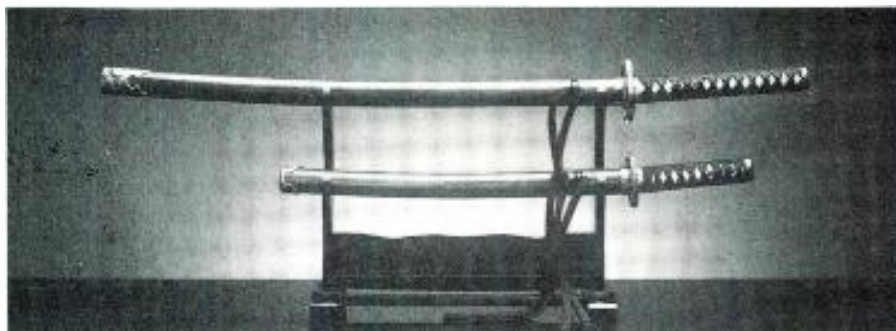


# Broadcasting Jul 14

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# Broadcasting Jul 14

## Daytime horse race Satellites '86 Special Report Mulholland in at TIO

**HORSE RACE** □ Daytime ratings race among ABC, CBS and NBC heats up. **PAGE 31.**

**GOODWILL GAMING** □ Officials at Turner Broadcasting are upbeat on Goodwill Games, although ratings have been lower than expected and company is expected to lose \$15 million. **PAGE 33.**

**NEW HEAD** □ Former NBC executive Robert Mulholland to take over at Television Information Office. **PAGE 35.**

**CBS JOINS THE CROWD** □ CBS announces plans for its Ku-band satellite newsgathering operation. **PAGE 36.**

**FCC PETITION** □ Minority groups, state and local officials ask FCC to delay must-carry decision and to hold en banc hearing. **PAGE 37.**

**BUMP IN ROAD** □ Talks between U.S. and Cuba over Radio Marti break down. **PAGE 38.**

**SKY BIRDS** □ Satellites continue to reshape the communications landscape. Birds are creating greater freedoms for network news operations and giving local stations the ability to expand their coverage, especially through the use of satellite newsgathering trucks. **PAGES 42-49.** A list of the stations who own or are about to purchase satellite news trucks. **PAGE 50.** Program distributors find satellites are the way to go. **PAGE 51.** Private businesses and public relations companies are finding satellite technology an effective means of distribution and communication. **PAGES 54-55.**

Launch failures causing readjustments by satellite companies. **PAGE 57.**

**COMEDY PARADE** □ Comedy vignettes in formats making resurgence on radio. **PAGE 58.**

**GENERAL'S RIDE** □ Chrysler to sponsor two CBS movies, one with George C. Scott reprising role of General Patton. **PAGE 59.**

**FINE PRINT** □ ATC releases details on initial stock offering. **PAGE 61.**

**MIXED RESULTS** □ CBS's second-quarter results reflect soft network economy. **PAGE 63.**

**DRUG TALK** □ 4A's sponsored campaign, NAB PSA's on drug abuse ready to roll. **PAGE 67.**

**SECOND LOOK** □ Appeals court says FCC may have been to hasty to send franchise fee disputes to state courts. **PAGE 68.**

**BLUE NEWS** □ Pornography commission recommends FCC ban "obscene" programming. **PAGE 69.**

**ON TARGET** □ ABC newsman's scoop on Gramm-Rudman decision by Supreme Court proves to be correct. **PAGE 70.**

**RESEARCHER DEVELOPMENT** □ Ellen Hulleberg's solid marketing and research background have brought her to the forefront in the rep business as president of McGavren Guild. **PAGE 87.**

### INDEX TO DEPARTMENTS

Business .....	61	Datebook .....	26	In Brief .....	88	Programming .....	58
Business Briefly .....	18	Editorials .....	90	Journalism .....	70	Riding Gain .....	64
Cablecastings .....	10	Fates & Fortunes .....	83	Law & Regulation .....	68	Stock Index .....	62
Changing Hands .....	66	Fifth Estater .....	87	Monday Memo .....	24	Syndication Marketplace ...	60
Closed Circuit .....	7	For the Record .....	70	Open Mike .....	29		

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**INDEX TO ADVERTISERS:** Allied Broadcast Equipment 14 □ BAF Communications Corp. 48 □ Blackburn & Co., Inc. 66 □ Blair Entertainment 23 □ Blair Television 6 □ Broadcast Electronics, Inc. 27 □ C.B. Distribution Co. 25 □ Centro Corp. 45 □ Classified Ads 74-82 □ Colex Enterprises 19 □ Columbia Pictures Television 12-13 □ Continental Electronics 64 □ Daniels & Associates 70 □ Embassy Telecommunications 8-9 □ Ethereum Scientific Corp. Fourth Cover □ Fidelipac Corp. 22 □ Gabriel Awards 26 □ Group W Newsfeed 3 □ GTE Spacenet 43 □ Houston International Teleport 55 □ The IDB Communications Group, Ltd. 56 □ H.B. La Rue, Media Brokers 69 □ MCA TV 4, 16-17 □ Motor Racing Network 65 □ Music Country Radio Network Third Cover □ National Gateway Telecom, Inc. 40 □ NPR Satellite Services 47 □ Panasonic Broadcast Systems 20-21 □ Professional Cards 73 □ The Research Group Front, Second Cover □ Cecil L. Richards, Inc. 67 □ Robert W. Rounsaville & Associates 68 □ Satellite Systems Engineering, Inc. 54 □ Services Directory 72 □ South Star Communications, Inc. 51 □ Syndicast Services 30 □ Television Videotape Satellite Communications 46 □ USTV 39 □ World Events Productions, Ltd. 11

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## Heat's on

Speculation on how FCC will resolve must-carry issue increasingly suggests presence of more tractable Chairman Mark Fowler than had once seemed likely. Although Fowler clearly finds reimposition of any must-carry rules distasteful, feeling is that pressure from broadcasters, as funneled through members of Congress, may be greater than he thinks sensible to resist. So thinking is that, as he has done on some other issues that became hotly controversial—like network financial interest and syndication rules—Fowler will back off. Observers expect him to accept at least some form of broadcaster-cable operator compromise on must carry, modified to include protection for public broadcasting stations and new commercial stations.

Observers note that Fowler may be especially sensitive to congressional pressure because he is awaiting Senate action on his renomination. They also cite factor they say would make it easier for him to agree to new must-carry rule—possibility that courts would find it, like rule it would replace, unconstitutional.

## Pricey offering

Gaylord Broadcasting Co.'s WTVT(TV) Tampa, Fla., CBS affiliate on channel 13, is reportedly being shopped around, and George Gillett, owner of Nashville-based Gillett Group Inc. which bought WMAR-TV Baltimore and WRLH-TV Richmond, Va., from Times Mirror last week ("Changing Hands," page 66), is prime suitor for station. WTVT staffers told BROADCASTING that station has been spruced up for potential sale and that Gillett visited station last week—report confirmed by general manager, Harry Apel. CBS also is said to be interested in buying station to block Gillett, strong NBC affiliate owner, from switching affiliation. Reported asking price is \$450 million. One staffer said CBS had offered \$400 million, but Gillett upped price to \$425 million.

## Earlier curtains

National Association of Broadcasters convention committee will meet this week to consider staff recommendation that association's March 28-April 1, 1987, annual equipment show open on Saturday, day earlier than usual, and convention itself end with gala closing Tuesday night instead of Wednesday afternoon. Group is also expected to

ratify rate increase for exhibit space. Costs would be raised by \$1 to \$17 per square foot for Dallas Convention Center's upper exhibit level and \$15 for lower level.

## Wold's inside track

For satellite programing distributor looking for new business, plum of fall season is Fox Broadcasting's *Late Show with Joan Rivers*, which is to compete with NBC's *Tonight Show* with Johnny Carson and become cornerstone of Fox's "fourth network." Indications last week were that business would go to Wold Communications. Fox's Scott Sassa wouldn't confirm, but said Fox had narrowed satellite options to Telstar 301 and Westar IV, which Wold uses for its syndicated programing traffic. He said Fox will uplink hour show itself from earth station at its KTTV(TV) Los Angeles.

## Top heavy

Some major-market CBS affiliates may find it hard to swallow one part of soon-to-be-launched network Ku-band satellite newsgathering program NewsNet (see "Top of the Week"). CBS will finance cost-sharing of affiliate Ku-band trucks and dishes with recapture of one minute in late night advertising time. But value of midnight-to-1 a.m. minute, if fully sold over year, could total \$100,000 to \$300,000 to individual affiliate in top 10 market, easily outweighing tab picked up by network over life of five-year plan. Renegotiation of package for largest markets may be required, according to one affiliate familiar with program.

## Load of laughs

Next "year of the sitcom" in syndication may be 1989—when Warner Bros. Television will release 88 episodes of *Growing Pains*. In same year, show will join off-network *Who's the Boss* (Embassy), *Brothers* (Paramount), off Showtime, along with strip version of first-run sitcom *Small Wonder* (20th Century Fox). In 1988, Viacom will bring out *The Cosby Show*, and Columbia will have strip version of weekly first-run *What's Happening Now* ready.

## City squeeze plays

With Cable Communications Policy Act of 1984 limiting cities' ability to wrest services and facilities from cable franchisees through rate-regulation and franchise renewal procedures, some cities

are seeking to regain leverage by making demands when cable operators ask to transfer franchises.

That some cities have found new pressure point was evident during sale of Group W Cable to five MSO's this year. Washington communications attorney Aaron Fleischman, who handled franchise transfers for Group W, said some cities were calling in consultants, demanding all sorts of information and turning once-routine job into process resembling franchise renewal. Group W managed to win necessary approvals, he said, but it required extra work and some concessions.

## Casualties

In tumultuous business environment, reporting layoffs could become regular event. Nonetheless, several hundred people laid off at Group W cable systems following MSO's purchase by cable consortium bear mention. One of those buyers, Comcast Corp., is said to have laid off 15% of roughly 1,500 employees in systems it will inherit.

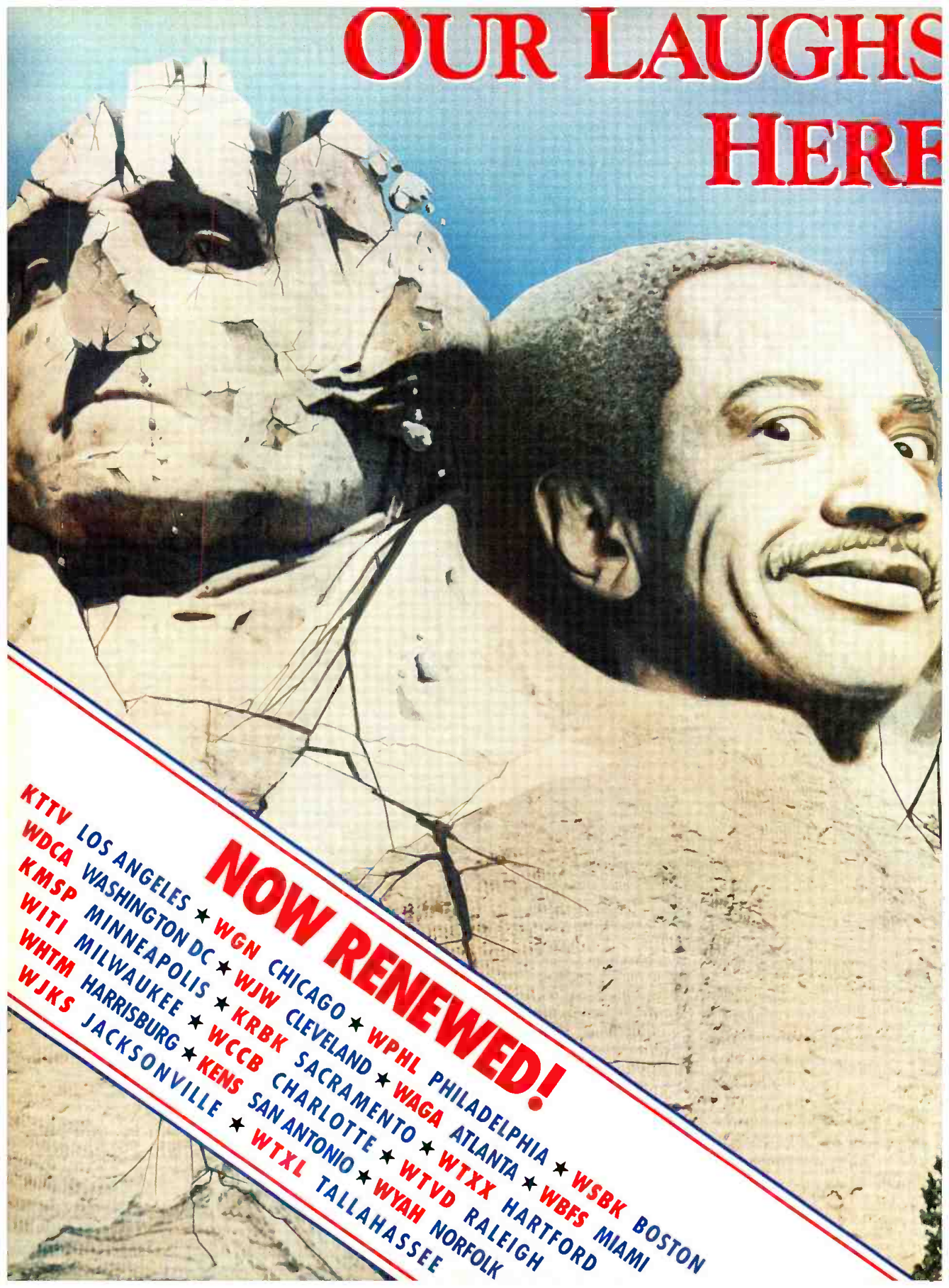
## Morning line

Politicking may start early for District 2 seat (representing New York and New Jersey) on National Association of Broadcasters radio board that will be open in 1988 when term of current director, William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., expires. Martin Beck of Beck-Ross Communications, Rockville Centre, N.Y., former NAB radio chairman, says he is considering running for seat. Also mentioned as candidate was Jerome Gillman of WDST(FM) Woodstock, N.Y., although Gillman says he would defer to Beck if Beck runs. Richard Novik of WKIP(AM) Poughkeepsie, N.Y., has also expressed interest.

## RADAR additions

Statistical Research's RADAR 33, volume 2 report, audience measurement service for network radio due out next week, will rate four of ABC Radio's long-form, weekly programs for first time. Two are ABC Radio programing staples: *American Top 40* and *American Country Countdown*, both produced by ABC/Watermark. Other two, *Rockline* and *Power Cuts*, produced by Global Satellite Network, were added to ABC's lineup last year. Shows will be categorized as ABC Special Programs Network.

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## A second choice

Viewer's Choice, Showtime/The Movie Channel's pay-per-view service, has launched a second satellite service, Viewer's Choice 2, on Hughes Galaxy I, transponder 16. It was created to provide more "viewing options and convenience" for subscribers, Showtime/TMC said. It said about 50% of the Viewer's Choice 2 program schedule will be titles from Viewer's Choice 1. The other half of the schedule will be devoted to new titles not appearing on the other service.

According to Scott Kurnit, executive vice president and general manager of Viewer's Choice, Showtime/The Movie Channel Inc.: "By airing big hits several times a day, Viewer's Choice gives subscribers the flexibility to see popular films at times that best fit their schedules. Our years of research in this field show that the extended exposure of blockbusters via Viewer's Choice 2 will generate higher consumer buy-rates than premiere showings of less popular titles. Additionally, for systems with only one pay-per-channel, the greatest revenues and subscriber satisfaction are generated by showing fewer and better titles."

Viewer's Choice 2 is now available on cable systems serving 450,000 addressable households. Viewer's Choice 1 has 1.3 million addressable subscribers, Showtime/TMC said.

## CFA-ESPN deal

ESPN and the College Football Association have reached a new agreement under which the network will televise CFA games—its highest-rated series in 1984—on a national cable-exclusive basis live in prime time through 1990, ESPN said. The network will televise 16 CFA games, primarily on Saturday evenings, each season from 1987 through 1990. According to Steven M. Bornstein, ESPN senior vice president, programming and production, "Our CFA telecasts have been instrumental in establishing ESPN as a leader in television sports. That alone underscores the significance of this agreement."

Members participating in the CFA television plan are the Big Eight, Southeastern, Southwest and Western Athletic conferences, as well as Notre Dame, Penn State, Pittsburgh, Florida State, South Carolina, Syracuse, Boston College, West Virginia, Virginia Tech, Louisville, Rutgers, East Carolina, Southern Mississippi, Tulane, Memphis State and Cincinnati. The 1986 CFA season on ESPN will begin Saturday, Aug. 30, with Miami v. South Carolina.

## VH signing

MTV has signed Rona Elliot as its on-air "People News" anchor for VH-1/Video Hits One. She will act as VH-1's entertainment

correspondent, responsible for writing and reporting hourly, two-minute "People News" updates, as well as hosting several live events, MTV said. Prior to joining MTV, Elliot was host and music reporter for "The Rock Report," a daily feature on NBC Radio Entertainment/The Source Network. She will continue as music correspondent for NBC's *Today* show, while contributing to VH-1, MTV said.

## Nielsen numbers

According to the Nielsen metered tracking facility rating averages for the second quarter of 1986, MTV, the Cable News Network and USA Network averaged a 0.7 on a 24-hour basis. (USA, however, questioned Nielsen's figure, saying it was 0.8.) CBN and ESPN both averaged a 0.6 rating for the second quarter 1986, while CNN's Headline averaged a 0.5 and Lifetime a 0.3. (Tracking figures represent a preliminary version of the numbers that will appear in Nielsen's Cable Activity Report, scheduled for release in August, said Nancy Trapp, marketing executive for Nielsen's Home Video Index. Because they "round off already rounded numbers," they "tend to be a less exact rating" than Nielsen publishes in its report, Trapp said.)

According to Nielsen's CAR 1985, during the second quarter last year, MTV, CBN and USA showed an average 0.8; CNN and ESPN averaged 0.7; CNN Headline averaged a 0.4 and Lifetime below 0.3 (the minimal reporting standard).

MTV is continuing to investigate "the sample problem" with Nielsen (BROADCASTING, Jan. 13, April 21), which MTV thinks "still exists," an MTV spokesman said. He added that the network is "working with Nielsen to try and correct it."

David Bender, vice president of research for USA, said USA continues to have questions about Nielsen's sample and methods and is "still investigating in a diagnostic way the causes and scope of the problem." USA expects to receive the results of Nielsen's studies on the problem July 24, he said.

## Quizzing children

Nickelodeon has developed and produced its first game show, *Double Dare*, which is scheduled to debut next October. The program pairs two competing teams of children in a quiz. At "selected intervals" during the show, a team can opt to win extra points by successfully performing "outrageous stunts" such as "stomping on oatmeal-filled balloons with their legs tied together," or it can dare the opposing team to try the same stunt, Nickelodeon said. Questions range from: "What were automobile tires made from before rubber?" to: "How many toothpicks are manufactured yearly in the state of Maine?" When the questions and stunts are finished, the winning team begins an obsta-

cle course, involving such feats as "scaling high fences, climbing up a chocolate slide and wading through a sea of styrofoam chips."

For every obstacle successfully overcome, the team wins a prize. If a team finishes the entire course within a limited time, it wins a special grand prize. Debby Beece, vice president of programming for Nickelodeon and Nick at Nite said that the program "reflects the spontaneity and imagination unique to a kid's point of view."

Also beginning next October, the programming service will air *Spartakus and the Sun Beneath the Sea*, a half-hour, 52-part French animated adventure series. *Spartakus* is an "interterrestrial adventure," said Linda Kahn, vice president of acquisitions for Nickelodeon and Nick at Nite. It combines "fantasy, science, history, humor and suspense," she said, adding that it is about a "technologically advanced society [that] is on the brink of disaster because its sun is dying. The amazing cast of characters ranges from two spunky earthlings to punk pirates," she said.

## Exclusive respect

On Friday, July 18, pop singer Aretha Franklin will appear in what Showtime/The Movie Channel says is her "debut television music special." Called *Aretha!*, it was taped last May at Detroit's Music Hall for the Performing Arts. The one-hour special will air exclusively on Showtime at 10 p.m. The executive producer of *Aretha!* is Paul Hertzberg.

## HBO retribution

A motel owner in Gallup, N.M., has settled a theft of service suit with a number of cable companies by agreeing to pay "substantial damages" to Home Box Office Inc., ESPN, United Cable Television Corp., and Wentronics Inc., HBO said last week. The agreement also calls for the owner to enter into subscription agreements with United Cable Television for basic cable services and HBO, the pay service said last week. The in-court settlement was filed by HBO, ESPN, UCT and Wentronics against Jim Rashid, the owner of the Thunderbird Lodge in Gallup. Rashid has also consented to "enter a judgment enjoining unauthorized reception of satellite programming," HBO said.

"We are pleased that this lawsuit was settled amicably and that Jim Rashid has entered into business relationships with HBO and the other plaintiffs," said Harold Akselrad, HBO vice president and chief counsel, litigation. "Satellite communications must be protected against piracy, and to that end, we have scrambled our satellite transmissions. We do intend, however, to prosecute pirates aggressively wherever we find them."

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## More controversy over public broadcasting and must carry

The debate over whether public broadcasting should receive preferential treatment in any new must-carry rules adopted by the FCC resurfaced last week. A letter to FCC Chairman Mark Fowler from National Cable Television Association President James P. Mooney challenged public broadcasting's position that it deserves "special treatment" in any must-carry agreement because of the 'important and unique' role it plays. Mooney's letter drew fire from Corporation for Public Broadcasting President Martin Rubenstein, who also wrote Fowler.

"It is not NCTA's purpose to denigrate the importance of public broadcasting," Mooney wrote. "We fully recognize that public broadcasting plays an important role in adding to television diversity," he said, adding that for "quite a few years public broadcasting could legitimately claim to be unique for its mix of cultural, educational, arts and children's programming." However, the NCTA president questioned whether public broadcasting today "is unique as an outlet for such programming, and [we] strongly dissent from the position that all public broadcasting stations should again be accorded an absolute preference over all cable programming services in seeking cable carriage."

Mooney cited numerous cable programming networks that offer educational, arts and children's programming. For example, he said, Arts & Entertainment, a basic cable service, features "a wide variety of 'PBS-like' programming, including documentaries,

full-length operas, ballets, Broadway plays, premiere BBC productions and innovative noncommercial films (films from the American Film Institute's Center for Advanced Film Studies). In addition, Arts & Entertainment recently introduced *A&E Voice*, a project that invites local arts, science and educational groups to present video profiles of important events and resources."

In educational programming, he pointed to the Learning Channel, which features a "full program day of instructional programs on topics ranging from science to cooking." He cited Nickelodeon and The Disney Channel as examples of "high quality" children's programming on cable. "These services, along with programs such as Showtime's *Faerie Tale Theatre*," HBO's *Fraggle Rock*, and USA Network's *Calliope* have been endorsed and lauded by the National PTA, the National Educational Association and Action for Children's Television."

Mooney noted that "if the government's policy is to encourage the full development of the television medium as a positive social force, that goal will not be served by granting a blanket preference to public broadcasting (versus cable) as a distribution medium for cultural, educational, arts and children's programming."

Rubenstein, in responding to Mooney, charged that cable's letter was "fatuous for a number of reasons." The CPB chief said Mooney's letter indicates that cable "believes public television service is directly competitive with its programming, and it has little incentive, absent a must-carry rule, to offer such service."

Rubenstein argued that public television

is "unique" because it is locally owned and supported by local funds. Other differences include its noncommercial status and the fact that it is available to everyone "without charge, not just to those fortunate enough to live in a wired area and able to afford to subscribe," he said. "When Mr. Mooney can describe a cable system that is locally owned, funded and programed, that is wired without a subscriber fee into every home in the community, that offers all of its 'PBS-like' programming for free, and that offers only noncommercial programming, he will be in a position to begin comparing cable service in that community to public television," Rubenstein wrote. "We seem to have struck a nerve," Mooney said in response to the CPB letter. As for the argument that cable is threatened by public broadcasting, the NCTA president replied: "I don't want to get into that because such a debate would naturally lead to the question of whether the federal government should continue to fund PBS in the face of private sector competition and we're not inclined to make that kind of attack on PBS at this point. I am trying to keep this civil."

Peter Fannon, president of the National Association of Public Television Stations, also disagreed with the NCTA letter.

### Veteran aid

The National Captioning Institute announced that veterans who have a "profound" hearing loss that is service related are eligible to obtain a free TeleCaption II decoder the device connects to any TV set and provides captions to more than 130 program hours per week on commercial, public and cable television. NCI, which "spearheaded" the technical design and manufacturing of the decoder, said the nationwide program to make the decoders accessible to veterans was generated by the Veterans Health Care Act. More information is available by calling (800) 242-5867.

### Horse sense

The Nashville Network will debut a monthly series about the American quarter horse, called *America's Horse*, beginning Sept. 15. Each one-hour program will air on the third Monday of each month at 9:30 p.m. NYT and will be produced by the American Quarter Horse Association. "The Nashville Network is the perfect place for the first television series devoted to American quarter horses," according to David Hall, vice president and general manager of TNN. He said that AQHA research indicates that "37% of quarter horse owners list country music as the type of music they prefer."

### Olympic Festival action

ESPN has sold about 90% of its ad time for its 10-day coverage of the U.S. Olympic Festival '86, to be held in Houston later this year, said an ESPN spokesman, who declined to give the average cost of the spots. Advertisers during ESPN's 37 hours of live coverage include Coca-Cola USA/Coca-Cola Foods, McDonald's, Miller High Life, Exxon, Anheuser-Busch and Champion spark plugs. The Olympic Festival, which is held every nonOlympic year, will include competition in 34 sports from the programs of the summer and winter Olympics and the Pan American games.

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# Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:

- July 28  **Radio: State of the Art.** From rock to revival, a thorough study of the current state of the aural medium. Networks and syndicators. Formats and personalities. Dollars and cents.
- Aug. 4  **Football.** BROADCASTING tallies up the score on professional football rights' contracts for the NFL's 28 teams.
- Aug. 25  **RTNDA.** A preview of the Radio-Television News Directors Association convention, in Salt Lake City, including the agenda and a complete list of exhibitors.
- Sept. 1  **Local TV and Cable Journalism.** Our annual review of how television stations and cable systems covered the top stories of the year.
- Sept. 8  **The Radio Convention.** On the eve of radio's largest gathering, a preview of the programming and management issues confronting the industry.
- Sept. 22  **World of TV Programing.** From the *A-Team* to the *Twilight Zone*, a status report on network, syndicated and cable programing.
- Oct. 27  **Broadcast Technology: State of the Art.** A comprehensive look at the technological trends and developments of the past year.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

## You Belong in Broadcasting Every Week

*\* Publication dates are subject to change, depending on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

# ONE BIG HIT DES



**SET FOR A  
THIRD BIG YEAR!  
Now Cleared in  
93% of the U.S.**

**PUTTIN'  
ON THE HITS**





# RVES ANOTHER...



**A FIRM GO  
FOR FALL 1986!  
Already cleared in  
70% of the U.S.**

Based on one of syndication's most successful first run programs, **Puttin' On The Kids** is a new, weekly, half-hour series that features youngsters between **5 and 13 years of age**, lip-synching and performing some of today's hottest songs.

It's perfect programming for the weekend kids block.

## **PUTTIN' ON THE KIDS**

Chris Bearde Productions in association with the dick clark company, inc.  
Advertiser-Supported programming from

# **MCA TV**



**Station clearances:** (212) 605-2786  
**Advertiser sales:** (212) 605-2720/(312) 337-1100

## TV ONLY

### Pennsylvania Department of Tourism

□ Five-week flight is set to start this week in 13 markets, including Cleveland; Harrisburg, Pa., and Syracuse, N.Y. Commercials will be presented in daytime, early news and prime time. Target: adults, 25-54. Agency: Ketchum Advertising, Pittsburgh.

### Charles Cates & Son

□ Pickle products will be spotlighted in four-week flight scheduled to begin this week in eight markets, including Raleigh, N.C., and Knoxville, Tenn. Commercials will be presented in all time segments. Target: women, 25-54; children, six to 12. Agency: Leslie Advertising, Greenville, S.C.

### Seligam & Latz

□ Retail co-op campaign for Goldwater department store's Adrien Arpel beauty centers breaks this week. One-week campaign will air in two markets, including Las Vegas. Spots will air in mixed dayparts. Target: women, 25-54. Agency: RDA Timebuying, New York.

**Scott Paper** □ "Race for Cash" towel offer will be promoted in nine-week flight beginning this week. Ads will run in the top 50 markets during day, fringe, prime and spot dayparts. Target: women, 25-54. Agency: J. Walter Thompson, Atlanta.

**Union Carbide** □ Campaign for Glad trash bags breaks this week. Spots will air in approximately 50 markets for varying flights of up to nine weeks. Target: women, 25-54. Agency: Leo Burnett Co., Chicago.

**Florida Power & Light Co.** □ Two-week flight is set to kick off in early September in seven Florida markets, including Orlando and Daytona Beach. Commercials will be placed in daytime, fringe and sports segments. Target: adults, 25-54. Agency: Hume-Sindelar Advertising, Miami.

## RADIO ONLY

**Ground Round Restaurants** □ Advertiser begins four-week promotional

campaign this week. Spots will air in 16 markets, including Philadelphia, Pittsburgh, Milwaukee, Minneapolis-St. Paul, Cincinnati and Rochester, Syracuse and Albany-Schenectady-Troy, all New York. Spots air in all dayparts, primarily Tuesday through Friday. Target: women, 25-54. Agency: Harold Cabot & Co., Boston.

**Timberland Shoe Co.** □ Manufacturer will kick off five-week flight in eight markets in mid-August. Commercials will be used in drive times and weekend periods. Target: men, 18-49. Agency: D'Arcy Masius Benton & Bowles, New York.

**Hip Pocket Stores** □ Four-week flight is scheduled to be launched in early August in five markets in Virginia. Commercials will be carried in all dayparts. Target: adults, 12-34. Agency: Evergreen Media, Edmonds, Wash.

**Egghead Discount Software** □ Campaign for computer programing will be carried for one week in Los Angeles, starting in mid-July and for one week in San Francisco, beginning in mid-August. Commercials will be slotted in all dayparts. Target: men, 25-54. Agency: Evergreen Media, Edmonds, Wash.

**Lee Oil Filters** □ Three-week flight is planned in 10 Midwestern markets beginning in late May. Drive times will be used for commercial messages. Target: men, 18-49. Agency: Keller-Crescent Co., Evansville, Ind.

**Kinney Corp.** □ Foot Locker shoes will be promoted in back-to-school campaign to begin in mid-August for about three weeks in 30 markets. Commercials will be placed in drive periods during weekdays and in all dayparts on weekends. Target: adults, 18-49. Agency: Sawdon & Bess, New York.

## RADIO & TV

**Amoco Oil Co.** □ Advertiser begins 16-

## RepReport

WRIF(FM) Detroit: To McGavren Guild from Blair.

□

WATD-AM-FM Brockton, Mass.: To Smithers Spot Radio (regional rep).

□

WKFD(AM) Wickford, R.I.: To Queen Co. (regional rep).

## July 28

### State of the Art: Radio

### A Broadcasting Special Report



If you sell or service the billion-dollar radio business, you belong in BROADCASTING's July 28 issue.

Advertising deadline, July 21

# PERFECT PARTNERS!

## What a pair!

Crusty ex-judge.  
Hot-shot ex-car-thief.  
With a passion for  
collaring criminals.  
A talent for wise-guy wit.  
And a winning  
chemistry all their own.  
It's a unique  
action series that's  
built to last.  
Because it's built on  
the rivalry, the humor,  
and the mutual respect  
of two dynamite guys.

## The verdict is in:

- A long-running network hit.
- Proven appeal to Young Adults.
- Excellent male demographics.
- Phenomenal success in repeats.
- Maximum scheduling flexibility.
- Ideal counterprogramming to sitcoms and game shows.
- A powerful audience-builder without big, inflated license fees.

## 67 hours

Available '87-'88  
on an advertiser-  
supported basis, and  
subsequent cash-plus basis

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ENTERPRISES

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*Check out  
the evidence.  
Call your Colex  
rep now.*



**HARDCASTLE  
AND  
MCCORMICK**

Produced by the hit-makers at Stephen J. Cannell Productions.  
Starring Brian Keith and Daniel Hugh Kelly

**This September,  
Panasonic® will deliver  
the 1/2" format that's  
every inch a broadcast  
quality system.**

**MII**

Panasonic introduces the M-II format. It's the first metal particle cassette-based system with features that allow single-format broadcasting from field pickup right through editing and on-air broadcast.

**One format, one system.** M-II single-format capabilities eliminate the time, cost and performance degradation of format conversion. So the same compact 1/2" cassette that's used in the field can be loaded right into the studio recorder or cart machine.

**Advanced component analog design.** With the introduction of M-II, the broadcast industry finally has a component format that will set a design standard throughout the world.

**1" picture quality on 1/2" cassettes.** By using separate heads, independent recording tracks and metal particle tape, M-II's performance rivals that of the 1" C Format even through multiple generations.

**Four-channel audio.** Delivered with provisions for stereo as well as high-fidelity audio.

**90-minute recording and playback.** M-II's cassette provides up to 90 minutes of operation. Compare that to the conventional 20-minute cassette, and you'll find yourself shooting four times longer before having to stop to reload. And M-II plays back four times longer in the original format.

**Full editing capabilities.** Whether it's video and audio editing, audio split editing, automatic pre-roll or speed trimming for matched frame edits, M-II is the one for all.

**System interfacing.** Standard edit control interface and video signal format combine to enable ready connection with virtually all systems in use today.

**Ideal for automation.** M-II can be used in cart machines and program delays for automated down link recording.

**Panasonic reliability.** Recognized as a leader in professional electronics, Panasonic performance and dependability are at the heart of the M-II system.

**Built-in economy.** No expensive format conversions or extra space required for extra equipment makes M-II an investment that will pay for itself.

**To discover the 1/2" format that's about to turn all others into recorded history, call 1-201-348-7671. Or write: Panasonic Broadcast Systems, One Panasonic Way, Secaucus, NJ 07094.**

## Panasonic Broadcast Systems



week campaign for gasoline this week. Spots will air in nine spot TV and radio markets, including St. Louis and

Washington, in mixed dayparts. Target: black adults, 25-54. Agency: Vince Cullers Advertising, Chicago.

## AdVantage

**Juicy suit.** Coca-Cola Co. has sued Procter & Gamble charging that advertising for its Citrus Hill Select orange juice contains false and misleading claims. Coca-Cola, which produces Minute Maid orange juice, says Citrus Hill Select asserts juice is made from "heart" of orange, but Coca-Cola insists juice is made in same way as other juices, using whole of orange except skin. Spokesman for Coca-Cola said advertising at issue refers to television commercials which have been used by P&G for more than one year. P&G contends all of its claims are "true and completely supportable." Coca-Cola has asked U.S. District Court in Cincinnati to forbid P&G to make cited claims in its commercials and to produce other commercials with same advertising theme.

**Number seven.** AGB said last week that Scali, McCabe Sloves became seventh agency to sign up for its national people meter television audience measurement service, scheduled to commence operation in September 1987. Others include N W Ayer, Ted Bates, BBDO, DMB&B, Grey and Young & Rubicam.

**In operation.** A.C. Nielsen said its "Audience Analyst" software program is now operational. Service is designed for use with personal computers, allowing users to analyze ratings for programing and sales strategies.

**Global alliance.** Infomarketing Media Sales has been formed to supply U.S. advertising sales representation for international media, including stations and networks, cable interests, program syndicators and home video distributors. Initial clients are Chum Group, Canada; CITY-TV Toronto; MuchMusic Network, Canada; CKVR-TV Barre, Ont.; ATV Network, Canadian Maritimes and Quatre Saisons, Montreal. Principals in Infomarketing Media Sales are Martin Antonelli, president of Antonelli Media Training Center and formerly with Telerep, and Jack Myers, who was director of marketing for CBS Television until forming his own consulting business in 1981. Company is located at 20 W. 20th Street, New York. Telephone is (212) 206-8063.

Fidelipac introduces

# 6.9% Fixed rate lease purchase plan

Lease a **\$10,000 package** of Dynamax cartridge machines below the prime rate for up to five years for as little as **\$195 per MONTH.**

Purchase upon lease maturity for 10%.

Call toll free for information: 800—HOT TAPE.



**DYNAMAX**  
BROADCAST PRODUCTS BY FIDELIPAC®

Fidelipac Corporation □ P.O. Box 808 □ Moorestown, NJ 08057 □ U.S.A.  
609-235-3900 □ TELEX: 710-897-0254 □ Toll Free 800—HOT TAPE  
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Donald V. West, vice president  
David N. Whitcombe, vice president  
Jerome H. Heckman, secretary  
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## The Fifth Estate Broadcasting

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

Lawrence B. Taishoff, publisher.

### Editorial

Donald V. West, managing editor  
Leonard Zeidenberg, chief correspondent  
Mark K. Miller, senior news editor  
Kira Greene, assistant to the managing editor  
Harry Jessell, associate editor  
Doug Halonen, Matt Stump, Kim McAvoy,  
John Eggerton, assistant editors.  
A. Adam Glenn (technology).  
Scott Fitzpatrick, Jeanne Omohundro,  
staff writers.  
Anthony Sanders, systems manager  
Randall M. Sukow, research assistant  
Todd F. Bowie, Cheryl L. Miller, production.

Senior Editorial Consultant  
Edwin H. James (Washington)

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### Broadcasting □ Cablecasting

Yearbook  
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### Advertising

Washington  
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### Circulation

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Sandra Jenkins, Debra De Zarn,  
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### Production

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Patricia A. Vance, director.

### Bureaus

New York: 630 Third Avenue, 10017  
Phone: 212-599-2830  
Stephen McClellan, associate editor  
Vincent M. Ditingo, senior editor, radio.  
Geoff Foisie, assistant editor.  
Susan Dillon, Scott Barrett, staff writers.  
June Butler, Karen Maynard,  
advertising assistants.

Hollywood: 1680 North Vine Street, 90028  
Phone: 213-463-3148  
Tim Thometz, Western sales manager.  
Sandra Klausner, editorial-advertising assistant.

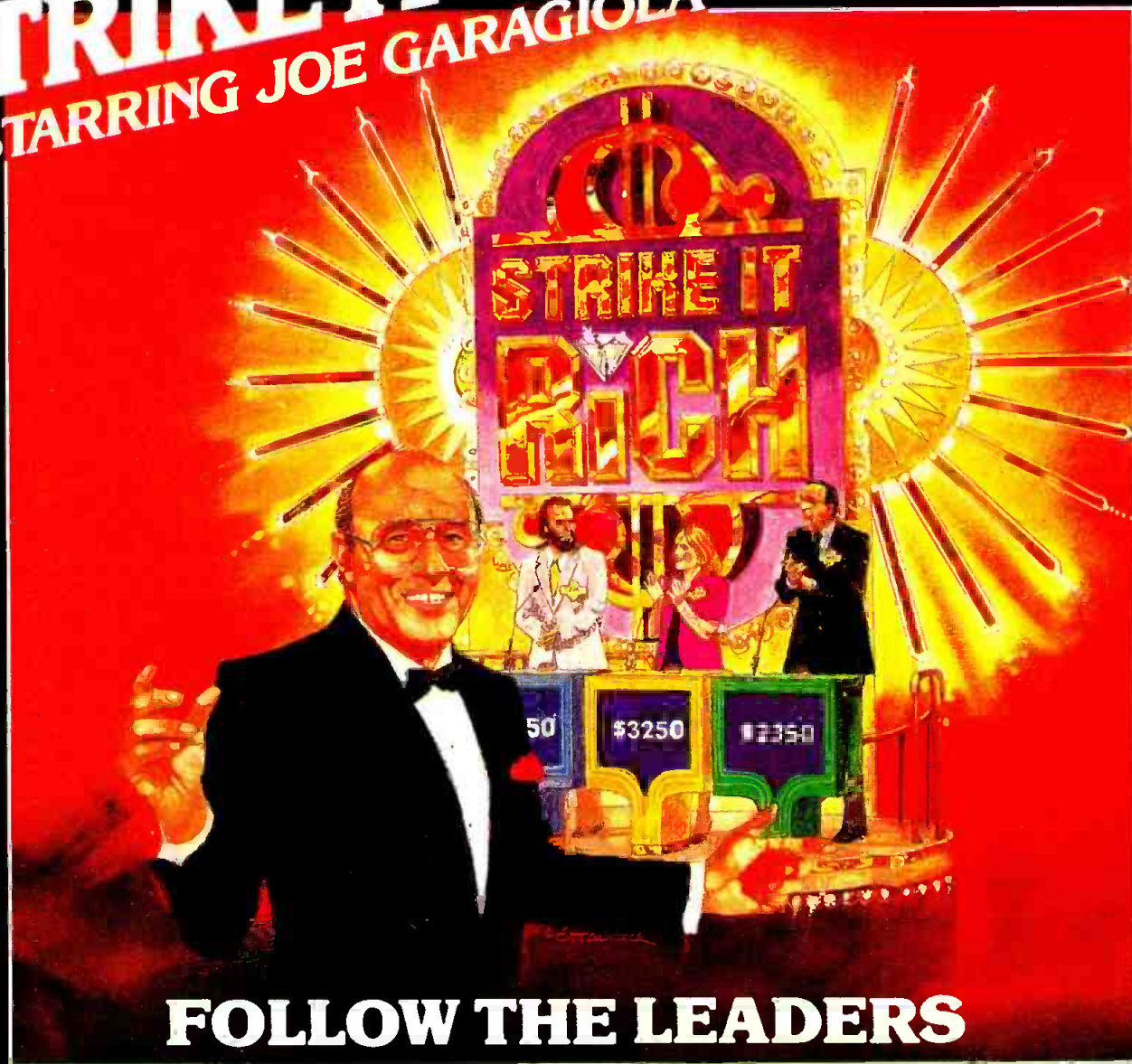
### International Advertising Representatives

Continental Europe: Lucassen International, John J. Lucassen, Kamerlingh Onnesdijk 67, 1171 AC Badhoevedorp/Amsterdam, Netherlands. Phone: 31(2968)6226  
Telex: 18406 harke nl. ■ United Kingdom: John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone: 01-930 0525. Telex: 895 2387 answer g ashcraft. ■ Japan: Masayuki Hanhari, Yukari Media Inc., 53-3-1 chome, Tsurukawa, Machida City, Tokyo 194 01 Japan. Phone: (0427) 35-3531.

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

# STRIKE IT RICH

STARRING JOE GARAGIOLA



## FOLLOW THE LEADERS

Already sold in 60% of U.S. including stations from these major broadcast groups:

CBS O&O'S  
COX  
GAYLORD

HEARST  
KNIGHT-RIDDER  
McGRAW-HILL

PULITZER  
RKO  
SCRIPPS HOWARD

TAFT  
VIACOM

"Strike It Rich" is quickly becoming one of the hottest new game shows, already sold in television's toughest markets.

Only "Strike It Rich" combines luck, skill and sheer excitement with the kind of fast-paced action, big budget look and big money prizes audiences love. So now's the time to add "Strike It Rich" to your line-up. It's only a matter of time until it becomes a 100% guaranteed smash!

Created and produced by Richard S. Kline in association with Blair Entertainment.



### BLAIR ENTERTAINMENT

1290 Avenue of the Americas • New York, NY 10104 • (212) 603-5990

NOW IN  
PRODUCTION  
FOR FALL  
PREMIERE

A satellite scrambling commentary from Benjamin Griffin, Pierson, Ball & Dowd, Washington

## Satellite scrambling: getting down to business

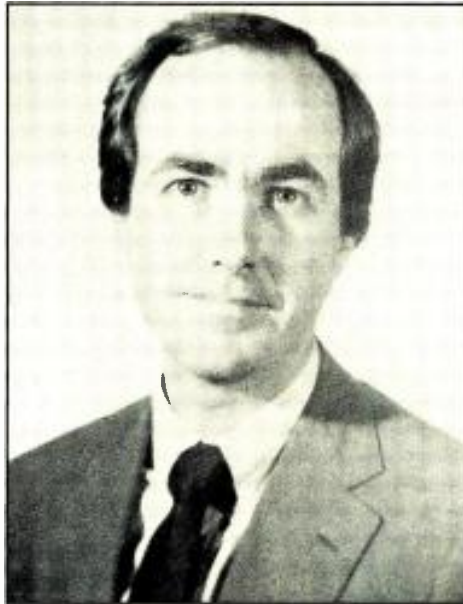
It is not often that an issue that deposits itself on the doorstep of Congress elicits tremendous interest and emotional response from a truly broad segment of the American business community and the public. We are witnessing one of those rare occasions now. The issue is the scrambling of satellite signals—particularly those that carry video programming to television stations and cable television systems throughout the country.

Typically, when rhetoric and emotion reach a high pitch in Washington, the regulators and the legislators have a difficult time exercising restraint. There must be a national problem, they reason. Why else would office mail on the subject be so heavy and telephone lines so busy? And if there is a national problem that is generating such an outcry, is not federal legislation or regulation the only solution to correct the imbalances that somehow have occurred in our economic and legal systems?

These classic responses are in evidence today in the debate over satellite scrambling. At least five bills have been introduced on the subject, ranging from proposals to impose a moratorium on encryption by video programmers to the establishment of a regulatory mechanism to control the prices which video programmers can charge for the reception of their product by backyard television receive-only (TVRO) dish owners. One extraordinarily lengthy congressional hearing on scrambling was held before the House Telecommunications Subcommittee on March 6, another was held in June and a third is scheduled by the Senate later this month. The Department of Justice has served civil investigative demands on many of the major participants in the controversy. And across the country, executives representing major cable and broadcast programmers, cable system operators, satellite dish manufacturers and retailers, developers of encryption technology and TVRO owners are speaking out.

While the natural tendency amid this anguish and turmoil is to legislate, it is the writer's opinion that such action now is unwarranted and would be counterproductive. There is, instead, to use a tired cliché, a "marketplace solution" to this perceived dilemma that will manifest itself in due course, once the warring factions lay down their arms and concentrate, as business people should, on serving a demonstrated consumer need in an efficient manner.

During the scrambling controversy, the focus of the debate has narrowed progressively. We are well past the point where anyone argues seriously that backyard dish own-



Benjamin J. Griffin is a partner in the Washington law firm, Pierson, Ball & Dowd. He has been with the firm for the last 10 years and represents a variety of communications clients, including Time Inc. and its HBO.

ers are entitled to receive subscription video services for free. Neither is there much dispute over the desirability of providing access to subscription video programming to individual homeowners, particularly those in rural areas. Finally, although some vocal interests continue to urge federal oversight of the rates charged TVRO owners by satellite programmers, there seems to be little enthusiasm for rolling back the clock and embarking on a new program of economic regulation of business practices.

As these issues have been debated and discarded, we are left with what always has been at the center of the controversy—and that is the question of which entities are going to participate in the satellite-to-home program distribution business and how. With respect to this issue, a few things are clear. First, if satellite-to-home service becomes a viable business, the consumer electronics industry, especially the manufacturers and retailers of TVRO and encryption hardware, will benefit. This is not a guarantee that every manufacturer and every retailer will get rich, a result that hardly should be the goal of the marketplace or federal policy. Nevertheless, opportunities will be created, and the innovative hardware manufacturers and distributors will reap the rewards of those opportunities.

Second, satellite programmers will benefit as they gain additional subscribers for their services.

Third, cable television operators will dis-

cover that the technology, far from being a threat to their business, provides the means to deliver program services to areas that heretofore were unavailable through traditional coaxial plant.

No doubt the most vocal opponents of satellite scrambling will read the analysis up to this point and then ask, "But what about the role of the independent third-party distributors who desire to retail satellite delivered programming to the public? Have they not been excluded from participation by the programmers and cable operators?" The simple answer is no, and in fact, the evidence suggests that third-party distributors, if they have the experience, commitment and financial wherewithal to successfully market video services to consumers, will have an opportunity to try.

We should not expect that every company or individual with an idea and a dollar in hand will strike a retail marketing deal with the major programmers. The programmers that have invested in direct-to-home service and have the most at stake in its success naturally will seek retailers who can demonstrate experience and staying power. That is why the programmers naturally turned first to the cable operators and it is why third-party distributors should display similar qualifications. One need only recall the fate of United Satellite Communications Inc. to realize that direct-to-home service is a difficult and risky business. Surely, those who have taken the risk should have the ability to maximize their chances of success by selecting the most qualified retailers they can find.

All of this points to one conclusion: The hysteria over satellite scrambling is belied by the facts. The only real issue is the distribution system and who participates, and there is no evidence that the marketplace is not working to resolve this dispute. In fact, there are significant indications to the contrary. The advent of scrambling and direct-to-home service is less than six months old. Already there are various packages being assembled, and retail price competition exists. Discussions between programmers and third-party distributors are likely to prove fruitful. If not, the situation can be revisited. But at least for now, the regulators and legislators should stay their hands and permit this new and exciting business to be developed without government intervention that could preordain the ultimate structure and the success or failure of the enterprise.

