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Broadcasting Aug 4

Final days of must carry maneuvering TV voted into the Senate Special Report: Football '86

DOWN TO THE WIRE □ FCC to act on must carry on Thursday. Consensus begins to form with topics of discussions including five-year sunset, 12-month grace period for new stations and one public television station per system. **PAGE 39.**

CAMERA INCLUSION □ Senate votes for permanent coverage of chamber with television cameras. **PAGE 40.**

NEXT VISTA □ At confirmation hearing for chief justice, William Rehnquist says he would consider cameras in the Supreme Court if they were not disruptive. **PAGE 41.**

SCRAMBLED VOICES □ Cable called to task during Senate Commerce Committee hearing on scrambling issue. **PAGE 42.**

LINED UP □ Fox Broadcasting details lineup of stations covering 80% of the country that will carry its programming. **PAGE 44.**

AM COMMENTS □ Broadcasters file comments at FCC on its AM improvement report. **PAGE 45.**

PIGSKIN PREVIEW □ Annual broadcast and cable rights payments for college and professional football this year will be \$570 million. Networks are in final year of five-year pact with NFL. College syndicators falling by the wayside as conferences and bowl committees look for other ways to support games. **PAGE 53.**

SEPARATE MINDS □ Intelsat director general at odds with U.S. position on separate satellite systems. **PAGE 64.**

DISCHARGE PETITION □ House Republican launches drive to bring back scrambling legislation. **PAGE 68.**

RKO REQUEST □ RKO General asks commission to reject arguments by those attempting to block WOR-TV sale to MCA. **PAGE 69.**

ACQUISITION MINDED □ Tele-Communications Inc. now owns a piece of 10 of the top 100 MSO's and has moved into program ownership arena. **PAGE 70.**

DISSOLVED □ Long-time Washington communications law firm, McKenna, Wilkinson & Kittner, to close shop on Jan. 1. **PAGE 74.**

COUNTEROFFENSIVE □ CBS News responds to article in *The New Yorker* on Vietnam documentary. **PAGE 78.**

FUTURE LOOK □ Developments under way at Comsat Labs include flat antennas and HDTV transmission compression. **PAGE 81.**

BIG PICTURE □ Syndicator's Len Koch is taking his company beyond barter syndication and into "all areas of the business." **PAGE 103.**

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook*: \$90. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Busy marketplace

Study by FCC Mass Media Bureau has revealed that only 25% of 4,359 broadcast station sales occurring between Dec. 14, 1982, when FCC dropped antitrafficking rule requiring broadcasters to hold station for three years before selling, and May 1986 involved stations held fewer than three years. In memo, bureau said evidence suggested that commission's "original conclusions in 1982 were correct and that, if anything, an even stronger case can be made today that a general license retention period is unwarranted."

Bureau could have added that over same time span, not counting resales of stations sold more than once, about 45% of all commercial stations on air changed hands.

News co-op talks

Group of powerhouse broadcasters with Ku-band news vehicles were scheduled to meet in Orlando, Fla., last Saturday, Aug. 2, to consider news networking potential of mobile satellite technology. Agenda concentrated on workings of regional, affiliation-neutral satellite news-sharing arrangements like that of meeting's host, seven-member Florida News Network, sources said. But also expected was talk on forging informal cross-country news contacts and story exchanges among meeting participants, sequel to discussions begun at similar gathering last summer. Among those to attend were Capcities/ABC stations in Chicago and Houston, ABC affiliate in Dallas, Post-Newsweek stations in Detroit and Hartford, Conn., and CBS affiliates in New Orleans and Salt Lake City.

Door-to-door dishes

Amway Corp., Ada, Mich.-based in-home sales company (which used to own Mutual), wants to become distributor of package of scrambled cable services. To that end, it has been talking to cable programmers about securing home satellite rights. Asked if Amway had been able to come up with any rights deal, company spokesman said, "Nothing we are prepared to announce."

Amway's program package would complement its line of TVRO's, which it has been selling since last August. Despite slowdown in TVRO sales

following introduction of scrambling early this year. Amway is bullish on home satellite market. Indeed, it plans to introduce new 10-foot dish this October selling for \$3,000. Amway also plans to sell Videocipher II descrambler.

Hot item

RKO General Inc. and Fidelity Television's request for FCC approval of settlement agreement under which Westinghouse would acquire RKO's KHJ-TV Los Angeles for \$310 million (BROADCASTING, June 9) has been moved to front burner. FCC source said item, being handled by Office of General Counsel, could be ready for circulation among commissioners for vote in late August or early September.

Qualms about C-Quam

Motorola's C-Quam AM stereo system is way out in front of Kahn Communications' single-sideband system in marketplace standards fight primarily because dozens of consumer electronics manufacturers are making C-Quam-only radios. So it was ominous sign Pioneer decided to drop its lone C-Quam-only car radio from market and introduce no replacement. Whether Pioneer will reenter market is up in air. And, if it does, according to one Pioneer marketer, it may do so with multisystem unit, capable of receiving both C-Quam and single-sideband signals.

Private eyeing

Robert S. Foosaner, chief of FCC Private Radio Bureau, is reportedly considering offers from law firms and others in private sector. Leading candidate as his successor is said to be Michael Fitch, deputy chief of bureau.

Anchors, sinking ship

CBS News is expected to make announcement soon on substitute anchors on morning news for remainder of year. Forest Sawyer and Maria Shriver had their last broadcasts last week, and it's been announced that Bruce Morton and Faith Daniels will co-anchor for next two weeks. Network wants two permanent substitutes in place after that to give show semblance of stability for rest of its

run in present format. Daniels is out because she is scheduled for maternity leave in October. Among males under consideration are *CBS Nightwatch* host, Charlie Rose, and Sunday TV network and radio news anchor, Charles Osgood.

Coalition against drugs

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) are working on proposed amendment to drug abuse prevention legislation that is expected to be marked up this week. Amendment would establish media advisory board with representatives from broadcasting, cable, newspaper publishing, advertising and production industries. Board would work with government to encourage media to conduct public service campaigns against drug abuse. There was reportedly some talk about requiring mandatory time for PSA's, but idea was dropped.

Southern exposure

Is Radio Marti soon to have television counterpart? Telecasting American version of current events to Cuba is idea motivating Earl Jones, chairman of Dallas-based International Broadcast Systems, to build independent TV station in Caribbean. Jones is lining up investors and selecting site for studio/transmitter. Number of islands have been ruled out, but still in running are Barbados, Dominican Republic, Jamaica or U.S. Virgin Islands, said former executive vice president and director of television group owner, Grant Broadcasting Systems.

Trips abroad

NBC Radio Entertainment is adding international flavor to several of its long-form shows. Upcoming *Album Party* programs will feature taped interviews with rock artists Paul McCartney (Aug. 28) and Tina Turner (Sept. 25) from London; last two weekly installments of *The Jazz Show With David Sanborn* aired from Paris and Montreaux, Switzerland, respectively. On-location programming gives local stations "better handle" for promotions, said Frank Cody, director of programming, NBC Entertainment and the Source.



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Puttin' on the Hits		5.0
It's a Living		4.6
Small Wonder		4.6
Tales from the Darkside		4.5
Ted Knight Show		4.2
This Week in Baseball		4.2
Dance Fever		3.9
America's Top 10		3.1

Source: NTL, SON May 1986 (Four weeks ending 5/25)

New episodes
are in production
for takeoff, Fall '87.



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Satellite jumper cables

RCA Americom was hopeful late last week it could restart transponder 21 of Satcom III-R, restoring service to The Weather Channel and C-SPAN II on the Satcom II-R transponders they were assigned prior to the failure of the transponder at the beginning of the week.

Although transponder 21's primary transmission amplifier is shot, said RCA Americom spokesman John Williamson, RCA Americom technicians are trying to get it working again by turning on the back-up amplifier for transponder 21 and five other transponders. And despite trouble with the spare, he said, "we are not writing the [transponder] off yet."

Transponder 21 went on the blink at 6:33 a.m. ET on Sunday, July 27, knocking TWC off the air. After an hour-and-a-half of trying and failing to get the transponder working again, RCA restored service to TWC by switching its feed to transponder 19 and bumping C-SPAN II from the slot.

(TWC's "protected" service requires RCA to switch TWC's feed to a back-up transponder should the primary transponder fail. On the other hand, C-SPAN's lower-grade and less expensive service puts it in the position of being bumped if another transponder fails.)

C-SPAN Chairman Brian Lamb said the odds were small that transponder 21 would fail and even smaller that its spare amplifier would also. "The law of averages was very much in our favor," he said. "It's a very unusual circumstance and very unlikely to happen again."

When the service was disrupted, TWC called in its affiliate sales force. According to spokesman Alan Goodman, the salesmen were able to contact representatives of between one-third and one-half of its 2,200 affiliated cable systems by the end of the day. The chief obstacle to the effort was that it was Sunday and many affiliates were hard to reach, he said. TWC also sent telegrams to all the systems informing them of the disruption and the transponder switch, he said.

Because of the ripple effect, the failure of TWC's transponder forced C-SPAN into the transponder marketplace in search of an alternative transponder so that it could resume the transmission of C-SPAN II, which features the live proceedings of the Senate, to all or most of its 305 affiliates (8.3 million homes).

With RCA's help, C-SPAN found another transponder—transponder 8 on Satcom IV—in time for the start of Senate proceedings of Monday, July 28. According to C-SPAN spokeswoman Susan Swain, C-SPAN has an informal agreement to sublease the transponder from QVC Inc. until the Senate adjourns in October. QVC is a one of several companies trying to launch a cable shopping services.

Satcom IV may become the permanent home of C-SPAN II, Swain said. QVC, she said, is negotiating for a slot on one of the



The summit. Ted Turner and Soviet Premier Mikhail Gorbachev met for one hour in Moscow July 18 during the Goodwill Games, the Olympics-style event co-sponsored by Turner Broadcasting System and the Soviet government, to discuss the 1990 Goodwill Games slated for Seattle and the lessening of East-West tensions, the underlying goal of the games.

At the meeting (l-r): Gorbachev; Georgi Arbatov, director, Institute of the USA and Canada, Soviet Academy of Sciences; Marat Gramov, chairman, USSR Sports Committee; Robert Wussler, executive vice president, TBS, and Turner.

more accessible cable satellites. If it's successful, C-SPAN may sign a long-term lease for the Satcom IV transponder.

Being bounced from Satcom III-R to Satcom IV is not good news for C-SPAN II. The reason: Fewer cable systems have dishes pointing at Satcom IV.

HBO, Lorimar sign

Home Box Office and Lorimar-Telepictures Corp. have reached "a long-term output agreement covering all Lorimar Motion Pictures' productions and a distribution deal for the rights to a number of original HBO Pictures," HBO said last week.

Under the arrangement, HBO will license the nonexclusive, domestic pay TV rights to theatrical films released by L-T through September 1989 for airing on HBO pay services, HBO said, adding that "under certain circumstances, provisions for exclusivity will apply."

Pole brief

The National Cable Television Association, Group W Cable and Cox Cablevision submitted a joint brief to the Supreme Court last week, calling on the court to overturn an appeals court decision throwing out the 1978 Pole Attachment Act as unconstitutional.

The law is dear to cable operators. Cable operators lease space on the poles of electrical utilities and telephone companies, which the operators use to string their co-

axial cables. The law empowers the FCC to set "just and reasonable" fees for the pole rentals in cases where the cable operators feel the fees the utilities demand are excessive.

In its ruling last October, the U.S. Court of Appeals for the 11th Circuit held that the act constituted an unlawful taking of the utilities' properties in violation of the Fifth Amendment. The ruling stemmed from a complaint by Florida Power Corp. contesting not the constitutionality of the act, but the fees the FCC set in disputes with systems belonging to Cox and Group W.

NCTA and the cable companies argued that the act "does not effect a taking because Florida Power voluntarily permitted the pole attachments at issue with full knowledge what they would be subject to regulation... The act applies to Florida Power only by virtue of the utility's decision to permit cable attachment. Regulation of such voluntary business conduct is not a taking requiring the payment of just compensation."

Viacom's British venture

Viacom World Wide Ltd. has appointed three executives to work with British Cable Services, an MSO in the United Kingdom, as part of Viacom's "long-range plans for providing consulting, management and other services to cable television and new media in the United Kingdom, Europe and the Far East," according to Willard Block, president of Viacom World Wide. Those named are Gregory Armstrong, who will be Viacom

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vice president and managing director for cable developments, United Kingdom; Cozette Swickard, director of operations, and Mary Brooks, director of marketing. Bryan Cowgill, deputy vice chairman of the Mirror Group Newspapers, BCS's parent company, and Neil McHugh, vice president, new business and administration, Viacom World Wide, will direct the cooperative efforts of the two companies.

Block said the executives would provide "general management" and assist BCS in boosting its subscriber penetration among the 800,000 homes it now passes. Viacom will also help BCS develop its new "broadband cable systems" in Cardiff and Guilford and the two companies will jointly evaluate "other new business opportunities" relating to cable development in the United Kingdom, Viacom said.

Family purchase

HBO has acquired its largest package of family dramas for exclusive showing on HBO through August 1988, according to Lucy Chudson, HBO vice president, family programming. The 24 half-hour presentations and two hour-long shows, distributed by Orbis Communications Inc., focus on young people and "important moments in their lives," HBO said. "We are delighted with this major acquisition of Orbis's *Family Specials*," Chudson said. "This is a very valuable library" that "particularly strengthens our afternoon specials programming aimed at the teen-age audience."

The specials, which include performances by actors including Meg Tilly, Emilio Estevez, Judge Reinhold, Laura Dern, Patty Duke Austin, Pat Hingle and Efrem Zimbalist Jr., were produced by Capital Cities Television Productions and will begin airing on HBO next September. They are "pro-social, problem-solving dramas that explore how young people deal with situations of daily life that teach courage and character," HBO said, adding that two programs will play on the service each month.

Comcast takes BET

Comcast Cable Communications Inc. has signed a new five-year agreement to carry the Black Entertainment Television network on a majority of Comcast's systems, according to HBO, which owns an equity interest in BET and performs some sales and mar-

keting functions for it. Under the agreement, BET will continue to be available to 360,000 basic cable subscribers in 19 Comcast systems, including systems recently acquired from Group W, as well as nine additional Comcast systems in Corinth, Okolona, Tupelo and West Point, all Mississippi; Florence and Tuscaloosa, both Alabama; Lower Merion, Pa.; Philadelphia, and San Bernardino, Calif., HBO said. With the addition of the Philadelphia-based MSO, BET will be seen in more than 618,000 cabled homes and will pass 1.1 million homes, HBO said.

VCR compatible

Both Showtime/The Movie Channel Inc. and HBO are among cable services providing marketing materials to promote the compatibility of cable and home videocassette recorders.

Showtime/TMC and Maxell Corp. of America, which manufactures audio and videocassette tapes, will work together to develop several "cross-promotions anticipated through 1987," according to TMC. In the first promotion, TMC will offer new subscribers two blank Maxell-EX videocassettes during its August-September promotion, "The Movie Channel Salutes 75 Years of Hollywood." Additionally, new subscribers to TMC will receive two blank videocassettes; cover identification labels; a booklet from Maxell explaining the differences between videocassette formats and offering "helpful video hints"; TMC's "How to Hook up Your VCR" brochure, and TMC's subscriber handbook. According to Nora Ryan, TMC director of marketing, TMC "has embarked on a fully integrated VCR-compatibility marketing campaign," designed in part to "reflect The Movie Channel's new positioning as the perfect VCR accessory."

HBO has also introduced marketing materials "as part of its ongoing efforts" to help cable operators promote cable and VCR compatibility. According to Matt Blank, HBO senior vice president of consumer marketing: "The demand for cable and VCR compatibility support pieces has been overwhelming since we launched our pro-VCR program last December. Operators recognize, and our research confirms, the value of the compatibility strategy, and these support materials should encourage tie-in promotions with local video retailers for further cable/VCR exposure."

Among HBO's promotional materials are

a humorous, 30-second VCR hook-up spot; a "point-of-purchase kit," and a "multiuse consumer brochure" describing the "advantages of an HBO/cable subscription in VCR homes" and "encourag[ing] cable operator installation assistance," HBO said. Additionally, throughout September and October, HBO will offer rebates to new HBO or Cinemax subscribers with the purchase of specially-marked Fuji videocassettes. The offer is to be promoted on 2.5 million blank tapes in more than 30,000 retail outlets, HBO said.

Must carry message

Black Entertainment Television has contended that nothing short of elimination of all mandatory carriage rules will promote the development of diverse cable services. In a letter to the FCC last week, BET said that *Quincy*, in which the court ruled the former must-carry rules unconstitutional, held that mandatory carriage impinged on First Amendment rights of cable programmers as well as cable operators. BET also said the rules proposed in the industry compromise would establish a system again where local broadcasters would be guaranteed the right to convey their messages over cable systems while cable programmers would have to vie for a proportionately diminished number of channels. "Such a result clearly is prohibited by the *Quincy* decision," BET said. "In keeping with that decision, the commission must reject any rule which would favor certain classes of broadcasters over cable programmers."

Election results

Richard B. Holcomb, senior vice president for corporate affairs at American Television & Communications, and Mark Harrad, HBO director of affiliate public relations, have been re-elected president and vice president, respectively, of the Cable Television Public Affairs Association. Additionally, Terry Soley, assistant vice president of development, American Cablesystems of California, and Susan Swain, director of public relations for C-SPAN, were elected to two-year terms on the board. Steve Tuttle, vice president of public affairs for the National Cable Television Association, was appointed a Washington area regional director. CTPAA, which has 125 members, was formed in 1985 as a network of public relations and public affairs professionals.

Syndex royalties

The National Association of Broadcasters appeared before the U.S. Court of Appeals for the Second Circuit to argue for review of a decision by Copyright Royalty Tribunal concerning distribution of the 1983 cable royalty pool. NAB is seeking the entire syndex royalty fund, except for the portion allocated to music licensing organizations. The syndex fund comprises royalties paid by cable systems for retransmitting programs that systems used to be required to black out under the FCC's syndicated exclusivity rule. The fund is about \$17 million and represents 20% of the total royalty pool. Under the CRT's decision, broadcasters received no part of the fund. NAB expects the court to issue a decision within the next two months.

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Business Briefly

TV ONLY

Roy Rogers Restaurants □ Advertiser has proclaimed August "Chicken Month" and will conduct campaign during period in New York, Philadelphia,



Baltimore and Washington. Commercials will be slotted in daytime, early and late fringe, prime and prime access periods. Target: adults, 18-49. Agency: Earle Palmer Brown Advertising, Bethesda, Md.

Fantastic Sam's □ Two-week flight for hair care centers will kick off in mid-August in four Southeastern markets. Commercials will be carried in prime periods. Target: women, 25-54. Agency: Western International Media, Atlanta.

Foodways National Inc. □ New Weight Watchers entrees—cheese manicotti, chicken nuggets and beef Stroganoff—will roll out nationally in September on network and spot television. Commercials will run in daytime and prime time. Target: women, 25-54. Agency: Doyle Dane Bernbach, New York.

Continental Mills □ Company is introducing microwave pancake in test campaign kicking off in early September in 17 markets. Commercials will run for four weeks in September, two in October and four in November. Time periods sought are early morning, early news, early fringe and prime. Target: women, 25-54. Agency: Northwest Media Services, Seattle.

RADIO ONLY

Spartan Food Systems □ Licensee of Wendy's restaurants in Southeast will launch fourth-quarter drive in late September throughout region, continuing for 10 to 12 weeks. Markets will include Birmingham and Mobile, both Alabama, and Columbia and Greenville, both South Carolina. Target: adults, 18-49. Agency: Hutcheson Schutz, Atlanta.

Weiner's Department Stores □ Back-to-school promotion will be highlighted on campaign running for 10 days starting in early August. Commercials will be presented in all dayparts in 10 markets including Houston, Austin, Corpus Christi and San Antonio, all Texas. Target: women, 25-49. Agency: Grace Media Services, Houston.

Edison Bros. □ Retail clothing chain plans to kick off four-week flight in late August in long list of markets including Atlanta, Baltimore, Boston, Dallas and Los Angeles. Commercials will be placed in all time periods. Target: adults,

4 Sep 1

Broadcast journalism hasn't learned where to stop. It just keeps growing, and with it BROADCASTING's annual survey of outstanding local television news commitment.

And news performance. Documentaries. Investigative reporting. Exclusives. Live, filmed and taped coverage of breaking news. Editorial campaigns. Interviews.

All in all, the medium's most comprehensive assessment of what TV's journalists have been up to in the past 12 months.

Advertising deadline: August 22.

You belong in Broadcasting

Rep Report

KVOS-TV Bellingham, Wash.: To Seltel from Petry Television.

□

KMIR-TV Palm Springs, Calif.: To Seltel from Adam Young.

□

WETM-TV Elmira, N.Y.: To Katz Continental Television from Harrington, Righter, Parsons, McDermott.

□

KCBA(TV) Salinas, Calif.: To Seltel from SIN Television Network.

□

WLTJ(FM) Pittsburgh: To CBS Radio Representatives from Weiss & Powell.

□

WGIV(AM) Charlotte, N.C.: To Hillier, Newmark, Wechsler & Howard from Select Radio.

□

KRKE-AM-FM Albuquerque, N.M.: To Republic Radio from Eastman Radio.

□

KAFY(AM) Bakersfield, Calif.: To Caballero Spanish Media from Blair Radio; station has converted its programming to full-time Spanish.

□

KZAM-AM-FM Eugene, Ore.: To Hillier, Newmark, Wechsler & Howard from Weiss & Powell.



Out of Australia...

THE LAST FRONTIER

SHARK'S PARADISE





LINDA EVANS

IN

**THE LAST
FRONTIER**

Starring

JASON ROBARDS

Co-Starring

JACK THOMPSON JUDY MORRIS

CBS Television Network Fall 1986.

First Australian mini-series sold to a U.S. Network.

Set against the harsh landscape of the Great Outback...

This 4 hour mini-series is a contemporary love story of an American woman swept up in a bitter feud and her struggle to carve out a new life for herself and her family.

A McElroy & McElroy Production
THE TAFT HARDIE GROUP

Distributed Worldwide by



**WORLDVISION
ENTERPRISES INC.**

**The World's Leading Distributor
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New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Rome

A Taft Company

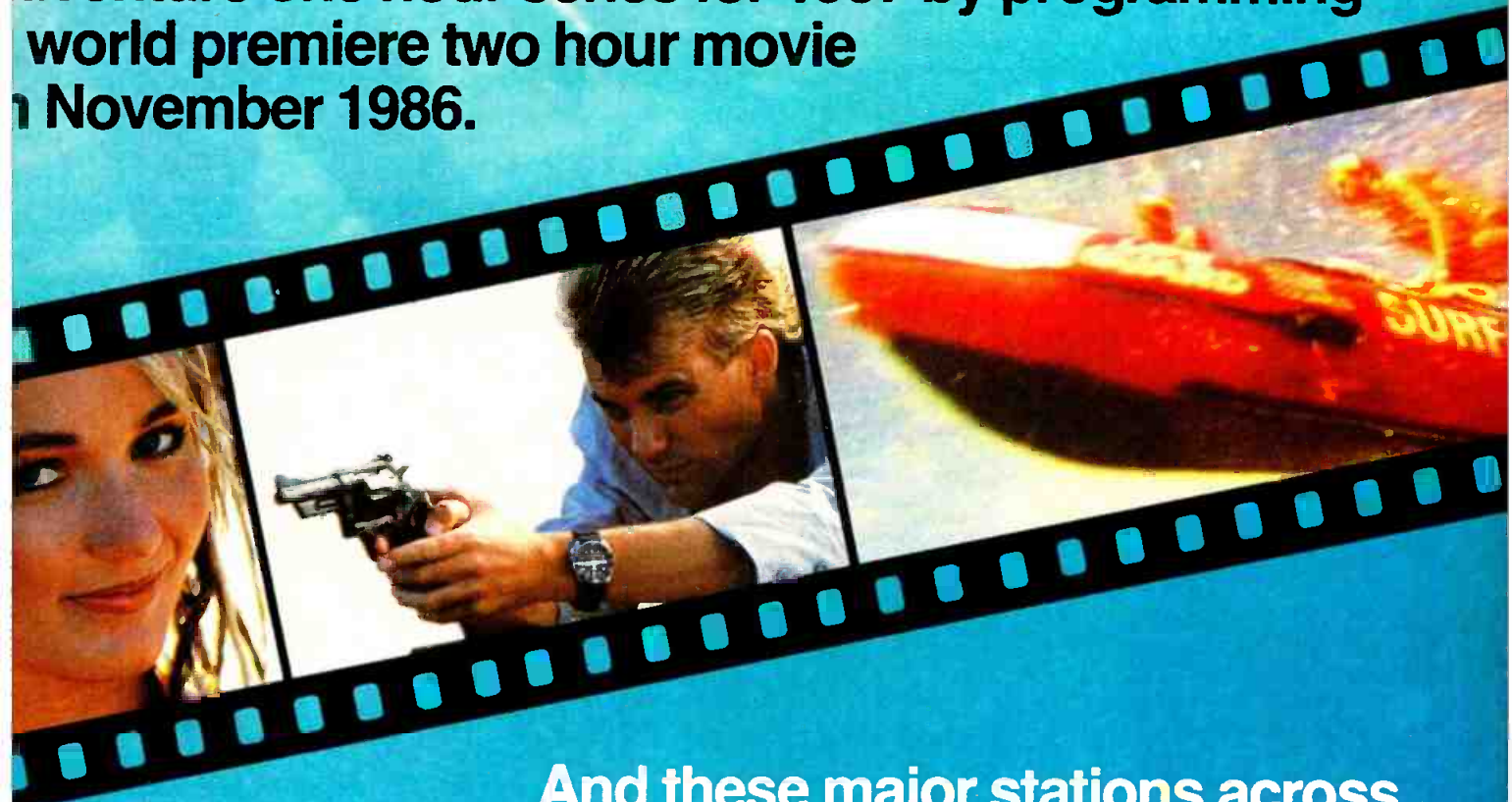
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From the producer of **THE LAST FRONTIER...**

SHARK'S PARADISE



For the first time local television stations have the opportunity to make a program decision on the same basis as the television networks. Test an exciting action-adventure one hour series for 1987 by programming world premiere two hour movie on November 1986.



And these major stations across the country have seized the opportunity...

New York	WPIX	Kansas City	KSHB	Des Moines	KDSM
Los Angeles	KTLA	Milwaukee	WCGV	Rochester	WOKR
Chicago	WGN	Buffalo	WKBW	Roanoke	WSET
Philadelphia	WTAF	Memphis	WPTY	Davenport	KLJB
San Francisco	KTVU	Louisville	WLKY	Lexington	WDKY
Boston	WLVI	Albany-Schen-Troy	WXXA	Tri-Cities	WETO
Detroit	WXON	Dayton	WRGT	Las Vegas	KVVU
Washington	WDCA	Mobile-Pensacola	WPMI	Waco-Temple	KXXV
Dallas-Fort Worth	KTXA	Wichita	KSAS	Fargo	KVRR
Cleveland	WOIO	Toledo	WUPW	Ft. Myers	WINK
Houston	KTXH	Fresno	KSEE	Rockford	WQRF
Pittsburgh	WPGH	Jacksonville	WNFT	Amarillo	KCIT
Seattle	KTZZ	Albuquerque	KNMZ	La Crosse-Eau Claire	WLAX
Miami	WCIX	Green Bay	WGBA	Lubbock	KJTV
Minneapolis-St. Paul	KMSP				
Sacramento	KRBK				
Phoenix	KNXV				
Hartford-New Haven	WTIC				
Cincinnati	WXIX				

A McElroy & McElroy Production
THE TAFT HARDIE GROUP



The World's Leading Distributor
for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Rome

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18-34. Agency: Media/Marketing Service Center, Western Springs, Ill.

placed in drive times. Target: adults, 25-54. Agency: In-house.

Travelodge □ Three-week flight is set to break in October in about 15 markets including Atlanta, Chicago, Denver and San Francisco. Commercials will be

_____ RADIO & TV _____

Conoco Motor Oil □ Advertiser is

AdVantage

Sources of concern. Grey Advertising said of study conducted among leading advertisers discovered that proliferation of 15-second television commercials was issue of "greatest concern" to clients. Respondents were asked to name four conditions expected to have "greatest impact" on their companies' network advertising during 1986-87 broadcast year. In first place was 15-second spots, 80%; followed by audience attentiveness, 66%; network competition, 64%; people meters, 48%; commercial clutter, 43%; network share erosion, 41%; sports on networks, 18%; program costs, 18%; program content, 9%; mergers and acquisitions, 9%, and programing trends, 7%. Survey was part of report by Grey describing and analyzing trends affecting network television.

□
\$25-million assignment. Grey Entertainment and Media has been assigned estimated \$25-million account from ABC—advertising of ABC Entertainment and promotion of all of ABC-TV's nonsports and nonnews programing. Account includes print, radio and supplemental advertising on ABC-TV. GEM will form association with Fattal & Collins, Los Angeles advertising agency, to service account. GEM has handled marketing for television movies and mini-series for ABC for about 10 years. McCaffrey & McCall, which previously had been agency for ABC Entertainment, will continue to represent ABC Sports. N W Ayer will continue to handle advertising for ABC News.

□
Bonus audience. Pepsico Inc., largest advertiser in Goodwill Games, gained extra mileage from its sponsorship when Soviet television aired Pepsi commercial. Bonus developed when Donald M. Kendall, recently retired chairman of Pepsi, was interviewed on Soviet TV. Soviet network carried 60-second Pepsi spot at conclusion of Kendall's appearance. Kenneth M. Roth, public relations executive for Pepsico, was in Moscow on assignment and saw spot. He said Soviet television officials had advised him that spot for Pepsico was first from U.S. advertiser on Soviet television.

□
Drug board. Management board has been formed to oversee Media-Advertising Partnership for Drug-Free America, organization set up by American Association of Advertising Agencies to fight drug abuse (BROADCASTING, July 14). Herbert Baum, chairman of Association of National Advertisers and president of Campbell USA, Campbell Soup Co., was elected chairman. Vice chairmen are Daniel Burke, president, Capcities/ABC; Louis Hagopian, immediate past chairman, 4As, and chairman, N W Ayer, and Richard McLoughlin, vice chairman, *Reader's Digest*. Board also comprises 11 members from Ad Council, ANA, 4As and American Advertising Federation.

□
Consolidation. Two Doyle Dane Bernbach subsidiaries, Rapp & Collins Inc. and Direct Response Inc., are merging to form Rapp & Collins USA, direct marketing agency with billings in excess of \$100 million. New company will have offices in New York, its headquarters, and in Dallas and Los Angeles. New R&C unit will be headed by Stanley Rapp, chairman, and James E. Dunne, president and chief executive officer.

A Constructive Service to Broadcasters
and the Broadcasting Industry

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405

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Sol Taishoff (1904-1982)

Lawrence B. Taishoff, president.
Donald V. West, vice president.
David N. Whitcombe, vice president.
Jerome H. Heckman, secretary.
Philippe E. Boucher, assistant treasurer.

The Fifth Estate Broadcasting

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

□
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Broadcasting & Cablecasting Yearbook

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Meg Robertie, classified advertising.

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Joseph Kolthoff, Chris McGirr.

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Rick Higgs, production assistant.

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

WHEN YOUR CASH IS ON THE LINE.

It's no secret that national spot dollars have become tougher to come by. At Torbet Radio, we've made a habit of grabbing more than a fair share for our client stations. By selling creatively and aggressively—which is the only way to win in today's changing radio marketplace.

We know what you need and how to get it. Some folks, though, will guar-

antee the moon but give you just a song. We don't buy that act, and you shouldn't either. At Torbet Radio, we earn you maximum spot dollars with superior representation.

**TORBET RADIO
PROFESSIONALS
WIN MAXIMUM
NATIONAL DOLLARS**



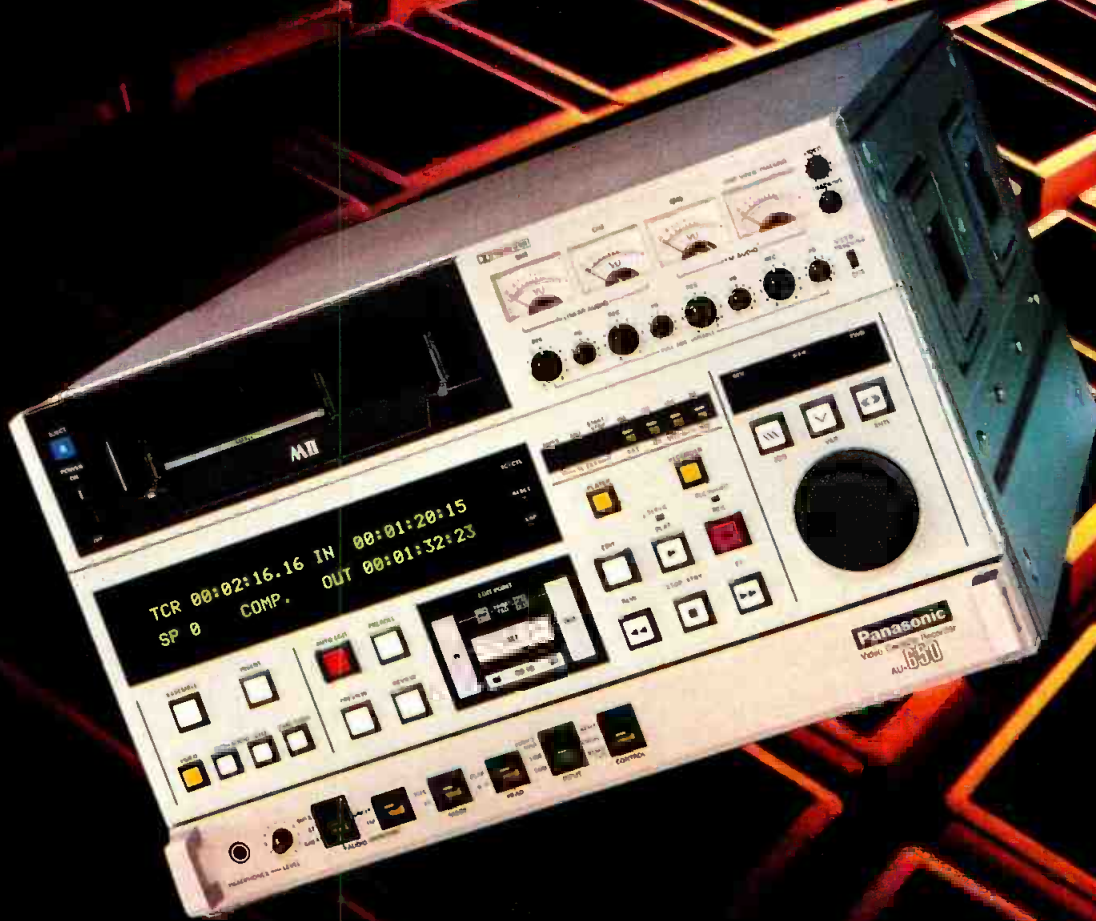
Torbet Radio

TORBET



RADIO
REPRESENTATION

***Panasonic® brings you M-II.
The broadcast recording system our
competition can't seem to duplicate.***



Now you can shoot, edit and broadcast with 1" quality—on 1/2" cassettes.

When it comes to broadcast systems, it appears our competition has been erased. Because no other format can match the spectacular performance of M-II from Panasonic.

With M-II's metal particle tape system, you can use the same compact 90- or pocket-size 20-minute cassette from ENG/EFP right through editing to on-air broadcast. With 4.5MHz bandwidth (-3dB), 50dB S/N and burst signal insertion for phase alignment and jitter correction, M-II is the single solution to all your broadcast needs.

In fact, each unit in the M-II line offers some pretty uncommon common features like four audio tracks (two linear and two FM), an integral longitudinal and vertical interval time code/time date generator with presettable user bits and Dolby*-C noise reduction. And M-II products utilize a standard edit control interface, so you can upgrade gradually if you like.

AU-650 Studio VCR. This compact, rack-mountable VCR has all the advantages and functions of conventional recorders with

the benefit of the M-II format. The AU-650 provides video and audio performance as good as—if not better than—that of 1" VTRs. In a 1/2" cassette format that lends itself to station automation. It records and plays either 90- or 20-minute cassettes, and provides smooth action, variable slow motion as well as freeze frame. And the AU-650 can perform frame-accurate automatic editing with multi-generation transparency. There's also an internal TBC to assure on-air quality playback.

AU-500 Field Recorder. The AU-500 offers the portability and functions demanded by ENG/EFP users, while providing picture quality comparable to 1"—all on either a 90- or 20-minute cassette. This small, ruggedly designed unit is equipped with confidence field color playback, automatic backspace editing, TBC/DOC connection, search function and warning indicators that alert the operator should recording problems arise and the AU-500 accommodates NTSC composite or various component input signals.

The AU-400 Camera Recorder. This lightweight, compact camera recorder provides ENG users with more than 20 minutes of recording, and a picture quality that rivals that of 1" VTRs. The AU-400 also features B/W video confidence playback through the camera's viewfinder, a chroma confidence indicator and audio confidence output through a speaker.

There's even an automatic backspace editing function and warning indicators. And the AU-400's rugged construction provides excellent resistance to dust and moisture.

M-II, it's the only broadcast system of its type in the industry. And it's available now. Two of the best reasons to go with M-II from Panasonic.

To get the complete picture, call or write Panasonic Broadcast Systems Company, One Panasonic Way, Secaucus, NJ 07094. (201) 348-7671.

MII
THE NEW STANDARD
FOR BROADCAST.

Panasonic
Broadcast Systems

initiating two-week drive in mid-August in about 15 markets, including Des Moines, Oklahoma City, Denver and Salt Lake City. Commercials will be scheduled on radio in drive times and on television in all time segments. Target:

men and adults, 25-54. Agency: Media Base, Dallas.

Green Light Auto Supply Co. □ Two-week flight is scheduled to break in late

September in 21 markets on television and slightly more on radio. Commercials will run in drive times on radio and in fringe and sports segments on television. Target: men, 25-54. Agency: Nichols & Co., Dallas.

Monday Memo

An AM radio commentary from Richard H. Harris, president, Group W Radio, New York

How to help AM

Recently I saw a demonstration of what might qualify as the world's smallest radio station. It has no call letters, no programming, no listeners and no employees. Yet its signal blasts holes into the reception of AM radio receivers. Black holes that significantly degrade the sound of full-fledged AM radio stations.

This "station" is actually a new household light bulb whose luminescence is powered by a mini-transmitter inside the bulb. Its proved efficiency no doubt represents progress for the light bulb industry. Its likely proliferation, however, represents one more blow to the technical quality of an AM band that finds itself hard-pressed to compete for listeners.

At a time when the consumer expectation of audio quality is being raised by compact disk technology, AM radio is going in exactly the opposite direction. Not only does AM lag behind FM—and now television—in its adoption of stereo service, the AM band is actually losing some of the sound quality it once enjoyed.

The "radio" light bulb is only one small example of the problem. Interference from a variety of sources is steadily increasing on the AM band.

Receivers built for AM reception today are also of inferior quality because there's no financial incentive for manufacturers to include the best possible electronic components that are available.

And now a number of proposals put before us by the FCC dealing with possible new broadcast parameters for AM might further dilute the strength of AM service in this country.

What does AM radio really need to remain a viable public resource into the next century?

Plenty of good ideas have been advanced on the renewal of AM. Better marketing and promotion of the band will certainly be important. Stereo will also play its part.

In addition, first and foremost, a commitment to diverse programming forms and innovative service will be absolutely essential because AM's revitalization must ultimately be programming-driven.

But good ideas and good intentions won't matter much if what's left of AM's radio signal and reception quality is perceived by the listener to be audio garbage.

Unfortunately, that is the direction we are headed in right now. Toward a class of audio



Richard H. Harris is president of Group W Radio, New York. In addition he is chairman of the Radio Advertising Bureau. He joined Group W in 1964; prior to that he was part-owner of a radio group. At Group W he served as general manager of WBZ(AM) Boston, WIND(AM) Chicago, KYW(AM) Philadelphia and KPPIX(TV) San Francisco. In 1969 he was appointed president of Group W's Radio Advertising Representatives and in 1973 became president of the radio group.

service that's decidedly second-class. Toward an entire band whose technical deterioration over time could make it about as listenable as the police frequency.

What makes the issue of AM's sound quality so compelling is that the conditions for an AM turnaround are otherwise beginning to become favorable.

The pace of programming innovation on the FM side has slowed considerably in recent years. FM is also not as pristinely free of commercials as it once was.

Another fundamental law is now at work to AM's advantage—a cost/risk equation that says that, as the prices of AM stations decrease, the risk in new programming initiatives drops accordingly.

Years ago when owners carried FM stations on their books at little value, a "crazy" idea like playing full-length album cuts wasn't particularly worrisome. Not all that much was at stake.

We are now nearing a similar threshold in AM properties. Big owners as well as small entrepreneurs can again think of taking some chances in AM. With station prices depressed, the stakes now favor experimentation in programming.

All of this, however, will be too little, too

late, if AM radio is unable to deliver high-quality, interference-free signals competitive with other audio services. For this reason, the various issues raised in the FCC's Mass Media Bureau's report on AM deserve very close scrutiny.

Group W Radio's comments to the commission on the current proceeding are too detailed to report here. The main point we endeavor to make is this—we believe the time has come for the commission to emphasize the *quality* of AM transmission over *quantity*.

We are recommending that current interference protection standards be preserved and that even more rigorous protection standards be adopted.

The goal of interference-free, quality AM service should not be sacrificed to any marginal operating increases or new station allocations that would create new interference problems.

Here the commission faces a hard choice. We believe that at this moment in AM's history, the greater good for all lies in preserving the integrity of existing AM signals. When vitality is ultimately restored to the AM band, all stations will benefit.

We believe the interference issue is so critical that we are proposing that an industry committee be formed to study present interference standards and set strong new guidelines that will be strictly enforced.

We are also asking the commission to strengthen AM radio's protection from non-broadcast, man-made interference sources, and to work wherever possible to stimulate improvements in AM receiver standards.

Many other ideas before the commission hold promise for AM radio's revitalization. These include a variety of proposals that promote economies of operation for AM broadcasters, some of which will no doubt be important to AM's future.

We strongly believe, however, that among the many priorities the commission must weigh on this issue, only one is truly paramount.

The public must perceive the AM band as an attractive place to tune. Radio people can create the programming needed to build such a perception of quality—but AM stations need the help of the commission in adopting and enforcing rigorous standards on interference that will preserve and improve AM's quality as an aural service.

This is the base upon which the revitalization and improvement of AM radio must be built.

ROCK CONNECTIONS

OVERWHELMING RESPONSE

Listener and station response has been overwhelming. As a result, ROCK CONNECTIONS, the 15-week summer series – expands to 52 weeks a year.

Hear why. For details and/or a cassette of an actual show, call Jamie Curtis in New York at (212) 975-7316 or Steve Epstein in Los Angeles at (213) 460-3547.

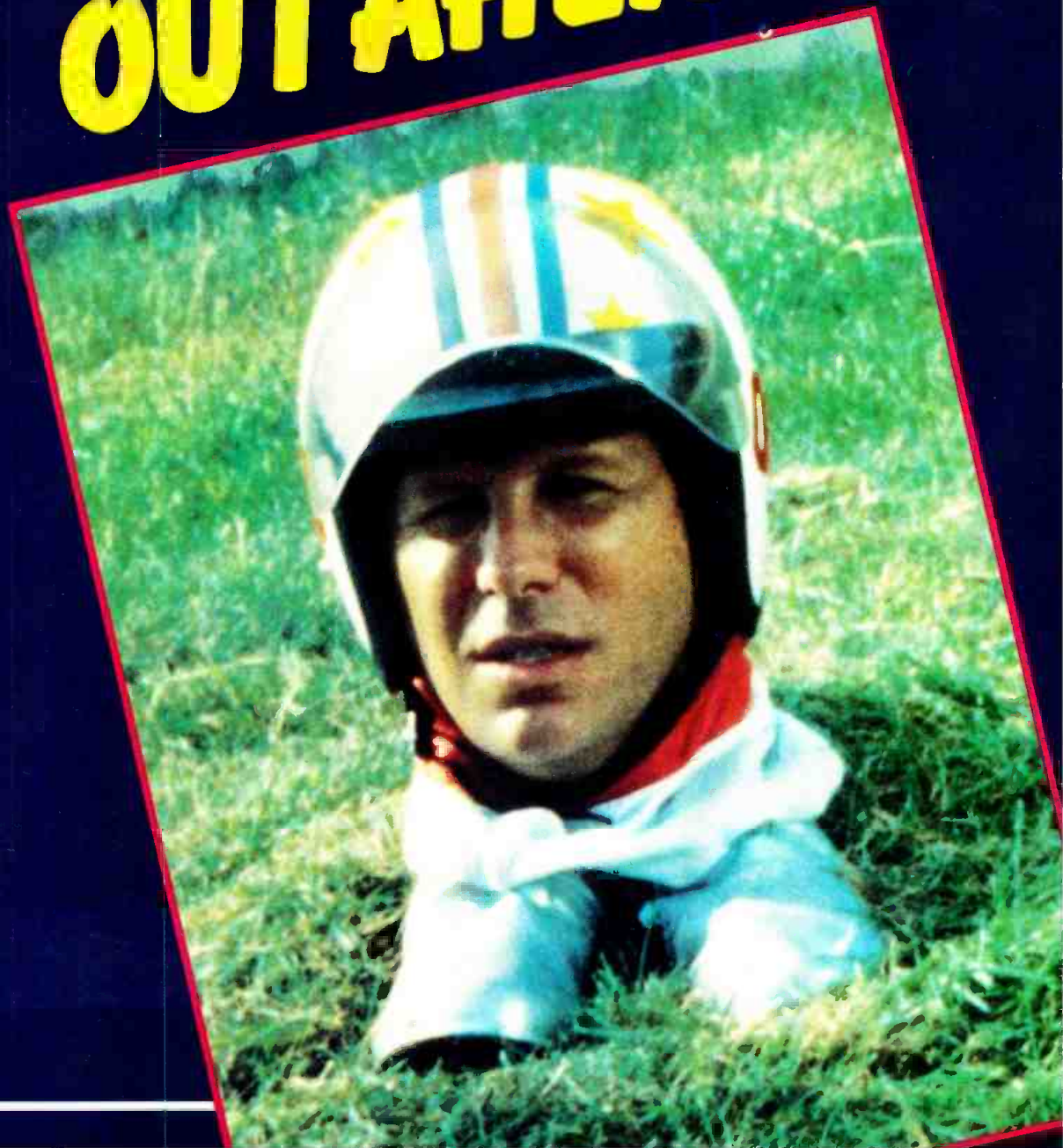
WITH
MIKE HARRISON

ROCK CONNECTIONS is one hour each week, with three-hour special editions planned for Memorial Independence and Labor Day Weekends. CBS RADIORADIO reserves the right of final selection of affiliates.

CBS
RADIORADIO
THE PROGRAMMING SERVICE WITH THE CBS DIFFERENCE

Produced by Goodphone Communications.

**ALL ACROSS
THE COUNTRY,
BIZARRE IS COMING
OUT AHEAD.**



In 56 cities all across America, Bizarre found a phenomenal audience—and it's doing incredible things.

From Feb '86 to May '86 Bizarre's late night performance in all key demographics increased significantly:

Total Women	+ 32%	Total Men	+ 20%
Women 18-34	+ 28%	Men 18-34	+ 5%
18-49	+ 28%	18-49	+ 12%
25-54	+ 21%	25-54	+ 15%
Working Women	+ 38%		

Bizarre's unpredictable, offbeat brand of humor now has late night viewers howling with laughter all the way from New York to L.A. and everywhere in between.

So don't lose your head over what to do with your late night line-up. Land on your feet! Give them Bizarre.

Source: Nielsen Cassandra Report, May '86



Datebook

This week

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

■ **Aug. 6-8**—*Magnavox* mobile training seminar for cable. Sheraton Oaks, Novi (Detroit), Mich. Information: (800) 448-5171, extension 389.

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.

Also in August

Aug. 10-12—*Arkansas Broadcasters Association* summer convention. Riverfront Hilton, Little Rock, Ark.

■ **Aug. 11-13**—*Magnavox* mobile training seminar for cable. Sheraton Oaks, Novi (Detroit), Mich. Information: (800) 448-5171, extension 389.

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

■ **Aug. 12**—*Southern California Cable Association* dinner and panel discussion on "The Growing Phenomenon of Cable Shopping Networks." Pacifica hotel, Los Angeles. Information: Mel Matthews, (213) 684-7024.

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

Aug. 15—Deadline for entries in *Women in Film Festival*, "celebrating the contributions that women have made to the film and television industries." Information: (213) 651-0852.

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. 20-23—*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 Association* international conference. Salt Palace Convention Center, Salt Lake City.

Aug. 28-Sept. 6—International Audio and Video Fair Berlin, world fair for consumer and communication electronics organized by West German national television channels, ARD and ZDF, German Federal Post Office and AMK Berlin. Berlin Exhibition Grounds, Berlin.

Information: (0511) 52-99-99.

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

Aug. 29—Deadline for entries in Elaine B. Mitchell Award for "outstanding contributions to public radio," sponsored by *Alaska Public Radio Network*. Information: KHNS-FM, P.O. Box 1109, Haines, Alaska, 99827-1109.

September

Sept. 3-9—*Photokina Cologne 1986*, "World's Fair of Imaging Systems." Cologne, West Germany. Information: (02-21) 82-1-1.

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

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

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

Sept. 9—*Ohio Association of Broadcasters* news directors workshop. Radisson hotel, Columbus, Ohio.

■ **Sept. 9**—*Television Bureau of Advertising* second annual group head meeting. Waldorf-Astoria, New York. Information: (212) 486-1111.

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

■ Indicates new entry

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 K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

Nov. 17-19—*Television Bureau of Advertising*

Major Meetings

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 Convention Center. Future conventions: Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989;

Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

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

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

April 21-27, 1987—23d 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 Regency, New Orleans, and April 9-12, 1989, Loews Anatole, Dallas.

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.

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	5/85	5/86	
Detroit/WJBK	10	23	+ 130%
Cleveland/WJW (Number one in time period)	22	27	+ 23%
Pittsburgh/WTAE	6	18	+ 200%
Baltimore/WBAL (Number one in time period)	3	21	+ 600%
Denver/KUSA (Number one in time period)	9	18	+ 100%
Portland, Oregon/KGW	10	16	+ 60%
Tulsa/KJRH	11	16	+ 46%
Toledo/WTVG	10	18	+ 80%
Santa Barbara/KEYT (Number one in market)	10	14	+ 40%
Reno/KOLO (Number one (tie) in time period)	13	22	+ 69%
Greenwood/WABG (Number one in time period)	9	19	+ 111%
Independents			
Los Angeles/KTTV (Number one in time period)	13	16	+ 23%
Philadelphia/WTAF (Number one in time period)	12	19	+ 58%
St. Louis/KPLR (Number one (tie) in time period)	14	22	+ 57%
Las Vegas/KVVU (Number one sitcom in checkerboard)	17	21	+ 24%
Lubbock/KJTV	6	26	+ 333%
Gainesville/WBSP (Number one in time period)	10	20	+ 100%
AND NUMBER ONE IN NEW YORK (WNYW) FOR THE THIRD CONSECUTIVE SWEEP!			

Source: Arbitron 1986



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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. 11-13**—Public Radio in Mid America. Charleston Place, Charleston, S.C. Information: (504) 286-7000.

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 Airport hotel, Los Angeles.

Sept. 14-16—Rocky Mountain Public Radio annual fall meeting. Radisson Suite hotel, Tucson, Ariz. Information: (303) 351-2915.

■ **Sept. 14-16**—Nevada Broadcasters Association annual meeting. Hyatt Lake Tahoe, Lake Tahoe, Nev.

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—"The Future of Animation," panel discussion sponsored by International Animated Film Association. Bank of America Center, San Francisco. Information: (415) 386-1004.

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

■ **Sept. 17-19**—Magnavox mobile training seminar for cable. Quality Inn, Westboro, Mass. Information: (800) 448-5171, extension 389.

Sept. 18—"The State of the Media Worldwide," conference sponsored by World Press Institute. Macalester College, St. Paul. Information: (612) 696-6360.

