

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 11



BULL-DOG

\ 'bül-dog \ n. 1: a muscular, tenacious breed marked by vigor, known to be both tough and smart. 2: *pl.* a group of tenacious, determined, savvy people who are winners at what they do.

BLAIR. ONLY BLAIR.

Television



AL 35112
MAXWELL
ALC 1405
300M 122
AUL-SAS
35112
T2364 ILK NOV/85

55th Year 1986

Must Carry
At last but not
for long
At Large: Brian Lamb

You've always known Betacam™ is a great format with its tremendous cost savings, excellent reliability, and high picture quality. But as a decision-maker, you don't source unless it's necessary. Well, your dilemma is solved!

Now you have an alternative source for Betacam CCD and tube-type camcorders, portable recorders/players, and studio VTRs. What's

even better, this source is Ampex, with full product support and service capabilities around the world.

And one more thing; when you're ready to talk business, you'll find that this new alternative choice for Betacam products wants to be your first choice.

Call your nearest Ampex representative or authorized dealer for more information about Betacam and our "C" format VTRs, plus a

complete line of special effects, editing and graphics systems.

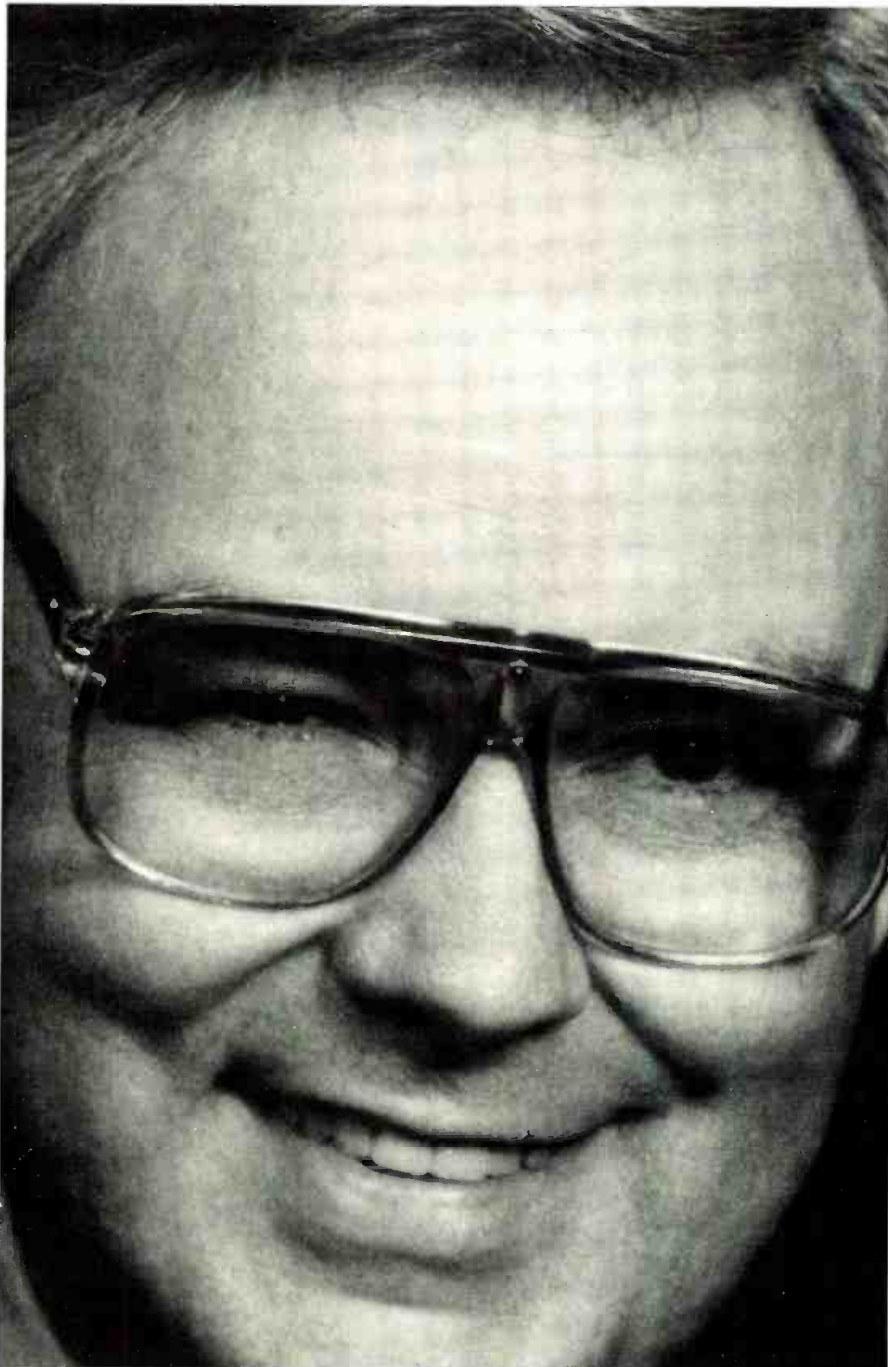
Atlanta (404) 491-7112 Chicago (312) 593-6000
Dallas (214) 960-1162 Los Angeles (818) 365-8627
New Jersey (201) 825-9600
(In New York (212) 947-8633)
San Francisco (415) 367-2296
Washington, D.C. (301) 530-8800
Canada (416) 821-8840

AMPEX

Look for a new name
on your Betacam.



"Conus had its act together for Liberty Week."



"Conus helped us tell the story the way it should have been told," says Al Buch. WTVJ-TV anchored its newscast from 3M's Manhattan rooftop during the week, intercutting live segments and Conus Liberty coverage with their own locally-produced news, weather and sports segments.

"Conus allowed us to do the most technically complicated newscasts we've ever done. Everyone agreed they've never worked with any remote as well organized as Conus was for Liberty Week."

In fact, Conus handled nearly 21½ hours of live shots and taped feeds for 19 stations located in all 4 time zones.

As Anita Klever of Conus said, "This one was fun."

We've proven it time and time again: we know how to make the Conus SNG™ System work to the best advantage of local news coverage.

Give us a call at 612/642-4645. Ask for Charles H. Dutcher, III or Dennis Herzig. Conus Communications, 3415 University Ave., Minneapolis, MN 55414.

And let us prove to you that we've got our act together.



Al Buch, News Director of Miami's CBS affiliate, WTVJ, Channel 4

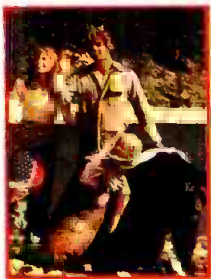
ORBIS

Proudly Presents

**PACIFIC
INTERNATIONAL
TELEVISION
NETWORK**



6 EXCEPTIONAL ACTION-ADVENTURE FILMS FOR BARTER!



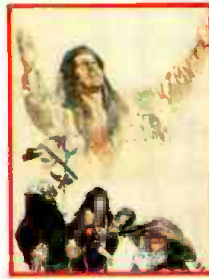
The Adventures of the
**WILDERNESS
FAMILY**



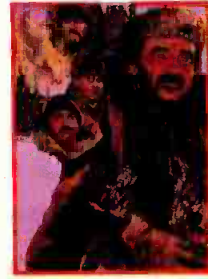
**Across The
Great Divide**



**WILDERNESS
FAMILY 2**
PART



*Sacred
Ground*



**Challenge
to be
Free**



**Mountain
Family
Robinson**

- High Grossing Theatricals • First Time in Syndication
- Exciting All-Family Action Entertainment • Full Promotional Support



A universal force in family entertainment production and distribution.



DISTRIBUTED BY:

432 Park Avenue South, New York, NY 10016 (212) 685-6699

© 1986 Orbis Communications Inc. All Rights Reserved.

Broadcasting Aug 11

FCC adopts must-carry proposal "At Large" with Brian Lamb HSN gets into TV station ownership

MUST-CARRY DECISION □ FCC votes 5-0 to adopt limited must-carry rules relying on A/B switch. **PAGE 35.**

CABLE CONVERSION □ Storer expected to buy Wometco Cable operations for \$600 million. Both companies are owned by KKR. **PAGE 38.**

SCRAMBLED BUY □ General Instrument buys cable divisions of M/A-Com for \$220 million. **PAGE 40.**

CONGRESSIONAL GATEKEEPER □ With Senate approval of permanent cameras in that chamber, BROADCASTING sat down with C-SPAN Chairman Brian Lamb to discuss what it took to get that approval and what it will take to open more doors for the cable satellite public affairs network. **PAGE 41.**

STAYING THE COURSE □ Advertising agencies predict NBC will repeat as prime time champ; many feel ABC will give CBS a run for its money for second. **PAGE 48.**

GOING ABROAD □ WesternWorld-Samuel Broadcasting launches Financial News Network business shows in Europe. **PAGE 52.**

FALL GO-AHEAD □ SAG-AFTRA reach contract agreement extending pact to 1989, averting strike that would have affected fall season. **PAGE 53.**

DOCTOR IS IN □ Syndicators preparing talk and psychotherapy shows for early fringe for fall 1987. **PAGE 54.**

SHOPPING FOR STATIONS □ Home Shopping Network buys three UHF's for \$47 million and has plans to purchase more TV stations up to FCC limit. **PAGE 57.**

TISCH, TISCH □ CBS lets major stockholder Laurence Tisch know it will activate takeover defenses if Loews chairman seeks to go beyond 25% ownership level. **PAGE 59.**

AIR TIME □ Most INTV stations will simultaneously run W.R. Grace deficit ad on Aug. 21. **PAGE 60.**

MORE FREE ADVICE □ Clear channel operators tell FCC that improvements to AM service should not come at their expense. **PAGE 61.**

PRESS PROBLEMS □ World Press Freedom Committee to gather in London in January to discuss worldwide censorship. **PAGE 67.**

TAKE A LETTER □ House members urge three broadcast networks and CNN to launch major public service campaign to combat drug abuse. **PAGE 70.**

VOICE OF ISRAEL □ U.S. to build broadcast facility in Israel to transmit programming to the Soviet Union. **PAGE 73.**

MASS MEDIA MAN □ Bill Johnson, deputy chief, policy, Mass Media Bureau is a man of few words, but most of them are important to the Fifth Estate. **PAGE 95.**

INDEX TO DEPARTMENTS

Business	57	Editorials	98	Journalism	67	Programming	48
Business Briefly	16	Fates & Fortunes	91	Law & Regulation	61	Riding Gain	64
Cablecastings	10	Fifth Estater	95	The Media	70	Satellite Footprints	73
Changing Hands	71	For the Record	75	Monday Memo	22	Stock Index	68
Closed Circuit	7	In Brief	96	Open Mike	30	Syndication Marketplace ...	56
Datebook	26						

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.

INDEX TO ADVERTISERS: Ampex Corp. Second Cover □ Associated Press Broadcast Services Third Cover □ The Bank of New York 69 □ Blackburn & Co., Inc. 70 □ Blair Television Front Cover □ Bonneville Broadcasting System 64 □ Broadcast Electronics, Inc. 26 □ Chapman Associates 77 □ Classified Ads 81-90 □ Columbia Pictures Television 8-9, 12-13 □ Continental Electronics 66 □ Conus Communications 3 □ Daniels & Associates 74 □ Fuji 31 □ Group W Television Sales 43 □ Group W/Westinghouse Broadcasting and Cable, Inc. 27 □ Home Shopping Network 11, Fourth Cover □ Houston International Teleport 10 □ H.B. LaRue, Media Brokers 73 □ Lorimar-Telepictures Corp. 14, 28, 30, 32, 48, 53, 55, 57, 59, 61, 63 □ MCATV 6 □ Morgan Stanley & Co., Inc. 45, 47, 49 □ Motor Racing Network 67 □ National Association of Broadcasters 76 □ The National Black Media Coalition 29 □ NBC 34 □ Orbis Communications 4, 15, 17 □ Panasonic Broadcast Systems 20-21 □ Professional Cards 79 □ Cecil L. Richards, Inc. 71 □ Robert W. Rounsaville & Associates 72 □ Satellite Music Network 19 □ Select Radio Representatives 33 □ Services Directory 78 □ SFM Entertainment 23 □ South Star Communications, Inc. 16 □ Statagic Radio Research 80 □ Edwin Tornberg & Co., Inc. 75 □ Viacom 24-25 □ Warner Bros. Television Distribution 50-51 □ WNEW 65

SELL MATES.



KATE & ALLIE
HERE TODAY.
SOLD TOMORROW!

Produced by Reeves Entertainment Group

Distributed by

MCA TV

© 1986 Universal City Studios Inc. All rights reserved.