It is only a matter of time before the manufacturers, the hardware dealers, the programmers, the cable operators and the would-be third-party distributors will realize that significant opportunities await them all. Once this occurs, the squabbling will stop, and the business people will get down to business. ■





## ***TOPS THEM ALL.***

Recently, WTIC-TV Hartford commissioned an independent research firm to take an initial reading on several syndicated series they had just purchased. Sample viewers were asked to rate all of these fine shows on a scale from 1 to 5 (5 being the highest.)

Compared to all six sitcoms surveyed, "CAROL BURNETT and FRIENDS" scored highest, both in "overall rating" and as "likely to watch."

In its summary of the study, the research firm described "CAROL BURNETT and FRIENDS" as:

*"...clearly the highest-rated and the most likely to be watched."\**

	Rating	
	Overall	Likely to Watch
<b>Carol Burnett and Friends</b>	<b>4.09</b>	<b>3.85</b>
Eight is Enough	3.18	2.70
Throb	3.03	2.97
Gidget	2.94	2.72
Facts of Life	2.79	2.27
One Big Family	2.68	2.53
Hangin' In	2.32	2.03

## **CAROL BURNETT and FRIENDS**

### **The Proven Winner**

For Information: **JOANNE LEIGHTON** Director of Sales  
C.B. Distribution Company 141 El Camino Drive, Beverly Hills, California 90212

**Phone (213) 275-6114**

# Datebook

**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. 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. 22-25**—National Black Media Coalition annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

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

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

**Oct. 28-30**—Atlantic Cable Show. Atlantic City

## Major Meetings

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, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

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

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

**March 28-April 1, 1987**—National Association of Broadcasters 65th annual convention. Dallas Con-

vention 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.

■ **May 17-20, 1987**—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.

■ **June 6-9, 1987**—American Advertising Federation annual convention. Buena Vista Palace hotel, Orlando, Fla.

**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.

## This week

**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**—Southern California Cable Association seminar, "The Marketing Equation: Perfecting the Formula." Culver City Pacifica hotel, Culver City, Calif.

■ Indicates new entry

**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 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, Altou, Okla.

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

## Also in July

**July 20-24**—National Federation of Community Broadcasters public radio training conference, "Reaching New Heights, Training for Excellence in Public Radio," 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 21-23**—Program on cellular radio, offered by University of Wisconsin-Madison, College of Engineering. UW, Madison, Wis. Information: (608) 262-1299.

**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**—National Association of Broadcasters international business opportunities tutorial. NAB headquarters, Washington. Information: (202) 429-5380.

**July 23-25**—Eastern Cable Show, sponsored by

**Under** The national Catholic association of communicators

## The 1986 Gabriel Awards

honoring radio and television programs that enrich their audiences through a values-centered vision of humanity.

Forty-nine categories for local and national programs, plus Stations-of-the-Year Awards and Personal Achievement Awards.

**Deadline for Entries: AUGUST 1, 1986**

For information:  
**Gabriel Awards Office, Merrimack College**  
 North Andover, MA 01845 (617/683-7111, ext. 190)  
 Mr. Jay Cormier, Chairman



*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 24**—*Women in Cable, Atlanta chapter*, breakfast. Downtown Ritz-Carlton, Atlanta.

**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 Television: 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. Speakers include California Chief Justice Rose Bird; Senator Alan Cranston (D-Calif.) and challenger to Cranston's seat, Congressman Ed Zschau; California Governor George Deukmejian and his challenger, Los Angeles Mayor Tom Bradley; National Association of Broadcasters President Eddie Fritts, and FCC Commissioner Dennis Patrick. Hyatt Regency, Monterey, Calif.

■ **July 28-30**—*New England Cable Television Association* annual convention. Keynote speaker: Red Auerbach, president, Boston Celtics basketball team. Dunfey Hyannis hotel, Hyannis, Mass.

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

**July 28-Aug. 2**—*Development Exchange*, 10th annual seminars and workshops for public radio development professionals. Hyatt Regency, Cambridge, Mass. Information: (202) 783-8222.

**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**—Deadline for entries in *World Hunger Media Awards*, for “members of the media who have made significant contributions to bringing public attention to the critical issues of world hunger,” founded and sponsored by performers *Marianne and Kenny Rogers*. Information: World Hunger Year, 350 Broadway, New York, 10013.

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

**July 31-Aug. 1**—*Broadcast Financial Management Association* board of directors meeting. Westin hotel, Tabor Center, Denver.

**July 31-Aug. 2**—*Idaho Broadcasters Association* annual convention. Sun Valley Lodge, Sun Valley, Idaho.

## August

**Aug. 1**—Deadline for entries in 21st annual *Gabriel Awards*, honoring “programs, features, spots and stations which serve viewers and listeners through positive, creative treatment of issues of concern to humankind,” sponsored by *Unda-USA*, national Catholic association of broadcasters and communicators. Information: Unda-USA, Merrimack College, North Andover, Mass., 01845; (617) 683-7111.

■ **Aug. 1-3**—“On Air,” workshop for radio broadcasters, sponsored by noncommercial WAER(FM) Syracuse, N.Y., and Syracuse University College. Information: (315) 423-3269.

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

**Aug. 9**—“The Business of Radio: 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**—*Women in Cable, New York chapter*, “programming picnic,” featuring previews of fall basic and pay cable programming, and reviews by New York area television critics. HBO Media Center, New York. Infor-

mation: Sherri London, (212) 661-4500.

**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: “Freedom of the Press. Freedom of the People.” Loews Anatole, Dallas. Information: (214) 977-7023.

**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 KLOM-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. 15**—Deadline for entries in *American Associ-*

*ation of Critical-Care Nurses Media Awards* for “media excellence in the portrayal of critical care nursing.” Information: (714) 644-9310.

**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.

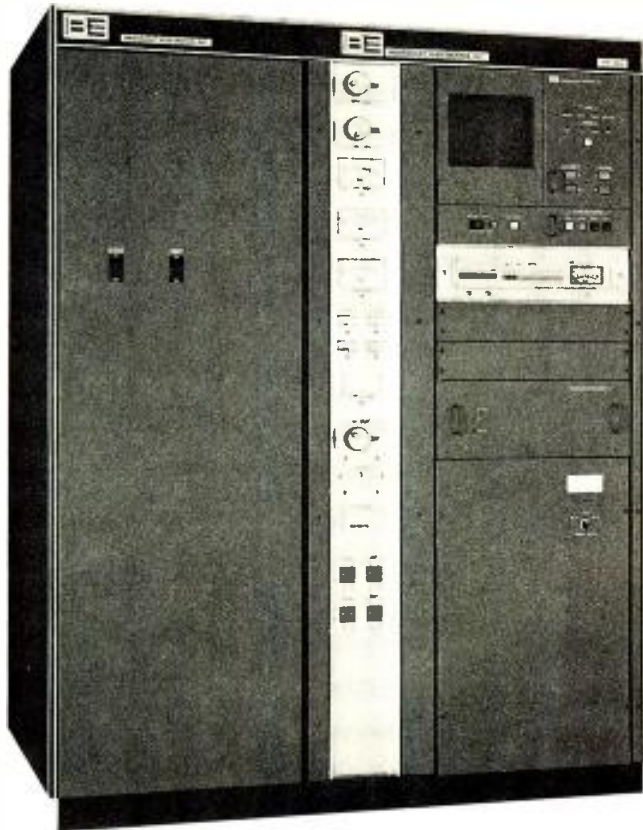
**Aug. 20-23**—*Michigan Association of Broadcasters* annual convention. Shanty Creek Resort, Bellaire, Mich.

**Aug. 21-23**—*West Virginia Broadcasters Association* 40th annual convention. Greenbrier, White Sulphur Springs, W. Va.

**Aug. 26-29**—*Radio-Television News Directors Associ-*

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ation 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/Chernobyl." Co-sponsored by *Joyce Foundation*. Harri-

son 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. 9-10**—Conference for journalists, "Banks and Savings and Loans: How Many More Failures?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Sept. 9-12**—*Telocator Network of America* 38th annual convention and exposition. Atlanta Apparel and Merchandise Mart, Atlanta. Information: (202) 467-4781.

**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.

**Sept. 10**—RF radiation regulation compliance seminar, sponsored by *National Association of Broadcasters*. Marriott hotel, New Orleans. Information: (202) 429-5350.

**Sept. 10-12**—*National Religious Broadcasters* Southeastern regional convention. Heritage Village USA, Charlotte, N.C.

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

**Sept. 10-13**—*American Association of Advertising Agencies* Western region convention. Speakers include Bart Cummings, chairman emeritus, Compton Advertising; Robert Jacoby, chairman Ted Bates Worldwide; Charles Peebler Jr., chief executive officer, Bozell, Jacobs, Kenyon & Eckhardt, and Arthur Nielsen Jr., chairman, A.C. Nielsen Co. Hyatt Lake Tahoe Resort, Incline Village, Nev. Information: (213) 657-3711.

**Sept. 11-14**—*International Institute of Communications* conference on world communications. Edinburgh Sheraton hotel, Edinburgh, Scotland. Information: (01) 388-0671.

**Sept. 13**—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: International Council, 509 Madison Avenue, suite 1606, New York, N.Y. 10022.

**Sept. 14-16**—*National Religious Broadcasters* NRB West '86, regional convention. Marriott hotel, Los Angeles.

**Sept. 15-17**—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry Association*. Marriott Marquis hotel, New York. Information: (703) 522-0883.

**Sept. 17**—*Ohio Association of Broadcasters* small-market radio exchange. Chillicothe Holiday Inn, Chillicothe, Ohio.

■ **Sept. 17**—*Connecticut Broadcasters Association* annual meeting and fall convention. Hartford Marriott, Farmington, Conn. Information: (203) 775-1212.

**Sept. 17-18**—Conference for journalists, "A Democratic or Republican Year?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Sept. 18**—*Ohio Association of Broadcasters* small-market radio exchange. Holiday Inn, Wapakoneta, Ohio.

**Sept. 18**—*Women in Cable, Washington chapter*, "roast" of Ted Turner, chairman, Turner Broadcasting System. Proceeds from roast will go to Better World Society, Washington.

**Sept. 19**—*Ohio Association of Broadcasters* small-market radio exchange. The Centrum, Cambridge, Ohio.

**Sept. 19-21**—*Maine Association of Broadcasters* annual convention. Speaker: William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) New Rochelle, N.Y. Sebasco Estates, Sebasco, Me.

**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.

**Sept. 21**—38th annual prime time Emmy Awards, telecast live on NBC-TV. Pasadena Civic Auditorium, Pasadena, Calif.

## Stay Tuned

A professional's guide to the intermedia week (July 14-July 20)

**Network television** □ **ABC:** *The British Open*, live coverage of third and fourth round play, Saturday, noon-2 p.m., and Sunday, 10:30 a.m.-1:30 p.m.; *1986 All-Star Game*, Tuesday, 8 p.m. **CBS:** *The Thing*, remake of John Campbell's 1938 sci-fi thriller by John Carpenter, Friday, 9-11 p.m.; *Chameleon*, comedy special starring Madeline Kahn, Friday, 9:30-10 p.m.; *Maggie*, mystery-comedy starring Stefanie Powers, Saturday, 8-9 p.m.; *When She Says No*, a woman takes three men to court on rape charges, Saturday, 9-11 p.m. **NBC:** *13th Annual Daytime Emmy Awards*, Thursday, 3-4:30 p.m. **PBS:** "The Business of Glamour," special four-part mini-series on *Adam Smith's Money World*, Monday, 8:30-9 p.m.; *Water, Birth, the Planet Earth*, documentary on interrelationship life on earth and water, Tuesday, 10-11 p.m.; *Condor*, documentary on the endangered species, narrated by Robert Redford, Sunday, 8-9 p.m.

**Network radio** □ **CBS:** *1986 All-Star Game*, first-time stereo broadcast, Tuesday, 8:20 p.m.; *Meet the All Stars*, Brent Musberger, Johnny Bench and Jerry Coleman interview current and former All Stars, Monday, 9:07-10:07 p.m. **CBS Newsmark:** *Pornography in the Reagan Era*, law correspondent Fred Graham looks at controversy over government report on pornography and how it might effect the business of sex in America, Friday, 2:30-3 p.m.



*The Soldier*

**Syndication** □ **Embassy:** *The Soldier*, international spy thriller, starring Klaus Kinski, Friday (check local listings).

**Cable** □ **HBO:** *Half a Lifetime*, original drama about four men confronting personal crises, starring Keith Carradine and Gary Busey, Sunday, 8-9:00 p.m.

**Play It Again** □ **ABC:** *Jaws*, starring Roy Scheider, Robert Shaw and Richard Dreyfus, 8-10:45 p.m. **CBS:** *Silence of the Heart*, drama of a teen-ager's suicide, Thursday, 9-11 p.m.; *High Anxiety*, Mel Brook's parody of suspense thrillers, Saturday, 9-11 p.m.

**Museum of Broadcasting** (1 East 53d Street, New York) □ *Rocky and Bullwinkle and Friends: A Tribute to Jay Ward*, features original episodes plus never before broadcast cartoons, through Sept. 18. *Vision of Ernie Kovacs*, exhibit featuring screenings of 50 comedy programs, through Sept. 4. Information: (212) 752-7684.

dena, Calif

**Sept. 21-24**—Sixth annual conference of *National Association of Telecommunications Officers and Advisors*, affiliate of National League of Cities. Hershey hotel, Philadelphia. Information: (202) 626-3250.

**Sept. 23**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria. New York.

**Sept. 23**—*Wisconsin Broadcasters Association* sales seminar. Civic Center. Eau Claire. Wis.

**Sept. 23-25**—International Videotex Industry Exposition and Conference. sponsored by *Videotex Industry Association*. Jacob Javits Convention Center, New York. Information: (203) 964-0000.

**Sept. 23-28**—*Women in Communications* national professional conference. Sheraton Center. New York.

**Sept. 24**—*Wisconsin Broadcasters Association* sales seminar. Radisson hotel, Oshkosh. Wis.

**Sept. 25**—*Wisconsin Broadcasters Association* sales seminar. Sheraton hotel. Madison.

**Sept. 25-27**—*National Religious Broadcasters* South central regional convention. Memphis.

**Sept. 27-30**—*Minnesota Broadcasters Association* fall convention. Speaker: Eddie Fritts, president, National Association of Broadcasters. Cragun's conference center and resort, Brainerd, Minn.

**Sept. 28-30**—*New Jersey Broadcasters Association* 40th annual convention. Golden Nugget Casino hotel, Atlantic City, N.J.

**Sept. 29-Oct. 4**—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob Javits Convention Center, New York. Information: (914) 328-9157.

**Sept. 30**—Deadline for applications to Ohio State Awards program competition, sponsored by noncommercial *WOSU-AM-FM-TV Columbus, Ohio*. Information: (614) 422-0185.

**Sept. 30-Oct. 2**—*Mid-America Cable TV Association* 29th annual meeting. Hyatt Regency at Crown Center, Kansas City, Mo. Information: (913) 841-9241.

## Errata

In July 7 list of **television market-by-market rankings for May ratings sweeps**, winner in Dayton, Ohio, should have been CBS with 79, not tie between ABC and NBC with 68. And winner in Utica, N.Y., should have been NBC with 25, not ABC with 14.

□

**Group W Productions** has cleared *Hour Magazine*, not *PM Magazine* as reported in June 30 issue, on 17 more stations, to bring its total to 146. Recent clearances include KSTP-TV Minneapolis; WLKY-TV Louisville, Ky.; WLWT-TV Cincinnati; kswv-TV Lawton, Okla.; KORO-TV Anacortes, Wash., and WUTR-TV Utica, N.Y. Last week it added KOMO-TV Seattle to bring its total to 146.

□

**Carter Burden**, principal in CRB Corp., which purchased WFAS-AM-FM White Plains, N.Y. ("In Brief," July 7), is not son-in-law of CBS founder-chairman William Paley.

□

**Principals in seller of WWFZ-FM Charleston, S.C.** ("Changing Hands," July 7) include **Cliff Fletcher** and **Dean Mutter**, who will remain with station as general manager and sales manager, respectively.

**Sept. 30-Oct. 2**—Montech '86, sponsored by *Institute of Electrical and Electronics Engineers*. Montreal Convention Center, Montreal. Information: (514) 374-7000.

## October

**Oct. 1-2**—*Association of National Advertisers* cooperative advertising conference. Hyatt Regency Crystal City, Arlington, Va.

**Oct. 2**—*Women in Cable, San Francisco chapter*, meeting. Topic: regulatory issues, state and federal. Blue Dolphin restaurant. San Leandro, Calif.

**Oct. 2-3**—Television and ethics conference sponsored by *Emerson College* and *National Academy of Television Arts and Sciences, Boston/New England chapter*. Marriott hotel, Copley Place, Boston. (617) 578-8615.

**Oct. 3-5**—*Missouri Broadcasters Association* fall meeting. Hyatt Regency hotel, Kansas City, Mo.

**Oct. 5-8**—*Women in Cable* fifth cable management conference. Among sponsors: Turner Broadcasting System. Atlanta.

**Oct. 6-7**—*Pratt Center for Computer Graphics in Design* seminar. Hyatt on Union Square. San Francisco.

**Oct. 6-10**—"Telecommunications for Modern India," first India-U.S. conference on telecommunications, sponsored by nonprofit group, India-U.S. Foundation. New Delhi. Information: Dr. Indu Singh, (202) 783-5030.

**Oct. 7**—Conference for journalists, "Chernobyl and After: Does Nuclear Power Have a Future?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Oct. 8**—Conference for journalists, "The Oil Glut—Our Energy Future," sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Oct. 8-10**—*National Religious Broadcasters* Midwest regional convention. Billy Graham Center, Wheaton College, Wheaton, Ill.

**Oct. 8-12**—*National Broadcast Association for Community Affairs* 12th annual convention. Sheraton-Washington hotel, Washington. Information: Mal Johnson. Cox Communications, (202) 737-0277.

**Oct. 9-10**—*Society of Broadcast Engineers, Pittsburgh chapter*, 13th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

**Oct. 12-14**—*Illinois Broadcasters Association* convention. Galena, Ill.

**Oct. 14-16**—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis. Information: Sam Capula, (314) 727-2160.

■ **Oct. 15-17**—*Indiana Broadcasters Association* fall conference. Holiday Inn Union Station, Indianapolis.

**Oct. 16-17**—*Broadcast Financial Management Association* board of directors meeting. Westlin Crown Center. Kansas City, Mo.

**Oct. 17**—*Radio-Television News Directors Association* region 12 meeting with *Sigma Delta Chi*. Sheraton Center, New York.

**Oct. 19-22**—Intelevent '86, fifth annual conference on international telecommunications policy, sponsored by *International Televent*. Hotel Bayerischer, Munich. Sponsors include Finley, Kumble, Wagner; E.F. Hutton; Peat, Marwick, Mitchell & Co.; *International Herald Tribune*, and International Chamber of Commerce. Information: (202) 857-4612.

**Oct. 20-22**—*National Religious Broadcasters* Southwestern regional convention. Holiday Inn Holidome, Dallas-Fort Worth.

**Oct. 21**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**Oct. 21-22**—*New York State Broadcasters Association* 32d annual meeting. Turf Inn, Albany, New York.

**Oct. 22-23**—*Ohio Association of Broadcasters* fall convention. Stouffer Dayton Plaza hotel, Dayton, Ohio.

**Oct. 22-25**—*National Black Media Coalition* annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

**Oct. 23-25**—*National Religious Broadcasters, Eastern chapter*, convention. Philadelphia Airport Marriott, Philadelphia.

**Oct. 24**—*Montana Broadcasters Association* sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

**Oct. 24-25**—*Friends of Old-Time Radio* 11th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887 or (203) 795-6261.

**Oct. 24-29**—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Information: Dorothy Smith, (914) 476-6606.

**Oct. 26-27**—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconference Network*. Anaheim Marriott hotel, Anaheim, Calif. Information: Jeff Beaver, (405) 624-5191.

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

**Oct. 28**—Conference for journalists, "Illiteracy: How Big a problem? What Can Be Done?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

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

# Open Mike

## Differences

EDITOR: In the June 30 issue of BROADCASTING (in the article about the Donahue-Pozner simulcast), you refer to Mr. Pozner as a Soviet "commentator." Mr. Pozner is no more a "commentator" than TASS is a "news agency." In fact, he is a Soviet propagandist, cleared at the highest level to parrot only the official Soviet line. To suggest or believe anything else is not only naive, but dangerous.

What most vividly points out the difference between the Soviet system and our own (and which the American women, curiously, did not point out) is: at the end of the show, the American women (should they have

wished to do so) were able to go into the streets to proclaim their belief that the President is a fool and should be voted out of office.

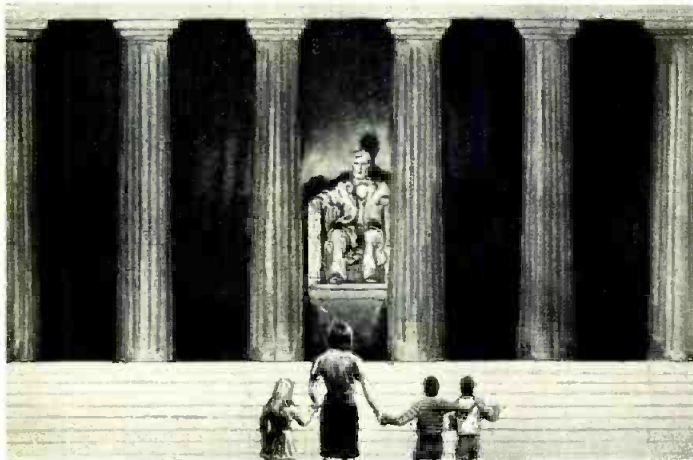
The Soviet women, on the other hand, were unable to do the same regarding their leader, Premier Gorbachev, for two reasons: 1) Mr. Gorbachev is appointed, not elected, and cannot be voted out of office; and 2) to call Mr. Gorbachev a fool would bring down on one's head a stiff jail sentence—or a quick trip to the Gulag—for revealing a state secret. (This last a current Soviet joke, pointing out that the Russians have a keen sense of humor, as well as a firm grasp on the reality of the terrible political system they are caught up in.)—*Vincent P.A. Benedict, general manager, WCAU(FM) Philadelphia.*

On Sept. 17, 1987 the most revolutionary document ever written will be 200 years old:  
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**2 Primetime Specials:** A rousing celebration with a medley of Sinatra favorites from the Boston Pops, a singalong, the 1812 Overture, and 4th of July fireworks worthy of a 200th Anniversary. A smashing gala celebration, with the best stars in the entertainment world. And more, more, more.

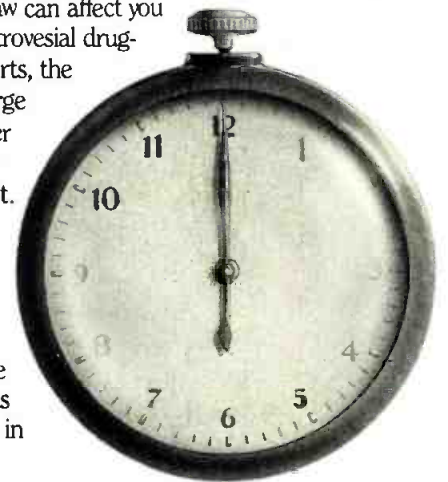


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# Broadcasting Jul 14

Vol. 111 No. 2

TOP OF THE WEEK

## TV network revenues \$6 billion in 1985; down 3%

Net revenues of the three television networks in 1985 came to \$6,457,573,000 (after agency commissions), down 3% from 1984 (but comparison with that year is distorted because of the elections and Olympics). The numbers were gathered and processed by the Broadcast Financial Management Association, and are published exclusively by BROADCASTING.

A longer perspective on the most recent numbers shows a five-year compound annual growth rate of 9.9%, spread evenly over most dayparts. Leading the three-network revenue increase was news, which posted a five-year rise of 14.5%. Late night had the least growth; it inched ahead at 1.6% annually, below the five-year consumer price index growth of 4.3%. The four other dayparts—prime time, daytime, children's and sports—have all shown compound annual increases of close to

10% over the past five years.

In 1985, 47.6% of three-network revenue was earned in prime time. The next largest daypart was daytime, 19.1%; followed by sports, 16.3%; news 10.4%; late night, 4.2%, and children, 2.5%.

The BFM data are not audited numbers, but are collected by the accounting firm of Arthur Young & Co., which promises confidentiality to ABC, CBS and NBC. BFM plans soon to have 1985 combined station revenues for each of the top-10 markets. BFM network market data for 1980-84 were published in BROADCASTING's May 19 issue. The 1985 three-network total was within 3% of BROADCASTING's own estimates ("Top of the Week," May 5) which also broke out revenue and profit figures for each network.

### Total 1985 television network revenues

(In thousands)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenues from client-supplied programing	\$19,399	\$0	\$285	\$0	\$2,168	\$0	\$21,852
All other gross revenues from time sales	3,594,313	318,301	1,448,111	187,833	1,232,061	789,514	\$7,570,133 *
Total gross revenues from time sales	3,613,712	318,301	1,448,396	187,833	1,234,299	789,514	\$7,591,985
Less advertising agency commission	540,962	46,793	215,839	28,106	184,676	118,036	\$1,134,412
Total net revenues from time sales	3,072,750	271,508	1,232,557	159,727	1,049,553	671,478	\$6,457,573

\*Includes \$41,339,000 in color insertion revenues reported by two networks.

## Networks running neck and neck and shoulder in daytime

### As competition heats up; ABC, CBS and NBC restructure schedules to gain advantage in ratings, demographics

For the first time in years, daytime programing on the three commercial television networks is a three-way contest. At the end of the second quarter (ended June 29), ABC and CBS were in a dead heat for first in household delivery, according to A.C. Nielsen, each with an average 6.1 rating and a 22 share. NBC was a competitive second with a 5.2/19. Compared to a year ago, NBC showed the greatest growth, 8%, while ABC was up about 3% and CBS was flat.

In key women demographics, ABC has maintained a lead over both CBS and NBC, but third-place NBC made some inroads against second-place CBS. In the women 18-49 demo for all but two weeks of the second quarter, ABC averaged a 5.9 rating, up 5% from a year earlier. CBS was off 5% in the same category, averaging a 3.6, enabling NBC to tie it in that demo, for a gain of 3%. In women 25-54, ABC was up 16% during the same period, averaging a 5.8, CBS held onto second place, climbing 8% to an average 4.0, while NBC was up 3% to an average 3.5. For women, 18-34, ABC was off 2% to a 6.4, while NBC was flat with a



CBS's "As the World Turns"

3.9 and CBS was off 16% to a 3.2.

All three networks will make programing moves in the months ahead in efforts to strengthen their daytime lineups. CBS will introduce a new half-hour soap opera in the first quarter of 1987. It's being created by William Bell and his wife, WBBM-TV Chicago newswoman Lee Phillip, and will be produced by their company, Bell-Phillip Television Productions. Bell created CBS's *Young and the Restless* which went on the air in 1973 as a half-hour show and was expanded to an hour seven years later. *Restless* is now the second-ranked daytime program; it averaged an 8.4/31 in the second quarter, second only to ABC's *General Hospital*, which scored a 9.3/30.

The CBS daytime programing vice president, Michael Brockman, said there has been no decision on whether the new soap will replace one in the network's afternoon serial block, or whether that block will be expanded by a half-hour. That decision will be made early in the fall, he said. The most vulnerable show in CBS's four-program serial block is *Capitol* (2:30-3 p.m.), which is losing ground to both fifth-ranked *One Life to Live* on ABC and 11th-ranked *Another World* on NBC. *Capitol*, which has been on the air for five years (a relatively short time



ABC's "General Hospital"

for a serial), was ranked 13th in the second quarter with a 4.9 rating, down from a 5.2 a year earlier. "We are looking very carefully at *Capitol*," Brockman said. "We are hoping it can show strength and the capacity to stay on the schedule." Of particular concern, he said, was *Capitol*'s failure to take advantage of its growing lead-in audience from *As the World Turns*. That program, airing from 1:30 to 2:30 was the seventh-ranked program in daytime in the second quarter, up 3% to a 6.7/23.

Brockman declined to provide details about the new serial. All that creator Bell would say last week was that the storylines will initially feature two families. Most serials revolve around one or more families. Bell said he was still a couple weeks away from hiring a producer but that he would proceed shortly with contract negotiations with Los Angeles-based Bill Glenn, whom Bell hopes to hire as head director. After

those two slots are filled, the remaining staff and cast will be hired.

According to Brockman, his main concern with the daytime schedule (he's also in charge of late-night and children's programming) is strengthening CBS's afternoon serial block, and the Bell project is part of that effort. Strengthening the game shows, he said, is the second priority. One move he made toward that end at the beginning of this year was canceling the game show, *Body Language* at 4 p.m., switching the faltering *Press Your Luck* to that time period and adding the *New Card Sharks* at 10:30 a.m. So far the results have been negligible, but Brockman says he will wait a while before making a judgment. As for *Sharks*, which averaged a 4.1/18 in the second quarter, Brockman said he'd like to see some improvement by the fourth quarter. And if the network can improve the station clearance rate above the current 83%-84%, he said the ratings will improve.

The 4-4:30 p.m. slot poses a special problem. The CBS affiliate body is split—just about evenly—on whether it wants the network to program that time period or not. As a result, CBS's clearance level at 4 p.m. is in the 50%-range, making it difficult for programs to survive for very long. *Press Your Luck*, for example, was ranked 25th of 26 daytime programs in the second quarter with an average 2.3/10. Brockman argued that success is "not dependent" on a solution to that problem. But he also said the network is not willing to cede the half-hour to the affiliates just yet. Brockman acknowledged that he was "looking to see if we can get [a show for the time period] that is more attractive" than *Press Your Luck*.

□

At ABC, the daytime vice president, Jozie Emmerich, is taking steps to beef up 11 a.m.-noon, which has been plagued with low ratings and poor clearances. She con-



NBC's "Family Ties"

firmed last week that the network, pleased with the results of a two-week trial run of the new *Fame, Fortune & Romance*, (11-11:30 a.m.), has committed to 65 episodes (13 weeks) of the program. It will debut on Sept. 8, with repeats of *Lifestyles of the Rich and Famous* continuing in the slot until then. *Fame, Fortune & Romance* is being produced by the TeleRep unit, Television Program Enterprises (concept by Al Masini, who also created *Lifestyles*), will look similar to *Lifestyles* and will feature the same host, Robin Leach. The difference, said Emmerich, is that *Lifestyles* sticks pretty much to "possession and travel" themes, while *Fame* will also explore personal relationships.

In its two-week run last month, *Fame* was averaging a little more than a 3 rating, said Emmerich. In the second quarter, *Lifestyles* averaged a 2.4, which was an improvement over the 1.7 that *Hot Streak* had been averaging in that slot in the first quarter.

ABC earlier announced that a new game show would debut at 11:30 a.m. on Aug. 18. *Double Talk* will replace *New Love American Style*, which was third from the bottom in the second quarter with a 2.3/10. *Double Talk* is a word game from Bob Stewart Productions, creator of *\$25,000 Pyramid* on CBS. Emmerich reported that other game show pilots being considered along with *Double Talk* will be kept in reserve as possible replacement shows. They include *Comedy Club*, from Lin Bolen, *Bamboozle* from Chuck Barris and *Catch Phrase* from Marty Pasetta. Other game shows in "early development" said Emmerich, are *A Question of Scruples* from Columbia, based on the board game, and *Funny Business* from Group W Productions.

Despite the changes in the morning lineup, Emmerich said most of the effort in daytime has been devoted to "keeping our serials strong." That seems to be paying off for the network's three hour-long soaps, *General Hospital*, *All My Children* and *One Life to Live*, all of which were in the top five for the second quarter. But the network has one half-hour soap, *Ryan's Hope*, that placed in

## Upfront daytime dollars

Daytime upfront selling is now complete, although it is still hard to get an exact reading on how the networks fared. Earlier estimates had it that upfront for daytime would come in at around \$800 million, compared to about \$900 million a year earlier. Network and agency executives were still saying last week the market for daytime is soft, but upfront numbers, according to claims of executives at the networks, would appear to be closer to \$900 million than \$800 million. But agency executives said the upfront market probably would not reach \$800 million, coming in between \$750 million and \$790 million. ABC commands a greater share of daytime dollars than it otherwise would because Procter & Gamble does not own any serial programs on that network, as it does on NBC and CBS (two on each). As a consequence, ABC has much more inventory at its disposal. It is also number one in key daytime demographics, women 18-49 and women 25-54. Executives at ABC said the network accounted for just over \$400 million of this year's upfront market in daytime. Sources at the other networks and some advertising agencies said CBS took in more than \$250 million and that NBC took in about \$240 million. If those estimates are on target, the upfront shortfall from a year ago would appear to be less than 5%, and not the 11% that had been anticipated. But agency sources were less optimistic, claiming that daytime upfront would be off at least 11%. They believe that ABC will command about 40% of the market, while CBS and NBC will split the remaining 60% about equally. One network estimate has it that the daytime scatter market, which has already begun, will total between \$410 million and \$460 million, bringing the total daytime market this year to between \$1.3 billion and \$1.35 billion.



the bottom five. Part of *Ryan's* problem is poor clearances (usually in the low 80% range), since many stations air a noon-to-12:30 p.m. newscast that is more profitable.

Emmerich told affiliates at their annual gathering in May that "we really believe in the future of [*Ryan's*]. Disappointing ratings are no deterrent to our commitment." Last week she stressed that for the time being, the entire five-program daytime serial block (the fifth show is the half-hour *Loving*, which airs after *Ryan's* at 12:30) was "inviolable." In the coming months, she said, an effort will be made on all the soaps to get "back to basics," and away from some of the "wild and woolly" storylines that have unfolded lately. "We really want to get back to the heart and core," she said, which means focusing on "love, romance and hope." In addition, she said, all the serials will bring back some characters that were popular but left.

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At NBC, the network's daytime ratings for the second quarter were the best in seven years. "Three years ago," said NBC vice president of programming, Brian Frons, "we were in fourth or fifth place," referring to when NBC was three rating points or more behind its two competitors. Now less than one rating point separates the three networks.

But NBC has problems in daytime, including its loss of the rights to repeats of *Family Ties* which have been getting its

schedule off to a fast start at 10 a.m. *Ties* goes into syndication in January and will leave NBC's daytime schedule then. In the second quarter, the program was tied in its time period with CBS's \$25,000 *Pyramid*, with a 4.5/19. (The 10-11 a.m. period is programmed by ABC affiliates.) Frons said he is still considering what to do once *Ties* is gone. Among his choices are several game show pilots he revealed to the affiliates at their meeting last month (BROADCASTING, June 16), along with three others in earlier stages of development. But Frons also said he was exploring the use of another hit comedy from the prime time lineup as a short-term solution for 10 a.m. But that alternative, he noted, means that "sooner or later you have to replace it" when that show goes to syndication. If he can come up with a hit game show, said Frons, "we could be set for 10 years."

NBC's serial block is in its best competitive position in years. *Santa Barbara*, only two years old and competing against two top-10 programs from 3 to 4 p.m., *General Hospital* and *Guiding Light*, grew almost 20% in rating and 16% in share in the second quarter. *Days of Our Lives*, (1-2 p.m.) is making a serious run at ABC's *All My Children* for first place in the time period, having beaten or tied its rival for the last five weeks.

A real question mark among NBC's serials is *Search for Tomorrow*, the oldest soap on the air which celebrates its 35th anniversary later this year. Compared to a year ago,

*Search* is off both in rating and share and is third in its time period (12:30-1 p.m.). Frons admits the program's situation is "dicey." But, he said, *Search* has rebounded from an 8 share last December when a new executive producer, David Lawrence, came on board, almost back to where it was a year ago—a 12 share. One of its problems is a clearance rate in the low 70% range. But Frons says he won't consider canceling the program unless "it dives to a 7 or 8 share and stays there."

But the key to how things take shape in daytime in the coming months, suggested Frons, is the 2-4 p.m. time period. That's where the biggest HUT (homes using television) levels in daytime appear. ABC dominates that period now, with *General Hospital*, which was up almost 7% in rating in the second quarter, and *One Life to Live*, which was up almost 12%. The gains of NBC's *Another World* and *Santa Barbara* appeared to come at the expense of CBS's *Capitol* and *Guiding Light*. *Another World* (2-3 p.m.) was up a tenth of a rating point, while *Capitol* (2:30-3) was off three-tenths of a point. *Santa Barbara* was up almost 20%, while *Guiding Light* was off 9% in the same 3-4 time period. Sustaining the momentum, said Frons, is something NBC must do to remain competitive and close the gap further. "We can't stop. We must keep growing." What he comes up with to replace the popular *Ties* at the top of the schedule next January may be an important factor in NBC's future momentum. □

## Turner taking a bath in Moscow

**Ratings and sales for Goodwill Games fall far below expectations with losses estimated at \$10-\$15 million; make-goods will be given on WTBS**

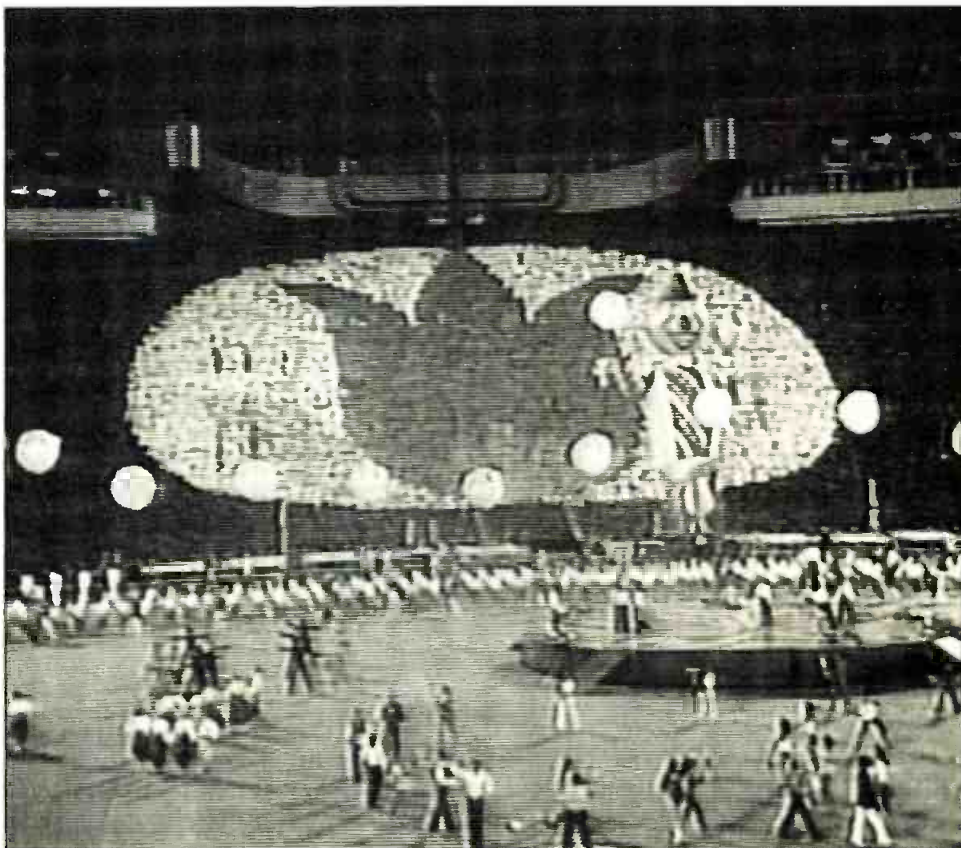
Ted Turner is learning that it isn't easy to save the world.

The Goodwill Games, the Olympic-style event that Turner conceived to ease U.S.-Soviet tensions and make some money for Turner Broadcasting System, got off to a rough start last week in Moscow.

Turner conceded that, instead of making \$20 million as hoped, TBS would lose between \$10 million and \$15 million on the games. Ratings for the nationally syndicated telecast of the games fell far short of projections, and disputes on and off the field threatened to shatter much of whatever goodwill the games had engendered.

Nonetheless, TBS Executive Vice President Robert Wussler, who is the principal producer of the games, said, "We are delighted. We've done what we set out to do a year and a half ago. The Goodwill Games are a reality. We did not get all the top athletes, but we got a lot of them. . . . The ratings are not as high as we had hoped, but they are improving."

By the time the opening ceremonies got under way in Moscow's packed Lenin Central Stadium July 5, Turner was well aware he would lose a small fortune on the games. TBS spent \$35 million as co-producer (with



Goodwill Games opening ceremonies

the Soviet government) of the games, but managed to sell just \$25 million in advertising for the 129 hours of coverage, which is being carried by TBS's superstation WTBS(TV) Atlanta and some 65 independent television stations through the closing ceremonies on July 20.

"Right now, it looks like we'll lose \$10 to \$15 million," Turner said at a press conference Thursday in Moscow. "When we first started this I saw no reason not to make money. I had every expectation that this would be a smashing success. I figured if... we were paying \$35 million for this and we had the U.S. and Soviets competing that that we would clear \$60 or \$70 million and put away \$20 million."

Although ratings grew steadily throughout the week, they were, on the whole, dismal. According to TBS spokesman Arthur Sando, TBS had promised national advertisers an average rating of 5, but what the program delivered during the first week, as measured on WTBS and in 12 metered markets, was an average rating of around 2. But at least the ratings were moving in the right direction. The prime time rating rose from 1.9 on Saturday to 2.8 on Wednesday, giving Turner officials some hope it would hit 7 as promised by the end of the games.

Because of the program's failure to deliver viewers, Sando said, TBS has stopped selling ads and will use the remaining unsold advertising time (25% to 30%) to provide make-goods. When that time runs out, he said, TBS will talk to each advertiser about "how they want to re-express their investments." He said TBS will offer make-goods on WTBS. He said he didn't know whether

advertisers would be offered cash refunds.

Late-minute efforts to promote the games were overshadowed by the U.S. Defense Department's order forbidding 12 servicemen, including nine boxers, from participating and by the news that the Soviet Union would not allow Israel to participate.

The Defense Department said it ordered the servicemen not to compete because the games were a commercial enterprise. But Turner officials felt the government had an ulterior motive for the order, although they wouldn't speculate on what it might be. "They obviously were trying to send us some message," said Sando. "They were trying to harm the games... Why else would they wait until two days before the games to make the announcement?"

At the press conference, Turner said he hoped the order was not a reaction to a recent speech he made in which he was critical of the Reagan administration. "I say a lot of things... but anyone who talks a lot is going to get in trouble," he said. "I mean, look at Reagan. Before he started using a teleprompter he put his foot in his mouth a few times."

None of the Israeli teams qualified for the games, Sando said. Nonetheless, he said, Soviet officials told Turner that even if they did they would not be invited to compete. "Ted's position on that is that the primary motivation of the games was to improve relation between the U.S. and the Soviet Union and, hopefully, use that as a starting point for improving relations among the other nations in the world," he said. "Ted did not feel the games should be canceled due to the fact that the Soviet Union would not in-

vite Israel. He was quoted as saying on *Good Morning America*: "We cannot solve all of the world's problems with one sporting event." We fully expect that if Israel's athletes qualify for the games in 1990 [in Seattle], they will be invited." At the press conference, Turner said the Soviets felt that if they invited the Israeli teams, some of the Arab teams would not show up.

The on-field controversy, which, according to the *Washington Post*, had some calling the event the "Illwill Games," had at least three sources. Olympic gold medal sprinter Carl Lewis, an American, who finished a disappointing third in the 100 meters in Moscow, charged that the Soviets were scheduling preliminary heats to wear out U.S. runners for the finals. "The Russians just cheat, that's all there is to it," the *Post* quoted him as saying. U.S. pole vaulters Earl Bell and Mike Tully charged that Soviet vaulter Seigei Bubka was on some sort of undetectable performance-enhancing drug when he won the vaulting competition and set a new world record.

Advertising agencies sponsoring the games had some complaints and were disappointed at the poor ratings, but the were generally hopeful viewership would improve this week.

Paul Isacson, executive vice president and director of broadcast programing and purchasing, Young & Rubicam Inc., said he was "extremely disappointed" with the performance of the telecasts. He felt that the lack of publicity and promotion in advance of the games contributed to the low ratings. "We don't subscribe to the theory that the Statue of Liberty celebration [which coincided with the opening days of the games] had an adverse affect on the coverage," he said. "If anything, the Liberty event should have helped stir up the patriotism of Americans. Instead there seems to be a lack of interest on the part of viewers."

John Otter, senior vice president and director of national broadcast for McCann-Erickson, said preliminary numbers for the first four days were discouraging but added that "the jury is still out." He said he was annoyed with the injection of "politics" in the coverage and the production quality, which was, by U.S. standards, was "not very good."

Stuart Shlossman, vice president and associate director of broadcast operations, BBDO, which bought a lot of time for Pepsi-Cola, said he believe the ratings would build as games headed into the second week and the gymnastic competition unfolds. Schlossman said Pepsi-Cola is benefitting from promotional and merchandising tie-ins with the games.

The ratings were not universally bad. In Los Angeles, where KTLA was carrying the coverage, they were remarkably good. According to Michael Eigner, vice president-station manager, the games pulled a 10 rating on Saturday for the opening ceremonies. After that they averaged a 5 in prime time, and a 4 in daytime. The station was particularly pleased with the weekend performance, he said. "That's just about double what we normally do," he said.

## Finding the right man for the NBC job

Sources confirmed last week that General Electric Co. Chairman John F. Welch Jr. has told the three leading candidates within NBC that none of them would succeed departing chairman Grant Tinker. The three candidates—group executive vice presidents Robert Butler, Raymond Timothy and Robert Walsh—were, however, asked by Welch to remain with the company.

Meanwhile, speculation focused last week on GE insider Robert Wright as a prime contender for the NBC chairmanship. Wright is currently president of GE subsidiaries, GE Financial Services and GE Credit Corp. His only previous television experience was in cable—he ran Cox Cable from 1980 to 1983 before returning to GE. He served under Welch in GE's plastics division for seven years (1973-79) as both legal counsel and marketing executive before joining Cox, shortly after a GE-Cox merger fell through. But that speculation aside, sources at both NBC and GE said they believed Welch had not made up his mind on Tinker's successor. Tinker has yet to set a final departure date from NBC, although he has said it will be before the end of the year.

A GE spokesman said the company had no comment on the speculation that Wright was a leading candidate to replace Tinker. The spokesman also said GE would not name a successor until Tinker's departure date is established. Tinker was traveling in Europe on vacation last week and was unavailable for comment. He returns July 21.

It was noted by some observers last week that Welch could appoint two executives to run NBC, a chairman and a president, which the network has not had since Robert Mulholland's departure in March of 1984. That way, the theory goes, Welch could appoint one executive from within NBC and another from within the GE ranks to run the network. What effect an outside appointment would have on network morale is unclear. One high-ranking official at NBC said last week such an appointment might dampen some spirits in the near term but would probably not have a long-term effect. But, he added, "it depends on the guy" brought in.

Eigner said the ratings were no accident. "We have promoted the games an awful lot," he said. The promotional efforts included a kick-off radio campaign and skywriting over the beaches, he said. He also believes the ratings will improve as more people become aware of the games. "People are really starting to talk about it."

But most of the stations broadcasting the games were trying to understand the lack of viewership. "We certainly have done our part in promoting it," said Jerry Walsh, president and general manager of WLVI-TV, Cambridge, Mass., and he said the local newspapers and radio talk shows have given it good play. "I just don't think they've had an opportunity to catch on. . . . The average

person on the street doesn't know about them." Viewership of the opening days of the games may also have been hurt by the extensive coverage and hoopla surrounding New York's Liberty Weekend, he said.

Despite the ratings shortfall, Walsh seemed satisfied with the games. "We are very happy with the quality of the production and the events seem to be pretty good, considering that not all our top athletes are over there," he said. He also said sales of local spots in the games went fairly well, although he said he didn't know "how happy" the advertisers were about the poor ratings. "We'll just have to wait and see how the two weeks come out."

Like WLVI-TV, WGBO-TV Chicago did no

better in the ratings than the national average. "Yeah, I wish we had better numbers," said Drew Pfeiffer, station manager. "But I am happy to have world-class sports on the air. Over the last decade, nobody has had the kinds of competition that are occurring at this moment."