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. 18-19**—36th annual fall broadcast symposium, sponsored by Institute of Electrical and Electronics Engineers Broadcast Technology Society. Washington hotel, Washington. Information: John Kean, (202) 659-3707.

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

Sept. 19—Deadline for entries in news writing competition, sponsored by Atomic Industrial Forum, for "significant contributions... to public understanding of nu-

clear energy." Information: Virginia Ridgway, AIF, #1150, 1747 Pennsylvania Avenue, N.W., Washington, 20006.

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. Metrople conference and exhibition center, Brighton, England.

Sept. 21—38th annual prime time Emmy Awards, telecast live on NBC-TV. Pasadena Civic Auditorium, Pasadena, 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. 22-24**—Magnavox mobile training seminar. Quality Inn, Westboro, Mass. Information: (800) 448-5171, extension 389.

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—Cable Television Administration and Marketing Society general managers seminar. Hyatt Regency, Columbus, Ohio. Information: Judith Williams, (202) 371-0800.

■ **Sept. 23-25**—Great Lakes Cable Expo, "Cable at Your Service," sponsored by cable TV associations of Illinois, Indiana, Michigan and Ohio. Keynote speaker: Jim Mooney, president, National Cable Television Association. Ohio Center, Columbus, Ohio. Information: (614) 461-4014.

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. Bellevue Baptist Church, 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. 3—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.

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. 1-3—Oregon Association of Broadcasters annual conference. Rippling River, Ore.

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. 3-4—20th annual South Dakota Broadcasters Day, sponsored by South Dakota State University. SDSU campus and Holiday Inn, Brookings, S.D. Information: (605) 688-4171.

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. Ritz-Carlton Buckhead, Atlanta. Information: (404) 434-6800.

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 Caputa, (314) 727-2160.

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

■ **Oct. 15-17**—Magnavox mobile training seminar for cable. Holiday Inn North, Richmond, Va. Information: (800) 448-5171, extension 389.

Oct. 16-17—Broadcast Financial Management Association board of directors meeting. Westin 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. 20-22**—Magnavox mobile training seminar for cable. Holiday Inn North, Richmond, Va. Information: (800) 448-5171, extension 389.

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. 22-26**—Association of Music Personnel in Public Radio. Hyatt Regency New Orleans. Information: (504) 286-7000.

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

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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. 27—*Cable Television Network of New York* third annual CAPE (Cable Awards for Programing Excellence) awards and dinner dance. Trump Tower, Atlantic City, N.J. Information: (609) 392-4360.

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.

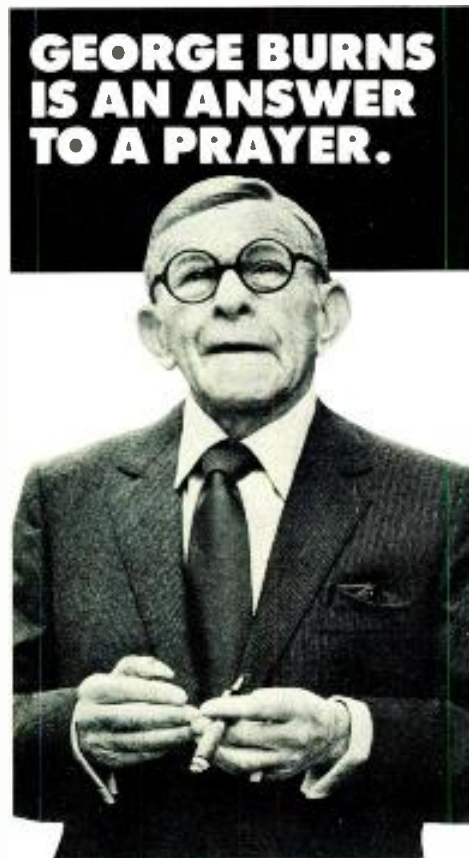
Oct. 29-30—Conference for journalists. "Education 1986: Are Schools Better? Are Basics Being Taught?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

November

Nov. 3-5—Electronic Imaging '86. conference and exhibit, featuring computer graphics, fiber optics and high-definition TV. Sponsored by *Institute for Graphic Communication*. Sheraton-Boston hotel, Boston. Information: (617) 267-9425.

Nov. 3-7—London Market for TV, film, home video, cable and satellite. Gloucester hotel, London. Information: (212) 593-2258.

Nov. 6—*Women in Cable*. San Francisco chapter, meeting. Topic: employe relations. EEO. Blue Dolprin restaurant, San Leandro, Calif.



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Nov. 12—*Ohio Association of Broadcasters* financial managers meeting. Embassy Suites, Columbus, Ohio.

Nov. 12-14—*Magnavox* mobile training seminar for cable. Orlando Marriott, Orlando, Fla. Information: (800) 448-5171, extension 389.

Nov. 12-15—*International Women's Media Conference*. National Press Club, Washington. Information: (202) 223-0030.

Nov. 13—*Association of National Advertisers* promotion management workshop. New York Hilton, New York.

Nov. 13-15—Broadcast sales training seminar, "The National Sales Manager Program," sponsored by *Television Bureau of Advertising*. Century Plaza, Los Angeles.

Nov. 13-15—17th annual *Loyola Radio Conference*. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

Nov. 13-16—*National Association of Farm Broadcasters* fall meeting. Kansas City, Mo.

Nov. 14-16—Second annual Women in Film Festival, co-sponsored by *Women in Film* and *California First Bank*. Directors Guild of America, Los Angeles.

Nov. 17-19—*Television Bureau of Advertising* 32d annual meeting. Century Plaza, Los Angeles.

Nov. 18—*Association of National Advertisers* research workshop. Plaza hotel, New York.

Nov. 20-22—*Arizona Broadcasters Association* fall convention and annual meeting. Westward Look Resort, Tucson, Ariz.

Errata

Selma, Ala. (210), market was omitted by NBC from chart of Arbitron May sweeps figures published in BROADCASTING'S July 21 issue. Additionally, chart indicated there is CBS affiliate in Montgomery, Ala., where there is none; signal of Selma CBS affiliate reaches Montgomery market, and Arbitron will fold Selma ADI into Montgomery ADI beginning with November sweeps. Correct market figures for two markets should read:

Market	ABC	CBS	NBC
Montgomery (116)	18	—	61
Selma, Ala. (210)	—	25	—

Story on TV network satellite newsgathering in July 14 "Satellite '86" special report incorrectly reported on NBC feed of speech by President Reagan. Speech was on July 10 in Dothan, Ala., and was handled as national feed originating from WFSB-TV Montgomery, Ala.

In final paragraph of "CBS O&O's ponder cutbacks in rating services" (July 21), Hank Yaggi, vice president and director of sales at WUSA-TV Washington, was referring to revenues, not Arbitron ratings, in quote: "We have a very precise knowledge of where we stand" in Washington market.

In July 28 "Radio '86" special report, it was reported that *The Best Years* is distributed to 90 stations; correct figure is 190 stations.

NBC News photo credit was omitted from picture of *Captain Midnight* on page 90 of July 28 issue.

Nov. 25—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

December

Dec. 3—*Ohio Association of Broadcasters* sales workshop. Park University hotel, Columbus, Ohio.

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

Dec. 18—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

January, 1987

Jan. 7-11—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 21-25—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans. Information: (212) 949-9890.

February, 1987

Feb. 1-4—*National Religious Broadcasters* 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400.

Feb. 2-6—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Laguna Niguel, Calif.

Feb. 6-7—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco.

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

Feb. 16-20—"The Olympic Movement and the Mass Media," international congress sponsored by *University of Calgary*. Calgary, Alberta. Information: (403) 220-7575.

Feb. 17-18—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison.

Feb. 19-20—*Broadcast Financial Management Association* board meeting. Loews Anatole hotel, Dallas.

Feb. 19-21—*Howard University's School of Communications'* annual communications conference. Theme: "Leadership and Power Through Communications." Howard campus, Washington. Information: (202) 636-7491.

March, 1987

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

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

April, 1987

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

April 21-27—23d annual *MIP-TV, Marches des Internationales Programmes des Television*, international program market. Palais des Festivals, Cannes, France.

April 26-29—*Broadcast Financial Management Association* 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

May 1987

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

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

May 25-28—*Canadian Satellite User Conference*, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

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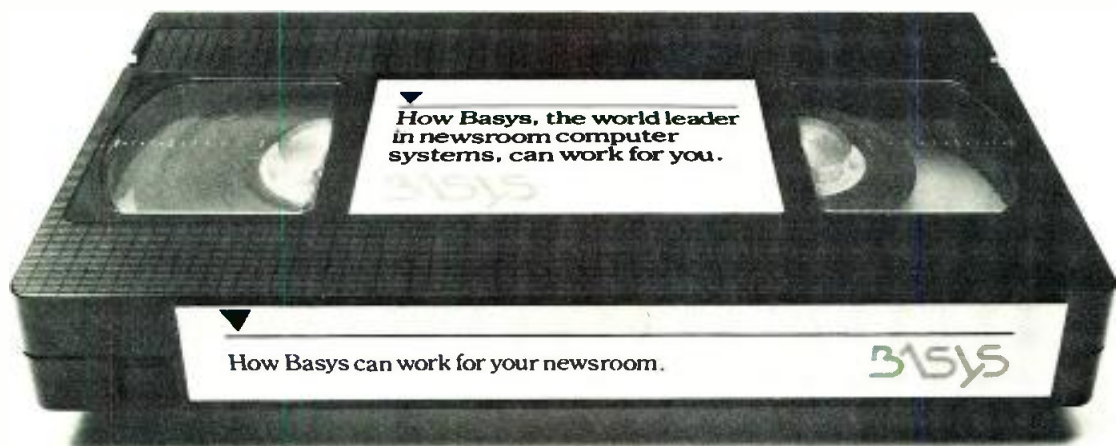
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*Sources include Arbitron Daypart Audience Estimates Summary—May, 1985. This free video offer limited to qualified newsrooms.

Broadcasting Aug 4

Vol. 111 No. 5

TOP OF THE WEEK

The FCC and must carry Converging on consensus

Final decision due Thursday as climax to Fowler commission's drive to create its own rule; five-year sunset, one-year grace for new stations, one public station per system, exemption for systems with fewer than 12 channels among provisions on menu

This Thursday—one year, one month and 19 days after the U.S. Court of Appeals in Washington held that must-carry rules were unconstitutional—the FCC will adopt a new version of must carry it hopes will satisfy the broadcast and cable industries that asked for it and pass the constitutional test posed by the court in *Quincy-Turner*.

The rules will have no one author. They will reflect a consensus of the five sitting commissioners, forged by Chairman Mark Fowler in the face of political reality and despite his having little stomach for the proposition. Although it takes into account the industry compromise reached among key leadership organizations, and the proposal offered two weeks ago by Senator John Danforth (R-Mo.), chairman of the Commerce Committee, the emerging rule is said to be the FCC's own.

The commission's deliberations over the past week have been shrouded in an almost-paranoid secrecy, and the contents of a Mass Media Bureau draft on the subject, presented to the commissioners last Wednesday (July 30), was one of the more tightly held commission secrets in recent history, with Chairman Mark Fowler reportedly threatening to conduct investigations into the sources of any leaks. An actual draft recommendation was supposed to be presented to the commissioners last Friday (Aug. 1), and its contents were being zealously guarded as well.

FCC sources explained that Fowler was making a "yeoman's effort" to arrive at a "reasonable" consensus among the commissioners and was concerned that premature disclosures of his negotiations might disrupt any precarious balance achieved. Fowler, according to an FCC source, also was trying to get something into the proposal for each of the commissioners, to gain their votes if not their ardor. It also was emphasized that

the FCC was not intentionally planning to sabotage its rule or make it easy for the appellate court to shoot it down. Rather, the FCC was said to be walking a tightrope between what Congress and the industry were demanding and what the court asserted in its *Quincy* decision eliminating the former rules, and was attempting to design a rule that could pass court muster.

As of last week, the FCC's proposal still resembled the industry compromise. But FCC sources said that one major modification under consideration, originally championed by Commissioner Mimi Dawson, would make those rules interim, sunsetting them after five years. Still apparently subject to negotiation, according to an FCC source, however, was precisely how that sunset would work. Dawson had originally advocated the concept of sunsetting the rules upon the conclusion of a full economic and public policy inquiry aimed at determining whether there were justification for those interim rules or whether they should be beefed up, pared down or eliminated altogether (BROADCASTING, July 28). But according to this source, there were other ways for a sunset to work, including just letting it expire altogether at a date certain. "I'm not sure the cut has been made on how the sunset should be done," this source said. "It's a lot more up in the air than people think."

Other provisions not present in the industry compromise but said to be under consideration, yet still subject to negotiation, would protect new UHF TV stations for one year by waiving the necessity for them to meet any viewing standard to qualify for carriage; provide for the carriage of one public TV station in a community (this is apparently aimed at mollifying Commissioner James Quello, who is expected to issue a concurring statement repeating his preference for the old must-carry rules), and exempt only those systems with 12 or fewer channels, instead of those with 20 or fewer channels, as would the compromise. Indications were that there was also a possibility that the commission would permit broadcast stations to include cable homes in meeting a viewing standard to qualify for mandatory carriage while the industry compromise would re-

quire them to have a viewing share of 2% and a 5% net weekly circulation in noncable homes, by county.

The commission was also said to be considering including some sort of A/B switch provision in the rules, something that the Danforth proposal recommended.

It is not clear where the FCC is standing in regard to the "cap"—the maximum number of channels any one system would have to assign to must carry. Under the industry proposal, systems with 21 to 26 channels would not have to carry more than seven local stations while systems with more than 26 channels would not be required to devote more than 25%.

Although it's not considered likely, there's always a remote possibility that the FCC's consensus effort could implode. If so, there's thought to be a possibility that Fowler, accompanied by Commissioners Patricia Diaz Dennis and Dennis Patrick, could vote to conclude the proceeding by asserting that the A/B switch provided the First Amendment answer to life without must carry. Fowler and Patrick have reportedly indicated an infatuation with A/B switches in the past. And a former commissioner told BROADCASTING that Dennis, as of last Wednesday (July 30) afternoon, had been asking a lot of "tough questions" about A/B switches. Dennis, according to the source, also said she still didn't know what she was going to do.

(In her first vote as a commissioner, Dennis gave Fowler and Patrick the third vote they needed to overwhelm the opposition of Quello and Dawson in a controversial spectrum allocations question [BROADCASTING, July 28]. Dennis was recommended for her FCC post by Commissioner Patrick early in the going. Patrick said he first met Dennis when he was a White House aide and "about the time" she was being considered for her former position at the National Labor Relations Board.)

The FCC also received more last-minute advice from Capitol Hill. In one letter, House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) urged that the FCC's rule recognize the "unique basis" for carriage of local public broadcasting sta-

tions. Wirth also took a shot at some of the rationale Danforth had suggested for his rule and urged the commission not to adopt any rationale that might undermine the intent or goals of the Cable Communications Policy Act of 1984. "The commission has very re-

cently been urged to use as an underlying rationale, in support of a new must-carry rule, that cable systems are monopolies not subject to competition." Wirth said. "The fact is Congress rejected this view in passing the cable act. It is important that the commis-

sion not use the must-carry proceeding to adopt a rationale for regulation of the cable industry inconsistent with the act, but instead should focus on the crux of the policy concern—how to assure continued access by the public to over-the-air broadcast signals." □

Senate says yes to TV

By big margin, upper chamber approves permanent television coverage of its deliberations

In a historic move last Tuesday (July 29), the Senate voted 78 to 21 to keep television cameras in the family. Gavel-to-gavel television and radio coverage of the Senate proceedings on a permanent basis was approved by the lawmakers who have been experimenting with the coverage since March (BROADCASTING, March 17).

Little debate preceded the final vote. All indications had been that the Senate would continue the broadcasts. That sentiment was expressed by Senator William Armstrong (R-Colo.) who said, "Very clearly the idea of televising the Senate has come."

A further endorsement came from Senate Majority Leader Robert Dole (R-Kan.). "In my view, the sooner we vote to make the cameras and the microphones permanent, the sooner we insure that the 'eyes and ears of the people' will have a permanent place in the halls of their democracy," Dole said. The majority leader was a latter-day champion of Senate TV which he originally opposed.

The Senate passed S. Res. 28 by a 67 to 21 vote on Feb. 27, admitting cameras and microphones on a test basis. Radio coverage began on March 12, followed by a closed-circuit TV test beginning May 1. A month later on June 2, the public gained access to the coverage, which continued until July 15. At that point the chamber had been scheduled to go dark for two weeks while the Senate reviewed the experiment before voting on whether to make the coverage permanent.

Dole and others, however, balked at the idea of pulling the plug. After some debate, the lawmakers agreed to a three-day shutdown (July 16, 17 and 18) with the live coverage resuming on July 21 (BROADCASTING, July 21).

Although the TV cameras were off, radio coverage of the Senate continued during the three-day period. C-SPAN II, the cable service carrying the Senate television broadcasts since the experiment was authorized on June 2, provided the audio feed of the chamber's proceedings during the three-day period. C-SPAN II now reaches some eight million homes. C-SPAN I has been carrying the House proceedings to approximately 27 million households since 1979.

The admission of electronic media in the Senate chamber has been debated since the mid-1970's. The House has allowed television coverage since 1979. Many TV-in-the-Senate allies argued that the upper chamber was "fast becoming the invisible half of

Congress," as one put it. The proponents also hoped that broadcasting would lead to some "much-needed rules changes" that would streamline Senate procedures and make the chamber more efficient.

Opponents of the broadcasting resolution claimed that the "deliberative nature of the body," in one adversary's description, would be destroyed by the presence of TV. Long-time opponent Russell Long (D-La.) warned: "When the Senate is on television, we will see a big increase in expediency and we will see a substantial decline and erosion in statesmanship...I think that those of us who feel that statesmanship is altogether too scarce a commodity the way it is now will find that it is going to be more scarce on television."

Others expressing strong opposition to TV coverage have been Senators J. Bennett Johnston (D-La.) and William Proxmire (D-Wis.). Last week Proxmire said he believes television "will make it easier for demagogues to win election to the Senate." Furthermore, he said, compromises will be harder to reach. "Instead of an institution where sharp differences are ground down and compromised, this floor will become a place where they are sharpened," Proxmire said.

And Senator John Danforth (R-Mo.), another long-time foe of televising Senate proceedings, raised this objection: "I believe that television will put a premium on amendments, speechmaking and 30-second reactions to the day's headlines—on behavior designed to get us on the evening news."

But the principal supporters of Senate TV, Minority Leader Robert Byrd (D-W.Va.), and Senators Charles McC. (Mac) Mathias (R-Md.) and Al Gore (D-Tenn.), feel TV will have a positive influence on the chamber.

The conclusions of a Congressional Research Service study on the effect of television coverage on Senate proceedings seemed to support that view. "To date, television coverage has changed the patterns of Senate floor activity very little," it said.

"The results of this study show the Senate to be a selectively deliberative body rather than a generally deliberative one. Most of the Senate's floor time was, and continues to be, spent considering only a few measures at great length."

The CRS report found "only one significant change that can be directly attributed to live television coverage." It said that the number of special order speeches (speeches made in the opening minutes of each day's session) increased nearly 250% over periods studied in 1982 and 1984. "The total time spent on those special order speeches doubled," the report said.

But Byrd pointed out that the time for special orders was reduced from 15 to five minutes. "In face of the old grandstanding charge," Byrd noted, "I will say what I have said before: The people who watch television know posturing when they see it, and take that into account in judging the speaker."

Byrd is the original author of the broadcasting resolution. In the 98th Congress, he opposed the idea, but came around after concluding that the Senate was lagging behind the House in the public eye. Byrd offered his resolution at the start of the 99th Congress in 1984. At first, he proposed radio and TV coverage when party leaders called for it. He later decided to support gavel-to-gavel coverage. The resolution at one time included a number of controversial rules changes, but were dropped last fall by the Rules Committee.

Some members hesitated to support electronic coverage unless the Senate "cleaned up its act," as one said. The Senate often gets bogged down in roll call votes, quorum calls and filibusters. Others wanted no rules changes. And still others argued that any attempt to tie in those changes with the TV proposal would ultimately kill the idea of televising. In the end, the lawmakers adopted only one significant rules change. They reduced from 100 hours to 30 the time allowed for procedural moves and roll calls



Proxmire votes no



Mathias votes yes

after the Senate has voted to invoke cloture to end a filibuster.

Byrd's backing of the broadcasting measure was viewed as crucial to adoption. Another factor was Long's impending retirement in 1987. The most powerful foe of electronic coverage did not filibuster the resolution this time as he did in 1984 when former Senate Majority Leader Howard Baker (R-Tenn.), who is generally regarded as the chief architect of Senate TV, tried to move a broadcasting proposal.

At a National Press Club luncheon last week, Baker said he thought that TV cover-

age had already had a healthy "streamlining effect" on the Senate, resulting in fewer quorum calls and causing senators to be less inclined to offer "parochial amendments" to legislation from the floor. Baker also said he doubted whether the Senate's tax-reform bill would have passed so easily and "cleanly" if senators had not been aware that the "whole country was watching." Baker, now a presidential hopeful, also said he thought Majority Leader Dole, another presidential aspirant, would "profit" from the TV coverage.

According to the resolution, the TV cameras, operated by Senate staff, will remain

fixed on speaking senators, the presiding officer, clerks and the chaplain. During roll call votes, the cameras may pan the chamber. Coverage is prohibited during closed sessions and quorum calls.

One matter that remains unresolved concerns a Rules Committee recommendation to prohibit the use of videotapes of Senate coverage for political or commercial purposes. The Senate must still act on that, and some members, such as Senator Ted Stevens (R-Alaska), feel that the proposed language should only apply to senators and not to others, such as political challengers. □

Bright outlook for cameras in Supreme Court

Rehnquist tells Senate he would consider allowing radio and TV coverage if proceedings would not be disrupted; many feel Scalia would also be receptive to idea

For those who believe television cameras and microphones should be allowed anywhere a newspaper reporter with pen and pad is, the Senate's overwhelming vote to open its proceedings permanently to television cameras was not last week's only good news (see story, page 40). A day after the Senate vote, Supreme Court Associate Justice William H. Rehnquist, President Reagan's nominee to succeed Warren Burger as chief justice, told members of the Senate Judiciary Committee at his confirmation hearing he would consider allowing cameras in the court as long as they were not disruptive.

In response to a question from Senator Patrick Leahy (D-Vt.), Rehnquist said, "If television coverage wouldn't distort the way the court now operates, I certainly would give it sympathetic consideration." But, he said, if the cameras transform the court proceedings into a "totally different ball game, I would have real reservations."

Rehnquist expressed specific concern about the impact of bright television lights. "If the lights came down in the face of the lawyers in the Supreme Court like the lights that came down in the face of the witnesses here," he said at his confirmation hearing, "I would have real reservations because our operations are fairly small, fairly intimate between [the] lawyer and the judges."

Rehnquist's comments fueled optimism that the barriers to television and radio would fall as soon as Burger was replaced. Throughout his 17 years as chief justice, Burger has opposed letting cameras and microphones in, although he seemed to soften his stand somewhat last April when he told a group of newspaper editors that assurances of unedited coverage of the court's arguments such as would be provided by C-SPAN "might open things up" (BROADCASTING, April 14).

Also feeding the optimism is the belief that Antonin Scalia, Reagan's nominee to replace Rehnquist, has a pro-television outlook. Scalia is at least knowledgeable about broadcasting, having served as general

counsel of President Nixon's Office of Telecommunications Policy between March 1971 and September 1972.

Just the fact that Rehnquist would be replacing Burger was enough to convince Bruce Fein, former FCC general counsel and Supreme Court watcher, that television and radio were on the way. Shortly after Reagan announced the nominations, Fein said, "You can expect cameras and microphones in the court on the first Monday of next October"—the day the court begins its 1986-87 term (BROADCASTING, June 23).

C-SPAN Chairman Brian Lamb, who has pushed quietly but diligently over the years for television in the Senate and the courts, is



Rehnquist

also optimistic about the prospects for television and radio in the Supreme Court in the wake of Burger's resignation. "You are starting with a whole different attitude," he said. "It's in the air. You have a lot of people who have talked themselves to death over the last several years with members of the court behind the scenes that are now saying that there is a little bit of momentum here."

Lamb said there is a domino effect at work. "The court will go on television because the Senate did, and the Senate went on television because the House did," he said. "These people who are being appointed to the Supreme Court are people who live in the television age. They are no different than anybody else. They want to be understood and they want to be appreciated for the work they are doing."

C-SPAN would like nothing better than to

supplement the programing of its two services—C-SPAN I and C-SPAN II—with unedited coverage of the some 150 oral arguments made before the Supreme Court each year, Lamb said. In 1979, C-SPAN I got its start by tapping into the in-house television system of the House of Representatives and beaming proceedings to cable systems. When the Senate installed cameras on a trial basis last June 2, C-SPAN II began carrying live, uninterrupted coverage.

Lamb believes that whatever exposure the court receives over the C-SPAN services will be good for it. "The Supreme Court already has a very high approval rating in the country, and going on television will only improve that," he said.

At this point, Lamb feels that the only thing that could cause the Supreme Court to reject cameras and microphones would be broadcasters' insisting on bright television lights or control of the cameras. If that happens, he said, the justices "are just going to turn away from it."

Bright lights are unnecessary, he said. Instead of lights putting out 200 foot candles like those that bothered Rehnquist at his confirmation hearing, Lamb said, the court could install lights with 30 foot candles like those in the Senate. "Now your engineers and specialists at the commercial networks will scream bloody murder that this is not acceptable, but in fact we will all live through it," he said. Eventually, the inevitable improvements in camera technology will obviate the need for any special lights, he said.

The appointment of a chief justice sympathetic to the desire of the electronic media to enter the nation's courtrooms may have implications beyond the Supreme Court. The chief justice is the chairman of the federal judicial conference, the federal courts' self-regulatory body. Under Burger's chairmanship, the conference rejected in 1983 a petition from 27 news organizations to open all federal courts to cameras and microphones. Tim Dyk, who represented the news organizations in that effort, said the appointment of a new chief justice "creates a new opportunity." Will the news organizations re-petition the judicial conference after Rehnquist is ensconced in his new job? "That's undoubtedly something people will be considering," Dyk said. □

Scrambling fallout remains hot topic on Hill

Cable takes a verbal beating as many senators express concern over access and pricing practices

The cable industry received a tongue lashing last week from members of the Senate Commerce Committee who are unhappy with current developments in the home satellite marketplace. Leading the attack at the committee hearing was Senator Al Gore (D-Tenn.) who charged cable with "distorting" the TVRO marketplace and with "coercing" cable programmers into scrambling their satellite signals. Many committee members expressed concern that backyard dish owners are being denied access to scrambled cable services at "fair and reasonable rates." The senators also accused the large cable MSO's of strangling the distribution of satellite programming to backyard dish owners.

Despite those views, only Gore advocated immediate government intervention. Senator Larry Pressler (R-S.D.) joined Gore in calling for further hearings. Gore also said he would ask the Federal Trade Commission to conduct an antitrust investigation of cable's activities in the TVRO market. But Senate Commerce Committee Chairman John Danforth (R-Mo.) said that legislative action was unlikely this year. The chairman warned, however, that if the marketplace doesn't work, Congress may seek a "consensus approach to the problem."

Cable also took its licks from Danforth. In questioning National Cable Television Association President James P. Mooney, the chairman criticized cable for wanting it all. "Your industry doesn't want to carry local broadcasters; it doesn't want to be regulated as a common carrier; it wants exclusive franchises, and it doesn't want competition from the telephone companies," the chairman said. What that looks like, Danforth added, "is that you want to become the gatekeeper of what people see and what they don't see."

But Mooney refuted that charge. He pointed out that the cable industry voluntarily entered an agreement with broadcasters for the reimposition of some form of must-carry rule for local broadcast signals even after the court declared the FCC's must-carry rules unconstitutional.



Senator Bumpers testifies before the Commerce Committee

He told the chairman that cable doesn't think it has exclusive franchises. And he denied that cable services have a lock on the TVRO marketplace. Mooney told the senators: "We think the record demonstrates that cable intends to make programming available to backyard dish owners at reasonable rates." He pointed out that HBO and Showtime/The Movie Channel, which are scrambled, have between them "already sold 54,000 pay units to approximately 30,000 TVRO subscribers."

He asserted that the two services are charging competitive rates. He said HBO and its companion service, Cinemax, entered the market at \$12.95 each per month with a discount for dish owners who bought both. Showtime/TMC, he reported, offered programming at \$10.95 each per month, with a similar discount. "In response, HBO and Cinemax last month dropped its prices by almost 17% to \$10.79 each per month for an annual subscription, with a correlating drop in the discount rate for the purchase of both," said Mooney.

"You all did a good job on must carry," said Senator Ted Stevens (R-Alaska). "Have you tried to smooth this out," he asked the NCTA president. Mooney said he had, but

also noted that the issue involves business decisions and that HBO and Showtime/TMC "don't look to me for advice."

Also taking a stab at cable was Motion Picture Association of America President Jack Valenti who told the committee that the concentration of power within the cable industry poses a "dark and menacing threat."

Gore claimed that the major cable MSO's are threatening to throw off advertiser-supported cable programmers if they don't scramble their signals. He cited a letter from the Christian Broadcasting Network that said it was scrambling because of pressure from cable operators. The senator charged that cable programmers are purposely offering their services at higher rates to dish owners than to cable customers in an effort to "discourage the use of home dishes."

Gore chastized HBO for "engaging in kickbacks of dish owners program fees to cable operators who provide absolutely no services to the dish owner." He was referring to HBO's practice of giving cable operators a \$5 rebate form each TVRO sale in the cable operator's franchise area. That practice was defended by HBO Chairman and Chief Executive Officer Michael Fuchs.

Fuchs said he felt Gore's characterization



Mooney



Austrian



Sikes

of HBO's use of "kickbacks" was "unfair." The HBO president said he chooses to pay cable operators a "brand utilization discount" because it's "good business... and that's my cost of maintaining a presence and a brand awareness." Fuchs said the discount is used as an incentive to encourage cable operators to continue their practice of promoting HBO. "It's done in a number of businesses. It's a marketing subsidy," Fuchs said.

The HBO official also maintained that the future of his company depends on the development of special markets such as backyard dishes. "Will you sell to a distributor other than a cable operator?" Gore inquired. "We'll discuss that with anyone outside the cable franchise area," Fuchs replied. Right now, he added, HBO is distributing its service to dish owners outside cable franchise areas. "We do all that we can to get into every home in America," he said.

Neil Austrian, chairman and chief executive officer of Showtime/TMC, asserted that the satellite marketplace is important to cable programmers. Austrian also announced that his company has an agreement with CNN and ESPN to distribute their product both inside and outside franchise areas. Gore asked Austrian if he would negotiate with third-party distributors. Austrian said: "We'll talk to them." However, he added, "we prefer to make the profit on a direct retail basis."

Gore is one of the leading champions of the home satellite industry and introduced legislation last year that would require the FCC to regulate the TVRO marketplace if programmers are "found to be acting anticompetitively." Last week he introduced a new measure (S. 2702) that would, he explained, "specifically cite anticompetitive behavior in the marketing of satellite television programming as a violation of communications law, and allow citizens to bring immediate suit in federal court against programmers who refuse to make programming available at fair terms." The measure stipulates that programmers "establish reasonable standards for the third-party distribution of their services, and require them to allow independent distributors to market those services."

The committee also heard testimony from Senator Dale Bumpers (D-Ark.) who said what was occurring was "plain antirural." Bumpers and Commerce Committee member Wendell Ford (D-Ky.) have introduced legislation (BROADCASTING, July 28) that would require the FCC to set a scrambling standard so that all services could be received with one descrambler and to examine whether scrambled programming is being made widely available at "competitive prices." The legislation is a watered-down version of an earlier bill. In May, the senators tried to attach an amendment to another measure pending in the Senate that would impose a moratorium on scrambling. They dropped that effort after they received a commitment for a hearing.

Bumpers revealed at the hearing that FCC Chairman Mark Fowler (at a meeting in Bumpers's office) told him the FCC will "initiate a notice of inquiry to address questions regarding fair prices for scrambled satellite programming under fully competitive

conditions." The FCC will consider whether to adopt a notice of inquiry into the subject at its meeting on Aug. 7. Fowler and the National Telecommunications and Information Administration told the House Telecommunications Subcommittee at a scrambling hearing in June that they would monitor the marketplace.

Appearing before the Senate committee was NTIA head Alfred Sikes, who stressed the need for monitoring the home satellite marketplace before taking any regulatory or legislative action. Sikes told the members he saw no indication that a competitive marketplace won't develop. "Based on the information that we have developed, we see no good reason to assume that those in rural America—who now, through satellite technology, are sharing in that video bounty—will not be able to continue to do so," Sikes said. "This, together with our general belief that marketplace solutions usually work more efficiently to the benefit of the public, persuades us that there is no present reason for Congress to intervene," Sikes said.

But his view was not embraced by committee members. "I think we have a marketplace failure today," Ford said. Senator J. James Exon (D-Neb.) shared the same concern. "I wonder if the powers that be recognize the unfair route they are pursuing. If something isn't done quickly, we'll have to step in," Exon said. "What we're looking at is a rapidly developing stonewall," said Senator Ernest Hollings (D-S.C.), the ranking

minority member on the committee.

Representatives of the backyard dish industry (Taylor Howard, chairman of dish manufacturer Chaparral Inc., and Tom Burke, SPACE chairman and TVRO dealer) were on hand to offer their side. They presented a bleak picture, saying that without government intervention the satellite marketplace will disappear. Keith LaMonica of *FM America*, a talk show for TVRO owners, presented that same view.

James F. Bunker, senior vice president of corporate marketing for M/A-Com, whose Videocipher II scrambling system is the cable industry's de facto standard, gave a report on his company's efforts to sell descramblers. "As of July 21, we have manufactured more than 80,000 consumer descramblers. Of these, more than 50,000 are available in inventory," Bunker testified.

Another facet of the scrambling debate concerned CBS's and NBC's plans to scramble their satellite feeds to affiliates. Harold Crump of H&C Communications, Houston, chairman of the NBC Affiliates Legislative Committee, and Philip Jones of KCTV-TV Fairway, Kan., chairman of the CBS Television Network Affiliates Advisory Board, discussed those plans. There seemed to be little resistance to the idea. Also testifying was Bob Bergland of the National Rural Electric Cooperative Association which proposes to form a nonprofit telecommunications cooperative that will offer "low-cost" program packages to rural dish owners. □

More twists and turns in Blair battle

Court says Reliance violated SEC rules, must return all Blair shares; FCC had ruled Reliance can use McCarthy as trustee to vote Blair stock

As of last Thursday morning (July 31), most of those involved in the four-month-old takeover battle for John Blair & Co. were beginning to think the tender offer of Reliance Capital Group had come out on top. Even some of the participants in the competing offer of Macfadden Holdings were decidedly dejected, having earlier in the week seen the FCC approve a temporary trusteeship for the 90% of Blair's stock already tendered to Reliance, pending the commission's "long-form" review of Reliance as a station licensee.

But a federal judge who, two weeks ago, denied Macfadden's request for a temporary injunction against Reliance, decided at 5:30 p.m. last Thursday that Reliance had violated Securities & Exchange Commission rules. Judge Shirley Kram of the U.S. District Court for the Southern District of New York ordered Reliance to "release all Blair's shares in their possession." Reliance's request for an expedited hearing before a three-judge appeals panel was turned down Friday morning. It was expected that a request would be made to stay Judge Kram's order beyond today, until an appeals panel could conduct a full-hearing of the judge's written decision, which had not been issued

as of midday Friday.

The stay of activity also apparently keeps shareholders who wished to withdraw their shares from the Reliance offer from doing so. Their withdrawal rights were to have been automatically renewed beginning Aug. 3 because Reliance has yet to pay for the shares it accepted a month earlier.

Assuming neither bid is revised, it is possible that arbitrageurs, who are estimated to hold more than two-thirds of Blair's outstanding stock, would withdraw their shares and instead tender to the Macfadden offer, which some say has a slightly higher current value.

In its order last Wednesday (July 30), the commission granted Reliance a special temporary authority (STA) to use former Senator Eugene McCarthy as a trustee to hold and vote Blair stock while Reliance's long-form transfer application is under review.

The commission delayed the effectiveness of its action until 5:30 p.m. last Friday (Aug. 1). The Court of Appeals in Washington denied Macfadden a stay.

In a separate order, the FCC refused to reconsider an earlier ruling that had held that Reliance's "acceptance for purchase" of tendered Blair stock without FCC approval was okay under the Communications Act and commission policy (BROADCASTING, July 21).

Legal and other expenses incurred by Blair's management in connection with the tender offers showed up in the company's

second-quarter financial results, released last Thursday. A special \$17.4-million charge was equally offset by a gain on the disposal of Blair's printing operations.

Both operating and net income for Blair showed improvement, largely as a result of a reported improvement at the company's direct marketing subsidiary, ADVO systems, which showed a \$5 million operating profit, compared to an operating loss of \$5.7 million in the previous year's second quarter.

Blair entertainment showed an increased loss and operating income also declined for Blair's owned stations and representation business.

The company's television representation division received some bad, but not totally unexpected, news last week when Capital Cities/ABC announced it was withdrawing its four stations: KFSN-TV Fresno, Calif.; WTVD(TV) Raleigh, N.C.; WPVI-TV Philadelphia, and KTRK-TV Houston, which will now

be represented by ABC Television Spot Sales. Commenting on the transfer, which will probably take place in the next few months, Michael P. Mallardi, president of Capital Cities/ABC's broadcasting division said: "Only the unusual circumstances and opportunities created by the Capital Cities/ABC merger have caused this change." Reliable sources have estimated Blair's annual commission income from the four stations at approximately \$6 million. □

Fox network begins to take shape

Stations so far affiliated represent 80% of U.S. TV homes, all but two top-30 markets

Anchored by six of its owned-and-operated stations in the top 10 markets, Fox Broadcasting Co. revealed its first 79 affiliates last week. All of the stations are independents, although Fox has indicated it will pursue agreements with network affiliates in those markets (accounting for about 15% of the country) where independents are not on the air. With the exception of two markets, FBC has secured an affiliate in each of the top 30 markets. The two exceptions are Boston and Milwaukee. Fox is in the process of acquiring WXNE(TV) Boston (ch. 25) and will not talk about any plans it has for the station until the deal is done, but it is assumed the station will be FBC's Boston affiliate. In Milwaukee, FBC is close to signing WCGV-TV (ch. 24), company executives said last week.

The current lineup covers about 80% of U.S. television homes, including 44 of the top 50 markets. David Hilton, vice president, affiliate relations, FBC, said agreements with several other stations in the lower part of the top 50 were close to completion. He declined to project what the

company's total reach would be by March 1987, when the prime time program service is launched. "The critical threshold is the 80% we've reached at this point," he said. "Many of the skeptics should now be impressed with the wide acceptance of FBC."

So far, FBC has announced three programs for its prime time package, including two situation comedies and one hour-long, action-adventure series. The sitcoms include *Down and Out in Beverly Hills*, based on the movie of the same title by Disney's Touchstone films, and *Duet* from Gary David Goldberg in association with Paramount. The action show is *Jump Street Chapel*, from Stephen J. Cannell Productions. In October, FBC will launch *Late Night with Joan Rivers*, a one-hour talk show. All the independent affiliates have signed two-year commitments to carry both the Rivers late night show and the full prime time program package. Fox officials say there will be some flexibility in agreements reached with network affiliates.

Thirteen of the first 79 FBC affiliates are VHF stations and the remaining 66 affiliates UHF. The Fox-owned station group is the largest participating group in the major markets and includes WNYW-TV New York (ch. 5), KTTV(TV) Los Angeles (ch. 5), WFLD-TV

Chicago (ch. 32), KDAF-TV Dallas (ch. 33), WTTG(TV) Washington (ch. 5) and KRIV-TV Houston (ch. 26). Other major independent station groups participating in the FBC service so far include Cox, Malrite Communications, Meredith Broadcasting, Outlet Communications, Scripps-Howard, Taft, TVX Corp. and United Television. The complete list follows:

Market (Rank)	Station (Channel)	Owner
New York (1)	WNYW (5)	Fox
Los Angeles (2)	KTTV (5)	Fox
Chicago (3)	WFLD (32)	Fox
Philadelphia (4)	WTAF (29)	Taft
San Francisco (5)	KTVU (2)	Cox
Boston (6)		
Detroit (7)	WKBD (50)	Cox
Dallas (8)	KDAF (33)	Fox
Washington (9)	WTTG (5)	Fox
Houston (10)	KRIV (26)	Fox
Cleveland (11)	WOIO (19)	Ch. 19 Inc.
Pittsburgh (12)	WPGH (53)	Meredith
Seattle (13)	KCPO (13)	Kelly
Miami (14)	WCIX (6)	Taft
Atlanta (15)	WATL (36)	Outlet
Minneapolis (16)	KMSP (9)	United
Tampa (17)	WTOG (44)	Hubbard
St. Louis (18)	KDNL (30)	Cox
Denver (19)	KOVR (31)	Camella
Sacramento (20)	KTXL (40)	Camella
Baltimore (21)	WBFF (45)	Chesapeake
Phoenix (22)	KNXV (15)	Scripps-Howard
Indianapolis (23)	WXIN (59)	Outlet
Hartford (24)	WTIC (61)	Chase
Portland, Ore. (25)	KPTV (12)	United
San Diego (26)	XETV (6)	Bay City TV
	(Tijuana)	
Orlando (27)	WOFL (35)	Meredith
Cincinnati (29)	WXIX (19)	Malrite
Kansas City (30)	KSHB (41)	Scripps-Howard
Nashville (31)	WCAY (30)	TVX
Columbus (33)	WTTE (28)	Chesapeake
New Orleans (34)	WNOL (38)	TVX
Oklahoma City (36)	KAUT (43)	Heritage
Salt Lake City (38)	KSTU (20)	Adams Comm.
Raleigh (39)	WFLA (22)	TVX
Memphis (40)	WMKW (30)	TVX
Grand Rapids (41)	WXMI (17)	TV 17
Providence (42)	WSTG (64)	Prov TV/Unitd
Harrisburg (44)	WPMT (43)	Mohawk
San Antonio (45)	KRRT (35)	TVX
Norfolk (46)	WTVZ (33)	TVX
Birmingham (47)	WDBB (17)	Channel 17 Assoc.
Dayton (48)	WRGT (45)	Dayton TV
Louisville (49)	WDRB (41)	Blade Comm.
Greensboro (50)	WNRW (45)	TVX
Albany (51)	WXXA (23)	Albany TV Inc.
Shreveport (53)	KMSS (33)	Media South
Flint (54)	WSMH (66)	Flint Broad.
Little Rock (55)	KJTM (38)	TVX
W. Palm Beach (56)	WELK (29)	Malrite
Mobile (57)	WPMI (15)	Hess
Wichita (59)	KSAS (24)	Channel 24 Ltd.
Jacksonville (61)	WAWS (30)	Malrite
Albuquerque (62)	KGSW (14)	Provi/Journ

Outsider lunches off limits at FCC

Radically altering the ground rules for what has been a way of doing business for years, the FCC is developing a new interpretation of its ethics rules to prohibit commissioners and staff from accepting entertainment or lunches of any value from lobbyists and others who have interests before the agency. The exceptions: FCC personnel may still accept free meals that are incidental to a business purpose; for example, at a banquet where they are giving a speech. There is another exception for friends and personal relationships. But the rest of the freebies are out. Some commission personnel last week were interpreting the restrictions as applying to meals with reporters covering the agency.

According to an FCC official, the commission started looking at its ethical rules after Commissioner Patricia Diaz Dennis requested guidance when she arrived at the agency. Officials had originally advised her and other FCC personnel to refrain from accepting lunches from interested parties that exceeded \$35 ("Closed Circuit," July 28). The decision that a tougher standard was required arose after the agency subsequently consulted with the Office of Personnel Management's Office of Government Ethics.

An FCC official said ethical standards presented a "gray area" and that federal agencies had leeway in interpreting them. "The fact that we are applying the rules this way does not mean other agencies will be," the source said.

The ultimate decision to go with the "no freebies" standard, which some fear may isolate the commissioners from their constituents, was made by Chairman Mark Fowler.

Richmond (63)	WRLH (35)	Times Mirror
Toledo (65)	WOMA (36)	Toledo TV
Syracuse (67)	WKAF (62)	Syracuse Ch 62
Green Bay (68)	WXGZ (32)	Appleton Bcstg
Springfield Ill (69)	WRSP (55)	Bahakel
Rochester (71)	WUHF (31)	Mainite
Rnoke Lynch (72)	WJPR (21)	Carnex Bcstg
Portland Me (76)	WPXT (51)	Portland Bcstg
Lexington (77)	WDKY (56)	Backe
Spokane (78)	KAYU (28)	KAYU Inc
Chattanooga (80)	WDSI (61)	WDSI Inc
Johnstn Altoona (81)	WWCP (8)	Evergreen
Tucson (82)	KMSB (11)	ProviJourn
Kingsport (86)	WETC (39)	Media Cent Grnville
Sioux Falls (95)	KTTW (17)	Poppen
Las Vegas (96)	KVVU (5)	Meredith
Colo Springs (99)	KXRM (21)	KXRM Inc
Peoria (100)	WYZZ (43)	Bloomington
Fargo (102)	KVRR (15)	Fargo Bcstg
Christn. S C (106)	WTAT (24)	Charleston TV
Savannah (108)	WTGS (28)	Sudbrink
Wichita Falls (126)	KJTL (18)	Wichita Falls TV
Boise (136)	KTRV (12)	Idaho Indie
Albany, Ga (150)	WTSG (31)	Gordon Commun
Anchorage (158)	KTBY (4)	Totem Bdcg Inc

*WXNE-TV, ch. 25, will be affiliate if Fox acquires station as proposed

Interference AM's main problem

That is problem FCC should address first in trying to improve band, according to comments at commission

In its effort to improve AM broadcasting, the FCC should first concentrate on reducing interference.

That appeared to be the consensus among the industry comments available last week.

In its comments, the National Association of Broadcasters recommended that the commission first concentrate on taking steps to aid all of AM broadcasting. Among the areas NAB suggested for prompt attention: reducing man-made interference; providing nighttime operation by Class III daytime-only stations at "second hour" post-sunset power levels and power increases for full-time Class III radio stations, where such increases meet existing interference protection criteria; permitting synchronous AM transmitter technology to aid technical penetration of AM markets; evaluating the sufficiency of existing second adjacent channel interference protection ratios; exploring changes in FCC's main studio and local program origination rules, and considering changes in the FCC's duopoly, one-to-a-market and cross-interest rules.

NAB also stressed that it believed the commission should defer or reject other concepts advanced by the FCC staff. "For example, NAB strongly opposes the concept of 'ancillary use' of AM broadcast main channels for nonbroadcast purposes," NAB said. "Also, due to the need for forceful, concentrated FCC action on a core of AM improvement concepts, we urge that the agency defer consideration of the overall issue of whether there should be a review of the service balance among various classes of AM stations operating on domestic clear channels."

Alfred Sikes, a former radio broadcaster and now head of the National Telecommunications and Information Administration, made it clear in an interview last week that

he believed that unless efforts were made to improve the quality of the AM signal, the future of the AM service was at stake.

In its draft comments, the NTIA also said the most important and immediate need of the AM service was to improve overall fidelity and signal quality. It also recommended that the commission act expeditiously to relax or eliminate the AM duopoly and one-to-a-market rules. "While the staff report includes several other important proposals, we believe the commission should not permit other proposals for regulatory change to distract or impede the commission from taking prompt steps to help improve AM fidelity and signal quality," NTIA said.

Improving AM fidelity will require coordinated action by AM broadcasters, equipment manufacturers and the FCC, NTIA said. "The commission must devote renewed efforts to control any inter-station interference from co-channel and adjacent channel stations. The commission should study existing and predicted interference protection ratios based on the assumption that wideband AM signals will be broadcast and received by improved AM receivers. Broadcasters should operate in accord with any voluntary preemphasis standard established through joint industry efforts and should be diligent in maintaining transmission equipment and antennas to guard against spurious emissions. We hope that receiver manufacturers will design new AM products that incorporate (a) a deemphasis curve following any voluntary standard

adopted by the industries; (b) AM stereo; (c) continuous tuning from AM through FM channels; (d) expansion of the AM band to 1705 khz, and (e) improved selectivity. Manmade RF noise in the AM band should be promptly addressed in an appropriate commission proceeding in which the costs and benefits can be weighed of imposing noise suppression requirements on manufacturers of RF-emitting devices and on receiver manufacturers."

Group W, owner of clear channel KDKA(AM) Pittsburgh, said it believed that the single highest priority for the FCC should be to reduce deleterious interference present throughout the AM band. Group W also said the FCC staff's recommendation to eliminate or reduce protection to skywave service east of the Mississippi River would eliminate a valuable service to many listeners and increase the level of interfering signals within the local service areas of clear channel stations. "At the minimum, skywave protection should not be eliminated without strengthening nighttime adjacent channel interference protection standards to preserve the current quality of local clear channel service," Group W said.

In joint comments, Bonneville International Corp. and Northern Television Inc. said they believed the best way to add vitality to AM broadcasting was to strengthen technical and engineering regulation, limit nontechnical regulation and foster AM's inherent signal advantages by continuing protection for wide-area service. They also ap-



Welcome aboard. The FCC's newest commissioner, Patricia Diaz Dennis, was feted by four who preceded her to the slender ranks of women commissioners (there have been but six in history) last Thursday with a reception at Washington's Chevy Chase Club. Pictured on the veranda during that occasion (l to r): Dennis; Anne P. Jones (1979-1983), now a communications attorney with Sutherland, Asbill & Brennan; Margita White (1976-1979), coordinator of the Television Operators Caucus as well as board member of ITT and Taft Broadcasting, and incumbent Commissioner Mimi Weyforth Dawson. Also a hostess but not present was Charlotte Reid (1971-1976), now retired and living in Illinois and Michigan. The first woman commissioner, now deceased, was Frieda Barkin Henneck (1948-1955).

peared to be especially concerned about the FCC staff's suggestion to consider eliminating or diminishing protection of skywave signals of clear channel stations. "Such proposals are ill conceived since they threaten to weaken the most vital part of AM broadcasting—its wide-area service," they said. "Moreover, such proposals appear clearly aimed at increasing the number of AM stations at a time when 500 to 600 new U.S. AM stations are already being contemplated by the addition of 100 khz (1605-1705) to

the AM band. In commenters's view, diminishing signal protection to add new stations will only result in a further deterioration of the AM signal. Under these circumstances, there would appear to be little incentive for manufacturers to improve the sound quality of receivers. Thus, elimination of protection for skywave service or narrowing the protected contours of Class I stations from 0.1 millivolt per meter to 0.5 mv/m would counter FCC efforts...to bolster the AM band." □

this example. An operator that markets all of its broadcast signals in one tier for \$10 and separately offers a nonbroadcast service, such as HBO, for \$9, would pay a royalty fee based on the \$10 base. If the same operator combines all services in one package for \$19, according to Green's example, it would pay a royalty fee based on \$19. "Surely, Congress did not intend such an anomalous result," she said.

Green also noted that the definition of "gross receipts" promoted by the defendants results in double payment to the copyright owners—the fee they receive directly from operators for nonbroadcast material and that received through the CRT. "The court finds that the mere inclusion of nonbroadcast signals on the same tier with broadcast signals does not magically transform the nonbroadcast signals into signals now subject to the compulsory licensing scheme."

Green also found it necessary to define the term "basic service." Cablevision interpreted it in a manner to require the computation of royalty payments on the basis of the gross receipts paid by subscribers for its basic service, the tier to which all of the subscribers must subscribe before receiving any other tiers of service. But NCTA said it requires payment of royalties only for "secondary transmissions of primary broadcast transmitters and not for transmissions of other, non-broadcast programming." And Green's conclusion on the point is closer to NCTA's, but is based on a definition given by the U.S. Court of Appeals in Washington in a case involving NCTA and the CRT.