Left out

Senate Commerce Committee Chairman John Danforth (R-Mo.) was displeased that FCC had not given "more serious consideration" to his must-carry proposal in resolution of must-carry proceeding (see page 37). And senator, source said, let FCC Chairman Mark Fowler know that personally in telephone conversation last Thursday (Aug. 7). Story floating around FCC had it, however, that Danforth's real pique was over Fowler's complimentary references during must-carry meeting to must-carry proposal floated by Tom Rogers, aide to House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), without similar praises for senator's.

Almost, not quite

A/B switch as alternative to must carry has been talked about for many years, but specific rules that FCC adopted last week seem to have their roots in proposal made by Richard Leghorn, former cable operator and director of National Cable Television Association. Following FCC vote, Leghorn said he was "gratified" FCC adopted A/B rules in lieu of permanent must-carry rules, but said there were major differences between what he had proposed and what FCC adopted. FCC rules are not as "economically efficient," he said. For one thing, he said, in his proposal, cable operators would have to install switches in subscribers' homes only if they were not carrying all VHF signals in market. That makes sense, he said, because cable systems are linked to VHF terminals of television sets, not to UHF terminals. Leghorn also felt that FCC should have adopted his suggestion to require set manufacturers to install A/B switches on sets at factory, requirement that would "reduce the cost of switches to dimes rather than dollars."

Inside dope

Following congressional letter to ABC, CBS, NBC and CNN that called for national public service campaign on drug abuse (see page 70), House leadership is meeting today with network officials. Luncheon is scheduled with networks' Washington vice presidents and officials from CNN, Motion Picture Association of America and National Association of Broadcasters. Congressional leaders slated to attend are House Majority Leader Jim Wright (D-Tex.), Minority Leader Robert

Michel (R-Ill.) and letter's co-authors, Representatives Charles Schumer (D-N.Y.) and Lynn Martin (R-Ill.).

Travel notes

FCC commissioners are off for their traditional August break. FCC's newest member, Patricia Diaz Dennis, has most grandiose plans. She will visit husband's relatives in Sweden. James Quello will visit friends in hometown of Detroit. He's also planning to attend Michigan Association of Broadcasters meeting in Traverse City, Mich., Aug. 20-22. Mimi Dawson will attend tennis camp in Vermont. Dennis Patrick will visit family and friends in Los Angeles. He also was planning to participate as faculty member in State Legislative Leaders Foundation program on telecommunications at University of California at Los Angeles Sept. 4. Chairman Mark Fowler is staying home. FCC's first meeting after break is scheduled for Sept. 10.

Caliente property

Now that definitive agreement has been signed for sale of five television stations belonging to Spanish International Communications Corp. (BROADCASTING, July 28), there is still no word about related stations. KDTV(TV) San Francisco and KTVW(TV) Phoenix, Calif. Some say San Francisco station is about to be sold, through New York-based investment banking firm, Salomon Brothers. Unlike SICC stations, which carried sale clause binding buyer to continue Spanish-language programming for two years, KDTV apparently is being offered free of such restriction. Source familiar with station suggested that buyer would probably want to keep station's Hispanic identity anyway. KDTV reportedly had 40% operating margin last year and has shown over 50% annual pre-tax growth during last four years.

Livelier nights

CBS has been striving to add first-run shows to its late-night schedule with entire slate of fresh product for daypart as ultimate aim. Network will have three first-run action adventure shows in late night next fall and is currently working on deal to bring youth-oriented comedy-variety program to late-night schedule on Fridays in January. CBS has historically run repeats of old network fare in late

night, but has come under increasing pressure from affiliates (which can air such material themselves and generate higher revenues) to come up with something new. Michael Brockman, vice president, daytime, late night and children's programs for CBS Entertainment, said he'd like to add first-run shows that get away from hard action-adventure of three shows now slated for fall. But additions (with exception of planned Friday comedy-variety vehicle) would be "story form" programs and definitely not talk, which is prevalent on other networks and in syndication.

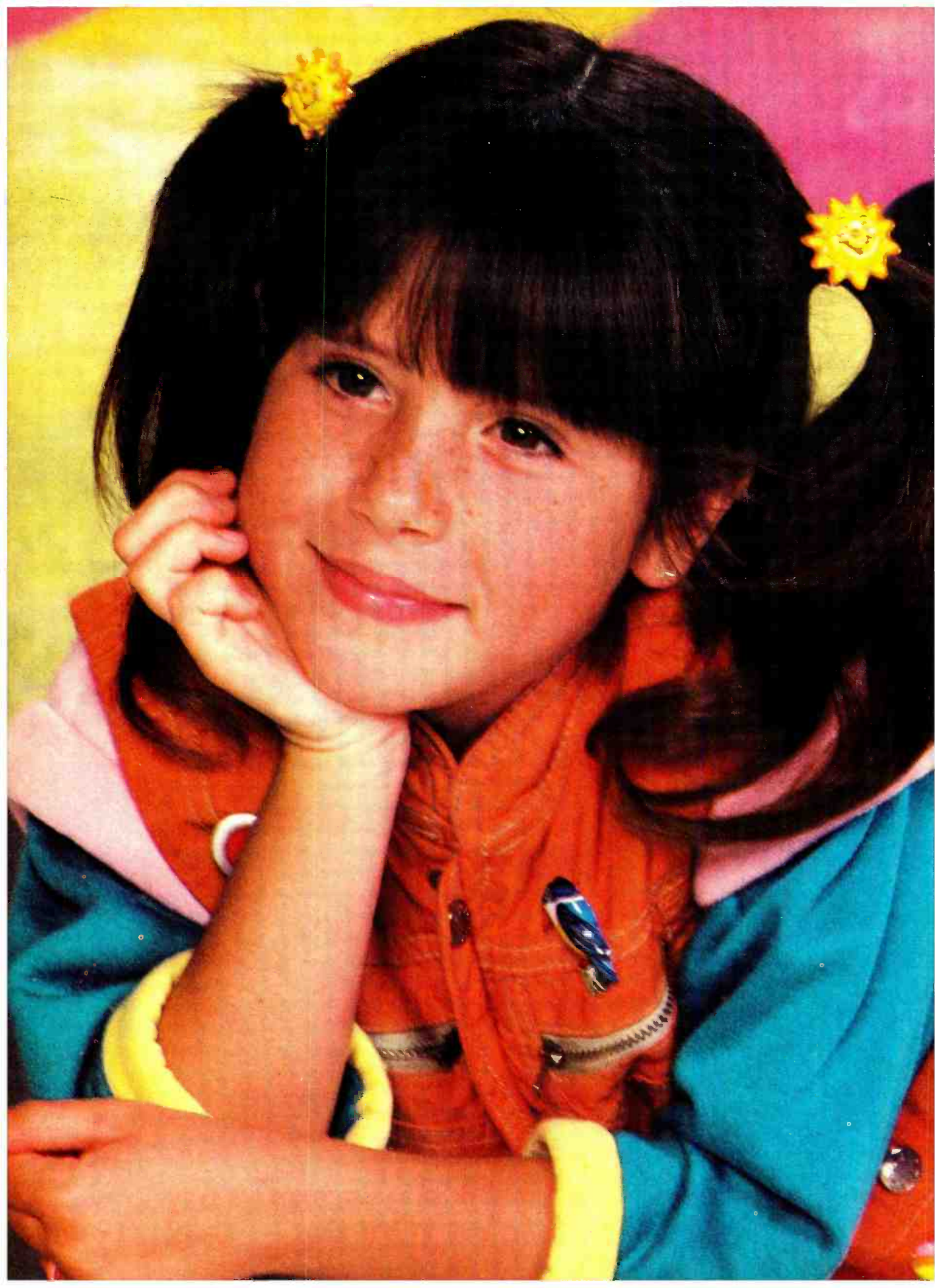
Head count

Paid preregistration for first major radio convention after merger of National Radio Broadcasters Association and National Association of Broadcasters is maintaining slight lead over last year's pace. As of Friday (Aug. 8), event, slated for Sept. 10-13 in New Orleans and dubbed "Radio 86," had some 1,600 paid preregistrants, according to NAB, which is expecting paid registration to reach 2,700—up from just over 2,500 in 1985.

Dropping in

Voice of America's expansion of AM service in Latin America and Caribbean is producing literal fallout on Nicaragua. One of two 50 kw AM transmitters now being tested in Belize is pointed south toward Honduras—but its skywave signal is said to be heard, loud and clear, as far as Managua. Both transmitters are slated to be replaced in fiscal 1987 by 100 kw transmitters. Latin American program contemplates additional AM stations—in Honduras, for instance—that will be heard in Nicaragua. VOA had problem with one 50 kw AM station it has been operating—on share-time basis with local association—in Costa Rica. Station, in Quesada, about 25 miles from border, had been heard over much of neighboring Nicaragua (though not in Managua; its signal was blocked out there by local station).

But Quesada outlet's broadcasts also produced complaint of interference from Mexican station on same frequency, 930 khz. So VOA turned down power at night to 10 kw. VOA official says station still carries out mission intended when idea for VOA outlet was initially proposed by Costa Rican government—it serves listeners on both sides of Costa Rica-Nicaragua border.





PUNKY BREWSTER

★ **88 episodes**

More of
a Good Thing.

Just to prove you
can never get too
much of a good thing,
the adorable
PUNKY BREWSTER
is now available for
your station.
88 adventures that
the kids will love.
44 new episodes
are now in production.
Thank goodness,
some kids never
grow up.



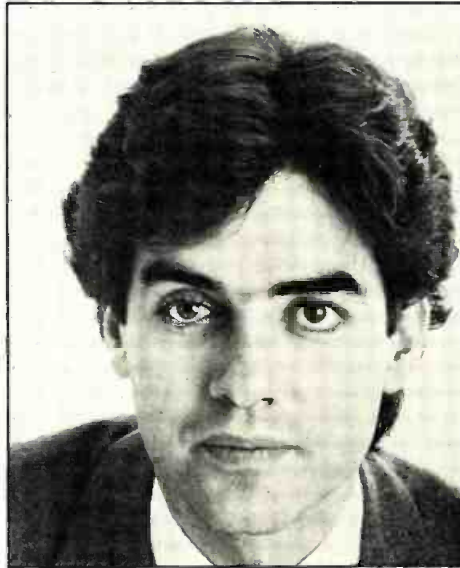
Available for Stripping Fall '87

MTV's Pittman ventures to Viacom

Robert Pittman, president and chief executive officer of MTV Networks, is leaving the cable network to form a new company with MCA Inc., and will enter "a number of joint ventures" with MTVN's parent company, Viacom International Inc. The first joint venture is expected to be a new record label with MCA Records, in which Viacom will participate, Viacom said in a statement released late last Thursday (Aug. 7).

(The company's announcement followed a story in last Thursday's *Wall Street Journal* that said Pittman was "close to an agreement to form his own entertainment concern with the financial backing" of MCA Inc. Pittman, the article said, has "had close ties to MCA executives, particularly Irving Azoff, chief executive officer of MCA Records." According to the industry sources, *The Wall Street Journal* continued, "Mr. Pittman's new company would have a broad mandate from MCA to start or acquire businesses in records and other areas of the entertainment industry.")

Pittman, 32, has been president and chief executive officer of MTVN since December 1985. He will continue in that position through the end of this year and "possibly



Pittman

through mid-1987, depending on the timing of the ventures," Viacom said. (MTVN is a unit of the Viacom Networks Group, and owns and operates four advertiser-supported cable programming services: MTV; Nickelodeon; Nick at Nite, and VH-1.) Prior to joining MTVN, Pittman was a radio program director at stations in Chicago and New York, and among other positions, senior vice president of programming for Warner Amex Satellite Entertainment Co.

Of his new plans, Pittman said in a statement that "MTV Networks, having completed its integration into the Viacom organization, continues to grow and thrive. While my plans call for me to leave my current position at some point in the future, I will have the added plus of continuing to work side by side with the very talented people at Viacom and MTVN, while knowing that MTVN is well positioned to meet the challenges that lie ahead.

"We have great confidence," Pittman continued, "in MTVN's management and staff at all levels. Our business is strong. Earnings continue to be up. Advertising revenues in a very soft marketplace continue to grow on all four networks, and our products have never been better. A combination of these factors will position MTVN for sound growth in the future, as it continues to be an innovative cultural force."

Kenneth Gorman, chairman of the Viacom Networks Group, said: "These exciting new business opportunities will expand Viacom's reach in communications and entertainment. . . . With his outstanding record in the entertainment industry, we are extremely pleased and fortunate that he will continue to be part of the Viacom family and that we will be able to work closely with him on these new opportunities."

Gorman said that revenues for MTVN are up 15% for the second quarter of 1986 as compared to 1985, and earnings from operations increased 29% for the same period.

Selling itself

Financial News Network has restructured its sales and marketing operations by creating a new, wholly owned subsidiary, Financial News Network Sales Inc. A. Scott Hulst, FNN vice president, sales and program development, has been named president of the new company, which will handle all television advertising time and affiliate sales for FNN, FNN Score (the network's sports programming), and FNN TelShop (FNN's new home shopping joint venture with Comp-U-Card). Many FNN executives and management personnel will hold concurrent positions with both FNN and FNN Sales Inc., FNN said.