Pfeiffer said that one reason for the poor viewership is the failure of the other stations in the market, three of which are owned by the broadcast networks, to pay any attention to the games. "There has been a virtual blackout of coverage," he said. When Bubka set the world record in the pole vault, Pfeiffer said, only one of the three network-owned stations in the market mentioned it on its evening newscast. □

## Ex-NBC President Mulholland picked for TIO

**Takes over from Roy Danish to head TV image organization**

A three-month search to replace the Television Information Office's director, Roy Danish, ended last week with the selection of former NBC President Robert Mulholland. The appointment comes as TIO, the 27-year-old, nonprofit trade organization, is looking to maintain its support from members, some of whom are hoping to reduce their expenses. Mulholland will also face the task of maximizing the effectiveness of TIO's current resources and presenting the industry's point of view when disputes arise over such matters as advertising and news.

William Baker, president of Group W Television and chairman of the Television Information Committee, the 11-member board that oversees TIO, said there were several reasons why the 53-year-old Mulholland was chosen over at least a dozen other seriously considered candidates. Those reasons include Mulholland's experience as both a local broadcaster and journalist, which, Baker said, provides a special understanding of the business and will help Mulholland explain the value of television, and particularly local television.

But Baker said the most important attribute was that ". . . he really wanted to do this job. . . . The [TIO] board was concerned that we didn't hire some high-level broadcast executive who just wanted to relax. We need aggressive leadership from someone who has to work 12 hours a day with a small staff and not make a lot of money."

Mulholland has in recent years had much practice representing the television and broadcasting industry to the public and outside interest groups. After leaving NBC in March of 1984—he was president for three years, preceded by three-and-a-half years as president of the NBC Television Network—Mulholland gave speeches abroad and to foreigners in this country on the merits of the U.S. system of broadcasting.

Mulholland has recently worked with the United States Information Agency and a private, nonprofit group, the Agency for Educational Development, explaining broadcasting to foreign journalists and others. During the past two years, he has also been a



TIO's new chief, Bob Mulholland

consultant on programming—especially news—for television stations, and he worked for the Executive Television Workshop, which counsels business leaders on how to be effective when appearing on television. Mulholland described the last work as ". . . teaching corporate executives how to deal with the medium—why they should not be afraid when Mike Wallace or the local television reporter pays them a visit."

The Connecticut native has a long experience in television news, having started his career as a newswriter/producer at WGN-TV Chicago in 1958.

He joined NBC in 1961 and, during his 23 years there, produced both the *Huntley-Brinkley Report* and the *NBC Nightly News*. Before being chosen to head the television network in 1977, he was executive vice president of NBC News.

Until now, Mulholland has had little contact with the TIO, although he said he used its library on occasion for writing speeches. His perception of the organization, he told BROADCASTING last week, was that it was more than the industry's public relations

arm: "I think that is a little bit limiting. I would use a slightly broader definition that says TIO both defines and defends the television industry."

Defending the industry, he said, is complicated because many Americans don't appreciate the system of television: "I think the public takes TV for granted," he said. "It is very good and the amount of choices and diversity, the technical excellence. . . what you can get is staggering. No other country in the world has anything that even approaches ours in diversity and freedom from restraints."

To help get across that message, and others, the new TIO director will have at his disposal a million-dollar-plus budget; a staff of about 20 people; a library containing half a million clippings and 5,000 books; polls conducted by the Roper Organization, and video clips that TIO produces several times each year and makes available to stations for airing. Additionally, the New York-based organization publishes information papers on current issues concerning the industry and maintains contact with parent and minority

could go along with Rogers's proposal if revisions were made. INTV would require cable operators to install the A/B switches and offer antenna installations. INTV would also like to see the prohibition on local broadcasters broadened to prevent carriage of all broadcast signals. Peter Fannon, president of the National Association of Public Television Stations, doesn't think an A/B switch is a solution to must carry. He felt the proposal failed to "advance the ball on the central

issue of the public's access to noncommercial channels." And National Cable Television Association President James P. Mooney said: "We find it interesting, but we're sticking with the deal." Rogers, said Steve Efros, president of the Community Antenna Television Association, has offered a "political compromise, but that doesn't change the legal equation. I don't think there's a constitutional justification for the rules."

But Rogers feels his proposal would be

more likely to pass constitutional muster than the compromise because it gives cable operators flexibility and "maximizes their discretion." And, he said, there are those at the commission who also think "packaging" must carry that way would improve its chances of passing the constitutional test. He said he recognizes the proposal is "everybody's second choice," but he thinks it could serve as a "rallying point to break the [FCC] logjam." □

## More machinations over Blair

### Macfadden attempts new offer, FCC stalled on Reliance bid

On July 4 at 1 a.m., workers at Manufacturer's Hanover were counting shares of John Blair & Co. tendered under the offer made by Reliance Capital Group. The final tally showed more than 10 million Blair shares were submitted to the company controlled by financier Saul Steinberg, indicating victory in the takeover battle that has twisted and turned for several months. But the more than 10 million shares, which included roughly a million shares tendered by Macfadden, had still not been paid for over a week later, apparently held in limbo by the situation with the FCC.

Seeking to capitalize on that fact, Macfadden filed suit before the U.S. District Court for Southern New York claiming Reliance had violated SEC rules by not "promptly" paying for shares it received the previous Thursday. The suit also said Reliance had misrepresented its initial tender offer by saying that shares would not be accepted until the FCC had issued its approval of the voting trust.

If the already tendered shares are not paid for by Aug. 10, shareholders can withdraw their stock and tender to Macfadden. The suit seeks to speed that process by asking the court to compel Reliance to return the shares.

Macfadden went ahead and increased its own tender offer and extended it to midnight last Friday (July 11), just in case the apparent Reliance victory would be overturned, either in court or by the SEC, or rendered meaningless if the FCC denied the transfer of the broadcast licenses.

As of last Thursday afternoon, Macfadden had 53,000 shares tendered to it under previous offers. The new offer stood at \$32 cash for each of seven million shares, with the junior notes valued at \$32 plus \$2 cash for the equivalent of the remaining 39% of stock. One arbitrator valued the new offer slightly higher than the Reliance bid.

A further twist to the drama was noted by one observer who said that Reliance could conceivably have to begin its tender offer over again, because its initial offer was allowed to expire. If the SEC did not grant Reliance an exemption and the tender offer was begun again, the timing advantage that previously worked against Macfadden would now be in their favor.

It was still possible that the fight to take over Blair might continue for several weeks,

although rumors of a Friday meeting between the two contesting bidders hinted at a possible resolution. □

It has been more than a month since Reliance filed a short-form transfer application at the FCC seeking interim approval to acquire Blair stock. But as of last Friday (July 11), there was still no indication of when the FCC would act on Reliance's request.

The supreme irony for Reliance and Blair: last week, FCC officials said the Mass Media Bureau had delivered a recommendation on Reliance's short-form application to the commissioners' offices for a vote by 2:30 p.m., Thursday, July 3. But, according to those same sources, a majority of the commissioners, either absent for business or personal reasons before the July 4 holiday weekend, was not present to vote. (FCC sources also said, however, that if Reliance had not deviated from precedent by seeking approval of a trusteeship naming the four nonmanagement Blair directors as trustees, the bureau may have been able to approve its plan on delegated authority several weeks

ago.)

Subsequent to a meeting between the parties and FCC staff last Monday (July 7), the FCC staff fired off a letter to Reliance, formally asking it to explain how its actions squared with the Communications Act and commission policy.

In a filing at the FCC, Macfadden alleged that Reliance, in closing its tender offer and accepting the tendered shares for payment, had violated the FCC's policy and gained illegal control of Blair. At a minimum, Macfadden, which also alleged that Reliance had made misrepresentations to the FCC, said Reliance should be forced to release the shares to Blair shareholders. It also asserted that Reliance's transfer applications should be dismissed.

In separate filings, Blair and Reliance disagreed. They essentially argued that the tender and Reliance's "conditional acceptance of shares for payment" did not affect the ownership and control of Blair, which is still being operated by its incumbent board and management, because those actions had not conveyed legal ownership or a right to vote the tendered shares. □

## CBS cutbacks begin

Layoffs at CBS/Broadcast Group began last week as part of the recently announced cost-reduction plan ("Top of the Week," July 7). Various divisions within the group sent lists to the personnel department of employees to be dismissed (totaling roughly 525 people) and positions not to be refilled (175), and outplacement workshops were begun.

Already pared by the end of last week were several departments in CBS Entertainment and Broadcast Group staff. Roughly one dozen people out of a staff of 100 in the CBS Entertainment press department were reportedly let go and the division's East Coast advertising office was closed. Entertainment press department layoffs occurred in the West Coast office and included one associate director. Other press department positions, on the East Coast, were eliminated through attrition, sources said.

One area of the Broadcast Group that does not appear to be severely hurt by the latest wave of layoffs is CBS's radio division. Sources placed the number of job cutbacks for the division, which employs some 1,100 staffers, at about 77. But they note that the vast majority of those cuts are occurring through both attrition and elimination of unfilled positions. Sources also said staff reductions will not affect any on-air news correspondents for radio. Reductions will also be minor for the research department, which earlier this year, reduced the staff of 86 employees by more than a dozen.

Coming off a year in which more than 50 positions were eliminated from four CBS-owned stations another 50 positions are expected to be eliminated as soon as benefit packages are completed, which could be as early as next week. The first wave of cutbacks were completed mostly by not filling vacancies.

The news division had just notified the personnel department of its intentions late last week.

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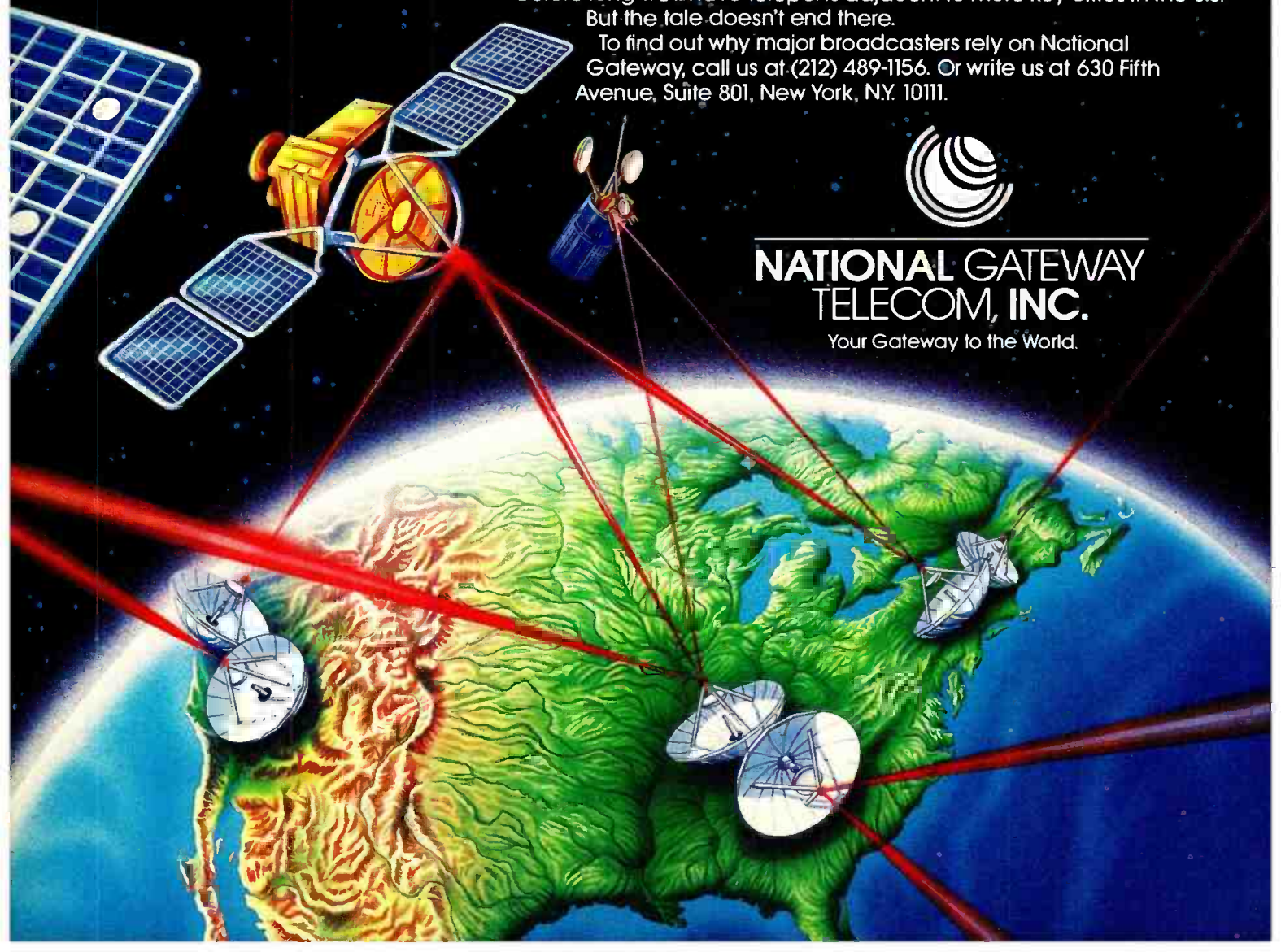
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# Satellites

## *Flying higher than ever*



Evidence of the rapid acceptance of satellite technology by broadcasters is shown in this picture of the dish farm at Taft's WDAF-TV Kansas City, Mo., where the company operates one of the Midwest's largest teleports. The NBC affiliate, together with the Kansas City Teleport, has now added a fifth dish on the site, as well as two others a block away.

***The Fifth Estate's terrain has a different look these days. Its countryside is dotted with dishes—some permanently anchored, others traveling by truck or trailer. Television networks, syndicated program distributors, public relations firms and others from the private sector are looking skyward with increasing frequency. The special report that follows tracks the technology's ever widening orbital arc.***

# Satellites giving networks greater news freedom

**Technology is causing redefinition of what can and can't be done in newsgathering; competitive pressures, including from their own affiliates, are forcing networks into more creative uses of satellite technology**

Almost imperceptibly, the nature of network television news is changing. It is a change driven by the broadcasting industry's twin demons of technology and competition. And the result is that viewers are being treated to stories with more depth and coverage, and from sites ranging far (and often) from what once seemed the media capitals of the world, New York and Washington. There is Dan Rather on the farm, or Tom Brokaw in the Philippines or Peter Jennings almost anywhere. And while Ted Koppel is almost always in Washington, the people to whom he talks can be and often are from different ends of the Earth.

Satellites have been around for a long time now, not only serving as a means of distributing programming but as a means of transmitting news pieces (in packages or as raw tape) from the source to New York or (in the case of Cable News Network) Atlanta. And not only for networks but for their affiliates, as well. And as affiliates expand their news operations beyond Main Street and city hall to distant places, even to cities like Geneva and Paris—as an increasing number of them have, with the help of their networks—those networks are looking to first principles, to quality journalism, as one means of distinguishing their news product from that of stations.

"We have an incredible capacity to originate where anything is happening," said NBC News President Lawrence Grossman last week. "So we can move around, originating out of places like a garden in Tokyo," at the last economic summit, in early May. "We can make international stories more meaningful—the Philippine revolution was as meaningful [to American viewers] as if it happened in Chicago," he said. And he speaks with satisfaction of the successes he feels the *Today* show has achieved in its travels, from its first, to Moscow, two years ago, to Rio de Janeiro and Buenos Aires, in February. The visit to Rio, during Carnivale, may have been "touristy," Grossman concedes. But he feels the trip helped educate viewers to developments in America's neighbors to the south, neighbors about whom they know little. And the ratings, he notes, not so incidentally, "were the highest ever."

Van Gordon Sauter, president of CBS News, does not make much of the mobility technology has made possible. "Out of 260 available nights," he said, "I'd be surprised if [*The Evening News with Dan Rather* were anchored] out of New York or Washington on more than 20." Still, Dan Rather has had a busy year—Mexico City, in September, to cover the earthquake; Paris, in October, for the meeting of French president Mitterand and Soviet leader Mikhail Gorbachev; Gene-

va, in November, for the summit between President Reagan and Gorbachev; Atlanta, on Jan. 20, for the observance of Martin Luther King's birthday; Houston, on Jan. 31, for the memorial service for the crew of the shuttle Challenger, and San Antonio, Tex., and Sioux Falls, S.D., for the week of Feb. 24 and a series of broadcasts calling attention to the crisis on the farms. Then, too, there was the broadcast out of Los Angeles, in connection with the affiliates May 19-21 meeting, and the one from affiliate KSL-TV Salt Lake City, on the way back to New York. It was just an ordinary year.

But satellite technology has done more than increase the mobility of broadcast journalists in developing and transmitting stories. It has made some programs possible. Richard Wald, senior vice president, news, Capital Cities/ABC News, said *Nightline* and *This Week with David Brinkley* rely on



Grossman

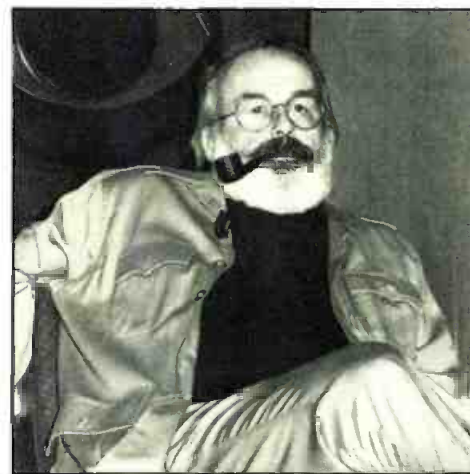
satellite technology "to inform, and to have people exchange ideas" from around the world. There might be an Israeli ambassador in the U.S. and a spokesman for an Arab country in the Middle East, for instance, or a Reagan administration official in Washington and a Soviet spokesman in Moscow. "That kind of exchange," Wald said, "is the big difference. Speed of delivery of stories helps, but it is not a basic difference."

The remarkable thing about it all is that such journalism no longer strikes viewers as remarkable. It has become the norm.

□

It is made possible by a technology that is constantly evolving. Satellites operating in the C-band are giving way to satellites in the Ku-band that permit smaller and more portable earth stations, with dishes as small as 1.8 meters in diameter. The use of Ku-band satellites also eliminates the need for the frequency clearance search (and the \$1,000 fee involved) that the use of C-band equipment requires because of the heavy terrestrial use made of those frequencies.

And increasingly, the networks are flying portable equipment—"flyaways"—into areas, foreign and domestic, where local uplink facilities are not available, or conveniently accessible. The equipment is sufficiently compact to be transported aboard a Lear jet or as baggage in a passenger plane. Usually, in a foreign location, the networks crews simply obtain the necessary authorization from the local PTT, and pay the tariff. Normally, the news division will have dealt with the International Telecommunications Satellite Organization for use of one of its satellites. CBS and NBC, for instance, used portable uplinks in Manila to cover the election that resulted in the assumption of power of Corazon Aquino. ABC, which is proceeding more slowly in use of the new technology, relied on a van equipped with a C-band transmitting dish that was shipped as freight aboard a Flying Tiger 747. ABC is now testing a flyaway manufactured by Hubcom. Of course, there are some countries where dis-



Sauter

cretion dictates that such equipment not be employed—Lebanon, for instance ("We'd never get it out," said one NBC official), and others, like Libya, where they would not be allowed. But the technological barriers keep falling.

Affiliates, too, have been tapping into satellite technology to improve their news operations. And networks have been helping. ABC, CBS and NBC have set up satellite-based arrangements whereby affiliates can make use of each other's programming. And each network is helping affiliates purchase Ku-band trucks for use in covering stories in distant locations. (Thus far, about 60 affiliates, all in major markets, are acquiring the satellite newsgathering trucks.) NBC has also begun implementing a plan to convert 105 affiliates' earth stations into Ku-band uplinks; NBC expects to have transformed 60 by the end of the year.

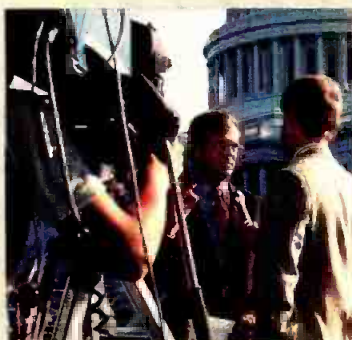
Networks sometimes benefit directly from affiliates' more aggressive newsgathering. Grossman notes that NBC News has access to affiliates' trucks, and has used pieces produced by affiliates. Sauter said CBS scored a beat with pictures of the colli-



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sion of an airplane and helicopter over the Grand Canyon, last month, because CBS's Phoenix affiliate, KTSP-TV, owned a truck. "It made the difference in getting the pictures," said Sauter. And he predicted an increase in the use of such trucks by affiliates and the networks.

But often, network officials speak of the politics of affiliate relations in explaining the reasons for the services networks provide. Bob Horner, CBS's vice president for news services, oversees an arrangement under which the affiliates are divided into six regions (the Northeast was phased in only on June 30); within them, stations exchange stories via satellite, with the network providing editorial help and technical coordination. Material determined to be of interest nationally is fed from New York to all affiliates three times daily. "Affiliates have said they want an improvement in how the networks furnish them with news," Horner said. And since "networks depend to a great degree on affiliates," he added, "it's wise to keep them happy."

CNN, too, though its principal function is to feed news to cable systems, is developing a satellite newsgathering-and-distributing network of broadcast affiliates. CNN already works with 100 "contributing" stations that use CNN material and share stories among themselves and with CNN. But Charlie Hoff, managing director of the new operation, said it will include stations that own Ku-band trucks and that CNN will aid by acquiring satellite transponder time for their use, and managing it. What's more, he said. "We'll encourage them to work together, so that if an affiliate in Florida does a story of



Wald

interest to one in Boston, they can share the material." Thus far, the still embryonic network has 10 "charter members," some of them affiliates of the major networks. Hoff said. The aim, he added, is to have as many as 35 members by next year.

Of course CNN, as a product of the satellite age, has an advantage over the major networks. Satellites have provided its means of transmission since its establishment, in 1980. "We designed our system around satellites rather than landlines," Hoff said. All of its eight domestic bureaus are equipped with uplinks to C-band satellites, but the system's conversion to Ku-band will begin within the next year. And last week, CNN was demonstrating its seriousness in keeping up with the state-of-the-art technology. Richards Tauber, director of satellites and

circuits, checking out a Ku-band "flyaway" manufactured by Spectra Communications. "It had some good qualities, but there were some problems," Tauber said later. But he was not discouraged. "We'll talk some more."

To some observers of network news operations—including those in station ranks—the greater effort that stations are making, usually with the aid of satellites, to broaden their coverage—with anchors and correspondents reporting from Geneva or Mexico City, from the national political conventions or even from the battlefields in Afghanistan—is making an impression on network news executives, causing them to feel someone is gaining on them. Those executives themselves do not acknowledge feeling competitive pressure. But they do acknowledge a difference in their approach to news, a determination to use the resources available to them to do a better job.

"To differentiate ourselves, we have to be more creative, more expert in analysis, to do all the things that make for excellence," said ABC's Wald. "Anyone can be there [at the scene of a major story], but we have to do it better." And NBC's Grossman said made a similar comment regarding that network's *Nightly News*—it has "less spot news and more analysis, explanation and background." He sees strong local news programming as "partly responsible" for that condition. He sees it as helpful, too, as a lead-in to the network news. "But we're not being pushed," he says.

Maybe not. But, somehow, it seems the networks, with the help of satellite technology, are stretching more. □

## Extending a station's reach a little farther

**Use of satellite newsgathering trucks is enabling stations to cover a wider region than possible with existing microwave technology; most see the dynamic as here to stay**

Only about 15% of the nation's commercial TV stations own satellite newsgathering vans. And while vans are expensive—the average vehicle costs about \$350,000—stations that have them are overwhelmingly positive about their use. The trucks have given stations the ability to expand outside their markets, and have provided an ease and immediacy in transmitting live news feeds. The satellite truck, say stations contacted by BROADCASTING, gives stations new versatility, and, according to Jerry Danziger, vice president and general manager, KOB-TV Albuquerque, N.M., opens "the door for the next generation of newsgathering... It allows us to go anywhere and bring back a live story."

Don Feldman, news director of WCSC-TV Charleston, S.C., agreed. He said the technology enables his station, in the 106th market, to "provide faster and better coverage outside our metropolitan area in a more timely way. It has enabled us to do things we would never have been able to do before

locally... [The station] can get there much faster, can stay longer and cover events more thoroughly. We don't have to leave in order to get back to the station." As Joe Rovitto,

news director of WTAE-TV Pittsburgh, put it, the technology allows the broadcaster to "beat deadlines."

One key benefit conferred by satellite



KRON-TV San Francisco



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newsgathering is the extension of a station's reach. Covering stories outside the immediate community, sometimes from hundreds of miles away, gives a local station "an image in the community [it] had not had in the past," KOB-TV's Danziger said. "Satellite newsgathering has allowed stations locally to do things that only networks could do before."

KOB-TV has put about 40,000 miles on its satellite news van since buying it in December 1984. It has pursued stories with local angles across the border in Mexico and in neighboring states. It has also covered forest fires and airplane crashes, "things beyond the range when you would normally use microwave" capabilities, Danziger said.

For another broadcaster, KUSA(TV) Denver, the mountainous geography of Colorado "almost demanded" portable satellite capability, according to Patrice Jordan, executive producer of news. It's "the only way" to get to some regions "and do something in timely fashion," she said, adding the "nature of the Denver market" was another reason to have a satellite newsgathering truck. The station is in a "regionally oriented market" where people have come to expect that if something happens in a nearby state, there will be coverage of it, Jordan explained.

KUSA(TV) began using a satellite newsgathering truck in May 1985, leasing one until it received until its BAF-built truck in February 1986. The truck cost about \$500,000, and expenses run about \$2,000 a

month, including gas, overtime and lodging for employees operating the truck and other fees, Jordan said. Among the events covered with the use of the truck, Jordan said, was the Coors Classic cycling competition, a bicycle race from San Francisco to Denver.

Geography was also a factor in the decision by WRAL-TV Raleigh-Durham, N.C., to purchase its satellite truck, according to John Greene, senior vice president and general manager. About 65% of its audience is outside the metropolitan area, and the Ku-band truck has given the station "portability at affordable costs" to cover that scattered audience, he said.

KUTV(TV) Salt Lake City's technical operations manager, Tom Mitchell, said he doesn't know "how [the station] would live right now" without a satellite truck. KUTV(TV)'s ADI extends to seven states, "most of them in areas that have no fixed satellite uplink capability." He said that "not every single story we have done in the past year has been a journalistic blockbuster," but for many stories, "the only way to get live pictures" is with the satellite truck. "It's very easy to sit here in a metropolitan area and do news for a seven-state area and even for Utah," Mitchell said, adding that "that really doesn't affect the people who are living 300 or even 400 miles away from here in small towns. If we can go to their areas and cover legitimate news that affects them, and we can do it with immediacy, I think that's better for the product we put out. I think that's

important."

Another attraction for stations is the ease with which a satellite newsgathering vehicle can cover both spot news and features. KWTV(TV) Oklahoma City's news director, Al Sandubrae, said the station has used its satellite truck, which it bought in May 1985, to cover "some major spot news," such as a fireworks plant explosion, tornadoes and a nuclear accident in the state. The station has been able to go live and feed taped packages of material from all over the state, he said. The "single biggest expense" in running the truck has been satellite time, he said, which costs about \$4,000 a month. He added, however, that it was "a lot cheaper than C-band technology." For one thing, he said, with the Ku-band technology, satellite time can be bought in smaller increments, such as five minutes, "so its cost-effectiveness goes up dramatically."

WRC-TV Washington and KRON-TV San Francisco have also used their trucks for spot news and softer features. WRC-TV took the truck on the road for a month to areas outside of Washington, reporting from different cities that "would have been impossible to get at with just microwave," said Assistant News Director Kris Ostrowski. The station bought its truck for about \$300,000 last January and Ostrowski said it costs about a \$1 per mile to operate.

KRON-TV San Francisco's news director, Mike Ferring, said he didn't know if there had been any "clean kills" with the satellite truck "in the sense that there have been stories that we have been able to cover that our competition has been unable to cover." But he believes the truck's benefit comes more from the feeling that if a viewer watches the station each day, he or she will see that "we're going to range farther than the competition. We're going to get the stories live or later—in a more timely way—than the competition can."

Despite its cost, KOB-TV's Danziger argues a satellite truck is a good investment. "Obviously the networks sure do, because they're all jumping into the business now," he said. "The networks reacted because of Conus," he said, "They were really afraid of losing their franchise on national news. The handwriting was on wall that if [the networks] didn't get into similar satellite newsgathering, they were going to be left out," Danziger said.

KOB-TV, like other stations, has gained income from renting its Ku-band truck to other stations. KUSA also sometimes leases its vehicle, as does KCTV(TV) Kansas City, Mo., which receives about \$2,000 per day for its use.

Also, satellite news trucks have in most cases altered stations' ability to share news with others. Not only does a station have its own individual newsgathering devices, but as WTAE-TV's Rovitto said, a satellite cooperative such as Conus "gives us 30 pals we can turn to" if a major news event occurs.

Clifton Conley, president and general manager of WFTV(TV) Orlando, Fla., which was one of four charter stations in the Florida News Network, agreed, adding that in Florida, when one truck goes on location, the

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feed is available to all the stations in the network, and that the other trucks can be available to transmit the feeds to the stations.

But sharing is not without its conflicts. According to WRAL-TV's Greene, as the technology expands and more networks such as Conus are created, stations must decide which affiliation has priority. WCSC-TV, for example, reports for CBS and Conus, and it has yet to be resolved which "do you serve first," Feldman said. Currently, it is done on a first-come, first-served basis. In the event of breaking news like the space shuttle disaster or Hurricane Gloria, the station shares. "Everyone pools together," Feldman said.

One concern that Greene also has is that eventually "every station in the news business will have a satellite truck. . . . What happens when all of us want to be live at 6 o'clock and there aren't enough transponders to carry all of that?"

But for the time being, only about 60 television stations own satellite trucks. And Philip Jones, vice president and general manager of CBS affiliate KCTV(TV) Kansas City, Mo., questioned whether for most stations, "it's mandatory to have a truck to get that live story that may take place one or two times a year, as opposed to having it done and taped and then aired."

Jones, who is also chairman of the CBS affiliates advisory board, and purchased its \$400,000 truck for his station last March, commented that whether the audience "really recognizes" the difference between the

## Precedent-setting show

A pair of disgruntled dish owners took their case against scrambling to the highest court, at least in terms of television ratings, seeking redress of a grievance involving an issue of growing concern to home satellite dish owners. In "The Case of Something Scrambled in the Satellite Dish," an episode of Lorimar-Telepictures *The People's Court*, a California couple sought a \$1,500 settlement from the company that sold them their dish. They claimed the salesman had promised there would be no scrambling for at least two years. Now, they said, after paying \$2,995 for their dish, they were faced with buying decoders and paying monthly fees for the scrambled movie channels when their principal reason for buying the equipment was to avoid monthly subscriber fees to cable systems for those same channels.

The salesman argued that he had made no such promise, although he said he might have referred to a bill pending in Congress that calls for a two-year moratorium on scrambling. He argued that of the 100-plus channels available, only seven had expressed an interest in scrambling and only one was currently in position to do so. He also cited a clause in the sales contract that specified that his company had no control over programing.

The judge ruled in favor of the dish company, saying that while the salesman appeared to have used "puffing language to try and make a sale," it did not constitute misrepresentation. He advised the couple that if they had wanted specific guarantees, they should have made sure to get them in writing and, failing that, should not have bought the dish.

equipment is a factor for stations to consider. The return to the station, he said, is the "same type of situation as when you go to color, or when you go to microwave or when you go to an ENG camera—you don't see a direct return on your investment. It's a matter of being able to maintain a news presence and a ratings presence that may not exist if

you don't stay up with the technology that today is needed. It is definitely a gray area investment."

Having a satellite newsgathering truck is "a cut above helicopters in terms of practicality. . . . yet it is suspect," Jones said. "But in today's marketplace with marketing, if you don't compete in the audience's mind, from

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the same position of being able to gather news, it may hurt your credibility. So you're kind of forced into a defensive posturing when you buy something like this. It's almost as much a defensive move as an offensive move," he said.

He added, however, that there is a "certain comfort knowing that if something of a major proportion happens, you will be able to go there live, because that's what's TV is all

about. Unfortunately, it costs a lot of money to be prepared for that possibility or maybe inevitability. There will be a time when we will be live for a very important news event, so it does give you that comfort. We won't have to rely on someone else."

For WRAL-TV's Greene, discussion about satellite trucks "reminds me of the days when ENG came out. There were a lot of news directors saying that it was just a fad,

that it was not going to last, that it's not going to be around. Now everyone's into ENG and live ENG coverage. Ku's the same thing. We're all going to be in it."

And Jones made the decision for his station, as others may find themselves doing, so it would be "part of the evolution of the newsgathering business...on the cutting edge of that type of new technology, rather than following." □

## Networks all on satellite newsgathering bandwagon

**CBS last of three on-air networks to announce service offering; NBC expected to be first on line; networks sharing costs with affiliates**

Most broadcasters have not yet joined the ranks of Ku-band satellite newsgatherers (see chart, page 50, for those who have Ku-band mobile trucks), but for the 200 or more stations thought to be contemplating the move during the next two years, there should be no shortage of options to help pay for the technology and apply it fully in national and regional news exchanges.

In the last six months, for instance, all three commercial television networks have laid out plans to partially reimburse their affiliates for satellite newsgathering truck purchases and to coordinate their satellite transponder usage, in return for retaining access, formal or informal, to the vehicles on major national news events.

Similarly, Cable News Network, while not offering to share vehicle costs, is planning to provide inexpensive satellite transmission services for Ku-band newsgathering by any of its 173 TV station affiliates or others. And other Ku-band news organizations, such as Conus Communications, continue to supply stations with a variety of uplink coordination services and other logistical assistance.

Last December, ABC-TV became the first network to offer its affiliates a truck-sharing plan, when it outlined its \$18 million-plus Absat operation, along with a half-dozen new regional news feeds on its C-band interconnection system. NBC-TV quickly followed in January with details of a 10-year, \$100-million Skycom satellite newsgathering operation. CNN announced its transponder coordination service that month as well, and CBS-TV finally released details last week on its satellite newsgathering plan after six months of negotiations with affiliates (see "Top of the Week").

The arrangements at ABC, CBS and NBC are similar in a number of ways. Each offers to reimburse stations for up to half the cost of the trucks; each will provide a coordination center for satellite uplinking, and each has set certain technical specifications the Ku-band vehicles must meet to be consistent with network satellite operation.

The plans differ in a number of respects, however, including additional payments or forms of compensation from affiliates to the network, contractual controls over the

truck's use, technical specifications and system start-up schedules.

NBC Skycom is likely to be the first to go fully on-line next September and already has been handling daily feeds from some affiliates, such as a Southeast regional feed last Thursday of President Reagan's speech from Mobile, Ala., originated by WFAA-TV Dallas.

Approximately 17 affiliates have trucks in the field and as many as 35 to 40 affiliate vehicles are expected to be in place by year's end. The NBC service will also be bolstered by the use of semi-portable uplinks now being installed at some 60 stations which had their downlinks prewired as part of network planning for the overall Ku-band program interconnection system, according to Tom

age (paid for by the network). The last not only provides communication lines among truck, station and network control, but also gives the network remote control of the uplink transmission, explained David Baylor, vice president of broadcast operations. Network-approved trucks are to be available from manufacturers BAF, Centro, Dalsat, Grey, Harris, Hubcom and Midwest.

Skycom will also retain 48 hours of dedicated satellite time per day on the K-2 Ku-band satellite, and transponder time can be bought by affiliates for \$14 a minute, with the minimum buy five minutes, said Cervini.

Affiliates will not be contractually obligated by the reimbursement to allow a network to use the vehicle, according to NBC's



KWTW Oklahoma City

Wolzein, NBC News vice president, editorial and production services. The network has installed 27 PUP's, as the portable uplink packages are known, and new units are going on line at the rate of five per month, with 60 expected to be in operation by year's end.

To aid in truck purchases, the network is offering reimbursement to affiliates of up to \$150,000, according to Tony Cervini, vice president of affiliate relations. To qualify for the five-year cost-sharing plan, however, affiliates must meet certain technical specifications, mostly geared to insure the vehicles are compatible with the network operation.

The requirements cover antenna performance, polarization control and the use of a \$30,000 Harris Corp. communication pack-

age. Jo Moring, vice president of affiliate news services. "The affiliate controls the truck," she explained. "If we approach them and ask to use it, they have priority." In cases where the affiliate is on site at a breaking news story of national importance and the network also wishes to cover using the truck's facilities, Moring added, "a cooperative spirit" is expected, although the affiliate still has the final say on its use.

ABC's satellite newsgathering plan, dubbed Absat, is expected to be operational by October and will follow by several months the network's completion of the NewsOne series of six regional C-band satellite news feeds, which was announced simultaneously with Absat. The last regional

feed, in the Southeast, is to go on line today, July 14.

Originally planned as a 50-affiliate program, to include stations in the top 35 markets and 15 others, the network now expects the number to rise as high as 100 over the next two-and-a-half years. A draft contract for the service was sent to 70 stations in the past two weeks, according to Bryce Rathbone, vice president and director of station

relations. So far seven stations have indicated their interest in going ahead on the deal.

In reimbursement terms, ABC's arrangement differs in several ways from NBC's. Stations receive over five years half of the cost, or up to \$180,000 including a communications system, of a specified basic truck package, but the amount also has to cover 50% of a fixed Ku-band downlink, estimated at approximately \$95,000 plus installa-

tion.

The basic truck package, which will be available no earlier than October from a list of "preferred" vendors (Dalsat, ENG, Hubcom and Midwest), according to Ben Greenberg, director of audio-visual systems engineering, includes an equipment list specifying an Andrews offset-fed antenna design now undergoing testing, an STS RF headend and a Skyswitch communications package. Additional aspects of truck design and its equipment configurations are up to the stations, he added, and other truck vendors may also supply affiliates under the reimbursement program, provided they build according to network specifications.

ABC is also now completing a satellite coordination center for Absat, with services to be provided for a fee to affiliates, said Don Dunphy, ABC News vice president of affiliate news services. No transponder time has yet been obtained for Absat by the network, he added, and rates to affiliates have not been set.

Some degree of control over use of the affiliate's truck has been written into the contract, explained Rathbone. For unscheduled news events "of a national magnitude," such as major natural catastrophes, assassinations, etc., as determined by the network's senior vice president of news, ABC would get equal or top priority to the truck for no fee. For other news uses, such as for stories on *Good Morning America* or *Nightline*, the network would have to negotiate on truck use and the rate to be paid the station, he added.

CBS last week announced its own cost-sharing package with affiliates, although initial details were still limited (see "Top of the Week"). According to a network representative, the network's plan, called NewsNet, will link together six existing regional news services, CBS news bureaus and participating affiliates in a newsgathering service on Ku-band satellites.

CBS would provide stations purchasing Ku-band mobile uplinks with 50% or up to \$150,000 of the truck's cost, plus 50% or up to \$50,000 for a fixed Ku-band uplink-downlink, both over a five-year period. The cost of a communications package would be paid in the first year. A satellite coordination center would also be established in New York and transponder time, still to be purchased, would be provided at cost with a small handling charge.

To finance the deal, the affiliates would be required to give back to the network one minute of commercial time during late night (midnight to 1 a.m.). Also, CBS would withhold from affiliates a compensation fee related to cost savings from the network's conversion to satellites. Originally scheduled to go to stations this fall, the fee will be deferred until 1992.

Outside the networks, other news interchange options available to broadcasters include the offering from Cable News Network. While not a reimbursement package, CNN nevertheless hopes by mid-1987 to bring several dozen of its affiliates into a Ku-band news sharing relationship by wholesaling 2,000-4,000 hours of satellite time and

## The satellite newsgatherers

The 61 stations listed below are those U.S. broadcasters that have, or are about to obtain, a powerful new tool for news—mobile Ku-band satellite newsgathering vehicles. Currently, the majority are top 100 market network affiliates, split about evenly between NBC, with 23, ABC, 19 and CBS, 18. More than half of the stations, 35, are also members of Conus, the Hubbard Broadcasting-owned satellite news cooperative formed in 1984. Others are members of a newly formed cooperative of Cable News Network, and, a regional satellite cooperative, Florida News Network.

The stations are listed alphabetically by state and include network affiliation and membership in a satellite news cooperative. Those marked with an asterisk are awaiting delivery of their vehicles. Several stations, listed separately below, share the Ku-band mobile uplinks.

### Arizona

KPNX-TV Mesa NBC  
KTVK(TV) Phoenix ABC\* (Conus)  
KTSP-TV Phoenix CBS

### California

KTXL(TV) Sacramento Ind. (Conus)  
KRON-TV San Francisco NBC (Conus)

### Colorado

KCNC-TV Denver NBC (Conus)  
KUSA-TV Denver ABC

### Connecticut

WFSB(TV) Hartford CBS

### Washington

WJLA-TV Washington ABC (Conus)  
WRC-TV Washington NBC O&O  
WUSA-TV Washington CBS

### Florida

WESH-TV Daytona Beach NBC (Conus)  
WPLG(TV) Miami ABC (FNN)  
WSVN(TV) Miami NBC  
WTVJ(TV) Miami CBS (Conus)  
WFTV(TV) Orlando ABC (FNN)  
WTSP-TV Tampa ABC (FNN)  
WTVT(TV) Tampa CBS (Conus)  
WXFL(TV) Tampa NBC  
WJXT(TV) Jacksonville CBS (CNN, FNN)

### Georgia

WXIA-TV Atlanta NBC

### Illinois

WLS-TV Chicago ABC O&O  
WMAQ-TV Chicago NBC O&O

### Indiana

WRTV(TV) Indianapolis ABC (Conus)

### Louisiana

WBRZ(TV) Baton Rouge ABC (Conus)  
WVUE(TV) New Orleans ABC (Conus)  
WWL-TV New Orleans CBS

### Maryland

WBAL-TV Baltimore CBS (Conus)  
WMAR-TV Baltimore NBC

### Massachusetts

WBZ-TV Boston NBC  
WCVB-TV Boston ABC (Conus)

### Minnesota

KSTP-TV Minneapolis-St. Paul ABC (Conus)

### Mississippi

WJTV(TV) Jackson CBS (Conus)

### Missouri

KCTV(TV) Kansas City\* CBS  
KMBC-TV Kansas City ABC (Conus)  
WDAF-TV Kansas City NBC

### Nebraska

WOWT(TV) Omaha NBC (Conus)

### New Mexico

KOB-TV Albuquerque NBC (Conus)

### North Carolina

WBTV(TV) Charlotte CBS (Conus)  
WRAL-TV Raleigh CBS (Conus)

### Ohio

WKYC-TV Cleveland NBC O&O  
WDTN(TV) Dayton ABC (Conus)

### Oklahoma

KWTW(TV) Oklahoma City CBS (Conus)

### Pennsylvania

WTAE-TV Pittsburgh ABC (Conus)

### South Carolina

WCSC-TV Charleston CBS (Conus)

### South Dakota

KELO-TV Sioux Falls CBS\* (Conus)

### Tennessee

WTVF(TV) Nashville CBS (Conus)

### Texas

KPRC-TV Houston NBC (Conus)  
KTRK-TV Houston ABC O&O

### Utah

KSL-TV Salt Lake City CBS  
KUTV(TV) Salt Lake City NBC (Conus)

### Washington

KOMO-TV Seattle\* ABC (Conus)

### Wisconsin

WISN-TV Milwaukee ABC (Conus)

### Stations sharing vehicles

■ KYW-TV Philadelphia NBC; KDKA-TV Pittsburgh CBS, and WJZ-TV Baltimore ABC

■ KSNT(TV) Topeka, Kan. NBC (Conus); KSNW(TV) Wichita, Kan. NBC (Conus), and KSNF(TV) Joplin, Mo. NBC (Conus)

■ WXII(TV) Winston-Salem, N.C.\* NBC (Conus); WYFF-TV Greenville, S.C.\* NBC (Conus)



coordination facilities, explained Charles Hoff, managing director of the satellite newsgathering project.

CNN already has gained 10 charter members for the service, Hoff said, seven of which are "air tight." Two of them, WTVM(TV) Miami and WJXT(TV) Jacksonville, Fla., already have Ku-band trucks, he added. No transponder package has yet been chosen al-

though CNN has options on RCA's K-2 and is also in negotiations with GTE for transponders on GSTAR.

Hubbard Broadcasting's Conus still remains the only fully operational Ku-band newsgathering operation, said Charles Dutcher, vice president and general manager, and has completed some 14,000 live shots since beginning as a news cooperative

some two years ago. Now with 38 station members, 35 using mobile uplinks, the service has doubled since last July and continues to add one station a month, Dutcher said.

Among other companies offering transponder services for Ku-band satellite newsgathering are GTE Spacenet, Comsat General, AT&T, South Star Communications, Central Florida Teleport and RCA Americom. □

## Cutthroat competition for program distribution

### The growth of satellite delivery of programing has rapidly changed the makeup of the market

Over the past several years, satellite distribution has become an integral part of the syndicated programing business. Today the majority of stations receive their first-run syndicated programing by satellite, not by videotape, and, if the trend continues, all stations will one day go to the satellite instead of the mailroom for their first-run product. But all is not well in the satellite distribution business.

The syndicators are not complaining. The economies of satellite communications and the competition among the distributors have combined to slash the price of distributing programs by as much as two-thirds over the past few years. At the same time, the other attributes of satellites have given syndicators greater flexibility and the ability to deliver programs to stations with superior technical quality.

The trouble is with the distributors. The competition has become so intense and price cutting so much a part of doing business that none appear to be making any money. In fact, rumors constantly circulate that the competition has undermined the viability of this company or that company and put it on the verge of bankruptcy.

"It's not a very profitable business, I can assure you of that," said Bob Wold, chairman of Wold Communications, which, along with Group W's TVSC, dominates the business. "We have to last it out and be the survivor. Maybe then we can make some money."

Four years ago, according to Gene Bormann, vice president, programing and syndication, Netcom, a satellite distributor could put together a deal that would lower the syndicator's costs by 20% or 25% and still make a "decent profit." But then the price wars started in 1983, he said. "The prices dropped to a point where you wondered whether it really paid to be in the business."

Prices dropped so low last year that TVSC simply put a floor on its pricing, said TVSC's Jack Mauck, vice president of sales. To bid less, he said, would be to "jeopardize" not only the profitability of the company, but also the quality of the service. "We are very, very scrupulous about what we do here," he said.

As competitive as it has been in years past, there's some fear that it may get even more competitive due to the presence of

some new players in the marketplace, Brightstar Communications of America and USTV.

Brightstar could be a formidable force. It's headed by Gary Worth, who ran Wold's syndicated programing efforts before leaving the company last year after a bitter falling out with Wold, and it has an eight-hour block of satellite time on RCA Americom's powerful new Ku-band satellite, Satcom K-2. Brightstar has plenty of bids out, and has been aggressively selling itself. So far, it has picked up one contract—from Gaylord Productions to distribute *Adventures of the Galaxy Rangers*, a half-hour animated strip, and *Dancin' to the Hits*, a weekly half-hour show.

USTV also has the potential of shaking up the marketplace. A joint venture of several media companies including Hubbard Broadcasting, USTV intends to produce, syndicate

and distribute programing for broadcasters. At the same time, it hopes to amortize some of the cost of its extensive technical facilities and two full-time transponders of Satcom K-2 by distributing programing for other syndicators. "We have been bidding for a couple of jobs," said Paul Heinerscheid, USTV vice president of operations.

USTV will not produce enough of its own programing to make full use of USTV facilities, Heinerscheid said, and there is "no reason they should remain idle." However, he said, USTV will resist the temptation to bid prices below costs for outside distribution business just to generate some cash flow. "It's not a wonderful market, but it isn't as bad as some people say," he said. By keeping prices in line with costs, he added, "I think I can make some money."

Another newcomer to the satellite distribution marketplace is RCA Americom. It set



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aside two transponders on Satcom K-2 for its entry in the business and, earlier this year, won one contract—with the United States Football League to distribute games next fall if the league is still in business then. RCA Americom has tried to sell satellite time directly to syndicators but now seems to be focusing its efforts on selling it to established satellite distributors like Brightstar that are prepared to provide all the ancillary services that syndicators have come to expect.

Aggravating the problems of the distributors is a sluggishness in demand. The satellite end of the business is limited to first-run syndication, particularly the barter variety, that has to arrive at a large number of stations within a relatively short period of time. And although a new batch of such programming is introduced each season, much of the gain is offset by the loss of old shows due to poor ratings. Wold estimates annual growth of no more than 10% or 15% over the next three years.

The satellite distribution of syndicated

programming really got rolling in 1981 when Wold Communications agreed to distribute Paramount's topical and time-sensitive *Entertainment Tonight* via satellite. As part of the deal, Paramount installed earth stations at 200 stations that signed up for the service, greatly expanding the universe of earth stations able to downlink the programming.