In light of that definition, she said, "the court holds...that the calculation of gross receipts from subscribers...for the basic service of providing secondary transmissions... should include all revenues produced by the retransmissions of local and distant signals no matter [on] what tier of service the signal is included." She said broadcast signals do not lose their designation as part of a "basic service" simply by being placed on a higher tier. Green said that limiting the calculation of "gross receipts" only to revenues attributable to signals contained on the lowest tier would enable cable operators "to tailor their marketing practices in such way as to lower their royalty payments at the expense of copyright owners." □

Cable paid too much copyright fees

That's ruling of district court; it tells Copyright Office to fix language that resulted in mistake; change could reduce cable payments

A U.S. District Court in Washington has ruled that cable owners have been overpaying their copyright royalty fees. The court said the overpayment resulted from an erroneous interpretation by the Copyright Office of "gross receipts," as used in the copyright law, and it directed the office to amend that definition. The result could be a substantial saving in copyright payments by cable owners—and a concurrent reduction in payments to copyright owners.

Judge June L. Green, ruling in a case brought by National Cable Television Association and Cablevision Co., held that the Copyright Office's interpretation was in error in defining gross receipts as including all fees for nonbroadcast services—for which cable operators have already paid—if they are provided on a tier with broadcast signals. She said that was "unfair."

And she directed the copyright office to limit the definition to revenues received for the retransmission of local and distant broadcast signals, regardless of the tier of service involved.

Green issued her ruling against eight copyright owners, all motion picture companies, and the Motion Picture Association of America, as well as the Copyright Office and its Register. Estimates of the impact of the ruling in dollar amounts are hard to come by, since the impact would depend on how service is offered in a particular case—whether in a single package of dozens of channels containing broadcast and non-broadcast signals or in packages in which broadcast and nonbroadcast signals are separate. But Steve Effros, president of the Community Antenna Television Association, hazarded an estimate of savings by the cable industry of between 35% and 50%.

Effros also indicated the case could result in more than merely a reduction in copyright royalty payments. He said Green's decision raises the question of refunds paid into the copyright royalty pool under the Copyright Office's original definition of "gross receipts." He said he was certain some element of the cable industry would bring an action to freeze payments from the pool until the question of refunds could be settled.

NCTA President James Mooney said in a

statement that the decision has "vindicated" NCTA's position that the Copyright Royalty Tribunal and the Copyright Office "have tilted in favor of Hollywood." Then he added, "Hollywood can be expected to appeal the case and otherwise emit cries of pain. Yet we'd gently remind our friends on the other side that not so long ago they had a chance to make peace with cable on copyright issues but turned it down." That was a reference to MPAA's decision to break off talks on a flat, per-signal, per-subscriber royalty fee in place of the current percentage of revenues system, when NCTA refused to consider abandoning the compulsory license itself.

The MPAA proved Mooney correct on its plans and its reaction. It announced it will appeal what MPAA President Jack Valenti termed "this outrageous decision" and "unwarranted giveaway." He also said in a statement that the decision should "spur the Congress to end the compulsory license." Green has told cable operators, "in effect," he said "to use all the programs you want because you will have to pay much less than you did before."

At issue in the case is a provision of the Copyright Act of 1976, which established the compulsory license for the retransmission by cable television systems of television signals, and provides for the fees to be computed on the basis of percentages "of the gross receipts from subscribers...for the basic service of providing secondary transmissions of primary broadcast transmitters."

In calling the Copyright Office's definition of "gross receipt" unfair, Green offered

Winston leaves 'Morning News' post

CBS to move program outside news division; Sawyer and Shriver depart program also

CBS's ordeal over its *Morning News* program continued last week. Susan Winston, the executive brought in to revitalize the program, officially announced her departure from the company. Meanwhile, the network, through a videotaped message, discussed with CBS affiliates its intention to introduce in January a new broadcast produced outside the news division.

Van Gordon Sauter, CBS News president and executive vice president of CBS/Broad-

cast Group, said in a statement last week (July 29) that: "We are disappointed that Susan Winston has decided not to stay with the company and produce the new morning broadcast to begin airing in 1987. She is a highly skilled and creative producer," he said, "and the enhancements she brought to the morning news speak eloquently to that fact. She will depart at the end of this week. We sincerely wish her well."

Winston, who said she is leaving on amicable terms with the network, will remain under contract with CBS through October, although last Friday (Aug. 1) was her last day of producing *Morning News*. And after

WHAT'S THE BEST WAY TO REACH AMERICA'S BUSINESS DECISION-MAKERS?



THE WALL STREET JOURNAL.

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VOL. CXV, NO. 14

WEEKLY EDITION

MONDAY, JULY 21, 1986

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that, she said, "I will be their loyal servant, honoring my contract."

She chose not to participate in the plans for the new morning broadcast, she said, "because I think there are no plans, and I don't think anyone has an idea of what they wanted." Winston, whose contract with CBS began last May, said it has "just been a remarkably frustrating experience." She said she "spent three months getting encouragement, and having my immediate superiors working with me and telling me that they loved the plan that we had put together. We went so far as to make a presentation to Gene Jankowski [CBS/Broadcast Group president] and to Tom Wyman [CBS chairman]." She said that "a few days later," while she was in London for the CBS broadcast of the royal wedding coverage, Sauter "informed me that the decision was made to remove the broadcast from the news division and also to cut the budget."

Winston said that "doing both of those things would dramatically alter the idea that we had all worked on so diligently and so enthusiastically together. I felt that removing it from the news division was a bad decision" not because the audience "ultimately cares or knows" which division it is in, she said, "but because it makes this thing even more of a soap opera than it has been already. It's like CBS sort of pushing it out of the way and protecting the news division." She said she thinks "the economics of the company are the reason for the cutback in the budget. They speak for themselves," she said.

Winston's plan, which she was to reveal to CBS affiliates on July 30, would have increased the budget for the program by about \$8 million, she said. While declining to comment on specific proposals she reportedly had set forth, Winston said that she had designed a program that "was a very intelligent, fun, fast-paced, geographically better-distributed, broadcast that would have brought a real sense of style and intelligence and a sense of humor, and a sense of something different to the morning. It was something I continue to believe in," she said.

Asked if CBS rejected all of her ideas, Winston said emphatically: "No. They never rejected anything. That's the thing that's so bizarre. If they rejected it, why would they have me go and make a presentation to Gene Jankowski and to the CBS chairman, Tom Wyman" [after which she said she was told that she "did a brilliant job and how positive and wonderful everything looks"]. That doesn't sound like a rejection to me," she said.

Winston met separately with Sauter and Jankowski last Monday (July 28), telling them both that she "was still at odds with their decision to change the focus of the broadcast, and being that that's what they were going to do and that I didn't think that it was the right move, that I felt that I could not be of proper value to the new endeavor."

While not addressing Winston's departure or exactly what the new format for the new morning broadcast would be, Sauter told the CBS affiliates in an eight-minute videotape message with Tony Malara, president of the television network, last Tuesday (July 29), that it was "painfully apparent that we are



Winston

still dealing with a longstanding conflict—the inherent contradiction between the kind of broadcast the news division can mount and the kind of broadcast the audience seems to want in that daypart. For three decades we have lived with the results of this conflict," Sauter said. Therefore "a new orientation must be brought to the effort," he said, adding that it "is obvious that we have been identified with a hard news broadcast in a period of the day when people do not have a large news appetite."

During his message to the affiliates, Sauter committed CBS's resources to insure that there would be no deterioration of the quality of *Morning News* between now and January, when CBS introduces a new broadcast in the 7-9 a.m. period to be produced by a unit to be formed within the CBS/Broadcast Group (BROADCASTING, July 28). Sauter also said in his message that the pro-

Disinflation

Broadcasting's July 21 issue reported that Arbitron, the ratings company, had pre-tax profit of 40% in 1985 on revenues of just over \$120 million—a profit estimate that was further broken down to 65%-70% for radio operations and 25%-30% for TV operations. "The figures are pure fiction," said Arbitron Chairman Ted Shaker in a memo to department managers last week. "We do make a profit, but it is not anywhere near as high as the percentages used in the article." Because the policy of Arbitron's parent, Control Data, does not permit release of financial information, Shaker could not cite the actual profit figures. However, data shared with BROADCASTING on a confidential basis shows that the July 21 article's overall pre-tax profit figure was overstated dramatically. Arbitron also denies the accuracy of the published radio and television profit estimates, and says it does not break out revenues and profits by division. BROADCASTING's original report relied on sources outside the company believed to be in a position to be familiar with Arbitron's internal operations.

gram's new orientation was a "strategic move" to remove the broadcast from the inherent limitations of a news division broadcast, and that the new move would provide "absolute latitude" in terms of hosts. He told the affiliates he would keep in close contact with them.

Philip Jones, vice president and general manager of CBS affiliate KCTV(TV) Kansas City, Mo., and chairman of the CBS affiliates advisory board, said Sauter's closed-circuit message "was pretty repetitive... It was really pretty noninformational."

As for CBS's plans to move the new broadcast into a separate unit within the CBS/Broadcast Group, Jones said: "I'm happy with the decision. I wish it had come sooner." He said many affiliates were disappointed, however, because "we were expecting to see a new suggested format beginning in September. The change at this point happened because [the CBS network wasn't] able to do the things they apparently felt they should be able to do to give us the appropriate program for a September start. I wish they had known that when they told us they would have something for us to begin in September. So it's a little disappointing. Long-term, I'm real happy."

Putting the morning program in a separate unit "will give [the network] the ability to make broader decisions without having to feel as though there might be some kind of negative runoff for the news," Jones said, adding that "moving it outside of news, they can make decisions that news shouldn't have to be held responsible for. CBS News is a creditable power in the journalistic field. This is a two-hour block of time that requires more than news. News is an intricate part of it. If they have a separate unit, I believe it will make it more competitive."

Jones added that "as an affiliate, I would like a plan that they [CBS] stay with for at least two years, and I would like to leave all people alone and everything in place for that period of time to give the audience a chance to find them and for those people to develop well as a team." Jones said he doesn't care who the team is "as long as they are professionals and good logic has been used in the decision. But what can be most harmful is constant change in personnel and in direction," he said.

"I choose personally to keep the faith, not as a little soldier, but just because, quite frankly, they have the resources and the brain trust capable of doing something like this since they are now addressing it and have been for awhile," Jones said. "Conversely, I'm not sure there's a whole lot of answers out there from a syndicated standpoint or a local standpoint that can do better," he said.

In the meantime, Faith Daniels, currently on the *CBS Early Morning News*, and CBS correspondent Bruce Morton will begin their two-week tour on *Morning News* as co-anchors Maria Shriver and Forrest Sawyer departed last week. After that, until a new format is adopted next January, the viewer will most likely see a variety of "CBS news people taking a turn at the wheel," a CBS spokesman said. □

Football 86

Annual review of gridiron rights and advertising

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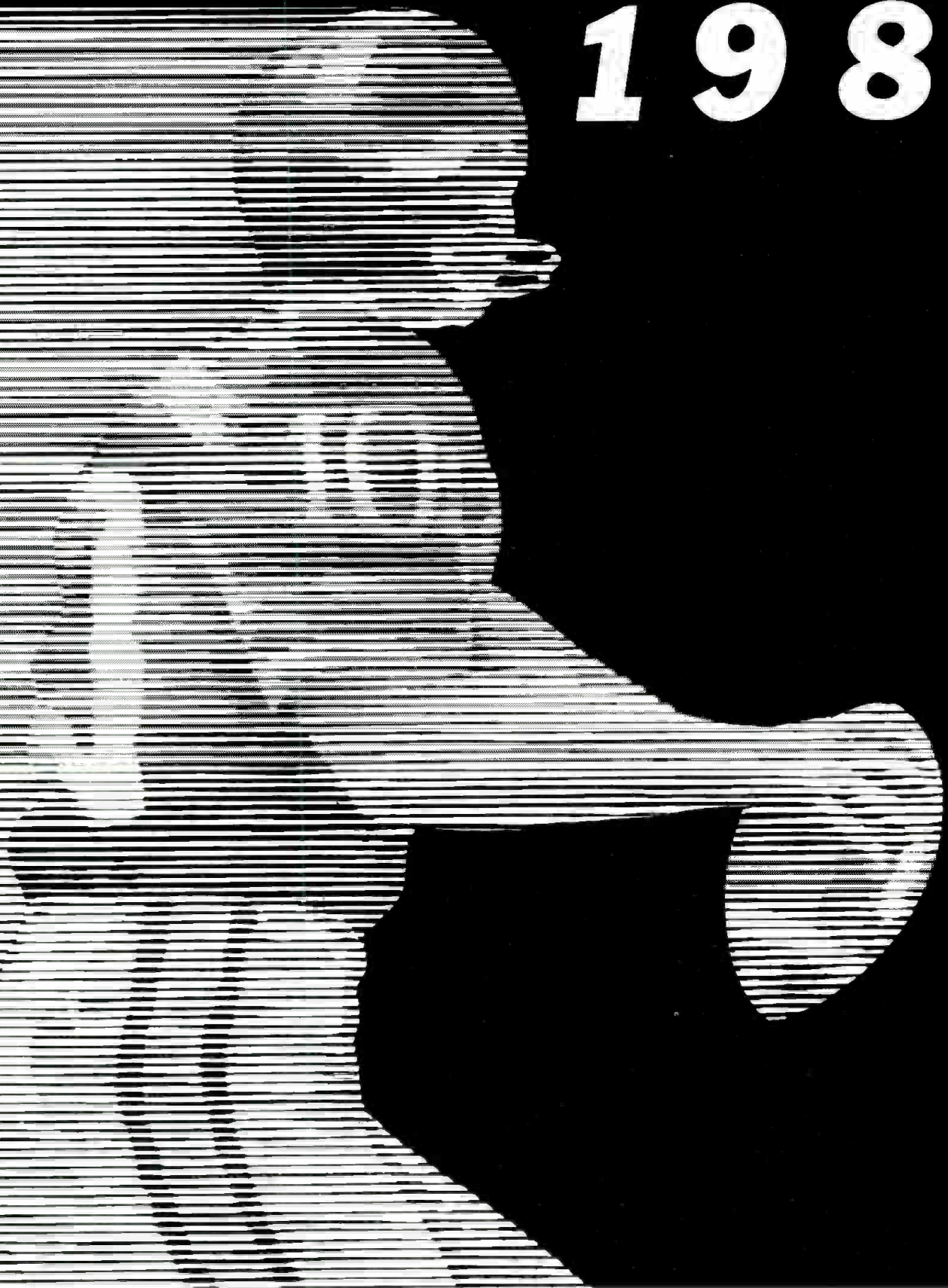


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FOOTBALL

1986



Football rights hit \$570 million in 1986

Broadcasters will spend an estimated \$570 million in rights fees for coverage of the 1986-87 professional and college football schedules. That figure represents a 7.5% increase over 1985's total of \$530 million paid by broadcast television, radio and cable networks and radio and TV stations.

In the final year of their five-year contracts with the National Football League, the three broadcast TV networks will pay \$495 million for the coming season, up 10% from \$450 million last year. That breaks down to \$175 million for the ABC schedule, \$165 million for CBS and \$155 million for NBC. Also in the professional rights picture is the United States Football League (also see "Top of the Week"). Should the USFL decide at its Aug. 6 owners meeting to go ahead with a fall schedule, ESPN will pay it \$8 million for the rights to its fall games.

Local broadcast outlets will pay \$27.7 million for radio and television coverage of the NFL this season. That includes \$6.8 million in rights for preseason games on television, a 28% increase over last year's \$5.33 million. That rise is in keeping with the 31% jump in rights from 1984-85 to 1985-86. Local radio rights will rise almost 7% this year, from \$19.6 million to \$20.9 million. Between the 1984-85 season and the 1985-86 season, local radio rights climbed 32%.

ABC's rights fee for College Football Association games will rise \$1 million from last year to \$16.5 million. CBS's rights for its schedule of Big 10, Pac 10 and Atlantic Coast Conference games will hold at last year's \$12 million. ESPN will pay \$12 million for its schedule of CFA games. Turner Broadcasting System will carry one prime time and two afternoon packages of Pac 10, Big 10 and Southeastern Conference games for which it will pay \$5.5 million, as compared to \$7.5 million last year.

TV networks post modest gains in ad rates; cost-cutting is seen at all three; in college games, trend is toward offsetting higher rights fees with corporate sponsors

According to advertising sources, each of the broadcast television networks opened negotiations with the large NFL advertisers asking for unit price increases of 5% to 10% over last year. According to those sources, however, each of the networks wound up being "reasonable," in the words of one agency executive, who said that they realized low single-digit increases, and in some cases, decreases.

CBS said that it was getting 3%-5% increases over its regular season games a year ago, when 30-second spots were priced in the \$165,000 range. "I guarantee at best low single-digit increases" this year, said CBS Sports President Peter Lund.

Offsetting those low price increases for CBS, it hopes, will be its *Super Bowl XXI* sales. Advertisers will be asked to pay \$600,000 for 30-second spots in the Jan. 25 game. CBS is also enjoying a 12% increase in its college football prices due to an 18% ratings increase for its 1985 college games, which averaged a 7.2 Nielsen rating, up from a 6.1 in 1984.

At ABC, J. Larre Barrett, vice president of sports sales, said that the network is 85% sold for its September *Monday Night Football* schedule. Barrett said the *Monday Night Football* rate card for a 30-second spot opens at \$192,500, based on a 19 rating. *MNF* averaged a 19.7 rating last year, boosted by the 29.1 rating for a Chicago Bears vs. Miami Dolphins contest, the highest-rated *MNF* game. Miller and Anheuser-Busch will again split the *MNF* games this year, alternating as the exclusive beer sponsor.

Barrett said that 30-second spots in ABC's College Football Association schedule were starting at \$42,000 this year, down from \$45,000 last year.

NBC refused to discuss sales of its NFL schedule.

The marginal increases in NFL advertising prices appear to be the result of a ratings surge in the 1985-86 season, compared to the year before, one of the worst ratings years in network-NFL history. It was that year's Supreme Court's decision allowing colleges to negotiate individually for television contracts, and the appearance of the USFL on ABC in the spring, that led to complaints of a glut of televised football.

CBS ended last season with a 15.8 rating, up 11% over the 1984-85 season's 14.2; NBC had a 12.7, up 5% from a 12.1, and ABC had a 19.7 for its regular schedule (excluding nonMonday night specials), up 17% from the year before.

Many in the advertising community offer upbeat predictions for this season's NFL performance. Among the reasons cited is the resurgence of teams, including the Chicago Bears and the New York Giants. CBS's Lund was similarly upbeat. "I don't think we'll have a ratings problem this year," he said.

This season's rating will generate careful attention since it is the final year of the networks' current \$2.1-billion, five-year contracts, with negotiations for new pacts set to begin next February. Given advertisers' cautious attitude toward football this season despite last year's ratings upturn, the networks plan to negotiate based on their declining football profits.

"The NFL will know the network revenues," said Lund. "What it will boil down to is the projections of the marketplace over the terms of the next contract." Lund said that CBS does not foresee a return to a double-digit advertising increase any time soon.

To help offset the low revenue increases, all of the networks are instituting moves to reduce costs. Attention is being paid to the games' production costs. Lund said that CBS was aiming to reduce its NFL costs by 5%-10% this year. ABC and NBC also said they will cut back. At all three networks said cuts include eliminating at least one camera and tape machine during certain games. Equipment will be shifted to games with greater audience potential.

Lund said that CBS has made the cuts on the basis of "early signs" of a problem in attracting sufficient advertising revenue for the coming season. Lund said that the cuts are part of an overall move by the CBS/Broadcast Group to keep costs in line given a downturn in advertising revenue this year. "To manage our division properly, we have to manage costs," Lund added.

At CBS Sports, Ted Shaker, executive producer, said that cutbacks are being examined as part of an overall budget review and that any elimination of a camera or tape machine will be based on the game's importance. Shaker said the cutbacks would not produce a noticeable difference to viewers. He said that CBS averages five cameras, three videotape machines and one character generator per game. And John Madden will continue to use the CBS chalkboard to diagram plays on the screen, Shaker said.

Another cost saving will be realized by CBS through a more uniform opening to the games, similar to the graphics-based opening it uses for its NBA coverage. "We achieve some savings and a distinctive look," Shaker said.

He also said that CBS will experiment with one announcing team (Pat Haden and Vern Lundquist) for both college and pro games. CBS will also be able to cover back-to-back college and pro games on two occasions, reducing set-up and transportation costs.

At ABC, Ken Wolf, producer of *Monday Night Football*, said that trimming of the games' production budget will amount to the loss of a camera and a tape machine in half of the games. Last year ABC used nine cameras and five VTR's. Wolf said that a camera angle on instant replays could be lost as a result.

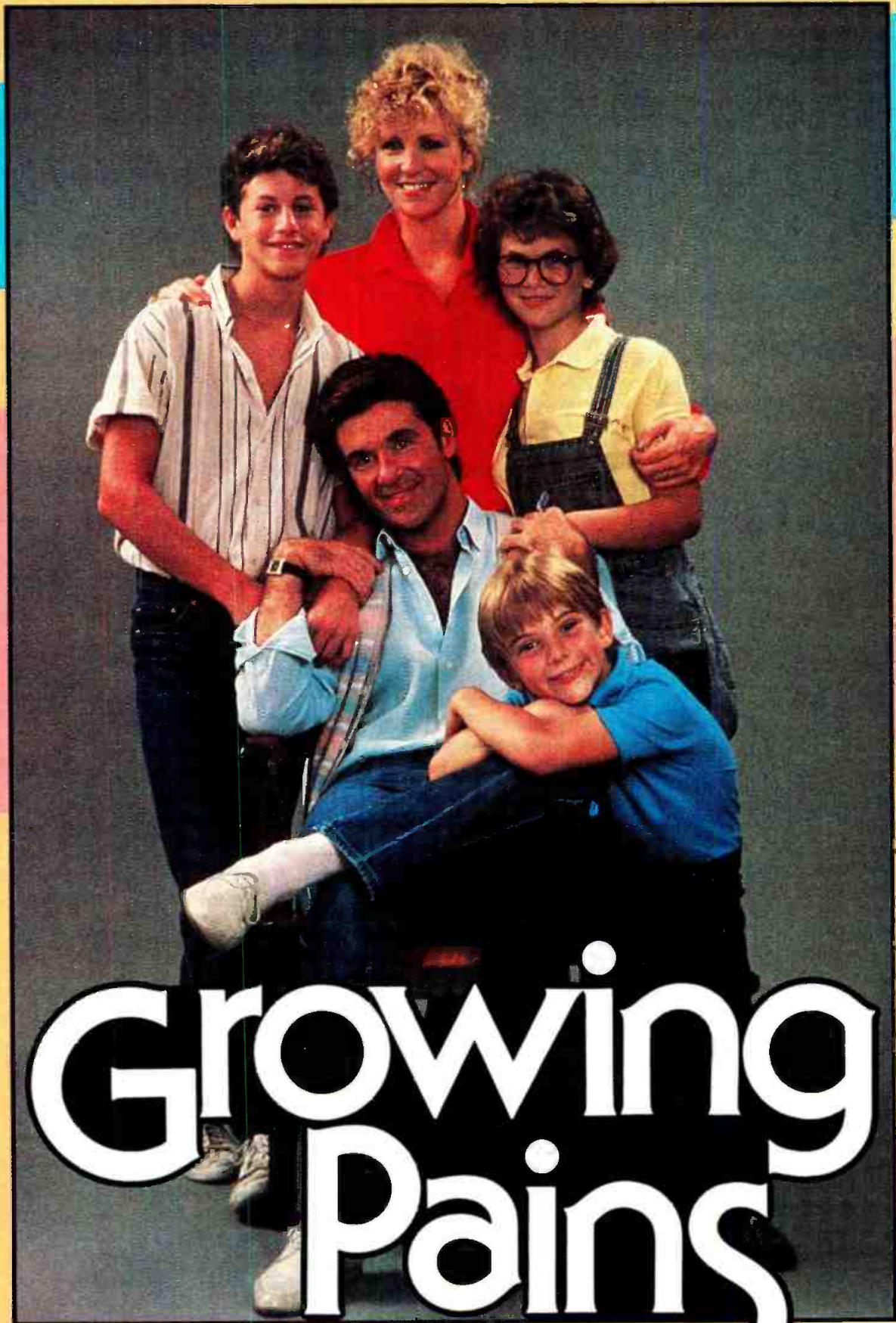
A spokesman for NBC Sports said that it will also use less equipment this season.

■ In college football, a solution may have been found to the problem of rapidly escalating rights costs for the networks. The growth of corporate sponsorships, illustrated by John Hancock Insurance's recent deal with the Sun Bowl (now the John Hancock Sun Bowl), allows bowl committees to lower the rights money asked of the networks. A number of other bowls, including the Gator, Holiday and Freedom Bowls, are now looking for corporate sponsors.

Becoming a corporate sponsor involves purchasing a minimum amount of advertising. In the case of John Hancock, that came to \$2.5 million over three years.

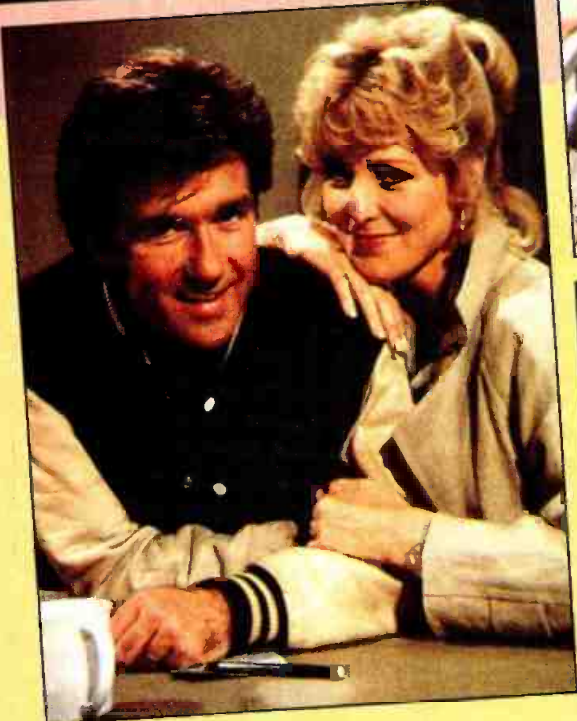
"The key here is the tremendous dilemma we're facing with inflated rights," said Robert Iger, vice president of program acquisitions for ABC Sports. "We're obviously at a point where something has to happen."

Bowl committees are not the only ones looking for sponsors. According to Dick Goldstein, vice president of marketing for CBS



Growing Pains

There has never,
ever, been another show like it!



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Sports, the sponsorship of a bowl can not only save a game but make it profitable. CBS, he said, is involved in a number of discussions to attract sponsors.

In the case of the NBC's Fiesta Bowl, last year, the event's on-site sponsor, Sunkist, was not mentioned by NBC as such because it had not purchased enough advertising time. NBC Sports President Arthur Watson said that no decision has been made on the matter for this season's game.

CFA, Big 10 considering producing own TV packages, eliminating network, syndication 'middlemen'; effect on gate receipts concerns colleges

Two years after the Supreme Court struck down the television plan of the National Collegiate Athletic Association on antitrust grounds, the college football television market, not yet fully recovered, is still trying to sort itself out. It's likely that neither CBS nor ABC will have plans in place for the 1987 season before the end of the year. Major segments of the college universe, including the College Football Association and the Big 10 Conference, say they are seriously considering doing their own TV packages for the 1987 season and beyond—eliminating the network or syndication "middlemen" in the process. Many schools are also concerned about overexposure and the effect it may have on gate receipts, prompting some to cut the number of syndication games they do. As a result, the number of televised games has dropped from about 190 in 1984 to an estimated 100 in 1986. Some say that as few as two syndication games a year are enough, which does not bode well for the syndication marketplace, whose ranks have thinned considerably over the last two years.

This year's plans are in place, but beyond that, it is pretty much an open field, with the exception of the renewed agreement between the CFA and ESPN covering the four seasons from 1987 to 1990. ESPN has agreed to pay a total of \$58.5 million for that package.

CBS is entering the second year of two-year deals with the Big 10 and Pacific 10 in one package (up to 29 appearances in all) and the Atlantic Coast Conference (up to seven appearances) in a separate agreement. CBS will also televise the Army-Navy game again this season (Dec. 6) as well as one or two University of Miami games. It is paying about \$12 million this year for its regular-season packages. The network will kick off this season on Sept. 13 with Ohio State at Washington. So far, it has three bowl games lined up for this season, including the Sun Bowl (Dec. 25), the Gator Bowl (Dec. 27) and the Cotton Bowl (Jan. 1).

CBS and the schools with which it has TV deals this season have put off talks for next season and beyond, until January. Both sides say that will give all concerned a chance to assess just how well they fared over the two-year life of the pact.

ABC is paying \$16.5 million this season for a package of CFA games that will run from Sept. 6 to Dec. 6. ABC will kick off its season with a doubleheader starting at 3 p.m.—UCLA at Oklahoma, followed by Florida State at Nebraska. ABC and the CFA began negotiations in June about renewing the television pact that expires at the end of the coming season. But talks broke off, sources say, when ABC refused to budge from its hard-line stand of no rights increase for the renewed pact. The CFA was looking for between 10% and 20% more than the \$32 million it was receiving in the current two-year deal. Sources said the CFA felt the increase was justified, because, despite ABC's constant pleas of hard times, the network will make a handsome profit on the current two-year deal.

The same cannot be said of Turner Broadcasting's college football telecasts. TBS lost money last year on its three packages and may lose money this year as well, although company officials talk of "possibly" turning the break-even point this year. Particularly disappointing was TBS's prime time package (including games of the Big 10, Pac 10, ACC and independents) which was carried on superstation WTBS(TV) Atlanta as well as in syndication. The prime time lineup averaged a 2.6 on the superstation, a full point less than the ESPN prime time CFA package, which averaged a 3.6. Rex Lardner, director of sports programming for TBS, said he had hoped TBS's prime time numbers would average a 3.0 or higher. In an effort to boost those numbers this year, he said the package would not be syndicated, giving the superstation exclusive game coverage. Also, he said, the prime time kickoff has been moved up one hour to 7 p.m., so the TBS games will start a half hour before the ESPN games, instead of a half hour behind them. "I think there is room for two prime time

packages," Lardner said last week. He noted that last year, the first year that both TBS and ESPN had prime time packages, viewership expanded by two rating points. By eliminating the syndication coverage of its prime time package, Lardner hopes cable's Saturday night football audience will expand even further this season.

TBS also does two Saturday afternoon regional syndication packages, including a Southeastern Conference package and Big 10 package. The games of those two conferences (11 games each) will be distributed primarily in the Southeast and Midwest, respectively. The Southeastern slate gets under way Sept. 6 with Vanderbilt at Alabama, while the Big 10 schedule starts a week later with Iowa State at Iowa University.

All three of the TBS packages are up for renegotiation at season's end. While Turner's relationship with the Southeastern Conference remains solid, the Big 10, which is prominent in the other two packages, will probably reduce the number of appearances of its schools in syndication and may pull out altogether and produce its own package. "We would prefer to cut back on our total exposure," said Jeff Elliot, director of television and promotion for the Big 10 Conference. Elliot said the Big 10 could have as many as 25 games on television this year, or almost one fourth of all the games played by its schools this year. That's too much he said, noting that the Big 10's gate attendance was off slightly in 1985 and that overexposure may be a factor.

"We think it is feasible to cut back [the number of televised games] and get more dollars," Elliot said. He declined to say what the Big 10 would receive this year in rights payments but others put the total at about \$9 million. Elliot said the conference is considering all its options, including eliminating the syndicated package altogether, which he contends would dramatically increase the value of Big 10 network games. "Perhaps we'll do our own syndication games," he said. "That is certainly being discussed." Elliot said the conference was reasonably pleased with Turner's performance from a production standpoint, but that the station clearances have not been as strong as the Big 10 feels they ought to be. He said last season Turner cleared about 22 stations in the Big 10's seven-state region, about seven fewer than the Big 10 would like to have seen. No clearance numbers were available for this season.

Lardner acknowledges that with all the football games currently being broadcast, "some packages may be eliminated if the ratings aren't there."

Bill Rasmussen, who founded ESPN, is now a TV sports consultant working with the Big 10. He says there are more football games on television than the market can handle and that schools will take more of a hands-on role in controlling production and distribution of their games, probably at the expense of syndicators. He cites two examples of where the Big 10, at least, is headed. First, he notes the Big 10 will do its own 26-game television syndication package for basketball this season. Lorimar Sports did it last year and is now out of business. The year before that, Metrosports did the package and it is also now out of business. Will the conference make a lot more money doing the package on its own? Probably enough to make the effort, in Rasmussen's opinion. "If they can find another half million or million and eliminate a layer of expense," he said, that is a valuable addition to the sports budgets of the schools involved. Rasmussen also noted he is putting together a package of football and basketball games for the University of Illinois this season. With both football and basketball and two coaches' shows, covering both radio and television, said Rasmussen, "I can go to an advertiser and offer them exclusivity in one tidy package from September to March." Whether the Big 10 Conference will take its football package the way of its basketball package remains to be seen, he added, "but it is a very serious consideration."

The CFA also has a consultant to help it sort its television decisions. He is Michael Trager, chairman of Sports Marketing and Television International Inc., Greenwich, Conn. Since the CFA-ABC talks broke off more than a month ago, the CFA has talked to just about everyone with a possible interest in picking up the package. As he sees it, the CFA presently has four options: redo its network deal; forge another cable network alliance (ESPN has renewed its CFA prime time package through 1990); do a deal with a major sports or entertainment syndicator, or produce its own package. "None of these options is better or worse than the others," he says. But he admits a network deal would offer promotional benefits above the others. A major element, he said, is how responsive advertisers are to the options. He expects the CFA to have a second

Bears, Dolphins, Bengals, Rams, Lions, Raiders, Buccaneers, Vikings, Giants, Steelers, Redskins, Cowboys...

What does a pack of animals, high-sea pirates, Nordic warriors, Goliaths, steel workers and other rough types all have in common with thousands of radios in your market?

The Mutual Broadcasting System's NFL SUNDAY DOUBLEHEADERS!

The Mutual Broadcasting System, the leader in network radio college and professional football coverage, presents 32 of the best games on the pro gridiron. Every Sunday of the 16-week NFL schedule, Mutual brings your listeners all the action and excitement of two complete games. The broadcast schedule is determined on a week-to-week basis so your listeners hear the most important games of the season. The first contest, announced by Mutual's Tony Roberts and former all-pro linebacker Jack Ham, begins at 12:45 PM, ET, with a pre-game show featuring Mutual's Bill Rosinski previewing the day's coming action. The second game, called by popular West Coast play-by-play man Joel Meyers and former L.A. Ram Jack Snow, begins at 3:45 PM, ET, with Rosinski reviewing scores from earlier battles. And during half-time your listeners are switched to Mutual's *Wide Weekend of Sports*, bringing them up-to-date on all the day's sports action.

Call Mutual Station Relations today for the market-exclusive rights to the best and toughest bunch of guys on the radio...MUTUAL'S NFL SUNDAY DOUBLEHEADERS!
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MUTUAL
BROADCASTING SYSTEM

FOOTBALL 1986

package in place for 1987 and beyond within two months.

But regardless of what the CFA does, Trager cites statistics which he says show that "less may be more" when it comes to televised games and their value. In 1984, the first year after the end of NCAA football plan, there were 190 televised college games. Last year, there were almost 150 and this year the estimate is there will be somewhere around 100 games on television. Whether the number of games on TV declines even further next year remains to be seen. But the fact is, schools and conferences will probably have more to say about that than networks and syndicators. The major concerns of the schools and conferences are two-fold: maximizing per-game revenue and doing everything they can to insure that fans don't stop going to games. Limiting exposures appears to be the best way to address both concerns.

Other cable and syndication packages this year include:

■ Raycom, Charlotte, N.C., is syndicating 11 games each for the Big Eight and Southwest Conferences.

■ TEN Productions, New York, is syndicating a total of 12 games for Boston College, Pittsburgh and Syracuse.

■ Summit Sports, Colorado Springs, is packaging 11 games total of the three military academies, Army, Navy and Air Force. That

package, as well other select games, are being picked up by Madison Square Garden Network.

■ Jefferson-Pilot Teleproductions, Charlotte, N.C., will do a package of at least 11 ACC games.

■ In addition to 17 CFA games this season, ESPN is scheduled to carry 22 USFL games, including four playoff games, if the league is still in business. The league played for three seasons in the spring and is scheduled to launch fall play in September (see separate story, "Top of the Week").

■ USA Network has arranged to pick up a total of 11 regular season games from the Raycom, Jefferson-Pilot and TEN packages. It is also televising the Independence and Senior Bowls, being produced by Mizlou Productions, New York. □

Radio networks offer college and pro action

On the radio side, NBC will be entering the second year of its two-year, \$11-million contract for NFL broadcast rights. Like last year, NBC will air 37 games—27 regular season contests including 16 on Monday nights and 10 post-season games. The first game is sched-

Local radio's preseason and

Team	Originator	Regional network; games scheduled; rights holder
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AFC East

Buffalo Bills	WBEN(AM) Buffalo, N.Y.	Reg. net of 10; four preseason and 16 regular season games; station holds rights.
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Indianapolis Colts	WIBC(AM) Indianapolis	Reg. net of 16; four preseason and 16 regular season games; station holds rights.
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Miami Dolphins	WIOD(AM) Miami WQBA(AM) Miami (Spanish)	Regional network of approximately 30 stations for WIOD; four preseason and 16 regular season games. WQBA(AM) holds Spanish-language radio rights.
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New England Patriots	WEEI(AM) Boston	Reg. net. of 35; five preseason and 16 regular season games; station holds rights.
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New York Jets	WABC(AM) New York	Station will carry two preseason and 11 regular season games. Due to conflict in early part of season with New York Yankees baseball, which it also carries, station has assigned two preseason and five regular season games to WMCA New York; WABC holds rights.
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AFC Central

Cincinnati Bengals	WKRC(AM) Cincinnati	Reg. net of approx. 40; four preseason and 16 regular season games; station holds rights.
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Team	Originator	Regional network; games scheduled; rights holder
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Cleveland Browns	WWWE(AM) Cleveland	Reg. net of about 25 stations; four preseason and 16 regular season games; games will be simulcast on co-owned WDOI(FM); station holds rights.
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Houston Oilers	KODA(FM) Houston	KODA Oilers Radio Network of 35 stations; five preseason and 16 regular season games; KODA and parent, Westinghouse, hold rights.
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Pittsburgh Steelers	WTAE(AM) Pittsburgh WHTX(FM) Pittsburgh	Simulcast of two regional networks of 40 stations; four preseason and 16 regular season games; station holds rights
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AFC West

Denver Broncos	KOA(AM) Denver	Reg. net of about 60 stations; four preseason and 16 regular season games; station holds rights.
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Kansas City Chiefs	KCMO(AM) Kansas City	Reg. net. of 50-54; four preseason and 16 regular games; station holds rights.
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Los Angeles Raiders	KRLA(AM) Pasadena	Reg. net. of 36 for KRLA; four games preseason, 16 games regular season; Bob Speck Productions, Los Angeles, holds rights.
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San Diego Chargers	KLZZ(AM) San Diego	Four preseason and 16 regular season games; station holds rights.
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uled for Monday night, Sept. 8, with the New York Giants visiting the Dallas Cowboys.

According to Stephen Soule, vice president, sales, NBC Radio Networks, the network's NFL coverage is about 50% sold. Among the major sponsors are: Anheuser-Busch, Alpha Romeo, IBM, Tinctin, Sears, Goodyear Tire & Rubber and Wells Lamont, a work glove manufacturer. Soule added that NBC should close on some "Detroit accounts" shortly.

As of last week, NBC had cleared 255 stations for its NFL broadcasts, including 45 of the top 50 and 95 of the top 100 markets. (Last season, it had a lineup of 274 outlets.) The games, which will air on all of NBC's owned-and-operated AM stations, are being offered to affiliates of the Dallas Cowboys radio network through an agreement with the Texas State Network as well as several other regional team networks. Soule said he expects the clearance mark to approach 300 by the beginning of the season.

NBC's "primary" announcing team will again be Don Criqui and Bob Trumpy. The second team is Mel Proctor and Dave Rowe. Bob Costas will host 10-minute pre-game and half-time shows. And Bob Trumpy will return as host of *NFL Live*, a call-in, post game show that runs approximately one hour—longer during the post-season.

NBC will also air five college bowl games: Gator, Liberty, Fiesta, Rose and Orange.

■ Mutual Broadcasting will present 16 regular-season NFL Sunday doubleheaders beginning Sunday, Sept. 7, with Cleveland at Chicago at 12:45 p.m. NYT and Miami at San Diego at 3:45 p.m. NYT. (Mutual has individual yearly contracts for Sunday broadcasts with most of the NFL franchises.)

Each game will be preceded by a 15-minute show hosted by Bill Rosinski. And, for the first time, a special edition of Mutual's *Wide Weekend of Sports* will air during half-time. The segment will include scores of the other NFL games.

The announcers for the first games of the doubleheaders will be Tony Roberts and Jack Ham, while the second games will feature Joel Meyers and Jack Snow. Major NFL advertisers include: MasterCard, Ford Motor Co., Persona Razors and Goodyear Tire & Rubber.

Mutual's 1986 college schedule includes 11 Notre Dame games and 11 major college games including the "College Kick-Off Classic" featuring Alabama at Ohio State on Aug. 27 and the annual Army-Navy contest on Dec. 6. The network will also offer five bowl games: Aloha, Holiday, Blue Bonnet, All-American and Sugar.

■ CBS Radio, which lost the NFL broadcast rights to NBC in

regular-season NFL coverage

Team	Originator	Regional network; games scheduled; rights holder
Seattle Seahawks	KIRO(AM) Seattle	Reg. net of 65; four preseason games and 16 regular season games; station holds rights

NFC East

Dallas Cowboys	KRLD(AM) Dallas	Texas State Network of 175 stations; Spanish network of 20 stations; four preseason and 16 regular season games; station holds rights
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New York Giants	WNEW(AM) New York	Reg net of 25; four preseason and 16 regular season games; station holds rights with Connecticut Radio Network handling net sales
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Philadelphia Eagles	WIP(AM) Philadelphia	Reg. net of 28, with four preseason and 16 regular games; station holds rights
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St. Louis Cardinals	KMOX(AM) St. Louis	Reg net of 50 stations; four preseason and 16 regular season games; station holds rights.
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Washington Redskins	WMAL(AM) Washington	Reg. net of 65 stations; four preseason and 16 regular season games; station holds rights.
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NFC Central

Chicago Bears	WGN(AM) Chicago	Tribune Radio Net. of more than 35 stations; four preseason and 16 regular season games; station holds rights.
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Team	Originator	Regional network; games scheduled; rights holder
Detroit Lions	WJR(AM) Detroit	Reg net of 38; four preseason and 16 regular season games; station holds rights.

Green Bay Packers	WTMJ(AM) Milwaukee	Reg net of 55 stations; four preseason and 16 regular season games; station holds rights.
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Minnesota Vikings	KSTP-FM Minneapolis-St Paul	Reg net of 62, four preseason and 16 regular season contests; station holds rights.
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Tampa Bay Buccaneers	WSUN(AM) Tampa-St Petersburg	Reg net of 15; four preseason and 16 regular season games; station holds rights.
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NFC West

Atlanta Falcons	WSB(AM) Atlanta	Regional network of about 45 stations, four preseason and 16 regular season games; team holds rights
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Los Angeles Rams	KMPC(AM) Los Angeles	Reg net of 29 stations, no Spanish-language network; four preseason and 16 regular season games; station holds rights
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New Orleans Saints	WWL(AM) New Orleans	Reg net of more than 40, four preseason and 16 regular season games; station holds rights
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San Francisco 49ers	KCBS(AM) San Francisco	Reg. net of 20; four preseason and 16 regular season; station holds rights
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1985, will again offer its affiliates some alternate programming to play-by-play. *The NFL Tonight* will return on Sunday nights through the regular season. It is hosted by Jack Buck and Hank Stram, who recap the day's highlights and feature interviews with coaches and players. The show's exclusive sponsor is Safeco Insurance.

The series, however, has been trimmed back from two hours last year to one hour. The move, said Dick Brescia, senior vice president, CBS Radio Networks, is designed to "enhance both station clearances and the flow of the show." *The NFL Tonight* will air from 8 to 9 p.m. NYT.

CBS will also offer *NFL Preview*, a weekly, 15-minute preview of

The preseason and regular-season games of the **Atlanta Falcons** will be broadcast by WSB(AM), which holds the rights. The Falcons themselves held the rights last year and experimented selling the broadcasts through a sports marketing company. Chevron, Delta and Honda, are among those sponsoring the games, which are 70% sold, according to Bob Huntley, general sales manager. The WSB regional network consists of 45 stations in Georgia, Tennessee, Alabama and North and South Carolina. WAGA-TV Atlanta has sold about 80% of the spots for that station's four preseason telecasts, according to the station's vice president and general manager, Paul Raymond. Sponsors include Nissan, Coors, Delta and Hardee's. The team's two home games will be shown on a delayed basis if they are not sold out.

□

WBEN(AM) Buffalo, N.Y., holds the radio rights to four preseason **Buffalo Bills** games and 16 regular season contests and is in the second year of a five-year contract. Larry Levite, WBEN president and general manager, said the games will be broadcast to a 10-station regional network, including a station in Pennsylvania. Major sponsors include Goldome Bank, Empire Savings, M&T Bank, Buick, Tops supermarkets and Genesee beer.

WKBW-TV Buffalo holds the rights to four preseason games, which will also be carried by WOKR-TV Rochester, N.Y. Genesee Brewing Co., Rochester, as it has for the past 18 seasons, is the major sponsor of the local television broadcasts, with Pepsi Cola Bottling and Roberts Furniture both minor sponsors, said Richard Shepard, vice president and general sales manager. Rights for the games also include a half-hour weekly program of game highlights.

□

WGN(AM) enters the second of a three-year rights deal to carry the **Chicago Bears** full slate of pre- and regular-season games, including a fifth preseason game between the Bears and the Cowboys which originated from London's Wembley Stadium yesterday (Aug. 3). This year, the regional Bears network put together by Tribune Radio Networks will exceed the 35 stations that participated last year. WGN's sales for the Bears broadcasts were about 80% at press time. Sponsors include Heileman Old Style beer, True Value Hardware, Chevrolet, Amoco and Illinois Department of Tourism. WBBM-TV will carry three of the Bears local preseason games (one is being picked up for network broadcast). The station declined to provide the names of sponsors.

WKRC(AM) is in the second year of a three-year

the upcoming weekend's NFL action that is fed to stations every Friday night. The show features Brent Musburger and Jimmy (the Greek) Snider.

In college football, CBS Radio will air the newly renamed John Hancock Sun Bowl and the Cotton Bowl. It will also offer its stations *College Football Scoreboard*, a 13-week Saturday series anchored by Ed Ingles that summarizes the week's college action.

■

The following are capsule reports on local radio and TV rights-holders' broadcasting and advertising plans for each of the NFL franchises.

contract to broadcast games of the **Cincinnati Bengals**. Sponsors of the four preseason and 16 regular-season games include Anheuser-Busch, Sears and Oscar Mayer, said WKRC's general manager, John Soller. WLWT(TV) Cincinnati will again televise the preseason games—two live and two tape delayed. Ned Paddock, director of sales, said that returning sponsors include Coors, Toyota, Pepsi and Wendy's. The telecasts are 75% to 80% sold, he said. In Dayton the games will be telecast by WGR-TV, which replaces WKCF(TV).

□

WUWE(AM) Cleveland, owned by team owner Art Modell, will be covering all **Cleveland Browns** games with a coach's show beforehand and a postgame show. Sports director Bill Coleta reports that sales are going well with about 70% of spots filled. Major sponsors will be Anheuser-Busch, Honda, the Ohio Lottery and Forest City Enterprises (discount stores).

WKYC-TV Cleveland will be covering two away preseason games, with one of the other games blacked out and the other carried by NBC (also blacked out in Cleveland). Station spokeswoman Karen Malone Smith said advertising sales are "progressing slightly ahead of last year, with interest enhanced by the Browns winning the AFC Central division last year." The station carries a regular half-hour show, *Browns '86*, on Wednesday night and will broadcast an hour-long preseason report on Saturday, Aug. 16. Former Brown, Reggie Rucker, will be providing color commentary for the games and play-by-play will be by sports director, Jim Donovan. Miller Beer is the primary sponsor.

□

KRLD(AM) Dallas will cover the **Dallas Cowboys** again this season, and according to Ed Wodka, vice president and general manager, excitement is building not only because of the team's division winning performance last year but because of its strong showing in the draft. All of the major Cowboys sponsors from a year ago are returning to the station this year. Among new sponsors are Texaco and Farmer's Insurance. The Texas State Network of 175 stations will again carry the games.

In addition to the regular-game coverage, Mondays will feature shows with Cowboy coach, Tom Landry, and Cowboy president, Tex Schram. Tuesdays feature *El Chico Night*, in which Landry, players and coaches respond to questions from a live audience and the listeners from the El Chico restaurant. There is also the weekday *Cowboys Report* at 8:15 a.m. and 5:15 p.m. and *The Charley Waters Show* on Friday nights, featuring the former Cowboy defensive back. Pre-game cov-

erage includes *The Bob Lilly Show*, and post-game material includes a question-and-answer wrap-up with Preston Pearson.

The first Cowboys game, versus the Bears at Wembley stadium in London on Aug. 3, was scheduled to be carried live by KRLD beginning at noon Dallas time.

Frank O'Neil, vice president and general manager of KXAS-TV Fort Worth, said that sales of the one preseason Cowboys game to be covered by the NBC affiliate are strong with sponsors including Coors and GTE. The remaining Cowboys preseason games will be carried on network TV.

□

KOA(AM) Denver will broadcast coverage of **Denver Broncos** games 90 minutes before the game and two hours after, according to Ken Groshong of KOA. The games will be covered by long-time broadcast team of Bob Martin, KOA sports director, who does play-by-play, and Larry Zimmer with color commentary.

KCNC-TV Denver will cover three preseason games with the fourth, Broncos vs. the L.A. Rams, broadcast by NBC and carried by KCNC-TV. General Manager Roger Ogden said sales were a little slow, reflecting the "tougher economy," but with 60% to 70% sold, he expects a "normal sellout." KCNC-TV will also broadcast a Monday night recap with announcer Dan Reeves and a softer "lifestyle issues" show: *Bronco's Beat*, with Tom Jackson. Ogden declined to mention specifics, but said there would be nine major sponsors. The games will also be carried by KRDO(TV) Colorado Springs.

□

Renewing its contract with the **Detroit Lions** for another three years is Capcities WJRM(AM) Detroit which, like last year, will be the originating outlet for a regional network of 38 stations. Sales are running "slightly ahead" of last year's pace, said Maureen Hathaway, general sales manager of the station. Key advertisers include: Anheuser-Busch, Ford and Amoco.

On the television side, WJBK-TV Detroit will once again air preseason contests. The station's scheduled broadcasts will drop from four games last year—two live and two taped—to two live games in 1986. According to station general sales manager Jim Clayton, the upcoming games are about 60% sold. Major advertisers include: Coors, Baytec Computers, Midas Muffler and Michigan Dental. The two preseason games will also be aired over an ad hoc network of four stations.