LPTV and copyright

The House has approved legislation that would clarify the copyright status of low-power television stations. Under the bill (H.R. 3108), local low-power television stations would be considered a "local signal" and cable systems carrying those stations would not be subject to the distant copyright signal fee.

Pulled back

Because of the federal district court decision lightening the compulsory license fee load for all cable systems (BROADCASTING, Aug. 4), Turner Broadcasting System withdrew a petition last week asking the Copyright Royalty Tribunal to consider lowering the 3.75% compulsory license rate for cable systems that pick up Turner's superstation WTBS(TV) Atlanta.

"The court's interpretation of 'gross receipts' will result in lower royalty fee payments for cable television systems' carriage of distant signals such as WTBS," TBS said. "The disincentive for carriage of WTBS represented by the application of the 3.75% rate will accordingly be lessened."

In its petition, which was filed in March 1985, TBS said systems picking up WTBS should not have to pay the full 3.75% rate. It argued that TBS paid a premium to copyright holders for programming aired on WTBS because of its national audience. For a cable system to pay the full 3.75% rate to carry the signal constituted a double payment to the copyright holders said TBS.

The petition had few supporters outside of TBS. Cable programmers competing with TBS for carriage on cable systems as well as representatives of the copyright holders opposed the exemption for WTBS will equal vigor.

On tap

The scheduled speakers at the National Academy of Cable Programming's luncheon in New York next month constitute a cross-section of the Fifth Estate. Slated for Sept. 17 at the Waldorf Astoria hotel, the luncheon



Houston International Teleport

- Coast-to-Coast and Worldwide Transmissions for News, Sports and Special Events.
- Live and Taped Program Distribution.
- Television Broadcasts and Videoconferencing.
- Satellite Scheduling.
- Domestic and International News Gathering.
- Fixed and Transportable Uplink/Downlink Services.
- C and Ku Capabilities.

3003 Moffett Lane ■ Houston, TX 77489

713/438-3600

Telex: 287939 STARS UR

100% Reliability, 24 Hours-a-Day.

5%



**HOME
SHOPPING
NETWORK**

AMERICA'S ORIGINAL, LIVE, DISCOUNT
SHOP AT HOME T.V. SERVICE

Setting the Standards

By Which Others Will Be Judged

Trust your subscribers to HSN

- 18 Million Packages Delivered
- Over 200 Satisfied Affiliates
- Over 400,000 Satisfied Buyers
- HSN Is Now In Its 5th Year

5%

FIVE PERCENT AFFILIATION AGREEMENTS ARE AVAILABLE
Contact: W. Alex Job, Director of Affiliate Relations
Executive Offices: The Home Shopping Network, Inc.
1529 U.S. 19 South, Clearwater, FL 33546-2792
CALL TOLL-FREE 1-800-472-5646, IN FLORIDA (813) 530-9455

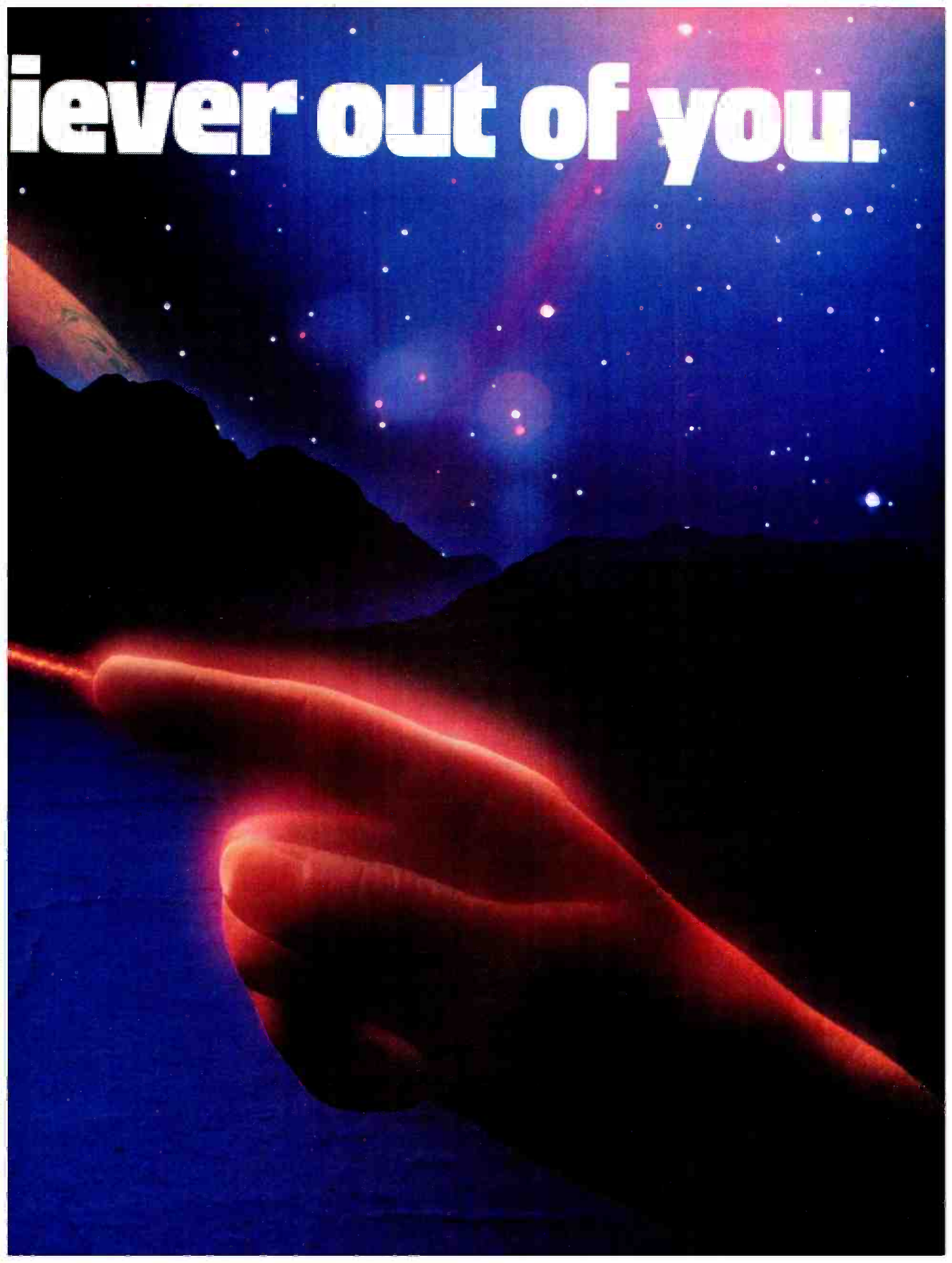
It will make a be

RIPLEY'S
Believe It or Not!®

AVAILABLE NOW FOR FALL 1987.



iever out of you.



At N·I·W·S

Consumer Reports Are Our Specialty!

CONSUMER REPORTS



Whether deadly radon gas or the mysteries of the microwave, Consumer Specialist Roberta Baskin digs for the inside story. Backed by a crack team of skilled investigators, and based in the nation's capital, Roberta is in a unique position to alert viewers to the hazards—and the available help—that's all around us. And, at N-I-W-S, our specialty is your specialty. But then you'd expect that. N-I-W-S is the original news cooperative...and still the best.

N·I·W·S

The Leader

15303 Ventura Blvd. Sherman Oaks, CA 91403

(818) 789-5000

LORIMAR Telepictures™

©1986 Lorimar Telepictures Corporation

will feature Thomas F. Burchill, president and chief executive officer, Lifetime, who will act as moderator; Terry Elkes, president and chief executive officer, Viacom International; John Malone, president and chief executive officer, Tele-Communications Inc.; Fred Pierce, former president and chief executive officer, Capcities/ABC, and Marlow Kaslow, senior vice president, marketing services, Bristol-Myers. The speakers will address the dynamics of television programming.

Some of the cable operators and programmers who attend the NACP luncheon will also be attending the Third Annual Walter Kaitz Foundation Awards Dinner the evening of Sept. 17 across town at the Plaza hotel. The dinner's honoree will be cable pioneer Bill Daniels, who is chairman of Daniels & Associates. The past honorees were Tom Wheeler, former president of the National Cable Television Association, and Bob and Betsy Magness, co-founders of Tele-Communications Inc.

Getting out the vote

The California Cable Television Association is urging cable operators in the state to take part in Make Waves '86, a dual-purpose campaign developed by Viacom Cablevision to persuade cable subscribers to vote on Nov. 4 and to tune into CNN and C-SPAN for election news.

To make it easy on operators, CCTA is offering a Make Waves campaign kit for \$100. The kit includes camera-ready materials for newspaper and television guide ads, bill stuffers and front-office posters. CCTA and Viacom are also producing a series of public service announcements that will be distributed via satellite on Sept. 8.

Discovery buy

The Discovery Channel has struck multiyear deals with five programmers, giving the year-old cable service the right of first refusal to most of the nonfiction programs produced or distributed by the companies and, in many cases, the exclusive U.S. rights to the programs. Discovery will spend up to \$18 million under the agreements, depending on how many times it exercises its option to pick up a program.

The programmers: International Television Enterprises Ltd. (representing Britain's Anglia and Yorkshire Television); Granada Television; Devillier-Donagan Enterprises; Ralph Ellis Enterprises, and Vitt Media International (representing TVOntario).

The announcement of the programming deals, came just over a month after four large MSO's—Tele-Communications Inc., United Cable Television Corp., Cox Cable Communications Inc. and Newhouse Broadcasting Corp.—announced they were each acquiring a 10% interest in Discovery, and Group W Satellite Communications said it was increasing its interest to 10%. The MSO's also made commitments to carry the service.

The backing of the MSO's and Group W could amount to \$30 million over the next few years. Discovery now reaches eight million homes.

Discovery's programming encompasses themes on nature, science and technology, history, exploration and adventure. The service, which now airs 12 hours a day (3 p.m. to 3 a.m. NYT), will be expanded to 18 hours a day beginning Jan. 1.

Showtime search

Showtime has begun its second annual nationwide search for four children and young teen-agers to guest host its *Familytime* programming. A team of producers will begin holding Showtime's Kid TalentQuest auditions in Providence, R.I., on Aug. 12, followed by auditions in 10 other cities, including Atlanta on Aug. 14; Greensboro, N.C., on Aug. 19, and Baltimore on Aug. 21, and continuing through September.

The contestants will be judged on personality, delivery, creativity and overall presence, Showtime said, adding that the four national winners will each guest host a week of *Familytime* programming, which includes Shelley Duvall's series, *Faerie Tale Theatre*. Showtime will fly the winners and their parents to New York to videotape their segments.

Foreign report

The Cable News Network will launch a new news program on Aug. 16, called *The Foreign Correspondents*, to air Saturdays at 3:30 p.m. (NYT). Journalists and broadcasters based in the U.S. representing foreign media—including those from the *Jerusalem Post*, Radio France, *Toronto Globe and Mail* and Egypt's *El Ahram*, will discuss international issues, CNN said. CNN Washington correspondent Mary Tillotson will moderate "debate-style discussions on several timely news events," and how those events affect the foreign correspondents' countries, CNN said. Added Ed Turner, CNN executive vice president: "This will provide an opportunity for CNN viewers to hear how others perceive us. Often we do not understand why other nations react as they do to events in this country and this will provide a lively sounding board."

More shopping

Weekly Shopping Network, another entry in the growing array of video home shopping services, will make its debut Aug. 19 on a mix of television stations and cable systems in 15 markets in 10 states, according to Cathy Brennan, senior vice president of Video Log, which owns the program. *Weekly Shopping Network* will initially air for a half-hour on Tuesdays, at varying times across the country (later it may be expanded to an hour), offering discounted prices on "upscale" as well as less expensive products, Brennan said. The program will include games and contests, a regular host, entertainment and music. Direct mail campaigns will also supplement the programming. Additionally, she said, cable operators will receive a percentage of the sales and WSN will help "finance...play-back equipment," among other things.

Brennan said Video Log, a private company, began two years ago, offering electronic shopping catalogues on videocassettes, and has more than 100,000 members.

These Stations Have the...

PLATINUM 193 EDGE.