The amount of first-run syndicated shows being delivered by satellite increased steadily as did the number of stations equipped with earth stations. The growth of one fostered that of the other. There are no industry figures, but most in the business agree Wold handles the lion's share of the satellite traffic—as much as 75%. One who doesn't agree, not surprisingly, is TVSC's Mauck. He hasn't worked out the percentages, but he questions whether Wold pushes any more syndicated programming over the satellite than TVSC.

When it comes to fixing the blame for the pricing competition, most also point at Wold, although no one is eager to do so publicly. Some say Wold cut prices in an

effort to knock out the competition and corner the market; others, that he simply had excess satellite time that he chose to give away rather than waste.

Wold is not willing to take the rap, however. "Everybody in this business accuses everybody else of [predatory pricing]."

The price cuts his company made flowed from the economics of the business, Wold said. The large volume of traffic Wold handles, he said, gives it "terrific bargaining power" over the tape houses in negotiating contracts for the complementary tape distribution of programs. Wold ordered 160,000 dubs last year, he said.

(Little syndicated programming is distributed exclusively by satellite. Although, according to a recent Wold survey, the typical station has three earth stations—two C-band and one Ku-band—many broadcasters don't have the videotape machines and the manpower needed to monitor the satellite all day and record the appropriate satellite feeds. For any given first-run show, 60% of the stations will opt for the satellite feeds, while

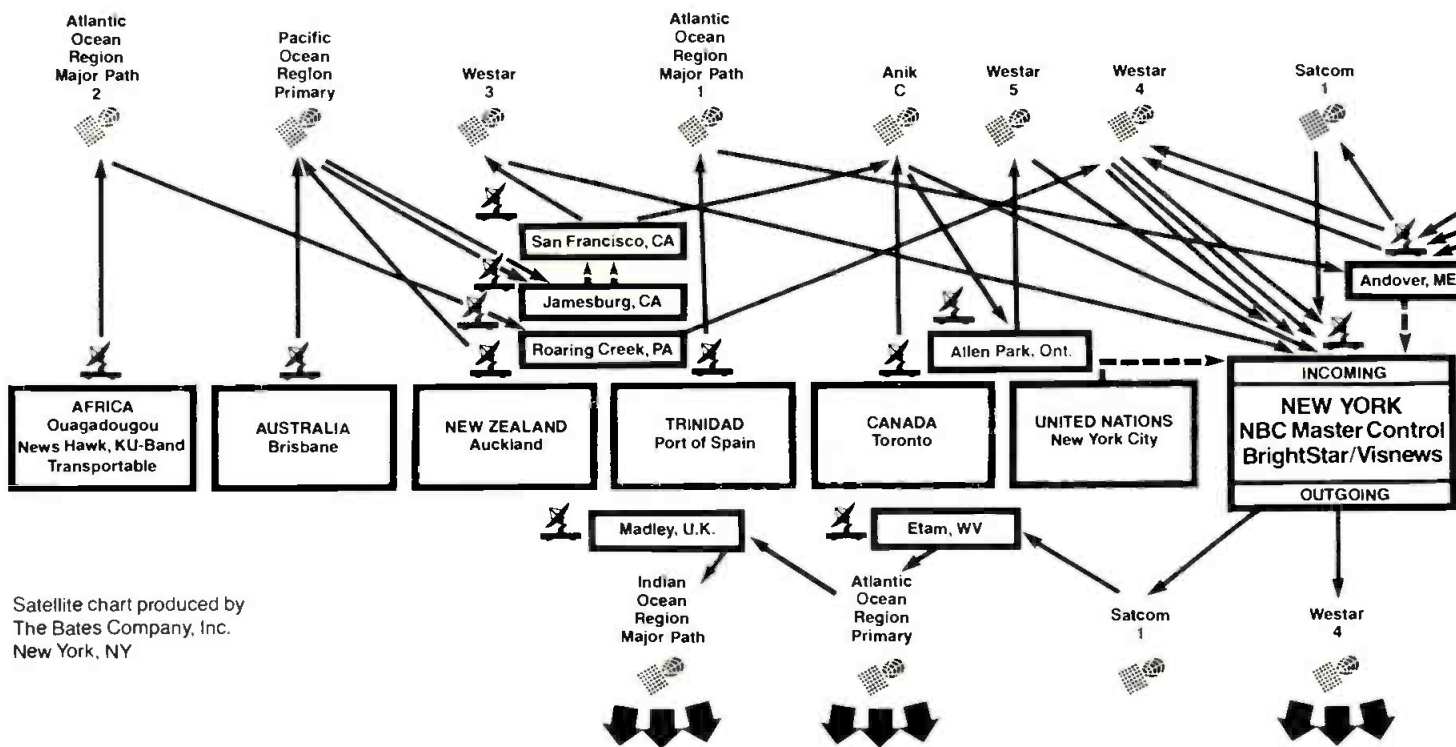
## Sporting proposition

Sport Aid, a fund-raising footrace run simultaneously in 13 countries last May 25, may have drawn sparse attention from U.S. television audiences, competing as it did with that day's Hands Across America promotion. But in addition to raising a reported \$100 million-plus for famine relief in Africa, the broadcast used more satellites—14—and more transponders—24—than any other television program.

And as the satellite interconnection chart (below) shows, the telecast also used ingenuity to overcome a shortage of international satellite transponders in its transmission from London to New York.

The event, organized jointly by UNICEF, the Band-Aid Foundation and Live Aid organizer Bob Geldof, with Global Media Ltd. producing, was telecast by Madison Square Garden Cable to markets in New York, New Jersey and Connecticut, as well as to cable systems in Los Angeles, Chicago, Boston, Detroit, Houston and Dallas. The broadcast was also transmitted to countries around the world by

## BRIGHT STAR



Satellite chart produced by The Bates Company, Inc. New York, NY

## WORLDWIDE BROADCAST

40% will go with tape. As a result, every satellite distributor is, by necessity also a distributor of tapes. TVSC has both tape and satellite capability in-house. Companies like Wold, however, contract the work out to tape houses.)

When satellite distribution first came on the scene in the early 1980's, the distributors that were able to provide a mix of satellite and tape distribution were asking between \$22 and \$24 per station, per 30-minute show, substantially less than the \$30 that tape-only distributors had been charging. But, with the advent of the pricing wars, the cost, according to one unhappy distributor, dropped to as little as \$9.50. Wold said the median price is now \$12. Mauck said TVSC will not go below \$15.

With the distributors weary of selling solely on price, they are now trying other approaches. "We can't sell price and we don't," said Brightstar's Worth. At Brightstar, the chief selling point is Ku-band transmission. To make the bird attractive to programmers and broadcasters, RCA Americom

gave an earth station and \$1,000 to any television station that promised to install it and keep it pointed at Satcom K-2, the Ku-band bird on which Brightstar has leased time. More than 674 stations took RCA up on the deal and RCA estimates that between 630 and 640 of them will be operational by the fall.

According to Worth, the time on Satcom K-2 is more expensive than it is on other satellites, meaning that he has to charge syndicators a premium of about 20%. But, he said, it's well worth it. Since stations have a dish fixed on Satcom K-2, he said, programmers using the satellite are guaranteed access to the station, regardless of when they transmit their feed.

At TVSC, the pitch is quality. According to Mauck, the TVSC services may be more expensive than the competition, but they're worth it. TVSC has instituted a quality-control system to assure customers that their program will go where it's supposed to go with the best video and audio quality possible. (One syndicator, who asked not to be

identified, was skeptical about TVSC's pricing floor, saying he believes TVSC would go through it to pick up some additional business.)

According to Bormann, Netcom has instituted a new marketing tack. Instead of bidding on individual shows, it's proposed handling all a syndicator's distribution business for one fixed fee. Bormann is not sure how the proposals have been received by the syndicators. In the meantime, he said, Netcom plans to continue carving out a niche for itself in the nondomestic arena, transmitting first-run network programming to Canadian television stations via Telesat Canada's Anik-D.

Despite the volatile nature of the market today, there is some optimism that it will stabilize in the near future. RCA Americom's Guy Lewis believes the market is still in its "middle-growth phase" and that demand will rise to balance the oversupply of services. And USTV's Heinerschied believes prices will rise as demand from other users of satellites soak up the satellite dis-

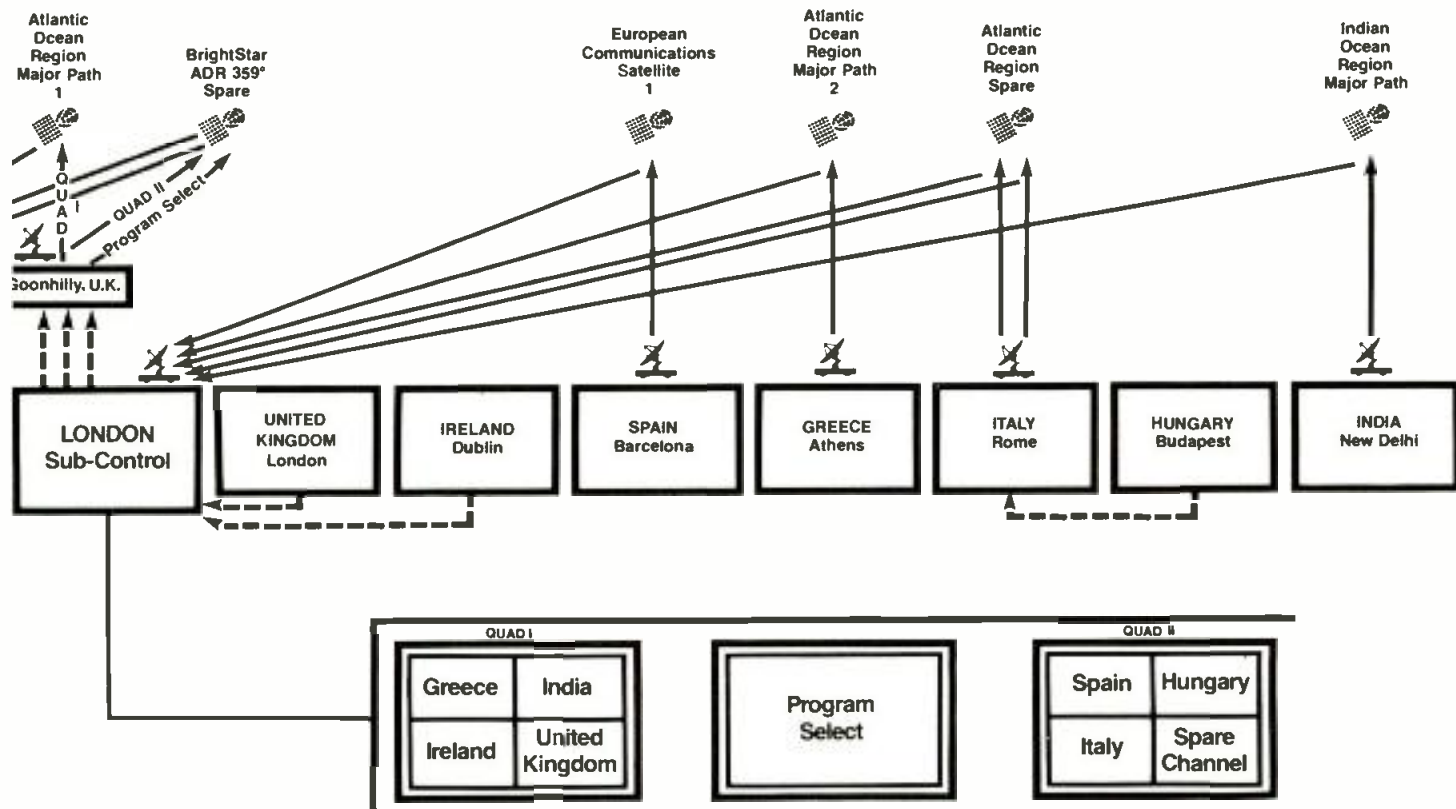
Westar 4 and satellites over the Atlantic and Indian oceans.

Handling the satellite transmission end was Bright Star Communications Ltd., a subsidiary of London-based Visnews International, the same group that handled the complicated Live Aid concert satellite transmissions last year (BROADCASTING, July 8, 1985). According to Bill Page, director of marketing in North America for BrightStar Communications, and Edward Helfer, vice president of marketing and sales, Visnews International USA., Sport Aid was more complex than the earlier effort because it originated from 13

sites in different countries rather than two sites as Live Aid did.

During the three-hour telecast, eight feeds went into a satellite control facility in New York (provided by NBC) before being mixed and retransmitted for world broadcast. With the subcontrol facility in London also receiving seven international feeds, but having only three trans-Atlantic circuits to New York, a digital effects unit was used to create two four-way, split-screen signals carrying images of the feeds to New York for preview. A third channel was left open for programs to be selected for air from the "quad feeds."

## Visnews International



tributors' excess capacity and take away their incentive to offer it below cost in their distribution packages.

If the market doesn't soon straighten itself out, some say, the syndicators may end up suffering along with the distributors. Sooner

or later, said Bormann, they are going to feel it. "When you cut rates, you have to cut back on the quality of service." □

## Private satellite networks: business from business

**Companies across the country are turning to satellites to link distant facilities, hold conferences and generally improve communications**

When Hewlett-Packard introduces a new product, its top marketers in Palo Alto, Calif., don't have to visit scores of regional offices to brief salesmen. They go down the street to H-P's elaborate television studios and fire up its very own private satellite network beaming a television channel into 90 offices in the U.S. and Canada. With one-way video and two-way audio, they can make their presentations live and simultaneously to hundreds of salesmen and then answer their questions.

H-P has been using television for many years, but never more so than in the past three years when live teleconferences were greatly facilitated by the addition of the private network. "We now see people exploiting it for as many reasons as there are to have meetings," said Marika Ruumet, manager of the H-P TV system.

H-P is one of a growing number of corporations with numerous far-flung offices or stores combining television and satellite communications into private networks to improve marketing, sales, training and morale. Since the H-P network made its debut in 1983—three years before NBC fully implemented its satellite system—dozens of companies in everything from retailing to finance have established their own networks. Among them: Chrysler, Ford, J.C. Penney, Eastman Kodak, Texas Instruments, Merrill Lynch, MONY Financial Services and Digital Equipment Corp.

According to Elliot Gold, president of TeleSpan, which monitors the private networks as a publisher of teleconferencing newsletters, the number of private networks has grown nearly geometrically since they first came on the scene in 1982, and corporate America has been chiefly responsible for the growth. Private networks of all sorts in-

creased from three in 1982 to seven in 1983, to 16 in 1984 and to 25 in 1985, he said. By the end of 1986, the number may hit 50. "It's incredible," he said. "It caught me by surprise. People are buying it like mad."

Gold attributes the success of private networks to their simplicity. Unlike some of the early teleconferencing offerings based on sophisticated digital technology, the private networks use conventional analog television. "It's real easy for people to understand."

Playing a principal role in this corporate communications revolution are Videostar Communications Inc., Atlanta, and Private Satellite Network, New York. On behalf of their corporate clients, Videostar and PSN design, install and operate the networks. They provide the satellite time and often handle the uplinking as well.

What has executives at Videostar and PSN so upbeat is their belief that they have just scratched the surface of the market. Richard Neustadt, co-founder and senior vice president of PSN, predicts that between 500 and 1,000 companies will have their own networks by the end of the decade. "It's very rapidly taking over corporate America," he said. "These things are going up all over the place."

David Green, vice president, marketing, Videostar, also believes his company is on the threshold of something big. As the number of networks increase so will their size, he said. "Eventually, networks of several thousand locations will be common," he said, citing General Motors (12,000 dealers), McDonald's (7,500 restaurants) and Sears (2,700 stores) as potential users of such networks.

According to research of D/J Brush Associates, says Green, about 8,000 companies now produce corporate television programs and distribute them on videocassettes. Such companies, he said, are "logical candidates" for their own satellite networks.

Most companies start using satellite net-

works for teleconferences on an ad hoc basis, Green said. Once they convince themselves of the economics, he said, they sign up for a dedicated network.

According to Neustadt, the economics are such that any company contemplating doing more than two satellite videoconferences in a year should consider a private network. Videostar and PSN charge between \$5,000 and \$6,000 for the installation of each downlink (typically with a six-foot dish) and around \$1,000 per hour for uplinking and satellite time. Clients anticipating heavy usage of their networks or wishing to have greater control over programming have installed their own uplinks, making a capital expenditure of, perhaps, \$500,000, but saving a few hundred dollars per hour in uplinking fees.

Much of what is transmitted over the private networks is private or proprietary—information that the companies want to keep out of the hands of competitors, not to mention home satellite eavesdroppers. (Ku-band reception has just started to penetrate the home satellite marketplace.) Consequently, the scrambling has been an integral part of the business from the start. "Wang doesn't want its competition to know what it's telling its salesmen," said Neustadt.

While M/A-Com Videocipher II has become a major factor in the cable industry, emerging as the de facto standard for the scrambling of cable programming on the satellites, it has failed to establish a foothold in the private satellite market.

According to Videostar and PSN, the systems of choice are Oak Communications' Orion and Scientific-Atlanta's B-MAC. Although Orion was first on the scene, Green said, B-MAC seems to be establishing itself as the private television industry standard. The Orion system is "antiquated" and "not adequate" for the needs of the industry, he said.

Just as there are times when a corporation wants to keep quiet, there are other times when it wants to talk. The network operators, from time to time, extend the reach of a corporation by setting up special downlink sites or by "cross-networks"—interconnecting two or more private networks so that companies can "talk" with one another. On June 25, for instance, Videostar, on behalf of Texas Instruments, put together an international network involving C-band and Ku-band satellites for the dissemination of a five-hour program on artificial intelligence to more than 30,000 people at 500 sites. The network encompassed the private networks of several other Videostar clients, including H-P, Kodak, ComputerLand and Electronic Data Systems.

The private business networks are built with Ku-band satellite technology because it "makes the most sense," said Green. Because Ku-band technology is less suscept-

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ible to interference and requires smaller dishes, he said, the "complexity and cost" of building a Ku-band network are less than they are for a comparable C-band network. The standard antenna size for the networks is six feet in diameter, he said, but, when more powerful satellites are available the size could shrink to four feet.

The business networks are helping to bring the satellite capacity marketplace back into balance, by gobbling up some of the excess supply. PSN has a transponder on SBS III and it leases additional capacity from GTE Spacenet on GSTAR I. Videostar also leases capacity on GSTAR I, using time at a rate of between 1,500 and 2,000 hours a year. Mike Caffarel, director of industry services marketing, GTE Spacenet, said private satellite is a "huge, burgeoning market." In addition to television-only networks, he said, companies such as K-Mart are implementing networks involving thousands of downlinks that will be used for television and interactive data.

According to Leslie Wright, coordinator, satellite education networks, the school is using H-P's uplink in nearby Roseville, Calif., to transmit to widely scattered students a full schedule of advanced computer science classes (five classes, 15 credits) leading to a master's degree. Last semester, students tuned in at 12 sites, including offices of H-P, Texas Instruments, General Dynamics, the Bentley Nevada Co. and the Naval Weapons Center at China Lake, Calif., Wright said.

Once the private networks are established, they provide a channel for delivering all sorts of programming into corporate offices. One of the first to take advantage of that opportunity was the Center for Regional and Continuing Education of California State University, Chico. When Hewlett-Packard went to the satellite in 1983, so did Cal State.

Unlike other private network owners, ComputerLand, Hayward, Calif., has turned its satellite network linking its franchisees—ComputerLand Television Network (CLTV)—into a commercial enterprise of sorts. The network made its debut on April 1 as a pilot project involving 20 stores. If all goes well, between 200 and 250 stores will eventually come on line, around 100 of them by the end of the year.

In addition to using the network for training and to improve communications between headquarters and stores, which have become strained in the currently soft computer retailing marketplace, ComputerLand is also selling time on the network to authorized computer hardware and software vendors, giving them an opportunity to pitch their wares to the franchisees or to select groups of customers invited to the stores.

According to ComputerLand's Al Maggio, television production manager, the service has been a hit. Since April 1, he said, around 30 vendors have used the network to introduce products, provide sales training and relay point-of-sale information. The charter users paid CLTV \$1,000 per hour (\$50 per downlink) for "connectivity." Most have also paid \$5,000 per hour to make use of CLTV's production and uplinking facilities at KTVU(TV) Oakland, Calif. Some of the vendors, including IBM and H-P, produced and uplinked programs from their own facilities, he said.

By all accounts, private television is still in its infancy. With the business networks leading the way, most expect the business to continue to grow at an enormous rate. TeleSpan's Gold forecast conservatively that the number of receive sites, which stood at 2,100 at the end of 1985, will jump to between 13,000 and 15,000 by the end of 1987. Said Green: "We are, in 1986, where Home Box Office was in 1976." □

said.

The New York-based Audio/TV Features Inc. has been putting out audio releases over satellite for radio for years. (According to Bob Kimmel, company president, it now puts out more than 750 of them year.) It has also, according to Kimmel, put out about 60 of what he refers to as "video news releases" for clients over the past six months and is even trying to establish a daily feed for the latter at 3 p.m. ET.

Kimmel, a former broadcast newsman, told BROADCASTING that he gets much of his work through public relations agencies. But PR firms themselves are also directly involved.

The Washington-based public relations firm of Gray & Co., for instance, attempts to get its clients exposure on the broadcast media through a variety of satellite-delivered channels. It uplinks an average of two video press releases each month. For radio, it offers a daily satellite feed of "time-sensitive" actualities featuring clients on its Capitol-Link. Every other Friday, it also offers Washington Spotlight, longer audio press releases; once a month, it uplinks audio releases over its Health Scan for clients with interests in medical, health and fitness-related fields. There's also GrayNet, in which Gray & Co. clients are made available for interviews on local radio talkshows via satellite.

The public relations firm of Hill & Knowlton Inc., which is buying Gray & Co., has its own video production facilities

## PR takes to satellite technology

**In effort to get more exposure, PR firms, legislators, government agencies have learned how to use satellites to get the message out**

There's nothing new about PR agents flacking broadcast news departments in hopes of getting favorable exposure for clients.

But now that most TV stations have downlinks, more and more PR-minded entities are using satellites to deliver their goods, because it's quicker and cheaper than terrestrial distribution, particularly for reaching more than a handful of stations. There are also indications that satellite-delivered material, because of its immediacy, may stand a better chance of making it onto a local station's news broadcast than that delivered through the mails.

Private entities aren't the only ones using satellites to try to get exposure on a local station's news program. Federal legislators, with the assistance of congressional and party committees, are sending aloft sound bites for use by the stations back home. And the Department of Agriculture, which regularly

feeds public affairs programming and "actualities" of official statements of import to the agricultural community over satellites, also sets up satellite news conferences enabling broadcast farm reporters in the hinterlands to interview administration officials.

Who originated the notion of using satellites to deliver what are variously referred to as video press releases, video "news" releases or video press kits, is not clear. But the New York-based Newslink Inc., which also serves as a news service for television stations, would appear to be among the pioneers. Bryn Jones, executive vice president of Newslink, said that company put out its first "video press kit" for a client in 1982. (The kits generally consist of an edited 90-second segment with voice-over narration that can be placed directly in a station's news show, and a "B roll" of about three minutes of video with natural sound that a station can edit as it wishes, using its own voice-over, perhaps to work in a local angle.) Now Newslink, which also arranges for satellite interviews of congressmen, public interest group representatives and others, puts out about 100 of those press kits each year, Jones



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# IDB COMMUNICATIONS: SOLUTIONS FOR TRANSMISSION CHALLENGES

## PAUL DONAHUE

Corporate Radio Engineering Director  
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**CHALLENGE:** "Early in May, the decision was made to take the Rick Dees' morning show on remote to Mazatlan, Mexico, a beach city about 1,050 miles from Los Angeles. We had three weeks to make all the transmission arrangements. The logistical and international regulatory problems seemed insurmountable."

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at its New York headquarters and the capability to transmit live directly over to its uplink site. It, too, sets up satellite video conferences for clients and has, according to George Glazer, Hill & Knowlton senior vice president, delivered 17 "satellite news feeds" for clients this year.

Just how much use is made of the satellite-delivered material is also unclear. Jackson Bain, a former broadcast newsman and now vice president of Gray & Co., said that in that company's best response, from 50% to 75% of the 200 TV stations it got in touch with about a feed had used it in some form; in the worst response, about 25% of the 200 stations had used one. Said Newslink's Jones: "If it's good, they use it; if it's bad, they're not going to use it."

Mike Smith, executive producer of news for WATE-TV Knoxville, Tenn., said his station "seldom if ever" runs the material in its original form but will sometimes use a "bite" or the video for its own story. The station also uses "a lot" of the film clips provided by the Hollywood studios. But the station does not run any material in which the sponsor is not identified. Smith said. And material covering events the station would cover anyway gets the most play. "That saves the station money," Smith said.

But there are pockets of stiffer resistance. Dan Burns, assignment manager for KVBC(TV) Las Vegas, said his station monitors the material for possible use of some of the video. But he said the station avoided "PR stuff" and preferred to use its own video. "I don't want a story from the Tobacco Institute saying that smoking is actually safer than you think," Burns said. "Our stories go on TV, not someone else's."

Some of those whose business it is to promote the interests of their clients appear to perceive a need to exercise caution in what they transmit over the satellite, in part to prevent their clients from throwing their money away on projects few stations would air.

Newslink's Jones said his company had turned down a project that was "too blatantly commercial" and insisted the material it sent out to stations be genuinely newsworthy.

One industry source also alleged that the public relations firms entering the business may be trying too hard to "appease" their clients.

But it appears that there's enough of the stuff bouncing off the birds now that some within the public relations industry are asking their brethren to adopt voluntary standards for electronic press releases. Gray & Co.'s Bain is recommending standards that there be a "clear" identification of the client relationship at the beginning of a tape; that the releases have "surpassing journalistic quality and interest"; that they provide the raw material local stations can use to do their own local stories, and that the industry develop an accurate way to measure how much use is made of a feed. "If the industry itself doesn't establish voluntary standards, we're going to lose this as an information source, because news directors won't trust any material," Bain said. □

# Launch failures changing satellite business

**Companies left waiting at the pad seek other ways to get into orbit; although capacity is still plentiful, capacity may be taxed by decade's end; costs are expected to be driven higher and higher by increased insurance rates**

The series of launch vehicles failures over the past several months has sent shock waves through the domestic satellite communications industry, disrupting the well-laid plans of every satellite carrier or would-be carrier in the business. But nowhere, perhaps, were the waves felt more strongly than in the Upper Saddle River, N.J., offices of Western Union Telegraph Co.

When the Challenger exploded shortly after launch last January, so did many of Western Union's hopes for reinvigorating its satellite communications business. Those hopes were tied to Westar VI-S, Western Union's brand new 24-transponder C-band satellite, and its launch aboard a space shuttle on June 24. The Challenger disaster put the shuttle program on hold and Westar VI-S back on the shelf. The failures in May of a NASA Delta rocket and an Arianespace Ariane rocket—alternatives to the space shuttle—now threaten to keep VI-S shelved for a long time.

"We have a very definite need to launch a satellite within the next two years," said Fred Knipp, Western Union's assistant vice president for satellite services. "Our ability to do that is very questionable at the moment."

Without Westar VI-S in orbit to replace the aging Westar III when it expires in mid-1988, said Knipp, Western Union will be unable to accommodate all its current customers, let alone attract new ones: "We will have to turn away some pretty good business."

The string of failures that has temporarily deprived the Western world of a means of putting satellites in orbit while engineers figure out what went wrong started with the Challenger tragedy on Jan. 28. That was followed by the losses of an Air Force Titan on April 18, a NASA Delta on May 3 and an Arianespace Ariane on May 31.

The mishaps and the resulting suspensions of the shuttle and Ariane programs, upon which the communication satellite industry had come to rely, have had an immediate impact on Western Union and three other satellite carriers that had planned launches of satellites this year and next and some of the satellites' prospective users. They have had to redraw business plans in the face of indefinite delays.

But, more important, the failures have injected new elements of risk and uncertainty into the satellite communications business that threaten the next generation of satellites being planned for launch in the late 1980's and early 1990's. If the satellites are to be ready for launch around the end of the decade, companies have to make financial commitment of hundreds of millions of dollars

today. Because of the risk and uncertainty, the fear is, companies may balk at making the investments.

The risk of launching satellites is magnified by the virtual collapse of the satellite insurance business because of a long line of satellite losses that stretches back beyond the most recent launch failures to the loss of two satellites after their deployment by the space shuttle in early 1984. It's not clear today how much insurance will be available to cover future launches. What is clear is that premiums for the insurance that becomes available will remain high.

The launch failures are not seen as having much of an impact on the transponder marketplace—in the short term. The oversupply of satellite capacity, created by the launch of 11 satellites since May 1984, will continue to keep prices generally low until the inexorably increasing demand catches up with supply. Some feel the delay of satellites that had been set for launch in 1986 and 1987 may help bring the market into balance more quickly.

But if the launching troubles cause companies not to build and launch satellites around the end of the decade, the impact on the marketplace could be profound. For the first time since the late 1970's, satellite users could be confronted with an undersupply of capacity and the high prices that such a market condition creates. (Regardless of the supply-and-demand situation, prices for time on the next generation of satellites are going to be higher due to higher costs of construction, launching and insurance.)

In addition to Westar VI-S, four other satellites that had been scheduled to fly this year or next have been delayed because of the suspension of the shuttle and Ariane programs: American Satellite Co.'s ASC II, GTE Spacenet's GSTAR III and Spacenet III and MCI Communications/IBM's SBS V.

The actual impact of the delays on the carriers varies. While Western Union laments its inability to put Westar VI-S in orbit, saying it will lose business as a result, American Satellite Co. more or less shrugs off the postponement of its second satellite, which was supposed to be launched aboard the shuttle next January. ASC can turn to other satellites and terrestrial media to put together digital communications networks for its customers, says ASC President George Roberts. "Our business plan... is not in that much danger if we can launch the satellite in the next three or four years."

GTE Spacenet's GSTAR III was scheduled to fly into orbit aboard a shuttle next November. After the Challenger mishap, it turned to Arianespace, which found room on its crowded manifest for the same month. (That Arianespace accommodated GSTAR III so readily was no surprise; GTE Spacenet had helped Arianespace establish itself in the business by awarding it contracts to launch five satellites prior to GSTAR III.)

So GTE Spacenet was all set—until the loss of the Ariane on May 31. Arianespace indefinitely suspended further launches until the precise cause of the failure can be identi-

fied and corrected. Although Arianespace is not saying when it will resume flights, GTE Spacenet President Jerry Waylan thinks the delays of the launch of GSTAR III and Spacenet III-R, which had been scheduled to fly aboard an Ariane in early 1987, will be no more than six months.

According to Waylan, the delay of GSTAR III is a problem for Federal Express, which is slated to be one of the principal users of the satellite. Federal Express can implement its extensive interactive data network using satellite time on one of GTE Spacenet's other Ku-band satellites, but when GSTAR III finally becomes operational, Federal Express will have to go to the considerable expense of repointing every earth station that had already been installed.

According to Hughes Communications President John Koehler, the immediate impact of the launching troubles is not as severe as it could have been because it comes during a relative lull in the launching of satellites. Many of the satellite carriers that received satellite permits from the FCC in the early 1980's rushed to build them to take advantage of introductory launch prices offered by NASA, he says.

"The basic uncertainty about what is going to happen with respect to launches... begins to bite" around the end of the decade, he says. That's when the industry hopes to launch additional Ku-band satellites and replacements for the satellites launched in the early 1980's, he says.

In the summer of 1985, the FCC authorized several existing and would-be satellite carriers to build a new generation of satellites, mostly operating in the Ku-band. Most agree that those satellites are being jeopardized by the launching situation.

"The actual risks have not changed very much, but the perception of risks has changed substantially," said Waylan. And the perception may be enough to dissuade companies from making the necessary investments in the next wave of satellites, he said. If it is enough, he said, "the impact will be felt at the end of the decade."

Alan Parker, chairman of Ford Aerospace Satellite Services Corp., said Ford has yet to make a full commitment to the construction of the two huge (48 transponder) hybrid satellites for which it received the FCC go-ahead last summer. Ford is not going ahead until it can contract for launches on a reliable vehicle on a specific date at a fixed price, he said. What's more, it's going to have to be able to get insurance at rates that reflect the "historical launch experience, which isn't all that bad," he says. "Businesses can tolerate market risks, but they can't stand very great uncertainty with respect to costs and timing," he says.

Because of the increasing costs and uncertainties of the communications satellite business, Parker says, satellite users are going to have to bear some risk by providing some of the upfront capital. "If there are going to be satellites, the users are going to have to come to the party and they are going to have to come with their checkbooks open." ■

## Comedy making comeback on radio

**Flurry comes from many sources for use in several formats but some see growth slowing**

Comedy programming, which dotted the radio airwaves 50 years ago, has re-emerged as a growing number of music stations subscribe to short-form syndicated comedy packages, primarily for use in the morning-drive-time slot. The trend first surfaced with contemporary hit or top 40 radio stations, especially those that adopted the "Morning Zoo" approach. But the practice has since expanded to other formats, including adult contemporary, album-rock and country, with some stations having promotional tie-ins with local comedy clubs.

"There's no question that the desire for comedy among radio program directors is

very strong," said Jeff Pollack, a Pacific Palisades, Calif.-based radio programming consultant. "It is critical to have solid entertainment on radio in the mornings, especially 'topical' humor," he said. "Comedy can make a good morning show a great morning show."

Gary Edens, president of Edens Broadcasting, Phoenix, concurs. "I think [short-form] comedy programming is terrific. The characters become part of the local station's staff," he said, noting that all of the company's six radio stations subscribe to comedy services.

Larry Berger, program director for Capital Cities/ABC's contemporary hit WPL(FM) New York, observed that "an absence of strong morning talent" in many markets is leading stations to seek outside assistance

through syndicated comedy products.

In the past couple of years, several radio program production companies have delved into comedy in response to the mounting demand for highly produced, comedic programming. "Years ago, comedy was the last priority for station managers. However, in the past year that has changed dramatically," said Merrill Barr, managing partner of All Star Radio, Los Angeles-based comedy program producer and distributor.

All Star Radio offers stations eight "drop-in" packages, four of which feature the creative team of Ron Stevens and Joy Grdnic. In April, the company introduced *Mel Blanc's Blankity Blancs*, a series of over 500 comedy vignettes highlighted by a number of Warner Brothers cartoon character voices, such as Bugs Bunny and Sylvester the Cat, made fam-

## ABC loves Liberty

In a sense, ABC paid \$10 million to place first in both the weekly prime-time and evening news ratings races for the week ended July 6. The network acknowledged that it probably would not have done either without the big ratings boost provided by its special Liberty Weekend coverage that spanned four nights, July 3-6 (see box, page 59). It paid \$10 million for the rights to that coverage which made the difference on three of its four nightly wins. It won Thursday, Friday, Sunday and one non-Liberty night, Tuesday. ABC's prime time average for the week was a 13.9 rating and a 27 share. NBC was second with an 11.9/23 and CBS was third with a 9.5/18. A year ago the ratings were: NBC, 11.7/23; CBS, 11.2/22 and ABC, 8.7/18.

With the exception of Olympics programming in 1984, ABC's victory in the evening news race for the week June 30-July 4 was the first since May 1982. The averages were: ABC, 9.9/22; CBS, 9.4/21, and NBC, 9.2/21. A year ago the news ratings were: CBS, 10.4/24, and ABC and NBC tied at 8.4/20.

The Liberty coverage also brought HUT levels up considerably for the week over a year ago, from 50.1% last year to 52.1% this year.

Liberty coverage also knocked *Cosby* and *Family Ties* out of first and second place, respectively, for the first time since April 7. *Cosby* fell to fourth place and *Ties* fell to ninth. NBC's summer sitcom, *Me and Mrs. C.*, rebounded to eighth place with its third episode (Saturday, July 5), after debuting three weeks earlier at number five but falling to



ABC's Liberty Weekend coverage

18th in its second week.

As for the two new magazine shows, *1986* was up over the previous week, from 7.7/14 to 10.3/19, and *West 57th* was down, from 8.8/17 to 8.1/15.

Rank □ Show □ Network □ Rating/Share

1.	Liberty Weekend '86 (Thurs.)	ABC	19.9/37
2.	Liberty Weekend '86 (Fri.)	ABC	18.4/42
3.	Rearview Mirror	NBC	17.8/30
4.	Cosby Show	NBC	17.4/34
6.	Golden Girls	NBC	16.6/35
6.	Growing Pains	ABC	16.5/30
7.	Who's the Boss?	ABC	16.4/31
8.	Me And Mrs.C.	NBC	15.6/31
9.	Family Ties	NBC	15.4/29
10.	Murder, She Wrote	CBS	15.2/30
11.	Liberty Weekend '86 (Sun.)	ABC	15.2/29
12.	60 Minutes	CBS	14.7/32
13.	Moonlighting	ABC	14.7/26
14.	Highway to Heaven	NBC	14.1/28
15.	Valerie	NBC	14.1/26
16.	Remington Steele	NBC	14.0/28
17.	227	NBC	13.6/31
18.	Cheers	NBC	13.5/25
19.	Spenser: For Hire	ABC	13.5/25

Rank □ Show □ Network □ Rating/Share

20.	Night Court	NBC	13.6/24
21.	Gimme a Break	NBC	13.4/26
22.	You Again	NBC	13.4/26
23.	Ellis Island, pt. 2	CBS	13.3/23
24.	Scarecrow & Mrs.King	CBS	13.2/24
25.	Amazing Stories	NBC	13.1/24
26.	Hotel	ABC	12.5/24
27.	Hunter	NBC	12.0/21
28.	Facts of Life	NBC	11.9/23
29.	First Steps	CBS	11.9/21
30.	Ellis Island, pt. 3	CBS	11.0/20
31.	Hardcastle & McCormick	ABC	10.4/20
32.	1986	NBC	10.3/19
33.	Alfred Hitchcock Presents	NBC	10.3/18
34.	Miami Vice	NBC	10.0/22
35.	Liberty Weekend '86 (Wed.)	ABC	10.0/20
36.	St. Elsewhere	NBC	10.0/19
37.	Monday Night Baseball	ABC	9.6/17
38.	Stingray	NBC	9.4/20

Rank □ Show □ Network □ Rating/Share

39.	Statue of Liberty Dedication	NBC	9.3/17
40.	A Team	NBC	9.1/17
41.	West 57th	CBS	8.8/17
42.	Hardesty House	ABC	8.7/18
43.	Fantastic World of D.C. Collins	NBC	8.7/16
44.	Airwolf	CBS	8.5/16
45.	Simon & Simon	CBS	7.8/16
46.	Knight Rider	NBC	7.7/19
47.	Liberty Celebration	CBS	7.7/14
48.	Liberty Weekend '86 (Sat.)	ABC	7.3/16
49.	Scarlet Pimpernel	CBS	7.2/16
50.	Charlie & Company	CBS	7.2/14
51.	Foley Square	CBS	7.1/14
52.	Silver Spoons	NBC	6.8/15
53.	Crazy Like a Fox	CBS	6.7/13
54.	Twilight Zone	CBS	6.4/16
55.	Happy Endings	CBS	6.6/12
56.	Kissyfur	NBC	5.1/11

\*Indicates premiere episode



ous by cartoon voice artist Mel Blanc. (Due to Blanc's contractual agreement with Warner Brothers, however, the cartoon characters are never identified over the air.) Barr says Blanc's series is "going through the roof" with some 75 stations including WNEW-FM New York, WMMR(FM) Philadelphia and KFOG(FM) San Francisco clearing the feature.

Other comedy series include ABC Radio's *Laughs On Us*, a library service launched late last year and comprising comedy cuts of varying lengths, 100 of which are fed to stations each month. And, more recently, ProMedia (formerly the Progressive Radio Network), Bronx, N. Y., premiered a new, daily (Monday through Friday) short-form series, entitled the *Fun Factory*. The package is composed of "interactive" phone-calls, commercial spoofs and celebrity call-ins.

Music stations, however, are not alone in the comedy craze. Many news/talk stations are airing *The Comedy Show* with Dick Cavett, two hours of classic and contemporary humor designed for weekend airplay, produced and distributed by Clayton Webster Corp., St. Louis.

Even with the current influx of new comedy products in the radio program marketplace, at least one leading comedy syndicator sees a "leveling off" period occurring in 1986. "Comedy programming is still growing, but it won't be as huge as last year's growth," said Andy Goodman, president of the three-year-old American Comedy Network (ACN), Bridgeport, Conn. "Three years ago, many stations got into CHR [contemporary hit radio] and part of that image was a lot of comedy. But there's been a bit more of a shakeout in the CHR format," said Goodman. ACN syndicates its weekly "national features service," which contains 30- to 90-second "topical and satirical" comedy bits.

Long-form comedy programming is also be-

**After Liberty.** ABC's Liberty Weekend coverage may have been a little too glitzy and overblown for some tastes, but judging from the sales and viewing performance of the four-day extravaganza (July 3-6), that is criticism the network should easily handle. The four-day average for the Liberty coverage was a 15.9 rating and 32 share of audience, and the Liberty specials on Thursday and Friday (July 3-4) were the first- and second-ranked shows of the week. The network earned about \$12 million on the event. Gross advertising revenues totalled about \$30 million, and in addition to agency commissions, the network shelled out \$10 million for Liberty coverage rights and another \$3.5 million in producing the coverage. The network credited its Liberty coverage with giving it three of its four nightly victories that led to its capturing both the prime time entertainment and weekday evening news races for the week.

coming part of the radio picture, but at a much slower pace. Last month, the Radio Group, as subsidiary of the LaMarca Group, a New York-based media and marketing company, introduced a new, tape-distributed, full-time comedy service over WMMM(AM) Westport, Conn. ("Riding Gain," June 2). But, according to the format's executive producer, Bob Smith, the company will not aggressively market the format service, called "Comedy Radio," until the Radio Convention in New Orleans in September.

And Bob Cobbins, former president and owner of WJOK(AM) (now WMTG) Gaithersburg, Md., believed to have been the first 24-hour comedy-formatted station on the air before the format was dropped in late 1984, has joined forces with Dan Orlich, president of Parkway Communications, a Washington-based fine arts radio program distributor, to form Funny Button Inc. The new company is assembling personalities for a new, 24-hour, satellite-delivered, comedy service, slated to be operational by late September ("Riding Gain," June 9). □

## Chrysler rides with CBS

**Automobile maker to produce made-for-CBS movies, one with George C. Scott reprising his movie role as General Patton**

In a move designed to improve both its image and its sales, The Chrysler Corp. is producing two three-hour movies that it will fully sponsor on CBS during the 1986-87 season. As it pursues those goals, Chrysler will also reap a savings of 15%-20% in its advertising costs, even with the cost of the productions included, according to its adver-

tising agencies for the two projects—Bozell, Jacobs, Kenyon & Eckhardt and BBDO.

Joseph Campana, Chrysler vice president, marketing, said *The Chrysler Showcase Presentations* are being produced not for any savings the company will achieve, but "to provide a television property that we think will attract viewers who will buy." Network exposure was chosen to avoid "competing with clutter."

*The Last Days of Patton*, starring George C. Scott, will air on Sunday, Sept. 14, at 8-11 p.m. NYT. Campana said that time slot was chosen to capitalize on the *60 Minutes* lead-in. The second feature, *Escape from Sobibor*, the true story of the only successful mass escape from a World War II Nazi death camp, stars Alan Arkin and began production July 9 in Yugoslavia. That movie does not have an air date yet, but the agency is hoping for a Sunday next April. Bozell is representing Chrysler on *Patton*; BBDO is handling *Sobibor*.

Following two runs of the movies on CBS, the *Chrysler Showcase Presentations*

**Clarion call.** Women in Communications announced the winners of its 1986 Clarion awards for excellence in radio and television programming and advertising. The 14th annual awards will be presented at WIC's conference at the Sheraton Centre hotel in New York on Sept. 26. The broadcast winners are listed below.

**Radio**—Marjorie Van Halteren, Jay Allison and Lou Giansante, independent producers, *Breakdown and Back*, a portrayal of a women's mental breakdown and recovery (radio documentary). Russ Ward, correspondent; Rich Minner, producer, and Frank Raphael, executive producer, NBC, for *Heroin: Curse or Compassion*, an investigation of using heroin as a pain-killer for the terminally ill (radio news documentary).

**Television**—Don Varyu and Lisa Yeakel, producers, KING-TV Seattle, for *Washington 2000*, which chronicled the economic changes in the state (local TV documentary). Av Westin, executive producer; Janice Tomlin, producer, and Tom Jarriel, correspondent, ABC News 20/20 for "Try to Make a Miracle," a report on the delivery of food by U.S. school children to Ethiopia (network TV documentary). Dennis Johnson, medical reporter; John Gudjohnsen, photographer, and Eric Dennis, editor, WFAA-TV Dallas for *The Dying Mind*, a report on Alzheimer's disease (local TV documentary). Martin Koughan, producer/director; Bill Moyers, correspondent, and Mark Falstad, cinematographer, CBS, for *Africa: Struggle for Survival*, a report on global famine relief efforts in Africa (network TV documentary).

Lois Roach, producer/writer; Douglas Glazier, photographer/editor, and William Lawler, director, WBZ-TV Boston for *For Kids' Sake*, a PSA campaign on racial harmony, and V. Glen Coates, communications director, Austin, Tex., on cable channel 6 for *Thumbs Up*, a PSA on using safety restraints (30-second video spot).

**Advertising**—Patricia Kashare, senior account executive, Doremus, San Francisco, for "Woman Executive," (60-second radio spot). Jill Lloyd, media and public relations coordinator, and Larry Sippel, advertising/creative coordinator, Orange County Fair, for "Orange County Fair Radio Jingle," (radio advertising). Mary J. Poole, communications specialist; Mary Ingles, supervisor, graphic services, and Larry Booth, superintendent, communication service, Wisconsin Electric, for "Safety Around Power Lines," (television advertising). Northeast Utilities and Mintz & Hoke for "1985 Electrical Safety Advertising Campaign" and Fran Wittenberg-Taub, art director/copywriter; Elizabeth Mitchel, art director, and Martha L. Gallier, president, DBG&H Unlimited, for "The Crescent Campaign" (advertising campaign).



Campana

## Syndication marketplace

■ **Paramount** reports clearing "Portfolio XII," a package of 26 films, in over 45 markets, including 24 of the top 25. The package begins airing in the fall of 1987. Fourteen of the titles in the package are theatricals with network exposure, such as "Beverly Hills Cop," "Star Trek II: The Wrath of Khan," "Trading Places" and "Witness." The other 12 films, including "Falling in Love," "Summer Rental," "Friday the 13th, Part 3" and "Stephen King's Silver Bullet," have had no network exposure. The 12 "first-run" films will be given two barter runs over 28 days at the rate of one a month. Following that, those 12 and the other 14 will be given six runs over four years. All of the films have run on Showtime through an exclusive deal between the cable network and Paramount. R. Gregory Meidel, senior vice president and general sales manager, said that 80% of the sales are to those stations that carried "Portfolio XI," another Paramount package. In the top 10, the only "Portfolio XI" station that did not pick up the new package was WOIO(TV) Shaker Heights, Ohio (Cleveland). Stations carrying the package include WNYW-TV New York, KCOP(TV) Los Angeles, WFLD-TV Chicago, WPVI-TV Philadelphia, KPIX-TV San Francisco, WKBD-TV Detroit, WTTG(TV) Washington, KDAF(TV) Dallas, WUAB(TV) Cleveland and KTRK-TV Houston.

■ **ABR Entertainment** reports clearing *The New Crosswits* on 57 stations covering over 60% of the country. Latest stations include KRON-TV San Francisco; WPXI(TV) Pittsburgh; KGGM-TV Albuquerque, N.M.; WSTM-TV Syracuse, N.Y.; WHO-TV Des Moines, and WTVX(TV) Fort Pierce, Fla. Over half of the clearances are in access, with the remainder in early fringe and daytime. Orbis Communications will sell the national minute in the cash-plus-barter show. ABR has also cleared the half-hour special, *Yes Virginia, There is a Santa Claus*, in 85% of the country. Sales are on a barter basis with three minutes for stations and three minutes for ABR.

■ **King Features Entertainment** reports clearing *Dr. Ruth*, a half-hour strip, in more than 60 markets. There will be 26 episodes starring Dr. Ruth Westheimer with celebrity guests, a studio audience and a call-in segment. *Dr. Ruth* is only a working title for the show. Recent clearances include KPIX(TV) San Francisco, WNEV-TV Boston, KPRC-TV Houston, KRBK-TV Sacramento, WDCA-TV Washington and KSTP-TV St. Paul. The syndicated *Dr. Ruth* will be produced on a different set than the one used for her series on Lifetime. Dr. Ruth currently writes a syndicated column for King Features.