□

Sales for radio broadcasts of the **Green Bay Packers**, are "a little behind schedule," ac-

Local TV preseason NFL coverage

<i>Team</i>	<i>Originator</i>	<i>Regional network; games scheduled; rights holder</i>	<i>Team</i>	<i>Originator</i>	<i>Regional network; games scheduled; rights holder</i>
AFC East			NFC East		
Buffalo Bills	WKBW-TV Buffalo, N.Y.	Four live games; station holds rights	Dallas Cowboys	KXAS-TV Fort Worth	One live game; station holds rights.
Indianapolis Colts	WTHR Indianapolis	Four live games; station holds rights	New York Giants	WPIX New York	One live, three tape delayed games; station holds rights.
Miami Dolphins	WCIX Miami	One live, two tape delayed games; station holds rights.	Philadelphia Eagles	KYW-TV Philadelphia	Four live games; station holds rights.
New York Jets	WNYW-TV New York	One live, one tape delay games; station holds rights.	St. Louis Cardinals	KPLR-TV St. Louis	Two live, one tape delayed games; station holds rights.
New England Patriots	WBZ-TV Boston	Three live games; station holds rights	Washington Redskins	WTTG Washington	Reg. network of two other stations; four live games (two home games will be delayed if they are not sold out); station holds rights.
AFC Central			NFC Central		
Cincinnati Bengals	WLWT Cincinnati	Reg. network of two stations; two live and two tape delayed games; station holds rights.	Chicago Bears	WBBM-TV Chicago	Three preseason games; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	Two live games; station holds rights.	Detroit Lions	WJBK-TV Detroit	Reg. net of four; two live games; station holds rights.
Houston Oilers	KHTV Houston	One live, two taped delayed games; station holds rights.	Green Bay Packers	WBAY-TV Green Bay	Reg. network of four stations; three live games, one taped; station holds rights.
Pittsburgh Steelers	WTAE-TV Pittsburgh	Reg. net of eight stations; three preseason games; station holds rights.	Minnesota Vikings	KSTP-TV Minneapolis-St. Paul	Two live games; station holds rights.
AFC West			NFC West		
Denver Broncos	KCNC-TV Denver	Reg. net of two stations; two live games and third if sold out; station holds rights.	Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	One live, three tape delayed games; live game to be simulcast on WCPX-TV Orlando, Fla.; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Four games, two live and two tape delayed games; station holds rights.	NFC West		
Los Angeles Raiders	KNBC Los Angeles	Two games, taped; Bob Speck Productions, Los Angeles, holds rights.	Atlanta Falcons	WAGA-TV Atlanta	Two live games and two tape delayed if not sold out; station holds rights
San Diego Chargers	KGTV San Diego	Two live games; station holds rights.	Los Angeles Rams	No TV rights	N/A
Seattle Seahawks	KING-TV Seattle	Four live games; station holds rights.	New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge, two live and two tape delayed games; station holds rights.
			San Francisco 49ers	KPIX San Francisco	Three live games; station holds rights.

cording to Paul LeSage, general manager, WTMJ(AM) Milwaukee. But he is optimistic: "We always do well. . . we'll be sold out by the beginning of the season." Advertisers signed so far include Anheuser-Busch, Century Insurance, True Value Hardware, Amoco and Napa

auto parts.

Pabst beer, Toyota, All State Insurance, Coca-Cola, Marine Banks and Wisconsin Bell are sponsoring preseason TV coverage of the Packers on WBAV-TV Green Bay. WBAV-TV is originating all four games this year, three of them

live, and feeding them to a network of four stations.

□

Last year, KODA(FM) Houston broadcast the **Houston Oilers** games in stereo and will con-

tinue this year. Dave Pearlman, the station's vice president and general manager, said that sales are "great" with spots nearly sold out and nine new advertisers. The easy-listening station feeds the games to a network of 35 stations in the Southwest. Promotions include the Free Fan Fare contest, where listeners can win trips to away games. Major sponsors include Anheuser-Busch, Honda and Gulf Oil.

KPRC-TV Houston general manager, Jeff Lee, said that his station had broadcast the Oilers for about 15 years, but last year was outbid by another station. This year KPRC-TV won back the rights and will air the first three preseason games (the fourth game, against the Cowboys, will be broadcast by CBS). If the home games are not sold out, they will be broadcast on a delayed basis the following Sunday. Sales are running about 70%. Major sponsors include Miller Beer, Nissan, Southwestern Bell, True Value Hardware and Exxon. Games will be covered by sports director, Ron Franklin and Craig Roberts. □

WTHR(TV) Indianapolis is in the final year of a three-year contract for four live preseason **Indianapolis Colts** games. Mike Corken, the station's general manager, says sales activity is "fair to good" and estimates about 80% of the ad inventory is sold. Among the key advertisers are GTE, Kroger stores, Merchant's Bank, Chevrolet and Ford Dealers and McDonald's.

WIBC(AM) will cover 20 Colts games—four and 16 regular season games. The station feeds the games to a 16-station network. Tim Medland, general sales manager, said he was satisfied with sales to date. Major sponsors include Zenith Distributors, True Value Hardware, Delco, Amoco Oil, Kroger Stores, Nationwide Auto Parts, MedScan, Hooks Drug Stores and Farmers Insurance Co. □

A network of more than 50 radio stations will carry the four preseason and 16 regular games of the **Kansas City Chiefs** this fall, with the broadcasts originated by KCMO(AM) Kansas City, Mo. The station and the network are in the second year of a five-year contract. A station spokesman said business has been slow and he attributed the sluggishness to the Chiefs 1985 record of six wins and 10 losses. However, he said he expects the sponsor list to grow to about 20-25 by the time the season starts.

Television sales activity has been proceeding briskly, according to Pat North, general sales manager of KCTV(TV) Kansas City, who estimates that the advertising schedule will be about 95% sold by the start of the preseason games. North cited a handful of the major sponsors signed to date, including Coors, Taco Bell Restaurants, Hardee's, Southwestern Bell and Subaru. □

Bob Speck Productions, Los Angeles, holds the rights for both radio and television coverage of the **Los Angeles Raiders**. This year, the radio network, which will originate out of KLRA(AM), will include 36 stations in 11 states, up from last year's 25 stations. Two preseason Raiders games will be shown on KNBC(TV), both tape-delayed home games.

According to Peter Columbus, Speck vice president, sales this year are "better than in previous years," with radio time sold out and TV nearly gone.

Network lineups

ABC-TV

Hall of Fame Game	Aug. 2
NFL preseason	Aug. 15, 22
CFA	Starts Sept. 6
NFL (Monday night)	Starts Sept. 8
Citrus Bowl	Jan. 1
Sugar Bowl	Jan. 1
Pro Bowl	Feb. 1

CBS-TV

NFL preseason	Aug. 10, 23, 30
NFL regular season	Starts Sept. 7
PAC 10/Big 10/ACC	Starts Sept. 13
John Hancock Sun Bowl	Dec. 25
Gator Bowl	Dec. 27
NFL playoffs	Dec. 28, Jan. 3, 4
Cotton Bowl	Jan. 1
NFC Championship	Jan. 11
Super Bowl XXI	Jan. 25

NBC-TV

AFC preseason	Aug. 3, 16, 29
AFC regular season	Starts Sept. 7
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1
AFC playoffs	Dec. 28, Jan. 3, 4
Hula Bowl	Jan. 10
AFC Championship	Jan. 11

CBS Radio

John Hancock Sun Bowl	Dec. 25
Cotton Bowl	Jan. 1

Mutual Radio

College Kickoff Classic	Aug. 27
Notre Dame and other college games	Starts Sept. 6
NFL package	Starts Sept. 7
Army-Navy game	Dec. 6
Aloha Bowl	Dec. 21
Holiday Bowl	Dec. 30
All-American Bowl	Dec. 31
Blue Bonnet Bowl	Dec. 31
Sugar Bowl	Jan. 1

NBC Radio

NFL package	Starts Sept. 8
Gator Bowl	Dec. 27
Liberty Bowl	Dec. 29
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

KMPC(AM) is in the second year of a three-year contract, with a one-year extension option, to broadcast games of the **Los Angeles Rams**. Bill Ward, executive vice president of KMPC, said major sponsors of the broadcasts, already 92% sold out as of two weeks ago, are Chevrolet, Anheuser-Busch, Chevron and Farmers Insurance. The number of regional affiliates is up to 29, from 23 last year. KMPC(AM) will produce the Spanish-language broadcast and sell time but the actual broadcast will come from XEPRS Rosarito (Tijuana), Mexico, from which KMPC purchases the time. The Rams have decided not to sell any telecasts rights this season. Pete Donovan, the team's director of public relations, said the Rams contract with Anaheim stadium calls for at least three of the four preseason games to be played at home, where the dates scheduled

are on a Monday, Tuesday and Saturday: "We thought we should not go through the production hassle when we could only show them on a tape-delayed basis." The fourth game, in Denver, has been picked up by one of the networks, precluding a local telecast. □

Sales for **Miami Dolphins** football are "great, way ahead of last year," said Bob Rich, general manager of originating station WIOD(AM) Miami, which will cover the four preseason and 16 regular season games. WIOD begins coverage two hours before game time, with interviews of coaches and players and follows games with an extended locker-room report. It also broadcasts shows with Coach Don Shula twice weekly and a lighter feature show on Wednesday with tight end Joe Rose. Promotions include bumper stickers and the "horrible hanky," a white handkerchief that fans wave at games. Last year WIOD gave away over a half-million to listeners. Major sponsors include Anheuser-Busch, Eastern Airlines and Ryder trucks. WQMA(AM) will broadcast the games in Spanish, said program director, Julio Mendez. Its major sponsors include Eastern, Nissan and Kodak.

Walt Gray, sports director at Taft-owned WCIX(TV), said the station will be covering three preseason games. The other game, against the Cleveland Browns, will be picked up by NBC. □

Hubbard Broadcasting's KSTP-FM Minneapolis-St. Paul is entering the second year of a three-year agreement with the **Minnesota Vikings** for exclusive radio broadcast rights. Major sponsors include: Anheuser-Busch, Midwest Federal and Honda. KSTP-FM is also the originating outlet for a regional network of 62 stations reaching Minnesota, North Dakota, South Dakota, Iowa and western Wisconsin.

KSTP-TV Minneapolis-St. Paul renewed its deal, which is on a year-to-year basis, to air preseason games for the Vikings. The station plans to broadcast two live contests—one more than last summer. □

WBZ-TV Boston, in the second year of a three-year contract, has garnered a mix of national and local advertisers for its **New England Patriots** coverage, according to Scott Brady, local sales manager. The station has arranged for coverage for three preseason games and will air a fourth on Aug. 10 if it sells out. Brady said that among major sponsors are Coors Beer, Toyota and Dodge Dealers.

WEEI(AM) Boston is in the final year of a five-year pact with the Patriots. The station has assembled a network of 35 stations this season. Jon Hirshberg, the station's general sales manager, said that sales are going "very well," with both national and local clients. Advertisers include Anheuser-Busch, Honda Motors, True Value Hardware, State Line Potato Chips, New England Telephone, Kay Jewelers and Honeywell Inc. □

New Orleans Saints rights are held by WWL-TV and WWL(AM). WWL-TV will carry four preseason games, two away games live and two at home with a one-day tape delay. J. Michael Early, general manager of WWL-AM-TV, said local television sponsors include Miller Brewing, Pop-eye's fried chicken, Benson Motors, Avon-

dale Shipyard, Taco Bell, Toyota and Weiner Corp. (Shoe Town).

WVL(AM)'s schedule covers four preseason and 16 regular season games, which will be fed to at least 40 stations (with more expected, according to Don de la Houssaye, the station's general sales manager), in Louisiana, Mississippi, Alabama and one station in Florida. Major local sponsors include Jefferson Savings & Loan, Aucion-Hart jewelers, Popeye's fried chicken, Cavaretta's Furniture and Louisiana Cattle Co. restaurant, de la Houssaye said.

□

Metropolitan Broadcasting's WNEW(AM) New York will air **New York Giants** football for the 26th consecutive year, which is believed to be the second longest local radio contract with a professional football franchise. (KMOX's contract with the St. Louis Cardinals is believed to be the longest.) Among the major advertisers this season: Anheuser-Busch, Honda, People Express, Manufacturers Hanover Trust and Bell Atlantic.

WNEW will also be the originating station for a regional network of some 25 stations in the Northeast (New York, Connecticut and eastern Pennsylvania), said Scott Savage, general sales manager of the station. Handling sales for the network will be the Connecticut Radio Network.

WPIX-TV New York will again air four preseason contests—one live and three on a tape-delay basis. Major sponsors this year include Miller and BMW.

□

WABC(AM) New York is entering its last year of a three-year deal for broadcast rights to **New York Jets** football. As in the past two years, the station, due to a scheduling conflict with its New York Yankees broadcasts (in the last year of a six-year deal), will pay WMCA(AM) to air seven games (two pre- and five regular season contests) which overlap with Yankee games at \$10,000 to \$12,000 per game.

WABC Vice President and General Manager Jim Haviland reports several advertisers returning to the station's 1986 Jets coverage: Blue Cross/Blue Shield, Eastern Airlines, New York and New Jersey GMC and Molson. New sponsors this year include Chrysler and Schaffer. Additionally, Haviland said WABC will air two-hour, pre- and post-game shows "after the conflict season," which is August and September. (Fifteen-minute pre- and post-game programs will air during August and September.)

Fox Broadcasting's WNYW-TV (formerly WNEW-TV) will broadcast one live, two tape delay, preseason games—one fewer than it broadcast last summer. Budd Meehan, vice president-general sales manager WNYW-TV, said the advertising time for this year's preseason contests is "virtually sold out." Among the major sponsors for television: Nissan, Miller, New York Telephone, BMW, Burger King and Toyota.

□

KYW-TV will telecast four **Philadelphia Eagles** preseason games this year, the team's first season with Buddy Ryan as coach. A station spokeswoman said the station's advertising schedule is 100% sold out. Among the advertisers are Pepsi-Cola, Subaru, Miller Beer, Midas Muffler and Amoco. The advertising picture at WIP(AM) seemed equally bright. Michael

Craven, the station's general manager, said it's been a "most positive year" for advertising but declined to name any of the advertisers "for competitive reasons."

□

Hearst broadcast stations WTAE(AM)-WHTX(FM) and WTAE-TV Pittsburgh are all entering the second year of a two year pact to broadcast the **Pittsburgh Steelers** games. The AM radio broadcasts are simulcast on the FM station. The radio stations were more than 95% sold out of Steelers avails at deadline. Sponsors include Herr's Potato Chips, Budweiser and Honda. The stations will repeat their "turn down your sound, turn up your radio" campaign this season and will encourage local restaurants and lounges to participate by offering a free weekly promotional spot for those that do. WTAE-TV will carry three of four preseason Steelers games this season (one is being picked up by ABC). The station has a regional network of eight stations. It was about 75% sold at deadline with major sponsors Pittsburgh National Bank, Pittsburgh Brewing Co., McDonald's and John Eagle supermarket chain. Secondary sponsors are Exxon and Stull Equipment.

□

This is the last year KLLZ(AM) San Diego will be carrying **San Diego Chargers** games, said General Manager Don Walker. It is reported that XETRA-AM-FM Tijuana, Mexico, has signed a five-year contract to broadcast the games. Walker reports that sales have been pretty good with 22 to 24 minutes sold so far. KLLZ begins broadcasting about an hour before the game and continues for about two hours afterward with a wrap-up show, a locker room report and finally, talk-formatted *Charger Talk* closing the coverage. Major sponsors are Anheuser-Busch, Honda, Glendale Federal Savings & Loan, McDonald's, Chevron and Farmers Insurance.

KGTV(TV) will be covering all four preseason games, with three games being sold on a delayed basis (the fourth will be an away game in Los Angeles).

□

KPIX(TV) San Francisco, will carry three live preseason games (nonnetwork) of the **San Francisco 49ers**, as well as a fourth network game. Kennen Williams, the station's general sales manager, said sales for the games are about 40%-50% ahead of last year. Among the advertisers are Pacific Bell, Datsun and McDonald's.

This is the final year of a multi-year radio contract for KCBS(AM) San Francisco, according to Junior Winokur, general sales manager. The radio station will feed four preseason and 16 regular season games to a network of 19 stations in California and Reno, plus a satellite network feeding the games to stations in Hawaii, Montana, Oregon, in other states, and, Youngstown, Ohio, home of 49ers owner Edward DeBartolo. KCBS(AM) hopes to expand the network before the season starts, Winokur said. Sponsors include Chevrolet, Farmers Insurance, Chevron, Sears Savings Bank, Pacific Bell, Pacific Gas & Electric and Payless.

□

Seattle Seahawks coverage on KIRO(AM) will be heard over a 65-station network, including

stations in Washington, Oregon, Alaska, Hawaii, Idaho and Montana, as well as the Canadian provinces of British Columbia and Alberta. According to KIRO sales manager, Joe Carter, advertising time is sold out. Advertisers are Chevron, Nissan, GTE, Rainer Beer, Rainer Bank, Associated Grocers, True Value Hardware, King County Medical, The Bon (department store), McDonald's, Puget Power, Oberto snack foods, Pepsi and Pacific Northwest Bell.

KING-TV is planning to broadcast all four Seahawk preseason games live pending sellouts for the two home games. According to Sturges Dorrance, KING-TV general manager, the Seahawks usually sell out their homes games. Majors sponsors will be Rainer Beer, GTE, local Toyota dealers and Domino's Pizza.

□

A radio network of about 50 stations will hear **St. Louis Cardinals** football this season originating from KMOX(AM) which is in the second year of a rights contracts that runs through the 1991 season, according to Robert Hyland, the station's general manager. This year, co-owned KSTR(FM) will simulcast all games. Sponsors include Amoco, Anheuser-Busch, Ozark Airlines and Farmers Insurance.

KPLR-TV St. Louis will air three Cardinals games, two live, with Anheuser-Busch, Meineke mufflers, Community Federal Savings & Loan and Hardees as sponsors.

□

WSUN(AM) St. Petersburg, Fla., just signed a new rights contract with the **Tampa Bay Buccaneers** that runs through the 1989 season. Shawn Portmann, the station's general manager, reports that sales have been "very strong" with Chevron, Eastern Airlines, McDonald's, the Tampa Bay Volkswagen Dealer Group, Kash 'n Karry (grocery chain) and GTE signed as sponsors.

All four pre-season games will be televised on St. Petersburg, one live and three tape delayed. The live game will also be aired by WCPX-TV Orlando, Fla. According to WROG(TV) general manager, Edward Aiken, no sponsors have been signed yet.

□

Without Joe Theismann and John Riggins, the **Washington Redskins** face a rebuilding year this season. In the radio booth for WMAL(AM), however, the "Skins will retain the lineup of Hall-of-Famers Sonny Jurgenson and Sam Huff. With Theismann now retired, quarterback Jay Schroeder will continue the pre- and post-game reports he began last year when he took over the quarterback job following Theismann's leg injury.

The radio station will continue its pre- and post-game shows, including one hosted by Redskins coach Joe Gibbs. Gibbs is also heard on Wednesdays evenings.

General sales manager, Tony Renaud, said that despite "a lot of turnover" in the sports marketplace this year, the station was able to replace those advertisers that dropped out. Capital Area Chevy Dealers, Mobil and Budweiser have returned.

WTTG(TV) Washington will continue its preseason coverage with Dick Stockton and Sam Huff. Ed Shay, vice president and general sales manager, said the station is 85% sold. Major sponsors include Budweiser, McDonald's and Mobil.

The U.S. vs. Richard Colino et al

Intelsat's director general and his associates seen as obstructionists in way of separate-systems policy

The problems the State Department faces in dealing with the Soviet Union may be more dangerous, and those in the Middle East, more intractable. But there are few that cause the State Department more frustration and anger than those generated by the executive staff of the International Telecommunications Satellite Organization—as headed by Director General Richard Colino—as the U.S. makes a pioneering effort to establish separate communications satellite systems that would compete with Intelsat.

Indeed, there are rumblings within the department of the U.S. turning its back on Intelsat procedures, if necessary, to establish a separate system. Ambassador Diana Lady Dougan, U.S. coordinator and head of the department's Bureau of International Communications and Information Policy, makes a point of saying the U.S. "has rights" as well as obligations to Intelsat.

To a degree, at least, the U.S. is suffering self-inflicted wounds. But it is also contending with what some in government refer to as "the dirty tricks" department of Intelsat's executive team and with what is seen as a well-organized effort to generate support among governmental and nongovernmental organizations—and within the U.S. Congress—to slow down if not block U.S. policy to promote competition in the international telecommunications field.

All of which is part of a conflict rich in irony. Colino and other Intelsat executives frequently recall that it was U.S. policy that led to the establishment of Intelsat 22 years ago. They say that policy was a product of American idealism and realism that recognized the self-interest to be served in making American satellite technology available to the world as a means of improving the international communications capability of all nations, including the poorest. And clearly Congress, while expressing support for the new separate systems policy, has demonstrated it regards a viable Intelsat as an important U.S. policy objective.

What's more, American observers note that Colino, the first American to hold the post of director general, was elected three years ago with the help of the U.S. government, whose candidate he was. Whatever the U.S. hoped to gain from an American as director general, what it has gotten, according to a State Department official in a memorandum to Ambassador Dougan that reflects the dark feelings that appear to permeate the government, is an executive organ that "has actually or allegedly sought to discredit, influence or misrepresent U.S. international communications policy."



Colino

Colino was out of the country last week and unavailable for comment. But Jose Alegrett, who as deputy director general for business planning and external relations is Colino's principal deputy, chose not to meet such charges head on—other than to say Intelsat has never attempted to block U.S. policy. He ascribed charges to the contrary to "the perceptions of some people" about which "we can do nothing." And in the face of those charges, he maintained that Intelsat has "the best relations" with the U.S.—and that it does not interfere "in the internal affairs of sovereign states." What's more, as a native of Venezuela, Alegrett expressed a special note of note of gratitude to the U.S. on the part of Third World countries for the satellite technology he said the U.S. has made available to them through Intelsat. Alegrett was turning Intelsat's other cheek.

□

To some observers, the U.S. government is operating at a disadvantage in the way it is organized—or not organized—to make and implement international telecommunications policy. Three agencies—the State Department, Commerce's National Telecommunications and Information Administration and the FCC—are involved, each jealous of and concerned with its special responsibilities and mission. And the U.S.'s representative at Intelsat board meetings is the Communications Satellite Corp., which, because of its 24% ownership of Intelsat and the increasing number of competitive fields

in which it is becoming involved, is viewed by some as unable to represent the government in Intelsat matters with sufficient vigor (although that is a perception Comsat is now trying to change). However many the players, when the U.S. loses in a confrontation with Intelsat, there seems to be embarrassment enough for all.

There was, for instance, the defeat the U.S. suffered at the Intelsat board meeting in June, when the board overwhelmingly rejected the U.S. proposal that it call an extraordinary Assembly of Parties—the highest authority in the organization—to consider the coordination of the PanAmerican Satellite Corp.'s proposal for satellite service linking the U.S. and Peru. Even U.S. officials—who had directed Comsat to call for a vote—acknowledge the results reflected support for Colino's insistence that the U.S. had not submitted the information needed to assess the proposal's impact on the global system.

Earlier, there was the matter of Israel's proposal to establish a domestic satellite system, labeled AMS, and the Intelsat executive staff's letter threatening to withdraw the coordination that Israel had already achieved with the global system. The reason: the major changes Israel had made in the proposal it had originally offered. However, the U.S. was concerned that the proposed recession—which had never previously occurred—could be used as a precedent to stall coordination of U.S. separate systems. So it objected, and forced the issue to a vote. And by

persuading most board members to abstain—they were not interested in getting into the fight—the U.S. managed to deny the executive team the 62% vote needed to gain endorsement of the letter. But the letter was not withdrawn—Colino said the staff has ample authority to declare a coordination “null and void” if a proposal is changed substantially. And the U.S., declaring the battle was really Israel’s, backed off.

Such strategy and tactics spring from the deep suspicion that the U.S.—with six applicants having received conditional authority to establish separate communications satellite systems—is dealing with a director general who is unremittingly opposed to the establishment of such systems. And it is not difficult to put together a laundry list of actions, attributed to the Intelsat staff, that generate such feelings. In fact, at least one such list has been compiled for Dougan.

Some of the actions were petty and/or clumsily executed, and if anything, counter-productive. But there is one, about which little is known, that reflects what one European said is an effort to “rally political and moral support” among nongovernmental organizations in Europe for Intelsat, and for limiting the U.S. policy of introducing competition into the international telecommunications market. The Intelsat official spearheading the effort—W. Gilbert Carter, whose title is counselor to the organization—says it is based on what he describes as Intelsat’s importance to the economic development of Third World economies, and the economic damage he feels they would suffer if separate systems siphoned traffic from the global system.

That is a serious matter. But if the U.S.-Intelsat executive staff battle has its share of irony, it also has its share of the bizarre.

The standard for that category was set in April 1985, when members of the trade press and foreign telecommunications managers and planners in Washington to attend an ITU-sponsored World Plan Committee meeting received an inelegantly worded statement (William Schneider, undersecretary of state for security assistance, science and technology, Dougan’s boss, was referred to as “Bill Schneider”) on what, at first glance, appeared to be International Telecommunication Union stationery. It derided the “confusion and contradictions” in State Department policy regarding Intelsat and the separate systems, and complained that the administration was lobbying the foreign del-

egations on the separate-systems issue. ITU officials at the meeting denied any part in producing the document; they said the “ITU” heading was simply a photocopy of an ITU letterhead printed on plain white paper. And although the tone and substance appeared to echo views expressed by Intelsat executives, officials of the world system vehemently denied any connection with the document. However, C. Robert Beacham, editor and publisher of the *Chronicle of International Communication*, did a bit of investigating that produced an interesting find. Beacham was the only press representative who received a copy of the bogus document through the mail. And he discovered that the postage meter number on the envelope matched Intelsat’s.

Conceivably, the postage meter match-up is not a smoking gun. Conceivably, as an Intelsat official theorized, someone interested in setting up Intelsat infiltrated the Intelsat mail room and ran the envelope through the postage meter. But the fraudulent ITU document is only one in a series of occurrences that State Department officials—and representatives of would-be separate systems—find more than strange. Early this year, for instance, there were hard-to-credit reports in newspapers in Port Moresby regarding the joint proposal of America’s TRT and the Post and Telecommunication Corp. of Papua New Guinea to establish a communications satellite system to serve the Western Pacific. According to the reports, the proposal had caused “high level concern in the United States” and President Reagan had written to the prime minister of Papua New Guinea, asking him to scrap the agreement.

The U.S., through the embassy in Port Moresby, labeled the reports as untrue. “There was no such letter,” the embassy said, adding that the alleged position runs counter to explicit U.S. policy favoring the establishment of separate systems. The reports appeared in advance of a meeting in Fiji of the South Pacific Bureau for Economic Cooperation—which provides communications and other types of technical support for 13 Pacific countries—to hear the competing proposals of Pacstar, Intelsat and Aussat, the Australian satellite system, to serve the Pacific Basin. Intelsat officials have denied any involvement in planting the erroneous reports. A spokesman said: “We know the U.S. position on separate systems.” He also said the South Pacific does not represent a large part of Intelsat business.

Then there was the draft letter to Secretary of State George Shultz that was apparently intended for the signature of Representative Dante Fascell (D-Fla.), chairman of the House Foreign Affairs Committee (BROADCASTING, June 23). The draft turned up, inadvertently, in a packet of correspondence concerning PanAmSat that was distributed to members of the board of governors at the meeting in Rio de Janeiro in June. It expressed committee support for legislation, passed last year, that establishes congressional policy on the separate systems/Intelsat issue. It requires the administration to follow procedures specified in the Intelsat agreement for coordinating separate systems with Intelsat, and calls on the U.S. to sup-

port changes in the Intelsat agreement to permit the global system greater pricing flexibility as a means of competing in “the new environment” that the draft said would be created by U.S. separate systems. And emergence of the draft generated howls of outrage from the State Department and produced statements from Intelsat that did not appear to square with facts as they subsequently emerged.

Colino withdrew the draft from the official board document, saying its inclusion had been an administrative error. But State Department officials said the draft was proof of the executive staff’s lobbying—an activity that Intelsat, as an international organization, says it avoids; it admits only to “educational” activities on Capitol Hill. State Department officials saw Intelsat as having prepared the draft for Fascell; to them, that was not education but another example of the extensive lobbying in which they say the global system has engaged to shape U.S. international telecommunications policy. An Intelsat spokesman said the draft was the product of “a low level” staffer who had offered it as one of a number of options to be considered for moving the stalled coordination talks involving PanAmSat’s proposed system off dead center. The spokesman also said senior officials had rejected the draft and that it had not been seen by anyone on Capitol Hill.

But the draft was not simply the product of a “low level” staffer eager to help. Stuart E. Eisenstat, who headed the White House domestic policy staff during the Carter administration and who serves as one of Intelsat’s principal representatives on Capitol Hill, had been involved. He suggested such a letter in a meeting with House Foreign Affairs Committee staffers in May. His purpose, he said, was to secure protection for Intelsat against what he thought might be an effort by the U.S. to ram the PanAmSat proposal through the board and Assembly of Parties before the organization had an opportunity to analyze the bulk of the technical data associated with the PanAmSat system. He noted that the U.S. had not supplied technical information on 19 of the 24 transponders involved, and was seeking an extraordinary meeting of the Assembly of Parties in July. (Later, the U.S. amended its proposal, moving the date of the Assembly of Parties meeting it was seeking back to October. That decision came after the May 30 failure of an Arianespace rocket eased the launch-date deadline that had been facing PanAmSat; its



Carter



Dougan

satellite was scheduled for liftoff aboard an Ariane in October. But State Department officials also said they wanted to avoid the charge of "railroading" the coordination proposal through Intelsat.)

The staffers did not reject Eizenstat's idea. But they decided that if they did accept a draft as a basis for a letter to the State Department, the committee—which had played a key role in enactment of the legislation cited by Eizenstat—would also send a letter to Intelsat to assure, as one source said, equal treatment: The letter would have made clear the committee's concern about any efforts to obstruct the coordination process. But the next the staffers reportedly heard of the matter was when they were informed the State Department had received a copy of the draft from Rio. The staffers, according to one account, immediately called Intelsat in Washington to complain—vigorously.

Eizenstat said he had ordered the draft prepared and submitted to the Intelsat executive organ. But, he said, "it was never approved—it died a-borning." Until an apparent clerical error gave it a new, brief and controversial life.

U.S. officials also are angry about speeches by Colino and other Intelsat executives criticizing U.S. separate-systems policy, saying such systems would be cream-skimmers that could adversely affect Intelsat. And U.S. officials have long been suspicious of the inspiration for some of the telegrams and letters Intelsat member countries have sent to the State Department and the FCC, to express concern about U.S. separate-systems policy. The officials noted a similarity in the language of some of the messages. Charges have also been made that Intelsat executives help draft resolutions adopted by the organization and other international bodies, like the Pan African Telecommunications Union, opposing U.S. separate-systems policy. Intelsat spokesmen reject such suspicions as insults to member governments and signatories. They do not need our help, the spokesmen say.

□

The European trip of Intelsat's Carter came to light earlier this year when one of those he visited wrote a memorandum on the meeting and sent it to contacts in the U.S., including one in the State Department. Carter said he had made the trip, in January, to the United Kingdom, France, West Germany, The Netherlands, Belgium and Switzerland, to talk to academics and representatives of foundations interested in economic development of the Third World. His aim, he said, was to brief them on Intelsat—what it is and does—convinced that if Intelsat is not well known in the U.S. (and it is not), it is probably invisible in Europe. But he also said he was "trying to organize support for Intelsat as a developmentally useful organization, and one that deserves attention and support. "I was trying to do two things," he said. "To make the point that telecommunications is an engine of development—not just a consumer of scarce resources—and that Intelsat has played and will continue to play a major role in that regard."

The memorandum describing Carter's trip attributed to the Intelsat official intentions that were more sharply focused. His aim, the

memorandum said, was "to rally political and moral support in Europe for Intelsat's policy to limit the damages of the U.S. administration policy of deregulation in international satellite traffic, and to form a European/Third World/Intelsat coalition against this tide of deregulation and privatization." What's more, he was also said to be trying to establish contact with nongovernmental communications specialists and institutions in Europe that are involved in Third World cooperation, and to mold them into "a kind of European Intelsat 'support group.'"

Carter, who has had more than 30 years' experience as a private international lawyer and government official—including four years as a special assistant on space communications matters in the State Department—is regarded as one of Intelsat's ablest officials. Among his other qualifications is the influence he has—as an Intelsat representative—with those who help set telecommunications policy in Third World countries. And he makes no effort to mask his feelings about U.S. efforts to establish separate systems.

When asked by officials in developing countries why the U.S. has adopted such a policy, he says he answers: "Ideological reasons. I don't think it makes much sense in terms of the Third World," he says. "The last thing the Third World needs is to have utilization charges and share of investment [in Intelsat] go up because of a loss of traffic [to separate systems]. . . . This change in U.S. policy creates a whole lot of puzzlement and concern in most of the rest of the world. They don't see what's in it for them. They think it's dangerous, and they don't like it."

Carter has a unique, personal feeling about Intelsat and its role as "the single global commercial telecommunications satellite system," as it is described in the preamble to the Intelsat Agreement. "I'm the one who put the word 'single' in [the sentence], when I was in the State Department [in the early 1960's]," he said. "So it's my policy they're screwing up. I have a very deep commitment to the original clause."

□

Ambassador Dougan, after three years of fencing with Intelsat on the issue of separate systems, indicates a loss of patience with the organization, and suggests that Intelsat's treatment of the PanAmSat proposal will constitute some kind of test. "Intelsat exists to serve customers and countries, not to be saluted just because it exists," she said. "If it tries to turn into a super sovereign entity instead of serving customers and countries, and dictates to them, it loses sight of why we supported it in the first place. It has not totally gone over the edge. But how PanAmSat and the other separate systems are treated will affect our view on whether it's overstepped its role." Then she said, "The U.S. will exercise its rights as well as meet its obligations to Intelsat."

Dougan was concerned about the amount of information Intelsat had indicated would be necessary—it includes technical and economic data concerning transponders whose use the FCC has not yet authorized. Dougan aides have said the Intelsat agreement does not require that data. But that concern raises a fundamental issue that the conflict between the U.S. and the Intelsat staff has largely

obscured.

The alleged "dirty tricks" and world-wide lobbying and "educational" activities aside, the executive staff made a reasonable argument before the board in June in opposing the U.S.'s call for an Extraordinary Assembly of Parties to consider the PanAmSat coordination issue. The U.S. maintained then that coordination of only part of the satellite—the five transponders that would be used to link Peru and the U.S.—with coordination of the remaining 19 left to a future date when their use is authorized by the FCC, is proper under the Intelsat agreement. But the U.S. was seeking to break new ground with that argument.

As Colino—and some in the U.S.—say, Intelsat has never before proceeded with a coordination in that manner. "The problem," Colino said, "is a fundamental misunderstanding [apparently on the part of the U.S.] as to how the XIV(d) coordination process has worked for everyone—everytime. Or," he said, "there is a wish to change the process." And he indicated he would oppose any such effort. Intelsat officials speak of that process as essential to protecting the technical and economic viability of the organization. In an atmosphere less highly charged than that engulfing U.S.-Intelsat relations, that argument might carry more weight; to some in the U.S., it is seen as simply another effort at hamstringing U.S. policy.

For all of the concern he has expressed about the effect of separate systems on Intelsat, Colino insists the PanAmSat proposal will be treated fairly.

But last week, some at PanAmSat and in the government were accusing Intelsat of "another dirty trick." It was a reference to the word received on July 25 that there no longer was time for the staff to process the technical data that had been prepared in connection with the PanAmSat matter before the board of governors technical committee meeting that begins on Aug. 20. Normally, that committee reviews such material before it goes to the board of governors, and the board is scheduled to meet Sept. 11. Comsat delivered the material a few hours before receiving word the deadline had passed.

However, it was another self-inflicted wound. Both Intelsat and Comsat officials had warned the government of the importance of developing and transmitting the data at the earliest possible date. And the data was ready at least a week before it was delivered. But an internal dispute within the State Department as to whether only a part of a satellite may be coordinated held up delivery. Still, the wound was not serious. By week's end both sides said an effort would be made to complete the processing by Aug. 20.

In fact, a series of meetings was reportedly being scheduled. Late word had it that representatives of U.S. government agencies involved met late last week to establish government policy, while additional meetings, reportedly including representatives of the government, Intelsat, Comsat, Peru and PanAmSat, were to begin this week. So it may be that the shouting and gamesmanship and the charges and complaints and the strategic leaks are ending and serious talks are beginning. Or it may be that hard, bloody trench war has just begun. □

Movement, finally, on PanAmSat plan

Some progress is made, and a lot remains to be done, on resolving differences over application for U.S.-Peru satellite service between U.S. government and Intelsat

Suddenly, everything came together. After weeks and months of what seemed uncertain efforts by the U.S. to advance the PanAmerican Satellite Corp.'s efforts to establish a separate international communications satellite system, meetings last week were held and planned among and between the affected parties to resolve the issues involved in consulting with the International Telecommunications Satellite Organization on the U.S.-Peru proposal to establish a satellite system linking the two countries. But it was obvious that the U.S. and the Intelsat executive staff may be headed for another confrontation on the extent of information the U.S. is to submit and on whether the U.S. will continue to insist on consulting on only part of the PanAmSat satellite.

On Thursday, a meeting was held involving the U.S.'s highest level officials responsible for the process—Under Secretary of State for Security Assistance, Science and Technology William Schneider; FCC Chairman Mark Fowler, and Alfred Sikes, head of the Commerce Department's National Telecommunications and Information Administration—with Jose Alegrett, Intelsat's deputy director general for business planning and external relations. The purpose of the meeting, according to one source, was simply "to make sure everyone was moving forward in good faith" on the consultation issue.

Then, on Friday afternoon (Aug. 1), key State, NTIA and commission aides were to meet to lay out a coordinated government

policy on the thorny issues involved in the consultation matter. And on Thursday (Aug. 7), representatives of those agencies along with officials of Peru and PanAmSat, as well as of Intelsat and the Communications Satellite Corp. (the U.S. signatory to Intelsat), will meet to begin what may be a series of meetings on the issues involved in what the U.S. says is the consultation process.

The meeting grows out of an invitation from Intelsat's office of external affairs to officials of Comsat's Intelsat Satellite Services division to meet that day to discuss what the letter said were some of the serious problems a preliminary check of the just-submitted technical information had shown. But a particularly knotty problem to be resolved is the extent of the information required. The U.S. and Peru originally submitted economic and technical data on only five of the 24 transponders on the satellite to be built. The five will be used in providing service between the U.S. and Peru. And PanAmSat has no plans for the remaining 19—the FCC has not even authorized their use. However, after the board in June rejected the U.S. call for an Extraordinary Assembly of Parties to consider the PanAmSat consultation matter, the U.S. agreed to provide technical data on the remaining 19—13 of the remaining C-band transponders PanAmSat said would be used domestically in Latin American and six Ku-band transponders to link North America with Europe.

But Intelsat, in a letter to Comsat last week, said that material was not sufficient. It noted that the U.S. has not submitted economic data in connection with the six transponders to be used for international service, in accordance with the requirements of the provision in the Intelsat Agreement govern-

ing consultation of international satellites. It also said the U.S. letter transmitting the material simply states that the other 13 "are currently slated by PanAmSat for domestic service within South and Central America." Intelsat said that does not provide the necessary assurance they will not be used for international service.

The Intelsat letter also expressed concern over the indication that the U.S. seeks formal consultation on only the five transponders to be used in the U.S.-Peru service, and not to commence formal consultation on any of the remaining 19. "Accordingly," Intelsat said, it is faced with a "unique situation," in which consultation is requested for only five of the 24 transponders. "This presents an unacceptable situation," the letter added.

U.S. officials do not appear impressed. The U.S. position is that while the board wanted technical data on all 24 transponders, it did not state a need for economic material on any of the transponders beyond the original five. "And we do what the board wants, not the executive staff," he said. As for consulting on only five transponders or on all 24, that has been a sticking point within the State Department and among the department and the other U.S. agencies involved. State's lawyers thus far have prevailed in the view that the Intelsat Agreement requires a country to consult only on facilities it will use to meet its requirements. And the U.S., the lawyers say, should do no more. NTIA, however, is believed to feel the U.S. would strengthen its position before the board by providing all the information requested.

Despite those apparent differences and others that may exist among State, NTIA and the FCC, one State Department official was hopeful before the meeting Friday at which representatives of those agencies were to settle on government policy. "I'm optimistic we will reach a resolution." □

NBC scores double victory

The NBC *Nightly News* won the evening news race once again for the week of July 21. The tallies were NBC, 10.1/22; CBS, 10.0/22, and ABC, 9.5/21. In the prime time race, NBC was first with a 12.9/25, ABC second with a 10.5/20 and CBS third with a 10.2/19. Four NBC comedies were the highest-ranked shows of the week—*Cosby*, *Family*

Ties, *Cheers* and *Night Court*. CBS's airing of the *Miss Universe Pageant* was fifth, scoring a 21.2/37, and a first-run showing of the NBC made-for movie, *CAT Squad*, ranked sixth, with a 17.3/30. Rounding out the top 10 were *Who's the Boss*, *Growing Pains*, *Golden Girls* and *20/20*. The complete program rankings follow.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	<i>Cosby Show</i>	NBC	25.2/50	23.	<i>Herbie Rides Again</i>	ABC	12.7/25	45.	<i>Monday Night Baseball</i>	ABC	9.3/17
2.	<i>Family Ties</i>	NBC	25.1/49	24.	<i>Highway to Heaven</i>	NBC	12.1/24	46.	<i>St. Elsewhere</i>	NBC	8.8/17
3.	<i>Cheers</i>	NBC	22.8/43	25.	<i>Spenser: For Hire</i>	ABC	12.0/22	47.	<i>Mr. Sunshine</i>	ABC	8.4/17
4.	<i>Night Court</i>	NBC	21.3/40	26.	<i>Hill Street Blues</i>	NBC	11.8/23	48.	<i>A-Team</i>	NBC	8.3/16
5.	<i>Miss Universe Pageant</i>	CBS	21.2/37	27.	<i>1986</i>	NBC	11.7/22	49.	<i>Simon & Simon</i>	CBS	7.9/16
6.	<i>C.A.T. Squad</i>	NBC	17.3/30	28.	<i>The Sender</i>	NBC	11.7/20	50.	<i>Airwolf</i>	CBS	7.5/14
7.	<i>Who's the Boss</i>	ABC	16.4/33	29.	<i>MacGyver</i>	ABC	11.5/23	51.	<i>Dalton: Code of Vengeance</i>	NBC	7.3/13
8.	<i>Growing Pains</i>	ABC	16.4/31	30.	<i>Hotel</i>	ABC	11.5/22	52.	<i>Wanda Nevada</i>	ABC	7.1/16
9.	<i>Golden Girls</i>	NBC	16.3/34	31.	<i>Hardcastle & McCormick</i>	ABC	11.1/20	53.	<i>Twilight Zone</i>	CBS	7.0/15
10.	<i>20/20</i>	ABC	16.0/31	32.	<i>Love Boat</i>	ABC	11.0/21	54.	<i>Dragonslayer</i>	CBS	7.0/14
11.	<i>Murder, She Wrote</i>	CBS	15.7/29	33.	<i>Amazing Stories</i>	NBC	11.0/20	55.	<i>We're Puttin' on the Ritz</i>	CBS	6.7/15
12.	<i>60 Minutes</i>	CBS	15.5/32	34.	<i>West 57th</i>	CBS	10.9/21	56.	<i>Benson</i>	ABC	6.7/15
13.	<i>Me & Mrs. C.</i>	NBC	14.7/30	35.	<i>227</i>	NBC	10.8/24	57.	<i>Diff'rent Strokes</i>	ABC	6.4/16
14.	<i>Remington Steele</i>	NBC	14.5/31	36.	<i>Equalizer</i>	CBS	10.8/20	58.	<i>Stormin' Home</i>	CBS	6.4/13
15.	<i>Miami Vice</i>	NBC	14.1/28	37.	<i>For Lovers Only</i>	ABC	10.8/19	59.	<i>Ripley's Believe It or Not</i>	ABC	6.4/13
16.	<i>Moonlighting</i>	ABC	13.9/25	38.	<i>Magnum P.I.</i>	CBS	10.7/19	60.	<i>Punky Brewster</i>	NBC	6.2/12
17.	<i>Stingray</i>	NBC	13.8/26	39.	<i>Hunter</i>	NBC	10.3/18	61.	<i>The Colbys</i>	ABC	6.0/11
18.	<i>Gimme A Break</i>	NBC	13.7/25	40.	<i>Facts of Life</i>	NBC	10.2/24	62.	<i>Roley Square</i>	CBS	5.9/12
19.	<i>Missing Children</i>	CBS	13.6/24	41.	<i>Mr. Belvedere</i>	ABC	9.9/21	63.	<i>Silver Spoons</i>	NBC	5.8/12
20.	<i>Scarecrow & Mrs. King</i>	CBS	12.9/24	42.	<i>Knight Rider</i>	NBC	9.6/21	64.	<i>Charlie & Co.</i>	CBS	5.4/11
21.	<i>Valerie</i>	NBC	12.8/25	43.	<i>Webster</i>	ABC	9.6/21	65.	<i>Death of a Salesman</i>	CBS	5.3/10
22.	<i>You Again</i>	NBC	12.8/23	44.	<i>Father's Day</i>	ABC	9.4/18				

*Indicates premiere episode

The Samuel Goldwyn Co. will introduce a new 20-film package after Labor Day called "November Gold." Among the titles in the package will be several of the 10 new titles Goldwyn has acquired from Roger Corman's Concorde Pictures, including "Love Letters," starring Jamie Lee Curtis, and "Deathstalker II" and "Vice Wars," starring John Schneider. "Nightmare on Elm Street, Part II" will also be included. Goldwyn vice president Charles Screeger said that the acquisitions represent Goldwyn's continued commitment to distribution of film packages. Whereas the company has leaned more to product for independents in the past, it will now target affiliates, he said. Goldwyn will also place "Explosives III" on the market by next NATPE. Screeger added that the company is also involved in the development of first-run properties for the 1987 season. Goldwyn recently announced that it will distribute 26 one-hour episodes of the *Robin Hood* series that currently airs on Showtime. *Robin Hood* is produced by Goldcrest Films and HTV.

Tribune Entertainment reports that it has cleared *The Lost Cause: The Doping of America*, the first of four specials hosted by investigative reporter Geraldo Rivera, on 96 stations covering 80% of the country, including 29 of the top 30 markets. It will focus on the "apparent failure" to stem the national drug epidemic. The one-hour special will air during the fourth quarter. In addition to the Tribune stations, the lineup for the program includes WLVI-TV Boston, WKBD-TV Detroit, WDCA(TV) Washington, KHTV(TV) Houston, WCIX(TV) Miami and WPGH-TV Pittsburgh. Stations will get 12 minutes and Tribune 12 minutes under the barter terms of the specials. Tribune also says that it has cleared *An All-Star Tribute to General Jimmy Doolittle* on 153 stations covering more than 95% of the country including the Tribune stations plus WTAF-TV Philadelphia, KTVU(TV) San Francisco, WLVI-TV Boston, WKBD-TV Detroit and WDCA(TV) Washington. The music and variety special, hosted by Bob Hope, will salute the World War II flying ace on his 90th birthday. Sales are on a barter basis with 12 minutes for stations and 12 minutes for Tribune. The special will air the week of Aug 18-24.

King World reports that it has cleared the one-hour *The Oprah Winfrey Show* on six more markets to bring its total to 128 markets. The latest stations include WSB-TV Atlanta; WFTV(TV) Orlando, Fla.

WFMJ-TV Youngstown, Ohio; KHSL-TV Chico-Redding, Calif.; KFVR-TV Minot, N.D., and KIMT(TV) Mason City, Iowa. Sales are on a cash-plus-barter basis with two minutes for King World and 12 minutes for stations. King World says that it has also cleared the half-hour daytime anthology, *True Confessions*, in 15 more markets to bring its total to 85 stations covering 70% of the country. The new stations include KCOP-TV Los Angeles, WLVI-TV Boston, WDSU-TV New Orleans, KCST-TV San Diego and WTAF-TV Philadelphia. Sales are on a cash-plus-barter basis with King World keeping one minute per episode.

ITC Entertainment has acquired 12 new films titles for distribution, including "Oceans of Fire," an action-adventure starring Gregory Harrison, Billy Dee Williams, and David Carridine, that will air on CBS this season; "Trapped in Silence," starring Marsha Mason, that aired on CBS; "News At Eleven," starring Martin Sheen, that aired on CBS; "A Talent for Murder," starring Angela Lansbury and Laurence Olivier, aired by Showtime; "Claudia," a theatrical starring Deborah Raffin; "Betrayed by Innocence," starring Paul Sorvino, that aired on CBS; "A Summer to Remember," starring James Farentino and Louise Fletcher, that aired on CBS; "Summer of Fear," starring Linda Blair, that aired on NBC; "Gambling's White Tiger," starring Bruce Jenner and Harry Belafonte, that aired on NBC; "Kent State," based on the book by James Michener, that aired on NBC; "Now and Forever," starring Chery Ladd and Robert Colby, and "Voyage of the Rock Aliens," starring Pia Zadora.

LBS Communications has signed Harry Morgan to star in the pilot for its first-run sitcom, *You Can't Take It With You*. Produced in association with Procter & Gamble Productions and Harps Productions, *You Can't Take It With You* is based on the Moss Hart and George S. Kaufman comedy of the same name. If the pilot produces a production, it would be available as a weekly in the fall of the 1987.

GGP Sports reports that it has now cleared *Sports Lifestyles*, a weekly show, in more than 51% of the country. Clearances include WNBC-TV New York, KABC-TV Los Angeles, KING-TV Seattle, KTVK(TV) Memphis and WPLG(TV) Miami. Distribution is barter with four minutes for stations and two-and-a-half minutes for GGP. The show will be available beginning Sept. 13. There will 39 weeks of first-run episodes and 13 weeks of repeats.

Law & Regulation

Scrambling sparks renewed interest on Capitol Hill

Congressman files discharge petition hoping to force consideration of bill; Wirth says he is committed to solving problem but does not feel there is support for legislative solution

A House Republican launched an effort last week to bring scrambling legislation to a head. Representative Hank Brown (R-Colo.) filed a "discharge petition" that would, if signed by a majority of members, force consideration of a scrambling bill (H.R. 3989) by the full House and bypass the House Energy and Commerce Committee, which has jurisdiction over the measure. At least 218 of the 435 voting House members must sign the petition before the bill can be acted on.

The prospects of gaining the necessary signatures appear dim. Many members frown upon the use of discharge petitions and prefer to consider legislation that has moved through the traditional channels.

Moreover, Brown's actions are being viewed by some as a "political move" by Colorado Republicans who want to "embarrass" Tim Wirth (D-Colo.), who chairs the House Telecommunications Subcommittee, where the bill is pending. The subcommittee has yet to act on any piece of scrambling legislation.

Wirth is running for the Senate against Colorado Republican Congressman Ken Kramer for the seat that Senator Gary Hart (D-Colo.) now holds. According to a spokesman for Representative Mac Sweeney (R-Tex.), author of the bill, Brown is not a co-sponsor of the measure nor did he consult Sweeney before issuing the discharge petition.

The legislation, offered last December, would permit programmers to scramble their satellite signal only if certain conditions are met: The FCC would be required to establish a uniform scrambling standard; decoder boxes be made available at reasonable prices

in relation to "manufacturing and distribution costs" and within 60 days of order. The measure would also guarantee that dish owners not have to pay "unreasonable subscription rates."

A Brown aide denied that the congressman's interest in the issue is "politically motivated." Instead, he said, Brown acted in response to numerous calls and letters he has received from dish owners in his district. Brown, he explained, feels the matter needs to be publicly debated. The congressman also hopes his efforts will draw the committee's attention to the legislation, the aide said.

But Brown's familiarity with the scrambling debate is called into question by a letter Wirth sent following a conversation the two had about the petition. "Since you indicated during our recent conversation that you were not familiar with the provisions of the legislation that has been introduced with respect to the scrambling issue nor with the subcom-

mittee's activities in this area, I would be pleased to have the subcommittee's staff fully brief you on this matter at your earliest convenience," Wirth wrote. "Such a meeting might give you an opportunity to become better acquainted with some of the public policy questions underlying the scrambling of satellite-delivered programming," he said.

Wirth's letter also pointed out that "only three" of the 25 members of the subcommittee have expressed an interest in moving scrambling legislation. Despite that lack of interest, Wirth said he is "personally committed to finding a solution to this problem as soon as possible." Wirth is focusing on finding a solution through a nonlegislative effort, said Thomas Rogers, senior counsel to the subcommittee. Rogers said that the congressman doesn't think there is "sufficient support for Congress to do something."

Two weeks ago, the subcommittee received a letter signed by 87 members (all cosponsors of various scrambling measures pending in the subcommittee) calling for a markup on a scrambling bill (BROADCASTING, July 28). The letter was instigated by Representative Billy Tauzin (D-La.), author of one of the scrambling bills. Tauzin sent another letter last week to all House members seeking further support to move a bill. □

RKO asks FCC to clear way for WOR-TV sale

It wants commission to dismiss arguments by petitioners seeking to stop sale to MCA

RKO General Inc. last week asked the FCC to reject the arguments of those attempting to block the proposed \$387-million sale of its WOR-TV Secaucus, N.J., to MCA. In a filing at the FCC, RKO said that none of the petitioners had "demonstrated any basis on which to bar the assignment."