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
SAN FRANCISCO
SAN JOSE
BOSTON
DETROIT
WASHINGTON D.C.
DALLAS-FT. WORTH
CLEVELAND
HOUSTON
PITTSBURGH
ATLANTA
SEATTLE
TAMPA
MIAMI
MINNEAPOLIS
ST. LOUIS
DENVER
BALTIMORE
INDIANAPOLIS
HARTFORD-NEW HAVEN
PORTLAND, OREGON
ORLANDO
CINCINNATI
MILWAUKEE

WABC
KTTV
WPWR
WGBS
KOFY
KICU
WXNE
WXON
WFTY
KDFI
WCLO
KTHT
WPTT
WATL
KCPO
WXLT
WBFS
KTMA
KDNL
KDVR
WBFF
WTTV
WTNH
KPDX
WMOD
WIII
WCGV

NEW ORLEANS
BUFFALO
GREENVILLE-SP-ASHE
COLUMBUS, OHIO
OKLAHOMA CITY
BIRMINGHAM
RALEIGH-DURHAM
SALT LAKE CITY
GRAND RAPIDS
PROVIDENCE
HARRISBURG/YORK
SAN ANTONIO
NORFOLK-PORTSMOUTH
ALBANY
TULSA
LITTLE ROCK
FLINT-SAGINAW
SHREVEPORT
MOBILE-PENSACOLA
WICHITA-HUTCHINSON
TOLEDO
FRESNO
JACKSONVILLE
ALBUQUERQUE
SYRACUSE
GREEN BAY
ROANOKE-LYNCHBURG

WNOL
WUTV
WAXA
WTTE
KAUT
WDBB
WKFT
KOOG
WXMI
WSTG
WPMT
KABB
WYAH
WUSV
KGCT
KJTM
WSMH
KMSS
WPMI
KSAS
WUPW
KAIL
WNFT
KGSW
WFWY
WGBA
WJPR

CEDAR RAPIDS
SPOKANE
LEXINGTON
JOHNSTOWN-ALTOONA
CHATTANOOGA
TUCSON
SPRINGFIELD, MO
TRI-CITIES
HUNTSVILLE
LINCOLN-HASTINGS
EVANSVILLE
FT. WAYNE
LAS VEGAS
COLORADO SPRINGS
PEORIA
LANSING
FARGO
CHARLESTON, SC
SAVANNAH
WAUSAU
MACON
ODESSA-MIDLAND
CASPER-RIVERTON
JACKSON, TN
BOWLING GREEN
ANCHORAGE
WENATCHEE

KDUB
KAYU
WDKY
WFAT
WDSI
KDTU
KDEB
WETO
WTRT
KBGT
WTVW
WFFT
KRLR
KXRM
WYZZ
WIHT
KVRP
WTAT
WTGS
WAE0
WMAZ
KPEJ
KXWY
WJWT
WGRB
KTBY
KCWT



**ABIS
COMMUNICATIONS**

432 Park Avenue South, New York, NY 10016 (212) 685-6599

©1998 Orbis Communications, Inc. All Rights Reserved.

TV ONLY

Tofutti Brands □ Tofutti frozen dessert is positioned in new commercial as product that is cholesterol free in eight-week flight in Seattle that will conclude end of August. Results of advertising will be evaluated to determine addition of other markets and weights to be assigned to each area as well as possible use of radio and print. Commercials will run in daytime, fringe and prime periods. Target: adults 21-54. Agency: Ketchum Advertising, New York.

W.B. Roddenbery Co. □ Pickles will be spotlighted in two-week drive slated to begin this week in 14 markets in South. Commercials will be placed in prime time. Target: women, 25-54. Agency: Evans/Atlanta.

John A. Morrell & Co. □ Advertiser is planning four-week flight to kick off in mid-September, with number of markets still undecided but ranging from 10 to 20. Commercials will be carried in fringe and news positions to promote meat products. Target: women, 25-54.

Agency: Dawson, Johns & Black, Chicago.

Venture Stores □ Back-to-school campaign will be conducted for four weeks in August in 12 markets including St. Louis and Oklahoma City. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Grey, Chicago.

Maidenform □ Sale for various products will be highlighted in one-week drive to begin in mid-August in 34 markets, including Charlotte, N.C., and Rochester, N.Y. News and late fringe segments will be used for commercials. Target: women, 18-49. Agency: Wyse Advertising, Cleveland.

Pizza Inn □ Fast-food chain will launch four-week flight in mid-August in approximately 30 markets, including Charleston, S.C., and Greensboro, N.C. Commercials will be scheduled in all dayparts. Target: adults, 18-49. Agency: Lowe-Marschalk, Houston.

State of California, Dept. of Commerce

□ Tourism in California will be promoted for three weeks, starting in late September in Portland, Ore., and Seattle. Commercials will be presented in all dayparts. Target: adults, 25-54. Agency: Keye/Donna/Pearlstein, Los Angeles.

Fayva Shoe Stores □ As part of back-to-school campaign, advertiser initiates three-week drive in mid-August in about 20 markets including Tampa, Fla., Detroit and Miami. Commercials will run in daytime, fringe and prime time periods. Target: women, 18-34. Agency: Jordan, Case, Taylor & McGrath, New York.

Kendall Motor Oil □ Advertiser is launching campaign in 14 markets east of Mississippi in early September, continuing for nine weeks over 13 weeks. Commercials will appear in news, sports and fringe periods. Target: men,

Back slapping. Masla Radio has completed an analysis of national spending in the media (spot and nonwired network) and concludes that the key to improved sales is continuing encouragement by various industry organizations of advertisers loyal to the medium. Masla, which undertook the study during a period of spot radio sluggishness, cites data compiled by Radio Expenditure Reports (RER) to buttress its points. It notes, for example, that almost 65% of national radio business in the first quarter of this year came from only five categories: food products, 20.4% share; travel and shipping, 17.1%; automotive, 11.5%; beer and wine, 7.6%, and consumer services (banks, credit cards, insurance), 6.7%. The study shows that changes in revenue from the top five product categories in 1986 have been "insignificant." Masla points to a number of "second-tier" companies that hold out prospects for growth in radio advertising. Categories that showed substantial advancement over 1985 are agriculture, apparel and accessories, communications, computers, government, publishing/media and retail stores. Categories cited by Masla as reducing their use of spot radio are cosmetics/toiletries, drugs, entertainment, gas and oil, health care, household furniture and soft drinks. Masla reports that national radio business in the first quarter of 1986 totaled \$262,750,000, down by 1.6% from 1985. The representative firm doesn't consider this "traumatic" but adds that in some markets figures have shown 15%-20% decreases.



The Broadcaster's Connection!

South Star Communications... South Florida's teleport.

- ★ On-site broadcast studio
- ★ KU Band turnaround service
- ★ Networking
- ★ International Gateway
- ★ SNV Transportables

Contact Barry Pasternak
1-800-451-STAR



3303 College Avenue ★ Davie, Florida 33314

COMING THIS SEPTEMBER!

DEFENDERS OF THE EARTH™

- Sold in 100 Markets!
- Over 80% of the U.S. Cleared!



An All New Animated
Action-Adventure Series from
King Features Entertainment
and Marvel Productions

65 Half-Hours • Full Color • In Stereo

King Features Entertainment
A SUBGROUP OF THE PUBLISHER CORPORATION

MARVEL PRODUCTIONS LTD.

Distributed by:

 **ORBIS
COMMUNICATIONS™**

432 Park Avenue South
New York, NY 10016 (212) 685-6699

18-49. Agency: Al Paul Lefton, New York.

RADIO ONLY

ADP □ Computing service company is launching 10-week fall campaign in early

September in extensive number of markets. Commercials will be positioned in morning and evening drive times.

Target: adults, 25-54. Agency: Schaefer Advertising, Valley Forge, Pa.

AdVantage

Television powwow. Television Bureau of Advertising will present its fifth "Marketing Your Station For Success" seminar in New York starting today (Aug. 11) and continuing until Wednesday. Speakers will be from leading advertiser companies, advertising agencies and station representatives. Joint presentation will be given by Beth Gordon and Allen Brivic, senior vice president and group media director and vice president and group media director, respectively, N W Ayer. Other speakers will include Steve Kubinski, director of media of Nestle; Mike DeRobertis, project manager, media and marketing selections, J.C. Penney, and representatives of Storer Television Sales, Katz, Harrington Righter & Parsons and TeleRep.

Revised co-op. Radio Advertising Bureau has revised its 1986 co-op directory, which, according to Joyce Reed, RAB's vice president for retail and co-op, contains 9% more plans than volume 1 issued in January. "The added data is due to a new listing of all products produced by a given manufacturer, rather than simply listing the parent company," said Reed. Book features 5,250 co-op plans, 1,473 of which offer radio stations 100% co-op reimbursement.

Cable work. Cabletelevision Advertising Bureau will hold its annual series of local advertising sales workshops in 12 cities from Sept. 9 to Oct. 16. Workshops will have dual-track format with sessions held separately for cable veterans and for cable newcomers. Leading one-half of sessions will be Dave Oakley, president of Satisfaction Guaranteed, and remainder will be conducted by cable professionals with expertise in specific areas. Dates of workshops are Sept. 9, White Plains, N.Y.; Sept. 11, Philadelphia; Sept. 18, Portland, Ore.; Sept. 23, Kansas City, Mo.; Sept. 30, Atlanta; Oct. 2, Orlando, Fla.; Oct. 7, Chicago; Oct. 9, Dallas; Oct. 14, Boston, and Oct. 16, Raleigh, N.C. Cost of each workshop will be \$130 for CAB members and \$190 for nonmembers.

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

Broadcasting Publications Inc.

Founder and Editor
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

Lawrence B. Taishoff, *publisher*.

Editorial

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

Todd F. Bowie, *production*.

Senior Editorial Consultant
Edwin H. James (Washington)

Editorial Consultant
Rocco Famighetti (New York)

Broadcasting Cablecasting Yearbook

David Seyler, *manager*.
Joseph A. Esser, *associate editor*.
Lucia E. Cobo, *assistant manager*.

Advertising

Washington
Robert (Skip) Tash, *Southern sales manager*.
Doris Kelly, *sales service manager*.
Meg Robertie, *classified advertising*.

New York

David Berlyn, *senior sales manager*.
Ruth Windsor, *sales manager*

Hollywood

Tim Thometz, *sales manager*.

Circulation

Kwentin K. Keenan, *circulation manager*.
Patricia Waldron, *data entry manager*.
Sandra Jenkins, Debra De Zarn,
Joseph Kolthoff, Chris McGirr.

Production

Harry Stevens, *production manager*.
Rick Higgs, *production assistant*.

Administration

David N. Whitcombe, *vice president/operations*.
Philippe E. Boucher, *controller*.
Albert Anderson.
Irving C. Miller, *financial consultant*.

Corporate Relations

Patricia A. Vance, *director*.

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830

Stephen McClellan, *associate editor*.
Vincent M. Ditingo, *senior editor: radio*.
Geoff Foisie, *assistant editor*.

Susan Dillon, Scott Barrett, *staff writers*
June Butler, Karen Maynard,
advertising assistants.

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148

Tim Thometz, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.

International Advertising Representatives

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

Founded 1937. Broadcasting-Teletexting * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972 □ Reg. U.S. Patent Office □ Copyright 1986 by Broadcasting Publications Inc

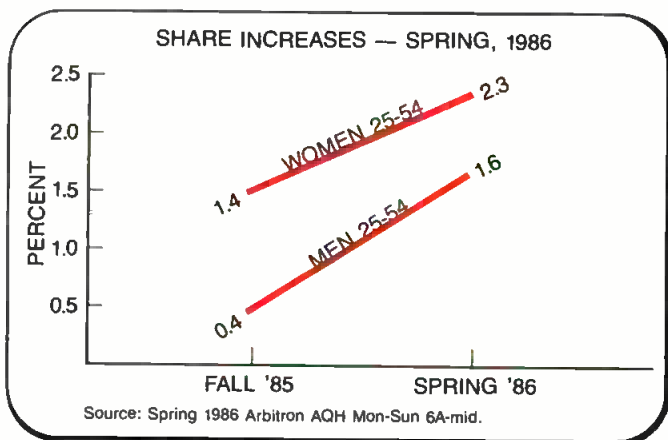
300% INCREASE IN ONE BOOK!!

“...a very local live flavor”

“WMVP in Milwaukee has shown significant share increases in the Spring 1986 Arbitron over the Fall '85 report,” says Charles P. Harper, Executive Vice President, Amos Communications, Inc.

“We attribute WMVP's share growth to the station's format switch from CHR to Satellite Music Network's *Heart & Soul* format in January.”

Explains Harper, “In six months with the format, we've seen appreciable growth in the important 25-54 target demo, and community reaction to the station is excellent.”



Charles P. Harper and Dave Jonassen, Operations Manager



“...Heart and Soul is still moving upward on WMVP”

Harper continues, “SMN offers a professional air staff, and excellent station support. Their customized liner services give the *Heart & Soul* format a very local, live flavor. The *Heart & Soul* staff contacts us on a regular basis to determine what our listeners are saying to us. We see positive indications that *Heart & Soul* is still moving upward on WMVP.”

Satellite Music Network will do the same for you. Like Charles P. Harper, you can experience 24-hour live programming that will reduce operating costs, improve programming quality, increase ratings and assure greater sales. Call 800-527-4892... In Texas, Call (214) 991-9200.