■ **Fries Entertainment** reports that *Off the Wall* is now in 70% of the country. The half-hour comedy show features an ensemble cast and celebrity guest comics every week. *Off the Wall* is designed for Friday and Saturday late-night scheduling. Distribution is on a barter basis with four minutes for stations and two-and-a-half minutes for Fries. Top 10 clearances are WNBC-TV New York, KCOP(TV) Los Angeles, WPWR-TV Chicago, KYW-TV Philadelphia, KBNK-TV San Francisco, WBZ-TV Boston, KTVT(TV) Dallas, WUAB(TV) Cleveland and KHTV(TV) Houston.

■ **D.L. Taffner/Ltd.** reports 12 more clearances for *The Benny Hill Show*, and 13 more clearances for *The Ted Knight Show*. *The Benny Hill Show* is sold for cash and now seen on 92 stations. The latest stations are WALA-TV Mobile and WNAL-TV Gasden, both Alabama; WTGS-TV Savannah, Ga.; WAH-TV Charleston, W.Va.; KPHO-TV Phoenix; KJLB(TV) Davenport and KCRG-TV Cedar Rapids, both Iowa; WANE-TV Fort Wayne, Ind.; WLTX(TV) Columbia, S.C.; WOWT(TV) Omaha; WPTF-TV Raleigh, N.C., and WVMY(TV) Burlington, Vt. *The Ted Knight Show* is now cleared on 95 stations covering 76% of the country. Sales of the weekly sitcom are on a cash-plus-barter basis, with Taffner keeping one-and-a-half minutes. Latest clearances include WKFT-TV Raleigh and WGGT-TV Greensboro, both North Carolina; WKAF(TV) Syracuse, N.Y.; WAH-TV Charleston, S.C.; WETO-TV Bristol, Tenn.; KVBG-TV Albion and KHGI-TV Kearney, both Nebraska; KSHO(TV) Honolulu; WCCC-TV Hammonton, N.J., and WNH(TV) Concord, N.H.

■ **Impact**, a Massachusetts-based producer/syndicator, has cleared *Money/Pro News*, a package of inserts on financial issues for local news programming, on over 50 stations as it enters its sixth season. Hosted by Steve Crowley, a certified public accountant and former reporter for WTOG(TV) St. Petersburg, Fla., the minute-and-a-half to two-minute-15-second segments highlight individual financial problems. The 200 segments include bumpers and teasers. From Dec. 15-April 15, stations are fed five segments per week as people prepare to file tax returns. From April 15-Dec. 15, three

segments per week are fed, plus a minimum of one promotable five-part series of inserts during sweep months on special topics such as home foreclosures. Stations also receive customized handouts for viewers who enclose a self-addressed stamped envelope. Sales are either on a cash or barter basis. Barter sales involve time within a station's general schedule and not during its news programming. Walter K. Gilbride, president of Impact, said that 27 stations have been added in the last 12 months. Clearances now include WSVN(TV) Miami, KPIX(TV) San Francisco, KSL-TV Salt Lake City, WZZM-TV Grand Rapids, Mich., and KUSA-TV Denver.

■ **LBS Communications** has cleared *Entertainment Showcase*, a one-hour music-comedy special, produced by Gaylord Productions, on 85 stations covering 70% of the country. *Entertainment Showcase* will air during an Aug. 25-31 window. The program will include singer Helen Schnieder, rock bands The Untouchables and The Blasters, and comics Jimmy Broagan and Rick Ducommun. Barter sales give stations seven minutes and LBS five minutes.

■ **MCA-TV** reports that it has cleared *Voyagers/Whiz Kids* and *Street Hawk/Insiders* in 70% of the country for this fall. The pairing of the four one-hour series will give stations 52 weeks of programming in each case. Both series are intended for use on weekends and are distributed on a barter basis with eight minutes for stations and five



Voyagers

minutes for MCA in each episode. There are 20 episodes of *Voyagers* (with 14 repeats), and 18 episodes of *Whiz Kids*. In the other pairing, there are 13 episodes of *Street Hawk* (with 13 repeats), and 13 episodes of *The Insiders* (with 13 repeats). Both pairings have been cleared on WOR-TV New York, KHJ-TV Los Angeles and WPWR-TV Aurora, Ill. (Chicago). *Street Hawk/Insiders* has also been cleared on KDFY-TV San Francisco and WOTV(TV) Boston. *Voyagers/Whiz Kids* has also been cleared on WGBS-TV Philadelphia and KGO-TV San Francisco.

■ **Program Partners Corp.** is offering a two-hour barter special on the first anniversary of the Challenger tragedy, *For All Mankind, America Salutes the Challenger Astronauts*. The special, available on Jan. 19, 1987, will explore the NASA's manned space program and how it has changed American life. Included will be film highlights of the last 25 years of American space flight.

■ **Promark** is offering the two-hour *16th Annual Golden Eagle Awards* and the *Englebert Humperdinck Spectacular* to stations on a barter basis. The first show, hosted by Ricardo Montalban, recognizes achievement by Hispanic talent in the movie, theater, music and television industries. The program is offered for two weeks beginning Oct. 15, with 12 minutes for both stations and Promark. Promark President David Levine said that coming out of NATPE, the show was cleared on 30 stations covering 40% of the country including WDIV(TV) Detroit, KHOU-TV Houston, KXL(TV) St. Cloud, Minn. (Minneapolis), KXTV(TV) Sacramento, Calif., and WNOL-TV New Orleans. The second special, *The Englebert Humperdinck Spectacular*, is offered for a four-week window beginning Nov. 15 with six minutes for stations and six minutes for Promark.



will be syndicated with domestic rights handled by Chrysler. Foreign rights will be negotiated by the movies' producer, Entertainment Partners, former ABC Inc. President Elton H. Rule and Martin Starger.

There will be 18 minutes of advertising in each three-hour presentation, along with billboards and bumpers, which will bring commercial time to 21 minutes, according to Werner Michel, senior vice president, Bozell, Jacobs, Kenyon & Eckhardt. Chrysler has not determined how the advertising time in *Patton* will be used, but the show's air date comes during the introduction of the new car models. □

**From the networks.** CBS is airing this summer a batch of pilots that have not been given series commitments. Announced so far are *The Alan King Show* (July 12); a one-hour police drama, *D.C. Cop* (July 26); a half-hour sitcom, *Rita*, with Rita Moreno (Aug. 13); an hour detective pilot, *Adams Apple* (Aug. 23), and *Powers Play*, an hour-long adventure drama with David Birney (Aug. 30). CBS has also reported it will rebroadcast the mini-series, *Christopher Columbus*, on Aug. 6 and 7 (8-11 p.m. each night). CBS also said last week it will launch next season with a second George Washington mini-series—*Forging of a Nation*—in which Barry Bostwick and Patty Duke will reprise their lead roles. It will air Sept. 21 (8-10 p.m.) and Sept. 22 (9-11 p.m.). CBS said General Motors will again be the full sponsor of the program. □

NBC said last week that *Cheers* star Ted Danson is making his producing debut with the upcoming NBC made-for, *When the Bough Breaks*, which focuses on a series of murders tied to a child-molestation ring. Danson also stars in the movie which is now in production and will be scheduled for next season. NBC also said it was doing a made-for next season on Ted Kennedy Jr.'s battle against cancer. The son of the senator from Massachusetts lost a leg to cancer in 1974. Craig T. Nelson will play Senator Kennedy, Susan Blakely will play his wife, Joan, and Kimber Shoop III will play Ted Jr. In an unrelated announcement, NBC said Emmy award winner Cloris Leachman was joining *Facts of Life* for the coming season, replacing Charlotte Rae. Leachman will play the role of the sister of Rae's character, Edna Garrett. □

ABC said last week that Efram Zimbalist Jr. and Michelle Philips will join the cast of *Hotel* next season in recurring, but not weekly, roles.

## Business

### ATC details stock offering

**Time subsidiary hopes to raise \$315 million to pay down bank debt; shares cost about \$18.50**

An inside look at the second-largest MSO was provided last week by the initial public offering document of American Television & Communications (ATC). Time Inc.'s cable subsidiary, ATC proposed to sell 18 million class A shares to the public for between \$17 and \$20 a share. Assuming an average price of \$18.50, the offering would raise \$315 million, all of which would be used to pay down bank debt.

That would still leave ATC with bank debt of \$485 million out of the \$800 million it agreed to transfer to Time, "in the form of a dividend and the repayment of intercompany debt." Among other financial benefits the parent company will derive from the partial spin-off of ATC are Time's continued ability to consolidate its own tax return with that of the MSO. ATC's large investment tax credits and accelerated depreciation have heretofore provide tax losses offsetting other Time Inc. divisions' taxable income.

So far, ATC's tax benefit to Time has been about \$145 million. In future years, however, ATC's taxable income might "reverse" and be greater than the income it reports to shareholders, at which point Time could separate the tax reporting of the two companies, if it so chooses.

ATC already includes all of Time's cable system operations except for the 216,000-subscriber Manhattan Cable Television—now directly owned by Time Inc.—which will be transferred to ATC for an additional \$250 million.



That price works out to \$1,160 per subscriber or roughly 11 times the system's 1985 cash flow (operating income plus depreciation and amortization). Because of franchise requirements that Manhattan Cable upgrade its current 36-channel capacity to approximately that of systems negotiated later for other New York boroughs, ATC expects to make "substantial capital improvements... in the near term." The Manhattan system had 1985 revenue of \$63.3 million and operating income of \$14.2 million.

Time will remain firmly in control of ATC, through its ownership of roughly 89

million class B shares—100 million are authorized—which carry three votes per share, compared to the one vote per share of the publicly issued stock. Class B shares are not transferable outside Time Inc. or its employees.

A variety of other measures will keep the MSO within the Time fold, even if that company's holdings in ATC drop to below 50% of the voting power. The prospectus said ATC's bank loan agreement provides for default if "Time ceases to hold shares representing at least 51% of the combined voting power" of the MSO's stock.

Such a reduction below majority voting power would also automatically cause the terms of office of members of the board to be staggered and increased from one year to three years and would provide that a director could only be removed "for cause." Cumulative voting for directors (in which all of a shareholder's votes could be cast for one director) will not be permitted by ATC. All

### Bottom Line

**Stereo improvement.** The Interpublic Group of Companies paid 100% stock dividend June 23 to shareholders of record on May 30. Effective two-for-one split, company said, would "improve the marketability of the stock by increasing the number of shares outstanding and making them more attractive to investors, thereby encouraging more widespread stock ownership." □

**Paper purchase.** Times Mirror said it had reached agreement in principle to sell *Dallas Times Herald* to Texas-based publisher, William Dean Singleton. Purchase price, company said, was \$110 million in cash and notes. Additionally, Times Mirror could theoretically benefit from capital gains exemption, having voluntarily ended cross-ownership situation (it also owns co-located KDFW-TV). Such benefit has previously been dependent on Internal Revenue Service acceptance of recommendation from FCC.

# Stock Index

	Closing		Net Change	Percent Change	P/E Ratio	Capitalization (000,000)
	Wed Jul 9	Tue Jul 1				
<b>BROADCASTING</b>						
N Capital Cities/ABC	256	264 1/4	- 8 1/4	- 3.12	28	4,105
N CBS	139 3/4	149 1/4	- 9 1/2	- 6.36	26	3,276
O Clear Channel	13	13 3/4	- 3/4	- 5.45	18	38
O Jacor Commun.	7 3/4	8 3/8	- 5/8	- 7.46		44
O LIN	51 3/4	54 7/8	- 3 1/8	- 5.69	39	1,370
O Mairite	13 1/2	15	- 1 1/2	- 10.00	16	112
O Mairite 'A'	13 1/4	15	- 1 3/4	- 11.66	18	56
A Price Commun.	10 1/4	11 3/4	- 1 1/2	- 12.76		100
O Scripps Howard	84	80	4	5.00	30	867
O SunGroup Inc.	3 1/2	3 1/2			35	5
N Taft	115	108	7	6.48	54	1,041
O TVX Broadcast Group	11	10 1/4	3/4	7.31	45	64
O United Television	32	34 3/4	- 2 3/4	- 7.91	30	350

	Closing		Net Change	Percent Change	P/E Ratio	Capitalization (000,000)
	Wed Jul 9	Tue Jul 1				
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N A.H. Belo	56	59 5/8	- 3 5/8	- 6.07	28	647
A Adams Russell	41 1/4	42 1/2	- 1 1/4	- 2.94	26	255
A Affiliated Pubs	58 1/8	60 3/4	- 2 5/8	- 4.32	33	1,037
O American Comm. & TV	3/32	3/32				2
N American Family	34 1/8	33 7/8	1/4	.73	22	1,364
O Assoc. Commun.	26 1/2	53	- 26 1/2	- 50.00		252
O Business Men's Assur.	28 1/2	29 1/4	- 3/4	- 2.56	17	301
N Chris-Craft	71 7/8	73	- 1 1/8	- 1.54	31	469
N Dun & Bradstreet	109 7/8	118 1/2	- 8 5/8	- 7.27	26	8,352
N Gannett Co.	78 5/8	85 1/2	- 6 7/8	- 8.04	24	6,313
N GenCorp	72	74 1/2	- 2 1/2	- 3.35	17	1,609
N General Cinema	52 3/4	58	- 5 1/4	- 9.05	21	1,920
O Gray Commun.	143	143			24	71
N Jefferson-Pilot	35 3/4	39	- 3 1/4	- 8.33	12	1,495
N John Blair	28	29 1/4	- 1 1/4	- 4.27	226	
O Josephson Intl.	10 1/2	11	- 1/2	- 4.54	49	
N Knight-Ridder	50 3/4	56 3/4	- 6	- 10.57	22	2,849
N Lee Enterprises	24 3/4	26 1/4	- 1 1/2	- 5.71	20	626
N Liberty	42 5/8	43	- 3/8	- 0.87	17	430
N McGraw-Hill	57 3/4	59 1/2	- 1 3/4	- 2.94	19	2,911
A Media General	92 1/2	97 3/4	- 5 1/4	- 5.37	20	651
N Meredith Corp.	72 1/2	75 3/4	- 3 1/4	- 4.29	14	686
O Multimedia	40	43	- 3	- 6.97	88	439
A New York Times	75 3/4	80 1/4	- 4 1/2	- 5.60	25	3,064
O Park Commun.	31 1/2	30	1 1/2	5.00	30	434
N Rollins Commun.	39	39 1/8	- 1/8	- 0.31	43	569
T Selkirk	24 1/2	23 7/8	5/8	2.61	53	198
O Stauffer Commun.	150	155	- 5	- 3.22	24	150
A Tech/Ops Inc.	31 1/4	33 3/8	- 2 1/8	- 6.36	5	68
N Times Mirror	68 1/2	73 3/4	- 5 1/4	- 7.11	20	4,415
O TM Communications	3	2 7/8	1/8	4.34	300	22
O TPC Commun.	1/16	7/16	- 3/8	- 85.71		
N Tribune	69 1/4	77 1/4	- 8	- 10.35	22	2,812
A Turner Bcstg.	21	21 7/8	- 7/8	- 4.00	47	457
A Washington Post	172	177 5/8	- 5 5/8	- 3.16	21	2,235

	Closing		Net Change	Percent Change	P/E Ratio	Capitalization (000,000)
	Wed Jul 9	Tue Jul 1				
<b>PROGRAMING</b>						
O All American TV	12 3/4	15 1/2	- 2 3/4	- 17.74		15
O American Nat. Ent.	2 1/2	2 5/8	- 1/8	- 4.76	12	6
O Barris Indus	25 3/8	28 1/2	- 3 1/8	- 10.96	42	225
O Birdfinder Corp.	1 1/4	1 1/4				4
O C.O.M.B.	27	32 1/4	- 5 1/4	- 16.27	45	311
N Coca-Cola	41 1/2	42 3/4	- 1 1/4	- 2.92	21	16,018
N Disney	50 1/8	54 3/8	- 4 1/4	- 7.81	35	6,484
N Dow Jones & Co.	35 7/8	37 7/8	- 2	- 5.28	25	3,471
O Financial News	15 3/8	15 1/8	1/4	1.65	192	165
O Four Star	4 1/2	6	- 1 1/2	- 25.00	4	3
A Fries Entertain.	8 1/2	8 5/8	- 1/8	- 1.44	16	44
N Gulf + Western	65 1/2	70 3/8	- 4 7/8	- 6.92	19	4,049
O Hal Roach	16	17 3/4	- 1 3/4	- 9.85		89
A Heritage Entertain.	9 3/4	10	- 1/4	- 2.50	10	27
O King World	49 1/8	53	- 3 7/8	- 7.31	30	503
O Laurel Entertainment	7 5/8	8 5/8	- 1	- 11.59	29	18
A Lorimar-Telepictures	27 3/4	29 7/8	- 2 1/8	- 7.11	28	942
N MCA	48 1/4	52 3/8	- 4 1/8	- 7.87	22	3,767
A New World Pictures	18	19 7/8	- 1 7/8	- 9.43	34	191
N Orion Pictures	15 5/8	16 5/8	- 1	- 6.01		149
O Peregrine Entertain.	27 1/2	31 1/2	- 4	- 12.69		37
N Playboy Ent.	7 1/8	7 5/8	- 1/2	- 6.55		67
O Reeves Commun.	12 1/4	13	- 3/4	- 5.76		152
O Republic Pictures 'A'	12 3/4	13 1/8	- 3/8	- 2.85	91	37
O Republic Pictures 'B'	12 1/4	12 1/4				87
A Robert Halmi	4 3/4	4 1/2	1/4	5.55	43	90
O Sat. Music Net.	12 1/4	12 1/8	1/8	1.03		83

	Closing		Net Change	Percent Change	P/E Ratio	Capitalization (000,000)
	Wed Jul 9	Tue Jul 1				
<b>PROGRAMING</b>						
N United Artists	15	16 1/2	- 1 1/2	- 9.09		
N Warner Communications	53 1/2	56	- 2 1/2	- 4.46	17	3,300
O Westwood One	31	35 1/4	- 4 1/4	- 12.05	48	252

	Closing		Net Change	Percent Change	P/E Ratio	Capitalization (000,000)
	Wed Jul 9	Tue Jul 1				
<b>SERVICE</b>						
O Ally & Gargano	11 3/8	11 1/4	1/8	1.11	9	25
O BBDO Inc.	27 3/4	28 3/4	- 1	- 3.47	17	357
O Burnup & Sims	5 1/4	5 7/8	- 5/8	- 10.63	262	47
O Compact Video	5 5/8	6 1/8	- 1/2	- 8.16	56	24
N Comsat	34 7/8	34 3/4	1/8	.35		631
O Doyle Dane B.	23 3/8	23 3/4	- 3/8	- 1.57	21	133
N Foote Cone & B.	58 1/4	61 3/4	- 3 1/2	- 5.66	14	221
O Grey Advertising	119	116	3	2.58	16	143
N Interpublic Group	27 3/8	28 7/8	- 1 1/2	- 5.19	16	597
N JWT Group	37 1/2	39 7/8	- 2 3/8	- 5.95	16	340
A MovieLab	7 3/8	7 3/4	- 3/8	- 4.83		12
O Ogilvy Group	32 3/4	35 1/2	- 2 3/4	- 7.74	15	448
O Saatchi & Saatchi	32 7/8	35 3/8	- 2 1/2	- 7.06	15	1,700
O Telemation	5 1/4	5 1/4			5	6
A TEMPO Enterprises	15 1/2	18 1/2	- 3	- 16.21	39	89
A Unitel Video	10 3/8	10 1/2	- 1/8	- 1.19		22

	Closing		Net Change	Percent Change	P/E Ratio	Capitalization (000,000)
	Wed Jul 9	Tue Jul 1				
<b>CABLE</b>						
A Acton Corp.	2	2 1/8	- 1/8	- 5.88		11
A Cablevision Sys. 'A'	19	21 1/8	- 2 1/8	- 10.05		399
O Cardiff Commun.	115/16	2	- 1/16	- 3.12	5	4
N Centel Corp.	58 7/8	58 5/8	1/4	.42	12	1,628
O Century Commun.	14	14 1/2	- 1/2	- 3.44	280	271
O Comcast	27 7/8	29	- 1 1/8	- 3.87	37	593
N Heritage Commun.	25 1/2	27	- 1 1/2	- 5.55	59	443
O Jones Intercable	13 5/8	15	- 1 3/8	- 9.16	33	177
T Maclean Hunter 'X'	19 1/2	19 5/8	- 3/8	- 0.63	27	718
O Rogers Cable of Amer.	14 1/4	15 3/4	- 1 1/2	- 9.52		73
T Rogers Cable Systems	17 5/8	19 1/2	- 1 7/8	- 9.61		413
O TCA Cable TV	21 1/4	21 3/4	- 1/2	- 2.29	36	229
O Tele-Commun.	53 1/4	55	- 1 3/4	- 3.18	204	2,558
N Time Inc.	84 1/2	88 5/8	- 4 1/8	- 4.65	26	5,304
O United Artists Commun.	17 3/4	20 1/4	- 2 1/2	- 12.34	52	728
N United Cable TV	29 7/8	31 1/2	- 1 5/8	- 5.15	74	694
N Viacom	28 3/4	31 1/2	- 2 3/4	- 8.73	27	984
N Western Union	5 7/8	6	- 1/8	- 2.08		143

	Closing		Net Change	Percent Change	P/E Ratio	Capitalization (000,000)
	Wed Jul 9	Tue Jul 1				
<b>ELECTRONICS/MANUFACTURING</b>						
N 3M	109 1/8	114 3/4	- 5 5/8	- 4.90	18	12,483
N Allied-Signal	41 7/8	44 5/8	- 2 3/4	- 6.16		7,336
O AM Cable TV	1 7/16	1 1/2	- 1/16	- 4.16		5
N Anixter Brothers	11	11 1/2	- 1/2	- 4.34	20	400
N Arvin Industries	29 3/8	33 1/2	- 4 1/8	- 12.31	12	474
O Birdview Satellite	1/2	7/16	1/16	14.28		4
O C-Cor Electronics	6 1/2	7 1/4	- 3/4	- 10.34		19
O Cable TV Indus.	2 5/8	2 1/2	1/8	5.00		7
A Cetec	7 1/8	7 1/4	- 1/8	- 1.72		14
A Chyron	5 1/4	5 1/4			25	53
A CMX Corp.	1 1/4	1 1/2	- 1/4	- 16.66		6
A Cohu	7 3/4	8 1/4	- 1/2	- 6.06	15	14
N Conrac	15 3/4	16 1/2	- 3/4	- 4.54	14	104
N Eastman Kodak	55 1/2	58 3/8	- 2 7/8	- 4.92	47	12,537
O Elec Mis & Comm.	3 5/8	3 1/2	1/8	3.57		14
N Gen. Instrument	19 1/8	21 7/8	- 2 3/4	- 12.57		619
N General Electric	76 5/8	82 1/8	- 5 1/2	- 6.69	14	34,939
O Geotek Inc.	1 3/4	1 3/8	3/8	27.27		7
N Harris Corp.	36 3/8	32 3/4	3 5/8	11.06	24	1,464
N M/A Com. Inc.	15 3/4	17 1/4	- 1 1/2	- 8.69		685
O Microdyne	413/16	5	- 3/16	- 3.75	43	21
N Motorola	37 1/8	38 3/4	- 1 5/8	- 4.19	58	4,741
N N.A. Philips	42 3/8	45 3/8	- 3	- 6.61	18	1,226
N Oak Industries	1 1/2	1 3/4	- 1/4	- 14.28		50
A Pico Products	2 1/4	2 1/4				7
N Sci-Atlanta	10	10 3/8	- 3/8	- 3.61	17	234
N Sony Corp.	18 1/2	20 1/8	- 1 5/8	- 8.07	11	4,276
N Tektronix	59 1/8	60	- 7/8	- 1.45	19	1,156
N Varian Assoc.	24 1/2	26 7/8	- 2 3/8	- 8.83	35	522
N Westinghouse	50 3/8	53 3/4	- 3 3/8	- 6.27	13	7,739
N Zenith	23 3/8	24 1/2	- 1 1/8	- 4.59		540
Standard & Poor's	270.26	281.49	-	11.23	-	3.98

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research. Notes: \* 2-for-1 split, July 2.

eight of the current directors were appointed by Time and after the public offering they will each begin receiving a retainer of \$20,000 a year.

An end to Time Inc.'s majority vote in ATC would also automatically make it more difficult for shareholders to bring up matters before annual meetings or to change ATC's bylaws or certificate of incorporation. It would also immediately establish special requirements for approvals of mergers or other reorganizations. As further insurance that ATC will be controlled by Time, the MSO has already authorized up to 50 million shares of as-yet-unissued preferred stock, which could be laden with "poison pill" rights. ATC has also authorized an additional 182 million class A shares.

ATC will receive 2% of the gross revenues—as a management fee—of the Group W systems being acquired in 50/50 partnership with Houston Industries. The prospectus said: "In addition, management of ATC is considering the transfer of two cable systems in the National Division (serving 28,000 basic subscribers) and the Queens, N.Y., system to THE ENRCOM," which is the name of the partnership.

The as-yet-unbuilt Queens system will serve a franchise area comprising an estimated 270,000 homes, and will require roughly \$15 million in capital expenditures this year, out of an anticipated \$80 million total. Group W's system serving 102,000 subscribers in northern Manhattan will be owned by THE ENRCOM, whereas Manhattan Cable will be owned completely by ATC. However, the president of the northern system will report to John Gault, president of Manhattan Cable.

When both the Manhattan Cable transfer and Group W liquidation are completed, ATC will wholly own or partially own systems serving franchise areas with 6.1 million

homes, of which 5.9 million will be passed by the systems, the majority of which have 35 or more channels. All but the Queens system will already have been built and will serve 3.2 million basic subscribers and have a pay-to-basic ratio of 84%. ATC said the average monthly fee per subscriber is \$22.55.

For the year ending 1985, revenue for ATC was \$520.7 million. Minus operating expenses of \$194.8 million; depreciation and amortization of \$89 million, and selling general and administrative expenses of \$150 million, the MSO had operating income of \$86.7 million and net income of \$34.2 million.

Two-thirds of its 1985 revenue increase was attributed to price increases, compared to one-third for an increase in the number of basic cable subscribers (none was attributed to pay subscribers). The company had 6,600 employees, 570 represented by unions. Trygve E. Myhren, ATC's chairman, chief executive officer and president, received \$493,875 in cash compensation last year; four other executive vice presidents received roughly \$200,000 each.

ATC will remain in the MSO business. Its bylaws limit its participation in programming, publishing, broadcasting, advertising, DBS systems, motion pictures, videocassettes distribution, pay-per-view television and other businesses to between 1% and 2 1/2% percent of the company's gross revenues. The MSO's equity participation in such operations as pay-per-view experiment, EventTelevision—in which ATC already owns 25%—is limited to one-third ownership. The prospectus said: "The joint venturers are currently deciding whether to continue testing or to expand EventTelevision's operations." Time Inc. however, "may not be obligated" to purchase cable systems only through ATC. □

## CBS posts mixed 2d quarter results

Company shows increase over last year in net income, but performance of Broadcast Group is down

Second-quarter results for CBS Inc. confirmed indications of a sub-par network television marketplace which observers had noted in recent months. Despite that weakness in the company's major revenue supplier, the CBS/Broadcast Group managed to post a 23% operating margin on flat revenue, helped by higher profits from radio operations, the owned television stations and containment of the group's costs to a 3% increase. The Broadcast Group had revenue of \$739 million and operating profit of \$166.6 million, down 8%.

For the company as a whole, second-quarter revenue was \$1.2 billion, up only 2%, with the only good news being the 16% revenue increase registered by CBS/Records Group. Although company wide operating profits were down 5% to \$193.3 million, net income was up 55% to \$107.2 million. Key determinants of the bottom line were CBS's debt, and a "paper" gain of \$12 million which corrected a previous overestimation, in last year's second quarter, of losses expected on discontinued operations such as CBS Toys.

Other special items in the second-quarter report were a capital gain registered from the sale of KMOX-TV St. Louis, balanced by special charges related to recently announced staff reductions (BROADCASTING, July 7), and writedowns of television network contracts for feature films and the NFL football rights. ABC had previously written down the value of its NFL contract.

CBS/Broadcast Group President Gene Jankowski has set a target of 4% cost growth for the full year. With first-quarter costs up 13% over the previous year's quarter—largely as a result of program development costs for the upcoming prime time TV season—the second-quarter results now show CBG with midyear costs running 8% ahead.

Interest costs for CBS Inc., \$24.6 million, were double that for last year because of debt taken on last August to repurchase shares. Interest costs would have been higher if not for the company's repurchase of some of that debt, which, however, forced it to register an "extraordinary loss" of \$11.7 million, net of taxes.

CBS Chairman Tom Wyman said: "At the end of the second quarter, our total debt had declined to less than \$790 million, or an estimated 51% of total capital, from its peak level of \$1.44 billion or 69.8% of total capital at the end of the third quarter of 1985."

Corporate expenses, which in last year's second quarter included the costs of thwarting a takeover attempt by Turner Broadcasting System, were down 31%, to \$13.5 million. CBS's overall tax rate was lower because much of the gain from the sale of KMOX-TV was taxed at the capital gains rate. □

### Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change	EPS **
BBDO International	First	\$81,607	8	\$4,879	16	\$0.38
CBS	Second	\$1,217,200	6	\$107,200	55	\$4.42
Lorimar-Telepictures	***	\$441,046	20	(\$28,698)	NM	\$0.89
Sony Corp.	Second	\$1,939,518	-5	\$97,357	-11	\$0.42
Westwood One	Second	\$14,297	204	\$1,712	93	\$0.24

\*\* Lorimar-Telepictures results are for eight months (Lorimar) and nine months (Telepictures) ending March 31, 1986.

BBDO said domestic revenue increased 3%, to \$63.1 million, while international revenue jumped 26%, to \$18.5 million. ■ For CBS results, see story, this page. ■ Unaudited pro forma results for previous eight-month period of Lorimar and Telepictures showed net income of \$35.1 million. Company had operating income for just completed period of \$8.9 million, down 85%. Loss was attributed to, among other things, \$9.4 million in expenses of recently completed merger; extraordinary loss of \$9.3 million related to early debt retirement—previous period had \$2.6 million extraordinary loss—and "increased television development and production activities, investment in the home video, television distribution and feature film areas to support continued growth, and the disappointing domestic theatrical performance of 'Power' in January [for which \$5.9-million write-off was taken]." Entertainment revenue was \$356.5 million with income of \$18 million. Advertising revenue was \$66 million with loss of \$6.9 million. ■ Sony Corp. attributed reduced earnings mainly to appreciation of yen, 40% higher in relation to dollar since previous-year's second quarter. Sales in U.S. were down 10%, while sales in Japan increased 10% and those in Europe jumped 18%. Operating income was \$83 million, down 61%. ■ Shares outstanding of Westwood One increased 31% during second quarter, to 7,262,000.

# RIDING GAIN

# O N R A D I O

## New lilt

What is being billed as a "new kind of album-oriented rock" station hit the Boston airwaves last Monday (July 7) morning when CBS-owned WHTT(FM)'s contemporary hit radio format gave way to "quality rock" under the new call of WMRO.

"What we've done was create a new radio station here, one which recognizes that a lot of good contemporary music [album cuts] wasn't getting on the air," said Bob VanDerheyden, vice president and general manager of WMRO, who oversees the format change. "We will maximize music, have less talk and no contests... But this is not a mellow-rock station. We have a very bright, upbeat sound," he said. WMRO's playlist is composed of artists such as Jackson Browne; Boz Scaggs; Crosby, Stills and Nash; Alan Parsons Project; Fleetwood Mac; the Eagles, and the Doobie Brothers, all of whom are designed to attract a target audience of 20-to-40-year-old adults. New artists are also an integral part of the sta-

tion's sound, said VanDerheyden.

In explaining the format shift, Bob Hyland, vice president of the CBS FM group, said WHTT, which programed CHR for nearly four years, was becoming surrounded by a crop of "sound-alike" stations. "We saw that the station's future was somewhat limited."

Looking at the station's Arbitron 12-plus metro share performance over the past year (Monday through Sunday, 6 a.m. to midnight), it fell from a 5.5 12-plus metro share in winter 1985 to 4.7 in summer 1985 to 2.8 in winter 1986.

The move marks the second time in as many months that CBS has dropped contemporary hit radio on one of its FM outlets. In late May, KKHR(FM) Los Angeles switched from CHR back to a "soft rock" sound and its old calls of KNX ("Riding Gain," June 2). CBS FM stations remaining with the CHR format are WCAU(FM) Philadelphia, WBBM-FM Chicago and KHTR(FM) St. Louis.

## Full-time job

William H. Kling, president and a founder of American Public Radio, based in St. Paul, will step down Aug. 15 to allow a full-time president, Albert L. Hulsen, to head the growing organization. (Kling is also president of Minnesota Public Radio.) The change was approved unanimously by the APR board at its quarterly meeting June 27.

The network has 315 affiliates and distributes *A Prairie Home Companion*. Kling has been president of APR since it was established in 1982, "to encourage station-based



Hulsen

producers to bring their best ideas to a national audience," and as an alternative to National Public Radio, which produces much of its own material, Kling said.

Kling said the board began discussing hiring a full-time president three to four months ago, a need that "became increasingly clear" at APR's annual meeting in April. Kling said he will continue as vice chairman of the board, providing "policy leadership" and working on special project.

Incoming President Hulsen was also a founding director and incorporator of APR. He is currently special projects director at

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**Radio 'Highlights.'** Lorimar-Telepictures' DIR Broadcasting, a New York-based radio program supplier, is readying a new, weekly, three-hour magazine/countdown program for urban contemporary and black contemporary stations. Entitled *Highlights*, each show will feature a countdown of that week's top rhythm and blues songs, Los Angeles Lakers star Kareem Abdul Jabbar doing a segment on jazz, singer B.B. King hosting a piece on blues and celebrity news and interviews. Serving as host for the series, which is slated to debut in early August, will be J.J. Johnson, air personality at KDAY(AM) Los Angeles.

Pictured along with Jabbar (seated) at a reception for *Highlights* at the Black Radio Exclusive convention in Los Angeles are Bob Meyrowitz, DIR president (left) and Peter Kauff, DIR executive vice president.

noncommercial KHPR(FM) Honolulu, a post he has held since 1983. He has worked with several stations, including managerial positions at WGBH-FM-TV Boston (1962-63), WGUC(FM) Cincinnati (1976-81), KQED-FM San Francisco (1981-83) and with Minnesota Public Radio (1972-73), and he served as director of radio activities for the Corporation for Public Broadcasting (1969-72) and as vice president for programming for National Public Radio (1973-74).

Following his election, Hulsen said his "principal goal will be to see that American Public Radio contributes even more to nurturing creative producers, assuring the further development of outstanding performance and informational programming from around the country and throughout the world."

It was also announced at the board meeting that Eric Friesen, executive vice president, will have additional responsibilities as senior vice president, programming, and that Rhoda Marx, manager, will become senior vice president, operations.

### Playback

ABC's FM network has signed an agreement with Ron Cutler Productions, Los Angeles, to handle sales and distribution for Cutler's new *Party America* series, a weekly, two-hour, contemporary hit "dance" program hosted by Capital Cities/ABC's WPLJ(FM) New York personality (Fast) Jimi Roberts ("Riding Gain," June 2).

Madison Square Garden Network, the New York-based cable network, said it will air part of WNBC(AM) New York's nightly call-in show, *Sports Night*, on Wednesday evenings during the summer from the Garden's Hall of Fame club. MSG Network has agreed to cablecast eight programs from 8 p.m. to 11 p.m.—the show's actual running time is from 7 p.m. to midnight—over a nine-week period beginning with the July 23 broadcast. "This is an ambitious cooperative venture pooling the vast resources of two mediums: television and radio," said Robert Gutkowski, president of MSG Network. WNBC, which has a personality-oriented

adult contemporary/rock format, has broadcast rights agreements with Madison Square Garden Network for New York Knicks and New York Rangers games.

The Broadcast Group, a Washington, -based radio program supplier, is offering a new 13-week series called *A Day's Work*, described as a "celebration of working America." The series will be composed of 90-second vignettes designed to run Monday through Friday and featuring people with unusual jobs or people who perform "traditional" jobs in an unusual way. The series, which is scheduled to begin the week of Aug. 18, will be hosted by WFMT-FM Chicago radio personality Studs Terkel. Thus far, some 100 stations have cleared the series including WABC(AM) New York, WEEI(AM) Boston and KMOX(AM) St. Louis.

### Is it live?

A Fourth of July parade is not the same without patriotic marching music. Just ask Willimantic, Conn., which, in absence of a town band, turned to local WILI(AM) for help. The adult contemporary station, which serves the small Connecticut community 25 miles east of Hartford, told its listening audience that the first 100 people who came to the parade with radios would be allowed to march at the head of the parade as part of the "boom-box band." WILI then suspended its regular programming to play several marching tunes including "Stars & Strips Forever" and the "Washington Post March," for the duration of the parade. With radios tuned to the station, the "boom-box band" participants were able to fill the musical void left by the absence of a marching band, said Wayne Norman, morning personality and program director for WILI.

### Looking for a few good scripts

The Midwest Radio Theater Workshop, a production project of noncommercial KOPN(FM) Columbia, Mo., is soliciting full-length radio drama scripts and completed tape productions for its seventh annual competition. Scripts should be shorter than

25 minutes and preproduced tapes between two and eight minutes. A 90-minute radio program will be produced from the winning entries, performed live at KOPN and distributed to National Public Radio affiliates. Winners will receive a cash prize. The deadline for entries is Aug. 4. For information, Julie Youmans, MRTW, c/o KOPN(FM), 915 East Broadway, Columbia, Mo. 65210; (314) 874-1139.

### Off the air

The new American Radio Network, which was formed by radio/television talk personality Sonny Bloch and Michael Castello, former executive producer of WOR(AM) New York's *Bernard Meltzer Show* ("Riding Gain," May 26), has temporarily left the airwaves, due to a contract dispute with its originating station, WMCA(AM) New York. The satellite-delivered network, which began service on June 16, offers a six-hour talk program block from 8 p.m. to 2 a.m. NYT, composed of *Action Line America*, hosted by Bloch, and *The Barry Farber Show*, both of which originated from the studios of WMCA.

Bloch said the network, which has 16 affiliates, remains "alive and well" and should be back on-line by Sept. 1. (Bloch and Farber are servicing a handful of subscribing stations with taped broadcasts.) "We are negotiating with the Kaufman Astoria studios [Queens, New York] to become our new base for operations," he said. Bloch also told BROADCASTING that Washington investigative journalist Jack Anderson has agreed to do news reports for the network and that negotiations are under way for author George Plimpton to join the program lineup.

**Renewal denied.** Reversing a supplemental initial decision, the FCC Review Board, apparently without ardor, has denied the renewal to Mid-Ohio Communications Inc. for WBBY-FM Westerville, Ohio, for allegedly lacking candor and mispresenting facts to the commission. In the opinion, written by board member Eric Esbensen, the board said it was "not un mindful of the harsh result," but that under the FCC's policy statement on character, licensees are either qualified or they are not. "We believe that in this proceeding it is for our superiors to accord any lesser sanction short of outright renewal," board said. In a footnote to a separate statement on the decision, board member Norman Blumenthal, with board chairman Joseph Marino's endorsement, said he believed that the most severe penalty of Communications Act ought to be compulsory divestiture. "If our regulatory authority is truly premised on the precept that 'the airwaves belong to the public,' it is sufficient in the case of disqualifying licensee misconduct to compel the wrongdoer to vacate its spectrum slot," Blumenthal said. "Revocation and nonrenewal go far beyond that removal remedy, extracting the accrued or enhanced economic value of the licensee's business interest, which has nothing—of course—to do with simply assuring that an untrustworthy licensee does not retain its broadcasting privilege. The economic penalty is purely gratuitous, confiscatory and generally unconscionable. Were the remedy of compulsory divestiture our most severe penalty, the commission might not be perceived as straining to avoid the present act's ultimate sanction . . . a sanction wholly disproportionate to any FCC offense in the multihundred-million-dollar milieu of today's licenses. No other civil sanction in law approximates the harshness of loss of a station license; nor do most criminal sanctions, in fact, short of rape, homicide, or treason." Resurrecting the memory of the denial of renewal to RKO General Inc. for its WNAC-TV Boston, Blumenthal added that violation of FCC rules should not cost offender more than \$400 million. "But, until our anachronistic law changes, we must apply it neutrally." The competing applicant in the proceeding had previously dismissed its application.



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# Changing Hands

PROPOSED

**WMAR-TV Baltimore and WRLH-TV Richmond, Va.** □ Sold by Times Mirror Broadcasting to Gillett Group Inc. for over \$200 million. **Seller** is buying stations' present owner, A.S. Abell Co. (which also owns *Baltimore Sun*), for \$600 million and spinning off stations (BROADCASTING, June 2). It is publicly traded, Los Angeles-based publisher station group and cable MSO headed by Robert F. Erburu, chairman. Broadcast division of seven TV's is headed by John J. McCrory, president. Times Mirror publishes eight newspapers and owns cable systems serving over one million subscribers. **Buyer** is Nashville-based group of one AM, one FM and six TV's owned by George Gillett. It also owns ski resort in Vail, Colo., and beef processing plant in Green Bay, Wis. WMAR-TV is NBC affiliate on channel 2 with 100 kw visual, 10 kw aural and antenna 1,000 feet above average terrain. WRLH-TV is independent on channel 35 with 4,335 kw aural, 433.5 kw aural and antenna 1,252 feet above average terrain.

**WAPA-TV San Juan, Puerto Rico; WJBF(TV) Augusta and WTVM(TV) Columbus, both Georgia; KSCH-TV Stockton, Calif., KCAP (AM)-KZMT(FM) Helena and KVG0(AM) Missoula, both Montana** □ Sold by SFN Companies Inc. to Commacq Inc. for \$155 million cash. **Seller** is publicly traded, Orlando, Fla.-based group headed by John Purcell,

cell, chairman. It will retain interest in KVEA(TV) Los Angeles. It also owns educational publishing and information companies. **Buyer** is management group headed by Sherman C. Wildman, president, and Christopher J. Brennan, vice president. WAPA-TV is independent on channel 4 with 53.7 kw visual, 8.1 kw aural and antenna 2,865 feet above average terrain. WJBF is ABC affiliate on channel 6 with 100 kw visual, 20 kw aural and antenna 1,370 feet above average terrain. WTVM is ABC affiliate on channel 9 with 284 kw visual, 52.5 kw aural and antenna 1,650 feet above average terrain. KSCH-TV is independent on channel 58 with 1,971 kw visual, 1,969 aural and antenna 1,971 feet above average terrain. KCAP is on 1340 khz full time with 1 kw. KZMT is on 101.1 mhz with 100 kw and antenna 7,430 feet above average terrain. KVG0 is on 1290 khz full time with 5 kw.

**WADO(AM) New York** □ Sold by Command Broadcast Associates Inc. to Tichenor Media System Inc. for \$20 million. **Seller** is headed by Nelson Lavergne. It has no other broadcast interests. **Buyer** is Harlingen, Tex.-based group of five AM's and three FM's principally owned by McHenry Tichenor and family. Purchase is largest stand-alone AM sale. WADO is on 1280 khz full time with 5 kw. **Broker: H.B. LaRue, Media Broker.**

**KOB-AM-FM Albuquerque, N.M.** □ Sold by

Hubbard Broadcasting to Price Communications for \$16.5 million. **Seller** is St. Paul, Minn.-based group of three AM's, two FM's and six TV's, headed by Stanley S. Hubbard. **Buyer** is publicly traded New York-based publisher and station group of eight AM's, seven FM's and three TV's, headed by Bob Price. KOB(AM) is on 770 khz full time with 50 kw. KOB-FM is on 93.3 mhz with 21.5 kw and antenna 4,150 feet above average terrain. **Broker: Wertheim & Co.**

**WFAS-AM-FM White Plains, N.Y.** □ Sold by Prospect Communications to CRB Corp. for \$7.5 million, comprising \$7 million cash and remainder noncompete agreement. **Seller** is owned by New York Subways Advertising Co. and Herb Saltzman. **Buyer** is New York-based group of three AM's and three FM's owned by Carter Burden, Ed Rogoff and Robert Connor. WFAS is on 1230 khz with 1 kw day and 250 w night. WFAS-FM is on 103.9 mhz with 600 w and antenna 670 feet above average terrain.

**WKTK(FM) Crystal River, Fla.** □ Sold by COMCO Inc. to Entercom Inc. for \$3.6 million. **Seller** is Orlando, Fla.-based group of six AM's and two FM's principally owned by James Robinson, Joel Sharp and Walter Windsor. **Buyer** is Bala Cynwyd, Pa.-based group of three AM's and six FM's principally owned by Joseph M. Field. WKTK is on 98.5 mhz with 100 kw and antenna 1,332 feet above average terrain. **Broker: Donald K. Clark Inc.**

**KJCK-AM-FM Junction City, Kan.** □ Sold by Junction City Broadcasting Inc. to Platinum Broadcasting Inc. for \$2.6 million cash. **Seller** is owned by Steven B. Roesler. It has no other broadcast interests. **Buyer** is owned by group of local investors headed by Robert K. Weary. Weary is Junction City-based attorney. KJCK is on 1420 khz with 1 kw day and 500 w night. KJCK-FM is on 94.5 mhz with 100 kw and antenna 630 feet above average terrain.

**KOCN(FM) Pacific Grove, Calif.** □ Sold by Monarch Broadcasters Inc. to C.R. Pasquier Properties Inc. for \$1 million. **Seller** is owned by Roger Powers, who has no other broadcast interests. **Buyer** is owned by Roger Pasquier and his wife, Cheryl. It owns Long Beach, Calif.-based broadcast consulting firm. KOCN is on 104.9 mhz with 950 w and antenna 550 feet above average terrain. **Broker: The Holt Corp.**

**KRKN(FM) Anchorage** □ Sold by Cook Inlet Broadcasters Inc. to Ingstad Alaska Broadcasting Inc. for \$650,000. **Seller** is owned by Joseph Perry, original owner of station since 1973. It has no other broadcast interests. **Buyer** is owned in part by Grand Forks, N.D.-based group three AM's and three FM's owned by Tom Ingstad and in part by Randy Holland, group's chief operating officer. KRKN is on 102.1 mhz with 25 kw and antenna 165 feet above average terrain. **Broker: The Montcalm Corp.**

**KRDR(AM) Gresham, Ore.** □ Sold by Community Pacific Broadcasting to Columbia River Broadcasting for \$600,000. **Seller** is Salinas, Calif.-based group of four AM's and four FM's headed by David J. Benjamin and Charles Banta. **Buyer** is Robert Anderson, former chief financial officer of Bingham Broadcasting of Seattle which has

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also sold its station group ("Changing Hands, May 19"). KRDR is on 1230 khz full time with 1 kw. *Broker: The Montcalm Corp.*

CABLE

**System serving Oxford, Eaton and German town, Ohio** □ Sold by Jackson Cable Systems to Centel Corp. for approximately \$10 million. **Seller** is owned by Joseph P. Quatman and Richard L. Jackson. It has no other cable interests. **Buyer** is publicly traded. Chicago-based MSO and telephone company headed by David A. Bohmer, president. It operates systems in eight states with 375,000 subscribers. System passes 22,700 homes serving 10,000 subscribers with 61 miles of plant.

**System serving portions of San Bernardino county, Calif.** □ Sold by Hi-Desert Cablevision Ltd. to Booth American Co. for approximately \$10 million. **Seller** is general partnership headed by Harold Ewen, president of Communications Equity Associates, and Atlantic American Securities, which is principally owned by Robert (Woody) Johnson. It has no other cable interests. **Buyer** is Detroit-based MSO and station group of four AM's and six FM's principally owned by John L. Booth and family. It operates 12 systems in seven states with over 100,000 subscribers. System serves 10,000 subscribers with 190 miles of plant. *Broker: Communications Equity Associates.*

**System serving Carson, Calif.** □ Sold by Carson Cable Television Co. to American Cablesystems Corp. for approximately \$8 million. **Seller** is subsidiary of Tele-Communications Inc., Denver-based MSO headed by Bob Magness. **Buyer** is Beverly, Mass.-based MSO headed by Steven B. Dodge, president. System passes 19,000 homes serving 7,700 subscribers with 125 miles of plant. *Broker: Communications Equity Associates.*

## Industry groups gearing up for antidrug campaigns

**September launch set for project coordinated by 4A's; NAB PSA's on drugs in workforce start this month**

The Media-Advertising Partnership for a Drug Free America, a mammoth project developed to fight drug abuse in America and coordinated by the American Association of Advertising Agencies, now has the cooperation of the American Advertising Federation, the Association of National Advertisers and the Advertising Council, in addition to ABC, CBS, NBC, the Cabletelevision Advertising Bureau, the Radio Advertising Bureau and the Television Bureau of Advertising. The group also plans to approach the National Association of Broadcasters and the Association of Independent Television Stations to enlist their support.