At issue are separate petitions to deny (BROADCASTING, July 21) by the state of New Jersey; Hill Broadcasting of New Jersey Inc., which submitted a losing bid for the station, and Mainstream Television Limited Partnership, which has filed a competing application for WOR-TV's facilities.

New Jersey alleged that RKO had not provided any "meaningful" information upon which to determine whether it had met its "higher service obligation" to New Jersey, and that MCA had not provided the same sort of information on whether it would operate "consistent with this special service obligation."

Mainstream alleged, among other things, that the sale couldn't be approved without hearing since RKO's qualifications to be a licensee are currently under review by an administrative law judge in the KHJ-TV Los Angeles proceedings.

Hill Broadcasting alleged, among other things, that RKO had failed to meet its service obligations to New Jersey.

In its FCC filing, RKO said neither commission rules nor policies required it to make the showing requested by New Jersey. But

RKO provided information it said "shows without question" that RKO had operated WOR-TV as a New Jersey station serving the needs and interests of its New Jersey service area. "At a cost in excess of \$25 million, RKO has constructed in Secaucus, N.J., one of the most advanced television production and broadcast facilities in the United States," RKO said. "Since the reallocation [of its license from New York to Secaucus], WOR-TV has established a permanent news bureau in Trenton, doubled its news staff and more than doubled the number of its reporters covering New Jersey. The station's commitment is reflected in its news and public affairs programming, which show consistent and substantial attention to the needs and interests of New Jersey residents."

RKO said Hill's and Mainstream's attacks

upon its service were "without basis in law" and were contradicted by the facts. The allegations of both, RKO said, were based solely on the conclusions of Roger N. Johnson, a college professor. "Mr. Johnson's report is subjective and biased: it misstates crucial facts about the station's performance and omits others," RKO said. "The centerpiece of the report—a mechanical, minute-counting analysis of selected segments of WOR-TV's news programming—is not analytically defensible and produces inherently misleading results. The inferences Mr. Johnson draws from his analysis about RKO's corporate conduct and intent are not supported by personal knowledge and are beyond the purview of expert opinion. In sum, the Johnson report is inherently flawed and its conclusions should be rejected." □

Washington Watch

Music movement. In fight to gain passage of legislation that would repeal blanket licensing of music rights on syndicated television programs, broadcasters are trying to get votes to move bill out of House Copyright Subcommittee. Broadcasters realize they're short of support and are particularly focusing on Representatives Mike Synar (D-Okla.), Ron Mazzoli (D-Ky.), and Patricia Schroeder (D-Colo.) who are said to be on fence. Those three were not, however, among those in attendance at house subcommittee hearing on music licensing (BROADCASTING, July 28). Also, "Dear Colleague" letter was circulated in House calling for support of music license bill. Letter was signed by Representatives Bill Alexander (D-Ark.), Billy Tauzin (D-La.), Al Swift (D-Wash.), Dan Coats (R-Ind.) and Tom Tauke (R-Iowa). □

In favor of fairness. Syracuse Peace Council has weighed in with its support of fairness doctrine as applied by FCC in case involving Meredith Corp.'s WTVH-TV Syracuse, N.Y. Meredith is using case as means of attacking constitutionality of doctrine, but commission has argued that since Meredith was not injured—commission found that station offered programming needed to discharge its fairness obligations before order requiring such action was issued—its appeal should be dismissed. Meredith has cited FCC report that fairness doctrine has chilling effect on broadcast journalism as basis for argument it violates First Amendment. But Syracuse Peace Council, which had filed fairness complaint against WTVH, says that argument has no bearing on *Meredith*, since in that case doctrine produced more speech, not less. Syracuse, represented by Media Access Project, also cited Supreme Court's *Red Lion* decision, in 1969, in support of constitutionality of doctrine. Other briefs that have been filed on side of FCC and Syracuse are those of Common Cause, American Civil Liberties Union and United Church of Christ, National Bar Association, Henry Geller and Donna Lampert, and National Association for Better Broadcasting. Democratic National Committee has filed as intervenor in support of FCC (BROADCASTING, July 28). □

Sigh of relief. Senate and House staffers have reached agreement that eases fears of media groups that Congress was about to approve legislation that would have chilling effect on journalism. Legislation, offered by Senator Ted Stevens (R-Alaska) as amendment to Diplomatic and Security and Antiterrorism Act, is designed to strip persons convicted of espionage of fruits of their crimes. It would have required forfeiture of assets used to commit crime and would have denied convicted spies proceeds from sale of stories relating to their crime. However, Stevens amendment was seen by American Civil Liberties Union and eight media organizations, including National Association of Broadcasters and Radio-Television News Directors Association, as requiring government to seize such assets as newspaper's printing presses or television network's stations if they were found to have been used in violating espionage laws. As modified by Senate and House staffers, forfeiture of equipment used in crime and of proceeds from sale of stories relating to it would apply only in cases of classic espionage, such as those of John A. Walker Jr. and Ronald Pelton, who sold defense secrets to Soviet Union. Amendment would not apply to persons convicted of disclosing communications intelligence—espionage law under which CIA director William Casey threatened to seek prosecution of NBC and *Washington Post*. Amendment would apply, but in stripped-down form, to espionage action under which Samuel Morison was convicted of passing classified satellite photograph to *Jane's Defence Weekly*. Forfeiture penalty would apply only to proceeds received from foreign government or agent. Steve Booksheter, NAB associate general counsel and First Amendment attorney, said of compromise: "I think it would be acceptable to all media groups." Aide to Stevens said: "It think it will do what we want; it reaches the class of spies we want to reach and provides adequate protection for the press." □

A walk on the acquisition side with TCI

Number-one ranked MSO has extended its position with buy after buy; its tentacles also reach into programing ventures

There is probably no other multiple system operator with as complicated a corporate ownership structure or as voracious an appetite for purchases as Tele-Communications Inc. In the past few years, the Denver-based cable giant has run while others walked, gobbling up cable companies, forming joint ventures for system ownership and buying into cable programing services.

Most of the pieces in the rapidly expanding TCI conglomerate (see chart) have been added since 1983. That year it bought Liberty Communications (200,000 basic subscribers) and a year later added Tele-Media (roughly 300,000 subscribers) to its portfolio. And the numbers got larger as the pace of acquisitions continued. In June, TCI closed on its share of the Group W consortium purchase (630,000 subscribers) and another 750,000 may well be officially consolidated if TCI completes a contemplated merger with United Artists Communications (BROADCASTING, July 21).

Recent months have also seen TCI make investments in several programing concerns. Furthermore, as the largest player in cable television, it is always seen, justifiably or not, to be a major player in any discussions concerning a programmer's future, whether as a possible purchaser of Time Inc.'s share in the USA Network; as a source of funds to help Turner Broadcasting Systems buy MGM/UA, or as the most likely company to have saved the now defunct DBS operation United Satellite Communications Inc. (USCI).

In the spring of 1985, TCI kept USCI temporarily afloat while deciding whether to buy the operation. Many of the programing efforts in which TCI has taken part ownership are currently either in the development stage or are operating unprofitably, including The Discovery Channel, X*Press and EventTeleVision.

Recently TCI has attracted attention, not as a kind of cable Medici, but rather as a primary symbol of what some observers have suggested is excessive concentration in the cable industry. Satcom Inc., a Montana cable operator, with the support of the Motion Picture Association of America and others, has asked the FCC to initiate a rulemaking that would impose multiple ownership restrictions on cable companies.

Some of the questions likely to be asked about the 18-year-old phenomenon started and still controlled by Chairman Bob Magness are:

How big is TCI?

The answer to that depends in part on how

the company is defined, in particular how the MSO's various joint ventures and other forms of partial ownership are counted. At the end of 1985, TCI counted systems serving 3.9 million subscribers, up from 2.8 million subscribers at the end of 1983, a 19% annual compounded growth rate. More than half of the subscribers added have been in systems that are not incorporated with TCI Inc. but are part of its "unconsolidated affiliates," a category primarily comprising numerous joint ventures (see chart, page 71), and under which are now counted 1.4 mil-

Tele-Communications Inc.

Headquarters: Denver

Operations: Cable systems serving 2,469,000 subscribers (3.9 million when joint ventures are included) at end of 1985 and *Cabletime* magazine serving 3 million subscribers.

1985 revenue: \$577 million

1985 net income: \$10 million

Chairman: Bob Magness

President and CEO: John Malone

lion of the 3.9 million subscribers. The extent of TCI's joint ventures is indicated by the fact that it owns or is about to own part of 10 other MSO's in the top 100.

From TCI's point of view, joint ventures are one of several mechanisms that allow it to expand without having its financial results overwhelmed by the cost of new builds and debt payments (see below). As for its partners, each has different motivations. Some do not have the operating management or desire to directly run cable systems and have set up a joint venture with TCI as a means of participating in the growth of the industry.

Even those with substantial cable experience have set up partnerships with TCI. One of them, William Bresnan, formerly chairman and chief executive officer of Group W Cable, set up a 50/50 venture with TCI in early 1984. As he puts it: "They have access to capital. Secondly, they have agreements for purchasing programing and equipment and so we can get a better price. And third they know the cable business and have a lot of staff and experts." Bresnan said the TCI reputation did not hurt when it came time to get bank financing.

Who decides what TCI will buy or invest in?

There are not many other Fifth Estate senior executives with so focused a title as senior vice president, acquisitions. That is the mantle worn by Stewart Blair, who was formerly a vice president at Chase Manhattan Bank until he joined TCI in 1981. Blair represented the company in both the recent Group W purchase and the 51% purchase of United Artist Communications.

Judith Pugh, who is director of acquisi-

tions and works with Blair, said that others directly concerned with searching out acquisition and investment possibilities include Peter Barton, vice president, and, specifically on the programing side, John Sie, senior vice president, programing.

With so many opportunities being pursued, and presenting themselves, the company keeps in touch with how much it can afford through a monthly "sources and uses of funds" meeting. Pugh said that TCI President and Chief Executive Officer John Malone also negotiates and searches out acquisitions, and is the "ultimate arbiter" if too many claims are made on the company's resources. An initial expression of interest in a small or medium-size system might come at the operating level, and that flow of decision making might be strengthened now that TCI has regrouped its systems into regional operating divisions, each with its own board.

Where does TCI get the money to make these purchases?

TCI, because it is operationally successful and financially sophisticated, can raise money from a variety of sources, including banks, the public securities market and insurance companies.

According to the company's financial reports the majority of dollars available for capital investment in 1985 came from profit derived from cable subscribers. Roughly \$235 million, or 46%, of the \$419 million in "funds," represented "cash flow from operations"—a term that could be defined as revenue left over after deducting cash-consuming expenses necessary for realizing the revenue. Other major sources of revenue in 1985 were the June sale of \$83 million in common stock; proceeds from divestiture (\$63 million), and a net increase in borrowing (\$34 million).

Deregulation of basic cable rates will further serve to increase TCI's cash flow. At an investor presentation earlier this year, the company estimated that if monthly subscriber fees were raised \$2, the net revenue of the company would increase roughly 12% about 70% of which would be available as cash flow. On average, TCI already generates over \$100 annually in cash flow per subscriber.

TCI has also indirectly received acquisition funding from the stock market. The bull market—and special interest in cable and TCI itself—have helped the company make purchases using its own stock as currency. A note in its 1985 annual report said that of some \$130 million used to acquire systems, \$52 million was paid in TCI stock. Some of the payment proposed to buy the majority interest in UACI was in securities convertible into TCI stock.

How much debt does TCI have currently?

At the end of 1986, the long-term debt of

TCI Inc. stood at \$1.2 billion, but that number understates the amount of money borrowed. Debt of joint ventures and other "equity affiliates" was \$850 million at the end of 1985. It is, however, not accurate to multiply this number by TCI's average 49.6% ownership of those partnerships, since most of them have separately arranged financing for which TCI, the corporation, is not liable. The Group W consortium purchase is an example of "off-balance-sheet" financing.

Doesn't TCI need a lot of its money for building and rebuilding systems?

There were many demands on TCI's funds in 1985, including interest payments of \$133 million. TCI's Barton said: "During the pre-

vious two years we were bringing all of our systems up to state of the art with a concerted effort." He added that building new systems and "tweaking" existing ones will continue to absorb some money. Capital investment, excluding acquisitions, has declined over the past three years, from \$120 million in 1983 and 1984, to \$98 million last year, and, theoretically speaking, TCI at the end of 1985 had unused funds of \$115 million.

Can TCI afford to outbid everyone?

One observer suggested TCI may be singularly alone among the top-10 in actively going after smaller systems—it was noted that among other MSO's, Warner, Viacom, Cox and Storer all have a lot of corporate

debt, the last two from leveraged buyouts.

John Waller III, whose firm, Waller Capital Corp., brokered several hundred million dollars worth of cable transactions in the past 12 months, commented on the observation some have made that TCI, because of its program and equipment suppliers, may be able to justify a higher bid on a system than could a smaller MSO: "That is true to a certain extent. But TCI has bid on a lot of deals they definitely wanted, but where they haven't been the top bidder. Some people for instance can pay more because they are looking for a safe return, but less of a return. Most of the recent buyers have in fact been MSO's in the 50,000- to a 150,000-range."

TCI's other investments, joint ventures and related companies

Programing

American Movie Classics (sold as both a basic and pay service, 295,000 subscribers)

Agreement, announced in March, for TCI to purchase one-third interest is still in negotiation.

Black Entertainment Television (basic cable service, 10 million subscribers).

TCI owns 16%.

Cable Value Network (home shopping service)

Joint venture between TCI and Close-Out Merchandise Buyers (COMB) has since been joined by several other MSO's. In March TCI swapped own stock for 10% ownership in COMB.

Discovery Channel (basic cable service, 7.5 million subs)

TCI bought 10% interest in June.

EventTeleVision

TCI owns 25% of pay-per-view joint venture started in 1983.

*X*PRESS Information Services* (cable supplied on-line news and data service)

Previous one-third ownership increased to two-thirds in June 1986, when TCI took over interest of partner, Telecrafter Corp.

Corporate investments

Cencom Cable (150,000 subscribers)

TCI purchased "significant interest" in June. Cencom also operates St. Louis Cardinals baseball pay-per-view network.

Lenfest Group (126,000 subscribers)

Abingdon, Pa.-based MSO is at least one-fifth owned by TCI.

Telecrafter Corp.

TCI owns 354,900 shares of Telecrafter stock, or roughly 16.5% of Lakewood, Colo.-based cable management services company.

Televents (122,000 subscribers)

TCI has preferred stock which, if converted, would give it more than 15% ownership in Denver-based MSO.

Turner Broadcasting System

Owns superstation WTBS-TV Atlanta, CNN, CNN Headline News and MGM movie library. TCI owned 185,200 TBS shares (less than 1%) at end of 1985. Cross-ownership problems between TCI cable systems and WTBS prevented TCI's Malone from joining TBS board earlier this year.

United Artists Communications Inc. (750,000 subscribers)

TCI signed agreement to purchase majority (51%) ownership in San Francisco-based MSO and movie theater owner in July.

United Cable (1,016,000 subscribers)

At end of 1985, TCI owned 3,034,614 shares of United's common stock and had other securities, which if converted (at prices of either \$34 or \$40) would give TCI about 24% of United. Stand-still agreement per-

mits TCI to acquire 384,000 more shares through August 1994 but would not include membership on United board of directors.

Other public companies controlled by Chairman Bob Magness

Republic Pictures Corp.

Programing distribution company, formerly subsidiary of TCI, was distributed to TCI shareholders in January 1985.

Western Telecommunications Inc.

Microwave common carrier, formerly subsidiary of company, was distributed to TCI shareholders in March 1984.

TCI joint ventures and other "equity affiliates" (As of Dec. 31, 1985, cable system joint ventures had 1.4 million basic subscribers. Average TCI ownership in joint ventures was 49.6%.)

Bresnan Communications (45,000 subscribers)

TCI is equal partner with William J. Bresnan.

Cablenet Associates (60,000 subscribers)

TCI and Cybermedix, Canadian company, equally (50%) own cable systems serving northwest suburbs of Chicago. Joint venture was formed in January 1985.

Communications Services Inc. (176,000 subscribers)

Acquired from Norman Lear and A. Jerold Perenchio in December 1984 by TCI and systems' operating management. TCI owns 20% of common stock and additionally has preferred stock which, if converted, would give it 80% of CSI. It also has option to buy out CSI management.

District Cablevision Inc.

Exact details of arrangement with Bob Johnson, franchise holder for Washington and head of Black Entertainment Television, are still reportedly being worked out. Initial announcement had Johnson as general partner, with TCI, as limited partner, putting up money.

Group W systems (630,000 subscribers)

TCI paid \$560 million in June for its share of Group W's systems.

Marcus Communications (81,000 subscribers)

TCI and Marcus equally own systems, primarily in Wisconsin and Minnesota.

Memphis CATV (116,000 subscribers)

TCI and American Television & Communications Corp. each own 44½%, with balance owned by local investors.

Radcliffe Broadcasting (30,000 subscribers)

TCI and Lenfest each own 44% of system serving Oakland, Calif. Remainder of system is owned by individuals.

TCI-Taft Cablevision Associates (170,000 subscribers)

TCI and Taft formed equal partnership in 1981.

TKR (180,000 subscribers)

TCI and Knight-Ridder formed equal partnership in January 1982.

O N R A D I O

Hispanic ratings selection

The Spanish Ratings Advisory Council, a recently formed group of advertising and Spanish radio executives who have been studying ways to improve Spanish radio audience measurement, said it has chosen Information and Analysis, Hicksville, N.Y., from a field of three companies to conduct surveys of Hispanic radio listening. The other companies in the running were Arbitron Ratings, New York, and Strategy Research Corp., Miami.

"Many advertisers are frustrated with the lack of consistency in Spanish media measurements," said Eduardo Caballero, one of the SRAC founders and president of Caballero Spanish Media, a national Hispanic radio rep. (In March 1985, Caballero and his clients formed the Caballero Spanish Radio Advisory Council to provide information to Caballero-represented stations.) "All markets are not currently measured [for Hispanic listening] and, of those that are, the survey techniques are irregular," he said.

SRAC's purpose was to line up an audience measurement service using personal interviews in the home. Arbitron, the primary radio ratings service, uses diaries. But according to a statement from the council: "Diary research, particularly due to literacy problems and low cooperation rates, has been held in some disfavor by professionals in the Hispanic market." The statement continued: "It has, at the same time, been the conventional wisdom that in-home, face-to-face, personal interviewing was the technique of choice for this market."

Caballero told BROADCASTING that Information and Analysis, a subsidiary of AGB (Auditors of Great Britain), will conduct a four-week pilot ratings study this November in Chicago. The test will compare in-home interviewing with diaries and telephone surveys—the latter used by Birch Radio, the

Expanding universe

Starting with its spring 1986 quarterly market reports, Birch Radio said the sample size for weekend listening in about 80 of its continuously measured markets has been increased an average of 43.5% from the winter sweeps. In some markets, the sample size was boosted by more than 100%, said Bill Engel, Birch executive vice president. Those markets include: Buffalo, N.Y.; Louisville, Ky.; Oklahoma City; San Jose, Calif.; Shreveport, La., and Youngstown, Ohio.

industry's other major ratings service. The study will report listening in "standard" day-parts and demographics.

"The immediate goal is to have full rating surveys conducted in 15 top Hispanic markets twice a year (October/November and April/May)," said Caballero. The leading Hispanic markets (in descending order): Los Angeles; New York; Miami; San Antonio, Tex.; Chicago; San Francisco; Houston; McAllen-Brownsville, Tex.; Albuquerque, N.M.; El Paso; Fresno, Calif.; San Diego; Dallas; Phoenix, and Corpus Christi, Tex.

"This is a very important step for the Spanish broadcast media," said Athena Sofios, vice president and general manager, WOJO(FM) Chicago, and a member of the council. "With more and more Spanish broadcast outlets entering the market, consistent, accurate information is a necessity for stations and advertisers alike. Spanish broadcasting has finally come into its own," she said.

Other council members include: Abbott Wool, senior vice president/director of market research, Saatchi & Saatchi Compton,

who is also president of the group; Irene Dunne, vice president/associate research director, J. Walter Thompson, U.S.A.; Debbie Nason, vice president/media planner, Mendoza, Dillon & Asociado; Bibiana Grau, executive vice president/media director, Connill Advertising; Alan Banks, media director, Dancer, Fitzgerald, Sample; Betty Ann Morse, media research director, DMB&B; Jim Alexander, media director, Bravo Group, Young & Rubicam; Gary Schneider, group supervisor, Young & Rubicam; Toni Pratt, associate media director, Sosa & Associates; Charles Miller, director, of media, Colgate-Palmolive Co.; John Taylor, media supervisor, Procter & Gamble Co.; Marianna Reges, director of research, Bristol-Myers; Karen Dixon-Ware, media manager, McDonald's Corp.; Nathan Safir, vice president/general manager, KCOR(AM) San Antonio, and Frank Flores, general manager, WJIT(AM) New York.

Caballero said the advisory council and Information and Analysis will meet next Tuesday (Aug. 12) at Connill Advertising in New York.

Regarding the current national sales environment for Spanish radio, Caballero said projected billings for his firm, which represents 82 stations, fell short of expectations for the first half of 1986. Caballero said the company had forecast a sales increase of 22% but instead posted a gain of not quite 10% over the same period a year ago. On an industrywide basis, national spot sales through June were off by 0.2% (see box, page 74).

Clearance problem

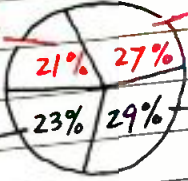
NBC Radio Entertainment's *The Paul Shaffer Show...Live from the Hard Rock Cafe*, the live, 90-minute, monthly variety/music broadcast from the popular New York night spot, has left the airwaves after 18 months, but NBC officials said the "door has been left open" for future projects with the club. "Despite its roster of stars, the show has not attracted the kind of station response we had anticipated," said Willard Lochridge, vice president and general manager, NBC Radio Entertainment and the Source, NBC's young-adult network. Station clearances for the last few programs were below 75. (The show, which aired on the first Sunday of each month at 8:30 p.m. NYT, had cleared just over 100 stations on occasion.)

The series was primarily targeted for album-rock and contemporary hit radio stations and interviewed many of today's celebrities in music, television and film. Music was frequently added to the program mix, especially during rock celebrity interviews. "The program was a daring challenge from the beginning [January 1985], attracting four to six top guests each month. But we did it and our sponsors remained very sup-

More Cuban controversy. A Cuban official last week said his country has the right to direct radio broadcasts to the U.S. because of American action last year in putting Radio Marti on the air to broadcast to Cuba. And the official, Vice Foreign Affairs Minister Ricardo Alarcon, blamed the U.S. for the breakdown of talks in Mexico City last month on the two countries' mutual broadcast rights. Alarcon said that during two days of talks in Mexico City, the U.S. showed no interest in giving Cuba reciprocal rights for AM broadcasts to the U.S. for Radio Marti, a division of the Voice of America, which broadcasts on 1180 khz. "We will not accept any right for [the U.S.] that the U.S. does not accept for us," he said. But he added Cuba has not made a decision on a U.S. broadcast operation. Last week, FCC Mass Media Bureau Chief James McKinney said that agency monitoring has not indicated any change in the pattern of transmissions out of Cuba.

The State Department said the Mexico City talks failed because Cuba "insisted on major and disruptive changes" in the organization of American broadcasting: it sought authorization to use channels that would have meant taking up to 100 AM stations in the U.S. off the air. Alarcon, who headed the Cuban delegation in Mexico City, said an agreement could have been reached that would have met Cuba's interests without disrupting broadcasting in the U.S. But he acknowledged that Cuba had sought to broadcast on several clear channels that would have given Cuba exclusive broadcast rights over a large portion of the U.S.

From the Desk of:
Charlie Colombo

<p>✓ CONGRATULATE NETWORK SALES TEAMS ON BIG GAINS AT SUPERNET AND BLAIR RADIO NETWORK - BILLINGS UP ALMOST 100% IN '86!</p>	<p>✓ KUDOS TO SELECT'S KIQQ, LOS ANGELES FOR FIRST LIVE COAST-TO-COAST SATELLITE-DELIVERED SALES PRESENTATION AND GREAT FIRST YEAR WITH TRANSTAR'S FORMAT 41...</p>										
<p>✓ REVIEW OUR 48% JUNE NETWORK SHARE...</p> <div data-bbox="227 670 736 883">  <table border="1"> <caption>Network Share Data</caption> <thead> <tr> <th>Network</th> <th>Share (%)</th> </tr> </thead> <tbody> <tr> <td>SUPERNET</td> <td>21%</td> </tr> <tr> <td>BLAIR RADIO NETWORKS</td> <td>27%</td> </tr> <tr> <td>KATZ</td> <td>23%</td> </tr> <tr> <td>INTEREP</td> <td>29%</td> </tr> </tbody> </table> </div>	Network	Share (%)	SUPERNET	21%	BLAIR RADIO NETWORKS	27%	KATZ	23%	INTEREP	29%	<p>✓ REVIEW THIRD QUARTER GAINS FOR RECENTLY ACQUIRED REP FIRMS. TORBET & SELECT MOVING FORWARD NICELY AND FITTING IN SMOOTHLY...</p>
Network	Share (%)										
SUPERNET	21%										
BLAIR RADIO NETWORKS	27%										
KATZ	23%										
INTEREP	29%										
<p>✓ WELCOME SUSAN BRADKIN BACK TO RADIO - SHE JOINS BOB LION'S NETWORK TEAM FROM BLAIR TV.</p>	<p>✓ SEND OUT REDESIGNED QUARTERLY PROJECTIONS OUTLOOK TO ALL CLIENTS (COMPLIMENT JEAN GUNNING ON GREAT NEW LOOK...)</p>										
<p>✓ LAUNCH NEW ADVERTISING PROGRAM FOR RADIO REP DIVISION COMPANIES - GREAT NEW MOMENTUM AND HOT NEW LOOKS...</p>	<p>✓ PLAN "THANK YOU" PARTY FOR CLIENTS ON SEPTEMBER 11, AT NEW ORLEANS RADIO CONVENTION.</p>										
<p>✓ SEND THIRD QUARTER REVIEWS TO NEW BLAIR STATIONS, INCLUDING LEGACY'S KJOI, KDWB AND WLLZ. ALSO ARNOLD MALCOM'S KEYS/KZFM, CORPUS CHRISTI, AND WYMT, DAYTON.</p>											

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portive," said Frank Cody, director of programming for NBC Radio Entertainment and the Source. "We just reached a certain point and the show's popularity [among stations] began to level off."

Cody said rock radio doesn't lend itself well to talk elements. And although it offered a new twist for radio, it was basically a variety show, he said. The last installment of the current *Hard Rock* series was on Sunday evening, July 6.

Owens shift

Los Angeles radio personality Gary Owens has moved from the morning slot at jazz-formatted KKGO(FM) to the morning drive slot at KFI(AM). Saul Levine, KKGO president and general manager, said in a prepared

RER revision

Revised Radio Expenditure Reports (RER) data released last week showed national spot radio expenditures in June off by 2.8% when compared to June 1985, totaling \$101,433,800. RER, which collects financial information each month from different rep companies, had previously reported spot business in June down by almost 4% (3.7%) to \$100,474,100. Year-to-date national spot billings were off by 0.2% to \$431,005,900.

statement: "KFI, in an effort to fill the vacancy created by the departure of [Al] Lohman

and [Roger] Barkley [23-year veteran KFI morning team], offered Gary Owens the KFI morning drive show. The offer was too good to refuse and we wish him well." (Barkley is now doing morning drive for easy listening KJOL[FM] Los Angeles.) Levine said the parting was "amicable."

"The goal in hiring Gary Owens was to make it known that jazz is truly for the masses," Levine said. "Through the publicity achieved by means of the *Gary Owens Show* on KKGO, we have been successful in the introduction of jazz to new audiences." (The station had previously announced that it is planning a 24-hour, satellite-delivered jazz programming service ["Riding Gain," July 7].)

Taking over for Owens will be the co-host of KKGO's morning show, Nick Tyler.

The Media

McKenna, Wilkinson closing up shop

After more than 30 years, major communications law firm will shut down in January following retirement of senior partners

McKenna, Wilkinson & Kittner, long one of Washington's prestigious communications law firms, is closing its doors. The firm, which was founded as McKenna & Wilkinson in 1952, with the fledgling ABC Inc. as its principal client, announced last week it will wind up its practice on Jan. 31, 1987.

The decision apparently reflected a desire by the senior partners to pursue other interests and a failure among the younger ones to agree on the kind of firm McKenna, Wilkinson & Kittner should be. The firm lost ABC as a client earlier this year when it was taken over by Capital Cities Inc., which is represented by Wilmer, Cutler & Pickering. But James McKenna, one of the founding partners, said that was not the cause of the firm's demise. "Finances were not a problem," he said. "The firm was quite successful."

The loss of ABC was a factor, though, in McKenna's decision to retire. He has said he and ABC—and its long-time leader, Leonard Goldenson—had a "unique," personal relationship over the years. Some of his interest in the practice, he says, was lost along with ABC. McKenna also cited the changing nature of communications law practice, in a time of deregulation, as another factor. "It was hard to keep the same interest," he said.

McKenna plans to concentrate on expanding the radio broadcasting business in which he has been engaged for 30 years. He owns WCMB(AM)-WSFM(FM) Harrisburg, Pa., and WHIT(AM) Madison and WWQM-FM Middleton, both Wisconsin. Recently he sold KQRS-AM-FM Golden Valley, Minn., to Capcities for \$10.5 million. "I have plenty of available funds to expand," McKenna said. As for the other senior partners, Joseph Kittner and Robert Coll plan to retire, and Thomas Frohock will pursue other, unspecified activities. Vernon Wilkinson, who co-founded the

firm with McKenna, retired in May.

McKenna said the decision to fold the firm began developing about a month ago. After the four senior partners decided to leave the firm, he said, they offered it to the younger partners. "But," he said, "some wanted a communications-only firm, and others wanted a diversified practice. So they decided to go their separate ways."

Of the 10 younger partners, five have announced connections with other law firms in Washington. Edward Taptich, Lawrence J. Movshin and James S. Blaszk will become partners in the firm of Heron, Burchette, Ruckert & Rothwell, providing it with an enlarged communications law division. Steven A. Lerman and Dennis P. Corbert will become partners in the firm of Leventhal & Senter, which specializes in communica-

tions law and will be renamed Leventhal, Senter & Lerman. The five other partners—Carl R. Ramey, Randolph J. May, William K. Keane, Peter B. Kenney Jr. and Jill Abeshouse Stern—plan to continue practicing law, but have not announced specific plans.

The firm also has nine associates. Thus far, only two have announced plans. Charles Hunter and Laura Mow will also make the move to Heron, Burchette.

Despite the loss of ABC, McKenna, Wilkinson and Kittner has an impressive client list—LM Media, Forward, Balaban Stations, Shamrock, Infinity Broadcasting and ABC, CBS and NBC in common carrier rate-making proceedings. "We are trying to persuade clients to go with the fellows in the firm," McKenna said. "I expect we'll be successful in most cases." □

Hatch meeting. Senator Orrin Hatch (R-Utah) has again urged Capcities/ABC, NBC and CBS to revive negotiations with Hollywood producers over network quotas on in-house production and share of the revenues from the off-network syndication market. Hatch called key representatives of the two industries to his office to discuss the status of negotiations that were active last year (BROADCASTING, Oct. 7, 1985).

The senator is generally regarded as a Hollywood ally, and the meeting was considered a tactic to force the networks to come to terms with Hollywood. Although the roughly 35-minute meeting produced no real progress, according to sources, the parties are expected to continue discussions.

Several months ago, Hatch sent a letter calling for a hearing on the "competitive and noncompetitive dimensions of television programming." That move was also considered an attempt to pressure the networks, particularly Capcities/ABC and NBC. Hollywood had struck a tentative agreement with CBS last year to allow the network to produce and share in syndication revenue up to three-and-a-half hours a week of prime time programming. The network could also own up to a 50% interest in two joint ventures a season but would be barred from any syndication that ensued. CBS's agreement was conditioned on the other two networks accepting those terms, but CBS says the deal is no longer on the table.

Hollywood is attempting to fix long-term limits on in-house production by the networks. At the end of 1990, the decrees expire and with them all restrictions on in-house production. Neither NBC nor Capcities/ABC appears interested in a cap on in-house production.

In addition to that issue, the two sides have discussed a number of proposals that would give the networks a share of the revenues from off-network syndicated programs. Who pays for production cost overruns are also reported to be part of the talks. And the motion picture industry is interested in reducing the number of years during which a network could pick up an option on a series renewal. Hollywood wants to see that drop from four years to three.

Stock Index

Closing Closing
Tue Wed
Jul 30 Jul 23

Net Percent P/E
Change Change Ratio (000,000)

Market
Capitali-
zation

BROADCASTING

N Capital Cities/ABC	256	260	1/8	- 4	1/8	- 1.58	28	4,105	
N CBS	132	136	7/8	- 4	3/4	- 3.47	25	3,098	
O Clear Channel	14	14	3/4				21	43	
O Infinity Broadcasting	11	11	3/4				61	122	
O Jacor Commun.	7	7	5/8			1/8	1.63	44	
O LIN	49	51		- 1	1/2	- 2.94	37	1,310	
O Malrite	13	14		-	3/4	- 5.35	16	110	
O Malrite 'A'	13	14	1/4				18	56	
A Price Commun.	12	11	7/8			1/8	1.05	117	
O Scripps Howard	79	78		1		1.28	28	815	
O SunGroup Inc.	3	3	3/8				33	5	
N Taft	111	113	1/2	- 1	3/4	- 1.54	52	1,012	
O TVX Broadcast Group	10	10	1/2	-	1/4	- 2.38	42	60	
O United Television	32	31	3/8			5/8	1.99	30	350

BROADCASTING WITH OTHER MAJOR INTERESTS

N A.H. Belo	54	57	3/4	- 3		- 5.19	27	632	
A Adams Russell	19	18	3/4		1/4	1.33	12	118	
A Affiliated Pubs	58	57		1	1/4	2.19	33	1,028	
O American Comm. & TV		1/8	1/8					9	
N American Family	35	35	3/8				23	1,414	
O Assoc. Commun.	28	29		- 1		- 3.44		267	
O Business Men's Assur.	27	27	1/2				16	290	
N Chris-Craft	67	69	5/8	- 2	1/8	- 3.05	30	441	
N Dun & Bradstreet	107	110	3/8	- 3		- 2.71	26	8,162	
O Durham Corp.	44	45	1/2	- 1	1/2	- 3.29	11	250	
N Gannett Co.	78	80		- 1	1/8	- 1.40	24	6,333	
N GenCorp	66	68	1/4	- 1	5/8	- 2.38	16	1,488	
N General Cinema	45	48	1/8	- 2	7/8	- 5.97	18	1,647	
O Gray Commun.	143	143					24	71	
N Jefferson-Pilot	34	35	1/4	- 1		- 2.83	11	1,432	
N John Blair	27	28		- 1/2		- 1.78		222	
O Josephson Intl.	10	9	5/8		3/8	3.89		47	
N Knight-Ridder	49	51	5/8	- 2	1/4	- 4.35	22	2,772	
N Lee Enterprises	25	24	7/8		7/8	3.51	21	652	
N Liberty	39	39	1/4	-	1/4	- 0.63	16	393	
N McGraw-Hill	57	57	1/2	-	1/2	- 0.86	19	2,873	
A Media General	89	91	3/4	- 2	3/4	- 2.99	19	626	
N Meredith Corp.	71	73		- 2		- 2.73	14	672	
O Multimedia	39	39	1/2	-	1/4	- 0.63	87	431	
A New York Times	75	77	1/4	- 2	1/4	- 2.91	25	3,033	
O Park Commun.	30	30			1/4	83	28	417	
N Rollins Commun.	29	29	1/4		1/4	63	43	577	
T Selkirk	24	23	7/8		1/4	1.04	52	195	
O Stauffer Commun.	150	155		- 5		- 3.22	24	150	
A Tech/Ops Inc.	28	29		- 3/8		- 1.29	5	62	
N Times Mirror	66	67		- 3/4		- 1.11	19	4,270	
O TM Communications	2	3/4	2	7/8	- 1/8	- 4.34	275	21	
O TPC Commun.		3/8	3/8					4	
N Tribune	66	78	70	1/8	- 3	1/4	- 4.63	21	2,715
A Turner Bcstg.	16	16	7/8	-	3/4	- 4.44	36	351	
A Washington Post	158	166		- 8		- 4.81	20	2,053	

PROGRAMING

O All American TV	10	3/4	12	1/2	- 1	3/4	- 14.00		12
O American Nat. Ent.	2	3/8	2	1/2	-	1/8	- 5.00	11	5
O Barris Indus	21	3/8	23	7/8	- 2	1/2	- 10.47	35	189
O Bldfinder Corp.		3/8	1		-	5/8	- 62.50		1
O C.O.M.B.	26	26	1/4		-	1/4	- 0.95	44	299
N Coca-Cola	39	5/8	40	5/8	- 1		- 2.46	20	15,294
N Disney	49	49	1/2	-	1/2	- 1.01	34	6,339	
N Dow Jones & Co.	32	5/8	33	1/4	-	5/8	- 1.87	23	3,156
O Financial News	13	7/8	14	7/8	- 1		- 6.72	173	149
O Four Star	4	1/2	4	1/2				4	3
A Fries Entertain.	6	5/8	7	1/2	-	7/8	- 11.66	12	34
N Gulf + Western	65	7/8	66		-	1/8	- 0.18	19	4,072
O Hal Roach	14	1/4	14	1/4				79	7
A Heritage Entertain.	10	1/8	9	3/4		3/8	3.84	11	28
O King World	46		51		- 5		- 9.80	28	471
O Laurel Entertainment	6	3/4	7	1/4	-	1/2	- 6.89	25	16
A Lorimar-Telepictures	25	1/8	26	5/8	- 1	1/2	- 5.63	25	852
N MCA	43	3/4	46	1/2	- 2	3/4	- 5.91	20	3,415
A New World Pictures	16	3/4	16	7/8	-	1/8	- 0.74	32	178
N Orion Pictures	13	7/8	14	1/2	-	5/8	- 4.31		132
O Peregrine Entertain.	23	3/4	25	1/2	- 1	3/4	- 6.86		32
N Playboy Ent.	7	1/8	6	7/8		1/4	3.63		67
O Reeves Commun.	9	3/4	11	1/2	- 1	3/4	- 15.21		121
O Republic Pictures 'A'	13	1/4	13	1/2	-	1/4	- 1.85	94	38
O Republic Pictures 'B'	13		13					92	9
A Robert Halmi	4	3/8	4	1/8		1/4	6.06	39	82
O Sat. Music Net.	9	3/4	10	1/4	-	1/2	- 4.87		66

Closing Closing
Tue Wed
Jul 30 Jul 23

Net Percent P/E
Change Change Ratio (000,000)

Market
Capitali-
zation

PROGRAMING

N United Artists	12	3/8	13	7/8	- 1	1/2	- 10.81		632
N Warner Communications	46	5/8	47	1/2	-	7/8	- 1.84	15	2,876
O Westwood One	31	3/8	33	3/4	- 2	3/8	- 7.03	49	256

SERVICE

O Ally & Gargano	11	3/8	11	3/8				9	25
O BBDO Inc.	26	1/4	27		-	3/4	- 2.77	16	338
O Burnup & Sims	4	1/4	5	1/4	- 1		- 19.04	212	38
O Compact Video	5	3/4	6	1/8	-	3/8	- 6.12	57	24
N Comsat	33	1/2	34	5/8	- 1	1/8	- 3.24		606
O Doyle Dane B.	21		22	1/8	-	1/8	- 5.08	18	120
N Foote Cone & B.	52	7/8	55	3/8	- 2	1/2	- 4.51	13	201
O Grey Advertising	100		112		-	12	- 10.71	13	120
N Interpublic Group	26	3/4	27	3/4	-	1	- 3.60	15	583
N JWT Group	32	3/4	36	1/4	- 3	1/2	- 9.65	14	297
A Moviellab	6	1/2	6	5/8	-	1/8	- 1.88		10
O Ogilvy Group	30	1/4	32		-	1/4	- 5.46	14	413
O Saatchi & Saatchi	31	3/8	31	7/8	-	1/2	- 1.56	15	1,622
O Telemation	5	1/2	6	3/4	- 1	1/4	- 18.51	5	6
A TEMPO Enterprises	12	3/4	14	3/8	- 1	5/8	- 11.30	32	73
A Unitel Video	10		10						21

CABLE

A Acton Corp.	1	3/4	2		-	1/4	- 12.50		10
A Cablevision Sys. 'A'	18	1/8	19		-	7/8	- 4.60		380
O Cardiff Commun.		115/16		115	1/6			5	4
N Centel Corp.	58	3/8	59	1/4	-	7/8	- 1.47	12	1,615
O Century Commun.	13	1/2	13	1/4		1/4	1.88	270	261
O Comcast	24	3/4	26	1/4	- 1	1/2	- 5.71	33	527
N Heritage Commun.	22	1/2	23	5/8	- 1	1/8	- 4.76	52	391
O Jones Intercable	12	3/4	12	3/8		3/8	3.03	31	165
T Maclean Hunter 'X'	19	1/2	19	1/2				27	718
O Rogers Cable of Amer.	13	1/8	14	5/8	- 1	1/2	10.25		67
T Rogers Cable Systems	15	1/2	17	1/8	- 1	5/8	- 9.48		363
O TCA Cable TV	21	1/4	20	1/2		3/4	3.65	36	229
O Tele-Commun.	25	1/4	26	3/4	- 1	1/2	5.60	194	2,426
N Time Inc.	80	1/2	82	3/4	- 2	1/4	- 2.71	24	5,053
O United Artists Commun.	17	3/4	17	1/4		1/2	2.89	52	728
N United Cable TV	25	7/8	26	3/4	-	7/8	- 3.27	64	601
N Viacom	27	3/4	27	5/8		1/8	45	26	950
N Western Union	4	1/4	4	3/4	- 1/2		- 10.52		103

ELECTRONICS MANUFACTURING

N 3M	111	1/4	110	1/4	1.		90	18	12,798
N Allied-Signal	41	3/4	39	1/8	2	5/8	6.70		7,361
O AM Cable TV		1	7/16		1	7			5
N Anixter Brothers	9	1/2	9	7/8	-	3/8	- 3.79	17	345
N Arvin Industries	27	3/4	30	1/4	- 2	1/2	- 8.26	11	448
O Birdview Satellite		1.2		1.2					4
O C-Cor Electronics	5	3/4	6		-	1/4	- 4.16		17
O Cable TV Indus.	2	1/2	2	1/2					7
A Cetec	6	1/2	6	7/8	-	3/8	- 5.45		13
A Chyron	5		5	3/8	-	3/8	- 6.97	23	50
A CMX Corp.	1	1/8	1	1/4	-	1/8	- 10.00		5
A Cohu	7		7	3/8	-	3/8	- 5.08	14	12
N Conrac	15		15	1/4	-	1/4	- 1.63	13	99
N Eastman Kodak	56	3/4	55	3/4	- 1		1.79	48	12,819
O Elec Mis & Comm.	2	3/4	3	1/2	-	3/4	- 21.42		11
N Gen. Instrument	17		17	7/8	-	7/8	- 4.89		550
N General Electric	73	7/8	75		- 1	1/8	- 1.50	14	33,685
O Geotel Inc.	2		1	7/8		1/8	6.66	8	7
N Harris Corp.	28	1/2	33	1/2	- 5		- 14.92	19	1,147
N M/A Com. Inc.	14	3/4	14	1/4		1/2	3.50		642
O Microdyne	4	1/4	4	1/4				38	19
N Motorola	37	3/4	35	3/4		2	5.59	59	4,821
N N.A. Philips	37		39	1/2	- 2	1/2	- 6.32	15	1,070
N Oak Industries	1		1	3/8	-	3/8	- 27.27		33
A Pico Products	2	1/8	2	1/8					7
N Sci-Atlanta	9	1/8	9			1/8	1.38	16	213
N Sony Corp.	18	1/2	18	3/8		1/8	68	11	4,276
N Tektronix	56	1/4	56	1/8		1/8	22	18	1,100
N Varian Assoc.	26	1/2	23	3/4	2	3/4	11.57	37	564
N Westinghouse	53	1/4	51	3/8	1	7/8	3.64	14	8,181
N Zenith	22	1/2	22	1/8		3/8	1.69		520
Standard & Poor's	261.25		263.65		-	2.39			0.91

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.

Changing Hands

PROPOSED

WSSH-FM Lowell, Mass. □ Sold by WLLH Inc. to Noble Broadcast Group for \$19.5 million. **Seller** is owned by Arnie Lerner, president. It also owns co-located WLLH(AM). **Buyer** is headed by John Lynch, president. It is purchasing WGBB(AM) Freeport-Merrick, and WBAB-FM Babylon, both New York (see "For the Record," page 83, and "Changing Hands," July 28) subject to FCC approval. It operates XETRA-AM-FM Tijuana, Mexico. WSSH-FM is on 99.5 mhz with 32 kw and antenna 600 feet above average terrain. *Broker: Blackburn & Co.*

KOOL-AM-FM Phoenix □ Sold by Tom Chauncey to Adams Communications Corp. for \$15 million. **Seller** is Arabian horse breeder with no other broadcast interests. He sold 51% of KOOL-TV Phoenix (now KTSP-TV) to Gulf United Broadcasting (holder of rest of stock) in 1982 for \$48 million. Gulf last year sold it and other stations in Gulf Group to Taft Broadcasting. **Buyer** is Wayzata, Minn.-based group of three AM's, three FM's and six TV's owned by Stephen A. Adams, chairman. KOOL is on 960 khz full time with 5 kw. KOOL-FM is on 94.5 mhz with 100 kw and antenna 1,620 feet above average terrain. *Broker: R.C. Crisler & Co.*

KQKT(FM) Seattle □ Sold by Seattle Radio

Ltd. Partnership to Shamrock Broadcasting Co. for \$7.5 million. **Seller** is Tucson, Ariz.-based group of one AM and two FM's principally owned by Dennis Behan. **Buyer** is Burbank, Calif.-based group of four AM's, seven FM's and three TV's, principally owned by Roy E. Disney and family. KQKT is on 96.5 mhz with 81 kw and antenna 1,100 feet above average terrain. *Broker: Kalil & Co.*

WKMF(AM)-WCRZ(FM) Flint, Mich. □ Sold by Corgi Communications to Faircom Flint Inc. for \$7.5 million. **Seller** is owned by A. William Lee, president. It also owns WZOZ(FM) Oneonta, N.Y. **Buyer** is principally owned by Joel M. Fairman, who also owns WSBH-FM Southampton, N.Y., and WTMA(AM)-WSSX(FM) Charleston, S.C. WKMF is daytimer on 1470 khz with 5 kw. WCRZ is on 107.9 mhz with 50 kw and antenna 330 feet above average terrain. *Broker: Blackburn & Co.*

WLLT(FM) Fairfield, Ohio (Cincinnati) □ Sold by KDW Radio Associates to Hoker Broadcasting for \$5.5 million. **Seller** is subsidiary of H&W Communications, Honolulu-based group of two AM's and three FM's principally owned by Congressman Cecil Hefelt (D-Hawaii) and Ken Wolt. **Buyer** is owned by Jay Hoker, who owns KCFX-FM Kansas City,

Kan., and recently purchased WCRJ-FM Jacksonville, Fla. ("Changing Hands," July 28). WLLT is on 94.9 mhz with 31 kw and antenna 790 feet above average terrain. *Broker: R.C. Crisler & Co.*

KMEG(TV) Sioux City, Iowa □ Sold by Gillett Group Inc. to Maine Broadcasting Systems for \$4 million. **Seller** is Nashville-based group of one AM, one FM and six TV's owned by George Gillett. It is buying WMAR-TV Baltimore and WRLH-TV Richmond, Va. (see "For the Record," page 83, and "Changing Hands," July 14). **Buyer** is Portland, Me.-based group of two TV's principally owned by Fred Thompson and his wife, Mary. KMEG is independent on channel 14 with 380 kw visual, 75.9 kw aural and antenna 1,152 feet above average terrain. *Broker: R.C. Crisler & Co.*

WSOM(AM)-WQKX(FM) Salem, Ohio □ Sold by Rust Enterprises Inc. to Lincoln Broadcasting Corp. for \$2.8 million cash. **Seller** is owned by William F. Rust. It has no other broadcast interests. **Buyer** is owned by Albert L. Wertheimer, his son, Albert, and John A. Palvino. It also owns WHAM(AM)-WVOR-FM Rochester and WBUF-FM Buffalo, both New York. WSOM is daytimer on 600 khz with 500 w. WQKX is on 105.1 mhz with 88 kw and antenna 400 feet above average terrain.

WRFS(AM)-WSTH(FM) Alexander City, Ala. □ Sold by WRFS Inc. to Allen Woodall for \$2,125,000. **Seller** is owned by Charles Giddens, broker for Chapman Associates, media broker, and Paul Stone, who also owns WAYX-AM-FM Waycross, Ga. **Buyer** also owns WEIZ-AM-FM Columbus, Ga. WRFS is daytimer on 1050 khz with 1 kw. WSTH is on 106.1 mhz with 27 kw and antenna 254 feet above average terrain. *Broker: The Thornburn Co.*

WSAI-FM Erlanger, Ky. □ Sold by Mortenson Broadcasting Co. to Inter Urban Broadcasting of Cincinnati Inc. for \$2 million. **Seller** is owned by Jack M. Mortenson and family. It is Lexington, Ky.-based group of four AM's and three FM's. **Buyer** is principally owned by Thomas P. Lewis. James J. Hutchinson is general partner. It also owns WYLD-AM-FM New Orleans and WJYL-FM Louisville, Ky. WSAI-FM is on 100.9 mhz with 1.25 kw and antenna 466 feet above average terrain. *Broker: Blackburn & Co.*

WJTT(FM) Red Bank, Tenn. □ Sold by WSIM Inc. to Jettcom Inc. for \$1,050,000. **Seller** is owned by Robert A. Bennis and family. It owns one AM, three FM's and one TV. **Buyer** is principally owned by James L. Brewer, George Reed and Harold Loyd. Brewer owns WHON(AM) Centerville and WQLK(FM) Richmond, both Indiana, and WDCF(FM) Dade City and WTOT(AM)-WJAQ(FM) Marianna, both Florida. Reed is sales manager at WAOK(AM)-WVEE(FM) Atlanta. Loyd is manager of WJTT(FM). WJTT is on 94.3 mhz with 3 kw and antenna 570 feet above average terrain.

CAPITOL BROADCASTING CORP.

(Kenneth S. Johnson, President)

has acquired

WFMA-FM

Rocky Mount, North Carolina

for

\$4,000,000

from

EASTERN CAROLINA ELECTRONICS, INC.

(Melvin Jobe Warner, Jr., President)

We are pleased to have served
as broker in this transaction.

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8/4/86

KKEE(FM) Alamogordo, N.M. □ Sold by West Broadcasting Co. to Broadcast Capital Corp. for \$850,000 comprising \$379,000 cash and remainder assumption of liabilities. **Seller** is owned by Lawrence L. Heinrich and family, Robert F. Loucks and his wife, Connie, and Luin K. Dexter. It also owns KVAS(AM) Astoria, Ore. **Buyer** is owned by Joseph M. Wolosonovich, local real estate investor with no other broadcast interests. KKEE is on 94.3 kw with 3 kw and antenna 492 feet below average terrain.

WVGN-FM Charlotte Amalie, Saint Thomas, Virgin Islands □ Sold by Virgin Island Wireless Co. to Sandy Isle Broadcasting Inc. for \$800,000, comprising \$250,000 cash and remainder note. **Seller** is owned by John T. Galanses and Frank R. Kulisky, who have no other broadcast interests. **Buyer** is principally owned by Tampa, Fla.-based Ian (Sandy) Wheeler, who also owns two AM, two FM's and three TV's. WVGN-FM is on 107.1 mhz with 1.4 kw and antenna 1,600 feet above average terrain. *Broker: Chapman Associates.*

KVMA-AM-FM Magnolia, Ark. □ Sold by William A. Bigley to Columbia Broadcasting Co. for \$650,000 cash. **Seller** has no other broadcast interests. **Buyer** is owned by Ken W. Sibley and Bill F. Jennings, who are, respectively, announcer and attorney for stations. KVMA is daytimer on 630 khz with 1 kw. KVMA-FM is on 107.9 mhz with 100 kw and antenna 300 feet above average terrain.