Dallas • New York • Chicago • Los Angeles • Detroit

***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

Monday Memo

A satellite news vehicle commentary from William G. Papa, president, Argo Connections Inc., Atlanta

Looking at alternatives to satellite news vehicles

Within the past two months, a television station that owns a satellite truck lost a story that was within 200 miles of the station. What happened?

The station still had the truck, and the truck was working fine, but it was 500 miles away doing a feature story. This station found itself back with the rest of the pack because its answer to providing breaking news coverage turned out not to be the solution.

In newsgathering, the technology has grown faster than the ability of local stations to utilize it.

When Conus came on the scene in early 1984, it offered a comprehensive service that would make it easy for a local station to move into Ku-band newsgathering. A station could get a truck, transponder time and operations assistance as well as a possible daily newsfeed. A voice communications service was added later.

Conus found itself in a unique market position at this time. And because of that, its offer of market exclusivity generated panic with general managers and news directors who were afraid they might see the truck parked at the competition.

The important questions are: What are the local stations doing with these trucks? Is \$300,000-\$500,000 a worthwhile investment? Couldn't that money be put to better use elsewhere?

Here are some things to keep in mind:

- Limited Ku-band satellite capacity critically hampered by launch vehicle failures.
- The constantly growing number of alternative C-band uplink facilities around the country.
- A sizable inventory of alternative C-band satellite capacity.

So what?

Eliminate the truck and add the \$300,000-\$500,000 to the newsroom budget. Think of the things you could do with the additional money.

On the down side, weigh that against two, possibly three, major stories that you will lose to the competing station with a truck.

Another consideration is what you will do when your truck is not needed for news. Some thoughts:

■ Lease it for sporting events or teleconferences. The list of customers will be short, however, when you insist on taking



William G. Papa is president of Argo Connections Inc., an Atlanta-based satellite services firm. Prior to starting the company he was director of broadcast services for Videostar Connections, manager of satellites and circuits at the Cable News Network and senior supervisor of network news operations for ABC News.

it back in a news emergency.

- Develop promotional ventures that can be associated with the vehicle, such as taking the anchor team around the state.
- Make the vehicle the object of countless promotional spots, each with a clever nickname associated with the vehicle.

The point is: a satellite truck will not make your station, or the competition, the best at newsgathering.

I say, keep the money and put it to better use elsewhere. For example:

- Add a satellite expert to your assignment desk. It's better to have a person who knows 100 uplinks than a person who can only operate the one sitting in your parking lot.
- Expand your satellite receive capacity. There are more than two dozen satellites, C- and Ku-band, that you can receive news from.
- Expand the budget for remote news coverage; allocate more money to out-of-town reporting. Ninety percent of the time,

you can get the reports into your newscast without a truck.

■ Spend the money to get a good investigative reporter on your staff. Such a person could provide you with the two or three exclusives that you might lose by not having a truck. The series that resulted would also provide excellent promotional opportunities.

I don't want to sound totally negative about satellite trucks. Some very good things have evolved from the new technology. Affiliated stations have been able to serve notice to their networks that they are not satisfied with the network's assistance in news coverage, forming their own consortiums that cross network lines, sometimes denying the network breaking news footage.

Rather than being shut out by these new alliances, the networks are implementing systems that would assist affiliates in newsgathering, such as:

- Upgrading late afternoon news feeds by expanding the distribution system to include regional "hubs."
- Forming network-wide newsgathering networks that include placing Ku-band uplink trucks at affiliates and sharing the cost of the truck with the stations.

Local stations have greatly broadened their horizons of coverage. National and international coverage existed before these trucks, but not nearly to the extent that it does now. These trucks have made remote news coverage a necessity, rather than a special event.

However, stations can be more competitive without a truck than with it. It's all a matter of correct personnel and the capacity to plan in advance, and moving quickly when you need to.

There is sufficient capacity to allow for origination from almost anywhere in the United States. With existing fixed and transportable uplinks, you can match and exceed the range of one truck. But the station with a truck is apt to ignore cheaper paths of remote news coverage. There is an urge to justify the purchase of a vehicle, even if it means spending more money to do so.

A satellite truck, by itself, is not the answer. It is not a one-step plan to match or exceed the competition. These trucks, as well as the accompanying advances in technology, have been a tremendous boost to the industry, but I urge you all to exercise caution and carefully weigh alternatives in deciding on the purchase of a satellite truck.

WANTED:

(By the Photon Warriors, Program Directors,
Kids and Teens Galaxy-wide)



BUGARR

DISTINGUISHING CHARACTERISTICS

HEIGHT: 7'	CLAWS: 4 (2 ON EACH ARM)
SKIN: SPINY	EYES: 2 (HUGE, RED AND GLOWING)
NOSE: NONE	

BE ON THE LOOKOUT for this creature, as he is due to arrive on your planet this September. He is BUGARR, an evil alien from the planet ARR. Bugarr is ugly, with the head of a beetle and shell-like skin. He is also mean and loves to blast away at anything. His insect eyes provide him with deadly accurate sight, allowing him to lock in on his enemies.

Consider him armed and dangerous!

If you see Bugarr, please contact our earth representative,
SFM Entertainment, immediately.

YOUR UNIVERSE AND YOUR RATINGS ARE AT STAKE!

PHOTON[®]

The Ultimate Game on Planet Earth™ is now
The Ultimate Television Show for Saturdays and Sundays

A RATINGS BREAKTHROUGH!

MTV Top 20 Video Countdown is rocking the nation with unbeatable success. The hottest sounds. The coolest stars. All in a one-hour, once-a-week, rock solid format that's a proven smash with men, women, young adults...and stations all across the country.

Add MTV Top 20 Video Countdown to your line-up right now. It's ready to be a breakthrough hit for you.

NEW YORK/WCBS/Sat 11:45PM

Men 12-34 + 69% Women 12-34 + 585%
Men 18-34 + 84% Women 18-34 + 568%
Women 18-49 + 146%

LOS ANGELES/KTLA/Sat 11:00PM

Men 12-34 + 19% Women 12-34 + 9%
Men 18-34 + 19%

CHICAGO/WFLD/Sat 11:30PM**

Men 12-34 + 160% Women 12-34 + 25%
Men 18-34 + 52%
Men 18-49 + 56%

BOSTON/WBZ/Sat 1:30AM

Men 12-34 + 2800% Women 12-34 + 100%
Men 18-34 + 2800% Women 18-34 + 100%
Men 18-49 + 35%

PHILADELPHIA/WGBS/Sat 7:00PM

Men 12-34 + 129%
Men 18-34 + 225%
Men 18-49 + 58%

JACKSONVILLE/WJXT/Sat 12Mid

Women 12-34 + 200%
Women 18-34 + 200%

MIAMI/WPLG/Sat 12:30AM

Men 12-34 + 1600% Women 12-34*
Men 18-34* Women 18-34*
Men 18-49* Women 18-49 + 350%

GREEN BAY/WFRV/Sat 11:00PM

Men 12-34 + 150% Women 12-34 + 300%
Men 18-34 + 200% Women 18-34 + 200%
Men 18-49 + 200% Women 18-49 + 200%

INDIANAPOLIS/WXIN/Sun 8:00PM

Men 12-34 + 500% Women 12-34 + 1100%
Men 18-34* Women 18-34 + 800%
Men 18-49 + 200% Women 18-49 + 267%

CINCINNATI/WLWT/Sat 1:00AM

Men 12-34 + 300%
Men 18-34 + 100%
Men 18-49 + 500%

HOUSTON/KRIV/Sat 10:30PM

Women 12-34 + 147%
Women 18-34 + 129%
Women 18-49 + 111%

CHARLOTTE/WBTV/Sat 1:00AM

Men 18-34 + 100% Women 12-34 + 1100%
Women 18-34 + 700%
Women 18-49 + 100%

WEST PALM BEACH/WPTV/Sat 1:00AM

Men 12-34 + 300%
Men 18-34 + 300%
Men 18-49 + 100%

ORLANDO-DAYTON

Men 12-34*
Men 18-34*
Men 18-49 + 200%

ST. LOUIS/KMOX/Sat 10:30PM

Women 12-34 + 175%
Women 18-34 + 160%
Women 18-49 + 75%

Source: NSI May '86
(% increase over year ago)

*Increases are in calculable due to May 1985 time period below minimum reporting standards.

**Percent increase over February '86

MTV TOP 20
MUSIC TELEVISION®
VIDEO
COUNTDOWN

INDIANAPOLIS/WESH/Sat 1:00AM
Men 12-34*
Men 18-34*
Men 18-49 + 600%

TULSA/KOTV/Sat 12:30AM
Men 12-34 + 100%
Men 18-49 + 100%

SACRAMENTO/KRBK/Sat 11:30PM
Men 12-34 + 100%
Men 18-34 + 300%
Men 18-49 + 20%
Women 12-34 + 400%
Women 18-34 + 700%
Women 18-49 + 200%

CLEVELAND/WOIO/Sat 11:00PM
Men 12-34*
Men 18-34*
Men 18-49 + 350%
Women 12-34*
Women 18-34*
Women 18-49 + 1000%

NASHVILLE/WZTV/Sat 9:00PM
Men 12-34 + 200%
Men 18-34 + 200%

DES MOINES/WHO/Sat 12Mid
Men 18-34*
Men 18-49 + 1100%
Women 12-34 + 400%
Women 18-34 + 203%
Women 18-49 + 200%

INDIANAPOLIS/WBIR/Sat 12Mid
Men 12-34*
Men 18-34*
Men 18-49 + 300%
Women 12-34*
Women 18-34*
Women 18-49 + 300%



Datebook

■ Indicates new entry

This week

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

■ **Aug. 11-13**—*Television Bureau of Advertising* seminar, "Marketing Your Station for Success." TVB headquarters, New York. Information: (212) 486-1111.

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 KLon-FM Long Beach, Calif. Information: (907) 563-7733.

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

Aug. 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.

Also in August

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. 19**—*Media Research Club of Chicago* anniversary party Spiaggia, Chicago. Information: (312) 822-8666.

Aug. 20-22—*Michigan Association of Broadcasters* annual convention. Shanty Creek Resort, Bellaire, Mich.

■ **Aug. 21**—*Women in Cable, Southern California chapter*, panel, "The Preferred Case: What Are the

Ramifications?" Embassy Suites hotel, Los Angeles.

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) 821-1.

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

Sept. 5-7—*Foundation for American Communications* conference for journalists, "Environment/Chemophobia." 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. 8-9**—*Central Educational Network* third annual "CEN On-Site Screening." Opening address by Bruce Christensen, president, Public Broadcasting Service. Event features CEN National Programming Affairs Seminar, on Sept. 9. Hyatt-on-Capitol Square hotel, Columbus, Ohio. Information: Martha Chavez, (312) 545-7500.

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**—*Cabletelevision Advertising Bureau* local advertising sales workshop. White Plains hotel, White Plains, N.Y. Information: (212) 751-7770.

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

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

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

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

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

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

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

**Dependability and Clean Sound...
only from the finest equipment.**



The 3000 Series

UNCONDITIONALLY GUARANTEED

Superb electronics. Low wow and flutter from the direct drive synchronous motor and 52 dB stereo S/N. Solid one-half inch aluminum precision machined deck for stable cartridge positioning.

Gold to gold contacts on all PC board connections. Coolest operation... possible only from a low voltage DC solenoid. The most rigid quality control with 100 percent final operational audit.

*Over 10,000 in use worldwide.

BE BROADCAST ELECTRONICS INC.

4100 N. 24th ST., P.O. BOX 3606, QUINCY, IL 62305-3606. (217) 224-9600. TELEX. 250142

Quality people are hard to come by. Group W can offer you some of the best.

Qualified professionals ranging from top management to administrative support staff.

Last August, Westinghouse decided to sell Group W Cable. That sale will soon be complete.

As a result, some of the best people in the business are now looking for companies in need of their exceptional talents. People whose skill and expertise can work for you no matter what business you're in. People in marketing, finance, sales, government and public relations, programming, engineering and technology, operations, MIS and human resources. Executives. Managers. Professionals. Support Staff.

All are known for the excellence of their training, and their deep commitment to quality, and to the customer. They helped make Group W Cable a recognized leader in the industry, and we will miss them.

We'll provide sites for interviews, employee profiles and any other help you might need in making your decision.

Call us today, toll-free, at 800-223-0626. In New York State call 212-307-3530.

Or send a letter with your needs to: B.A. Grubbs,
Westinghouse Broadcasting and Cable, Inc., 888 Seventh Avenue, New York, NY 10106.



Westinghouse Broadcasting and Cable, Inc.

MULTI-PART SERIES

At
N.I.W.S.
Multi-Part Series
Are Our
Specialty!