The national director of the campaign,

Richard T. O'Reilly, who headed President Reagan's 1980 election campaign and served with N W Ayer, SSC&B and Wells, Rich, Greene, said he expects 25 to 35 of the 4A's member ad agencies to participate in the creative end of the effort, and more than 100 to participate in media solicitation. The project will continue longer than the three years originally allotted if it is successful, he said. An 11-member board will supervise the campaign, and will comprise the current presidents and chairmen and the immediate past chairmen of the 4A's and the Advertising Council; the chairmen and presidents of the ANA and the AAF, and the drug abuse project director of the 4A's.

The 4A's antidrug ads—some of which will be generic and others focusing on marijuana, crack and cocaine—are being targeted for a September release to television, radio and newspapers, and will be worth about \$1.5 billion in time and space over the first three years (BROADCASTING, May 19). The goal of Drug Free America is to "take those brains and energy that have sold so much to the world and convince people that drug usage is not chic, not acceptable, and is plain stupid," according to former 4A's Chairman Louis Hagopian, who announced the campaign at the annual 4A's convention in May.

The Drug Free America campaign will augment campaigns conducted by the Advertising Council, which has concluded its "Just Say No" campaign alerting youth to the problem of drug abuse and in April began focusing on the problem of cocaine abuse by adults, said Jack Taylor, campaign

manager for the Ad Council. Eight 30-second and two 60-second PSA's have been shot and produced by the Ad Council for its client, the National Institute on Drug Abuse, a subgroup of the Department of Health and Human Services. Five were released in April and have been getting "incredible placement," according to Taylor, including spots in ABC's *Moonlighting* and NBC's *The Cosby Show*. Five more will be released in September or October, Taylor said.

The value of broadcast time of the Ad Council's campaigns far exceeds the \$200,000 to \$300,000 the nonprofit group spent to produce the spots, Taylor said.

Meanwhile, the NAB is launching a new public service campaign aimed at combating alcohol and drug abuse on the job. The campaign, called "Project Workplace," is a joint effort with the U.S. Chamber of Commerce, the AFL-CIO, the Department of Health and Human Services, and the Broadcasting Industry Council to Improve American Productivity. To kick off the campaign, a roundtable discussion with HHS Secretary Dr. Otis R. Bowen, U.S. Chamber of Commerce President Dr. Richard Leshner and NAB President Eddie Fritts will be distributed to NAB television stations on July 18 on NAB's monthly satellite feed, *Telejournal*. Furthermore, audio and video PSA's will be distributed to broadcasters throughout the country. The spots include AFL-CIO President Lane Kirkland, Leshner, former astronaut Buzz Aldrin and actor Ed Asner. PSA's featuring celebrities such as former football star Mercury Morris will also be produced. □

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## FCC dinged for ducking franchise-fee cases

**Appeals court says commission made mistake in not explaining its reasons for retroactive elimination of caps established before adoption of 1984 Cable Act**

A panel of the U.S. Court of Appeals in Washington last week suggested that the FCC was too quick and sweeping in its order dumping onto state courts the responsibility it had exercised for 12 years for resolving franchise-fee disputes between cable systems and franchise authorities. The commission, acting on passage of the Cable Communications Policy Act of 1984, had dismissed all petitions regarding franchise fees. But the three-judge panel held unanimously that the commission had erred in failing to explain its action as it applied to requests for declaratory rulings regarding franchise fees that had been imposed before passage of the Cable Act. A failure to explain a retroactive action, the panel said in sending the case back to the commission, is the same as failing to consider alternatives to that action.

The panel did not, however, rule on the commission's action as it applies to its policy of declining to review franchise-fee disputes under the Cable Act. That issue—along with others involving implementation of the Cable Act—has been raised in an appeal filed by the American Civil Liberties Union and others, the court noted. The petitioners that brought the case decided last week—Yakima Valley Cablevision Inc. and Connecticut Cable Television Association Inc.—to intervene in the ACLU case for the purpose of challenging the commission's "forbearance" policy, the court said.

The panel, in the opinion written by Judge Harry T. Edwards and joined in by Judges Robert H. Bork and Alex Kozinski of the U.S. Court of Appeals for the Ninth Circuit, who was sitting by designation, appeared to reflect the view that the commission's policy

of "forbearance" is vulnerable to legal challenge. Edwards said that the policy would result in franchise-fee provisions of the Cable Act being enforced by state courts. Yet, he noted, the Cable Act's "enunciated purpose" is to develop "a national cable policy." The Cable Act says it is designed to establish "a national framework and federal standards for cable franchising" and thus to provide "the cable industry with the stability and certainty that are essential to its growth and development."

Yakima and CCTA had been involved in petitions for declaratory rulings filed before the October 1984 enactment of the Cable Act. Two Washington state communities had sought a ruling that the commission's franchise-fee regulation does not apply to the business and occupation tax they had levied on Yakima and other systems. And CCTA had sought a ruling that a gross earnings tax imposed on cable systems in Connecticut was a franchise fee that exceeded the franchise-fee limits set by the commission's regulations.

But the commission's Mass Media Bureau in December 1984 dismissed those along with other petitions regarding franchise fees. The bureau cited the new Cable Act, and said its provision setting a maximum franchise fee of 5% on a cable system's gross earnings limits the commission's authority in the area and removes the need for commission action on the pending petitions. The commission later repealed its franchise-fee regulations—which had established a maximum fee of 3%, up to 5% when franchise authorities could justify it—and said that in the future, franchise-fee disputes should be handled through the state courts because "Congress had set new guidelines under which cable system franchise fees are to be handled."

Edwards, in writing for the panel, said the commission had "unreasonably failed" to explain its decision not to deal with disputes

involving franchise fees imposed before the Cable Act was enacted. The opinion noted that the Yakima and CCTA had filed valid petitions and that, beginning in 1972, the commission had consistently and routinely settled such disputes. Yet, in the case at issue, Edwards wrote, "although millions of dollars of past tax liability are at stake, and despite the fact the FCC regulation unquestionably governs the legality of the taxes imposed before the enactment of the Cable Act, the FCC inexplicably has refused to resolve the franchise-fee disputes and has offered no explanation for its decision to apply *retroactively* its policy of forbearance."

The panel said the FCC is not barred from applying policy retroactively—but stressed that past cases make it clear that an agency must explain why it has taken "such an extraordinary step." Edwards wrote: "Only if an agency explains its rationale for retroactively changing its prior practice can a reviewing court determine whether that decision is a product of rational analysis." The failure to provide such an explanation, Edwards added, "differs not at all from a failure to consider obvious alternatives to an agency's course of action." The panel also rejected contentions of the franchising authorities involved that the Cable Act applies retroactively, asserting that "nothing in the Cable Act even remotely implies that the rescission of the regulation must be retroactive."

Yakima and CCTA, in their appeals, had challenged the legality of the FCC's refusal to review franchise-fee disputes under the Cable Act. And although the panel said it would defer that issue to the panel selected to decide the ACLU case, counsel for the cable interests involved—Stuart Feldstein, for Yakima, and Brent Rushforth, for CCTA—were pleased with more than the victory accorded them on pre-Cable Act matters. They cited Edwards's language suggesting an inconsistency between FCC policy of deferring disputes to state courts and the Cable Act's asserted aim of establishing "national" cable policy. It should, Rushforth said, give "strong direction" to the panel that considers the ACLU case.

In an unusual "postscript" to its opinion, the panel noted a post-hearing submission in which, it said, the FCC "purports" to have considered the issue of retroactivity. The submission was the FCC's order on reconsideration of its rulemaking designed to implement the Cable Act, and dealt with the issue of forbearance, both retroactively and prospectively. It had been requested by the panel. But in a sentence commission that lawyers found difficult to interpret, the panel said, "If what the agency has done . . . satisfies the terms of our remand, we assume that the entire reconsideration order, including the issue of retroactivity, will be subject to judicial scrutiny in ACLU." □

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## Porno commission urges congressional, FCC action to ban 'obscene' material

ACLU says Meese study would infringe on constitutional rights

Attorney General Edwin Meese was presented last Wednesday (July 9) with the final report of his commission on pornography (BROADCASTING, June 2). The two-volume, 1,960-page study, conducted over the course of a year by 11 commissioners at a cost of \$500,000, was described as an unbiased, objective examination of the issue by the commission's chairman, Henry E. Hudson, who said: "Those people who anticipated a document supporting censorship are going to be very disappointed when they read the final report," but it was attacked by the American Civil Liberties Union as "little more than prudishness and moralizing masquerading behind social science jargon and a little feminist rhetoric."

Hudson claimed the commission "specifically rejected the notion of censorship," especially in the case of the printed word, and felt that "if communities perceive that there is an obscenity problem, existing laws ought to be enforced." But the report contained a list of 92 recommendations, including:

■ "Congress should amend Title 18 of the United States code [which makes obscene broadcasting illegal] to specifically proscribe obscene cable television programming."

■ "Congress should enact legislation to prohibit the transmission of obscene material through the telephone or similar common carrier."

■ "The United States attorneys should use all available federal statutes to prosecute obscenity law violations involving cable and satellite television."

■ "State and local prosecutors should use all available statutes to prosecute obscenity violations involving cable and satellite television."

■ "The Federal Communications Commission should use its full regulatory powers and impose appropriate sanctions against providers of obscene Dial-a-Porn telephone services."

■ "The Federal Communications Commission should use its full regulatory powers and impose appropriate sanctions against cable and satellite television programmers who transmit obscene programs."

■ "A multimedia educational campaign should be developed which increases family and community awareness regarding child sexual exploitation through the production and use of child pornography."

The recommendations represent "a broad and drastic curtailment of the right of Americans to publish and the right of Americans to watch sexually oriented material of many kinds," said Barry Lynn, legislative counsel for the ACLU. "It is a misnomer to suggest that the world of pornography is filled with bestiality, child abuse and some of the other things [in the report]," he said, and while he

admitted that they exist, he claimed that "there is a very limited audience for those things, and I'm sure that you could show bestiality films on network television for a week, and you wouldn't get any measurable Nielsen rating after the first two minutes."

According to John Harrington, a founding member of the newly organized Americans For Constitutional Freedom, a coalition of individuals and publishers promoting First Amendment rights, "most of the 92 recommendations were foregone conclusions with no basis in fact." According to ACF, the report was created "to offer support for those whose beliefs will not hold up in the fair exchange of ideas guaranteed by the Constitution."

Hudson said at the Wednesday press conference that the report is not based solely on scientific fact, but on the "totality of the evidence," testimony, letters and "common sense."

Asked whether the report would have an effect on an organization like the Playboy Channel, Lynn said: "I don't think that this report will have much effect on many of these issues, and certainly not on some of the mainstream material. The danger, though, is that the conclusions of law here in the legal recommendations, when combined with citizen vigilante efforts to drive certain kinds of cable programming off the air, could succeed in the long run in having a damaging effect on diversity in cable programming." □

## Washington Watch

**Austin TV.** In initial decision, FCC Administrative Law Judge Joseph Chachkin has conditionally granted application of Balcones Broadcasting Ltd. for new TV on channel 54 in Austin, Tex., denying competing applications of Capital City Community Interests Inc., Television 54 Corp., Capitol Area Broadcasting, ATV Associates Inc. and DB Broadcasting Inc. Balcones prevailed with its integration and coverage proposals. Grant was conditioned on limited partner Billy B. Goldberg divesting his interests in KVEO-TV Brownsville and KPEJ-TV Odessa, both Texas. Ronnel Hector Oliveira is president of Balcones general partner, Balcones Broadcasting Co. Oliveira is currently assistant to general manager at KVEO-TV.

□

**Hill watchers.** American Society of Composers, Authors & Publishers formed new legislative committee to oversee ASCAP legislative activities. Appointed to committee, are board members: Hal David, ASCAP chairman and lyricist; composer Morton Gould, lyricist Marilyn Bergman, and publishers Irwin Robinson and Michael Stewart.

□

**Spanish concern.** Congressional Hispanic Caucus Chairman Matthew Martinez (D-Calif.) urged House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) to monitor FCC's pending settlement agreement under which Spanish International Communications Corp. may be permitted to sell its five Spanish-language stations. Martinez last month stated concern about SICC selling stations to highest bidder. "If the stations are sold at full value to the highest bidder, it is highly unlikely the highest bidder will be a minority controlled company, and even less likely it will be a Hispanic-American group," he wrote. Caucus chairman recommended that "the FCC renew SICC's licenses conditioned upon SICC transferring the licenses at distress sale prices to a qualified Hispanic-American controlled company." However, Representative Henry B. Gonzalez (D-Tex.) also wrote Wirth to say Martinez's position "has not been taken pursuant to any consultation with the Hispanic Caucus, as a whole, and is much more representative of his [Martinez's] personal position than anything else. Certainly it does not reflect my view." As for Martinez's suggestion, Gonzalez thought it would be "contrary to the findings of the judge [FCC Administrative Law Judge] and would negate the settlement agreement already reached in this matter."

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## Early call comes true

**ABC's O'Brien vindicated as Supreme Court votes 7-2 against Gramm-Rudman provision**

The Supreme Court made him—and the rest of the world—wait for 21 days, but last week it confirmed the accuracy of ABC News's Tim O'Brien's June 15 report of the court's decision on the constitutional challenge to the Gramm-Rudman-Hollings deficit reduction law. O'Brien had reported on ABC's *World News Tonight* that the court's decision declaring a key provision of the law unconstitutional would be released the next day. And although he cautioned that the court had in the past delayed releasing opinions when word of them had leaked, his report caused a stampede of reporters and lobbyists to the Supreme Court.

Following the court's release of the opinion last Monday (July 7)—the final day of its session—O'Brien said that if it hadn't been for his prediction of the release date, "I feel the court would have acted sooner." Still, he noted that his report had been accurate as to the vote (7-2), the author (Chief Justice Warren E. Burger) and the grounds (the law's automatic mechanism for cutting spending violated the constitutional requirement of

**Mission accomplished.** Luis G. Nogales, chairman and chief executive officer of UPI, resigned last week, effective July 11, saying his "task is completed. UPI has been sold and recapitalized. It is appropriate for me now to leave and let the new owners form their own management team." He joined the wire service in 1983 as executive vice president for administration, and was named president and chief operating officer in September 1984. He became chairman six months later and headed UPI during its chapter 11 bankruptcy proceedings and through the company's sale to New UPI Inc. for \$41 million on June 10. Nogales is succeeded by UPI's new majority owner, Mario Vazquez-Rana, a Mexican newspaper publisher.

separation of powers by impinging on presidential authority to execute the laws). O'Brien's report had been in error in one regard; he had said Justice Sandra Day O'Connor would write a concurring opinion. She had joined in Burger's opinion but did not write separately. O'Brien called that departure from his report "curious but not significant."

Leaks of Supreme Court opinions are rare. But O'Brien seems to have a patent on them. In 1979, he caused a stir among journalists, lawyers and, presumably, members of the Supreme Court with a string of four reports accurately anticipating Supreme Court opinions. "This is nothing we take lightly," O'Brien said. "In those five reports, we were right on the money each time."

O'Brien said he had never doubted the accuracy of his report regarding Gramm-

Rudman-Hollings, even after the decision had not been released when expected. "Nothing has occurred that would shake my confidence," he said at the time.

As he had three weeks ago, O'Brien expressed regret he had not hedged more heavily on the prediction of when the decision would be released. He noted he had qualified predictions as to release dates in the past. "We could have said: 'The decision was expected soon, perhaps as early as tomorrow,'" O'Brien said. "But," he added, "this time," he said, "we knew too much."

O'Brien's record of scooping the Supreme Court on its decisions has led to speculation as to his sources. After his string in 1979, a Supreme Court printer was reassigned. However, some observers speculated that a member of the court had been O'Brien's source. □

## For the Record

As compiled by BROADCASTING, July 2 through July 9, 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.

### In Contest

*Review board made following decision:*

■ Indianapolis (Indianapolis MDS Co. and Omega Communications Inc.) MDS proceeding. Scheduled oral argument for Aug. 1 on exceptions to initial decision of ALJ Walter C. Miller granting app. of Indianapolis MDS for new station at Indianapolis and denying competing app. of Omega. Each party has 20 minutes for argument. Omega may reserve part of its time for rebuttal. By letter, June 25.

*ALJ John M. Frysiak made following decision:*

■ Dalton, Ga. (Family Television of Dalton Inc., et al) TV proceeding. Added issue against Family Television to determine financial qualifications. By order, June 25.

*ALJ Edward J. Kuhmann made following decision:*

■ Green Valley, Ariz. (Alden Communications Corp. and Sungilt Corp.) TV proceeding. Granted Sungilt's motion for summary decision and resolved site availability in its favor. By MO&O, July 1.

*ALJ Edward Luton made following decision:*

■ Berrien Springs, Mich. (Berrien Broadcasting Corp., et al) AM proceeding. Added issue to determine whether Berrien Broadcasting and West State Broadcasters Inc. made willful misrepresentations to commission concerning availability of existing service at Berrien Springs and Zeeland, Mich., respectively. By MO&O, June 25.

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ALJ Joseph Stirmer made following decisions:

- Little Rock, Ark. (Leininger-Geddes Partnership, et al) TV proceeding. Granted Leininger-Geddes' motion and dismissed Magnolia Communications' app. with prejudice for failure to prosecute. By order. June 26.
- Bakersfield, Calif. (Dorothy J. Owens, et al) TV proceeding. Granted petition by Owens, Lash Communications and Liberty Broadcasting Corp. to add specialized programing issue. By MO&O. June 26.
- Novato, Calif. (Magdalene Gunden Partnership, et al) TV proceeding. By separate orders: granted motion for summary decision by Marin TV Partners and resolved air hazard issue in its favor; granted North Bay Broadcasting's petition to enlarge issues against North Bay Television to determine facts and circumstances surrounding North Bay's selection of transmitter site. By MO&O's. June 26.

ALJ James F. Tierney made following decisions:

- Honolulu (Lee Optical and Associated Companies Retirement and Pension Fund Trust, et al) FM proceeding. Granted motion by Philip R. and Len Thi Vuon-Antoine and enlarged issues against C.E. Inc. to determine transmitter site availability. By MO&O. June 27.
- Thoreau, N.M. (Michael J. Bennis, et al) FM proceeding. Granted joint request for settlement agreement between Bennis and Don R. Davis and dismissed Davis' app. with prejudice. By MO&O. June 30.

## Facilities Changes

### Applications

#### AM's

##### Tendered

- WLOP (1370 khz) Jesup, Ga.—Seeks CP to add night services with 2.5 kw; install DA-N. and make changes in ant. sys. App. July 3.
- WMIX (940 khz) Mount Vernon, Ill.—Seeks CP to increase night power to 1.5 kw. App. July 3.
- WOBS (1570 khz) New Albany, Ind.—Seeks CP to increase day power to 2.5 kw. App. July 2.
- WXVX (1510 khz) Monroeville, Pa.—Seeks CP to increase power to 1 kw and change to DA-D. App. July 3.

##### Accepted

- KIYU (910 khz) Galena, Alaska—Seeks MP to make changes in ant. sys. App. July 2.
- KCHU (770 khz) Valdez, Alaska—Seeks MP to change TL and make changes in ant. sys. App. July 7.
- KSMJ (1380 khz) Sacramento, Calif.—Seeks mod. of lic. to change SL to 1750 Howe Ave., Sacramento county, Calif. App. July 2.
- WMVO (1300 khz) Mount Vernon, Ohio—Seeks CP to make changes in ant. sys. App. July 2.
- WPRO (630 khz) East Providence, R.I.—Seeks mod. of lic. to operate by remote control. App. July 2.
- WHHQ (1130 khz) Hilton Head, S.C.—Seeks CP to make changes in ant. sys. App. July 2.
- KEVA (1240 khz) Evanston, Wyo.—Seeks CP to change TL and make changes in ant. sys. App. July 2.

#### FM's

##### Tendered

- WSUS (102.3 mhz) Franklin, N.J.—Seeks mod. of lic. to make changes in ant. sys. App. July 2.
- \*WHQR (91.3 mhz) Wilmington, N.C.—Seeks CP to change ERP to 10 kw and change HAAT to 1,141.44 ft. App. July 1.
- \*WOBO (88.7 mhz) Batavia, Ohio—Seeks CP to change TL; change ERP to 15.5 kw, and change HAAT to 465.76 ft. App. July 1.

##### Accepted

- KBRR (ch. 10) Thief River Falls, Minn.—Seeks CP to change ERP to vis. 130.02 kw, aur. 13 kw. App. July 3.
- WWRD (ch. 30) Wilson, N.C.—Seeks MP to change ERP to vis. 1.236 kw, aur. 123.6 kw; change HAAT to 1,245 ft., and change TL. App. July 3.
- KNRR (ch. 12) Pembina, N.D.—Seeks CP to change ERP to vis. 316 kw, aur. 31.6 kw. App. July 3.

#### TV's

##### Accepted

- KREQ (ch. 23) Arcata, Calif.—Seeks MP to change ERP to 195 kw, aur. 19 kw; change HAAT to 1,492.4 ft., and change TL. App. July 7.
- \*WCTE (ch. 22) Cookeville, Tenn.—Seeks CP to change ERP to vis. 1,314 kw and change HAAT to 1,395 ft. App. July 7.
- WVRN-TV (ch. 63) Richmond, Va.—Seeks CP to change ERP to vis. 2,600 kw, aur. 260 kw; change HAAT to 1,279.53 ft., and change TL. App. July 7.

#### Actions

#### AM's

- WWFE (670 khz) Miami—Granted app. to change TL and make changes in ant. sys. Action June 23.
- WYFX (1040 khz) Boynton Beach, Fla.—Granted app. to operate by remote control. Action June 23.
- WRCP (1290 khz) Providence, R.I.—Granted app. to increase night power to 5 kw. Action June 23.
- KITZ (1400 khz) Tacoma, Wash.—Granted app. to change city of lic. to Silverdale, Wash., and change TL. Action June 30.

#### FM's

- WDJC (93.7 mhz) Birmingham, Ala.—Granted app. to change HAAT to 1,006 ft. Action June 25.
- KKXX (107.9 mhz) Bakersfield, Calif.—Granted app. to move SL to Trojan Court and Pegasus Drive, Kern county, Calif. Action May 2.
- KVUU (99.9 mhz) Pueblo, Colo.—Granted app. to change ERP to 87.4 kw. Action June 25.
- WEZN (99.9 mhz) Bridgeport, Conn.—Granted app. to change ERP to 27.6 kw and change HAAT to 669.12 ft. Action June 27.
- WDUV (103.3 mhz) Bradenton, Fla.—Dismissed app. to change TL and change HAAT to 1,075.18 ft. Action June 17.
- WKTK (98.5 mhz) Crystal River, Fla.—Granted app. to change HAAT to 1,321.84 ft. and make changes in ant. sys. Action June 30.
- WKRQ-FM (99.9 mhz) Mobile, Fla.—Dismissed app. to change HAAT to 1,804 ft. Action June 19.
- WLMC (103.1 mhz) Okeechobee, Fla.—Granted app. to change ERP to 3 kw. Action June 27.
- \*WPCS (89.3 mhz) Pensacola, Fla.—Dismissed app. to change TL; change HAAT to 1,564.56 ft., and make changes in ant. sys. Action June 19.
- WPCV (97.5 mhz) Winter Haven, Fla.—Granted app. to change TL and change HAAT to 986.3 ft. Action June 27.
- WIML (106.3 mhz) Wrightsville, Ga.—Returned app. to change HAAT to 328 ft. Action June 16.
- KHUI (99.9 mhz) Kahului, Hawaii—Dismissed app. to change ERP to 25 kw. Action June 17.
- KGGO-FM (94.9 mhz) Des Moines, Iowa—Granted app. to install aux. sys. Action June 19.
- WFBQ (94.3 mhz) Indianapolis—Dismissed app. to change TL. Action June 17.
- WRMA (103.1 mhz) Georgetown, Ky.—Granted app. to change TL. Action June 30.
- WSKV-FM (104.9 mhz) Stanton, Ky.—Granted app. to move SL outside community of lic. Action May 2.
- KRRV (100.3 mhz) Alexandria, La.—Dismissed app. to change TL and change HAAT to 1,058.13 ft. Action June 17.
- KHAA (106.7 mhz) Port Sulpher, La.—Granted app. to change ERP to 100 kw; change HAAT to 982 ft., and change TL. Action June 25.
- WMJS (92.7 mhz) Prince Frederick, Md.—Granted app. to change ERP to 1 kw and change HAAT to 564.16 ft. Action June 25.
- WCSY-FM (98.3 mhz) South Haven, Mich.—Granted app. to change ERP to 2.42 kw and change HAAT to 364.41 ft. Action June 27.
- WVLA (95.9 mhz) Woodville, Miss.—Returned app. to change TL and change HAAT to 328 ft. Action June 27.
- KFMQ (101.9 mhz) Lincoln, Neb.—Dismissed app. to change TL and change HAAT to 1,129 ft. Action June 17.
- WPNH-FM (100.1 mhz) Plymouth, N.H.—Granted app. to change ERP to 2.34 kw and change HAAT to 364.08 ft. Action June 25.

- WZFM (107.1 mhz) Briarcliff Manor, N.Y.—Granted app. to install new ant. sys. Action June 27.
- WNYC-FM (93.9 mhz) New York—Granted app. to change ERP to 5.4 kw. Action June 27.
- WDST (100.1 mhz) Woodstock, N.Y.—Dismissed app. to change ERP to .125 kw; change HAAT to 1,560 ft., and change TL. Action June 17.
- WKTC (104.3 mhz) Tarboro, N.C.—Granted app. to change HAAT to 605.16 ft. Action June 25.
- WTHP (98.3 mhz) Thomasville, N.C.—Granted app. to change TL; change ERP to 1.62 kw; change HAAT to 428.7 ft., and make changes in ant. sys. Action June 25.
- WWMZ (98.3 mhz) Fredericktown, Ohio—Granted app. to change TL; change ERP to 2 kw, and change HAAT to 390 ft. Action June 25.
- KEBQ (96.5 mhz) Ardmore, Okla.—Granted app. to change TL and change HAAT to 328 ft. Action June 27.
- KPLO-FM (94.5 mhz) Reliance, S.D.—Granted app. to move SL outside community of lic. Action June 19.
- KTCE (98.3 mhz) Anson, Tex.—Returned app. to change TL. Action June 23.
- KAKS-FM (107.9 mhz) Canyon, Tex.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,353 ft. Action June 27.
- KOOV (103.1 mhz) Copperas Cove, Tex.—Granted app. to change ERP to .76 kw and change HAAT to 629.78 ft. Action June 27.
- KSEJ (99.5 mhz) Bountiful, Utah—Returned app. to change TL; change ERP to 19.96 kw, and change HAAT to 3,924 ft. Action June 17.
- KQMB (102.7 mhz) Midvale, Utah—Dismissed app. to change TL; change ERP to 24 kw, and change HAAT to 3,847.11 ft. Action June 19.
- WVJZ (96.7 mhz) Orange, Va.—Granted app. to change ERP to 3 kw. Action June 27.
- WRLO-FM (105.3 mhz) Antigo, Wis.—Granted app. to make changes in ant. sys. Action June 27.

#### TV's

- KAIL (ch. 53) Fresno, Calif.—Granted app. to change HAAT to 1,906.5 ft. Action June 27.
- WRBW (ch. 65) Orlando, Fla.—Granted app. to change HAAT to 1,527 ft. and change TL. Action June 24.
- WWTO-TV (ch. 35) La Salle, Ill.—Granted app. to change HAAT to 1,364.48 ft. Action June 27.
- WVCI (ch. 61) Bay City, Mich.—Granted app. to change ERP to vis. 2,900 kw, aur. 290 kw; change HAAT to 1,558 ft., and replace ant. Action June 30.
- KOBI (ch. 5) Medford, Ore.—Granted app. to make changes in ant. sys. Action June 30.
- WNJX-TV (ch. 22) Mayaguez, P.R.—Granted app. to change ERP to vis. 200 kw, aur. 20 kw; change HAAT to 1,137 ft., and replace ant. Action June 24.
- WIEC (ch. 48) Ponce, P.R.—Granted app. to change ERP to vis. 64.3 kw, aur. 6.43 kw; change HAAT to 811 ft., and replace ant. Action June 27.
- WSMF (ch. 21) Florence, S.C.—Granted app. to change ERP to vis. 3,000 kw, aur. 300 kw; change HAAT to 1,590 ft.; replace ant., and change TL. Action June 30.

## Call Letters

### Applications

Call	Sought by
<i>Existing AM's</i>	
WAMA	WGUL Gulf Atlantic Broadcasting Corp., Dunedin, Fla.
WJBQ	WASY The Great Portland Wireless Talking Machine Co., Portland, Me.
WTHU	WFCO Dean and Petrina Aubol, Thurmont, Md.
KBSR	KYTY California Broadcast Group, Hardin, Mont.
<i>Existing FM's</i>	
WIOI	WWSD Capital Broadcast Group, Quincy, Fla.
KBSR-FM	KATM California Broadcast Group, Hardin, Mont.

WGMB WMXX Ocean Communications Inc., Georgetown, S.C.  
 KLQT KOKE-FM Keymarket Communications of Texas Inc., Austin, Tex.  
 KWZD WRRS B & D Inc., Hamlin, Tex.

**Existing TV's**

WWOR WOR-TV MCA Broadcasting Inc., Secaucus, N.J.  
 KVIH-TV KMCC Marsh Media Inc., Clovis, N.M.

**Grants**

Call Assigned to

**New AM's**

KZOI Donald A. and Sharon E. Wiedman, Johns-

town, Colo.  
 WKZD Georgia Mountains Communications Inc., Murrayville, Ga.  
 WPVG Boonsboro Radio, Boonsboro, Md.

**New FM's**

\*KRNI University of Northern Iowa, Mason City, Iowa  
 KLQS Jal Rene Washington, Armijo, N.M.  
 KOIK-FM KOIK Ltd., Lakeview, Ore.  
 WSNV Digby Anglin Solomon, Buffalo Gap, Va.  
 WKZG Joseph (Don) Powers, Keyser, W.Va.

**Existing AM's**

KUNA KGOF Southern California Communications Corp., Indio, Calif.

WLUS WDVH DAE Broadcasting Co., Gainesville, Fla.  
 WGTB WKOJ Catholic Engineering Equipment Co., Hattiesburg, Miss.  
 KBLG KOYN Big Sky Communications Inc., Billings, Mont.  
 WRTP WRBX Leathers Enterprises Inc., Chapel Hill, N.C.  
 KZMX KOBH Tracy and Valerie Bastian, Hot Springs, S.D.  
 WSDO WSVC Tollye Wayne Tittsworth, Duniap, Tenn.  
 KWAS KQIZ Wiskes/Abaris Communications, Amarillo, Tex.  
 WQWM WKAU Martin Communications Inc., Kaukauna, Wis.

**Existing FM's**

KMGW KSOJ Northland Broadcasting Inc., Flagstaff, Ariz.  
 KOY-FM KOYT Edens Broadcasting Inc., Phoenix  
 KQUS-FM KWBO Demaree Media Inc., Hot Springs, Ark.  
 WBZD WKDZ-FM WKDZ Inc., Cadiz, Ky.  
 KBVB KTAP KTAP Radio Inc., Crete, Neb.  
 WMJV-FM WRVH Tri-Valley Broadcasting Corp., Patterson, N.Y.  
 WKLX WZKC Ontario Shore Communications Inc., Rochester, N.Y.  
 WPNC-FM WKLX Ralph D. Epperson, Plymouth, N.C.  
 WMGF WXIK Voyager Communications V Inc., Shelby, N.C.  
 KZMX-FM KOBH-FM Tracy and Valerie Bastian, Hot Springs, S.D.

**Existing TV's**

KTKA-TV KLDH Northeast Kansas Broadcast Service Inc., Billings, Mont.  
 KWHB KTCT KBJH Inc., Tulsa, Okla.

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Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
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.

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General sales manager:** Urban AM/ FM, Southeast top 50, aggressive, leader, motivator, proven winner. Send resume, salary history. Box G-7.

**General manager to continue** the growth of successful Long Island, NY station. Strong sales, promotion and financial background. Resume to Box G-12.

**General sales manager.** Internal promotion opens the way for you. It took the present GSM less than 2 years to be promoted to GM within the group. We're growing so you can do it too. We will pay for performance so if you can train, motivate and manage, send your resume immediately to Box G-4.

**Senior radio account exec** moving to TV opens strong list as base for experienced pro challenged by AM radio. Established and aggressive community-minded full-service station. Details to Burt Levine, WROV, P.O. Box 4005, Roanoke, VA 24015.

**Need experienced general sales manager** who can develop and lead a sales staff. WBYG, 52 W. Downer Pl., Aurora, IL 60506.

**General manager.** Immediate opening at leading Chicagoland contemporary Christian music FM. Staff & programming in place. If you have a solid background in Christian or secular radio management, and believe with us that programming + sales = successful ministry, rush resume to VP Broadcast Division, CLW Communications, P.O. Box 8718 S. Charleston, WV 25303, or call 304-744-5388.

**Experienced general sales manager** needed. Send resume to John Linder, KTOE/KDOG, P.O. Box 1420, Mankato, MN 56001.

**Station manager:** Class C country FM needs a station manager with at least 3 years radio sales experience and eager to hit the streets. Salary and incentives negotiable. If you are experienced, eager, and ready to go to work in North Platte, NE, contact John McDonald, 308-237-2131 day 308-237-3483 night. Resumes Box 666, Kearney, NE 68848.

**General manager** seeking ownership wanted for leading station in small southern market. Absentee owners want professional who can take charge without close supervision. \$30,000.00 and 5% of stock per year for four years for successful operation. Must have proven sales experience as manager or sales manager, and be prepared to carry high percent of sales. EOE Box G-14.

**General manager** for medium Texas Class C FM and sales manager for medium Mississippi Class C with AM. Group operator seeks experienced, qualified applicants only. Call Vester Emerson 601-388-2323.

**General manager** with strong sales background wanted for WXXR, leading station in area. Sales Managers considered. Small sunbelt market, great place to live and raise a family. Send resume and salary history to Helen Millar, P.O. Drawer 968, Cullman, AL 35056-0968.

**General manager** needed for small market, group owned FM. Seeking self-starter with sales/marketing background to organize and run best equipped station in Northwest Ohio. Salary commensurate with experience. Reply in confidence to Box G-34.

### HELP WANTED SALES

**Florida someday?** Do it now! Need experienced radio street salesperson, who will, if a pro, make more than up North on the same billing. My figures will prove it! Ft. Myers, Gulf Coast, 300,000 metro and booming...! If you have what it takes to sell, sell, sell...send short resume to P.O. Box 216, Ft. Myers, FL 33902. Replies in strict confidence. EOE.

**West-central country FM** needs aggressive, hard-working sales manager. Carry list, direct efforts of five sales people. Compensation based on results. Call Ron Kight, 305-464-1330. EOE/ MF.

**New 50,000 watt FM** radio station will air in August between Albany and Ulca NY. Interviews now being scheduled for experienced broadcast salespeople and announcers. Please send letter of introduction, resume & work references to: Bob Penrod, VP/ GM, WITU-FM, P.O. Box 370, Cobleskill, NY 12043.

**Southern California:** AM/ FM leader in growing small market seeks first rate salespeople who are closers. Advancement opportunity. KSZL/ KDUC, P.O. Box 250, Barstow, CA 92311. 619-256-2121.

**Mid-West Family Radio's** expansion to 17 stations can be your opportunity to bigger and better. You are a problem solver, college grad on the way up. Have two years of highly successful selling experience small/medium markets. Strong on creativity, ability to write and sell imaginative advertising. Let's trade. We'll teach you a new, exciting, profitable way to sell more radio. Few openings now available. good growth markets in Wis., Mich., Ill. Possible career path to management, equity. Write Phil Fisher, Box 253, Madison, WI 53701. EOE.

**Sales manager:** ready for your last move? Join us in a beautiful, small market, college town in the south. We're a successful FM with great staff in place offering competitive salary, growth opportunity, professional atmosphere. Box G-27.

**Media account executive.** Capitol Broadcasting Corporation is seeking aggressive, experienced account executive for it's Charleston, WV operation. This is a top billing position - 40K+ income potential. Send professional resume to: General Sales Manager, WCAW /100, P.O. Box 4318, Charleston, WV 25364.

**Katz Broadcasting** 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? Are you able to set priorities and develop strategies for your activities? If so, radio station K95FM can offer you an exciting opportunity. We are a rapidly growing, Tulsa, Oklahoma radio station, offering the newest and most comprehensive sales training and technology. We offering unlimited income potential, an innovative environment focused on excellence, incentives and recognition based upon your individual success, and a chance to join a company with a record of success and a sense of purpose. If you feel you have the talent...act now! Call Larry Leibowitz at 918-587-9500. Katz Broadcasting is an EOE.

**Excellent opportunity** for bright, highly motivated individual to fill the position of national sales manager as Group W's newest combo, KOSI-FM/KEZW-AM in Denver. Broadcast sales experience necessary. Send resume to: Bob Tieman, 10200 E. Girard, Ste. B131, Denver, CO 80231. No phone calls. EOE/M-F.

**#7 of 8 stations in 1985. #3 in '86.** Need strong sales manager to convert programming wins to dollars, 304-253-8307. WWRN, Box AE, Beckley, WV 25801. ATTN:GM.

**Account executive:** FM-104, KKYK, Little Rock's long-term ratings and revenue success story seeks local account executive to work direct and agency accounts. Join a winner! Call Wayne Cox, 501-661-7570. EOE/M-F.

**Experienced account executive** needed for Top 50 market leader. WMJJ, Magic 96 FM, in beautiful Birmingham, Alabama has immediate opening for a heavy hitting sales pro. Top list, big bucks at the market's leading A/C station. Call Stan Reed, General Sales Manager, 205-942-9600. Captiol Broadcasting Corporation is an EOE.

### HELP WANTED ANNOUNCERS

**Mature voice** knowledge of 40s thru 70s music for AM/FM with live assist automation. Air shift/production. Send T&R to: WSCF, 1500 Queen St., Titusville, FL 32780.

**Wanted announcer:** Experienced, dependable St. Louis area. 314-586-8577. 9 a.m. to 3 p.m. CDT only.

### HELP WANTED TECHNICAL

**Metroplex Communications** seeks engineers with EE degree or minimum 5 years related experience for East Coast markets. Contact Doug Holland, Uplink Engineering, 1635 South 21st Ave., Hollywood, FL 33020. 305-920-6438.

**Chief engineer.** Florida! East coast Class C FM. If striving for the competitive edge excites you, we've got the right climate. A chance to join a sound, aggressive broadcast group. Resume & salary to: Paul Clancy, 600 Atlantic Ave., Ft. Pierce, FL 33450. 305-461-0099.

**Chief engineer.** 100,000 watt FM seeks take charge full time engineer. Must have hands on working experienced with combined RCA BTA 20 E-1s and state of the art audio chain. Knowledge FCC regulations. No beginners please. Send resume to KXGO, P.O. Box 1131, Arcata, CA 95521. EOE, M/F.

**Chief engineer for public radio** station situated in beautiful Boise, ID, just minutes from fishing, skiing, and camping. KBSU is preparing to launch a major expansion in technical facilities. The Chief engineer will coordinate this process—and will select new equipment for KBSU's new engineering shop as well. Bachelor's degree and radio engineering experience required. Competitive salary and benefits. Send resume to Dr. James V. Paluzzi, General Manager, KBSU radio, 1910 University Dr., Boise, ID 83725. EOE/AA.

**Top rock Class C FM** in country's fourth largest city seeks experienced assistant chief. A qualified applicant will have at least three years employment experience in radio engineering, be knowledgeable with audio and RF maintenance and repair procedures, and possess an FCC 1st, 2nd, or General Radiotelephone license. Good salary, good benefits, and the opportunity to work at one of the best radio facilities anywhere. Replies in confidence to Chief Engineer, KSRR, 1020 Holcombe #1201, Houston, TX 77030. EOE M/F.

**Experienced chief engineer** needed to head New South radio Network Stations. Must have knowledge in all types of facilities, ability to coordinate and manage group operations. Send resumes to Bob Holladay, P.O. Box 1229, Laurel, MS 39441.

**Major regional AM/FM** needs full-time engineer. Knowledgeable in FM stereo, satellite downlinks, SCA, AM, remote transmitters. Responsible for design, installation and maintenance. Excellent compensation package for right individual. 3-5 years experience plus FCC license required. Resumes to: Edward Owen, Operations Manager, WZZF-WYKH, Broadcast Plaza, Hopkinsville, KY 42240. EOE.

### HELP WANTED NEWS

**Newsman for number one AC** news and information station. Experienced. Tape and resume to Ed Huot, WTRC, Elkhart, IN 46515. EOE.

**Award winning southeast Ohio AM/ FM** needs journalist with untiring dedication, strong voice, and leadership abilities to oversee three person local/ regional news operation. If you're the kind cursed with story ideas that accumulate so fast that Clark Kent couldn't do them all...the kind who craves the enthusiasm, discernment and encouragement of a great staff...the kind who would even go to west Texas for the right job, but would rather live in beautiful southeast Ohio, then send your resume and tape to WATH. WXTQ, Athens, OH 45701-1271.

**Northern Illinois** station with active PBP schedule looking for experienced sports director. WSPY-WBYG, 312-552-8985.

**Sports director/news.** strong in gathering and reporting. We're growing—you can! Tape, resume, references: ND, WNNJ/WIXL-FM, Box 40, Newton, NJ 07860.

**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.



**News/public affairs director.** Public radio station serving Pennsylvania's state capital seeks individual to oversee local news effort. Seasoned writing, delivery, and production abilities required. Send tape and resume to: Personnel, WITF, P.O. Box 2954, Harrisburg, PA 17105. EOE.

**Morning drive anchor:** Immediate opening in central Pennsylvania. AC, news and information station. Excellent writing skills and strong delivery essential. Experience preferred. Send tape and resume to Ken Sawyer, WWPA, Williamsport, PA 17701. EOE/M-F.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**On-air program director** Urban FM Top 50 market. Must be proven winner that can motivate, supervise. Reply Box G-8.

**KUAT Radio** is looking for a bi-lingual producer/writer for Spanish language programing service. This individual will be responsible for producing news and public affairs segments and programs in Spanish or English. Degree in radio/TV plus 2 years news and public affairs experience required. Salary range \$18,836-\$20,720. Send letter of interest and resume to University of Arizona, 1717 E. Speedway, Tucson, AZ 85721 by July 31, 1986. EOE/AA.

**Now is your chance** to live in one of America's choice places—Jackson Hole Wyoming. If you have at least 4 years experience doing PBP and one-air work and you are a hard worker, call 307—733-2120. We need only the best.

**FM producer/announcer** WETA FM, a fine arts and information station serving the greater Washington area, seeks a producer/announcer with an excellent working knowledge of classical music and the fine arts. Responsible for on-air operation and announcing of classical music shifts and for regular production of features and programs for local and national distribution. Minimum of two years professional experience with on-air combo broadcasting. Excellent diction and flawless pronunciation a must. Sample tape required and must include audition or air check. Salary: \$21,632 - 29,668. EOE. Send resume and tape to: WETA Personnel, P.O. Box 2626, Washington, DC 20013. 703—820-6025.

**Program director:** Mid-Atlantic A/C FM looking for right brain programmer with left brain business sense. Send resume, programing philosophy, EEO. Box G-28.

**WOSU-AM/FM** of the Ohio State University has openings for a coordinator-radio promotions and production assistant. The coordinator will develop on-air promotional plan for WOSU-AM/FM, write promotional copy, announce copy, oversee daily preparations of program logs and record and feed schedules, and participate in on-air fundraisers. A bachelor's degree in communications or related field or an equivalent combination of education and experience, and experience in broadcast trafficking scheduling, and on-air promotions are required. Starting salary: \$18,720-21,240. The production assistant will prepare daily program logs, assist in the preparation of monthly program listings, and coordinate the distribution and recording of satellite system transmissions. A bachelor's degree in communications or related field or an equivalent combination of education experience is required. Experience in broadcast trafficking, scheduling, and other radio operations desired. Starting salary: \$14,400-16,200. To apply indicate position of interest and send resume by July 29, to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. EOE, AA.

**Program director/morning personality** for East Coast Florida "Music of your Life" station. Great living/great benefits. Tape and resume and letter why you're our person to Jim Lord Chaplin, WIRA, P.O. Box 3032, Ft. Pierce, FL 33448. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Major Group GM** with three successful turnaround experiences ready for another. Currently employed. Will relocate. Can invest. Box E-115.

**Experienced manager,** employed, radio, cable, TV, seeks sales or management opportunity. Background includes major groups and markets. Great track record, references. 415—731-0395.

**General manager:** High achiever, 17 years experience. Excellent knowledge of building station image, sales and staff pride. Seeking long term association with medium market station or progressive group. Former owner, Chet, 415—490-5345.

**Sales leadership:** Let me solve your sales problems, top name, will direct small market chain, or good combo, P.O. Box 851743, Richardson, TX 75085.

**Black radio management pro.** Over 20 years experience, 10 years major market management, programing, and sales. Successful track record and reputation. Looking for station owner who wants dedicated professional. Box B-156.

**General manager** in top 100 market moving up. Receivables and ratings up, payables and problems down. Excellent track record in sales, programing and administration. Seeking \$55,000 base or better. Box G-24.

**Years of radio management** experience with #1 Arbitron station. Looking for general management of station(s) in the western US. Resume available. Box G-38.

**If you have the signal...** I have the strategy. Aggressive General Manager/Sales Manager seeks the opportunity to turn your station around. Good track record and excellent business background. Reply to Box G-37. To receive my resume.

**Experienced working GM** seeks position in AM/FM radio station with potential for buy in and ownership—future participation or purchase a must. Contact Ted Smith, 97 Haverstraw Rd., Suffern, NY 10901. 914—356-7060 or 914—357-9425.

#### SITUATIONS WANTED SALES

**Experienced sales manager** seeking mid-Atlantic position. Hard-working, talented motivator. Ten years in radio, 704—568-3531.

**Sales rep** with 3 years small market experience is ready to move up. Strong sportscasting background will bring extra edge to your station. Call Dale, 701—775-4345.

#### SITUATIONS WANTED ANNOUNCERS

**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.

**Seven year pro,** ready to go! Loyal, dedicated, with mucho talent and potential. Rick, 305—672-4890.

**Was graveyarder** in medium market in Texas, got traded for a jock with a drawl. 3 years total experience, available yesterday, can write and do production, will relocate anywhere, including small markets. Mark 414—334-3563.

**It's too cold up here** I'm warm blooded. DJ with 10 years expertise in central Pennsylvania looking to move southeast. Great morning show and production. After 4 PM call Kris at 215—373-4181.

**Available immediately!** Previous part-time experience/training. Any format. Ohio, consider nearby state. Doug, 419—387-7761.

**I get amazing results.** Strictly one-of-a-kind high profile looking for a long-term promotion-oriented station. Box G-26.

**In tune with a different drummer!** Recent ATS grad seeks entry level opening. Highly gifted copywriting-/production. Not just another man on the street. Chris Dowd, 212—794-1562.

**German student** with radio experience wants job at radio station. Time: August-November 1986. Make an offer to: Matthias Schmidt, Klarastr. 9, Apt. 33, 8000 Munich 19, West Germany. Call 089—187351.

#### SITUATIONS WANTED TECHNICAL

**CE, production pro, air personality** with 8 years hands on engineering experience; 10 years morning drive. Seeking combo position only. 704—563-8676.

**Looking for employment** as a chief engineer at a medium or major market radio station(s). I have experience with high powered transmitters (50kw/25kw) at a major market combo facility. I have worked closely with the PD to improve ratings by increasing the reliability and the air quality of the stations. I believe in and practice good engineering standards with references to prove it. Contact: Robert King, 900 SW St. Clair Ave., #408, Portland, OR 97205-0120. Telephone: 503—222-7440. If you hear a tone, (10 a.m. to 6 p.m. PDT) leave a message after the tone. I will hear the message.

#### SITUATIONS WANTED NEWS

**I do sports PBP because a.)** I used to coach, b.) I own the station, c.) I own the team, d.) I'm just damn good! For sportscasting excellence choose d.) and choose me! Ivy grad, pressure performer, impeccable credentials. Barry, 802—885-9428, or call my boss, Frank, 802—885-4555.

**Sports director,** ready for medium market, ready to relocate. PBP minor league baseball, junior college basketball, playoff football. Enthusiastic, hard-working. David, 618—627-2844.

**Award winning sports director** voted best in Texas for PBP wants major league job. Major market sportstalk plus network experience. Chip, 409—846-5474.

**Female sound,** seeking news or jock position in Connecticut, medium market—4 years experience. Kate, 203—877-4676.

**News reporter,** 3 years experience. Looking for radio/TV employment in bigger market. Reporter WDWS AM/FM (Champaign/Urbana IL) education beat, anchoring of news/sports, strong writer. Broadcast Journalism degree. Pete, 217—356-9007, 217—351-5343.