KGYN(AM) Guymon, Okla. □ Sold by The Plains Broadcasting Co. to Telns Broadcasting Co. for \$400,000. **Seller** is headed by T.M. Raburn. It has no other broadcast interests. **Buyer** is owned by J. Edward Smith, and his wife, Nancy. Smith is station's general manager. KGYN is on 1210 khz full time with 10 kw.

WCJU(AM) Columbia, Miss. □ Sold by WCJU Inc. to The Broadcasting Co. for \$395,000, comprising \$75,000 cash, \$200,000 note and remainder promissory note for noncompete agreement. **Seller** is owned by Marion Bullock and family, who have no other broadcast interests. **Buyer** is owned by D. Scott Jones, station's general manager. WCJU is on 1450 khz full time with 1 kw.

WBUC(AM) Buckhannon, W.Va. □ Sold by Radio Station WBUC Inc. to CAT Radio Inc. for \$395,000. **Seller** is owned by Jesse D. Newman, who has no other broadcast interests. **Buyer** is owned by Richard R. Green (70%), David P. Harper, Norris D. Phillips and Tommy L. Kuhn (10% each). Green is businessman and Harper is real estate agent, both in Clarksburg, W.Va. Phillips is broadcast engineer. Kuhn owns WXEE(AM) Welch, W.Va., and is selling co-located WBTQ(FM) (see below). WBUC is daytimer on 1460 khz with 5 kw.

WBTQ-FM Buckhannon, W.Va. □ Sold by Multiplex Communications Inc. to CAT Radio Inc. for \$250,000. **Seller** is owned by Tommy L. Kuhn, minority investor in buyer of WBUC(AM) (see above). **Buyer** is buying WBUC(AM) (see above). WBTQ-FM is on 93.5 mhz with 3 kw and antenna 218 feet above average terrain.

For other proposed and approved sales see "For the Record," page 83.

MMDS grants. Using lotteries, the FCC has tentatively granted the construction permits of Multi-Point TV Distributors Inc. and Broadcast Data Corp., Alexandria, La.; Multichannel Distribution of America Inc. and Wireless Services Inc., Appleton, Wis.; Figgie Communications Inc. and Multi-Point TV Distributors Inc., Battle Creek, Mich.; Walter Communications Inc. and Wireless Services Inc., Biloxi-Gulfport, Miss.; Paul Communications Inc. and Krisar Inc., Binghamton, N.Y.; William M. Ledford/Robert D. Hanna and Low Power Technology Inc., Brownsville-Harlingen, Tex.; Multi-Point TV Distributors Inc. and Presco Corp., Champaign-Urbana, Ill.; Fortuna Systems Corp. and Joseph W. Hubbard, Fargo, N.D.-Moorhead, Minn.; National Wireless Video and MDS Signal Group, Fort Pierce, Fla.; Virginia Communications Inc. and MWTV Inc., Fort Smith, Ark.; Paul James Azar Jr. and Presco Corp., Houma, La.; Stephen Communications Inc. and Video/Multipoint, Janesville-Beloit, Wis.; Fortuna Systems Corp. and Broadcast Data Corp., Lima, Ohio; Fortuna Systems Corp. and Mettler Communications Inc., Medford, Ore.; Jody Barnes and Warren F. Ache, Midland, Tex.; Belwen Inc. and B.F. Investments Inc., Poughkeepsie, N.Y.; Fortuna Systems Corp. and Mettler Communications Inc., Salem, Ore.; Edna Cornaggia and Warren F. Ache, Sioux Falls, S.D.; Paul Communications Inc. and Mettler Communications Inc., Wheeling, W.Va., and the Estate of Kenneth E. Palmer and Low Power Technology Inc., York, Pa.

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CBS's Westmoreland story raises new eyebrows

Sauter objects to 'New Yorker' story critical of network documentary

CBS News has responded with vigor and in considerable detail to a two-part article in *The New Yorker* attacking the accuracy and honesty of CBS's apparently still-controversial 90-minute documentary attacking General William Westmoreland. The article, by Renata Adler, described the central thesis of *The Uncounted Enemy: A Vietnam Deception*—that Westmoreland had engaged in a conspiracy to deceive his superiors and the American public by imposing a ceiling on estimates of enemy troop strength in Vietnam—as “preposterous,” “absurd” and “dishonest.”

CBS News President Van Gordon Sauter, in a letter to the *New Yorker* editor-in-chief, William Shawn, said Adler had “repeatedly and fundamentally misrepresented the record” concerning the 1982 broadcast and the litigation to which it led—a \$120-million libel suit filed by Westmoreland. He dropped the suit shortly before it was to go to the jury. Sauter said Adler's charges that CBS journalists were dishonest and its lawyers un-

scrupulous and that CBS witnesses were guilty of perjury “are plainly false, gross misrepresentations and distortions of the record.”

To back up his charges, Sauter attached a 49-page document that discussed—and offered rebuttals to—what he said are “a few of Adler's most serious misrepresentations.” And he called on Shawn to conduct his own review of the Adler article. “If you determine that Ms. Adler's article contains significant errors,” Shawn said, “we trust you will find a judicious and adequate means of correcting the record.” Sauter said: “It is ironic and sad that in this article about fairness and ethics in journalism, Adler committed the very journalistic sins of which she accused CBS.”

Neither Shawn nor Adler could be reached for comment on the Sauter letter.

The two-part article, which appeared in the June 16 and 23 issues of *The New Yorker*, is part of a book, “Reckless Disregard,” which is to be published by Knopf, in October. It attacks the honesty and integrity not only of CBS News in connection with the documentary but *Time* magazine in con-

nection with the report that led to the \$50-million libel suit filed by former Israeli Defense Minister Ariel Sharon. *Time* won, but only because the jury, after finding the report false and defamatory, concluded it had not been prepared with malice.

A spokesman for *Time* said the Adler article “presented a one-sided view of what happened during” the Sharon litigation. “The use of depositions and trial transcripts lend a false air of authority, given that many of her premises and conclusions are apparently based on little more than her private speculation,” he said, adding that Adler committed “many errors, large and small, in her factual presentation” and “failed to research her subject beyond the litigation testimony.”

The Adler article went beyond criticism of the journalism practiced by CBS News and *Time* to attack the attitude of the press generally toward criticism. Adler wrote that although journalists compete vigorously to be first with a story, there is a “professional solidarity, which extends from ‘standing by our story’ to refusing to contradict, or even question, anybody else's.” And that, she said, “has virtually eliminated the very diversity that it was the purpose of the framers, in the First Amendment, to protect.” □

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has acquired

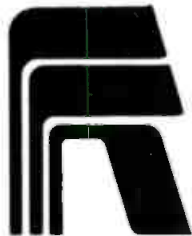
KGRE/KYOU

Greeley, Colorado

from O'KIEFFE BROADCASTING COMPANY

For \$1,750,000.00

The undersigned acted as broker in this transaction and assisted in the negotiations



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RTNDA honors. Loyola University's radio and television stations in New Orleans each won national awards for excellence in electronic journalism from the Radio-Television News Directors Association. WWL-TV won the Edward R. Murrow award for overall television reporting. WWL(AM) won the continuing coverage radio award for its work on an investigation into the governor of the state.

In other RTNDA awards, KYW-TV Philadelphia's coverage of the MOVE organization won it the continuing coverage award for television. The investigative television award went to KPRC-TV Houston for a series on nursing home neglect. KCST-TV San Diego won the national spot news television award for its coverage of the shooting of a police officer.

WWA(AM) Wheeling, W.Va., won the Edward R. Murrow award for outstanding overall radio news operation. The investigative award went to KTRH(AM) Houston for a series, “The Summer Food Scam.” The national spot news award was won by KRLD(AM) Dallas for its coverage of the crash of Delta flight 191. The winners were chosen from more than 100 regional winners and will receive their awards on Aug. 26 at RTNDA's annual convention in Salt Lake City.

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Documenting HDTV

Despite falling short last spring in the effort to achieve a world high-definition television studio standard, U.S. and Canadian backers of Japanese-developed 1,125-line, 60 hz HDTV technology are continuing work to further define the technology.

As evidence of that effort, industry standards group Society of Motion Picture and Television Engineers has formed an ad-hoc group to document existing specifications for the 1,125-line system. While not a standardization effort in itself, the work hopes to insure both equipment compatibility and ease of program interchange for 1,125/60, according to CBS's Richard Streeter, SMPTE engineering vice president.

The documentation effort was requested, according to SMPTE, by the Advanced Television Systems Committee, which led U.S. industry efforts to achieve a world studio standard; the Canadian Broadcasting Corp., which has a multimillion-dollar HDTV mini-series in production and the CTV Television Network in Canada.

The committee expects by next March to develop 20-40 pages in documentation to define the 1,125/60 system's colorimetry, optical-electronic conversion, scanning parameters, blanking waveform, studio level

interfaces in analog and digital terms, and timing reference signal, according to SMPTE.

Heading the ad-hoc group will be Keith Field, CBC senior engineer. The committee will report to SMPTE's standards working group on high-definition electronic production, chaired by Richard Stumpf of Universal.

Supporters of the 1,125-line system have also recently taken note of an unusual HDTV position paper from West Germany ("Closed Circuit," July 21). While support of that nation's broadcasters for 1,125/60 had been apparent for many months, the document of a technical committee of public broadcast networks ARD and ZDF makes that position forcefully clear in its rebuke of West German government and PTT opposition to the technology at last May's meeting of the International Radio Consultative Committee.

As potential producers in the HDTV medium, the broadcasters noted their support of a worldwide studio standard but argued that "the demands of production as well as the interest of the producers were completely disregarded" by European organizations and governments seeking a more evolutionary quality improvement, an approach spelled out in documents submitted by several West European governments during the

CCIR plenary.

"German public broadcasters deem the assertions put forward in said documents to be unsound, starting from false assumptions and being contradictory to their own interests," said the broadcasters, who went on to "disassociate" themselves from the CCIR contribution of the West German government.

The 10-page ARD-ZDF "clarification" cited the "imperative demand for identical picture rate-frequency" in HDTV studios and added that proposals for progressively scanned HDTV, as opposed to the interlaced scanned 1,125/60 system, although desirable as part of a long-term HDTV hierarchy, would be hampered by "considerably increased" signal bandwidths which could not soon be overcome because of physical limitations of videotape recording.

Capcities/ABC, union sign

Capcities/ABC and 3,200 technical and other employees have agreed to a new four-year contract after more than 16 months in negotiations. The package calls for pay increases totalling more than 20%, with \$15 million in retroactive pay, but frees the company from some union restrictions in videotape staffing and the use of office videocassette recorders (BROADCASTING, June 23).

The bulk of the contract had already been ratified by members of the National Association of Broadcast Employees and Technicians in early July, but two units representing 25-30 employees failed to approve the deal—AM radio writers-producers in San Francisco seeking greater job security, and radio program coordinators opposed to the pay offer.

New proposals for the two units, as well as WLS(AM) Chicago newswriters, were rejected by the company at a meeting in Hollywood July 23, and last week the NABET negotiating team decided to move ahead regardless and seek the company's signature on the ratified pacts, calling a re-vote by the unrati-fied units, if necessary.

Capcities/ABC agreed to sign the contract with the union last Monday, July 28, and the remaining units later decided to accept the company's original proposals.

A union spokesman said the new contract compared favorably to contracts at NBC and CBS in terms of retaining work jurisdiction for the 2,000 technicians and other bargaining units, but was a poorer economic package, with increases of roughly 5% each year over the term of the contract.

Sharing debate delayed

The FCC has extended reply comment deadlines on its year-old proposal to extend private land-mobile radio sharing of UHF TV spectrum by 30 days to Aug. 29.

The extension was at the request of the National Association of Broadcasters and the Association of Maximum Service Telecasters, which argued the 800-plus pages of comments filed in the proceeding in July



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required more than the initially two weeks allotted for review and replies (BROADCASTING, July 21).

More than two dozen broadcast and private radio organizations have taken positions on the commission proposal, and are

at odds over whether increased sharing in eight top 10 markets would cause unacceptable interference to UHF broadcasters.

Technology

Looking toward the future of satellites

Projects under way at Comsat Labs include developing flat antennas and compressing HDTV transmissions

During a tour of Comsat Labs in Clarksburg, Md., last week, reporters were shown various technologies being developed to keep satellite communications competitive with fiber optic communications. So it came as a bit of a surprise when John Evans, head of the labs, capped the tour by suggesting that fiber optics would eventually lead to "a decline in the use of satellites."

In 25 years or so, he said, fiber optics will be so pervasive and will be able to handle such a huge volume of information "that it's hard to see how satellites will be able to compete."

But, he added, there will always be a place for satellites. They will remain the medium of choice for mobile communications—maritime or land-based—and for point-to-multipoint communications such as that needed by cable and broadcast programming networks, he said. When it comes to sending one piece of information to 100 locations, he said, "satellites win hands down."

The day after the tour, a Comsat spokeswoman phoned reporters to clarify Evans' remarks. Evans told her, she said, his remarks about fiber optics replacing satellites pertained only to domestic communications. Indeed, she said, Evans believes satellites will continue to play an important role as far into the future as he can see in providing "thin-route" international communications and domestic communications for Third World countries.

During the tour, Comsat also brought reporters up to date on its work on flat phased-array satellite antennas and on a system to compress digitally NHK's high-definition television signal so that it can be easily transmitted via satellite.

Comsat's Chris Mahle showed reporters a working Ku-band flat antenna. Just 1.3 meters square and containing more than 4,000 copper elements, the flat antenna pulled in a television signal from RCA Americom's Satcom K-2. Mahle said the flat antenna, boasting 60% efficiency, was as good as any commercial-quality dish in use today. The surface of a flat antenna will have to be no greater than that of a dish antenna to receive a comparable signal. And with mass manufacturing techniques, Mahle said, the cost of making a flat antenna will be no more or perhaps less than that of producing a comparable dish antenna.

The promise of flat antennas is that users

will be able to mount them unobtrusively on the sides of buildings or on roofs. But before that day comes, engineers will have to figure out a low-cost way of electronically steering the antenna's beam. Comsat's Mahle said electronically steerable flat antennas can be manufactured today, but not economically. Inexpensive, electronically steerable flat antennas are still a few years off, he said.

In another part of the labs, Comsat engineers demonstrated a yet unnamed digital system for compressing the NHK 1,125-line HDTV signal from its raw bandwidth of around 25 mhz to 7 mhz. According to Comsat's Bob Davis, the system is being developed so that HDTV signals can be transmitted easily over Intelsat satellites. It would take 16 times more power to transmit an uncompressed HDTV signal over a 72 mhz transponder than it would to transmit a compressed signal over a 36 mhz transponder, he said.

The demonstration allowed reporters to compare compressed and uncompressed versions of a static HDTV picture from an Ikegami HDTV camera. None could see any difference in the resolution of the pictures until Davis started pointing out some minor artifacts in the compressed picture. Davis said engineers are now working on compressing moving pictures.

NHK has developed a compression system for its HDTV system called MUSE. Linnan Lee, a Comsat engineer working on the Comsat system, said he was unimpressed by MUSE, calling it complicated and expensive. What's more, he said, MUSE degrades moving pictures.

According to Davis, Comsat Labs began work on the compression system on behalf of Satellite Television Corp., Comsat's now-defunct direct broadcast satellite service, which was interested in making HDTV part of its satellite-to-home service. □

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TELECASTINGS

Justice done

On Friday, July 25, Steven Lynn Fossum, a Minnesotan imprisoned since 1984 after a conviction for rape in Houston, was pardoned after laboratory test results raised doubts about the conviction. The tests were prompted by an investigative piece by CBS-affiliate WCCO-TV Minneapolis, *The State of Texas v. Steven Lynn Fossum*, that revealed a number of holes in the case of the prosecution.

The 60-minute documentary aired in April and was then carried by CBS affiliate KHOU-TV Houston in May. The Harris county (Tex.) district attorney, John Holmes, asked Texas Governor Mark White to pardon Fossum after the tests—suggested by WCCO-TV—indicated Fossum could not have committed the crime.

The WCCO-TV investigation was initiated in 1985 at the instigation of Fossum's family and friends. Contributing to the documentary were Mike Sullivan, executive producer, Al Austin and Andy Greenspan, producers-reporters, and Peter Molenda, photographer-editor.

Gavel winners. The American Bar Association announced the winners of its annual Silver Gavel awards for "outstanding public service in increasing public understanding of the American legal system." The awards will be presented in New York on Aug. 11.

Television awards went to KPRC-TV Houston for *The People's Lawyer*, a feature providing answers to common legal questions; WDIV(TV) Detroit for *Victims*, a documentary on the treatment of crime victims; WKYC-TV Cleveland for *Cleveland Alive*, a report on disparities in sentencing of drunk drivers, and Maryland Instructional Television for two episodes of *State Spectrum*, "Judicial Branch," an explanation of courts and their function, and "Criminal Justice System," an overview of the system through a dramatization of a shoplifting incident.

The radio winners were National Public Radio for *Federal Judge Selection*, a story on how federal judges are picked; California Times Radio, Mill Valley, Calif., for *Taking the Initiative*, a look at citizens making their own laws, and Western Media Concepts, Anchorage, for *Holding Our Ground*, a 15-part series on the effect of changes in law on Alaskan natives.

Station adoption

KMOS-TV Sedalia, Mo., a noncommercial station licensed to Central Missouri State University in Warrensburg, has "adopted" a television station on the Caribbean island of Grenada set up earlier this year by the Boston-based Discovery Foundation (BROADCASTING, March 10). KMOS-TV, a PBS affiliate,

will share its technical expertise. Currently, the stations are conducting an intern exchange program. Seven CMSU students will travel to Grenada this summer, with four more in the fall, and 15 Grenadians are waiting for their government to sign a release allowing them to study at CMSU. The stations hope to exchange four students every 11 weeks, according to Discovery's Mark O'Connell.

More rediscovery

Rediscovery of the World, a 20-part, five-year collaboration between explorer Jacques Cousteau and the Turner Broadcasting System, will continue in September, as Cousteau's teams travel to their second destination, Cuba, to produce "Cuba: Waters of Destiny." The programs, each an hour, air over superstation WTBS(TV) Atlanta and broadcast affiliates of Turner Program Services, reaching 90% of the U.S. The first *Rediscovery* episode, "Haiti: Waters of Sorrow," aired in May. Four programs will air each year.

Direct news

TV Direct, a video news service created May 28 by a joint venture of AP and Conus Communications, now has 22 subscribers, including stations in Los Angeles, Boston, Houston, Minneapolis-St. Paul, Miami, Baltimore and Sacramento, Calif. Three types of service are provided by TV Direct: live and taped "clean" video of major Washington news events; on-location news reports from Washington, and computer-enhanced photos and graphics from around the world. The service will begin full operation this month.

Early news

On Sept. 1, noncommercial KCET(TV) Los Angeles will begin airing *The MacNeil/Lehrer NewsHour* live at 3-4 p.m. (PT). The earliest broadcast network newscast in Los Angeles currently begins at 6:30 p.m. on NBC, with ABC and CBS beginning theirs at 7. KCET will continue to air *NewsHour* at 6:30 p.m.,

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repeating its earlier broadcast and running updated versions when news breaks later. The station now airs telecourses at 3-4 p.m.

'Donahue' on the move

Beginning Sept. 8, WNBC-TV New York, will move Multimedia's *Donahue* into the 4-5 p.m. news lead-in position from its current 9-10 a.m. spot. Currently, the station plays *People's Court* and *Love Connection* (both from Lorimar-Telepictures) during that hour. Both will move to 9-10 a.m. Of the 215 stations that carry *Donahue*, 20 now run it as an early-fringe news lead-in, including WMAO-TV Chicago, which moved the show on June 9 to the news lead-in spot.

VCR update

Arbitron estimates that 35% of all television households own VCR's. The market with the highest VCR penetration is Las Vegas, with 59%. It's followed by Reno with 56%. Selma, Ala., and Parkersburg, W.Va., are on the other end with the lowest VCR ownership percentage—both with 19%.



Pyramid power. Celebrities and CBS executives gathered to celebrate the taping of the 1,000th installment of *The \$25,000 Pyramid* at Television City, Hollywood. Present for the party after the show, which aired last Friday (Aug. 1), on CBS, were (l-r) actors John Moschitta, Earl Holliman and Howard Morton; David Michaels, co-producer; actors Charlie Siebert and Henry Polic II; Bob Stewart, executive producer; model Shelly Smith; actress-singer Vicki Lawrence; Anne Marie Schmitt, co-producer; actress Teresa Ganzel; *Pyramid* host Dick Clark; Robert Boden, associate program executive, CBS; Michael Brockman, VP, daytime, children's and late night programs, CBS; actor Barry Genner; actress Meg Bennett; Francine Bergman, associate producer; Johnny Gilbert, *Pyramid* announcer; actor Stewart Pankin; Bruce Burmester, director.

For the Record

As compiled by BROADCASTING, July 24 through July 30, 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. HAAI—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.

■ WCRJ-FM Jacksonville, Fla. (107.3 mhz; 100 kw; HAAT: 350 ft.)—Seeks assignment of license from Justice Broadcasting Corp. to Hoker Broadcasting Inc. for \$6 mil-

lion, comprising \$5.5 million cash and remainder note. Seller is owned by Lawrence K. Justice, who also owns WCIB (AM) Falmouth, Mass. and WQEZ-FM Fort Myers, Fla.

Ownership Changes

■ WMSL(AM) Decatur, Ala. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from New Decatur Radio Inc. to R&B Communications Inc. for \$228,000. Seller is owned by C.H. Quick, who has no other broadcast interests. Buyer is owned by Donald W. Rose and Joe D. Burns, who have no other broadcast interests. Filed July 22.

■ KVMA-AM-FM Magnolia, Ark. (AM: 630 khz; 1 kw-D; FM: 107.9 mhz; 100 kw; HAAT: 300 ft.)—Seeks assignment of license from William A. Bingley to Columbia Broadcasting Co. for \$650,000 cash. Seller has no other broadcast interests. Buyer is owned by Ken W. Sibley and Bill F. Jennings, who are, respectively, announcer and attorney for station. Filed July 24.

■ KLZ(AM)-KAZY(FM) Denver. WAKR(AM)-WONE-FM Akron and WONE(AM)-WTUE(FM) Dayton, all Ohio, and KMEZ-AM-FM Dallas (KLZ: 560 khz; 5 kw-U; KAZY: 106.7 mhz; 100 kw; HAAT: 987 ft.; WAKR: 1590 khz; 5 kw-U; WONE-FM: 97.5 mhz; 12 kw; HAAT: 900 ft.; WONE: 980 khz; 5 kw-U; WTUE: 104.7 mhz; 50 kw; HAAT: 780 ft.; KMEZ: 1480 khz; 5 kw-D; 1 kw-N; FM: 100.3 mhz; 100 kw; HAAT: 1,280 ft.)—Seeks assignment of license from Group One Broadcasting Co. to DKM Broadcasting Corp. for between \$60 million-\$65 million. Seller is principally owned by Roger G. Berk and family. It also owns WAKR(TV) Dayton. Buyer is Atlanta-based group of three AM's and three FM's headed by Robert R. Dyson, chairman. Filed July 22.

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Buyer is principally owned by Jay Hoker, who also owns WCFX(AM) Kansas City, Mo., and WLLT-FM Cincinnati. Filed July 17.

■ WSAI-FM Erlanger, Ky. (100.9 mhz; 1.25 kw; HAAT: 466 ft.)—Seeks assignment of license from Mortenson Broadcasting Co. to Inter Urban Broadcasting of Cincinnati Inc. for \$2 million. Seller is owned by Jack M. Mortenson and family. It is Lexington, Ky.-based group of four AM's and three FM's. Buyer is principally owned by Thomas P. Lewis. It also owns WYLD-AM-FM New Orleans and WJYL-FM Louisville. Filed July 18.

■ WMAR-TV Baltimore and WRLH-TV Richmond, Va. (WMAR-TV: ch.2; NBC: ERP vis. 100 kw vis.; 10 kw aural; HAAT: 1,000 ft.; WRLH-TV: ch. 35; ERP vis. 4,335 kw; aur. 433.5 kw; HAAT: 1,252 ft.)—Seeks assignment of license from Times Mirror Broadcasting to Gillett Group Inc. for over \$200 million. Seller is buying stations' present owner, A.S. Abell Co., for \$600 million and spinning off stations. It is publicly traded, Greenwich, Conn.-based publisher and group of seven TV's headed by Robert F. Erburu, chairman. Broadcast division is headed by John J. McCrory, president. Times Mirror publishes eight newspapers and also 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. Filed July 22.

■ WMTG(AM) Gaithersburg, Md. (1150 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Montgomery Radio Inc. to Beltway Communications Corp. for \$525,000. Seller is owned by James Swartz, who also owns WHRF(AM) Bel Air, Md. Buyer is owned by Sondra Linden, Washington attorney with no other broadcast interests. Filed July 18.

■ WCJU(AM) Columbia, Miss. (1450 khz; 1 kw-U)—Seeks transfer of control of WCJU Inc. from Marion Bullock and family to The Broadcasting Co. for \$395,000, comprising \$75,000 cash for shares and \$200,000 note and remainder promissory note for noncompete agreement. Sellers have no other broadcast interests. Buyer is owned by D. Scott Jones, station's general manager. Filed July 22.

■ KKEE(FM) Alamogordo, N.M. (94.3 khz; 3 kw; HAAT: minus 492 ft.)—Seeks transfer of control of New West Broadcasting Co. from Lawrence L. Heinrich and family, Robert F. Loucks and his wife, Connie, and Luin K. Dexter to Broadcast Capital Corp. for \$850,000 comprising \$379,000 cash and remainder assumption of liabilities. Seller also owns KVAS(AM) Astoria, Ore. Buyer is owned by Joseph M. Wolosonovich, local real estate investor with no other broadcast interests. Filed July 18.

■ KOB-AM-FM Albuquerque, N.M. (AM: 770 khz; 50 kw-U; FM: 93.3 mhz; 21.5 kw; HAAT: 4,150 ft.)—Seeks assignment of license from Hubbard Broadcasting to Price Communications for \$16.5 million. Seller is St. Paul-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. Filed July 24.

■ WGBB(AM) Freeport-Merrick, and WBAB-FM Babylon, both New York (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from The Radio Co. Inc. to The Noble Broadcast Group for \$12,975,000 cash, including \$500,000 consulting agreement. Seller is owned by Franz Allina and his wife, Marcia. It also owns WEBE(FM) Westport, Conn. Buyer is headed by John T. Lynch. It operates XETRA-AM-FM Tijuana, Mexico. Earlier this year it sold KJOI(FM) Los Angeles for \$44 million. Filed July 17.

■ WYCM(AM)-WBCG(FM) Murfreesboro, N.C. (AM: 1080 khz; 1 kw-D; FM: 98.3 mhz; 3 kw; HAAT: 302 ft.)—Seeks assignment of license from Murfreesboro Broadcasting Corp. to M. Scott Edwards for \$197,500, comprising \$8,000 cash and remainder note. Sellers have no other broadcast interests. Buyer presently owns 10% of stations. Filed July 17.

■ WZZH(AM) Highlands, N.C. (1100 khz; 5 kw-D)—Seeks assignment of license from CBI Inc. from Mountain-High Broadcasters Inc. for \$4,950. Seller has no other broadcast interests. Buyer is owned by Melvin Strum and William C. Marett. It has no other broadcast interests. Filed July 21.

■ WDJO(AM)-WUBE(FM) Cincinnati (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 105.1 mhz; 14 kw; HAAT: 920 ft.)—Seeks transfer of control of DKM-Ohio Broadcasting Corp. from DKM Broadcasting Corp. to American Media Inc. for \$9.8 million. Seller is Atlanta-based group of three AM's and three FM's headed by Robert R. Dyson, chairman. It is buying Group One Broadcasting Co.'s radio group ("Changing Hands," July 21 and above). Buyer is Patchogue, N.Y.-based group of one AM and two FM's principally owned by Arthur Kern and Alan Beck. It recently sold WLIF(FM) Baltimore ("Changing Hands," June 23). Filed July 22.

■ WSOM(AM)-WQKX(FM) Salem, Ohio (AM: 600 khz; 500 w-D; FM: 105.1 mhz; 88 kw; HAAT: 400 ft.)—Seeks assignment of license from Rust Enterprises Inc. to Lincoln Broadcasting Corp. for \$2.8 million cash. Seller is owned by William F. Rust. It has no other broadcast interests. Buyer is owned by Albert L. Wertheimer, his son, Albert, and John A. Palvino. It also owns WHAM(AM)-WVOR-FM Rochester and WBUF-FM Buffalo, both New York. Filed July 21.

■ KGYN(AM) Guymon, Okla. (1210 khz; 10 kw-U)—Seeks assignment of license from The Plains Broadcasting Co. to Telns Broadcasting Co. for \$400,000. Seller is headed by T.M. Raburn. It has no other broadcast interests. Buyer is owned by J. Edward Smith, and his wife, Nancy. Smith is station's general manager. Filed July 21.

■ WWKX(FM) Gallatin, Tenn. (104.5 mhz; 100 kw; HAAT: 758 ft.)—Seeks assignment of license from Group 3 Broadcasting to Capitol Broadcasting Corp. for \$6.6 million. Seller is owned by Gordon Smith. It has no other broadcast interests. Buyer is Mobile, Ala.-based group of one AM and six FM's principally owned by Kenneth S. Johnson, president. Filed July 18.

■ WJTT(FM) Red Bank, Tenn. (94.3 mhz; 3 kw; HAAT: 570 ft.)—Seeks assignment of license from WSIM Inc. to Jettcom Inc. for \$1,050,000. Seller is owned by Robert A. Benns and family. It owns one AM, three FM's and one TV. Buyer is principally owned by James L. Brewer, George Reed and Harold Loyd. Brewer owns WHON(AM) Centerville, WQLK(FM) Richmond, both Indiana, and WDCF(FM) Dade City and WTOT(AM)-WJAQ(FM) Marianna, all Florida. Reed is sales manager at WAOK(AM)-WVEE(FM) Atlanta. Loyd is manager of WJTT(FM). Filed July 18.

■ KNAK(AM) Delta, Utah (540 khz; 1 kw-D)—Seeks assignment of license from Pahvant Valley Broadcasting Inc. to Michael J. Halloran for \$225,000. Seller is owned by Darrel S. Lester and Neil R. Dutson. It has no other broadcast interests. Buyer has no other broadcast interests. Filed July 21.

■ WSTT(FM) Charlotte Amalie, St. Thomas, V.I. (101.1 mhz; 50 kw; HAAT: 1,543 ft.)—Seeks assignment of license from Caribbean Basin Broadcasting Inc. to Palm Beach Group Broadcasting Co. for \$200,000. Seller is owned by Walter B. Dunn, who has no other broadcast interests. Buyer is owned by Curt Gowdy, and five others. It is headed by Joseph McInerney, president. Gowdy owns Lawrence, Mass.-based group of three AM's and two FM's. Filed July 24.

■ WLLL(AM)-WGOL(FM) Lynchburg, Va. (AM: 930 khz; 5 kw-D; FM: 98.3 mhz; 3 kw; HAAT: 240 ft.)—Seeks assignment of license from Jamarbo Corp. to CGS Communications of Lynchburg Inc. for \$1,350,000. Seller is owned

by James V. Shircliff, who has no other broadcast interests. Buyer is owned by Michael P. Cefaratti, Richard D. Singer and M. James Galvin. Cefaratti is general sales manager and Galvin is local sales manager at KTVK(TV) Phoenix. Singer is former vice president and general manager with TeleRep. New York-based station representation firm. Filed July 18.

■ WBUC(AM) Buckhannon, W.Va. (1460 khz; 5 kw-D)—Seeks assignment of license from Radio Station WBUC Inc. to CAT Radio Inc. for \$395,000. Seller is owned by Jesse D. Newman, who has no other broadcast interests. Buyer is owned by Richard R. Green (70%), David P. Harper, Norris D. Phillips and Tommy L. Kuhn (10% each). Green is Clarksburg, W.Va., businessman and Harper is real estate agent also from Clarksburg. Phillips is broadcast engineer. Kuhn owns WXEE(AM) Welsh, W.Va., and is selling collocated WBTQ(FM). Filed July 18.

■ WBTQ-FM Buckhannon, W.Va. (93.5 mhz; 3 kw; HAAT: 218 ft.)—Seeks assignment of license from Multiplex Communications Inc. to CAT Radio Inc. for \$250,000. Seller is owned by Tommy L. Kuhn, who is partner in buyer of WBUC(AM). Buyer (see above). Filed July 18.

Facilities Changes

Applications

AM's

Tendered

■ WGL (1250 khz) Fort Wayne, Ind.—Seeks CP to increase day power to 2.4 kw; increase night power to 2 kw, and make changes in ant. sys. App. July 22.

■ KMBS (1210 khz) West Monroe, La.—Seeks CP to increase power to 5 kw. App. July 22.

■ WFMD (930 khz) Frederick, Md.—Seeks CP to increase night power to 2.5 kw. App. July 23.

■ KNUJ (860 khz) New Ulm, Minn.—Seeks CP to add night service with 250 w; install DA-N, and make changes in ant. sys. App. July 28.

■ WACK (1420 khz) Newark, N.Y.—Seeks mod. of CP to change freq. to 840 khz; change hours of operation to day only; increase power to 5 kw; change to DA-D, and make changes in ant. sys. App. July 28.

■ KXOJ (1550 khz) Sapulpa, Okla.—Seeks CP to increase power to 2.5 kw. App. July 28.

■ WRSS (1410 khz) San Sebastian, P.R.—Seeks CP to increase day and night power to 2.5 kw and change to non-DA. App. July 28.

Accepted

■ WLQY (1320 khz) Hollywood, Fla.—Seeks CP to make changes in ant. sys. App. July 25.

■ WPSO (1500 khz) New Port Richey, Fla.—Seeks mod. of lic. to move SL to 8606 Little Road, New Port Richey. App. July 28.

■ WJAZ (960 khz) Albany, Ga.—Seeks mod. of lic. to operate transmitter by remote control. App. July 25.

■ KNPA (1340 khz) Nampa, Idaho—Seeks CP to change TL and make changes in ant. sys. App. July 24.

■ WGSF (1220 khz) Arlington, Tenn.—Seeks mod. of lic. to operate transmitter by remote control. App. July 25.

FM's

Tendered

■ *WMVV (90.7 mhz) McDonough, Ga.—Seeks mod. of CP to change TL; change ERP to 11 kw; change HAAT to 465.76 ft., and make changes in ant. sys. App. July 22.

■ *WHCB (91.5 mhz) Bristol, Tenn.—Seeks mod. of CP to change ERP to 10 kw and change HAAT to 2,325.52 ft. App. July 23.

■ *WRFK-FM (106.5 mhz) Richmond, Va.—Seeks CP to change HAAT to 491.34 ft. App. July 22.

Accepted

■ WCRO-FM (92.7 mhz) Arab, Ala.—Seeks CP to change ERP to .7 kw and change HAAT to 671 ft. App. July 22.

■ KRKN (102.1 mhz) Anchorage—Seeks CP to change TL and change HAAT to 175 ft. App. July 23.

■ KHOZ-FM (102.9 mhz) Harrison, Ark.—Seeks CP to change HAAT to 984 ft. and make changes in ant. sys. App.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total*
Commercial AM	4,838	170	4,968
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	788	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	2,968	186	3,055
UHF translators	1,321	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.

July 24.

- KDEZ (100.1 mhz) Jonesboro, Ark.—Seeks mod. of CP to change TL and change HAAT to 230.58 ft. App. July 24.
- KTWN (107.1 mhz) Texarkana, Ark.—Seeks CP to change ERP to 1.4 kw. App. July 22.
- KMLE (107.9 mhz) Chandler, Ariz.—Seeks CP to install aux. sys. App. July 22.
- KNIX-FM (102.5 mhz) Phoenix—Seeks CP to install aux. sys. App. July 28.
- KNX-FM (93.1 mhz) Los Angeles—Seeks CP to change ERP to 28.5 kw and change HAAT to 3.498 ft. App. July 22.
- KSJO (92.3 mhz) San Jose, Calif.—Seeks CP to change TL and change HAAT to 369 ft. App. July 22.
- KWNE (94.5 mhz) Ukiah, Calif.—Seeks CP to change ERP to 2.35 kw and change HAAT to 1,899.2 ft. App. July 24.
- KCCY (97.9 mhz) Pueblo, Colo.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,161 ft. App. July 22.
- KSPK (92.3 mhz) Walsenburg, Colo.—Seeks CP to change ERP to 3 kw. App. July 22.
- WJYO (107.7 mhz) Mount Dora, Fla.—Seeks CP to install aux. sys. App. July 23.
- WXCR (92.1 mhz) Safety Harbor, Fla.—Seeks CP to install aux. sys. App. July 28.
- WFBQ (94.3 mhz) Indianapolis—Seeks CP to change TL; change HAAT to 891.5 ft., and make changes in ant. sys. App. July 23.
- KRIT (96.9 mhz) Clarion, Iowa—Seeks CP to change ERP to 100 kw; change HAAT to 567.77 ft., and change TL. App. July 22.
- KRDI (100.9 mhz) Decorah, Iowa—Seeks mod. of CP to change TL and change HAAT to 200.08 ft. App. July 28.
- WMSK-FM (95.3 mhz) Morganfield, Ky.—Seeks CP to change HAAT to 299.4 ft. App. July 22.
- WCRG (95.9 mhz) Wickliffe, Ky.—Seeks mod. of CP to change ERP to 2.43 kw; change HAAT to 859.82 ft., and change TL. App. July 22.
- KJLO (104.1 mhz) Monroe, La.—Seeks CP to change HAAT to 984 ft. App. July 23.
- WMFT (102.5 mhz) Camden, Me.—Seeks mod. of CP to change TL; change ERP to 7.9 kw; change HAAT to 1,200.48 ft., and make changes in ant. sys. App. July 24.
- *WESM (91.3 mhz) Princess Anne, Md.—Seeks mod. of CP to change TL and change ERP to 44.8 kw. App. July 23.
- *WBUR (90.9 mhz) Boston—Seeks mod. of CP to change ERP to 8.7 kw and change HAAT to 999.74 ft. App. July 25.
- KESY-FM (104.5 mhz) Omaha—Seeks CP to change TL; change HAAT to 980 ft., and make changes in ant. sys. App. July 24.
- KLVV (107.5 mhz) Pahrump, Nev.—Seeks mod. of CP to change HAAT to 3,715.26 ft., and make changes in ant. sys. App. July 24.
- WJYY (105.5 mhz) Concord, N.H.—Seeks CP to change ERP to 1.21 kw and change HAAT to 496.26 ft. App. July 23.
- WJIV (101.9 mhz) Cherry Valley, N.Y.—Seeks CP to change ERP to 8.93 kw. App. July 22.
- WFLY (92.3 mhz) Troy, N.Y.—Seeks CP to change ERP to 17 kw. App. July 25.
- *WPAR (88.1 mhz) Claremont, N.C.—Seeks mod. of lic. to move SL outside community of lic. App. July 24.
- WTHP (98.3 mhz) Thomasville, N.C.—Seeks mod. of CP to change TL. App. July 22.
- KZEL-FM (96.1 mhz) Eugene, Ore.—Seeks CP to change ERP to 42.8 kw; change HAAT to 1,245 ft., and make changes in ant. sys. App. July 24.
- WBNE (95.9 mhz) Benton, Pa.—Seeks CP to change TL; change HAAT to 328 ft., and make changes in ant. sys. App. July 25.
- WHYL-FM (102.3 mhz) Carlisle, Pa.—Seeks CP to install aux. sys. App. July 23.
- WTPA (93.5 mhz) Mechanicsburg, Pa.—Seeks mod. of CP to change ERP to .83 kw and change HAAT to 623.2 ft. App. July 22.
- WKJQ (99.3 mhz) Jefferson City, Tenn.—Seeks CP to change TL and change HAAT to 328 ft. App. July 22.
- KEAN-FM (105.1 mhz) Abilene, Tex.—Seeks CP to change TL and change HAAT to 1,164 ft. App. July 22.
- KLKM (104.9 mhz) Llano, Tex.—Seeks mod. of CP to change TL; change ERP to 1.1 kw; change HAAT to 459.6 ft., and make changes in ant. sys. App. July 24.

TV's

Accepted

- KIAM (1270 khz) Nenana, Alaska—Granted app. to change freq. to 630 khz. Action July 17.
- KNIX (1580 khz) Tempe, Ariz.—Granted app. to increase night power to 50 kw. Action July 17.
- WJXT (ch. 4) Jacksonville, Fla.—Seeks CP to install aux. ant. App. July 24.
- WCSP (1520 khz) Crystal Springs, Miss.—Granted app. to change freq. to 590 khz and change power to 500 w. Action July 17.
- WFLI-TV (ch. 53) Cleveland, Tenn.—Seeks MP to change ERP to 1,250 kw, aur. 125 kw; change HAAT to 1,169 ft.; replace ant., and change TL. App. July 25.
- KDYL (1280 khz) Salt Lake City—Granted app. to increase night power to 750 w. Action July 17.
- KLAY (1480 khz) Lakewood, Wash.—Granted app. to change freq. to 1180 khz; add night service with 1 kw; change day power to 2.4 kw; install DA-N; change TL, and make changes in ant. sys. Action July 17.

Actions

AM's

- KITA (1440 khz) Little Rock, Ark.—Returned app. to add night service with 250 w; install DA-N, and make changes in ant. sys. Action July 18.
- KLIP (1220 khz) Fowler, Calif.—Granted app. to add night service with 1 kw; increase day power to 10 kw; change freq. to 1210 khz; change TL, and make changes in ant. sys. Action July 15.
- *KSGN (89.7 mhz) Riverside, Calif.—Granted app. to change TL and make changes in ant. sys. Action July 22.
- KSMJ (1380 khz) Sacramento, Calif.—Granted app. to move SL to 1750 Howe Ave., Sacramento county, Calif. Action July 15.
- WGNZ (650 khz) Titusville, Fla.—Returned app. to add night service with 1 kw; install DA-2, and change freq. to 660 khz. Action July 18.
- KGHL (790 khz) Billings, Mont.—Granted app. to oper-

ate transmitter by remote control. Action July 8.

- WGSM (740 khz) Huntington, N.Y.—Returned app. to add night service with 500 w and install DA-2. Action July 18.
- WLAS (910 khz) Jacksonville, N.C.—Granted app. to operate transmitter by remote control. Action July 8.
- WPLW (1590 khz) Carnegie, Pa.—Returned app. to increase day power to 5 kw. Action July 18.
- WPRO (630 khz) East Providence, R.I.—Granted app. to operate transmitter by remote control. Action July 8.
- WCIG (107.1 mhz) Mullins, S.C.—Granted app. to 328 ft. Action July 21.
- WNAX (570 khz) Yankton, S.D.—Granted app. to make changes in ant. sys. Action July 17.
- KNKK (800 khz) Brigham City, Utah—Granted app. to make changes in ant. sys. Action July 17.
- KTOL (1280 khz) Lacey, Wash.—Dismissed app. to change city of lic. to Lacey-Olympia, Wash. Action July 18.
- KZUN (1600 khz) West Richmond, Wash.—Granted app. to change hours of operation to daytime only; change city of lic. to Priest River, Idaho; change TL, and make changes in ant. sys. Action July 18.
- WVWV (1570 khz) St. Marys, W.Va.—Granted app. to change freq. to 630 khz; change power to 500 w, and make changes in ant. sys. Action July 17.

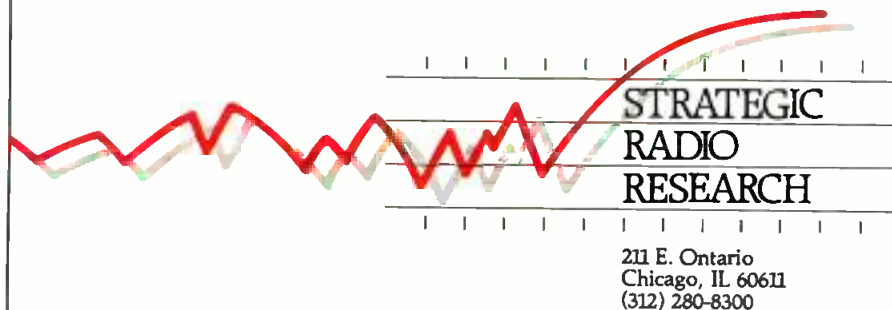
FM's

- KBBH (92.1 mhz) Holbrook, Ariz.—Dismissed app. to change TL; change ERP to 2.85 kw, and change HAAT to 346 ft. Action July 16.
- KSOL (107.7 mhz) San Mateo, Calif.—Granted app. to install aux. sys. Action June 18.
- KVRH-FM (92.1 mhz) Salida, Calif.—Granted app. to change HAAT to minus 654.69 ft. Action July 17.
- KZLO (100.7 mhz) Pueblo, Colo.—Dismissed app. to change TL; change ERP to 63 kw, and change HAAT to 1,206 ft. Action July 16.
- WFTW-FM (96.5 mhz) Fort Walton Beach, Fla.—Granted app. to change HAAT to 1,047 ft. Action July 17.
- WAIV-FM (96.9 mhz) Jacksonville, Fla.—Granted app.

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to change TL. Action July 17.

■ WBTR-FM (92.1 mhz) Carrollton, Ga.—Granted app. to change TL; change ERP to .58 kw. and change HAAT to 635 ft. Action July 16.

■ WKCQ (98.1 mhz) Saginaw, Mich.—Dismissed app. to change TL; change ERP to 29.25 kw. and change HAAT to 640.58 ft. Action July 11.

■ WTTY (94.3 mhz) Charleston, Miss.—Dismissed app. to change TL and change HAAT to 328 ft. Action July 16.

■ KLDN (92.7 mhz) Eldon, Mo.—Dismissed app. to change TL; change ERP to .98 kw. and change HAAT to 175 ft. Action July 16.

■ *WVMC (90.7 mhz) Mansfield, Ohio.—Dismissed app. to change ERP to 1.19 kw; install DA, and change HAAT to 234.45 ft. Action July 15.

■ WMYG (96.9 mhz) Braddock, Pa.—Returned app. to change tower height to 415 ft. Action July 17.

■ WXTC (96.9 mhz) Charleston, S.C.—Granted app. to change TL and change HAAT to 1,769.56 ft. Action July 15.

■ WVCX (98.9 mhz) Tomah, Wis.—Granted app. to change TL and change HAAT to 990.56 ft. Action July 14.

TV's

■ KTGF (ch. 16) Great Falls, Mont.—Granted app. to change ERP to vis. 2,630 kw. aur. 263 kw; change HAAT to 446 ft., and change TL. Action July 9.

■ WJWN-TV (ch. 38) San Sebastian, P.R.—Granted app. to change ERP to vis. 85.9 kw. aur. 8.6 kw and change HAAT to 1,088 ft. Action July 15.

■ WVBT (ch. 43) Virginia Beach, Va.—Granted app. to change HAAT to 979 ft.; replace ant. and change TL. Action July 11.

Call Letters

Applications

Call Sought by

New FM's

KYSL Ann Penny Ogden, Frisco, Calif.

WKLR Northland Communications, Atlanta, Mich.

KKLO Northern Sun Corp., Billings, Mont.

Existing AM

WXIX WOIX Swamp Fox Communications Inc., Blowing Rock, N.C.

Existing FM

KQKS KLMO-FM Western Cities Broadcasting Inc., Longmont, Colo.

Grants

Call Assigned to

New AM

WAPO Patton Broadcasting Co., Jasper, Tenn.

New FM

WLIH Good Christian Radio Broadcasting Inc., Whiteyville, Pa.

New TV

WLMR Family Television Network, Vineland, N.J.

Existing AM's

KATR KGRE Surco of Northern Colorado Inc., Greeley, Colo.

WLYZ WNGA Country Communications Inc., Nashville, Ga.

WQST WJVV Scott County Broadcasting Co., Forest, Miss.

KLVK KDXA 88 Broadcasting Co., Lovelock, Nev.

KZSS KRKE Sandia Peak Broadcasters Inc., Albuquerque, N.M.

KZZX KINN KINN Inc., Alamogordo, N.M.

WPJE WJCU Joel Clawson, Trumansburg, N.Y.

WPHD WYSL Howard Communications Inc., Buffalo, N.Y.

WGLH WMYT Benchmark Communications Ltd., Mebane, N.C.

KVSN KCIF Evergreen Broadcasting Inc., Turnwater, Wash.

Existing FM's

WJYF WLYZ Country Communications Inc., Nashville, Ga.

KDWZ KXXI KIOA/KMGK Inc., Des Moines, Iowa

WCDQ WEBI WSME Inc., Sanford, Me.

WQST-FM WQST Scott County Broadcasting Co., Forest, Miss.

KZRR KRKE-FM Sandia Peak Broadcasters Inc., Albuquerque, N.M.

WPHD-FM WPHD Howard Communications Inc., Buffalo, N.Y.

WRXI WNIQ-FM Northway Broadcasting Co., Glen Falls, N.Y.

WZSH WYLF The Great Lakes Wireless Talking Machine Co., South Bristol Township, N.Y.

WWYN WKTA Huntingdon McKenzie Broadcasting Co., McKenzie, Tenn.

WIAV WWGH Resort Broadcasters of Virginia Inc., Cape Charles, Va.

KEWU-FM KEWC-FM Easter Washington University, Cheney, Wash.

Existing TV's

WWWS WXLTV Southern Broadcast Corp. of Sarasota, Sarasota, Fla.

KGIN KGIN-TV Gillett Broadcasting Inc., Grand Island, Neb.

KOLN KOLN-TV Gillett Broadcasting Inc., Lincoln, Neb.

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RADIO

HELP WANTED MANAGEMENT

Energetic general manager needed. Small but healthy market in western Idaho/eastern Oregon. Start-up experience and strong sales background important. Attractive performance incentives. Send resume to Box G-80.

General manager: Growing group seeks GM for #1 station in coastal California mid-size market. Must have sales, promotional and financial background. Salary and incentives negotiable depending on experience. Send resume to: Box G-81.

GSM for new 100kw FM, on air in fall, undiscovered Sunbelt city of 100,000. Can you aggressively price the station, handle local and national agencies, teach and practice Counsellor Selling? Can you hire, train and motivate retail reps to sell more than "spots", to stick to the rate card and to walk when the rate is too low? Send resume, success stories and management philosophy if you can answer "yes" to all of these questions. EOE. M/F. Box G-82.

Sales manager with possible step up to manager to replace older owner about to retire. Upper midwest small market station. Perfect place to raise family. Complete confidentiality guaranteed. Box G-96.

General sales manager KENS-II, Cable Ch. 24 has immediate opening for a General Sales Manager. Programmed as an independent television station, KENS-II is sold separately and in combo with KENS-TV, San Antonio's top-rated television station. We are looking for someone who is currently a general or local sales manager in radio that can provide training and leadership for our staff of five. A strong background in new business development and promotions is a must. This is a one of a kind opportunity with compensation at a minimum of \$55,000 annually. Send a complete resume with references to David Sankovich, VP, General Sales Manager, KENS-TV, P.O. Box TV 5, San Antonio, TX, 78299-0500. KENS-TV/Kens-II is a division of Harte-Hanks Communications, an E.O.E. No phone calls please.

General manager low-power FM station serving north Manhattan. WHCR went on the air July 1 and we seek a dynamic individual to launch this community-oriented college station. Qualifications: experience in community development; higher education experience preferred; two years managerial responsibilities in radio; daily operations; FCC compliance; community relations; volunteer training; budget supervision. Salary \$27-\$33,00 plus fringes. Starting date: as soon as possible after deadline. To apply: send resume and brief statement of philosophy of community radio, names of three references by August 11 to Dean Virginia S. Red, WHCR-Shepard 117, City College, NY, NY 10031.

Wanted: clerically skilled, organized, dedicated and animated individual with broadcast savvy. Send resume to Penny Conklin, 5858 Hollywood Blvd., 4th floor, Hollywood, CA. 90028.

