know" and Chuck Gomez's news series "Could you Survive—Homeless?"

The New York-New Jersey division of UPI's NATIONAL BROADCAST AWARDS recently presented two plaques to this station for our outstanding sports coverage. The best sports story was "Wrestle Mania" and the best videography was from a Mets special, called "The Boys are Back In Town."

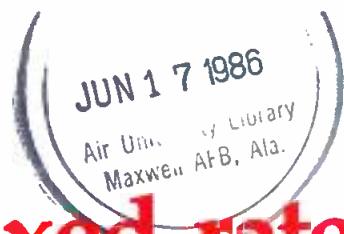
Now this is good news for Channel 9, but it's also good news for our audience. And no words can describe how happy that makes us.

**NEWS 9: PRIME TIME**

WOR-TV

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