**Sportscaster available.** Make the "free agent acquisition of the year." Sophisticated, exciting PBP and solid anchoring skills. A winner. Bob, 201—546-5546.

**Award winning journalist,** credits include: WIND, Chicago as producer, reporter in Las Vegas, southern California, Wyoming news director. 702—454-1067.

**If your all-news, news/talk format** lacks energy, totally missing the audience, or your music format has a commitment, not carried out, you need a major-market news programmer with fresh ideas. Motivator, innovator. Please don't let the area code deter you. Memphis may seem Hillbilly, but I am not. 901—794-4695, evenings.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Management/promotions,** production, copywriting, news. Professional broadcaster desiring to return to North Carolina area. 214—539-0877.

#### MISCELLANEOUS

**We buy records—** 45s and LPs— No quantity too large. Immediate payment; all sounds and vintage; for export; can travel. Florida-Rock Distributors, 7315 NW 79 Terrace, Miami, FL 33166.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Promotion manager's position** immediately available with aggressive, highly regarded top 50 independent station. candidate should have at least 3 years hands-on experience in on-air, print and radio. Responsible for graphics, station image, animation and community activities. EOE/M-F. Send resumes to: GM, WVAH-TV, 23 Broadcast Plaza, Charleston, WV 25526.

**Commercial manager** with proven ability for South Texas VHF. EEO. Write Box E-141.

**General manager.** SW small market seeks high yield manager. Prior TV sales management with proven record required. Vendor & co-op experience preferred. Box G-45.

**General sales manaer.** Group owned independent in top 10 market needs GSM who is experienced in both local and national sales. Must be proficient in developing new business, inventory control and pricing. EOE. Send resume to Box G-29.

**General sales manager** position being created at KAAL-TV, a well equipped facility in the 142nd ADI. Associated with growth oriented group. National sales experience desirable. Expect to manage strong regional sales effort in multicity ADI. Send resume, salary history, and sales philosophy to Dix Communication, 183 West Main St., Clairsville, OH 43950. EOE.

**Business manager:** Leading Southeast affiliate seeks take charge, hands-on individual. experienced in all phases of television broadcast accounting and automated systems. Candidate should possess strong supervisory and communications skills. Accounting degree preferred. Send resume, complete with salary history in confidence to Box G-46.

#### HELP WANTED SALES

**In search of a general sales manager.** WWNY-TV, serving the "North Country" of upstate New York, seeks an aggressive general sales manager. Our successful candidate should be experienced, with a good feeling for programing, promotion and above all, people. Add administrative capacity to the touch of leadership and a relationship may be in the offing. The station's modern facilities are located a short distance from the St. Lawrence River and its legendary beauty, the Adirondack Park and southern Ontario. We are a VHF station principally affiliated with CBS though we also have access to NBC and ABC. Our ratings and share rank among the highest in the nation. An impressive compensation and benefit package with a company that recognizes its commitment to staff and community provides an environment conducive to professional growth. Tell us about yourself in writing. Send your resume in confidence to: Kevin T. Mastellon, General Manager, WWNY-TV, 120 Arcade St., Watertown, NY 13601.

**National sales manager:** Top network affiliate in Portland, Maine. National/rep. sales experience. Salary/commission/bonus in \$40's. Send resume to Box G-35.

**Local sales person:** to handle list, develop accounts, co-op, vendor, etc. Network affiliate in Portland, Maine. Salary/commission/bonus commensurate with experience. Send resume to Box G-36.

**Local sales manager:** #1 CBS affiliate in Sunbelt seeks experienced professional with strong local sales background. Good research, communication, and prior management skills a must. Send resume, salary history, sales philosophy to WTVR-TV, 3301 West Broad St., Richmond, VA 23230. EOE.

**Group owned top ten** market independent needs aggressive local sales manager. Independent TV sales management or sales background preferred. Strong leadership abilities necessary. Send resume to Box G-33.

#### HELP WANTED TECHNICAL

**Maintenance engineer needed.** Must have minimum of 5 years' commercial or public TV experience at the component level. Should be self-starter and motivator. FCC General license or SBE certified desired. Resume and salary requirements to Latham Hamner, CE, WPTF-TV, Box 1511, Raleigh, NC 27602. EOE.

**Assistant chief engineer:** Must have thorough knowledge of VHS and 3/4" tape equipment, as well as general broadcast background, including transmitter and ENG/EPF. Perfect for a technician looking to move up, possible advancement for the right person. KJUD, P.O. Box 669, Juneau, AK 99802.

**Chief engineer.** Post-production center with state of the art equipment has immediate opening for director of engineering. Salary will be commensurate with your experience and background. Excellent benefits package as well. Box G-22.

**Transmitter technician** sought by San Diego's KPBS-TV for its studio facilities. Participates in the installation and maintenance of all RF systems, including TV and radio transmitters, ITFS network, satellite terminals, and microwave. At least two years of directly related experience required. ASEE or ASET degree desired. Salary range: \$26,496 - \$31,884. Excellent benefits. Apply directly to: San Diego State University Employment Office, Third Floor - Admin Bldg., San Diego, CA 92182 no later than July 31, 1986. EEO/AA/Title IX employer.

**Video engineer** with 3 yrs. exp. & Bachelor's degree in engineering to repair, maintain & set up broadcast equipment, design satellite & studio systems, fix & adjust TV video & editing equipment. 40 hrs., \$900/wk. Contact Newslink, Inc., 205 Lexington Ave., NYC 10016, 212-725-0783.

**Video engineer.** Immediate opening for a video engineer experienced in the maintenance and repair of 3/4" editing systems, automated commercial insertion, microwave, studio/ENG cameras, and system design. Will be responsible for two cable TV production facilities. Salary commensurate with experience. Resume to Sue Bennett, Lowell Cable TV, 12 Washer St., Lowell, MA 01853. An equal opportunity employer.

#### HELP WANTED NEWS

**Anchor-reporter.** Western medium market, great lifestyle. Strong anchor skills to work with female co-anchor. Good reporter. Send salary and resume to Box E-121. EOE. No beginners.

**Meteorologist wanted** by aggressive affiliate in smaller market. Must make professional presentation, but will consider those with little TV experience. 2 shows daily. Box E-156.

**Co-anchor.** NBC affiliate seeking warm, authoritative and experienced newscaster for major shows. Anchors to live and features; proven broadcast journalism skills a must. Send 3/4" tape, resume and salary range to News Director, WSTM-TV, 1030 James St., Syracuse, NY 13203. No calls, please. An equal opportunity employer.

**Anchor producer:** Exciting opportunity for reporter with at least two years' experience to join our news team. Position will complement our male co-anchor at 6 PM. Will also be responsible for producing and anchoring 11 PM newscast. This is a unique opportunity to improve your skills while learning from professionals in dynamic Florence/Myrtle Beach market. Please call or send resume, tape and salary requirements to Bob Howitz, News Director, WPDE-TV, Florence, SC 29501. 803-665-1515. EOE, M/F.

**Meteorologist.** Station with major weather commitment needs qualified broadcast meteorologist. Must have previous experience, be able to forecast. AMS seal preferred. We have all the tools for the right person with the talent. Box G-6.

**Weather anchor** for 6 and 11 newscasts in medium market Southeast network affiliate. Resumes to Box G-1.

**Sports director.** Medium market with excellent quality of life and sports. Strong, experienced communicator. Strong reporting and live school ability. Shooting/editing helpful. Resume with salary required to Box E-120. EOE.

**Co-anchor.** Continuing our search for warm, friendly, energetic person to join our anchorman at 6 and 10 PM. No beginners or phone calls. Tape, resume, writing samples to Bob Allen, News Director, KCRG-TV, Cedar Rapids, IA 52401. EOE.

**News producer.** Strong CBS affiliate in the Sunbelt is looking for an aggressive producer for 6 and 11 PM newscasts. Strong writing skills a must. We want someone with solid news judgement who can organize fast-paced newscasts. Experience required. College education preferred. Please send resume to Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. A Television Station Partners station. EEO.

**Meteorologist.** Air weekend weathercasts, morning inserts, environmental reporting. Meteorology degree, AMS Seal and previous TV experience required. Midwest, medium market network affiliate. Box G-23.

**Weekend anchor/photojournalist.** Overlooked in your own shop? Aggressive #1 network affiliate in 100 plus Midwestern market. EOE. Letters and resumes to Box G-20.

**#2 meteorologist.** Midwestern small market leader. Must have reporting skills for regular contributions to news. Resumes to Box G-21. EOE.

**Co-anchor/reporter** for weeknight newscasts. Midwestern CBS affiliate with #1 news department. Looking for experienced reporter with pleasant, authoritative on-air presence to work with our male co-anchor. Excellent salary/benefits. Send tape, resume, and salary requirements to Dan Diedrich, News Director, KRCG-TV, Box 659, Jefferson City, MO 65102. An EEO employer.

**Weekend anchor/reporter.** Want aggressive, people oriented person for dynamic news staff. If you think news is just following officials, don't apply. Send tape and resume to Tom Robinson, WAOW-TV, 1908 Grand Ave., Wausau, WI 54401. No calls.

**No. 2 weathercaster** position at no. 1 station. CBS affiliate. Prefer meteorologist, recent college graduate looking for start with good operation. Colorgraphics computer. On the border by the sea the lower Rio Grande Valley on Texas. Send tapes and resume to Marge Dahlan, P.O. Box 2567, Harlingen, TX 78551. No calls, please, EEO/AA employer.

**Assignment editor.** We're looking for a bright, high energy person to lead and guide our talented staff of reporters and photographers. Successful candidate will have Bachelor's degree plus 2 to 3 years' experience. We're the number one station in a top 40 market. Send resume and letter reflecting news philosophy, goals and objectives to Box G-30. EOE, M/F.

**Midwest CBS affiliate** needs sports director/anchor with minimum two years experience. Must be take charge person who believes sports is more than just scores. Resume, and philosophy to Box G-32.

**St. Louis PBS** station seeks candidates for the following positions: **HOST/REPORTER:** News weekly public affairs series; strong research and writing skills, live interviewing experience; news background desired; hands-on editing experience preferred. **ASSOCIATE PRODUCER/REPORTER:** Segment producer for award-winning weekly arts series; editing experience essential; mini-doc, feature and magazine-format experience desired. Send resume and salary requirements (no videotapes) by July 31 to L.P. Positions, KETC, P.O. Box 24130, St. Louis, MO 63130. EEO/AA.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**EPF.** To shoot, edit and produce commercials and promos. Experience necessary. Creativity and personal communication skills are vital. \$12,000/yr. minimum and benefits. EEO. Send tape and resume. KTXS-TV, Darryl Corley, Box 2997, Abilene, TX 79604.

**Chief videographer:** Alabama PTV network seeks experienced videographer to head ENG/EPF operations. Must shoot and edit. Starting salary \$15,366 with health, dental insurance. Requires high school degree and three year minimum of broadcast field production. For application form, write Alabama Public Television, 631 South Hull St., Montgomery, AL 36104, or call 205-261-4000. Deadline July 23, 1986. Resume tape will be requested later. EOE, M/F.

**Operator:** Mature, versatile, highly motivated individual to handle on-air switching, net and synd. satellite tape delay, editing, live production, lighting and camera work. Experience preferred, will consider qualified applicant with training. KJUD-TV, P.O. Box 669, Juneau, AK 99802.

**Producer/director** for CBS affiliate. Strong skills in production and news. Excellent opportunity for experienced person. Send resume to: Production Director, WGME-TV, P.O. Box 1731, Portland, ME 04104.

**Producer/director** for CBS affiliate. Skilled in commercial and computer editing. Graphic skills helpful. Send resume to: Production Director, WGME-TV, P.O. Box 1731, Portland, ME 04104.

**Designer.** Major market PBS station needs talented graphic designer with minimum three years' broadcast experience for on-air, print, scenic, and electronic graphics. Vidifont 5 experience preferred. Send resume, tapes, samples with salary requirements (must be included) to: Art Department Position, WHY? Personnel Office, 150 North Sixth St., Philadelphia, PA 19106. (Calls will not be accepted.) EOE, M/F.

**KNPB/Channel 5,** Reno public television, seeks associate producer to work in all phases of local production: program development; research; writing; video shooting/editing; multi-camera studio production; organizing and scheduling. Television production skills, writing/reporting experience and ability to work with people essential. Minimum qualifications: BA degree or 2 years' TV production as program producer. Salary \$15K - \$20K DOE. Send resume to Sherri Dangberg, KNPB, P.O. Box 14730, Reno, NV 89507 by July 31st. EOE.

**Producer.** National news operation seeks applicants for senior producer position. Must be fully bilingual in English and Spanish. Have ample experience producing live news telecasts and specials. Experience in the field as well as writing skills in Spanish. Confidential. Deadline: 8/04/86. Please send resume to: News, P.O. Box 350776, Miami, FL 33135-0776.

**Writer.** Religious humanitarian organization needs writer for weekly television program. Overseas travel. Resume and tape to: L. Smith, 2108 Sandy Creek Trail, Edmond, OK 73013.

**American Homegrown** is looking for comedy videotape shorts produced by station personnel for national syndication. Categories: Movie/television and commercial - take offs or original comedy. Length: 30 secs. to 5 minutes. All videotape formats accepted. Selected entries will be notified and compensated. Send tapes to American Homegrown, 444 Alan Rd., Santa Barbara, CA 93109.

**TV production manager.** Top 30 PBS affiliate seeks a take charge leader to manage active production unit. Performing arts, documentaries, magazines and public affairs shows for local and regional/national distribution are produced by the station. Supervises a staff of 19, plus 30 free lancers. Strong organizational, budgeting and staff developing skills a must. Salary range is \$32,250 to \$42,000, plus competitive benefit package. Call 414-278-6576 for a job description and application form, which must be returned by July 25, 1986. Milwaukee Area Technical College is an equal opportunity, affirmative action employer.

**Sports producer/director**—The Iowa Television Network (more than 1.3 million homes, the equivalent of the 12th largest ADI) is looking for a veteran sports director with a tape to prove it. The ITN produces live University of Iowa basketball, football cable rebroadcasts, as well as coaches shows for football and basketball. If you've got what it takes to make this team, send your resume and tape to: Chuck Lutz, KWWL-TV, 500 East Fourth St., Waterloo, IA 50703. EOE.

#### SITUATIONS WANTED TECHNICAL

**Chief engineer.** I clean up systems and procedures to make a smooth operation, not just point blame. Experience, knowledge and ability to make your station run better. Box E-138.

**Audio engineer,** music producer experienced in major TV market, state of the art electronic music studios, and recording techniques (field and in-house). Young, motivated, dedicated. Brian Hewitt, 313-569-7404.

#### SITUATIONS WANTED NEWS

**Looking for change of place.** White female reporter in 20th market seeks reporting position in top 30 market. Strong writer. Anchor experience. 916-422-8393.

**Streetwise, good people skills.** #1 background as ND, AE, reporter, and EP. Wants new management challenge. Rich Vandiver 214-825-6208.

**12 year TV and radio sports veteran** looking for medium to large market serious about sports. PBP a big plus! Box G-25.

**Hard-working TV reporter.** nearly 2 years' small market experience. Looking to move up to mid-size market. MO, AR, KY, TN, IN. Box E-83.

**Anchor or ND/anchor position** sought by experienced medium market weekend anchor/reporter. Ratings battle winner. Community involved. All markets considered 315-387-5428.

**An award-winning meteorologist** is ready and willing to do the job for you. 214-581-4403.

**Help me relocate soon,** so my present small market employer can find a new anchor by September. Professional, provocative award winner. Box G-39.

**Sports director** with six years' small market experience is ready to move up. Strong PBP, newspaper background will bring extra edge to your department. Call Dale 701-775-4345.

**TV meteorologist position** sought. Creative, outgoing University of Chicago graduate, research and forecasting experience, tape available, call Rick Sindler 813-393-4013.

**Award-winning female reporter/producer** presently employed seeks move to top 50 market or above. 314-367-2712.

**Well rounded reporter/anchor/producer** with MA plus ten years of experience seeking new home in Southwest. Mike Cuenca 913-648-0890.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Director/producer** 9 years' experience all program types. Switch or call. Calm under pressure. Live a specialty. Currently employed, top 40's market. People oriented. Box G-18.

**Veteran cable relations specialist.** I have made my living exclusively representing new start ups and estab. TV stations for over 7 years. To survive in the marketplace every mode of delivery by which viewers receive your signal has to be addressed. I will join your staff and relentlessly pursue every delivery system in your market from franchised cable, to private cable, to hotel/motel master antenna systems, to individual reception problem calls. My past clients represent some of the top broadcasters in the country. Call me today at 404-868-7969.

**O&O producer** tired of inept management, indifferent unions, egocentric talent & most of all, consultants? Wants chance to run own shop. Emphasis on local news, good writing—not teases & soft soap. Contact Box G-31.

#### 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** now seeking authoritative, accurate, personable anchors from all markets. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870. 203-637-3653.

**Is your creativity deserving of financial gain?** There's significant movement in the job market for anchors and reporters, videographers, directors, producers, announcers, magazine hosts, and promotion specialists. No placement fees. Station inquiries welcomed. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Southeastern Louisiana University** seeks assist/assoc prof to teach radio/television production and public speaking courses. Ph.D preferred; Masters and ABD candidates will be considered. Salary commensurate with experience and qualifications. Beginning date: Aug. 20, 1986. Application deadline: July 31, 1986 or until filled. AA/EOE. Send inquiries/applications to: Dr. Win Welford, Box 451, SLU, Hammond, LA 70402.

**Ohio University** seeks a broadcast news teacher. Rank and salary competitive, negotiable depending upon qualifications. Professional experience required. MS preferred. Ph. D favored. Teaching in reporting and broadcast news sequence courses. Applications to Dr. Dru Riley, E.W. Scripps School of Journalism, Ohio University, Athens, OH 45701. Applications of women and minorities encouraged.

#### HELP WANTED SALES

**TV Guide marketing rep.** TV Guide Magazine's Atlanta office seeks college graduate with minimum three years media experience to serve as broadcast marketing representative. Understanding of marketing techniques, excellent communication skills required. Duties include maintaining reciprocal trade advertising agreements with TV stations, developing promotion campaigns, tracking and reporting industry trends. Considerable travel. Potential for advancement and relocation. TV Guide is an EOE with exceptional employee benefits. Send resume and salary requirement, in confidence to: Regional Marketing Manager, TV Guide, 5601 Executive Center DR., Ste. 223, Charlotte, NC 28212.

#### 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.

**Country music library** After 25 years as country, we've changed formats, library for sale. Thousands of cuts from 50s thru 80s. 919-753-4122.

**Live nighttime talk radio** is on the air, Barry Farber and Sonny Bloch. 2 shows, 6 hours. Barter basis (no cash). To clear your market exclusive, call now 1-800-422-5552.

**For sale-MDS transmission time.** Single channel MDS stations in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

**Embarrassed by some of the "aging" client jingles** on your station? Call Prime Cuts collect for our demo: 615-385-3007.

**Rare opportunity!** For sale, Easy Listening Music programming package for syndication, or radio station. Over 5000 albums, 380 master tapes, plus scheduling software and computer. 303-988-9560.

#### EMPLOYMENT SERVICES

**Government jobs.** \$16,040-\$59,230/yr. Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

**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. 813-786-3603.

**Television recruiter:** Positions nationwide. 16 years discreet company paid recruitment. James Lloyd, Box 3, Ashland, OR 97520, 503-488-1405.

#### MISCELLANEOUS

**Increase morning ratings with proven comedy material.** 11 scripts/\$10. Free samples, Ghostwriters, 2301 Unity Ave. North, Dept BR, Minneapolis, MN 55422.

**Increase morning ratings with proven comedy material.** 11 scripts/\$10. Free samples. Ghostwriters, 2301 Unity Ave., North, Dept BR, Minneapolis, MN 55422.

**Pike & Fischer's** radio regulations 2nd series. Plus digests and up-date service (12/31/86). Excellent condition. 202-887-5563.

**Attention TV and radio stations!** Don Messick, the most exciting promotional voice available to local and regional broadcasters. Call us today for a promotional tape. Charles H. Stern Agency, 213-273-6890.

#### 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.

**16mm Eastman telecine projectors wanted:** Models 25, 25B, 250, 275 & 285. Price based on condition. Essex Systems, 2 Ridge Rd., Essex, NY 12936. 518-963-7080.

**Wanted:** IVC 800 VTR color processing board. Call Jack Gardner, 615-929-4404.

#### 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 2.5Kw/MS-15, Optimod, monitors, 3-bay ERI, Cable, 2 studios, EBS. Call M. Cooper/ Transcom 215-884-0888.

**FM transmitters:** 25kw-Sparta 625-20kw-Collins 831G1, CCA 20,000E-5kw-Bauer 605B, RCA BTF 5E1, AEL 5KE, Gates 5B-3.5kw-McMartin 3.5K-1kw-Syntronics 1.5kw, Gates FM1C, Transcom Corp. 215-884-0888.

**CETEC 7000/ GLS,** priced to sell! Includes Audiofile, 2 Cartel/Carousels, 1 Instacart, 3 Otari Playbacks, CRT Logging Package, Live Assist Package. We also sell new and used equipment. Call for your broadcasting needs. Dale Hendrix, Holt Technical Services, 215-866-2131. A division of the Holt Corporation.

**2kw UHF transmitter.** Thomson-LGT, suitable for low and full power. Never uncrated. 512-480-0084.

**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.

**LA-Cart automatic cassette playback system.** Like new condition. Less than one year old. 3/4 inch decks with Fortel Component processing. \$85,000, John McNally, KWTW, 405-843-6641.

**Over 100 AM & FM transmitters.** AM-50kw, 10kw, 5kw, 2.5kw, 1kw. FM: 40kw, 25kw, 20kw, 10kw, 5kw, 3kw, 1kw. All our own inventory. Besco Internacional, 5946 Club Oaks Dr., Dalls TX 75248. 214-630-3600.

**AM transmitters:** 5kw-ITA 5000A-1kw-Harris SX1, Sparta SS1000, Collins 820D1, RCA 1N, Transcom Corp. 215-884-0888.

**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 \$8.99, 60 minutes \$11.99. 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 to toll free 800-238-4300.

**For sale.** complete electronics package for commercial VHF television station. Includes 16kw CH.3 transmitter, 6 Bay antenna, terminal equipment, master control automation, TVRO Earth station, 3/4" VTR sequencer, 3/4" Edit stations, post production switcher, studio control switcher, DVE system, graphics system, weather graphics system, studio cameras, ENG systems, audio consoles, etc. Plus all technical support equipment. Must be sold as a complete package. For further information and arrangements for inspection, contact Edward A. Lipton, 303-242-4903. Public sale will be held July 25, 1986 at 9:00 a.m., 200 Grand Ave., Suite 400, Grand Junction, CO 81501. Sealed bids and telephone bids will be accepted until the time of public sale.

**10 syndication studios** closed. 5 pot McMartin boards, Russco/QRK turntables (w/ tone arms, preamps), Ampro/ITC cart decks, Teac cassette, 2tr real decks, and belt eraser available. Must sell. Lewis, 213-659-5776.

**Needed:** Sony BVU-800s, 5800 systems, HL-79s with Triax. For sale—slo-mo controllers for Sony 1", RCATR-70B quad VTR. Film island equipment, JVC 4700, Hitachi FP-40s cameras, CVS 516 TBCs, Grass Valley 1600-1L, HL-79A, VPR-2s, VPR-2Bs, VR-1200B, HL-77A. Call Lynwood Taylor or Marvin Luke, 919-977-3600.

**2 Sony BVH-2000** w/type BKH 2011 front panel (record playback & slo mo) BKH 2150 time base corrector (4 boards) side panel and handle option. Less than 300 hours usage, \$49,500 each. Financing available, 904-237-6106.

**Used 180' tower** used 230' tower with 50' pole, 8 bay FM antenna RCA circular, 2 bay antenna RCA circular, used 1 5/8" transmission line different lengths up to 500'. H.C. Jeffries Tower Co. 512-646-9693.

**New/reconditioned equipment.** Grass Valley 1600 production switchers, Crosspoint Latch 6119, 6112 switcher with editor I/F, Sony cameras, monitors, UMATIC 3/4" and Beta Cam, Ikegami cameras, Leader test instruments, Panasonic Industrial video, JVC, Panasonic RAMSA, all types audio equipment, special on CMX Edge 3 VTR editor, Sony BVE-800 editor, Vital VIX-114-4A, Digital Video Effects. Many more items, special deals need to clear out inventory. Call Cottonwood Communications in California 1-800-826-7025, US 1-800-331-8333 or 1-800-344-3335.

**Video tape close out sale:** New Sony Umatic Video tape KCA-60K \$16.59 each, KCA -60BRK \$18.39, KCA-30K \$12.48, KCA-30 BRK \$12.48, KCS-20K \$10.52, kcs-20brk \$11.97. Sony Betacam BCT-30k each \$11.83, BCT-29k \$9.55, BCT-10k \$6.60, BCT-5k \$5.76. Sony 1" V-16-66B, each \$60.70, V-16-96B \$95.34, V-16-66SP \$67.62, V-16-96SP \$99.49, V1-K-66B \$64.61, V1-K-96B \$99.00, V1-K-66SP \$70.00, V1-k-96SP \$106.00. Other lengths available on request. Shipping not included. Call Cottonwood Communications in California 1-800-826-7025, US 1-800-331-8333 or 1-805-344-3335.

**Monitor and test equipment sale:** Leader instruments LBO-5860A, W/F, \$1650.00, LVS-5850B, Vector Scope, \$1700.00, LR-2400 rack mount, \$180.00, package price, \$3490.00. Oscilloscopes 100MHZ 3 channel LBO-516 \$1250.00, 100MHZ 4 channel LBO-518 \$1720.00. LVM-5863A EFP monitor \$1525.00, LBO-5864 W/F monitor \$1025.00. Sony, Panasonic, Ikegami broadcast monitors. Call for a great price! Call Cottonwood Communications in California 1-800-826-7025, USA 1-800-331-8333 or 1-805-344-3335.

**New Sony 3/4" Umatic video recorders;** VO-5850 PAC \$10,550.00, VO-5850 \$5,950.00, VO-5800 \$3950.00, VP-5000 \$1,490.00, VO-6800 \$2,990.00, Sony DXC-3000K \$5700.00, DXC-M3AK \$7,750.00. DEMO SMC-70 Genlocker graphic system \$4000.00. Ikegami ITC-730A ENG \$5,565.00, ITC-730-AP/ ENG \$9,000.00, SC-500 studio camera \$15,475.00. Call for special prices on other equipment. In California 1-800-826-7025, USA 1-800-331-8333 or 1-805-344-3335.

**RCATK-28 color film island** including two TP-66 projectors, TP-15 Multiplexer, TP-7 slide. Just removed. Maze Broadcast 205-956-2227.

## RADIO

Help Wanted Programing,  
Production, Others

# A PRAIRIE HOME COMPANION PRODUCER

with Garrison Keillor

The popular "A Prairie Home Companion" show has an immediate opening for its senior producer. This person will work directly with Garrison Keillor to create his weekly live national radio broadcasts as well as occasional network television specials.

Duties will include: collaborating with Keillor to develop weekly themes and performances; critiquing and reviewing each show; organizing rehearsals; overseeing lineup and timing during live broadcasts; evaluating talent; working with writers.

This is a senior position, requiring extensive experience in broadcast, film or stage production. Previous experience producing live comedy or variety broadcasts or stage shows is desirable. Preferred candidates will also have extensive musical knowledge and familiarity with "A Prairie Home Companion."

The producer will work in St. Paul, Minnesota and will also participate in occasional national tours.

We offer a competitive salary and excellent benefits. To apply for this position, send a resume, salary requirements and a letter describing specifically how your experience qualifies you for the duties listed here, to:

William H. Kling, President

MPR Productions, 45 East Eighth Street, St. Paul, MN 55101

## Help Wanted Technical

### FIELD ENGINEERS

needed immediately - one based in New York City area, one based in Washington, DC area. 3-5 years' broadcast engineering experience required with emphasis on FM transmitters and antennas, propagation, multipath, subcarriers, and reception. Must be able to install and maintain subcarrier equipment at FM stations and also be able to install FM subcarrier data receivers. Additional duties include some trouble-shooting of both audio and data satellite downlinks. Periods of extensive nationwide travel required, mostly on short notice. Excellent opportunity for a smaller market chief to move up. Send resume and salary history to Personnel Department, Multi-Comm Telecommunications Corp., 1755 South Jefferson Hwy., Suite 1103, Arlington, VA 22202. EOE.

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IN MICROFORM

University Microfilms International

300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106

## Help Wanted Announcers

### WJLQ POWER 100-FM

A Summit Communications Radio Station

The hottest station on the Gulf Coast. Q-100 FM wants you now for the morning personality slot. We are a fun sounding, high intensity CHR 100,000 watt POWER STATION covering Mobile and Pensacola. Work and live the good life on the Florida Gulf Coast. Salary and bonuses commensurate with the top 50 markets and better. Total promotional support. Tapes and resumes immediately to J.D. North, Program Director, WJLQ-FM, P.O. Box 12487, Pensacola, FL 32573. 904-456-5751



**Summit Communications, Inc.**  
An equal opportunity employer

## Situations Wanted Programming, Production, Others

### YOUR NEXT PROGRAM DIRECTOR AND/OR SPORTS DIRECTOR

Qualifications: 23 years' in broadcasting nationally, recognized programmer, major market sportscaster, play-by-play for 5 major colleges, top AM personality in 2 markets.

Wanted: Programming and/or sports position with quality station and quality management. Any size market, I want this to be my last move. Call 314-867-3011, or write 2463 Shannonaire, St. Louis, MO 63136.

## TELEVISION

### Help Wanted Programing, Production, Others

### PRODUCER/WRITER

In keeping with the continued success and quality of our personnel, the City of Torrance is seeking a producer/writer for its cable television subscriber and institutional channels.

Responsibilities include development of program ideas, pre-production research, audience research and production format. You will also supervise development personnel, assigning and reviewing project works.

To qualify, you must possess a Bachelor's degree in Communications, Journalism, Television Production or Production Development, and one year of experience in commercial, industrial education or cable television script writing or production.

We offer a salary of \$1,712-2,102 and an excellent benefits package. Please submit resume and sample copy of a non-fiction script (which will not be returned) by July 25, 1986, to:

**CITY OF TORRANCE**  
Civil Service Department  
3231 Torrance Blvd.  
Torrance, CA 90503  
213-618-2969

Equal opportunity employer

## Help Wanted Sales

### SALES REPRESENTATIVE

WKPV-TV in Ponce, Puerto Rico is seeking a sales representative in the U.S. WKPV-TV is the only full-service station in the southern area of the island. This area represents 27% of the total Puerto Rico households. Please write to WKPV-TV, G.P.O. Box 2556, San Juan, Puerto Rico 00936, Attn. Mr. F.D. López, or call 809-725-3305.

## Help Wanted Technical

### MAINTENANCE ENGINEER

We are an NBC affiliate located in a top twenty market and are in need of a proven maintenance engineer.

A minimum of three years' maintenance experience is required, with total familiarity with BVU 800, Chyron IV, 1" Ampex, TCR 100's.

A technical education background or equivalent experience a plus. We are an equal opportunity employer and strongly encourage minority and female applicants to apply. If you have the qualifications we need, then send a letter or resume to: Box G-15.

### TV CHIEF ENGINEER

#### with proprietary interest

...it's a way of doing your job, a pride that's reflected in your work, you treat the station as if it were your own. I'm looking for a Chief with this rare proprietary attitude to design and build my major market full-power UHF station. Reply in confidence to Box 6095, Boston 02114. EOE, all replies answered.

## Help Wanted News

### EXECUTIVE PRODUCER

Top 15 Northeast market looking for a hands-on, slick, hard driving, people oriented news exec. Join us and try to keep up. EEO/AAP. Send resume with references to Box G-42.

**For fast  
Action Use  
BROADCASTING'S  
Classified Advertising**

## Help Wanted News Continued

### TEASE/HEADLINE PROMO WRITER

Top 20 news operation needs a unique talent to write and produce the material that will lock in the prime time viewer to stay for the best newscast in the city. EEO/AAP. Send resume with references to: Box G-43.

### SPORTS ANCHOR

The #1 independent is looking for a sports anchor with five years' experience in broadcasting. Send resume and tape to: Dan Cohen, WTTG-TV, 5151 Wisc. Ave., NW, Washington, DC 20016. EOE, M/F.

## Situations Wanted News

### HUSBAND AND WIFE ANCHOR TEAM

Former anchor/reporters now independent producers looking for a station that dares to be different. Call for our tape and resumes today. 1-616-343-4420.

## ALLIED FIELDS

### Help Wanted Sales



### REGIONAL SALES MANAGER

Lenco, Inc., Electronics Division, manufacturer of precision broadcast sync generators and video distribution equipment, has an immediate opening for an aggressive professional Regional Manager for the Midwest Region. Candidates for this high paying position should possess a BSEE or equivalent, with a minimum of 5 years broadcast dealer or manufacturer sales experience. Please reply to Bob Bergfeld, Lenco, Inc., Electronics Division, P.O. Box 348, Jackson, MO 63755, 314-243-3147.

### ATTENTION

### BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers.

Such materials are not forwardable and are returned to the sender.

## Help Wanted Instruction

# INSTRUCTOR/COORDINATOR

## Student Production

Master's degree in radio/TV/film area. Two years' work experience with a variety of media strongly preferred. Must possess thorough working knowledge of regulations affecting the industry, all aspects of broadcast and AV equipment, and be able to produce radio, TV and AV materials. Transcripts, letters of recommendation and/or credentials are required. Closing date July 23, 1986. Contact Personnel Office:

## KIRKWOOD COMMUNITY COLLEGE

P.O. Box 2068  
Cedar Rapids, IA 52406  
319-398-5615  
Equal opportunity employer

## Help Wanted Technical

# ELECTRONIC MAINTENANCE ENGINEER

Harcourt Brace Jovanovich, Inc. a major international publisher, is currently seeking an experienced electronic maintenance engineer for its Orlando Video Production Center.

This individual will assist the Chief Engineer with the installation of new production equipment, and maintenance and/or repair of all electronic broadcast type equipment in the center.

The qualified applicant will have experience in component level troubleshooting, along with experience in the repair of broadcast and electronic graphics digital equipment. A minimum of 2 years experience with broadcast equipment.

We offer an excellent starting salary with a comprehensive benefits plan. Only those resumes stating salary requirements will be considered.

Please forward your resume with salary requirements to:

Harcourt Brace Jovanovich, Inc.  
Orlando, FL 32887  
Attn: Employment Dept. EE-D



Equal Opportunity Employer

For Fast Action Use  
**BROADCASTING'S**  
Classified  
Advertising

## Help Wanted Programing, Production, Others

### EXECUTIVE PRODUCER MEDICAL PROGRAMING

Due to a long-range commitment we have need for an executive level producer to manage production of medical programing.

Ideal candidate will have previous experience in producing medical/scientific programing, an employment record demonstrating positions of increasing responsibility, a demo reel showing creativity and innovation in program content and design; and proven supervisory skills.

Please send resume and reel to CMESat, 502 Sprague St., Dedham, MA 02026. ATTN: Judith Finkle.

## Business Opportunity

### INVESTORS WANTED

for central Florida radio station. Inquire RFI, 241 Bentham East, Amherst, NY 14226.

## Employment Services

MediaLine provides hundreds of television and radio journalists with fresh job leads. Now **ENGINEERS, PROGRAMMERS, PRODUCERS, ACCOUNT EXECUTIVES AND PROMOTION PEOPLE** can get the same service. Learn more. 312-855-6779.

*MediaLine*  
THE BEST JOBS ARE ON THE LINE

## Employment Services Continued

### WANTED

#### ENTRY LEVEL ANNOUNCERS

(Male & Female)

- Programmers
- Newspeople

B.T.A. wants you for radio stations that NEED you. For complete details and registration, send \$2.00 postage/handling to:



Broadcast  
Talent  
Agency

73-255 El Paseo  
Suite 9C  
Palm Desert, CA 92260  
(619) 341-0225

## Radio & TV Programing



### Lum and Abner Are Back

...piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

### Attention Managers & Owners; CONTEMPLATING A FORMAT CHANGE?

Our STARROCK format attracts adults 25-49 with REAL ROCK 'N ROLL! STARROCK is a new LIVE format that's NOT AC, NOT AOR, NOT Top-40 & NOT Oldies! Call 512-448-1873 for free demo.

## For Sale Stations

### RADIO/MAJOR MARKETS

Start new Tunnel Radio Stations in these markets: New York, Detroit, Pittsburgh, Washington, San Francisco, Houston, Minneapolis, Denver, Seattle, Norfolk, Mobile, Wheeling, Honolulu, New Haven & Asheville. Ft. Lauderdale, Boston & Montreal already on the air! Broadcast to tunnel motorists across entire AM and FM dial inside tunnel. Huge, instantaneous captive audience for ads. FCC approved. For details contact:



J. Rodger Skinner/President  
**TUNNEL RADIO OF AMERICA, INC.**  
3590 S. 60th Ave., Suite 9  
Hollywood, FL 33023  
305-981-8480


**For Sale Stations Continued**

**FM APPLICATIONS**  
 Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations).  
**Contact:**  
 Bob Napp,  
 (301) 652-4660



Location	Size	Type	Price	Terms	Contact	Phone
SE	Reg	AM/FM	\$6400K	Terms	Mitt Younts	(202) 822-8913
TX	Sm	AM/FM	\$1400K	Cash	Bill Whitley	(214) 680-2807
MN	Sm	AM/FM	\$1150K	\$275K	Bill Lytle	(816) 941-3733
SE	Met	AM CP	\$500K	\$200K	Mitt Younts	(202) 822-8913
OK	Med	AM	\$450K	Terms	Bill Whitley	(214) 680-2807
SD	Sm	FM	\$400K	\$100K	Bill Lytle	(816) 941-3733
CO	Sm	AM	\$365K	Terms	David LaFrance	(303) 234-0405
IA	Sm	AM	\$350K	\$75K	Bill Lochman	(816) 941-3733
ID	Sm	FM	\$300K	\$100K	Greg Merrill	(801) 753-8090
OH	Sm	FM CP	\$50K	\$50K	Ernie Pearce	(404) 998-1100

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.



**BOB KIMEL'S  
 NEW ENGLAND MEDIA, INC.**

**BUYERS AND SELLERS**  
 There's never any obligation when talking to any of our professional staff  
 8 Driscoll Dr., St. Albans, VT 05478  
 802-524-5963

**BILL - DAVID  
 ASSOCIATES  
 BROKERS-CONSULTANTS**  
 303-636-1584  
 2508 Fair Mount St.  
 Colorado Springs, CO 80909

**WISCONSIN RADIO STATION**  
 Class A - FM - famous summer & winter resort area  
 Small two station market, market growing rapidly - absentee operated for 18 years Owner operator only  
 Strictly turn-around, but will be there if you know the business Full financial disclosure first call before information released. Packerland Consultants - 414-235-2625

**NO CASH? TRADE POSSIBLE  
 24-HR AM, FINE CALIF. CITY**

1000w days, 250+ nights, now Spanish, any format OK. Profitable. Bargain at \$325,000, and can consider solid real estate, stocks, or ? for part or all. Box G-41.

- AM/FM 50,000 watts ERP FM plus fulltime in nice size town between Pittsburgh and Washington, DC. \$1.75 million. Attractive terms.
- AM/FM NC Minn. \$340,000. Terms.
- Daytimer in Chattanooga area. Includes good real estate for residence and studio. No down payment.

**Business Broker Associates**  
 615-756-7635, 24 hours

**TOP 100 MARKET FULLTIME AM!  
 Christian Music Format**

Owners health forces sale of popular, growing station Unlimited potential in one of America's best cities. Present management may stay if desired, or new owner can operate. Great opportunity priced at 400K. Reply to Box G-40.

**PROFITABLE UTAH FM/AM**

Single station market, excellent ratings, positive cash flow. \$595K, \$60K down, terms. Discount for cash. Box G-19.

**COLORADO RESORT/AM-FM**

Only stations in county. Growing winter/summer playground. FM new on-air with billings increasing monthly. Owner retiring but aggressive experienced manager available to carry on. New facilities on choice real estate. Untapped potential. Terms. Box G-44.

**FM (B) W. Coast, Small mkt. fat C/F, big profit. \$975K.**  
**VHF-TV - Rockies - no C/F, no profit - all new. \$4.0M.**  
 Write direct for details:  
 Box 217, Landrum, SC 29356

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 IS YOUR  
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This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

**FOR SALE  
 UHF SUNBELT INDEPENDENT**



**Communication Resources  
 Unlimited, Inc.**  
 6539 E. 31st St. • Tulsa, OK 74145  
**TOM BELCHER** 918-665-8484

**Midwest College Town  
 Class C FM  
 Excellent cash flow  
 Priced at \$2,750,000  
 Box G-16**



**305-453-3311**  
 Box 1065, Merritt Island, FL 32952  
**Donald K. Clark, Inc.**  
 Media Broker

Gulf Coast, Class C  
 \$9.5 X cash flow, \$3.8 million  
**512/327-9570**  
**JAMAR RICE CO.**  
 110 Wild Basin Rd. • 245 • Austin, TX 78746



**R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
Bob Marshall, President

An exceptional opportunity is available to acquire a full-time AM station in a top 100 market for a minimum investment. \$450,000, terms.

508A Pineland Mall Office Center. Hilton Head Island. South Carolina 29928 803-681-5252

**MIDWEST**

- Metro fringe, daytime Canadian clear. Upgradeable - profitable. Approx. 2X gross.
- AM/FM single stn. mkt. Approx. 1 1/2X gross w/o real property.
- FM single stn. mkt. 6X projected cash flow. Terms available.

**KEPPER, TUPPER & COMPANY, INC.**  
ILLINOIS: 300 Knightsbridge Parkway, Suite 360, Lincolnshire, IL 60069, 312/634-9258  
CONNECTICUT: 31 Bailey Avenue—Suite 6, Ridgefield, CT 06877, 203/431-3366

Fulltime AM  
Resort Area  
N. Central California coast  
Priced 5 times cash flow  
\$425,000 terms



Norman Fischer & Associates, Inc.  
Media Brokerage Appraisals  
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1209 Parkway Austin, Texas 78703 (512) 476-9457



**THE ALDORTH ORGANIZATION** 312/  
526-7916  
INCORPORATED

**VALUE-PRICED NEW LISTINGS**

**OHIO** regional FM in healthy, growing market. Priced at 7.5 x cash flow, with modest down payment and generous seller terms.

**FLORIDA** outstanding starter opportunity in realistically priced AM-daytimer. Valuable assets, growth area, low DP and financing.

**WISCONSIN** solid, well-established AM with solid, well-established profits and cash. Asking 2.2 x revenue, only \$125K down.

241 W. Lake Shore Dr. • Barrington, IL 60010

**CLASSIFIED  
ADVERTISING  
IS YOUR  
BEST BUY . . .**

This space could be  
working for you.

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be ad-

dressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. No personal ads. 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: \$80.00 per inch. Situations wanted: \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.



## Media

**Bill Jenkins**, VP and general manager, WXIX-TV Cincinnati, elected executive VP, television division of station's licensee, Malrite Communications Group Inc., Cleveland, owner of 12 radio and four TV stations.



Jenkins



deTournillon

**Bill deTournillon Jr.**, station manager, KCBD-TV Lubbock, Tex., named general manager.

**Bill Stoeffhaas**, general manager, WQUE(AM)-WMKJ(FM) New Orleans, joins WMJJ(FM) Birmingham, Ala., as general manager.

**Brian Holton**, station manager, KTSF(TV) San Francisco, named general manager. **Michael J. Sherman**, operations director, succeeds Holton.

**Herbert Rossin**, general manager, WLXI-TV Greensboro, N.C., joins WHLL-TV Worcester, Mass., as general manager.

**Peg Dempsey**, VP and general manager, KMFY(AM)-WAYL-FM Minneapolis, named VP and general manager of co-owned KTAC(AM)-KBRD(FM) Tacoma, Wash.

**John M. Proffit**, program manager, WXXI-AM-FM Rochester, N.Y., joins KUHF(FM) Houston as general manager.

**Harvey M. Simms**, general sales manager, WSLR(AM) Akron, Ohio, named general manager.

**Jack O'Brien**, operations manager and program manager, WMYF(AM)-WERZ(FM) Exeter, N.H., named to same titles at co-owned WMER(AM)-WJBQ(FM) Portland, Me. **Peter Falconi**, operations and program manager, WGAN-AM-FM Portland, Me., succeeds O'Brien at WMYF-WERZ.

**Dennis Upham**, advertising and promotion manager, WEEK-TV Peoria, Ill., named operations and promotion manager.

**Kim D. Allen**, general manager, Comcast Cable Communications Inc.'s Lower Merion, Pa., cable system, named general manager of Comcast's Willow Grove, Pa. (suburban Philadelphia), system.

**James Ross**, controller, KROY(FM) Sacramento, Calif., joins KPDX(TV) Vancouver, Wash., as business manager.

**Glenn J. Elliott**, director, Capital Cities/ABC, business planning, named director, finance and planning, real estate and construction.

## Marketing

**Elaine Chin**, director, sports sales proposals, ABC-TV, named VP, prime time sales proposals.

**John Triolo**, associate creative director, Young & Rubicam Inc., New York, named senior VP.



Unger

**Arthur C. Unger**, president, personal products division, Lever Bros., New York, joins Batten, Barton, Durstine & Osborn there as executive VP and director, new product development.

**Steve Moynahan**, management representative, McCann-Erickson Worldwide, New

York, named senior VP. **Mike Priebe**, art director, named VP, executive art director and producer in McCann-Erickson's Detroit office.

New officers elected at BDA/BBDO Inc., Atlanta: **Jack Walz**, account supervisor, to executive VP; **William Cromartie**, manager, broadcast production, **W. Faye Morrison** and **Jim Garrison**, account executives, to VP's.

Appointments at Campbell-Ewald Co., Warren, Mich.-based advertising agency: **Robert J. Gervason**, senior VP and associate media director, to group VP and associate director of media services; **Larry Rau**, creative director, to group senior VP, director, creative support services; **Fred Gordon**, broadcast business manager, to senior VP, director, broadcast business administration; **Gene Turner**, VP and group head, Chevrolet truck account, to senior VP and associate creative director.

**Michael G. Turner**, executive VP, Oglivy & Mather Inc., New York, joins The Earl Palmer Brown Companies, Bethesda, Md., as vice chairman. **Bruce M. Odza**, managing director, Oglivy & Mather, Sydney, Australia, office, joins Earl Palmer Brown as VP and general manager.

Appointments at SSC&B Lintas Worldwide, New York-based advertising agency: **Gary Carr**, director of network operations, and **Alan Jurmain** and **Loretta Volpe**, group directors, media planning and operations, to senior VP's; **Donna Cataldo** and **Jeffrey Dunetz**, assistant media directors, to VP's.

**Gregory Reinhardt**, senior local and regional account executive, KSNW(TV) Wichita, Kan., joins Katz Communications Inc., New York, as salesman in Dallas office. **Molly Monahan**, media supervisor, Bozell & Jacobs, Minneapolis, joins Katz Radio's Minneapolis office as account executive.

**Rhonda Cooper-Bruder**, associate buying director, **Jane Bookbinder**, associate media di-

rector, **Debbie E. Meyers**, associate buying director, and **Doreen Doell**, associate research director, named VP's, DFS Dorland, New York.

**Danny D'Elia**, manager, computer services, Petry Television, New York, named account executive.

**Peter Dunn**, national sales manager, WHEC-TV Rochester, N.Y., named account executive, Harrington, Righter & Parsons Inc., New York.

**Georgia Breza**, director of research and administration, ABC Television Spot Sales Inc., joins NBC-TV as director, TV stations program research and audience analysis.

**Kathy Ames**, senior VP, Foote, Cone & Belding, San Francisco, adds title of group research director.

**Patricia Simpson**, national marketing and public relations associate, Coopers & Lybrand, Detroit, joins W.B. Doner and Co. there as account executive.

**Ted S. Burnett Jr.**, group executive and senior VP, Benton & Bowles, Los Angeles, joins Tracy-Locke, Dallas, as president, Los Angeles office.

**Tom Wealand**, account supervisor, Barkley & Evergreen Advertising, Shawnee Mission, Kan., named VP.

**Lisa Beck**, recent graduate of Baylor University, Waco, Tex., joins Gulf State Advertising Agency, Houston, as account executive.

Appointments at TeleRep, New York: **Fritz Mills**, general sales manager, WCAV-TV Nashville, to salesman, Chicago office; **John Bon-tempi**, sales manager, United States Lines, New York, to account executive, New York office; **Dick Giltner**, Midwest sales manager, Republic Pictures Corp., Los Angeles, and **Shirley Richards**, account executive, Independent Television Sales Inc., New York, to account executives, Chicago office; **Ed Travis**, salesman, KOMU-TV Columbia, Mo., to account executive, St. Louis office.