Clear Channel Communications, Inc. has three GSM opportunities in top 50 markets, air at high volume stations. Consider this a golden invitation to join an expansion-oriented, publicly-traded radio organization with outstanding record of promotion from within. Extensive sales management and personal selling skills preferred. Send resume to Lowry Mays, president, 175 E. Houston St., Suite 500, San Antonio, TX 78205. EOE/MF

General sales manager 50,000 watt WOWO, Fort Wayne seeks motivated, well-organized leader. Show strong sales management background. Agri-sales experience a plus. Letter and resume to: Stephen Schram, VP/GM, WOWO/WIOE, 203 West Wayne, Fort Wayne, IN 46802. EOE M/F. A Price Communications station.

GSM Run your own department, fill bottom line, earn twenty percent, monthly over, annual over, 5-7 years street fighter, no hype just ability. Writ Box G-109.

Sales Manager for growing Midwest AM/FM. Excellent opportunity for an experienced sales professional with management background. EOE. Box G-107.

General manager OH, WA, PA, NY, team leader needed to manage AM-FM Resume & detailed track record to Jarit Corp., 300 National City Bank Bldg., Cleveland, OH. 44114.

General Manager "Sweat Equity" available for aggressive GM in aggressive AM/FM in Midwest college town. Right person will continue excellent growth and become partner in Radio company with ambitious goals and excellent ownership track record. Cash can buy additional stock, but winner will own a piece of his/her successes. Letter/Resume to Box G-106.

HELP WANTED SALES

Top Doane rated Missouri farm station seeks salesperson for agricultural accounts. Minimum four years' radio sales experience, proven track record. Person we select will earn more than \$30,000 annually. Contact Missouri's most powerful FM station, KMZU, Carrollton, MO 64633. 816-542-0404. EOE.

Aggressive salesperson wanted for AM/FM combo in growing Midwest market. Illinois. Established list. If you're experienced, great! If not, you'll learn from us. Send resume to Box G-77. EOE, M/F.

Sales manager wanted for MAGIC 105 in San Antonio. Must have proven ability to build and lead a winning local sales effort. A minimum of three years' sales management experience required. Excellent financial and company opportunity. Send resume and references to Jack Collins, KSMG-FM, 8930 Four Winds, Suite 500, San Antonio, TX 78239.

Texas Panhandle City of 30,000 seeking account executive with production ability. Must be aggressive and self-starter with at least one year radio sales experience. Resume and tape and photo to Dannel Sehonn, Box 1779, Tampa, TX 79065. KGRO-KOMX 806-669-6809

Sales manager to assume active account list and direct other sales people. Small market in Carolina mountains with diversified economy. Challenging opportunity for the right person. EOE. Resume to WRGC, Box 1044, Sylva, NC 28779, or call J. Childress.

Our four salespeople will earn an average of \$35,000 in 1986. Group owned, dominant FM in southeast medium market is looking for creative self-starter. \$18-24,00 guaranteed in first year. Send work personal history in confidence to Box G-102.

WGCH in Greenwich, Conn. offers an experienced A/E the opportunity to join the team in the nation's top income market. List available. If you're proud of your track record and able to put in long hard hours at a station that's part of an expanding group, give me a call. Mike Fray 203-869-1490.

Experienced account executive with a proven track record for a CHR in Birmingham Metro. Must be a "shark". Quick advancement to sales manager or GM. Box 460, Dora, AL 35062

Want to move up? here's your chance. If you're good small market salesperson wanting to move up, WRVI has immediate opening for salesperson to handle Springfield area accounts with move to sales manager. Randy Miller, WRVI, 278 East Jackson, Virden, IL 62690. EOE.

Aggressive and enthusiastic sales pro who is experienced and a self-starter can earn substantial compensation at a stable AM-FM station in the Southwest Sunbelt. Find out if you qualify, call General Manager 505-863-4444.

So. California medium market FM seeks aggressive salesperson with PBP experience. Send tape, resume to KMYX, Mike Thomas, P.O. Box 5192, Ventura, CA 93003.

WKJN, Baton Rouge has immediate opening for experienced salesperson. Established list for aggressive individual. Great working conditions, excellent perk package. Send resume to GSM, WKJN-FM, #3029 S. Sherwood Forest Blvd., Suite 200, Baton Rouge, LA 70816 or call today 504-292-9556. All replies strictly confidential. EOE.

A south Central 100,00 watt FM looking for salesperson with winning personality and high level of motivation. Here's your chance to join one of America's fastest growing groups, offering a professional atmosphere and room for growth. If you love to sell, send resume to Steve Sipe, KHLA, Box 3067, Lake Charles, LA, 70602.

Sales position, top AM/FM combo on California coast. Live in paradise if you can sell like hell. Send resume to KKAL-KZOZ, P.O. Box 220, Arroyo-Grande, CA 94320.

Hottest station & market in the Southeast! Just voted station of the year. WROQ-FM CHR/WAES-AM oldies is expanding again. We are happy with our current sales team...looking for additional player of excellent management caliber. \$50,000-\$60,00; with unlimited future income. 4-5 years minimum experience. Tell us why. Prick Foy, WROQ/WAES Radio, 400 Radio Road, Charlotte, NC 28216. EOE.

FM radio sales WORQ (Mystic, CT) seeks account executive with sales experience. Radio background preferred. Great opportunity at growing FM station in healthy marketplace of southeastern CT. Send letter and resume to Karen A. Quinn, VP Sales, WORQ, P.O. Box 97, Mystic, CT 06355. EOE.

Radio sales rep. with provable successful track record needed to build on established list for our 100,000 watt A/C top rated winner. Live and work in Florida's fastest growing coastal community. Resume, billing history and needs to Jim Lord Chaplin, WOVV-FM P.O. Box 3032, Ft. Pierce, FL 33448.

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: For KUNM, an NPR affiliate. Responsible for installation, operation and overall maintenance of FM facility. KUNM has received an NTIA grant and will be re-equipping the air and production studios. Associate or Bachelor's degree in engineering plus two years' experience in broadcast FM required. Salary \$16,500. Letter of application and references to: Personnel, University of New Mexico, 1717 Roma, NE, Albuquerque, NM 87131 by August 15, 1986. AA/EOE.

Experienced anchor-reporter for morning shift in three person news department. Experience only. Personality welcomed. Tape & resume to Ed Huot, WTRC, Box 699, Elkhart, IN 46515. EOE.

WLTS-FM/WYAT-AM, New Orleans is looking for an aggressive hard working engineer. Must be in good health, have own means of transportation, and a knowledge of microwave systems. Salary requirements to Mr. Ed Muniz Phase II Broadcasting, 1639 Gentilly Blvd., New Orleans, LA 70119.

CE/Co-Mgr. Arkansas, licensed, love radio! No smoke, drink, drugs! Gottesman; 3377 Solano Avenue #312; Napa, CA 94558.

Stable Radio Company seeking qualified engineer for Northern Michigan. Must be a team player. Send resumes to P.O. Box 520, Cadillac, MI, 49601, or call Andrew at 616-775-1263.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director: Fine country FM in dynamic, large Southern market... You don't have to be country, but you must be an analytic programmer with a great feel. We want to win bigger with targeting, positioning, execution. Need aggressive professionalism, not gimmicks. Leader to build staff consensus and consistent format execution. Respond with tape and letter telling how to win and why you can. 8213 Kentbury Drive, Bethesda, MD 20814.

Long Island's top stations WKJY/WHLI need strong production/copywriter person. Great opportunity to move up from medium market. Send production and copy samples to: WKJY/WHLI, Hempstead, NY 11550. No calls, please. EOE M/F.

Production director for central Pennsylvania power-house stations, WQKX FM & WKOK AM. Must assume full responsibility for commercial production with emphasis on quality control. Excellent voice, production skills and command of the English language required. Send resume, sample of production and salary requirements to: Joseph McGranaghan, Executive Vice-President, Sunbury Broadcasting Corporation, P.O. Box 1070, Sunbury, PA 17801. An equal opportunity employer M/F.

SITUATIONS WANTED MANAGEMENT

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.

Top radio sales manager trainer/motivator, etc. with 22 years in unrelated field as business owner seeks similar radio position in "California Only". No market too small or too large. Box G-93.

General manager After five successful years with one of America's premier barter-based radio syndication firms, I became involved in the industry as a turn-around specialist. The record: six successes. One break-even. I'm interested in a top fifty GM's position so I can settle in with my wife and son. Call Don. 813—627-3547 or 912—432-9181.

Sales, programming, production professional seeking first station/operations manager position. Trustworthy, hardworking, take-charge person. Reply Box G-114.

Recent Northwestern MBA (marketing/finance) wants operations management opportunity. Eye toward station management. Eight years radio news experience, four in major market. Solid management and leadership skills. Write Box G-112.

SITUATIONS WANTED SALES

Sales announcer combo Tender loving care sales approach, professional air work and production. Country, M.O.R. or oldies format. Desire to move to Midwest or Southwest small to medium market. Write Box G-118.

SITUATIONS WANTED ANNOUNCERS

Mature Black male DJ: Outstanding voice and personality with print news experience, seeks entry level announcer position immediately. Karl 212—325-5451.

Experienced announcer copy and production man seeks move to midwest or southwest small to medium market country, MOR or oldies format. Operations manager, program director position also considered. Box G-111

I get amazing results—Strictly one-of-a-kind high profile looking for long-term promotion-oriented station. Box G-75.

Experienced Sportscaster in search of a team. Excellent PBP, sports, news reporting and writing skills. Seeks medium-major market or good college situation. Prefer PA-OH, but will go elsewhere. John Cunningham, 19 Beechwood Drive, Cumberland, MD 21502. 301—724-5469.

SITUATIONS WANTED NEWS

Sportscaster, three-plus years' experience, seeking play-by-play, reporting with station committed to quality. Will news combo for right opportunity. 614—237-2418.

Football stringer: Giants, Generals. Actualities and voices. Four years' radio experience. Call Paul 201—944-3238 for results

Water in the hold? This major market ND can captain the crew to right the ship. Veteran news programmer, experienced in all-news, news/talk, AC, country. Looking westward, but will consider any station bent on winning in large market. 901—794-4695, evenings.

PBP you say! I'm on my way, just give the ok. It don't matter where I chatter. Send a letter for this go-getter. Box G-95.

Sportscaster skillful, knowledgeable, young sportscaster with WBT, WCHL experience seeks opportunity anywhere. PBP, sportstalk, reporting; can combine with news. Available today. John, 704—545-3433.

Attention...Upper Midwest and Dakota's. Want to return. Over 25 years all-around experience, solid references. Very strong on News and production. Clean background, Present employer best reference. Prefer night's. Personal interview. Phone: 319—234-1843.

Veteran Sportscaster looking for position in mid or major market as sports director and/or football and basketball play-by-play. Call Now. Chip Walters, 615-388-2377.

Veteran sportscaster with top billing sales history seeks major league or Division 1 market. Will talk reporting, sales or both. Call Dale 701—775-4345.

Fill the void with Deborah Allen. 512—473-3827

Black male reporter anchor fill-in, wants regular anchor position.. 29 years old, 5 years experience. Box G-108.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

\$10,000 says I can give your competition major ratings problems GUARANTEED. Serious offers only please. Box G-103.

Mature radio personality seeking air, production, and programming opportunity. Call 214—539-0877.

AC-oriented PD Creative interest include music specials, spec spots, SCA. Small market, Jim. 615—896-4271.

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

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.

Local sales manager for medium market solid independent with good ratings. Strong local sales position in competitive market is available immediately to sales pro well versed in research, local direct sales, packages and people skills. Highly visible position with excellent company benefits and compensation package awaits creative sales leader. Send resumes to General Sales Manager, WHAV-TV 23, 23 Broadcast Plaza, Charleston, WV 25526.

National sales manager. Leading Seattle-Tacoma independent seeks experienced national sales manager. Successful candidate will have five years' broadcast sales and two years' national rep experience. Send resume to General Sales Manager, KSTW-TV, P.O. Box 11411, Tacoma, WA 98411. EOE

Promotion manager: Applicant should be a creative person, with good writing ability, organizational and production skills, plus a thorough knowledge and experience for developing strong publicity campaigns. Person selected will have to be able to work well with all departments within the station, as well as advertising agencies and organizations outside the station. WLNE-TV is very heavy in on-going news and movie promotion. Send resume to John D. Quinlan, Vice President and General Manager, WLNE-TV Inc., 430 County St., New Bedford, MA 02741. No phone calls. An equal opportunity employer.

General sales manager. Southeast: Great opportunity for aggressive and ambitious individual as general sales manager for dominant, group owned station in fast growing and competitive market. Applicants need at least 3 years' experience in local sales management. Send resume or inquiry to Don McGouirk, GM, WMAZ-TV, Box 5008, Macon, GA 31213. EOE, M/F.

Promotion and marketing manager. Corporate owned affiliate on west coast seeks innovative and progressive promotion manager to head promotion and graphics department. Minimum 3 years' experience in promotion. Experience with CMX, DVE, and Paint Box a plus, excellent copy skills a must. Qualified candidates please submit resume, tape, and current salary to Jack McWeeny, General Manager, KEYT-TV, Drawer X, Santa Barbara, CA 93102. EOE.

WTAF-TV, Philadelphia, has immediate opening for a national sales manager to manage and coordinate station's national sales effort. The person we're looking for should be a seasoned professional with preferably 3-5 years' local sales or rep experience. Send letter of application and resume to "National Sales Manager," P.O. Box 1647, Philadelphia, PA 19105. We are an equal opportunity employer.

Business manager: Independent station in top twenty market seeking a take charge, hands-on, involved business manager. Strong broadcast accounting background, BIAS automation system and personal computer experience preferred. If you are currently a business manager looking for a new challenge or a #2 looking for the right move up, this could be the job for you. Send resume, with complete salary history, to Box G-98.

Television program manager, KAET-TV/Phoenix. The management of KAET-TV (PBS) is searching for a well qualified, experienced programmer. The ideal candidate will be part of the management team, aspire to maintain the market share and presence that Channel 8 currently enjoys, and formulate program policy, strategies, and schedules that will serve the market and the university as well. The successful candidate will also participate in developing programs to be produced, and will also work closely with the station's marketing department in developing on-air pledge drive schedules, and special scheduling periods based on VALS and other demographic wants. Negotiating for acquired program product, preparing audience profiles, and remaining current on FCC rules and regulations are all important facets of this position. Rapid growth in population makes the Phoenix market a major rising star in the TV (or PBS) universe. If you are right for the opportunity, respond before the August 22, 1986 deadline with application or resume. Minimum qualifications: Bachelor's degree (or higher) television/communications, or related field, five (5) years minimum television station experience which include two (2) years or more of supervisory experience; or eight (8) years combined television program and production experience. Recent experience in a similar position at a PBS member station is a plus. An awareness of the bi-cultural and bi-lingual nature of our Arizona demographics will be extremely useful to the successful candidate. Salary: commensurate with experience. Application deadline: August 22, 1986. Send application or resume to: Personnel Department, Arizona State University, Tempe, AZ 85287. Please mention the job title, Television Program Manager, in your letter of application. Equal opportunity/affirmative action employer.

National sales manager. Excellent career opportunity at one of the country's leading major market independents. Seeking highly aggressive, goal-oriented professionals with strong organizational and creative skills. Prior independent experience beneficial but not necessary. Rep experience also preferred. Outstanding income potential and excellent benefits. Box G-105.

Gen. mgr. SW small mkt. seeks high yield manager. Prior TV sales management with proven record required. Vendor & co-op experience preferred. Box G-45.

HELP WANTED SALES

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.

Account executive: Immediate opening for experienced account executive. Seeking an aggressive individual with a proficiency in dealing with agencies and direct accounts. Strong understanding of ratings analysis a must. Please send resume to Nick Nicholson, KOTV-6, 302 S. Frankfort, Tulsa, OK 74120. A Belo Broadcasting station. EOE.

Director of marketing. Television station seeking person to assist sales management with new business development. Experience with consumer research, Advertising and marketing. Knowledge of retailing and effective written/verbal presentation skills. College degree. Resumes only; Sales Manager, P.O. Box 400, Hampton, VA 23669. M/F, an equal opportunity employer.

KTXH-TV, Houston, Texas, is looking for an experienced general sales manager. Independent experience is a strong plus. Please send your resume to: Vincent F. Barresi, KTXH-TV, 8950 Kirby Dr., Houston, TX 77054. Taft Broadcasting is an equal opportunity employer.

Local account executive: Major east coast market independent seeks experienced AE. Must have a thorough knowledge of independent TV sales and ability to develop agency & direct business. Resume and earnings history to: Box G-100.

Local/regional sales manager: Sunbelt ABC affiliate seeks a creative, self-motivator with proven skills and desire to lead aggressive sales team. If you possess a proven track record and can demonstrate a leadership role in TV sales, send resume and salary requirements to Judy Dillard, GSM, KMID-TV, P.O. Drawer B, Midland, TX 79711. EOE.

National sales manager, WBAY-TV, Green Bay. #1 rated CBS affiliate has immediate opening for NSM; position requires either previous NSM or rep experience. Send resume, references, and salary requirements to Gary Andrich, WBAY-TV, 115 S. Jefferson St., Green Bay, WI 54302. No phone calls. Equal opportunity employer.

WBAY-TV, Green Bay. #1 rated CBS affiliate in the market currently has opening on its local staff. Candidate needs to be able to step in right away and handle established list. Send resume, references, and salary requirements to Gary Andrich, WBAY-TV, 115 S. Jefferson St., Green Bay, WI 54302. No phone calls. Equal opportunity employer.

Local sales: To handle list at NBC affiliate in Lower Rio Grande Valley of Texas. Salary/commission/bonus commensurate with experience. Write to Becky Shull, Human Resource Director, KVEO-TV, 394 N. Expressway, Brownsville, TX 78521. No calls please. EOE, M/F.

Aggressive local sales executive needed for WLIG-TV, Long Island's only commercial TV station. 1-2 years' minimum sales experience required. Radio/TV sales. Unlimited potential. Excellent benefits package. Send resume to: Shari Reisman, Local Sales Manager, WLIG-TV, 175 Crossways Park West, Woodbury, NY 11797. EOE.

Local account executive needed to handle local as well as regional accounts for group owned Sunbelt affiliate. Minimum 2 years' sales experience required. All replies will be confidential. Send resume to: David Jernigan, GSM, WITN-TV, P.O. Box 468, Washington, NC 27889. EOE.

Vendor support marketing consultant: Seeking highly motivated individual for marketing division of communications corporation. Must have at least three years' experience conducting vendor meetings with proven track record. Salary commensurate with qualifications. Send resume to P.O. Box 5787, Virginia Beach, VA 23455.

HELP WANTED TECHNICAL

Maintenance engineer: New Orleans #1 indie seeks tech experienced in all areas of TV maintenance. Experience in excess of 6 years preferred. Excellent benefits and opportunities with Tribune Broadcasting. Send resume to WGNO-TV 26, Suite 2800, World Trade Center, New Orleans, LA 70130. Attn: Randy Davis.

Chief engineer(s) needed for VHF and UHF stations in Caribbean. Good maintenance experience required. Box G-86.

Maintenance engineer for PBS station in #1 market. Excellent opportunity to work in all areas of TV broadcast system. Strong technical education/background required. Superior salary (DOE) plus excellent benefits. Send resume to Myra Pollack, WLIW, 1425 Old Country Rd., Plainview, NY 11803.

Asst. chief opportunity. Minimum 5 years' experience Sony ENG, Grass Valley, DVE, Ampex with #1 station. Excellent salary, benefits. Contact Cecil Cope, KIFI-TV, Box 2148, Idaho Falls, ID 83401. 208-523-1171.

VHF-LPTV chief engineer: - Florida's west coast. Must have thorough knowledge of 1/2" VHS and 3/4" commercial video tape equipment, LPTV transmission equipment, high-end home and commercial cameras, lighting, switchers, monitors, production equipment for audio/video production and on-air use. This is a general engineering position that includes total responsibility for installation and maintenance of complete station. Send resume, and salary requirements to: Jim Johnson, West Florida TV, P.O. Box 1000, Bushnell, FL 33513. 904-793-3167. EOE.

Traffic manager. An excellent opportunity for a capable, experienced traffic manager. We are Southwest's leading independent featuring major league baseball, football and basketball telecasts along with kids blocks and news breaks. This is a brand new facility where a five-person department drives our new Columbine System 38. If your experience matches our needs, please send your resume to Box G-101.

Chief engineer: KFYZ-TV in Bismarck, North Dakota is seeking a chief engineer. Should have RCA transmitter - Harris microwave and ACR experience. Applicants with chief or assistant chief status and minimum 5 years TV experience preferred. Associate degree helpful. Reply to: General Manager, KFYZ-TV, Box 1738, Bismarck, ND 58502. Salary negotiable. Resume required. KFYZ-TV is an equal opportunity employer.

Denver chief engineer: Production facility engineer, 5 years' experience. Must possess eager, aggressive attitude, pleasant working demeanor. Extensive experience with Ikegami cameras, Ampex VPR-2/2Bs, 6s, ADO, GVG editors. Organized work habits, attention to detail a must. References required. Box E-123.

Maintenance engineer. Top ten market, PBS station: Excellent opportunity. Applicant should have minimum three years' maintenance experience. SBE Certification, FCC General Class, college degree preferred. Good benefits, competitive salary. Resumes to: Gilda Jones, KERA-TV/FM, 3000 Harry Hines Blvd., Dallas, TX 75201.

HELP WANTED NEWS

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.

Field producer, for the Nightly Business Report on PBS. Need Washington experience, ability to juggle and a reporter's mind. \$15K-\$17K. Send resume to 236 Mass. Ave., NE, #205, Washington, DC 20002. No calls, please.

Assistant director needed for two daily half-hour newscasts for Spanish language TV station in Los Angeles. Ability to organize, work under heavy pressure and have hands-on experience with Chyron, Ampex 1" and Sony 3/4" required. Bi-lingual. Send tape, resume and references to KVEA Production Department, 1139 Grand Central Ave., Glendale, CA 91201. EOE.

Director. Public TV station in 43rd market, Pennsylvania's capital, seeks director for ADO and graphics-heavy early evening newscast, newscasts and other studio productions. Minimum two years' experience directing news and other studio productions. Hands-on experience with Ampex A/C switchers, ADO and ESS preferred. Salary negotiable. Send resume and tape by August 11 to: Personnel, WITF, Box 2954, Harrisburg, PA 17105. EEO.

Producer. Quality station looking for quality producer. The rest of the team is in place. Now it needs a leader. Send resume and salary requirements to Box G-97. EOE, M/F.

Photojournalist. Top station in market is seeking an experienced photojournalist. Successful applicant will have shooting experience as well as knowledge of state-of-the-art equipment. Send tape & resume to Billey Gavitt, News Business Manager, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. No phone calls, please. EOE, M/F.

Reporters and photographers. One year minimum experience. Send tape and resume to Neil Bayne, WSAV-TV, P.O. Box 2429, Savannah, GA 31402. EOE.

Anchor/reporter: Number 1, SE affiliate wants weekend anchor/reporter. Resume to Box G-94. We are an EEO employer.

Top 50 market/#1 NBC affiliate seeking an experienced reporter. Journalism degree or commensurate experience. Experience should include reporting, editing, live shots and anchoring. EOE, M/F. Submit 3/4" videotape and resume only to Loren Tobia, WSAZ-TV, P.O. Box 2115, Huntington, WV 25721.

Weathercaster. #1 medium market network affiliate seeks experienced weathercaster. Position includes news reporting. Send resume and photograph to Box G-113. EOE.

Television news executive producer. Motivated, organized, innovative, newperson, must have reporting, producing and assignment desk experience. Strong writing background a necessity. Dynamic work environment, great management training. EOE. Minority and women applicants encouraged. Send resume to News Director, Box G-104.

Top notch general assignment reporter wanted for highly respected statewide television newscast. We want to see a tape proving your creative talents in producing network-quality pieces. If you're ready for the New York and Philadelphia markets, we're interested. We're an equal opportunity employer. Please send resume and tape to Personnel Office, New Jersey Network, 1573 Parkside Ave., CN777, Trenton, NJ 08625.

Business reporter for evening news. Individual must be able to anchor business segment live on set and produce taped packages. Ideal candidate is an experienced TV business reporter. Send resume and tape to Personnel Office, New Jersey Network, 1573 Parkside Ave., CN777, Trenton, NJ 08625. EOE.

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.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Associate producer: Good Company, the top-rated afternoon show in the country, needs a creative self-starter with lots of drive who knows what works in the studio and on remote. Ideal candidate has experience producing daytime talk, studio demonstrations and taped packages, and knows what's happening in the world. Please send impressive letter and resume to: Good Company, KSTP-TV, Attn: Jennifer Groen, 3415 University Ave., Minneapolis, MN 55114. Equal opportunity employer. M/F.

Editors needed for rapidly expanding post-production facility. Experience in multi-format computerized editing and digital effects essential. Competitive salary with excellent benefits. If you are a quality-oriented professional with management growth potential, contact Larry R. Hart, General Manager, Florida Production Center, 4010 N. Nebraska Ave., Tampa, FL 33603. 813-237-1200 or 1-800-237-4490 outside Florida.

Honolulu, Tulsa, Indianapolis, South Bend. Established Christian television network is in the process of expanding. Opportunities abound for the right individuals. Searching for: Production managers; camera personnel; lighting directors; audio persons; maintenance, on-air and production engineers. Those with desire to serve, send resume to: LeSEA Broadcasting, P.O. Box 12, South Bend, IN 46624.

Marketing copywriter: Public broadcasting. Responsibilities include writing and scheduling print advertising and broadcast spot copy. Qualifications: BA required; English, journalism or liberal arts preferred. Knowledge of marketing principles a plus. Excellent benefits package. Reply with 3 professional copy samples, resume, references, college transcript and salary requirements to Publicity Office, Dept. B, WNED-TV, Box 1263, Buffalo, NY 14240. Application deadline August 15. An equal opportunity employer.

Producer/reporter and associate producer/director openings at award-winning state-wide public TV network. Cover state legislature and produce issue-oriented reports/documentaries for local, regional and national distribution. Producer/reporter requires a Bachelor's in broadcast journalism, or related field plus three years' related experience. Equivalency considered. Minimum \$22,314. Associate producer/director requires Bachelor's in broadcast journalism or related field and one year experience in television production. Equivalency considered. \$19,543 minimum. Apply by August 29 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Producer: St. Louis TV station (PBS) seeks applicants for the following position: Producer with emphasis in public affairs; campaign coverage experience desired; will produce specials, co-produce weekly series. Send resume and salary requirements by August 15th to: L.P. Position, P.O. Box 24130, St. Louis, MO 63130 EOE/AA

KCRA-TV/Sacramento is staffing an all new information-based variety program. If you're a top-notch segment producer, reporter, editor, photographer, or on-air personality with no shortage of creative imagination, this is your chance to try "out of the ordinary" ideas. We're committed to a fresh, new approach to TV News or talk show experience helpful, but not required. Send resume, salary information and tape to: J. Reim, Special Projects, KCRA-TV, 310 Tenth St., Sacramento, CA 95814-0794. No telephone inquiries. EOE, M/F

En nombre de uno de nuestros clientes internacionales, McHugh and Hoffman, Inc. esta buscando personas calificadas en el campo de telecomunicacion para ocupar los siguientes puestos: Productor de Noticias/Editores. Ingeniero de Fotografia/Directores Reporteros con Deberes de Caracter General. Asistente de Productor. Asistente de Jefe de Redaccion. Ingeniero/Director de Videos. Ingeniero de Fotografia/Reportero. Interesados deben poseer por lo menos un ano de experiencia en el campo de noticias de television y tener la habilidad de hablar y escribir correctamente el Espanol y el Ingles. Sueldo de acuerdo a experiencia. Envie un video y resumen de trabajo a: McHugh and Hoffman, Inc., 4009 Chain Bridge Rd., Fairfax, VA 22030.

Graphics director. Must be experienced with electronic graphic production, especially in the area of news, and on-air graphic support; plus have knowledge in the coordination of print with on-air station image graphics. Previous experience with electronic graphics and personnel supervision necessary. Experience in the operation of A/A-3, ESS-3, ADO and Vidifont V a definite plus. Send resume to: Vice President Broadcast Services, WHAS-TV, Box 1084, Louisville, KY 40201. An equal opportunity employer.

Videographer/editor: This person will concentrate on program segments, in-depth features and occasional documentaries set in southern West Virginia. Must have demonstrated commitment to visually creative and quality production techniques. College degree and two years' videography experience or equivalent professional experience \$15,000 - \$17,000. Send resume and tape to: Donald Godish, Production Manager, WSWP-TV, P.O. Box AH, Beckley, WV 25802-2831 Deadline: August 22, 1986. EOE.

Off-line editor. An ace editor is needed for Pittsburgh's most progressive television station. If you have three years' experience in off-line editing, are familiar with the Ampex Ace Micro and Sony BVE-5000 editors, would like to participate in the design, construction, and operation of new and redesigned editing facilities and live in America's most livable city, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EEO/AA.

Videographer/editor: Documentary videographer/editor to work on productions for local, regional and national broadcast. Demonstrated ability to shoot, direct and edit high production value segments and programs. This position will specialize in projects highlighting the diversity of Appalachian culture. College degree with three years' videography experience or equivalent professional experience, \$16,000 - \$19,000 based on experience. Deadline August 15, 1986. Send resume and tape to: Donald Godish, Production Manager, WSWP-TV, P.O. Box AH, Beckley, WV 25802-2831. EOE.

Art director. Independent TV station in top 10 market is looking for art director. Candidate should have 2-3 years' experience in TV art department with strong background in print layout for advertising and sales promotion, as well as experience in on-air and electronic graphics. Send resume and salary requirements to Box G-117. EOE.

SITUATIONS WANTED MANAGEMENT

General manager: Experienced strong bottom line oriented GM looking for new challenge. Indies, affiliates, established or start-up even turn-arounds; experienced in all. Ready to move for the right offer, dollars talk. Call 904-485-1815. All areas considered.

National award-winning team has all your production/promotion answers! Credits include "start-up" indies, and all network affiliates. 617-842-3057.

Promotion/production manager. I'll deliver timely, creative promotions, commercials and programing. Five years' affiliate/independent management experience. Award-winning spots, programing reflect creative abilities. Excellent team attitude and references. 617-879-4908.

SITUATIONS WANTED SALES

Experience in major budget TV commercial sales. Knowledge of production and getting client to air. I want to sell time! Box G-74

SITUATIONS WANTED ANNOUNCERS

Help! I'm a talk show host eager to move. If your station needs a touch of class, personality, and style, call me now Debbie 412-378-3520

SITUATIONS WANTED TECHNICAL

Newly graduated technical student with knowledge of both studio and remote procedures. Particulars: Chyron 4100, 1900 cameras, edit RM 440. Looking for entry level or apprenticeship position in audio-visual and/or television production. Can start work immediately. 212-975-8857, P. Lester.

Twelve years' supervisory experience. Have planned, ordered, installed 1/2 million dollars in color studio. Supervised ten employees in AFRTS station. Currently supervise maintenance on ten Batacams, studio, remote van. Contact Patrick Kelly, P.O. Box 5463 WAFB, CA 93437, 805-866-6495.

Audio engineer, music producer experienced in major TV market, state of the art electronic music studios, and recording techniques (field & in-house). Young, motivated, dedicated. Brian Hewitt, 313-569-7404.

SITUATIONS WANTED NEWS

Weathercaster meteorological background, positive sounding, understandable forecasts, team minded, friendly, resourceful untapped talent. Jeff 716-735-9142.

Sports anchor/reporter. Strong sports background including TV production in 3 of top 20 markets. On-air radio in NYC and DC. Seeking on-air TV position. For tapes and resume contact Todd Ehrlich, 100 Dwight Place, Englewood, NJ 07631. 201-569-3558.

Sports director available with solid anchoring experience. BA in communications. Strong "on-air" presence. PBP of the four major sports. "Voice" of champion teams. Host of live football coach's corner show. Resume tape available. Mike 718-934-1434 or 212-613-0262.

Television newswriter seeks fulltime or freelance position in New York City. Four years' writing, reporting experience. Columbia, MA 404-892-8817.

Reporter/television talk show host: seeking a position as a television reporter or interviewer. One year professional reporting experience for a weekly cable television news program. Hosted a monthly entertainment show; past guests include Arte Johnson and John Amos. Videotape available. Joyce Kreger, 313-544-8350.

Black woman experienced in news. Call Deborah at 512-473-3827.

Hardworking sports reporter looking for anchor/reporter position. Strong editing, reporting, play-by-play skills. Contact Chip Walters immediately, Route 8, Box 22, Columbia, TN 38401, 615-388-2377

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Recent grad with 11 mos. internship experience seeks entry level production position to prove he's a champion. B.A. Telecom. English minor. Strong writing, editing, switching, ENG, 35mm photography. Also have PBP and color exp. Andrew Wyatt, 1037 Cross Keys Rd., Apt. 1-B, Lexington, KY 40504, 606-278-4903.

MISCELLANEOUS

Media Marketing has an attractive opportunity for a one-inch editor with major market production company in Southeast. Position requires solid background and ability to interact with clients. Commercials, sports, music video, and syndicated programing. P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

Primo People now seeking producers, executive producers, news directors from all market sizes. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich CT 06870-0016. 203-637-3653

ALLIED FIELDS

HELP WANTED INSTRUCTION

Faculty position: Nine-month, tenure track position in Broadcasting (production/business and news). May teach some Oral Communication. Prior college teaching preferred. Rank and salary dependent on qualifications. Appointment date 8/22/86. Send letter of application, resume, and names and telephone numbers of three references to: Timothy B. Harris, Professor and Head, Division of Communication, Box W-940, Mississippi University for Women, Columbus, MS 39701, 601-329-7249. Equal opportunity, affirmative action employer.

Broadcast production: Instructor assistant professor. Full time tenure track. MA and professional experience required, Ph.D. preferred. Teach undergraduate classes in radio and television production. Appointment begins January, 1987. Send resume, Placement file or transcript and three letters of recommendation to: Dr. Vivian Dicks, Chairperson, Communications Studies Department, University of Detroit, 4001 W. McNichols, Detroit, MI 48221. AA/EOE.

HELP WANTED MANAGEMENT

Broadcast lender. Firstmark Financial Corporation, a major provider of funds to both the broadcast and cable industries, is looking for an addition to its Communications Finance Division. The successful candidate will market and qualify potential broadcast borrowers. Established contracts with individuals in the radio industry a must. Some prior lending experience to communication firms is desirable. Send resume and salary history in confidence to: Personnel Director, Firstmark Financial Corporation, 110 E. Washington St., Indianapolis, IN 46204.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Editor - NAB is seeking an editor for RadioActive, the monthly radio publication. Duties will include total responsibility for editorial content and production of the periodical, and other member services publications and promotional projects as assigned. Previous editorial experience, excellent salary and benefits. Send resume and salary requirements to Ann Miller, NAB, 1771 N St., NW, Washington, DC 20036. An EOE, M/F.

RADIO AND TV PROGRAMING

Big Band 70 reels (10 1/2"). Ideal for building own format, stellite backup, or collector. \$800 plus shipping. (214) 935-1410.

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Increase morning ratings with proven comedy material. 11 scripts/\$10. Free samples. Ghostwriters, 2301 Unity Ave. North, Dept BR, Minneapolis, MN 55422.

Network Voice Promos. Use the voice of the Miami Grand Prix, Orange Bowl Parade and NBC and PBS coverage of National Political Conventions. Thirty years' experience. Mail of call in your copy. Don't wait! The professional sound is your image. Call now. Dick Leone: w/305-476-8350; h/305-553-5967.

EMPLOYMENT SERVICES

Still wandering aimlessly through the "job-hunting jungle"? Let us get your career on target. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

MISCELLANEOUS

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.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—884-0888.

Complete FM station, all equipment 1 year old, Harris 2.5K w/MS-15, Optimod, monitors, 3-bay ERI, Cable, 2 studios, EBS, Call M. Cooper/Transcom 215-884-0888.

FM transmitters: 25kw-Sparta 625-20kw-Collins 831G1, CCA 20,000E-5kw-Bauer 605B, RCA BTF 5E1, AEL 5KE, Gates 5B-d.5kw-McMartin 3.5k-1kw-Syntronics 1.5kw, Gates FM1C, Transcom Corp. 215—884-0888.

AM transmitters: 5kw-ITA 5000A-1kw-Harris SX1, Sparta SS1000, Collins 820D1, RCA 1N, Transcom Corp. 215—884-0888.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404—324-1271.

Silverline 30kw UHF TV transmitter, new. \$195,000. Immediate delivery. Bill Kitchen, 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.

Townsend UHF TV transmitter: 110KW, immediate availability. Possible financing. Call 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.

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., Dallas TX 75248. 214—630-3600.

Good condition. RCA UHF TTU-50C Transmitter on channel 19 for sale. Includes Townsend solid state exciter and four Klystrons, good heat exchange, ect. Call R.T. Laughridge, 803—776-3600.

FP-40 cameras TP-66s, TK-27s, TP-7s. RCA TR-70B VTR, VR-1200B. HL-79A. Grass Valley switcher, BVH-1100s, VPR-2s, and 2Bs. Tecktronic 1485R, 1420s, 528, 520, BVU-820, TCR-100, HL 77A, 5800, and miscellaneous Bata equipment. Call Lynwood Taylor or Marvin Luke 919—977-3600.

AM transmitters: 50,10,5,2.5,1.5, and .25 Kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314—664-4497.

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.

Moseley MRC-1a remote control system: Repossessed, still in factory sealed cartons and with warranty. Configured for 32 channel command, 32 channel opto status, 16 channel telemetry. Accessories. 2ea. CIP-2, 2ea. BSP-1, 2ea. BSP expansions, 2ea. DCA 2B, 2ea., TSK-3A, 1ea. TLK-2, 3ea. LKV-3. Sold as package only; list price \$14,755; liquidation price \$10,330. Call Bob Arnold for info, RF Specialties, Seattle, 206—363-7730.

Moseley TRL-1 telemetry return link, 450.99 mHz: Repossessed, still in factory sealed cartons and with warranty. Includes MCW and battery backup. List price \$3,950; liquidation price \$2,745. Call Bob Arnold for info. RF Specialties, Seattle, 206—363-7730.

Copper for all your broadcast needs. #10 ground radials; 2,4,6,8' strap, flyscreen, counter poise mesh. 317—962-8596. Ask for cooper sales.

FM Transmitters: 25 KW-Sparta 625**5KW-Bauer 605b, RCA BTF 5E1, AEL 5KE, RCA BTF 5 B**3.5KW-McMartin 3.5K**1KW-Syntronics 1.5KW, Gates FM1C, Transcom Corp. 215—884-0888.

AM Transmitters: 25KW-CSI(1985)**10KW-RCA BTA 10U** 5KW-ITA 5000A 1KW-Harris SX1, RCA 1N**250W-Gates 250GY. Transcom Corp. 215—884-0888.

Harris SX-1, 1KW AM, 1985, mint, going up in power, Transcom Corp. 215—884-0888

FM transmitters: 25,20,15,10,5,1, and .25 Kw. Continental Communications, Box 78219, St. Louis, MO 63178—664-4497.

Howe 9000 series stereo console. 30 input sources, all electronic with sliding pots, less than 2 years old, good condition, Art Sutton, WMGA. 912—985-1130

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.

Used broadcast TV equipment Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listing. 213—641-2042.

Blank tapes, half price! Perfect for editing dubbing or studio recording, commercials, resumes, student projects, training, copying etc. Field mini KCS-20 minute cassettes. \$6.99 ELCON evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video, Inc. 301—845-8888, or call toll free. 800—238-4300.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialist. Bonded with 25years experience (Turnkey Operations), T.M.C.I., 402—467-3629.

Save \$100's. new Ramko Research DC5MS audio console. Great for on air production. Call Control Marketing 814—849-7713.

RADIO

Help Wanted Programing,
Production, Others

Help Wanted Programing,
Production, Others Continued

RARE OPPORTUNITY KTAR NEWSRADIO 620 PHOENIX

Leading news/talk station in southwest has opening for night talk show host. If you can deliver more audience than the network stars (Larry King, Sally Jessy Raphael, Toni Grant, Bruce Williams) we want to hear from you. Send tape and resume to:

Bob Christopher
KTAR NEWSRADIO 620
Phoenix, Arizona 85013

No phone calls please. EOE

CO-OP DIRECTOR

Our co-op director of four years must leave us due to corporate relocation of spouse. This recent recipient JP 'Director of Year' has developed market's premier department. Position serves both top rated WBAL and WYY.

Candidate should have minimum year co-op experience, exhibit the maturity and self motivation necessary to a department poised for growth. Professional, positive atmosphere and compensation package encourage achievement. Forward all background material to Irv Zell, WYY, or Larry Doyle, WBAL, or contact directly at 301—467-3000. Confidentiality respected. Equal opportunity employer

A PRAIRIE HOME COMPANION

with Garrison Keillor

PRODUCER

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 Management

GENERAL MANAGER WVUD-FM Dayton, Ohio

General Manager sought for 50,000 watt urban FM commercial station. This unusual opportunity requires managing WVUD-FM both as a commercial operation and also as an academic training lab. The General Manager is supported by a professional staff of approximately ten persons while creating paid learning opportunities for undergraduates.

The position requires at least a Bachelor degree, experience in all aspects of station management, experience in FCC and professional community relations, a commitment to development of student broadcasters, ability to teach selected college-level courses, willingness to be guided by and contribute to the goals of a University, ability to adapt to University procedures, and ability to lead by example and persuasion.

Send application letter with specific response to position requirements and resume (not tapes) no later than August 15, 1986 to R.M. Donatelli, Assistant Vice President for Academic Affairs, University of Dayton, Dayton, OH 45469.



The University of Dayton

An Affirmative Action/
Equal Opportunity Employer

Help Wanted Technical

WKDM CHIEF ENGINEER

WKDM, United Broadcasting Company's Spanish Contemporary station in New York, is seeking a qualified person for the position of chief engineer. Qualified candidates must have an FCC License or SBE certification, knowledge of studio and transmitter construction, maintenance and operations; at least 3 years' experience in the maintenance and operation of AM directional antennas. Those interested should send their resume to Richard Mertz, Director of engineering, United Broadcasting Company, 4733 Bethesda Ave., Bethesda, MD 20814. Please, no phone calls. EOE, M/F.

Situations Wanted Technical

DIRECTOR OF ENGINEERING

Rare opportunity. 15+ years experienced, people-oriented, administrator of major market AM/ FM's. Looking for new challenge with established or growing group. If you believe that quality audio and maintenance are essential for getting and keeping top ratings, let's talk. Box G-71.

Situations Wanted Programing, Production, Others

AVAILABLE NOW! CHR/ AC Programmer & Personality

Gary "Lee" Robbins

- Rock 15 Norfolk
- XL102 Richmond
- Y96 Norfolk
- And others!

Air talent—Production—Promotions
15 years—Leadership—Available

804—741-6922

TELEVISION

Help Wanted Management

PROMOTIONS MANAGER

We're looking for a highly creative, people-oriented manager, to head up our promotions department at WTVF/Nashville, a CBS affiliate. Excellent opportunity for an experienced manager in a small or medium market, or a #2 person in a large market. This is a hands-on position. Interested? Rush your resume and tape to: Operations Manager, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. No phone calls, please! WTVF is an EOE. M-F.

Help Wanted News

ACCOUNT EXECUTIVE/ SALESPERSON

Images, Inc., a growing communications company in Jacksonville, Fla., is seeking an experienced aggressive Salesperson/AE to sell Multi-Image, Film & Video production services. A working knowledge of the Audio-Visual communications industry and documented success in selling AV Productions a must. Please send resume, references & compensation history to:

General Manager
Images, Inc.
1662 Stockton St.
Jax, FL 32204

Help Wanted Sales Continued

GENERAL SALES MANGER LOCAL/REGIONAL SALES MANAGER ACCOUNT EXECUTIVES

Expanding television group has need for sales management and sales people. If you are well motivated, seeking career growth with a dynamic company, this could be your opportunity. Excellent incentives, top benefits, EOE

Write in full confidence to: Director of Sales, Box G-120

SALES

Viacom Cable is a leader in the fast growing cable television field and is looking for a local Sales Manager to be in charge of an established and successful advertising sales organization. We need experienced and enthusiastic sales person who can carry a sales list while training and motivating a sales force.

If you have a proven track record and at least 3 years radio, TV and/or cable sales, and sales management experience, consider joining us in Nashville as our local Sales Manager.

To apply, send your resume to Terry Gray, Regional Ad Sales Manager, Cable Network Advertising, 660 Mainstream Drive, Nashville, TN 37228. We are an Equal opportunity employer

VIACOM CABLE

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 educational 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-123.

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.

11:00 pm NEWS PRODUCER

Dominant midwest medium market network affiliate seeks candidate. Nedd creativity with two-three years experience. EOE. Box G-115

For Fast Action Use
BROADCASTING'S
Classified
Advertising

SALES MANAGER CHICAGO

WRXR is seeking an additional sales manager. Good training skills a must. Contact: Bill Hazen, WRXR, 444 N. Michigan, Chicago, Illinois 60611

SALES LEADER

Can you join and help our 7-person combo staff achieve more? Tell us the kind of sales manager you are or wish to be. We have an executive level compensation plan, great facilities, and excellent community and a stable, experienced sales staff. David W McAley, Station Manager, 3131 N. University, Peoria, IL 61604 EOE/MF

WMBD **KZ93**
RADIO 1470

**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.

**Help Wanted Programing,
Production, Others**

**Help Wanted Programing,
Production, Others Continued**

WBZ-TV 4

**CREATIVE SERVICES
WRITER/PRODUCER**

Top network affiliate seeks marketing professional with strong creative and a minimum of five years video/film production experience, proven script writing, post production, radio and print skills. Strong background in news promotion a plus. Send resume and video/radio/print samples to:

**Promotion Manager
WBZ-TV4
1170 Soldiers Field Road
Boston, MA 02134**

No phone calls. Group W Television, Inc. is an equal opportunity employer.



**WSOC-TV
CHARLOTTE**

Production Director

WSOC-TV wants a first-class Production Director to head up one of the South's best production teams. Candidate should have strong organizational, budgeting and staff development skills. Position includes some operational responsibilities. Three to five years experience required. Send letter and resume to:

**Greg Stone, VP/GM
WSOC-TV
P.O. Box 34665
Charlotte, NC 28234
EEO/MF**

**Executive
Producer**

*Exciting
new field
CABLE TV
HOME
SHOPPING*

QVC is a well-financed new company, backed by a major cable TV system, moving rapidly to begin satellite transmission of a high-quality, 24 hour, 7 day-a-week home shopping program, combining the appeal of a live talk show and game show.

This is a highly unique opportunity to create—from ground up—an exciting dynamic new show that will be viewed nationally.

The individual we are seeking must have significant live talk show and/or game show experience (preferably both), must have the ability to recruit talent and an effective production staff, plus the drive to manage a programming operation of this magnitude.

This is a real challenge with significant rewards. If you believe you are the rare individual we are seeking, please rush your resume to: **Michael C. Boyd, Executive Vice President, QVC Network, Inc., One Winding Drive, Philadelphia, PA 19131.** Equal Opportunity Employer M/F.

QVC
Network

TRAFFIC MANAGER

Northeast full-power dynamite independent looking for experienced traffic manager to run 4 person dept. Must have minimum 2 years independent TV experience. May currently be strong #2 in dept. Looking to move up. Great growth potential. EOE M/F.

Reply Box G-119.

Situations Wanted Sales

Wants TV Syn. Sales position. Bright, highly motivated. Entertainment experience. Write Box G-99

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

ALLIED FIELDS

Help Wanted Instruction

VERMONT ETV MAINTENANCE TECHNICIAN

To maintain, install, construct and design television broadcasting equipment in the studio in addition to monitor signals and products at the studio assuring FCC compliance. Qualifications: Associate's degree with concentration in electronics and at least one year experience in television broadcasting maintenance or an equivalent combination of education and experience. General radiotelephone operator's license required. Should be familiar with TK/45 studio camera setups.

VIDEO SPECIALIST

Experienced master control/production engineer needed at Vermont ETV. Must be familiar with all stages of master control operation, as well as 1" editing for production. Three years appropriate television experience required.

Apply to the University of Vermont Employment Office, 237 Waterman Bldg., Burlington, VT 05405. Please include social security number when applying. An Affirmative Action/Equal Opportunity Employer.

Help Wanted Technical

RF/AUDIO ENGINEER;

Newly created management position for engineer with RF and/or audio experience to be in charge of all technical operations for small communication company. Responsibilities include overseeing:

- R&D
- Light manufacturing
- Repair/maintenance

Strong management and communication skills required

Please send resume to
Ms Eaton
Acoustiguide Corporation
177 East 87th St
New York, NY 10128

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

PUBLIC DOMAIN FILMS WANTED

Send your list of PD films stating cost and condition, titles, cast, year of release, category (western - musical, etc.) length, color or B&W, story line and other particulars you think would be of interest to us.

Send your listing to: adSpot Productions, 822 Park Avenue, Lake Park, FL 33403



Sports Handicapping Programming Direct from Las Vegas

Featuring Cable TV personality
Jim Feist

Call-in and tape formats available

Contact JBJ Advertising (702) 871-4907
P.O. Box 14921 • Las Vegas, NV 89114

Radio & TV Programing Continued

RICHARDS & ASSOCIATES

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William Benton Fellowships in Broadcast Journalism Program

THE UNIVERSITY OF CHICAGO

Assistant Director works closely with Director in arranging, scheduling and producing program events for the fellowship which brings a select group of mid-career broadcast journalists to The University of Chicago for 6 months of study and reflection. Secures guest speakers and creates ideas for seminars and national conferences. Helps fellows on academic and professional career issues on a daily basis.

Intimate knowledge of broadcast journalism and ability to work with faculty at a major research university required. Excellent writing and editorial skills necessary. Assistant Director helps to prepare brochures and annual reports, conducts exit interviews with fellows, works on research projects involving the program, develops alumni relations, engages in national public relations outreach and works closely with national advisory committee and a university faculty advisory committee.

While Benton Fellows are on campus for 6 months, program planning, recruitment of future classes and research projects associated with the program make it a year-round enterprise.

Position requires at least 5-10 years of professional broadcasting and/or appropriate academic experience. Strong academic and/or media references are required.

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For Sale Stations Continued

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MO	Sm	AM FM	\$1400K	Terms	Bill Lochman	(816) 941-3733
SE	Sm	AM/FM	\$1200K	\$200K	Mitt Younts	(202) 822-8913
CO	Sm	AM/FM	\$1150K	\$300K	David LaFrance	(303) 234-0405
Rky Mtn.	Met	AM/FM	\$800K	\$250K	Peter Stromquist	(818) 366-2554
MN	Sm	AM/FM	\$750K	\$200K	Bill Lytle	(816) 941-3733
IL	Med	AM/FM	\$725K	\$175K	Bill Lochman	(816) 941-3733
AZ	Sm	FM	\$450K	\$135K	Jim Mergen	(818) 362-2554
IA	Sm	AM	\$350K	\$75K	Bill Lochman	(816) 941-3733
NC	Sm	FM	\$350K	\$117K	Mitt Younts	(202) 822-8913

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338 404-998-1100.



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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.

Fates & Fortunes

Media



Morris

Olin F. Morris, VP and director, marketing and client services, New York Times Co.'s WREG-TV Memphis, joins co-owned KFST-TV Fort Smith, Ark., as executive VP and general manager.

Aubrey Wood, station manager, WMGT(TV) Macon, Ga., joins WVGA(TV) Valdosta,

Ga., as general manager.

Bruce E. Barnes, station manager, KCMF-TV Alexandria, Minn., named president of KCMF-TV and KXJB-TV Fargo, N.D., after death of his brother, Thomas K. Barnes Jr. ("Fates and Fortunes," July 28). **Paul Wickre**, general sales manager, KXJB-TV, named station manager.

Robert Henley, president and general manager, Tribune Broadcasting's KGNR(AM)-KCTC(FM) Sacramento, Calif., retired last week. He will remain chairman of All-Industry Radio Music License Committee, which recently negotiated new five-year agreement with ASCAP ("Top of the Week," July 28.) Henley, 27-year veteran with Tribune, took over as president of Sacramento stations in 1978. Successor has not yet been named.

Lonnie Gronek, local sales manager, Malrite Communications Group's WHTZ(FM) Newark, N.J., joins co-owned WHK(AM)-WMMS(FM) Cleveland, as general manager.

Dick Warshaw, national sales manager, KFSD-FM San Diego, named VP and general manager.