"Mercy Killing"...
"Airline Safety"...
"Terrorism,"...time
sensitive, in-depth
multi-part series
symbolic of the spirit
of partnership with
stations and the
commitment to
excellence that has
made N-I-W-S the
service of choice. And,
at N-I-W-S, our
specialty is your
specialty. But then
you'd expect that.
N-I-W-S is the original
news cooperative...and
still the best.

N.I.W.S.

The Leader

15303 Ventura Blvd.
Sherman Oaks, CA 91403
(818) 789-5000

LORIMAR-Telepictures™

©1986 Lorimar Telepictures Corporation

Broadcasters. New Orleans Convention Center.

Sept. 10-13—*American Association of Advertising Agencies* Western region convention. Speakers include Earl 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**—*American Women in Radio and Television, Southern California chapter*, and *TV Guide* magazine luncheon, featuring look at new television season. Sheraton Premiere hotel, Los Angeles. Information: Nancy Logan, (213) 276-0676.

■ **Sept. 11**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Valley Forge Hilton, King of Prussia (Philadelphia), Pa. Information: (212) 751-7770.

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**—Third annual *Walter Kaitz Foundation* awards dinner, honoring Bill Daniels, Daniels & Associates, Denver. Plaza hotel, New York.

■ **Sept. 17**—*National Academy of Cable Programming* luncheon, to discuss "dynamics of today's television hierarchy and the programming marketplace." Panelists include Thomas Burchill, Lifetime; Terrence Elkes, Viacom; John Malone, TCI; Fred Pierce, former president, ABC, and Marvin Kaslow, Bristol-Myers. Waldorf-Astoria, New York. Information: Michael Capes, (212) 719-

Major Meetings

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* 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.

CAREER MAKERS



If you have a career or want one in television, radio, or print journalism — you need this information.

- Here is an opportunity for you to meet the movers and shakers in the communications business. Executives, professionals and students

from around the country will gather at the most dynamic and productive media conference in America. Why is this conference so different? Because it provides a unique opportunity for you to meet the real decision-makers in the broadcasting and newspaper business. Talk one to one with your peers as well as chief executives.



*13th Annual
National Black
Media Coalition
Conference*

*Conquering
Attitudes, Pressures
and Politics*

*October 22-25
Shoreham Hotel
Washington, DC*



Find out:

- How to get around barriers that hinder your professional advancement
- How to finance and build a broadcast station
- How to be a team player
- About employment opportunities in radio and TV
- How to be a success in sales
- How to survive as an account executive
- How to increase your station's net profit
- How to cope with success and job stress
- How to be sensitive to community needs without decreasing your station's profit and more!

For an exciting experience that you won't forget. Join us in the most successful problem-solving, hands-on, networking conference you will ever attend!



*Call or Write:
The National Black Media Coalition
38 New York Avenue, N.E.
Washington, DC 20002
(202) 387-8155*

At N·I·W·S

Personal Finance Reports Are Our Specialty!

PERSONAL FINANCE



For Personal Finance reports, turn to N·I·W·S and Carol Krause. Whether a warning on avoiding the clutches of a fly-by-night operation, or tips on the dark side of solar energy, Carol zeros in on the pocketbook issues that matter the most to your viewers. At N·I·W·S, our specialty is your specialty. But then you'd expect that. N·I·W·S is the original news cooperative...and still the best.

N·I·W·S

The Leader

15303 Ventura Blvd. Sherman Oaks, CA 91403
(818) 789-5000

LORMAR-Telepictures™

©1986 Lorimar Telepictures Corporation

8942.

■ **Sept. 17**—Cabletelevision Advertising Bureau local advertising sales workshop. Los Angeles Airport Hilton, Los Angeles. Information: (212) 751-7770.

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 Vista International hotel, 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 nuclear 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*. Metro-pole 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. Speakers include Cathy Reynolds, National League of Cities; Brian Lamb, C-SPAN; Irving Kahn, Broadband Communications, and Gene Webb, Management Information Systems. Hershey hotel, Philadelphia. Information: (202) 626-3250.

Sept. 22-24—*Magnavox* mobile training seminar. Quality Inn, Westboro, Mass. Information: (800) 448-

Errata

In July 28 "For the Record" item on sale of WGBB(AM) Freeport-Merrick and WBAB-FM Babylon, both New York, seller, **Franz Allina**, should have been listed as also owning WEBE(FM) Westport, Conn.

In Aug. 4 "Changing Hands," broker of sale of WLLT(FM) Fairfield, Ohio (Cincinnati), was incorrect. **Robert A. Chaisson Inc.**, New Canaan, Conn., handled transaction. In item on sale of KMEG(TV) Sioux City, Iowa, buyer was misidentified. **Buyer is Maine Radio and Television Co.**, wholly owned by trust, of which Mary R. Thompson is trustee. Fred Thompson, Mary's son, is president of buyer. Also, station is CBS affiliate, not independent.

Claude Barnett, general manager, KIDD (AM)-KWST-FM Monterey, Calif., is joining KNRY(AM) there as general manager, not KIEV(AM) Glendale, Calif., as reported in Aug. 4 "Fates and Fortunes."

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.

Open Mike

No to nostalgia

EDITOR: Regarding your July 28 piece, "Everything old is new again in radio": Is the latest fad format—classic AOR oldies—really new in any way? Is it possible that we in radio are still grappling with how to most effectively reach and entertain adult listeners?

There are many who feel we have depleted and burned away the nostalgic impact of one generation's music through excessive repetition. (Anyone want to hear "Hummingbird" by Seals & Crofts or "Fire and

Rain" by James Taylor one more time?) And now, we are about to do it to another generation's music.

Most adults do not spend 75% of their time reflecting on the past (the average oldies mix on these stations). They continue to expect radio to be a highly personal source of contemporary thoughts and feelings. Even the most elderly among them see themselves, and like to be seen, as contemporary. They will opt for reruns over the frequently heard incongruent mixes that often have nothing to do with their life styles or adult emotions.

There is plenty of new contemporary adult

FUJI

VIDEO TAPE

MADE IN JAPAN



LOT NO. 04335-13
SIZE 2.54cm x 97.0mm
Lin X-3170R
VIDEO TAPE
FUJI H621E

NEVER HAS ONE INCH BEEN TAKEN SO FAR.

We could tell you that Fuji's H621E 1" video-tape has a video and chroma S/N rating 2dB higher than even our best 1" tape.

And we could tell you that now we've made H621E even better with an audio rating that's 3dB higher.

But why tell you when we can show you? We'll do it right before your eyes, in your own facility. Just call your Fuji representative. He'll introduce you to a tape that will give you clear,

crisp audio and unsurpassed picture quality after more generations than you'll probably ever need.

Of course, good news travels fast. So before all these extra dBs wind up in someone else's studio, call the nearest regional office listed below toll-free and ask them for a demonstration of Fuji H621E. Because when it comes to great audio and video reproduction, why look any further?

 **FUJI** PROFESSIONAL
VIDEOTAPE

FUJI PROFESSIONAL VIDEOTAPE PRODUCTS:

Northeast Region 1-800-526-9030
(in NJ 201-935-6022)

Southeast Region 1-800-241-6005
(in GA 404-441-2222)

Midwest Region 1-800-323-4826
(in IL 312-569-3500)

Southwest Region 1-800-527-0804
(in TX 214-243-2537)

Western Region 1-800-241-7695
(in CA 213-636-0101)

© 1986 Fuji Photo Film U.S.A., Inc., Magnetic Products Div., 555 Taxter Rd., Elmsford, NY 10523

VO-SOT'S

At

N·I·W·S

**Vo-Sot's
Are Our
Specialty!**

**N·I·W·S VO-SOT
short-format reports
not only add depth
and background to
today's top stories,
they also provide
format flexibility
while boosting
the profile and
involvement of your
local anchors and
reporters. And, at
N·I·W·S, our specialty
is your specialty. But
then you'd expect
that. N·I·W·S is the
original news
cooperative...and
still the best.**

N·I·W·S

The Leader

15303 Ventura Blvd.
Sherman Oaks, CA 91403
(818) 789-5000

LORIMAR-Telepictures™

©1986 Lorimar Telepictures Corporation

music available. You do have to search, actually listen to product when it comes into the station with an ear for your market. It must be sold to the listener with gusto, be compatible with your target lifestyle, and for Pete's sake, not just plopped on the air with no help to the listener with identification following. When properly handled, new adult product, heard only on your station, can be one of your most powerful positioning tools.

If the three major TV networks, which are vying for the same basic demos, decided to forgo the expense of new ideas in programming and not take any chances by running 75% reruns in the evening, would it generate a similar piece, "Everything old is new again in TV?" I doubt it.—*Bob Botik, president, Botik Broadcast Services, Austin, Tex.*

Help wanted

EDITOR: An April 7 editorial in **BROADCASTING** called for nontechnical management to watch the engineering community closely: "...just remember that there is a lot going on in the world of broadcast technology, and that, as usual, the engineers are leading the way. For better or worse, they bear watching."

Unfortunately, some nontechnical managers will read this as a call to watch engineers as parents watch precocious children with chemistry sets. The engineering community must change this perception. If we do not, the broadcast engineering profession will never again merit the respect it once had and again deserves.

We are still the technical guardians of the broadcast properties. We must communicate technical problems and needs of our industry clearly to you, our nontechnical managers. Now that the FCC has stepped aside, and microphones run our stations, we dare not wait for you to come to us to ask the right questions. With the common belief that what we do is witchcraft, that will never happen. We must change, or join the dinosaurs.

Approaching change with an open mind is a scary prospect for anyone. You, the nontechnical manager, can help. Please remember a few important nontechnical points:

- Engineers have been and continue to be contributors to the profitability of your operation.

- Many of us want to change the way we talk to nontechnical management. We are willing to go more than half way.

- There are new areas within station operations that engineers are uniquely qualified to manage.—*Richard A. Rudman, engineering manager, KFVB(AM) Los Angeles, and president, Society of Broadcast Engineers.*

The personal touch

EDITOR: Frankly, from my angle of listening, radio has lost much of its personal touch when it comes to entertaining. It's much too canned, formatted and automated. It no longer cares about the individual listener, only the collective listening audience. William B. Williams [who died last week, see page 94] and **WNEW(AM)** New York and those

of their caliber and persuasion, have the knack of making anyone listening feel like they're the only one for whom the station is programming its entertainment. Whatever else the station is there for, the listener feels that entertaining is No. 1 on the agenda. Not just recorded entertainment, presented in jukebox fashion, as is the case with so many music stations. But entertainment that's presented in a truly entertaining manner. For that to take place, a one-on-one attitude has to motivate the programming.

The industry likes to cop out by saying times have changed. Times, yes. People, no. People still feel the need to be treated as individuals, and not a collective body.

I got out of the industry 15 years ago because I couldn't tolerate the cash register types who were taking over. Bernice Judis (remember her?) once said: "Entertain, and while entertaining—sell!" I'll buy that. How about you?—*Robert A. Ruffer, Salina, Kan.*

Another opinion

EDITOR: I've never been to Ava, Ill., but judging from Harold Lawder's July 28 letter to **BROADCASTING**, I don't want to go. Apparently he sees "child brutality, drugs, abortion etc., etc." more often than I do. Certainly it is there, it is a problem and we must deal with it, but his method is somewhat odd in embracing the Meese pornography report as the answer.

Mr. Lawder says that "if 240 million have no more sense than to wallow in the muck and filth of pornography, then we had better listen to these nine who evidently have some sense." Of course that's "some sense" according to his viewpoint. I believe that it was Adolf Hitler who said basically the same thing to the German people.

I prefer not to "wallow in the filth and muck" also, thank you, but I do have a problem with people who feel that they are the chosen ones to designate what is filth and muck.—*Tom Joyner, president, Joyner Broadcasting, Cary, N.C.*

AM suggestion

EDITOR: If the FCC is serious about helping AM radio, it ought to lift the ban on AM-TV crossownership.

A co-owned television station can often provide some of the personnel and resources needed to provide the news, information and sports programming that are so important to AM radio today.

Across the country, many of the AM stations that remain competitive today have grandfathered links with television operations.—*Jim Dexter, Clarkston, Ga.*

Information, please

EDITOR: I am writing a biography of broadcast innovator Sylvester (Pat) Weaver. If anyone would like to share information, reminiscences and photos of Mr. Weaver, please contact me at the Media Studies Program, Fordham University, New York 10023.—*Brian Rose, Media Studies Program, Fordham University, New York.*

WINNING.

It's an absolute necessity in the business of national radio representation. And we're winning important dollars and advertiser respect. For a select group of America's great radio stations.

We're Select Radio. The quality short list rep of choice, by choice.

For station people with big goals. And who hate the taste of crumbs.

We've got a powerful combination. Great stations managed by people who accept only victory. Sold to national advertisers by a winning team of experienced sales people, and backed by the resources of the Blair/Radio Representation Division.