**Fran Kaufman**, Eastern marketing manager, CBS-TV, joins Blair Television, New York, as marketing manager. **Mary Jane Hayes**, account executive, named manager, Blair TV, New York NBC Red Team.

Appointed at New York-based Katz Continental Television: **Jack Higgins**, general sales manager, to general manager; **Jay Friesel** and **Bob Levenstein**, national sales managers, to general sales managers; **Jerry Cifarelli**, sales manager; **Herb King**, regional office manager, and **John Wall**, New York sales manager, to national sales managers; **Chris Jordan**, **Carey Moler**, **Mark Ryan** and **Margaret Tjepkema**, sales executives, to New York sales managers; **Stanton Jones**, sales executive, to manager, San Francisco office.

**John Perry**, formerly with Rives Smith Baldwin Carlberg, Houston, joins Eisaman, Johns & Laws Advertising, there as senior account

executive.

**Laurie Bonney**, director, communications, Major Market Radio Sales, New York, named sales person, Chicago office.

**George Peter**, account executive, Select Radio, New York, joins Weiss & Powell there as VP, station relations and sales.

**Laura J. Feist**, media director, Tavernier, Perez, Molsick & Associates Inc., Tampa, Fla.-based advertising agency, joins Ensslin & Hall Advertising and Public Relations there as senior media planner.

Appointments at cable sales division, Turner Broadcasting System, Atlanta: **Mark Henderson**, regional director, named director of marketing; **Hawley T. Chester III**, account executive, named central regional director; **Cathy Burrell**, account executive, named Southeastern regional director.

**Jackie Bradley**, senior account executive, PTL Network, Charlotte, N.C., named national sales manager.

**Ronald G. Leppig**, salesman, WATL-TV Atlanta, joins KSCH-TV Stockton, Calif., as general sales manager.

**Michael F. Hogan**, national sales manager, WCAU(AM) Philadelphia, named local sales manager.

**Tom Sonnenberg**, salesman, Storer Television Sales, Chicago, joins WITI-TV Milwaukee as national sales manager.

**Jon Watson**, account executive, WTPI(FM) Indianapolis, joins WRTV(TV) there as local account executive.

**Reid Walls**, national sales manager, WNRW(TV) Winston-Salem, N.C., joins WTX(TV) Columbus, Ga., as general sales manager.

**Cedric L. Watkins**, account executive, KGO-TV San Francisco, joins KCBS-TV Los Angeles as account executive.

**Bob Bradley**, general sales manager, KTIE(TV) Oxnard, Calif., and **Perry Fields**, retail sales manager, KRE(AM) Berkeley, Calif., join KSCI(TV) San Bernardino, Calif. (Los Angeles), as account executives.

**Ed Robbins**, sales manager, KNTS(AM) Mesa, Ariz., joins SIN-TV, Irving, Tex., as agency and account development salesman.

**Tony Vincequera**, general sales manager, WDCA-TV Washington, joins WBZ-TV Boston with same title.

**Matthew Boxer**, assistant account executive, Bozell, Jacobs, Kenyon & Eckhardt, New York, joins WZL(TV) Miami as account executive.

**Raleigh Neal**, sales manager, WVLC(AM) Lexington, Ky., joins WBBE(AM)-WRMA-FM there as general sales manager. **Shari Carleton**, sales person, WCOZ(FM) Paris, Ky., joins WBBE-WRMA as account executive.

**Jack Potter**, retail development manager, WJXT(TV) Jacksonville, Fla., named national sales manager.

**Susan Sorenson**, salesperson, KRZN(AM)-KMJI-FM Denver, named national sales manager.

**Paul Boscarino**, national sales manager, WOOD-AM-FM Grand Rapids, Mich., named sales manager. **John Carpenter**, account representative, succeeds Boscarino.

**Dianne Haggins**, account executive, WVKO(AM) Columbus, Ohio; **Pat Wise**, from WCOL(AM)-WXGT(FM) Columbus, and **Ann Rigola**, account executive, WAZU(FM) Springfield, Ohio, join WSNY(FM) Columbus as account executives.

**Tracy A. Tilson**, senior account executive, WNJY(FM) Riviera Beach, Fla., and **Pamella Varnon**, account executive, WCJX(FM) Miramar, Fla., join WJQY(FM) Fort Lauderdale, Fla., as account executives.

**James T. Laura**, sales representative, WLOS(TV) Ashville, N.C., joins WVEC-TV Hampton, Va., as account executive.

## Programming

Appointments at Lorimar-Telepictures, Culver City, Calif.: **Bruce Rosenblum**, VP, first-run perennial syndication, and **Garrett Hart**, VP, network, off-network and theatrical re-



Rosenblum



Hart

search, to senior VP's, research; **Leon Luxenberg**, senior VP and director of network relations, J. Walter Thompson, Chicago, to VP, media sales development and Western sales. **Patricia Ambrose**, director, creative affairs, and program executive, to director, current programs; **Steven Heckler**, from Bank of America, San Francisco, to senior VP, data and communications systems; **Leah Rosovsky**, director of planning, to VP, corporate projects; **Jerry McNeely**, from 20th Century Fox, Los Angeles, to writer and producer.

**Elaine Conway Selmier**, VP, corporate projects, NBC corporate communications, named director, production planning, NBC Entertainment.

**Tom Cerio**, VP, Northeast division, Orion Television Syndication, Los Angeles, named VP, Eastern division. **Arthur Hason**, account executive, named manager, Eastern division.

**Jack Williams**, consultant to PRISM, Philadelphia-based regional cable movie and sports network owned by Rainbow Programming Services Co., Woodbury, N.Y., joins Rainbow as president and chief operating officer, regional services.

**Mitch Sallitt**, sales executive, Columbia Pictures Television, Burbank, Calif., named VP, sales, West Coast domestic syndication.

**Peter F. Yaman**, Eastern division manager, King World Productions Inc.'s New York office, named VP, Eastern region. **Marianne Catalano**, account executive, named manager, Western division, King World, Beverly Hills, Calif.

**Russell Fox**, financial analyst, Silent Radio, Los Angeles, joins Group W Productions there as senior financial analyst. **Jill Dana Press**, personnel manager and administrative

assistant, Smith & Smith, Los Angeles-based law firm, named human resources administrator of Group W Productions.

**Gary A. Lehman**, director, legal services, Miss Universe Inc., subsidiary of Paramount Pictures Corp., Los Angeles, joins Marvel Productions Inc., Van Nuys, Calif.-based animation studio, as director, legal affairs.

**Valerie Hutchinson**, independent TV commercial producer, joins Gluck Films, New York-based commercial production company, as VP, sales.

Appointments at The Disney Channel, Burbank, Calif.: **Angela M. Paura**, director, marketing, Eastern region, Viacom Cablevision, New York, to national accounts director, Eastern division; **Tim J. Kassick** and **Bruce Sullivan**, affiliate marketing representatives, to area marketing managers, Western region; **Jim Davy**, associate producer, KABC-TV Los Angeles, and **Dana Baratta**, freelance writer and producer, to writers and producers, on-air promotion; **Andrew H. Susanin** and **Melinda Marcus**, regional coordinators, Chicago office, to affiliate marketing representatives, Chicago office.

**Joseph McSweeney**, network buyer, Foote, Cone & Belding, Chicago, joins Satellite Music Network, Dallas, as VP, central division sales.

Appointments at C-SPAN, Washington: **Joe Pfifer**, account executive, Telesat CableVision, Tampa, Fla., to national accounts manager; **Lisa Kerr**, affiliate services coordinator, C-SPAN, to regional marketing representative; **Tracey Primrose**, circulation manager, C-SPAN Update, to affiliate services coordinator; **Jim Gately**, political affairs reporter, WCCO-TV Minneapolis, to in-house producer; **Steven Keefe**, assistant producer, T-V Asahi News Network, Washington bureau, to in-house producer; **Terri Sorensen**, production assistant, C-SPAN, to associate producer for special events. **Suzanne MacCallum**, from Council of Governments, Washington, to personnel manager.

**Edgar A. Grower**, director of marketing, Today Video, New York, joins Leodas Films Inc., New York-based TV commercial production company, as VP, sales.

**Carl Dietze**, VP, station sales, and **Tony Vella**, account executive, LBS Communications Inc., New York, named VP, sales managers.

**Bill Gardner**, program director, KIOI(FM), San Francisco, joins WLTF(FM) Cleveland as program director.

**David Winsor**, from WSYR(AM) Syracuse, N.Y., joins WCAU(AM) Philadelphia as program director.

**Gary Parks**, program director, WBNS-AM-FM Columbus, Ohio, joins WCZE(AM) Chicago as program director.

**Barry Kaye**, afternoon air personality, KHFI-FM Austin, Tex., named program director.

**Laurie Oberman**, senior producer, special projects, WDIV(TV) Detroit, named executive producer.

**Robert Savarino**, producer, WKBW-TV Buffalo, N.Y., named commercial production manager.

**Linda Lancl**, program director, WLNZ-AM-FM Lansing, Mich., joins WNIC-AM-FM St. Johns,

Mich., as assistant to program director.

**Barbara Temple**, assistant program director, CBS-owned WCBS-FM New York, joins co-owned WHTT(FM) Boston as program director.

**Michael Stopnick**, promotion manager, WCIX(TV) Miami, joins WDZL(TV) Miami as program manager.

**Jillaina Harbaugh**, account executive, Metrovision, Livonia, Mich., joins Pro Am Sports System, Troy, Mich.-based regional sports network, as affiliate representative.

**Ken Leggio**, director, client services department, WJXT(TV) Jacksonville, Fla., named producer and director, creative services department. **John Chang**, assistant director, WPLG(TV) Miami, joins WJXT as director and photographer, client services department.

**Al Campos**, senior producer, KCOP(TV) Los Angeles, joins KNBC(TV) there as senior producer of *LA Today*.

**Marty Lennartz**, part-time announcer, WXRT(FM) Chicago, named host of overnight show.

**Corky Coreson**, morning man, KUPL(AM) Portland, Ore., joins KGW(AM) there as midday deejay.

**Tom Gongaware**, from WGSP(AM) Charlotte, N.C., joins WRDU(FM) Wilson, N.C., as nighttime air personality.

## News and Public Affairs

Appointments at CBS News: **John Paxson**, night news manager, to deputy bureau chief, Los Angeles; **Warren Lewis**, chief, Tel Aviv bureau, to producer, Miami bureau; **Terrell Plantiga**, producer, succeeds Lewis.

**Andrew M. Rosenthal**, Associated Press correspondent, Moscow bureau, named bureau chief there.

**Michael J. Gleason**, managing editor and assistant news manager, WNEV-TV Boston, joins KTPX(TV) Odessa, Tex., as news director.

**Chris Witting Jr.**, program manager, KDKA(AM) Pittsburgh, joins WBBM(AM) Chicago as news and programing director.

**Elizabeth A. Kelly**, promotion director, WDOV(AM)-WDSB(FM) Dover, Del., joins WYUS(AM)-WAFB-FM Milford, Del., as news director and morning anchor.

**Ron Claiborne**, from WNYW-TV New York, joins ABC News, New York, as general assignment correspondent.



Garcia

**David Garcia**, senior correspondent, KCBS-TV Los Angeles, joins KNBC(TV) there as general assignment reporter.

**Steve Taylor**, freelance correspondent, joins United Stations Radio Networks, Washington, as White House correspondent.

**Rick Sanchez**, reporter and weekend anchor, WSVN(TV) Miami, and **Debra A. Martine**, reporter, KDAF(TV) Dallas, join KHOU-TV Houston as general assignment

reporters.

**Bob Thrill**, reporter, WDAF-TV Kansas City, Mo., named anchor. **Linda Carson**, consumer reporter, named anchor, midday news.

**Ann Alward**, communications director for city of Grand Rapids, Mich., joins WZZM-TV there as anchor.

**Rich Isome**, reporter and anchor, WTVH(TV) Syracuse, N.Y., joins KSDK(TV) St. Louis as general assignment reporter. **Beth Moore**, senior producer and general assignment reporter, KGAN(TV) Cedar Rapids, Iowa, joins KSDK(TV) as weekend news producer.

**Sheryl Jessing**, reporter, WFAA-TV Dallas, joins KSBY-TV San Luis Obispo, Calif., as general assignment reporter.

**Ed Arnold**, reporter, KABC(TV) Los Angeles, joins KTLA there as weekend sports anchor.

**Steve Knight**, general assignment reporter, KING-TV Seattle, joins co-owned KGW-TV Portland, Ore., as weekend anchor.

**Sheila Mahoney**, reporter and anchor, WHEC-TV Rochester, N.Y., joins WKBW-TV Buffalo, N.Y., as general assignment reporter.

Appointments at WTEN(TV) Albany, N.Y.: **Steve Shapiro**, sports anchor, WLWT(TV) Cincinnati, to sports anchor and reporter; **Arnie Rosen** from WGRZ-TV Buffalo, N.Y., to meteorologist; **Bob Pfeiffer**, assignment manager, KPX(TV) San Francisco, to executive producer; **Elizabeth Berger**, closed-caption coordinator, ABC-TV, to desk assistant; **Patricia Bulger**, desk assistant, WTEN(TV), to associate producer.

**Mark Viviano**, sports anchor, KOMU-TV Columbia, Mo., joins WCRG-TV Cedar Rapids, Iowa, as weekend sports anchor.

**Frank Mallicoat**, from KIEM-TV Eureka, Calif., joins WMUR-TV Manchester, N.H., as sports director. **Roger Griswold**, recent graduate of Lyndon State College, Lyndonville, Vt., joins WMUR-TV as meteorologist.

**Steve Udelson** from WPEC(TV) Palm Beach, Fla., joins WLVI-TV Cambridge, Mass., as meteorologist.

**John Swaney**, Mission Hills, Calif., trial lawyer, joins KGIL(AM) there as morning anchor and phone-in show host.

**Joel Franck**, sports reporter, KGW(AM) Portland, Ore., named sports director.

**Jack McCracken**, anchor-reporter-video-grapher, WCCB-TV Charlotte, N.C., joins WVVA-TV Bluefield, W. Va., as reporter-photographer.

**Robin DeWind**, from WBTA(AM) Batavia, N.Y., joins WNYR(AM)-WEZO(FM) Rochester, N.Y., as reporter.

**Chris Wheelock**, from Mutual Radio, Arlington, Va., and **Kirk Chaisson**, from KRIS-TV Corpus Chirsti, Tex., join Guam Cable TV, Agauna, Guam, as reporters.

## Technology

**Pierre J. Madon**, space program director, Aerospatiale, Paris, joins Intelsat, Washing-

# Broadcasting

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**Three of a kind.** Induction of Edward Wetter (WABS[AM] Arlington, Va.-District of Columbia) as president of the Maryland-D.C.-Delaware Broadcasters Association continues Pate/Wetter dynasty in that position. His wife, Virginia Pate Wetter (WASA[AM]-WHDG[FM] Havre de Grace, Md.) was president in 1966 and her first husband, the late Jason T. Pate, was president in 1960.

ton, as director of engineering.

**Charles L. Stiles**, director, business development, Western Development Laboratories, Palo Alto, Calif.-based division of Ford Aerospace & Communications Corp., joins Fairchild Communications and Electronics, Chantilly, Va., as VP, business development.

Appointments at IDB Communications Group, Culver City, Calif.-based satellite distribution company: **Ed Cheramy**, accountant in charge of entrepreneurial services, Price-Waterhouse, Los Angeles, to executive VP and chief financial officer; **Ira Lawson**, traffic manager, to operations director; **Brian Lookofsky**, director, special projects, Wold Communications, Los Angeles, to director broadcast services.

**Susan Sontag**, affiliate relations coordinator, United Video, Tulsa, Okla.-based satellite programming carrier, named Canadian services manager.

**Robert French**, corporate service manager, Analogic, Peabody, Mass., named VP, customer service.

**Robert A. Slutske**, director of marketing, Montage Computer Corp., Los Angeles, joins Ampex Corp., Redwood City, Calif., as senior product manager of video editing systems, audio-video systems division.

**Michael R. Prisco**, senior marketing product specialist, Handy & Harman Electronic Materials, North Attleboro, Mass., joins Augat Inc., Attleboro, Mass., as marketing specialist, interconnection systems division.

**Martha Harris**, from Reeves Communication Corp., New York, named manager, public relations and advertising, Modern Telecommunications Inc., New York.

**Kevin Keithley**, broadcast technician, WMHT(TV) Schenectady, N.Y., joins Video Video, Scotia, N.Y.-based production and post-production service, as chief engineer. **Roy T. Saplin**, producer and director, WMHT, joins Video Video as production manager.

**Bill Spiegel**, general manager, sports productions, Multimedia Entertainment, Cincinnati, joins Multimedia subsidiary there, Production Plaza production and post-production facility, as VP and general manager. **John Lyons**, director, creative services, Production Plaza, named production manager.

**Donald Lockett**, assistant director, operations and engineering, WHMM(TV) Washington, named director, operations and engineering.

**Paul Manning**, engineer, WNDU-AM-FM-TV South Bend, Ind., joins WAAM(AM) Ann Arbor, Mich., as director of engineering.

**Albert H. Grossniklaus**, engineer, WTOV-TV Steubenville, Ohio, joins WOWK-TV Huntington, W.Va., as chief engineer.

## Promotion and PR

**Joe Matamales**, senior art director, Wexler & Shalek, Los Angeles, joins Jacobs & Gerber Inc., Los Angeles agency, as senior art director.

**Nancy Nielsen**, director, office of communications, Capital Cities/ABC Inc., New York, joins The New York Times Co. there as deputy director of corporate relations.

**Joan Kenney** and **Doreen Thompson**, account executives, Ingalls, Quinn & Johnson Public Relations, Boston, named senior account executives. **Pamela Wadach**, media relations consultant for Ingalls, named supervisor, editorial services.

**Mary Pat Pfeil**, faculty member, Marquette University College of Journalism, Milwaukee, joins Cramer-Krasselt Co. there as public relations counsel.

**Susan Nitsche**, assistant to formative research coordinator, Children's Television Workshop, New York, joins Ventura Associates International Inc., public relations firm there, as assistant to creative director.

**Joanne Douglas**, independent public relations agent, joins The Lippin Group, New York, as account executive in charge of publicity and promotion. **Bill Bremer**, account executive, Garrett Co., Los Angeles-based public relations firm, joins Los Angeles office of Lippin as account executive.

**Chris Marsh**, programming coordinator, WXRT(FM) Chicago, named director, advertising and promotion.

**Debbie Campbell**, creative director, KING(AM) Seattle, named promotion director. **Rose Washington**, promotion and press relations coordinator at co-owned KINK(FM) Portland, Ore., joins KING as promotion associate.

**Peter D. Nikiel**, writer and producer, promotion department, WTTG(TV) Washington, joins WISH-TV Indianapolis as creative services manager.

**Kim Kline**, promotion manager, KRBB-TV Sacramento, Calif., joins KTXL(TV) there as promotion director.

**Kim Gericke**, on-air promotion manager, WOR-TV Secaucus, N.J., joins WTXX-TV Waterbury, Conn., as director of promotion and publicity.

**Marsha Sanders**, group marketing manager, KRAVCO, Baltimore, joins WMAR-TV there as director of public relations.

**Patti Card Smith**, video development manager, Austin CableVision, Austin, Tex., joins KBVO(TV) there as promotion director.

**Jessica Hunt**, announcer, WFDD-FM Winston-Salem, N.C., named director, community relations, WDAV(FM) Davidson, N.C.

## Allied Fields

**Lee Morgenlander**, VP and corporate technical director, Starch INRA Hooper Inc., New York-based research agency, named project manager, Nielsen Television Index there. **Eileen R. Cipnick**, sales person, ABC-TV spot sales, Atlanta, joins Nielsen's Atlanta office

as marketing executive.



Aldren

**Mark Aldren**, executive producer, CBN News, Virginia Beach, Va., joins Audience Research & Development, Dallas, as senior account executive.

**Judith M. Saffer**, senior counsel, American Society of Composers, Authors and Publishers, New York,

joins Broadcast Music Inc. there as assistant general counsel.

**Michael Paul Rinaldo**, account executive, Harte-Hanks Communications Inc., San Antonio, Tex., and **Sally E. Follmer**, press secretary, Representative Beau Boulter (R.-Tex.), join National Captioning Institute, Washington, as program marketing representatives.

Appointments at Broadcast Investment Analysts, Washington: **Robert Sleight**, assistant chief engineer, WCXR-AM-FM Washington, to broadcast engineer; **Donna Grigsby**, financial specialist, Federal Highway Administration, to research analyst; **Frank Higney**, recent graduate of Indiana University, Bloomington, Ind., to valuation specialist.

**Richard Matullo**, senior VP and director, media services, NW Ayer, Chicago, named chairman, Chicago branch of Radio Advertising Bureau's media directors advisory council. **Susan Raehse**, assistant librarian, Insurance Information Institute, New York, joins RAB as manager of marketing information.

**Patrick Stout**, general manager, WIUM(FM) Macomb, Ill., joins Western Illinois University there as director for broadcast services and manager of television services.

Appointments at New York-based Media-mark Research Inc.: **Melville Weiss**, VP, research, to senior president, research; **Sylvia Cassel**, VP, sales administration, to senior VP, administration; **Teresa Gannon**, VP, magazine sales, to senior VP, magazine sales.

**William Andrie Jr.**, intern in office of FCC Commissioner Mimi Weyforth Dawson, joins Schnader, Harrison, Segal & Lewis, Washington, as associate.

## Deaths

**Lloyd Espenschied**, 97, retired electrical engineer and inventor, AT&T Bell Laboratories, died June 21 of heart failure and pneumonia at Holmdel Convalescent Center, Holmdel, N.J. He began 43-year career with AT&T in 1910 as part of team developing overseas radio-telephone transmissions. In 1929 Espenschied with fellow Bell researcher, Herman A. Affel, invented coaxial cable. He is survived by son and daughter.

**George W. Mergens**, 57, former executive VP, Phono Electronics Corp., licensee of WPEC(TV) West Palm Beach, Fla., and part-owner of station, died July 6 at Jackson Memorial hospital, Miami, of injuries suffered during June 11 bicycle accident. He is survived by his wife, Anne, son and daughter.

## McGavren Guild's Hulleberg: getting the message across

Ellen Hulleberg got into broadcasting in 1966 by then-conventional means, as a secretary. Hulleberg was offered jobs by ABC, CBS and NBC. She picked ABC, although the salary was the lowest, because it had a training program for new employees. It turned out to be a wise choice, leading in an unbroken ascent to her appointment last March to the presidency of McGavren Guild Radio, among the top three radio rep firms in billings with a 15% share of the market.

Hulleberg had no grand design for a career in broadcasting back in 1966; she vaguely thought that a job with a network would be "exciting." Today she can look back at a 20-year career and say she has found her work "exciting" and "fulfilling." Hulleberg observes that she is one of the "very few" women to serve as president of a leading rep firm.

"I'm happy to say I have always been treated fairly by McGavren," she says. "I know McGavren has an excellent record in its dealings with women."

Hulleberg does not fit the stereotype of the hard-driving, tough-minded woman executive. She describes herself as "calm and undemonstrative but just as effective as more aggressive and seemingly more energetic individuals."

Her colleagues agree. Ralph Guild, president of Interep, the holding company for McGavren Guild Radio and other radio rep companies, says the decision to tap Hulleberg for the post was "made easier because I feel Ellen can provide the company with the leadership needed for continued growth." Guild said it was the unanimous decision of the company's executive committee to offer Hulleberg the job.

Hulleberg, a native New Yorker, was reared in the New York borough of Queens and on Long Island. She attended Vermont College in Montpelier, Vt., where she completed a two-year program in secretarial studies, receiving an associate degree in 1966.

Her initial post at ABC was as a secretary, but her facility with figures enabled her after a few months to move up to research assistant with the ABC Owned Radio Stations. She remained there for three years and in 1969 got a job at the Brand Rating Index as an account and research executive. Later that year a business friend recommended her to McGavren Guild as director of research. She got the job and has been with the company ever since.

Hulleberg's rise at McGavren was steady. She became vice president, research and client services, in 1975; executive vice president, marketing communications in 1979; acting president in 1985 and president last March.

Hulleberg believes her background in



ELLEN EBERLE HULLEBERG—president, McGavren Guild Radio, New York; b. Nov. 6, 1946, Queens, N.Y.; associate degree in secretarial studies, Vermont College, Montpelier, Vt., 1966; secretary, research assistant, ABC Owned Radio Stations, New York, 1966-69; account and research executive, Brand Rating Index, 1969; with McGavren Guild Radio since 1969 as director of research, 1969-75; vice president, research and client services, 1975-79; executive vice president/marketing communications, 1979-85; acting president, 1985-86; present position since March 1986; m. Kai Hulleberg, 1968

marketing and research gives her a perspective not usually found in a president of a representative company, whose chiefs, she says, are traditionally plucked from the sales sector. "McGavren always has had a successful sales operation," Hulleberg says. "My role is to get our message more forcibly to agencies, advertisers, client radio stations and employees."

Guild says he was impressed at the outset not only by Hulleberg's dedication to work but to her innovative approach to research. He explains that research from reps 15 or so years ago focused on studies to "make station clients look good." Hulleberg designed research to help advertisers, says Guild, which in turn benefits stations. According to Guild, Hulleberg keeps up a constant dialogue with top executives at agencies to determine their needs in the area of radio advertising research.

Hulleberg acknowledges she is starting her stewardship of McGavren in not the best of times. Spot radio business is sluggish. In the first quarter, spot squeezed ahead of comparable 1985 figures by a discouraging 1%. She notes that April figures are more encouraging with the industry posting a 4% gain over last year. Hulleberg adds that while McGavren is outpacing the industry, considerable improvement is needed to fashion a

creditable year.

"I think the fall-off is tied to the economy and particularly to retail sales," Hulleberg says. "Consumers simply aren't buying as we figured they would. The forecasts I read seem to say there won't be a strong turnaround in the economy until the second part of 1987."

Despite this assessment, Hulleberg is confident there will be improvement in spot radio sales during the second half of 1986, although she says the gains will not be up to earlier expectations.

Hulleberg reports that McGavren is reinforcing its sales development activities. One mandate is to expand beyond traditional radio advertisers—which include automobiles, beers, wines, food and airlines—to attract those categories that invest sparingly in radio. "This is, of course, a continuing effort," she says, "but when business is good, we tend to become laggard."

Hulleberg is confident that McGavren Guild is well positioned to cope with the occasional downturns. Starting about 20 years ago, according to its new president, McGavren set up regional and division offices to service the advertising agencies that were turning to regional buying. With steady expansion over the years, Hulleberg adds, McGavren now has more than 250 employees scattered among 16 offices. McGavren has more than 300 station clients.

McGavren's parent company, Interep, has been in the vanguard of the mega-rep phenomenon—in addition to McGavren Guild, Interep companies are Hillier, Newmark, Wechsler & Howard; Major Market Radio; Weiss & Powell and Durpetti & Associates. Hulleberg points out that this alliance is beneficial to the rep companies, which have access to Interep resources, including financial, accounting, marketing and research services. At the same time, she says, the five companies operate with autonomy in day-to-day management decisions.

Looking toward the future, Hulleberg is optimistic about spot radio. She does not regard the new media as competitive radio's advertising dollars. She believes VCR's and cable networks are more the rivals of television than radio.

"Radio will continue to be a factor in people's lives because it fills a need," she says. "It's a medium that provides services to listeners. It has flourished because it has adapted to change."

One of her major goals is to provide more qualitative information to advertisers and agencies. She encourages McGavren Guild salesmen, during visits to stations, to accompany station executives on calls to clients; sit in on station meetings and participate in local promotions. Rep salesmen, she believes, will come away from these encounters with data that go beyond numbers.

"If you sell by the numbers," Hulleberg warns, "you can die by the numbers." ■

**NBC** announced **four backup series**, three half-hours and one-hour, for the 1986-87 season last week. **The Bronx Zoo**, produced by Gary David Goldberg's UBU productions, is comedy-drama starring Ed Asner as principal of big-city high school. **The Days and Nights of Molly Dodd**, produced by You and Me Productions with The Brillstein Co., stars Blair Brown as single working woman trying to succeed in Manhattan. **The Tortellis** is previously announced **Cheers** spinoff produced by that show's producer, Charles/Burrows/Charles Productions in association with Paramount Television. **Rags to Riches** is one-hour comedy with "MTV-style period music from the 60s," starring Joseph Bologna as jet-setter who suddenly shares life with six female orphans. Producer is Leonard Hill Films.

**NBC's Today** won **second quarter morning news race** with average 5.4/25, up 13% from year ago. ABC's **Good Morning, America** was second with 4.8/25, down 2% from year ago, and **CBS Morning News** was third with 3.2/14. It was **Today's** second quarterly win in row, first time show has done that since 1979. **GMA** did not win any week in second quarter, but pulled out victory for first week of third quarter, ended July 4. It was **GMA's** first weekly win since March 21.

**Senate Communications Subcommittee** still awaits **White House's nomination of FCC Chairman Mark Fowler for new term, even though his current term expired June 30**. Sources said it appeared that FBI has still not completed background check that's normally concluded before nomination is formally forwarded to Senate. Closer it gets to fall elections, harder it will be to hold hearing. But aide said subcommittee would "do our best" to hear Fowler as "expeditiously as possible" after it receives papers. As sitting commissioner, Fowler may, under law, serve on without confirmation through December 1987.

**Capcities/ABC union of 3,200 technical and other employees has ratified new contract** for all but handful of network employees in vote tallied last Wednesday, July 9. Of 18 separate pacts in contract, two rejected covered 25-30 members—AM radio writers-producers in San Francisco, reportedly concerned about job security, and Los Angeles radio program coordinators objecting to contract's economics. Four-year contract between network and National Association of Broadcast Employees and Technicians Union, covering over 2,000 engineers, provides 20%-plus wage increase and eases restrictions for company on certain equipment staffing requirements and use of office VCR's (BROADCASTING, June 23). Union negotiators are seeking meeting with network next week to settle remaining issues before reaching July 31 deadline imposed by network. Parties may not opt to sign deal until settlement is reached, but by mutual agreement, they can put into effect ratified segments without full agreement.

**Senate** is scheduled this week (July 15) to **discontinue television coverage** of its chamber for **two weeks** while lawmakers review experiment in anticipation of vote on whether coverage should become permanent. Senate Majority Leader Robert Dole (R-Kan.), however, plans to offer resolution to extend experiment during two-week period prior to final vote on July 29. But, long-time TV in Senate opponent Russell Long (D-La.) has put hold on resolution.

President Reagan's **Supreme Court nominees** rarely if ever side with press in **libel cases**, according to analysis by **Legal Defense Resource Center**. LDRC, which is sponsored by close to 70 media organizations for purpose of monitoring developments in libel law and providing research material to libel defense lawyers, looked at 20 libel and privacy cases in which Supreme Court Justice William Rehnquist, nominated to serve as chief justice, participated. It also reviewed five in which Judge Antonin Scalia of U.S. Court of Appeals in Washington, named to succeed Rehnquist, acted. In none of those cases did their votes favor media or libel defendant, LDRC said. LDRC has taken no public position on two nominees—other, it said, than to distribute analysis to organization's steering committee and to anyone requesting copy.

**New AM agreement with Mexico**, which would enable 2,300 U.S. AM daytime stations to operate up to two hours after sunset and another 350 operating on Mexican clears to operate full time, **may yet be signed** after long delay in Mexico. FCC official said that agreement had been stalled by Mexican advisory group reviewing it for Mexican President Miguel de la Madrid Hurtado. Last week, official said Mexicans had informed FCC that advisory group had signed off on agreement, "so there should be no further impediments."

**Wcbs-tv New York** will offer **three early news broadcasts**, beginning in September. **Channel 2 News at Five** will become two separate broadcasts—**Channel 2 News at Five**, hosted by Jim Jensen and Carol Martin, and **Channel 2 News at Five-Thirty**, hosted by Michele Marsh and Mike Scheider. **Channel 2 News at Six** will remain one-hour and will be hosted by Jim Jensen and Carol Martin.

Capcities/ABC, CBS and NBC have urged FCC to grant request of **Reuters U.S. Inc.** for declaratory ruling holding that commission has statutory authority to authorize "construction and operation of private, noncommon carrier transmit/receive earth stations in the **international fixed satellite service** with Intelsat space stations as authorized points of communication."

**Representative Frederick (Rick) C. Boucher (D-Va.)**, author of **music licensing legislation that would replace blanket licensing scheme** and require producers and syndicators to deliver syndicated programming to stations with music performance rights included, will offer proposal this week that would address criticism of bill that has surfaced concerning composers' rights. Boucher is hosting luncheon for staff of House Judiciary Committee to unveil proposal which will provide assurance that composers will be paid. Also, **House Copyright Subcommittee** has set date for its next hearing on bill for **July 23** and Senate Judiciary Committee may reschedule its hearing on music licensing slated for July 22 due to committee's plans to hold confirmation hearing on Supreme Court nominations.

**Dow, Lohnes & Albertson**, one of largest law firms in Washington and long prominent in communications law, has **acquired New York city firm of Schreiber MacKnight & Simmons**. Schreiber MacKnight & Simmons, which has eight lawyers, four of them partners, specializes in international trade, corporate finance, real estate and taxation, representing U.S. and European corporations primarily in alcoholic beverage industry. Firms' announcement said merger will enable Dow, Lohnes & Albertson, which has offices in Atlanta as well as Washington, to expand its international and corporate finance practice and will provide additional federal regulatory and legislative services to clients of Schreiber MacKnight & Simmons. Dow, Lohnes & Albertson had added 12 lawyers to its Washington and Atlanta offices over past two months. With acquisition of New York firm, it now has 130 lawyers.

**Town of East Hampton, N.Y.**, has asked **FCC to reconsider whether General Electric Co. has character qualifications to acquire RCA**. In petition for reconsideration, town alleged GE had established track record as "consistent violator of the law" and asked commission to consider "GE's serious adjudicated misconduct in intentionally **polluting the Hudson River** with toxic PCB's" from at least 1966 through 1975 with runoff from electrical equipment manufacturing plants at Hudson Falls and Port Edwards, N.Y. Town, which also has adopted resolution asserting GE was unfit to acquire RCA, alleged pollution had led to "total destruction of the multimillion-dollar New York striped bass fishing industry."

Equipment manufacturers **Robert Bosch of West Germany and N.V. Philips of Netherlands** completed contract July 2 to form **new firm** in broadcast field. Deal, originally agreed to last January, establishes **Broadcast Television Systems (BTS)** with 70% interest of Bosch, which has 2,000-person video equipment divisions in Salt Lake City and Darmstadt, FRD, with 30% interest of Philips, which has

staff of 400 at Mahwah, N.J., sales company and manufacturing facilities in Breda, Netherlands. Firms, with international broadcast gear sales estimated at \$200 million have received approval of German antitrust authorities, with U.S. Federal Trade Commission authorization still pending. BTS management board includes Josch's Stephan Peitzmann, Egon Buchinger and Arwed-Ralf Brenzbach, and Philips K.H.A. de Lange.

**Secretary of State George P. Shultz** says news media have sometimes handicapped administration in its effort to deal with **international terrorism**. He talked of interviews with terrorists and of reports alerting them to upcoming military actions. Shultz, in welcoming remarks to State Department seminar for foreign journalists on terrorism, said, "You're too good in some ways because you get to know everything." But with that knowledge, he said, go "obligations and responsibilities in the interests of winning the war against terrorists, which as members of society, we all want to do." He said reporters are "fascinated" by terrorists and "and do all kinds of things to get interviews with them." In process, he said, reporters "run the risk" of playing into terrorist hands. And he said military actions against terrorists or countries supporting them are more difficult to carry out if media reports on them in advance—but he did not offer examples of such reports.

ABC said last week that **Phylis McGrady**, executive producer, **Good Morning America**, would leave post effective Sept. 1. She will replace Beth Polson as producer of **Barbara Walters interview specials**, next of which is scheduled for some time in fourth quarter. Polson is leaving to form own independent production company. No replacement for **Good Morning America** job was named. McGrady denied speculation that move was being made because of declining **Good Morning, America** ratings. "I really wanted to go to prime time," she said. "I'm excited about it."

On July 28, **wnyw-TV New York** will broadcast **A Current Affair**, live, half-hour, nightly current events show hosted by **Maury Povich**. He is currently host of **Panorama**, daytime talk show on Fox's WTTG(TV) Washington. Show will attempt to be flexible in format, blending inside stories of people making headlines in variety of fields. Show will move to new, still to be determined time period at time of

debut of **The Late Show with Joan Rivers** during that time period. Move of Povich to New York will mean that he and wife Connie Chung, co-anchor of NBC's 1986 will now work in same city.

**SIN** has introduced **new daily magazine program on entertainment business, El Mundo Del Espectaculo** (The World of Show Business). Program airs at 4 p.m. (ET) with host Patricia Chapoy. It is similar to **Entertainment Tonight** but is in Spanish and focuses more on international goings-on in entertainment world, SIN said.

**Eleanor Prescott** has been named **executive producer of ABC's The Bottom Line**, network's new business and economics program that debuts this fall. She is responsible for day-to-day operations and production of show, assuming position immediately, ABC said last week. Prescott has been producer on **20/20** since 1981.

**Peter Flannery**, VP-director of news for ABC Radio, resigned his post last week. Successor is expected to be named shortly.

**Eastman Radio's** board of directors has named 25-year-old company executive **Bill Burton** as its chairman. Burton, currently Eastman vice chairman, fills spot vacated by Frank Boyle who retired late last year and started media brokerage firm.

**Rudy Vallee**, 84, singer and radio performer in 1930's and '40's, **died July 3** at his Los Angeles home while watching televised coverage of rededication of Statue of Liberty. Vallee was well known for his nasal, crooning style and use of megaphone. After graduating from Yale in 1928, Vallee was hired with some of his college friends by New York's Heigh Ho Club. His style caught attention of NBC executives who hired him to host **Fleischmann Hour** which aired for first time on Oct. 24, 1929, and remained on NBC until 1939. Radio careers of several stars, including Bob Hope, Edgar Bergen and George Burns and Gracie Allen, began with guest appearances on **Fleischmann Hour**. Vallee is survived by his wife, Eleanor.

## China on Dougan's Far East itinerary

U.S. determination to improve its performance on the separate systems issue at the next Intelsat board of governors meeting is reflected in the plans for Ambassador Diana Lady Dougan's 19-day trip to the Far East that begins on July 24. A visit to Tokyo, on Aug. 11, was added to the schedule to enable Dougan, head of State's Bureau of International Communications and Information Policy, to discuss the separate systems issue with Japanese government officials. And the State Department hopes to arrange a meeting with the Chinese member of the Intelsat board of governors during her four-day stay in Beijing.

The U.S. preparations for the last board of governors meeting, in June, were sharply criticized as inadequate by members of Congress as a result of the board's resounding rejection of the U.S. request that an extraordinary meeting of the Assembly of Parties be called by Oct. 31. The U.S. wants Intelsat's ultimate authority to consider coordination of the Pan American Satellite Corp. proposal for establishing a separate satellite system to link Peru and the U.S.

Accordingly, the government is in the process of drafting a campaign to lobby Intelsat members on the issue. The aim is to make presentations to the appropriate officials, then check back in a second contact after the officials have had a chance to review the U.S. position. The contacts will be made either by U.S. embassy officials or by government representatives dispatched from Washington. The government, one of those helping to prepare the campaign noted, is determined to avoid the

kind of criticism that was directed at Dougan at a hearing of the House International Operations Subcommittee last month (BROADCASTING, June 30).

The significance of Dougan's trip to the Far East goes beyond concern over the separate systems issue. It will mark the first U.S.-People's Republic of China talks on telecommunications issues. And as in her bilateral talks with other countries, Dougan will stress the U.S. belief in the free market as the most efficient means of telecommunications regulation, the view that economic forces should be primary in shaping the character of telecommunications services. Dougan will make the trip with four members of her staff—Bohdan Bulawka, Domenick Iacova, Dean Olmstead, and Neal Waldrop—as well as her husband, J. Lynn Dougan.

The group's first stop will be in Hong Kong, for talks with members of the government and officials of the telecommunications industry. Then she will spend four days in Beijing in meetings with officials of China's PTT, in addition, she hopes, to the Intelsat governor. The talks will cover several upcoming World Administrative Radio Conferences and international telecommunications services and facilities. The Dougan group will spend the week of Aug. 2 discussing telecommunications issues at the local level with industry and government officials in the cities of Dalian, Shanghai and Guangcho.

Dougan and her husband then fly on to Tokyo for a day, on Aug. 11, while the delegation returns to Washington.

## Editorials

**How's that?**

If the FCC has its way, the Court of Appeals will throw out one challenge to the fairness doctrine now before it and review another. The commission wants the court to dismiss Meredith's appeal of a fairness case involving Meredith's WTVH(TV) Syracuse, N.Y. ("In Brief," July 7), and to hear the Radio-Television News Directors Association's appeal of the FCC's own fairness report issued in August 1985. A seer of dark visions could read that scenario as portending frustration for admirers of the First Amendment who have thought both cases offered rare chances to kill the fairness doctrine on constitutional grounds.

The commission says that WTVH lacks standing as an aggrieved appellant since the station was not found to have violated the fairness doctrine. If the court buys that argument, it can throw the case out, leaving unanswered all the First Amendment questions that Meredith, its noted lawyer, Floyd Abrams, and friendly intervenors have so cogently raised.

The commission says—or almost says—that the RTNDA First Amendment challenge to the doctrine and to the FCC's 1985 report is the better case to test the doctrine. The implication is that the FCC will side with the RTNDA and argue for a finding that the doctrine violates the freedom of the broadcast press. That case, however, will not reach a decision on the merits if unfriendly intervenors have their way. The little pack of "public interest" lawyers who make livings out of fairness cases have told the court to throw the RTNDA case out on the grounds that the FCC's 1985 report was not a "final" disposition since the commission left it up to Congress, an unwilling accomplice, to do the doctrine in.

There is an oversight, accidental or intended, in the FCC's depiction of the Meredith case. Nowhere in the commission's appellate brief is it mentioned that Meredith's petition for reconsideration of an FCC decision finding WTVH guilty of a fairness-doctrine violation was denied. True, the denial was accompanied by a decision that no penalty would be assessed, but the original finding of a violation is yet to be expunged, as Meredith will no doubt remind the court at the first opportunity. Whatever the FCC now says, Meredith believes itself to be an aggrieved appellant with a violation on its record that can be cited if, for example, another applicant takes a fancy to the channel 5 that WTVH now occupies.

This page is without legal competence to appraise a strategy that would throw out a WTVH case that nobody but the FCC has yet seen as technically defective while depending on an RTNDA case that has already been attacked for a technical deficiency. If the FCC's commitment to the First Amendment is absolute, as its chairman has repeatedly vowed, why couldn't it have stated it in both cases?

Tune in next September when the Meredith case in chief and the RTNDA's standing as an appellant will be argued before a court that may wonder just what the FCC has in mind.

**For the birds**

Satellites are flying higher than ever, as evidenced by a special report in this week's issue, with Fifth Estaters in increasing numbers abandoning their tape bicycles and land lines for the free flight of a communications bird. To the radio and television newsmen, programmers and distributors listed among the converts add public relations firms and corporate communications systems, and the satellite universe is vast indeed. It would be still

vaster if not for the recent launch failures both here and abroad and the chilling effect of the Challenger disaster on the entire space program. The result has been a new climate of risk—and the attendant escalation of insurance premiums—surrounding an event that, even with the occasional mishap, had appeared to border on the routine.

But the linings in whatever clouds are to be seen are silver. Satellites are now the principal means of moving syndicated programming around, having increased the flexibility and decreased the price of delivery. Public relations executives have discovered the advantages of satellite-delivered video and audio press releases—tailoring their information to the media they are seeking to inform. Legislators, government agencies and private enterprise are discovering new ways to employ satellites to serve their various communications ends.

Perhaps the greatest impact is being felt in newsrooms nationwide. The distinctions between local and national news and the definition of what is doable are being redefined by satellite newsgathering. Local stations are ranging beyond their market area for live origination from a host of venues, while news cooperatives like Conus have increased stations' ability to share news. Only about 15% of television stations have made the hefty capital commitment to a satellite newsgathering van, but that number will certainly increase, aided by NBC, ABC and most recently CBS, which have plans in place to share the cost of truck purchases.

While the rush toward satellite newsgathering raises a number of issues, like an affiliate's possible conflict between network allegiance and participation in a cooperative, and what effect the "nationalization" of station newscasts might have on the volume of, or commitment to, local news, such issues are to be anticipated in what is in effect the creation of a new kind of journalism, practiced by journalists who have been given the world on a dish.

**With a whimper**

Two words of advice about the just-released, two-volume, blue-bound (any significance there?), nonbinding final report on pornography, filled with titillating titles, racy synopses and vague conclusions comprising the personal views of nine people on the proper moral conduct of some 240 million others and based on no original research whatsoever: Forget it.



Drawn for BROADCASTING by Jack Schmidt  
*"They say he's very good but doesn't stay in one place very long."*



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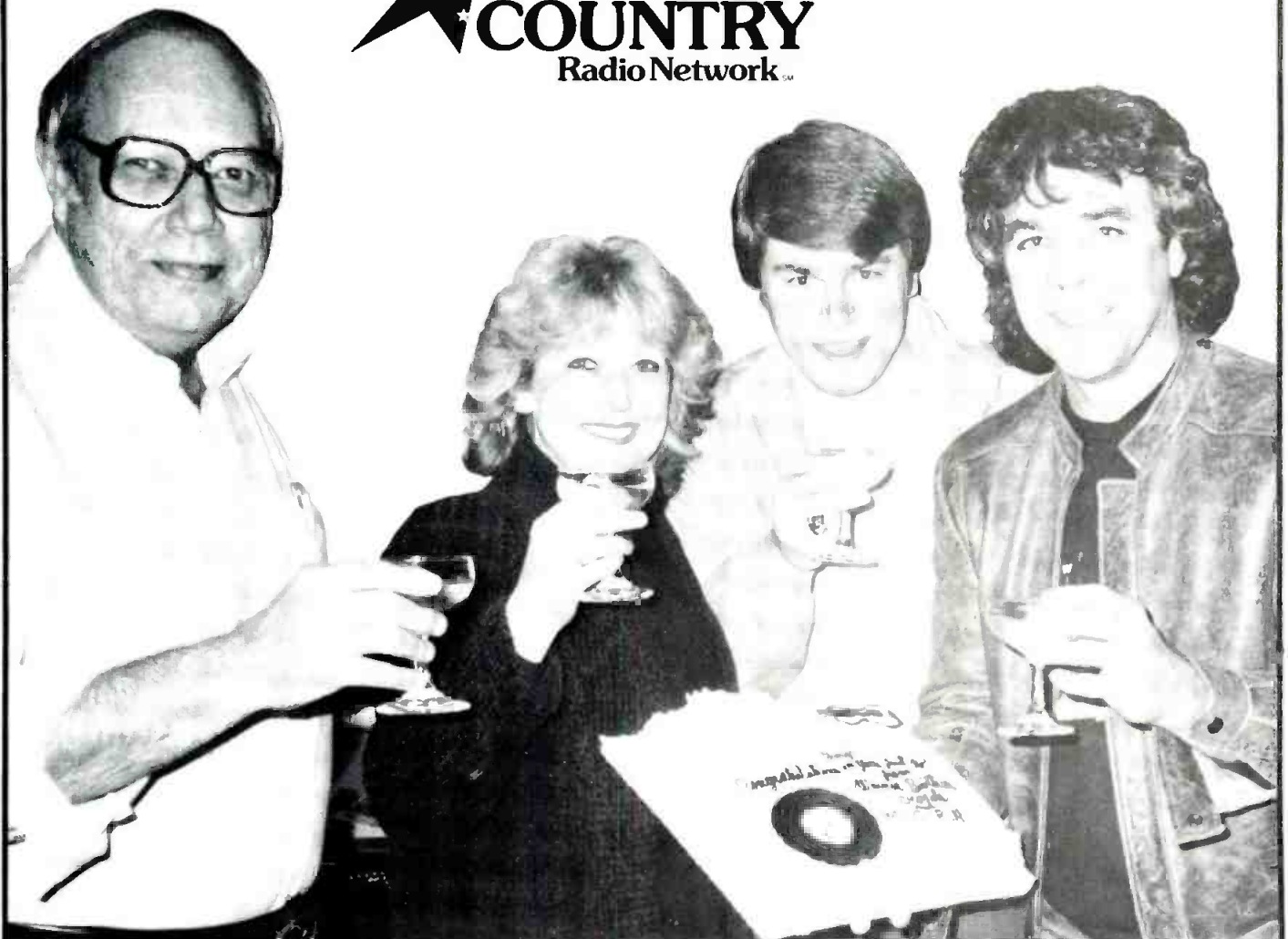
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