Claude Barnett, general manager, KIDD(AM)-KWST-FM Monterey, Calif., joins KIEV(AM) Glendale, Calif., in same capacity.

Mark W. Brooks, general manager, Adelphia Cable system, Radnor, Pa., joins Comcast Cablevision, Bala Cynwyd, Pa., as general manager of system serving Aberdeen, Del Air and Havre de Grace, all Maryland.

Mitchell Stern, VP, administration and business development, Frazier, Gross & Kadlec Inc., Washington-based consultancy, joins Fox Television Stations Inc., Los Angeles, as VP and chief financial officer. **Michael Connor**, director, corporate audit, 20th Century Fox Film Corp., Los Angeles, named controller, Fox Television Stations.

Reed Mann, general manager, WRGB(TV) Schenectady, N.Y., joins WVEU(TV) Atlanta as station manager.

Edward Subkis, former program director, WMRA(FM) Harrisonburg, Va., joins WSFP-FM Fort Myers, Fla., as station manager.

Jim Rothschild, director, creative services, KMOV-TV St. Louis, named operations director.

Steve Stewart, station manager, WSPD(AM)-WLQR-FM Toledo, Ohio, joins WBNS-AM-FM Columbus, Ohio, as operations manager.

Arnold Marfoglia, director, planning and financial analysis, ABC affiliate relations, New York, named VP, affiliate financial affairs. **Charles W. Couture**, assistant director, corporate purchasing, ABC Network division, Capital Cities/ABC Inc., New York, named purchasing director.

Appointments at C4 Media Corp., Vienna, Va.-based cable multiple system operator: **Paul Aines**, acquisitions manager, to general manager of newly acquired systems, mid-Atlantic region; **Steven E. Pollack**, VP, Consolidated Communications Corp., Wayne, Pa., to general manager, newly acquired systems, mid-South region; **Sylvia M. Salmon**, director, community relations, Tribune Cable Communications Inc., Alexandria, Va., system, to acquisitions manager; **Joseph E. Cocomo**, accounting manager, physician services and compucare divisions, Baxter-Travenol Inc., Reston, Va., to controller.

Brian J. McNamara, president, Cable Link Inc., Columbus, Ohio, joins Telesat Cablevision Inc., Fort Lauderdale, Fla., as VP, finance and administration.

Gloria Spence, assistant controller, WTAE-TV Pittsburgh, named resident controller.

Steven D. Reifschneider, general manager, Storer Cable TV Inc. of Southern California, Ventura, Calif., joins Gillcable, San Jose, Calif., as director, plant services.

Robert Hartley, director, advertising, *On Air* magazine, program guide for KPBS-FM-TV San Diego, named development director, KPBS-TV.

Marketing

Richard E. Masilotti, account executive, Detroit office, CBS Television Network, named VP, Detroit sales.

John T. Neilan, VP, new business and account management, Sawdon & Bess Advertising, New York, joins BBG&M Advertising, Secaucus, N.J., as senior VP and chief operating officer.

Account supervisors named VP's at Campbell-Ewald Co., Warren, Mich.: **Karen Baehr**, **Dennis Johnson**, **Dale McAfee**, **Gerald Temaner** and **Thomas Young**.

Melinda L. Barnett, spot broadcast buyer, Mars Advertising, Southfield, Mich., joins D'Arcy Masius Benton & Bowles, New York, as regional account executive. **Nancy E. Rothermich**, VP, marketing, Borgmeyer Advertising, St. Charles, Mo., joins DMB&B St. Louis as account executive. **Vickie A. Horen**, broadcast negotiator, Advanswers Inc., St. Louis-based subsidiary of Gardner Advertising, joins DMB&B there as media planner.

Appointments at FCB/Leber Katz Partners, New York: **Michael F. Hoynes**, group management director and worldwide account direc-



Hoynes



Bernegger

tor, to executive VP; **James B. Bernegger** and **David Roethgen**, management directors, to senior VP's.

James F. Donius, manager, marketing research, Advertising Research Foundation Inc., New York, joins NW Ayer Inc. there as research director.

Steve Martino, copywriter, DeMarco Brown Egendorf Advertising, Bala Cynwyd, Pa., joins McAdams & Ong Inc., Philadelphia-based advertising firm, in same capacity.

Appointments at Katz Communications Inc.: **Larry Roberts**, marketing projects coordinator, Angeles Corp., to account executive, Los Angeles office; **Eileen Steinmann**, executive secretary to George Feldman, VP and director, management services, New York office, to administrative assistant, management services department; **Eileen Cunningham**, recent graduate, Bucknell University, Lewisburg, Pa., to research analyst, Katz American Television, New York; **Jeffrey Freund**, recent graduate of Queens College, New York, to research analyst, Katz Independent Television, New York.

Susan Bradkin, account executive, Blair Television, New York, named account executive, Blair Radio Networks. Appointments at John Blair & Co.'s Select Radio Representatives, New York: **Richard Landesman**, marketing manager, to account executive; **Sue Bell**, general sales manager, KQXT(FM) San Antonio, Tex., to manager, Chicago office; **Cynthia E. Nowak**, media director, Cohen & Greenbaum Inc., Chicago, and **Angie Martin**, sales assistant, Select Radio, to account executives, Chicago office.

Wendy Pavelle, research supervisor, Association of Independent Television Stations, Washington, joins Group W Television Sales, New York, as manager, program research.

Pamela Euler, director, national marketing programs, The Disney Channel, Burbank, Calif., named director, consumer marketing. **Lynn Cutter**, former assistant VP, Citicorp, New York, joins Disney Channel as manager, sales strategy.

Deborah L. Flachs, promotion manager, *Advertising Age* magazine, New York, and **David M. Harris**, account executive, Katz Communications there, join The Weather Channel, At-

lanta, as account managers.

Bob Mahlman, sales manager, Cox Cable, San Diego, joins KXTV(TV) there as general sales manager.

Thomas J. Post, national sales manager, WHNS(TV) Asheville, N.C., named general sales manager.

Barbara Dean Silver, general sales manager, WCLR(FM) Skokie, Ill., joins KBIG(FM) Los Angeles as general sales manager. **Steve Oshin**, account executive, KBIG(FM) named local sales manager.

Steve Berner, local sales manager, WKIP(AM) Poughkeepsie, N.Y., named VP and sales manager.

Jim MacDonald, national sales manager, WUPW(TV) Toledo, Ohio, named general sales manager. **Larry Scott**, account executive, Multimedia Entertainment, Cincinnati, joins WUPW as local sales manager.

Jeff Davis, account executive, KABC-FM Los Angeles, joins WYAY(FM) Gainesville, Ga., as local sales manager.

Alan Mandel, account executive, KGIL(AM) San Fernando, Calif., and **Naomi Pennino**, account executive, KNOB(FM) Long Beach, Calif., join KABC(AM) Los Angeles as direct-response marketing consultants.

Christopher T. Leister, regional marketing manager, Jerrico, Inc., Kansas City, joins WSAZ-TV Huntington, W.Va., as national sales manager.

Jack Potter, retail development manager, WJXT(TV) Jacksonville, Fla., named national sales manager.

Kevin Patrick Smith, advertising sales manager, NYT Cable, Cherry Hill, N.J., joins Media General Cable of Fairfax (Va.) as director, advertising sales.

David M. Kantor, advertising sales manager, Continental Cablevision Inc., Needham, Mass., joins Cox Cable Communications, Atlanta, as director, advertising sales.

Michael Cunningham, development assistant, KOZK(TV) Springfield, Mo., joins KOLR(TV) there as continuity writer, to write and produce commercials.

Kathleen Guerin, senior media buyer, Young & Rubicam, New York, joins KHTT(AM)-KSJO(FM) San Francisco as account executive.

Debbie Jones, national sales assistant, WLOS(TV) Asheville, N.C., named account executive. **Susan W. Shramawick**, media buyer, Price-McNabb Advertising, Asheville, joins WLOS as account executive.

Programing

Kim Fleary, manager, comedy series development, ABC Entertainment, New York, named director, comedy series development.

Brad Johnson, VP, current programing, Showtime/The Movie Channel, New York, joins Universal Television, Universal City, Calif., as VP, comedy development.

Peter E. Hansen, director, international program relations, Arts & Entertainment Network, New York, named VP, programing. **Vincent B. Romano**, assistant corporate controller, ABC Inc., New York, joins Arts & Entertainment as controller.

Jonathan Kramer, former VP, marketing, CBS Productions, New York, joins new TV production subsidiary of New Century Entertainment Corp., Beverly Hills, Calif., as VP, marketing and acquisitions.



Leto

Roseanne Leto, director, program development, CBS Entertainment, New York, named VP, programs.

Dean Valentine, articles editor, *Life* magazine, New York, joins NBC Entertainment there as director, comedy development. **Susan D. Lee**, director, daytime drama, NBC

Entertainment, named VP, daytime drama.

Ray Bentley, president, The Beehive Group, New York-based television program syndicator, joins Western-World Television Inc., Los Angeles-based production and syndication company, as senior VP, sales, in charge of New York sales office.

Appointments at Lionheart Television International Inc.: **David Friedman**, VP, Eastern sales and marketing, New York, to VP, commercial syndication sales; **Ray Krafft**, director, special projects, Venice, Calif., office, to VP, sales, public broadcasting syndication; **Louis H. Gonzalez**, Midwest sales manager, Primitime Entertainment, Chicago, to Midwest sales account executive, Chicago; **Jim**



Rising sun. Sony Corp. founder and honorary chairman, Masaru Ibuka, has been awarded the first class order of the rising sun by the emperor of Japan for his contribution to the electronics industry and promotion of science, technology and education, according to Sony. Ibuka is shown above wearing the decoration after the award ceremony in the Imperial Palace in Tokyo.

Vestal, account executive, I.T.F. Entertainment, New York, to Eastern account executive, New York. Lionheart is program distribution company owned by British Broadcasting Corp., London.

Paul J. Heller, senior agent, The Agency, Los Angeles-based talent agency, joins Paramount Network Television there as VP, series development.



Heller



Adelman

Barry Adelman, supervising writer, *TV's Bloopers and Practical Jokes*, produced by The Dick Clark Co., Los Angeles, named VP, TV development of Clark Co.

Tracy Marr, coordinator, domestic sales, Telepictures Corp., named manager, domestic sales. Lorimar-Telepictures, domestic syndication group, Culver City, Calif.

David Abrams, manager, media sales, LBS Communications Inc., New York, named VP, corporate information systems.

David Campbell, central west sales manager, Viacom Enterprises, New York, named manager, Southwest division. **Dennis K. Boyle**, Midwest sales manager, Embassy Telecommunications, Chicago, joins Viacom Enterprises as manager, central western division. **Melissa J. Weeks**, entertainment lawyer, Loeb and Loeb, Los Angeles, joins Viacom International Inc., there as West Coast attorney, specializing in entertainment-related matters.

Nelson Flanagan, operations director, KXTX-TV Dallas, joins WLOS(TV) Asheville, N.C., as production and operations manager.

Mike Edwards, from KFIN(FM) Jonesboro, Ark., joins WMC(AM) Memphis as production director.

Ken Leggio, director, WJXT(TV) Jacksonville, Fla., named producer and director, creative services. **John Chang**, assistant director, WPLG(TV) Miami, joins WJXT as director and photographer.

Paula Ringer, creative services director, KOLR(TV) Springfield, Mo., named production manager.

Barry Romanski, station manager, Brookhaven (N.Y.) Cable TV Inc., joins Viacom Cablevision's Hauppauge, N.Y., origination channel as director, community programing.

Scott Bradfield, cameraman and editor, noncommercial WSWP-TV Grandview, W.Va., joins noncommercial WMHT(TV) Schenectady, N.Y., as production crew member.

News and Public Affairs

Lesley Stahl, CBS News White House correspondent since 1979, named national affairs

correspondent. She will make behind-scenes reports on issues of national and international importance on *CBS Evening News*.

Robert G. Benson, VP and senior executive, ABC Radio Networks, New York, named VP, ABC News, radio.

Thomas Seem, deputy assignment manager, CBS News, Washington, named assignment manager.

Joe Theismann, former quarterback of National Football League's Washington Redskins, joins CBS Sports as color commentator during CBS's NFL coverage.



Burgstiner

Susan Burgstiner, account manager, Rocky Mountain region, Showtime/The Movie Channel, Denver, joins Associated Press Broadcast Services there as national cable executive and marketing manager, corporate sales, Western division. **Ron Mires**, assistant general manager,

KGTV(TV) San Diego, and **Clyde Price**, general manager, WACT-AM-FM Tuscaloosa, Ala., re-elected to board of directors, Associated Press Broadcasters Inc., Washington. **Mark Engledow**, president, Mohr-Engledow Broadcasting Inc., Muncie, Ind., and **Curtis Brown**, general manager, KTTS-AM-FM Springfield, Mo., elected to board.

Rickie Gaffney, former producer, Orion Television, Los Angeles, joins ABC's *Good Morning America*, New York, as producer.

David Lippoff, executive news producer, KPX(TV) San Francisco, joins WSB-TV Atlanta as news director.

Phil Grossman, assistant news director, WDSU-TV New Orleans, joins WSFA-TV Montgomery, Ala., as news director.

Toni Miller, news director and anchor, WMVR-AM-FM Sidney, Ohio, joins WVUD-FM Kettering, Ohio, as news director.

Appointments at KTVK(TV) Phoenix: **Heidi Foglesong**, general assignment reporter, to anchor; **Rock Rote**, from WTLV(TV) Jacksonville, Fla., to sports director; **Peter Fields**, from KNOE-TV Monroe, La., to weathercaster; **Tom McNamara**, former producer and host, *PM Magazine*, WRAL-TV Raleigh, N.C., and **Elizabeth Vargas**, from KTVN(TV) Reno, to reporters.

Greg Chance, producer and farm reporter, KASU(FM) Jonesboro, Ark., named news director. **Karen E. Jones**, agriculture reporter and news editor, Northwest Public Radio, Pullman, Wash., replaces Chance.

Sheree Olson, news director, WNFL(AM) Green Bay, Wis., adds news director duties at co-owned WKAU-FM Kaukauna, Wis.

Randy Springer, producer and announcer, WSUI(AM) Iowa City, Iowa, joins WMRA(FM) Harrisonburg, Va., as news director.

Patricia C. Van Hecke, news assignment manager, KMBC-TV Kansas City, Mo., joins KMOV-TV St. Louis in same capacity.

Mike Dalzell, news director, WZYQ(AM) Frederick, Md., joins WFIL(AM) Philadelphia as anchor.

Andrew Field, general assignment reporter, WJLA-TV Washington, named morning anchor.

Appointments at WPCQ-TV Charlotte, N.C.: **Karen Adams**, news director and anchor, WMDT(TV) Salisbury, Md., to anchor; **Jim McCulloch**, sports director, WFTV(TV) Orlando, Fla., to sports director; **Richard Jackson**, general assignment reporter, WKYC-TV Cleveland, to reporter.

Cheryl Jennings, general assignment reporter, KGO-TV San Francisco, named weekend anchor.

Lloyd Sowers, weekend anchor, WINK-TV Fort Myers, Fla., named weeknight anchor. **Tom Hauser**, reporter, replaces Sowers.

Nora Muchanic, general assignment reporter, New Jersey Network News, Trenton, N.J., joins WPVI-TV Philadelphia, as reporter, Trenton bureau.

Barbara Callahan, anchor and reporter, WTOG(TV) St. Petersburg, Fla., joins WXFL(TV) Tampa, Fla., in same capacity.

Terry Stanton, reporter, WCTI(TV) New Bern, N.C., joins WGHP-TV High Point, N.C., as anchor and reporter.

Joe Bell, reporter, WKRN-TV Nashville, joins WJBK-TV Detroit as reporter.

Jim McClure, from WAVY-TV Portsmouth, Va., joins WVEC-TV Hampton, Va., as reporter.

John Fossen, sports reporter, WJBK-TV Detroit, named weekend sports anchor.

Dave Murray, meteorologist, ABC's *Good Morning America*, joins WBZ-TV Boston as

meteorologist.

Tom Tasselmyer, meteorologist, WEWS(TV) Cleveland, joins WWWE(AM) there as meteorologist.

Michael Pechner, from KFYO(AM) Oakland, Calif., joins KNBR(AM) San Francisco as staff meteorologist.

Paul Freifield, reporter and anchor, WSET-TV Lynchburg, Va., joins WEYI-TV Saginaw, Mich., as anchor-reporter and producer.

Jim Paschke, sports director, WITI-TV Milwaukee, joins WTV(TV) there to do play-by-play of Milwaukee Brewers professional baseball games and Milwaukee Bucks professional basketball games. In agreement between two stations, Paschke will report Brewers and Bucks news live for WITI-TV while covering home games for WTV.

News photographers appointed at KOLR(TV) Springfield, Mo.: **Joel Alexander** production engineer, KOLR; **Forest Godsey**, producer and director, KOZK(TV) Springfield; **Don Piper**, weather anchor, KDEB-TV Springfield.

Technology

Dorwin D. Shaver, general manager, Cetec Guardian division, Cetec Corp., El Monte, Calif., named president, Guardian division.

Tom Dent, director, network operations center, Viacom Networks Group, New York, named VP, Network operations center distributes all programming for MTV Networks and

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Frank Stern, assistant VP, material management, American Satellite Co., Rockville, Md., named VP, administration, government systems division.

Norman H. Pond, group executive, Teledyne Corp., Arcadia, Calif., joins Varian Associates Inc., Palo Alto, Calif.-based manufacturer of communications systems and components, as executive VP.

Gary Lührman, station relations manager, Wold Communications, Los Angeles, joins Mediatech West, Hollywood-based satellite syndicated program distributor, as syndication operations director.

R. Bland McCartha, senior sales engineer, audio-visual systems division, Ampex Corp., Redwood City, Calif., named division's dealer program manager. **Gary Schultz**, product manager, CMX Corp., Santa Clara, Calif., joins Ampex as product marketing manager, editing systems, audio-visual systems division.

Jeffrey A. Harrison, marketing support manager, electronics division, Cohu Inc., San Diego, joins C-Cor Electronics Inc., State College, Pa., as manager, power products market.

Frederick A. Frank, engineer, Jones Intercable, Englewood, Colo., joins C4 Media Corp., Vienna, Va.-based multiple systems operator, as director, engineering operations.

Robert Farquhar, director, new systems and assistant managing editor, *The Daily Oklahoman* and *Oklahoma City Times*, Oklahoma City, joins Digital Equipment Corp., Maynard, Mass., as director, media industry marketing. **Claude A. Thomas**, independent consultant, joins Digital as director, financial industry marketing.

Beth Williams and **Sheri Lloyd**, affiliate retention administrators, United Video, Tulsa, Okla.-based satellite carrier, named affiliate relations representatives.

Lori Horn, paint box computer designer, WLS-TV Chicago, joins WTTW(TV) there as graphic designer.

Promotion and PR

Dennis Fitch, VP, advertising, ABC Entertainment, Los Angeles, joins Fox Broadcasting Co. there as VP, advertising and promotion.

Sal Sardo, promotion manager, Buena Vista Television, Burbank, Calif., named promotion director. **Colleen Griffin**, national promotion coordinator, Ralston Purina, New York, joins Buena Vista as station relations coordinator.

Judith Hartley, account manager, Arts & Entertainment Network, New York, named community development manager, in charge of public relations with arts and education associations nationwide.

Betty Keepin, press liaison, Avon Products Inc., New York, joins Bergelt Litchfield Inc., advertising and PR agency there, as consumer public relations director.

Cate Cowan, training coordinator and station



Ford in 1967

in the newly formed Broadcast Bureau (later renamed Mass Media Bureau). In 1953, Ford joined the Justice Department where he rose to be assistant deputy attorney general in January 1957. Later that year, President Dwight Eisenhower appointed Ford to a vacant seat on the FCC.

Ford served as a commissioner until 1964 and one year, from March 1960 to March 1961, as chairman. After leaving the FCC, he was named president of the National Community Television Association, later renamed the National Cable Television Association. In 1970 he left NCTA to practice communications law as a senior partner in the firm of Pittman, Lovett, Ford & Hennessey. At the time of his death, Ford was a partner in Pepper & Corazzini, Washington. Ford is survived by his divorced wife, Mary Margaret Mahony, a son and daughter.

Frederick Wayne Ford, 76, former FCC chairman and National Cable Television Association president, died July 26 of cancer at Hinsdale hospital, Hinsdale, Ill. Born in Bluefield, W.Va., Ford practiced law for five years in Clarksburg, W.Va., after receiving a doctorate of law from West Virginia University, Morgantown, in 1934. He then moved to Washington to enter the general counsel's office of the Federal Security Agency. In 1942, he transferred to the federal litigation branch of the Office of Price Administration. Ford returned to that agency in 1946 after discharge from the Army Air Force, where he reached the rank of major during World War II.

He first joined the FCC in 1947 in the hearing and review sections. He worked in several other offices at the commission until 1951 when he was appointed the first chief of the hearing division

services associate, National Public Radio, Washington, named director, promotion and public affairs.

Darilyn J. Stringer, marketing director, WKHK-FM New York, joins KXXY-AM-FM Oklahoma City, as promotion and public relations director.

Don Johnson, associate creative director, Doremus & Co., Chicago, joins WBBM-TV there as community affairs director.

Bob Fuller, morning anchor, WERE(AM) Cleveland, adds duties as communications director.

Barbara Berry, acting general manager, WBJC(FM) Baltimore, joins noncommercial WRTI-FM Philadelphia, licensed to Temple University, as assistant manager, development.

Allied Fields

Robert L. Pettit, senior legal adviser to FCC Commissioner Mimi Dawson, named partner in Wiley, Rein & Fielding, Washington law firm. **Lauren J. Belvin**, FCC deputy general counsel, replaces Pettit.

Richard D. Casper, owner of Richard D. Casper and Associates, Kansas City, Mo.-based brokerage firm, joins Henry Ansbacher Inc., New York-based investment bank specializing in media mergers and acquisitions, as senior VP.

Teri Lepovitz, associate director, marketing and communications division, American Bankers Association, Washington, joins National Association of Broadcasters there as VP, station services.

Jim Steinblatt, account executive, radio department, broadcast license division, American Society of Composers, Authors and Publishers, New York, named communications coordinator, public relations department.

Vernon A. Stone, director, school of journalism, Southern Illinois University, Carbondale, joins University of Missouri, Columbia, as senior professor. Stone is research director of Radio-Television News Directors

Association.

Michael Rosenstein, freelance editor, joins Cable Publications Inc., Boston-based publisher of cable television guides, as associate editor.

C. Derk Zimmerman, president and CEO, Fox Television Stations Inc., New York, named to board of directors, Museum of Broadcast Communications, Chicago.

Richard Matullo, senior VP and director, media services, NW Ayer, Chicago, named chairman, Chicago branch, media directors advisory council, Radio Advertising Bureau (RAB). **Susan Raehse**, assistant to research librarian, Insurance Information Institute, New York, joins RAB there as manager, marketing information. **Kelvin Jefferson**, data entry specialist, RAB, named collections manager.

Deaths

Ron Robitaille, 48, former anchor, WHEC-TV, and news director, WROC-TV, both in Rochester, N.Y., died Feb. 22 of heart attack at F.F. Thompson hospital, Canandaigua, N.Y. He is survived by wife, Lynne, son and daughter.

Abraham Mirkin, 68, character actor, died July 28 of kidney failure at Abingdon Memorial hospital, Philadelphia. Mirkin, who was 4 feet 6 inches tall, was "Little Johnny," who cried: "Call for Philip Morris" in radio commercials for cigarette firm in 1935-1940. In 1950's, he made television appearances with Ernie Kovacs and Edie Adams. His most famous movie role was as Munchkin mayor in *The Wizard of Oz* in 1939.

Gladys Beck Watson, 71, singer and Baltimore radio personality during 1930's and 40's, died July 23 of heart attack at Francis Scott Key Medical Center, Baltimore. She made signing debut in 1930's on *Uncle Jack's Kiddie Klub* broadcast weekly on WCAO(AM) and later appeared on WFBR(AM), both in Baltimore. In 1940's Watson was staff vocalist for NBC Radio, New York. She is survived by her son.

Syndicist's Koch: He's 'where things are going' in TV syndication

Syndicist Services is preparing to move beyond barter syndication, its drawing card for 19 years, and in some ways beyond syndication altogether. Presiding over those changes is Len Koch, who has been associated with SS since it was established as a division of Norman, Craig & Kummel Advertising in 1967 and has been president since 1980. With its new parent, Australian producer Network Film Corp., behind it, Syndicist is "looking to expand into all areas of the business."

As the syndication business has grown more competitive, barter syndicators have found themselves sharing every aspect of the barter pie, from specials to animation, with bigger and more imposing companies.

The future of Syndicist was far less certain as recently as last fall, competition within the barter syndication ranks aside. Syndicist was in limbo in October of 1985, when its holding company, BCK (now Boden, Cummings & Koch) Enterprises (of which Koch was a partner) sold the distributor and BCK's other division, Admerex, which develops advertising in return for products that it then distributes, to Sutton Capital, a venture capital firm. Sutton told Koch that it wanted Syndicist solely for the company's programming and a few executives, himself included.

It was at that time that a group of Network Film Corp. executives were in New York looking to acquire an American distribution company. While he says he was "very flattered" that Sutton wanted Syndicist for its product and chiefly for its sales expertise, he wanted to preserve Syndicist in its existing form. And the way to do that, he decided, was to catch the Australian wave so NFC purchased Syndicist from Sutton.

In addition to developing a taste for Australia's Foster's Beer, Koch says, he has now tapped a supply of capital. That will mean that his personal assets will not be tied up in his company, as is the case in many smaller syndication operations. Better still, it will mean that Syndicist can diversify beyond barter sales. The first move, says Koch, will be the acquisition of expertise in cash sales. Syndicist has already added nine people to its staff, including three in advertising sales and two in station sales. The acquisition of a production company is also in the works. "Our marginal television days are over," Koch says of the specials that Syndicist has often distributed to "pay the rent."

As a result of NFC's acquisition of Syndicist, Koch will become president of NFC Entertainment Group, with Syndicist as one of its divisions.

Koch's route to syndication was via Madison Avenue. Following his discharge from



LEONARD VICTOR KOCH—president of NFC Entertainment Group and Syndicist Services Inc., New York; b: Bronx, N.Y., Sept. 20, 1931; USMC, 1951-54; BA, business administration, Pace University, New York (night school), 1961; television account executive, McCann-Erickson Advertising, New York, 1955-59; head of traffic department, 1959-60; assistant to the vice president, programming, Norman, Craig & Kummel Advertising, New York, 1960-62; vice president, and director of business affairs, NCK Advertising, 1961-71; senior vice president, treasurer of Syndicist Services, 1971-75; executive vice president, Syndicist Services, 1975-1980; president, BCK Enterprises and Syndicist Services, 1980-1986; m. Dorothy Breisblatt, 1955; children: Jody, 29; Pamela, 26; Lori, 23; Nina, 21.

the Marine Corps, where he was trained as a radio operator and served in the Korean war, he joined the billing department at McCann-Erickson. His choice of advertising was, in part, thanks to the father of a fellow marine. Koch was greeted by the advertising man with a pitcher of martinis at 10 o'clock one morning. For a marine just back in the states, says Koch, this looked like an attractive career.

At McCann-Erickson, Koch, was soon moved to the traffic department, where he monitored live commercials. One of his first bosses was Grant Tinker, now NBC chairman, who at the time was an account executive with responsibility for *Sky King* and *Death Valley Days*, both in syndication in the mid 1950's. Nabisco and Borax were the respective sponsors of the shows. The relationship between programming and commercials, and the way that relationship could be orchestrated, would be the basis for Koch's career.

After four years at McCann, Koch was recruited by NCK Advertising to head that agency's traffic department, moving on to

become head of the talent payments department, and later to become involved in programming as an assistant to the vice president, television, Walter Tibbals.

What followed was a search, led by partner Norman Craig, for a new revenue generator for the agency. It was in 1967 that NCK set up a new untitled division for the distribution of programming. Its first show, in 1968, was the *All American College Show*, starring Arthur Godfrey, produced by Wendall Niles and owned by Colgate. A year later came *The Movie Game*, also owned by Colgate, in which two teams of celebrities were pitted against one another in identifying movie trivia.

Instead of selling the program to stations, NCK purchased 30 minutes each week on 50 to 60 stations covering what amounted to 60% to 70% of the country. Koch said that with production costs and the cost of station time included, the two shows still made economic sense. "It was a supplement to network," he said. "The efficiencies were terrific." Colgate stayed with *All American College Show* for three years and *The Movie Game* for two.

Koch says that any success that he has achieved in syndication has been based not on schooling but on street smarts. Indeed, it was not until 1961, after several years of night school, that he earned a degree in business administration from Pace University in New York.

In the acquisition of those street smarts, Koch developed important relationships. While at McCann, he became friends with CBS/Broadcast Group president Gene Janowski, who introduced him to Neil Derrough, then general manager of WBBM-TV Chicago and now president of the CBS television stations division. The relationship has become especially important now that the CBS stations have targeted production of programming for syndication as a revenue source.

On June 27, *Upfront*, a half-hour interview series, debuted in 49 markets covering 52% of the country, including the CBS O&O's. Ratings so far have been good. An option to renew the series for a second cycle beginning in the fall will be discussed soon.

While no contract exists between CBS and Syndicist to formalize the relationship (other than one for *Upfront*), the bond is there. Derrough is confident that CBS product is in the right syndicator's hands. "I've always found him [Koch] to be extremely honest," Derrough said. "He can always be counted on." Derrough cautions that the station division produces for itself first but that when the opportunity to syndicate arises, it will be used. And in that regard Derrough said that another of Koch's strongest traits is his ability to "keep his ear to the ground" when it comes to what's going on in syndication. "He just seems to be where things are going." ■

ABC confirmed last week that **two late-night talk shows are go for this fall—The Dick Cavett Show**, to be produced by Cavett's company, Daphne Productions, and **Jimmy Breslin's People**, to be produced by Woody Fraser Productions. Programs will bow week of Sept. 22, with *Cavett* to air Wednesday and Thursday nights after *Nightline*, from midnight to 1 a.m. *Breslin* will air in same slot Tuesday and Fridays. ABC also confirmed it was talking with newly signed *Our World* anchor Linda Ellerbee to do late-night show starting in first quarter of 1987.

Several network shows unveiled in spring for fall premiere have new titles including ABC's *Last Electric Knight*, now called *Sidekicks*, and *Cold Steel and Neon*, now called *Heart of the City*. ABC has also changed the name of *Our Kind of Town* to *Jack and Mike*, while CBS has changed *Taking the Town* to *My Sister Sam*, and shortened *The Wizzard of Elm Street* to *The Wizzard*.

FCC's refusal to reconsider decision approving Reliance Capital Group's acceptance of tendered John Blair & Co. stock without prior commission approval (see "Top of the Week") is not likely to be last word on subject. In letter to FCC Chairman Mark Fowler last week, House Telecommunications Subcommittee Chairman **Timothy**

Wirth (D-Colo.) questioned wisdom of permitting bidders to accept tendered shares for which withdrawal rights have been terminated before bidder's trustee has been approved by commission. Among specific questions for which Wirth requested responses before close of business on Aug. 6: "If an initial bidder for a company's stock can lock up the stock prior to the trustee even being approved, does that not present a situation where an entity created for making the regulatory process orderly can be used to ward off competing offers before even receiving regulatory approval? Is the commission permitting its procedures to be used to confer an advantage on an initial bidder at the expense of other competing offers that would further maximize shareholder value? In order to assure the commission's policies are as neutral as possible, shouldn't the FCC rules insure that an entity established to serve FCC objectives, but which has not yet been found by that agency to meet those objectives, cannot act in such a way as to place competing bidders on an unequal footing? Doesn't the commission's recent action create an incentive for bidders for mass media companies to file initial STA applications that push beyond acceptable limits what the public interest may permit, since a bidder can be confident that, even if the trustee arrangement must be restructured and refiled, the stock of the target can nevertheless be 'locked up' even before a trustee is actually approved? Is it

USFL scores a \$1 touchdown

After more than 30 hours of deliberation over several days, a jury of five women and one man last week awarded the United States Football League \$1 in damages in its antitrust suit against 27 of the 28 National Football League teams and Commissioner Alvin R. (Pete) Rozelle. At the end of the 11-week trial in Manhattan federal district court, in which the USFL had asked for \$1.3 billion in damages, the jury found that the NFL, in violation of Section 2 of the Sherman Antitrust Act, did "willfully acquire or maintain monopoly power" in that it "had the power to control prices or exclude competition" in a "relevant market" of professional football in the United States. (The jury did not find Rozelle personally liable; the Los Angeles Raiders were not a defendant in the case.) The jury also found that the NFL's "monopolization of the relevant market" caused injury "to the business or property" of the USFL.

The jury did not, however, find the NFL liable for other charges involving the three major television networks. While ABC, CBS and NBC were not named as defendants in the suit, they were cited as "involuntary co-conspirators" and as "facilities essential to the economic viability of the plaintiffs and their ability to compete in major league professional football" (BROADCASTING, Oct. 22, 1984).

Reaction to the verdict was heightened as reports following the trial told of some confusion among jurors over the amount of damages to be awarded. Published reports quoted one juror who said the jury awarded \$1 in the belief that Judge Peter Leisure could then set the damages at a higher level if he so decided. (In antitrust suits like *USFL v. NFL*, damages are trebled; a judge is not permitted to upgrade the amount of damages.)

USFL attorney Harvey Myerson said last week: "At the moment, we have kind of a national furor." The USFL and his office had received "close to 1,000 calls from all over the country relating to the obvious confusion in what's happened," Myerson said, adding that there were "a number of the jurors" being interviewed outside the court house after the trial "on national TV explaining that what they really wanted to do was award hundreds of millions of dollars. But since they couldn't agree on the precise number, they awarded the \$1 because they understood the instructions to mean that the judge would then award the appropriate damages. So we're sitting in a situation right now

which it doesn't take a lawyer to figure out, makes no sense at all," Myerson said.

The counsel said also that the USFL attorneys had met with the judge July 30, who has "set up a schedule to brief the matter. And obviously one of the options is to have a separate trial now—hearing, just on the issue of damages because we already have a unanimous verdict on the liability," Myerson said. That hearing will take place Sept. 3, with the court "presumably" rendering a decision "fairly soon after that," Myerson said.

Among the jury's findings: While the NFL participated in a "contract, combination or conspiracy to exclude competition within major league professional football in the U.S.," the "contract, combination or conspiracy" was not "an unreasonable restraint of trade." The jury also found that the NFL's 1982-1986 television contracts did not "constitute an unreasonable restraint of trade."

Additionally, the jury found that while a national broadcast television contract is essential to the ability of a major league professional football league to compete successfully in the U.S., and the benefits of a network contract cannot be duplicated by "potential competitors of the NFL," the NFL did not "have the ability to deny actual or potential competitors access to a national broadcast television contract." Also, the jury found that while the NFL knew about the USFL's contracts with ABC and the cable network, ESPN, for the spring seasons of 1983, 1984 and 1985, the NFL did not "intentionally and improperly induce" ABC or ESPN to breach its contract.

Joe Browne, director of communications for the NFL, said after the trial last week that, "We are pleased [with the verdict] because the USFL billed this suit as a television case. They claimed we monopolized and pressured the television networks. The judge stated prior to the trial that TV was 'at the heart of this case' so the jury found for NFL on each of the television issues."

Browne said also the NFL plans to appeal and hopes to overturn the jury's verdict that the NFL had a monopoly on major professional football in the U.S.

In the meantime, USFL owners and some owners of inactive clubs are scheduled to meet in New York this morning (Aug. 4) to discuss, among other things, the future of the league, a USFL spokeswoman said last week.

U.S. getting ready for PanAmSat talks. Administration officials on Friday (Aug. 1) were putting finishing touches to the U.S.'s plans for seeking successful consultation with Intelsat on Pan-American Satellite Corp.'s proposed separate satellite system (see page 67). Rush Taylor, chief deputy in State's Bureau of International Communications and Information Policy, disclosed that three former ambassadors—including former FCC Chairman Dean Burch—are among those who in the next few weeks will visit foreign governments to seek support for the U.S. position.

What's more, he said government agencies involved in the consultation process—State, the National Telecommunications and Information Administration and the FCC—have agreed on the strategy and tactics to follow in dealing with Intelsat. And representatives of those agencies were meeting Friday afternoon with officials of Comsat, the U.S. signatory to Intelsat, to brief them on the approach on which agreement has reached.

Taylor said Burch, who was named an ambassador when he headed the U.S. delegation to the Space World Administrative Radio Conference, last year, will visit a number of European countries, including Italy, Spain, France, West Germany, Sweden and the United Kingdom. Former Ambassador John Countryman will travel to Algeria, Egypt, Saudi Arabia, Kuwait, the United Arab Emirates and Greece. And former Ambassador Robert Brewster will call on the governments of Mexico, Chile, Peru, Ecuador, Bolivia, Venezuela and Brazil.

he commission's view that a trustee arrangement could, consistent with the public interest, be utilized where stock is 'locked up' even before an STA application has been filed with the agency?"

Management of **Outlet Communications**, in partnership with **Wesray Capital Corp.**, completed last Thursday (July 31) leveraged buyout of one AM, three FM's and four TV's from **The Rockefeller Group**. Value of transaction was said to be \$617.5 million. Simultaneously, spin-off of three television stations took place. WCPX-TV Orlando, Fla., was sold for \$200 million to First Media Corp. KSAT-TV San Antonio, Tex., was sold for \$153 million to H & C Communications. And KOVR-TV Sacramento, Calif., was sold for \$104 million to Narragansett Capital Corp. Stations being sold to management and Wesray are: KIQI(FM) Los Angeles; WTOP(AM) Washington; WRKS(FM) Bethesda, Md. (Washington); WATL-TV Atlanta; WPDS-TV Indianapolis; WORS-FM Detroit; WCMH-TV Columbus, Ohio; WIOQ(FM) Philadelphia, and WJAR-TV Providence, R.I.

Heritage Communications said it would begin, last Thursday (July 31), tender offer for remaining shares of **Rollins Communications Inc.** at \$41 cash per share. None of 7.9 million shares will be paid for until Des Moines, Iowa-based Heritage receives necessary approval of FCC and other regulatory agencies. Heritage already owns 43.5% of company purchased from Rollins family (BROADCASTING, May 9) and certain additional stock purchased on open market. Atlanta-based Rollins, which has cable systems serving 160,000 subscribers, outdoor advertising division, and five AM's, one FM and four TV's, will be merged into Heritage.

It prodding of National Cable Television Cooperative, **American Fireless**, Tulsa, Okla., satellite resale carrier, is going ahead with plan to distribute via satellite superstations **WTBS-TV Atlanta** and **WGN-TV Chicago** to cable systems in head-to-head competition with **Tempo Enterprises** and **United Video**. According to President Tom Keenze, American had originally planned to start services Jan. 1, 1987, but forced by Tempo and United Video to resign affiliates to new three-year contracts is putting pressure on American to start this fall. Keenze said he is negotiating with three satellite carriers for two-band transponders on one of four satellites: Westar IV, Westar V, Pacenet I and Telstar 303.

Newly released spring **RADAR 33 network radio ratings** report (BROADCASTING, July 28) showed both **24-hour satellite-delivered**

format networks posting 12-plus average audience gains (audiences to all commercials) from previous book. **Satellite Music Network** rose 5.6% in listening from fall 1985 RADAR 32 report to 899,000 listeners (SMN measurement is for Monday through Saturday, 6 a.m. to 7 p.m.) while **Transtar Radio Network** climbed 5% in audience to 592,000. (TRN listening is for Monday through Saturday, 6 a.m. to midnight.) New to RADAR report this year is **Satellite Music Network 2**, which RADAR measured Monday through Saturday, 7 p.m. to midnight, and on Sunday from 6 a.m. to midnight. SMN 2 registered 208,000 12-plus listeners during those time periods.

As service to broadcasting industry, **Conus Communications** plans to roll satellite news truck to FCC in Washington Thursday morning (Aug. 7) to distribute **live television coverage of FCC meeting** that will take up question of new must-carry rules to whatever television stations want to receive it. Coverage, which starts at 8:30 a.m. NYT, will be fed over Satcom K-2, channel 18. Conus's Charles Dutcher said Association of Independent Television Association came up with idea and Conus agreed to do it as "service to our broadcasting brethren."

Rodney Joyce has resigned as deputy assistant secretary of **Commerce for Communications and Information** to practice communications law in Washington with firm of Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey. He will be of counsel. Joyce, who joined Commerce as second in command of National Telecommunications and Information Administration in November, 1985, is former minority counsel on House Telecommunications Subcommittee.

WBBM-TV Chicago said last week it signed veteran TV news correspondent **Lester Holt**, effective today, Aug. 4. Holt had most recently been with WCBS-TV New York. Holt, who is black, is joining WBBM-TV as weekend anchor and station said they expected to move him into weekday anchor role "soon." Move may have been enough to satisfy Operation PUSH, which has been boycotting WBBM-TV since last October, when white anchor Bill Kurtis rejoined station. But as result, black was demoted and subsequently left station. With signing of Holt, sources said last week, PUSH was preparing announcement for Saturday (Aug. 2) that it would discontinue boycott.

CBS predicts revenue drop in 2d half. *CBS Inc. attempted last week to correct what it felt were some overly optimistic assessments of the company's near-term prospects by the financial community. Last Wednesday's "up-to-date forecast," by CBS Chairman Thomas Wyman and CBS/Broadcast Group President Gene Jankowski, apparently had the desired effect with the price of a CBS share sliding five dollars before the close of that day's trading.*

The announcement said: "With the completion of upfront sales activity for the 1986-87 television season... we now believe there will be little [three-network] growth in 1986. In that context, we expect CBS television network revenue will decline year-to-year in both the third and fourth quarters, resulting in a substantial reduction in network profits, despite very moderate cost growth."

The two-page announcement further said that unit price declines in both the daytime upfront market, where CBS committed three-quarters of that daypart's inventory, and prime time, where two thirds was sold, indicate that "... the weakness in revenues will be reflected through the third quarter of 1987."

Currently, the CBS/Broadcast Group president told BROADCASTING, "We know where we are and we know where we are going." He said there were some good things going for the network, including the ratings improvement of its daytime schedule, and the fact that three new shows on the network's fall prime time schedule, Designing Women, Kay O'Brien and My Sister Sam, have been well received by the advertising community.

Editorials

Petition for reconsideration

The FCC shot from the hip last week—and hit itself in the foot. The issue was ethics, and the question was whether commissioners and staff should accept lunches or other entertainments from individuals associated with the industries they regulate. Given the chance to opt for moderation, the commission instead took the extreme course—it adopted a policy of total exclusion.

The move is well-intentioned but ill-considered. Its effect—were it to stand for any length of time—would be to isolate the commissioners and staff not only from the issues with which they must deal but from the industries they must know intimately if they are to do justice to the times.

One has to ask why. It does, of course, help avoid the appearance of taint. It could, in time, make of the FCC more a judicial agency than a political one. It may—perhaps a key consideration in this instance—make it easier for some commissioners to decline or avoid contacts with the outside world. But it will not make better commissioners or staff. It will not result in more informed judgments about the complex and complicated world of telecommunications.

Trying to quantify ethics in terms of restaurant tabs is pointless. An FCC that made its reputation in deregulation ought to practice what it preaches.

Memory bank

In his year as FCC chairman, Fred Ford attracted less attention than that drawn by his predecessor, John C. Doerfer, whom the President of the United States told to resign for taking hospitality from broadcasters, or his successor, Newton Minow, who made a national figure of himself with his "vast wasteland" speech. Ford, who died last week at the age of 76, ought not to be forgotten.

Ford was chairman of the FCC that in 1960 set in motion the program regulation that was only recently rejected by more enlightened FCC's. To be fair to his memory, it must be added that events were as much in charge of the FCC of 1960 as he was. In the two preceding years, other FCC members had been forced to resign for rigging television station grants; the major quiz programs in prime time television were proved to have been fixed; payola was revealed as rampant in radio music selection. The urge to punish broadcasting became compulsion in Washington.

On July 29, 1960, the commission announced an intention to begin a rulemaking that would require broadcast licensees to provide at least 14 kinds of programming (children's, educational, political, agricultural, news, public affairs, etc.), to invoke formal procedures for ascertaining and serving community needs and to submit records of performance at renewal time. As broadcasters have good reason to recall, the policy statement of July 29, 1960, led to the elaborate and expensive charades of ascertainment and fulfillment that have at last been eliminated in radio and television deregulation.

History records no significant resistance from broadcasters when the Ford FCC set off on a course that led to such later ventures into program control as a public hearing in Chicago to discern whether stations there were performing up to FCC standards. Indeed, the FCC's policy statement of 1960 was taken on cue from the testimony of representatives of major networks and the National Association of Broadcasters in hearings preceding the adoption of the policy. In one of its least illustrious moments, the broadcasting establishment agreed that the FCC ought to

exercise program surveillance as a means of determining the character of applicants for station grants or renewals. This page noted at the time that the industry witnesses had "jilted principle for political expediency." Their political advisers, it was said here, "could be imagined whispering in the background: 'Don't forget the FCC is in trouble and has to write something that will make it sound tough.'"

With Ford's death the memories flood back, to be shared, perhaps, with readers less familiar with those times. At its winter meeting six weeks ago, the NAB joint board adopted a resolution approving the new issues/program list that the FCC now requires as a condition of renewal. The list, in the board's words, is a "minimally intrusive form of programming requirement geared to localism." Not only that, said the board, "since the station's programming in the public interest forms the basis for its legitimate renewal expectancy in a comparative renewal situation, it would be precarious at best to undermine that expectancy."

Was the board hinting it would accept a revival of program surveillance by the FCC as a ticket to license renewal? Is this where we came in?

Too much juice

Television journalists should circle last Tuesday in red on their calendars. The Senate voted overwhelmingly, as expected, to make permanent the televised coverage of its proceedings. A day later came more good news. Supreme Court Justice Rehnquist, during Senate hearings on his confirmation as chief justice, expressed interest in opening his court to the electronic press. "I certainly would give it sympathetic consideration," Rehnquist said, and then expressed a caveat that broadcasters should heed in the interests of getting their foot candles in the door. "If the lights came down in the face of the lawyers in the Supreme Court like the lights that came down in the face of witnesses here," Rehnquist said, "I would have real reservations."

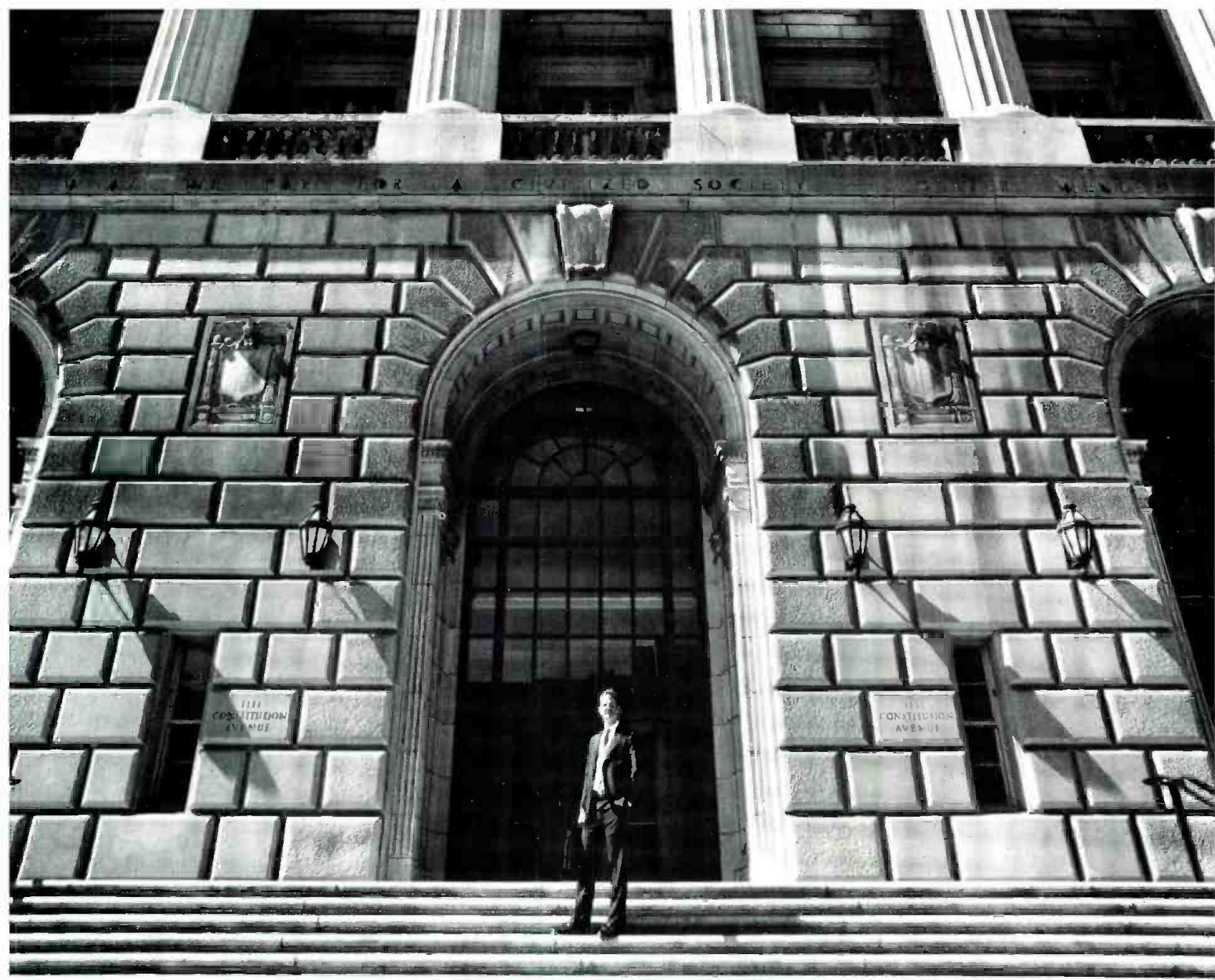
Not to worry.

The days when banks of arc lights were necessary to illuminate television's landscape are past. As C-SPAN's Brian Lamb—as authoritative a voice as there is on the logistics of such coverage—has pointed out elsewhere in this issue, the 200 foot candles that prompted Rehnquist's comment are not necessary. Cameras can do with less, and should when television is a guest in someone else's house.

The court has clear precedent for television coverage and ample evidence that such coverage can be done without undue intrusion. Keep the red pencils handy.



Drawn for BROADCASTING by Jack Schmidt
"Here's a bulletin for your 6 o'clock news: Because of budget cuts, there will be no more 6 o'clock news."



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Why was one of the biggest scandals in the country covered by only one reporter?

Because no one else believed it could possibly be true.

On January 30, 1985, Arthur Howe reported in Knight-Ridder's Philadelphia Inquirer that the IRS had lost \$300 million in tax payments made by 10,000 companies.

Week after week, Howe uncovered mounting evidence of a virtual breakdown in the IRS. Other reporters apparently couldn't believe this could be happening at the omniscient IRS.

The IRS stonewalled Arthur Howe. His questions went unanswered. So he cultivated sources inside the IRS. They told him of a complete collapse in IRS management and morale.

As many as one out of three returns was mishandled in 1985.

In Atlanta, a worker was caught flushing returns down a toilet.

In Memphis, difficult returns were marked with a big brown "X"—a signal to other workers down the line to destroy the returns.

In Santa Ana, Calif., a mail clerk couldn't keep up with the flood of correspondence. So he took 11,000 pieces of mail, with \$800,000 in checks, home.

Arthur Howe uncovered evidence that the IRS was shredding returns. The agency denied it. And The New York Times, among others, ran editorials defending the

Internal Revenue Service.

No other newspaper had ever taken on the IRS on such a broad scale. But for Knight-Ridder's Philadelphia Inquirer there was never a question of what to do—stay with the story.

By year's end, the IRS admitted to a nationwide breakdown of its system. And on its 1985 tax forms, the IRS apologized to every American taxpayer.

Arthur Howe won the 1986 Pulitzer Prize for National Reporting. He had written 68 stories in 15 months for The Philadelphia

Inquirer. By comparison, other news organizations hardly touched the story.

But The Philadelphia Inquirer is a Knight-Ridder newspaper.



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The right choice.