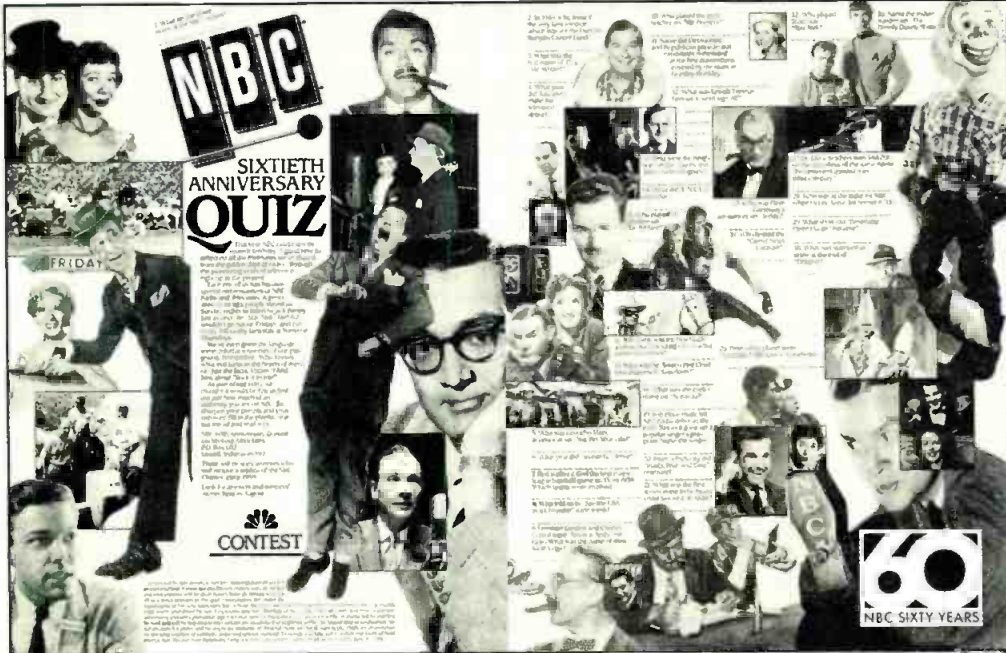
Select Radio is winning maximum national radio dollars. For great stations with greater expectations of excellence.



***FOR AMERICA'S GREAT
RADIO STATIONS.***

SELECT RADIO REPRESENTATIVES
1290 AVENUE OF THE AMERICAS NEW YORK, NY 10104 212-603-6200

THE RIGHT STUFF



Here are the 30 answers to our 60th Anniversary Contest.

1. What are the three notes of the NBC chimes?
GEC
2. In 1949, who hosted the very first telethon, which was for the Damon Runyon Cancer Fund?
MILTON BERLE
3. What was the real name of TV's "Mr. Wizard"?
DON HERBERT
4. What year did Toscanini make his television debut?
1948
5. Who was Groucho Marx' announcer on "You Bet Your Life"?
GEORGE FENNEMAN
6. What year did "Jeopardy" debut?
1964
7. Red Barber called the first major league baseball game on TV in 1939. Which teams were involved?
BROOKLYN DODGERS CINCINNATI REDS
8. Who told us to "See the USA in a Chevrolet" each week?
DINAH SHORE
9. Freeman Gosden and Charles Correll were "Amos and Andy" on radio. What was the name of their local lodge?
MYSTIC KNIGHTS OF THE SEA
10. Who played the gym teacher on "Mr. Peepers"?
TONY RANDALL
11. Name the Democratic and Republican presidential candidates nominated at the first conventions covered by the team of Huntley-Brinkley.
STEVENSON-EISENHOWER
12. What was Lowell Thomas' famous 4-word sign-off?
SO LONG UNTIL TOMORROW
13. Who were the neighbors on the "Burns and Allen" radio program?
THE MORTONS
14. What did "U.N.C.L.E." stand for?
UNITED NETWORK COMMAND FOR LAW ENFORCEMENT
15. Who played Dr. Gillespie on "Dr. Kildare"?
RAYMOND MASSEY
16. Bill Cosby was the first black actor to play a leading role in what prime time series?
I SAY
17. Who was the Texaco Fire Chief who dispensed "Gasaloon"?
ED WYNN
18. What was the cook's name on Bonanza?
HOP SING
19. Bob Hope made his NBC Radio debut in the early 30's as a guest on a popular singer's program. Name the singer.
RUDY VALLEE
20. From which city did "Kukla, Fran and Ollie" originate?
CHICAGO
21. What was the first sports event to be heard coast-to-coast on radio?
ROSE BOWL (1927)
22. Who played Scotty on "Star Trek"?
JAMES DOOHAN
23. Who was Dave Garroway's announcer on "Today"?
JACK LESCOULIE
24. Who hosted the "Camel News Caravan"?
JOHN CAMERON SWAYZE
25. From what planet were Saturday Night Live's Coneheads?
REMULAK
26. Name the Indian Maiden on "The Howdy Doody Show".
PRINCESS SUMMER FALL WINTER SPRING
27. Dr. Joyce Brothers won \$64,000 on the quiz show of the same name. She answered questions in what category?
BOXING
28. Who was at the mike for NBC when Henry Aaron hit homer #715?
CURT GOWDY
29. What show did Broadway Open House become?
TONIGHT SHOW
30. What was stamped in stone at the end of "Dragnet"?
MARK III

- Eric Goodman
Alan Goodman
Carol Guerriero
Bart Hawley
Wayne Hendershott
Bob Hogan
Craig Johnson
Jon Katz
Jim Kearney
David W. Kleeman
Jeffrey D. Knight
Ronald Kramer
Edward W. Land
Mike Lerner
T. E. McLeod
Jim Mehrling
Ronald A. Middlekauff
Peter A. Mobilia, Jr.
Deborah Moldow
Richard Muir
S. Orlove
Bob Parker
Todd Pickett
Nancy Alice Quinn
Scott Roberts
Tom Roule
Marcia Rovins
Rick Russell
R.M. Schafbuch
Dain Schult
Kenneth Schwartz
David Schwartz
Alvis Sherouse
D.J. Shugars
Howard Simcox
Mark Sudock
Gary Theroux
David Weiner
Bruce Williams

And here are the names of the sixty people who won't read 'em and weep... because they had them right!

Congratulations on knowing your stuff, and we hope you'll all be watching, and listening, for the next sixty.

- John J. Adkins
Terri Akman
Mark Andrews
Howard Becker
Dan Blumenfeld
Frederick H. Boughter
John C. Brown
Margaret Bryant
Thomas D. Buckley
Lori Butterfield
Mark A. Catalano
N.J. Cherry
Denny Cooley
Alan Corbett
Don DeBoef
Thomas A. DeLong
Steven Dorfman
Dan Einstein
Gregory P. Fagan
Linda Failmezger
Jeff Freedman



NBC. Tuned In To America.™

Broadcasting Aug 11

Vol. 111 No. 6



Patrick, Quello, Fowler, Dawson, Dennis

TOP OF THE WEEK

A five-year reprieve for must carry

FCC adopts temporary rules that follow lead of industry compromise; noncommercial stations, new entrants given preference; A/B switch is central to policy rationale

A unanimous FCC bit the bullet on must carry last week, at least partially filling a policy void that was created last year by the *Quincy-Turner* decision, which declared unconstitutional the rules then in place. The new, limited must-carry rules resemble those proposed by a Fifth Estate compromise among its major trade associations. They are, nevertheless, the FCC's own.

The rules come equipped with a detonator, set to self-destruct under a sunset provision five years after they go into effect. But that wasn't the only surprise. The FCC adopted a so-called A/B switch policy that puts its constitutional reliance on those devices (offi-

cially, input selector switches) to maximize the number of program choices available to the consumer. Moreover, unlike the industry compromise, the FCC gave public, religious and other broadcasters operating on non-commercial channels, and new commercial broadcasters, preferred access to cable systems during those five years.

The central premise of the FCC's action was that A/B switches furnish the full First Amendment answer to life without must carry, but that a transition period should be provided to educate cable subscribers, who had little need for such switches under the former rules, in their use. The rules would require cable operators to educate their customers about such devices and require cable operators to provide interested subscribers with free A/B switches, enabling them to switch between over-air and cable reception, to prepare for a world without must carry in

1991.

Whether these "temporary" rules survive even those five years remains to be seen. The same day the decision was announced, Turner Broadcasting System, one of the challengers who successfully persuaded the Court of Appeals in Washington to throw out the commission's former must-carry rules in the *Quincy-Turner* decision, filed an emergency motion with the commission seeking a stay pending review of the new rules by the appellate court.

The FCC wrapped its package in rhetoric that could prove to be of some concern to the cable industry. For starters, it suggested that Congress review the need for cable's compulsory copyright license and ownership restrictions and local franchise practices that "have protected cable systems from some types of actual or potential competition." The FCC also announced that it has directed



United deregulatory front. Providing advice on adoption of the must-carry rules at the FCC last week was the FCC staff, represented at the front table by (l-r): Edward Minkel, FCC managing director; Peter Pitsch, chief, Office of Plans and Policy; Susan Steiman, assistant general counsel-

agenda review; Jack Smith, general counsel; James McKinney, chief, Mass Media Bureau; William Johnson, deputy chief, Mass Media Bureau; Alan Stillwell, chief, policy analysis branch; Charles Schott, chief, policy and rules division, and Thomas Stanley, chief engineer.

its Office of General Counsel to participate in the remand proceedings in the *Preferred* case, which is questioning whether cities may deny a franchise when there is room for a competing cable system on poles or conduits. (At a press conference, FCC Mass Media Bureau Chief James McKinney explained that the commission preferred competition, "even for cable.")

On similar fronts, the FCC directed its Mass Media Bureau and Office of Plans and Policy to prepare a notice of inquiry to study the effect of the compulsory license, the absence of syndicated exclusivity rules and presence of network program nonduplication rules on competition between cable and

broadcasting, looking toward the possibility of legislative recommendations and rule-makings. It also directed its Common Carrier Bureau to prepare a notice of inquiry exploring whether the FCC should recommend that Congress eliminate the provision in the Cable Communications Policy Act of 1984 prohibiting telephone companies from competing with cable operators within their service areas.

When the report and order will be issued is not clear. McKinney said the actual report is not likely to be done until after Labor Day. He also said that generally commission orders do not become effective until 30 days after they are published in the *Federal Regis-*

ter.

Under the temporary rules, cable operators would be required to install, at no additional costs, A/B switches for new subscribers. They also would have to furnish existing customers with information about A/B switches, and, upon request, furnish those switches free or install them at cost. Operators are also supposed to refrain from suggesting or recommending that subscribers dismantle their antennas and explain to them the change in the must-carry rules.

All full-power TV stations that are licensed to communities within 50 miles of the principal headend of a cable system and can demonstrate they have achieved at least an average share of total viewing hours of 2% and a net weekly circulation of 5% in noncable homes in the county where the cable system is located would be eligible for must-carry status. All noncommercial stations within the same area would be eligible for carriage without having to meet the viewing standards, as would new commercial stations for a period of one year. Public broadcasting station translators operating at 100 watts or more and located in the cable community would also be eligible.

To qualify for carriage, TV stations also would have to deliver a "good quality" signal to the cable headend—defined as one equal to or exceeding level two under the standards of the Television Allocations Study Organization. For cable systems that don't have equipment capable of receiving broadcast signals at the TASO 2 level, a broadcaster would have to furnish any equipment or compensate a cable operator for equipment necessary to upgrade the existing reception capability.

All cable systems would have to carry at least one noncommercial educational station or translator, assuming it is close enough to qualify for carriage. Systems with 20 or fewer "usable activated channels" would be exempt from carriage requirements beyond the one noncommercial outlet (McKinney said that about one-third of all cable systems serving 17% of the nation's subscribers would thus be exempted); systems with more than 20 but fewer than 27 channels would devote up to seven channels for carriage; systems with 27 or more channels must devote up to 25% of their capacity for carriage, and systems with 54 or more channels must carry at least two qualified non-commercial stations or translators, assuming those are available. (McKinney said the carriage requirements would result in 87% of the country's noncommercial stations being carried on the systems within 50 miles of their communities.)

If the number of qualified signals exceeds the number of channels that a system is required to devote to carriage, the system may choose which to accord carriage rights. A system does not have to carry more than one station affiliated with the same commercial network and would not have to carry an otherwise qualified station that would be considered a distant signal for copyright purposes.

Cable systems are supposed to carry must-carry signals in their entirety on their lowest-

A/B positives and negatives

It probably makes more sense to call the new cable rules unanimously adopted by the FCC last week the A/B switch rules rather than the must-carry rules.

In essence, the FCC decided to supplant any form of must-carry rules—the requirement that cable systems carry all local broadcast signals meeting some arbitrary criteria—with the A/B switch rules—the requirement that cable systems see to it that A/B switches are installed in the homes of cable subscribers so that they can receive all local broadcast signals off the air with the flip of a switch.

The new set of must-carry rules that the FCC adopted along with the A/B switch rules last week are intended only to provide a transitional period for the introduction of the A/B switches. They expire after five years.

The A/B switch is a simple device. It has two positions like an ordinary light switch and three terminals—one output and two inputs. As the FCC's envisions its use, the output will be attached to the VHF antenna terminals of the television set and one of the inputs will be linked to the cable system, often through a set-top converter. The other input will then be hooked up to rabbit ears or a multi-element antenna installed in an attic or on a roof. Once the switch is in place, the cable subscriber will be able to feed his TV set either the cable signals or the off-air signals by a flip of the switch.

In the thinking of the FCC, the installation of A/B switches in cable homes obviates any need for must-carry rules. Up to now, most cable subscribers have been cut off from easy access to off-air signals because the cable is connected to the VHF terminals of their television sets in place of their VHF antennas. And in disconnecting the VHF antennas to make way for the cable, most cable installers have also disconnected the UHF antennas.

Since such subscribers could only receive signals through the cable system, it made sense—at least to the broadcasters—that the cable system be made to carry all local broadcast signals. Regardless of whether it made sense or not, the FCC believes the the availability of A/B switches to cable subscribers will remove all justification for must-carry by giving cable subscribers a choice between off-air and cable reception.

The A/B switch rules are a burden for cable operators, but one they are apparently willing to accept in exchange for the disappearance of the must-carry rules in five years.

The new rules require that operators install A/B switches in the homes of new subscribers at no charge and offer switches at no charge to existing subscribers, who would have the option of installing them themselves or paying the cable operators a "reasonable" price to do so.

In addition, the rules prohibit cable installers from suggesting that cable subscribers get rid of their broadcast antennas and require operators to educate subscribers on the need for the switches. Each year, they must inform subscribers that after 1991 they will not longer be required to carry any local broadcast signals and for that reason, it may be a good idea to have an A/B switch and antenna. They must also let the subscribers know what local signals they aren't carrying.

At the very least, the FCC's A/B switch rules will cost cable operators money—for the subscriber education and the switches themselves. The switches cost between \$2 and \$3 each. When multiplied by thousands or million of subscribers, they amount to a significant additional capital investment for the industry.

Besides the money, there was also some concern in cable circles that the A/B rules will muddle cable's marketing efforts. Said Steven Dodge, chairman and chief executive officer, American Cablesystem: "From a marketing standpoint, we are better off if the antenna is gone and the whole idea of off-air is not part of the consumers mindset."

priced "separately available" tier of service. But they don't have to include services offered in the vertical blanking interval or aural baseband, and they don't have to provide on-channel carriage. When a local station is entitled to network nonduplication protection against another qualified station, the duplicative programming still must be deleted upon request, and the cable operator may provide alternative programming to replace the programming deleted.

Under the rules, cable operators also would be prohibited from accepting any payment or other consideration from qualified stations that are carried to satisfy must-carry obligations, except otherwise qualified TV stations would be allowed to reimburse a cable operator for any copyright fees associated with the station's carriage, and stations may pay any costs associated with their delivering a good quality signal to the cable system's headend.

The FCC also agreed to complete a rule-making before the rules expire. At the meeting, McKinney said that rulemaking is intended to consider whether carriage rules still might be necessary in particular situations after the five-year transition period. McKinney said there still could be areas where geographical features thwarted off-air reception. "You may well have an actual monopoly situation where cable is the only way to access television in a given area, and that could cause us to be concerned," McKinney said.

After that transition period, Commissioner Dennis Patrick said his "own regulatory philosophy and my own deference to the First Amendment is such that I would no longer view cable as an impediment to the receipt of over-the-air signals, the likes of which required further intervention by the commission and further deprivation of the First Amendment rights on the part of cable."

Commissioner Mimi Dawson said she thought the sunset was appropriate. "I for one could not see a validity to a long-term must-carry rule in perpetuity," Dawson said. "I would have preferred to see a strong economic analysis accompanying the sunset, but I am satisfied and thankful for my colleagues' willingness, and I think they share my concerns, that in order for us to have the full picture, that we need to move forward on other governmental intrusions into the product market."

Commissioner Patricia Diaz Dennis said she wasn't convinced that the transitional must-carry rule would meet the evidentiary burdens applied by the *Quincy* court. She also said she would have preferred including a provision that would have ended transitional must-carry obligations for those systems that could show a "high proportion" of A/B installations before the rules expired. "It is not evident from the record that our system of over-the-air television is at risk, even in the short term," Dennis said. "I agree, however, that the FCC's initial intru-

sion into the market, with its former must-carry rules, contributed to the problems we are faced with today."

Chairman Mark Fowler said A/B switches worked, and that broadcasters had incentives to encourage their use. "We will find that broadcasters, and broadcasting, will no longer be held hostage to cable, and cable will no longer be held hostage to the government, and there will be no need for the government to impinge upon the First Amendment rights of the cable people, and viewers will have more choice, not less," Fowler said.

Commissioner James Quello said he continued to believe that comprehensive must-carry rules were necessary to protect the system of free over-the-air TV broadcasting. "I do feel our proposal today does represent a sincere effort to adopt a workable, practical, reasonable compromise," Quello added, however.

Fowler, who reportedly became a firm proponent of transitional rules, was being credited for bringing the commissioners together on the new package, in which all of the commissioners were said to have gotten something in particular. Quello got provisions for public broadcasting and the rule-making that would be held before the interim rules expired. Dawson got the notices of inquiry. Patrick and Dennis got the A/B switch. Everybody except Quello liked the sunset. Among other things, Fowler got a 5-0 vote. □

Must-carry denouement: enough bad news to go around

Broadcasting and cable representatives are subdued in comments on FCC action; Ross says Turner will appeal, and PBS remains unhappy with plan

Considering the high profile the must-carry issue has had in Washington over the past year, the reaction last week to the FCC's final resolution of the matter was curiously anticlimactic. The cable industry, which arguably should have been happiest with the new rules (if it had to accept any at all), was downplaying its enthusiasm. Broadcasters, sorely troubled by both a five-year sunset on the new rules as well as the A/B switch provision, were putting the best face possible on their disappointment. Only public broadcasting, which got the most out of the FCC's decision, was still out front in crying the blues.

One of the harshest critics of the commission's action, however, was Senate Commerce Committee Chairman John Danforth (R-Mo.), who had submitted a must-carry plan of his own (BROADCASTING, July 28).

Said Danforth: "The must-carry issue presented the FCC with an opportunity to show Congress its expertise in balancing competing values and acting in the public interest. The commission went to the plate with a chance to hit a grand slam. It came away with a base hit."

Danforth's proposal was similar in some ways to the industry compromise, but it also was markedly different (see story, page 35). His was considered more beneficial to broadcasting and was unacceptable to cable.

The industry compromise was reached late last February (BROADCASTING, March 3) after lengthy and often turbulent negotiations. Signing off on the deal were the National Association of Broadcasters, the Television Operators Caucus, the Association of Independent Television Stations, the National Cable Television Association and the Community Antenna Television Association.

Although FCC sources insisted that the commission's new rule was "influenced" by Danforth's proposal, Danforth disagreed. "The commission appropriately recognized that the 'industry compromise' afforded no protection for public broadcasters and new broadcasters," the chairman said.

"However, the rule fails to protect the public interest in all markets, arbitrarily sunsets after five years, uses an inflexible audience measurement that may ignore actual viewer preferences, and provides no explicit administrative procedure for remedying inequities." The senator said his committee will be "closely watching the impact of the FCC rule upon this marketplace to determine whether congressional action is warranted."

At a press briefing by NAB, INTV and the TOC after the FCC must-carry vote, NAB

President Eddie Fritts called the decision "a victory for American TV viewers." However, he qualified that by saying: "There is no final victory. . . . I am sure this will be headed for the courts." Last year, the U.S. Court of Appeals declared the FCC's old must-carry rule unconstitutional. NAB Joint Board Chairman Ted Snider of KARN(AM)-KKYK(FM) Little Rock, Ark., felt the commission "has done its best to answer to the court; it really does protect the public's right to local news and local programming."

For the most part, NAB was pleased with the new rule which incorporates most points of the industry compromise but the NAB expressed reservations about two key elements: the five-year sunset and the A/B switch requirement. "If we had our druthers, we'd move in other directions in some areas," Fritts said. "The A/B switch has great theoretical potential, but in practice it fell flat on its face," said John Summers, NAB's senior executive vice president for government relations. (Summers served as the NAB's lead negotiator on the industry deal.) According to one close observer: "Nobody saw the A/B switch coming and its arrival had the impact of a stun grenade on both sides."

NAB Television Board Chairman Peter Kizer of Broadcast Communications of America, Southfield, Mich., was even more critical. He said the A/B switch is a "dismal failure at this point," and that drawing on his

own experience. "this kind of technology takes more than five years to put in place."

NAB was heartened, however, that the FCC plans to conduct a rulemaking before the sunset provision kicks in to determine whether the A/B switches are working. "It's hard to say what will happen in five years," the NAB president said.

The TOC was "very pleased" with the FCC's action, said William Schwartz, president and chief operating officer of Cox Enterprises and lead negotiator for the TOC on the industry compromise. He said TOC was "gratified" that the FCC adopted a rule that is largely consistent with the compromise. Schwartz had reservations about the sunset and A/B switch provisions of the decision.

"The sunset doesn't excite me, but having must carry with a sunset is better than no must carry at all," he said. Schwartz is also waiting to see what the final order will say about the switches. "I am not confident it will do at all what the commission thinks it will do." He said that the details of that order when finally drafted are going to "be very important."

Independent stations viewed the FCC's decision as a "positive step in the right direction." Under the rule, new independents for the first year of operation would be exempted from the viewing standard that other commercial stations must meet to qualify for car-

riage. But INTV also expressed the same concerns as NAB. "We do not believe, however, that the bottleneck characteristics of the cable industry will have been alleviated in five years so that a sunset of the rules can be justified," said INTV President Preston Padden. (The FCC's executive summary on the new rules said it had already absolved cable of a bottleneck role.)

"Certainly reliance on A/B switches alone is a grossly insufficient check on the monopoly power of cable operators," Padden stated. "We are hopeful, therefore, that the commission will not rely solely on this nonremedy, and in this regard, we are encouraged by the commission's announcement that it will initiate notices of inquiry in the matters of cable's compulsory license, syndicated exclusivity and the telephone company provision of cable service."

The National Independent Television Committee felt the FCC didn't go far enough to protect small UHF independents. NITC was formed in opposition to the industry compromise. NITC, said Christopher Courson of O'Connor & Hannan, who has been representing the group, was disappointed that the FCC did not adopt more of the Danforth proposal. He said the independents appreciated the one-year grace period, but would have preferred a two-year moratorium and the elements of Danforth's proposal

that called for must carry for all cable systems and a 33% cap.

NBC gave qualified support to the agency's decision. "NBC has supported the adoption of must-carry rules so that the public can be assured of the availability of their local broadcast stations," the network said. "While we would have preferred a broader requirement of local station carriage and a permanent rule to insure such a result, we commend today's action by the commission as a significant move in the right direction in what is a very complex matter."

In the broadcasting community, public television seemed the most dissatisfied. According to a statement released by the National Association of Public Television Stations and the Public Broadcasting Service, the FCC's action acknowledges the "unique character of noncommercial, educational television." But, the commission, they continued, "failed to adequately protect the public's right to diverse public television services or to assure the availability of those services to the public." To date, the statement said, 72 cable systems in 24 states have dropped public television stations. "It seems that the commission's action today will serve to continue that trend." NAPTS, PBS and the Corporation for Public Broadcasting asked the FCC to adopt a rule requiring cable carriage of all public stations within "their broadcast service area."

CPB President Martin Rubenstein noted that under the rule, more than 50% of all cable households could lose some of the public television programming they now get. "This situation concerns us because it makes it difficult for a unique broadcasting service to reach its audiences as it is required to do by law," Rubenstein said. The CPB president was not happy with the A/B switch idea. "Let's remember how cable got started. It began as a way to get clear reception of broadcast signals in areas where they may not be available. I don't understand how an A/B switch can help the millions of public television viewers who can't get a clear over-the-air signal, or any signal at all."

For cable, the sunset provision was a plus. Cable interests were also gratified that the new rule doesn't force systems to carry duplicated network signals and the "old commercial dog stations" nobody wants to watch. Nevertheless, there were other aspects of the rule that were disagreeable to cable.

"The must-carry rule announced by the commission today is somewhat more stringent than cable bargained for, yet in a long-term sense somewhat less permanent than the broadcasters bargained for," said NCTA President James Mooney. The new-station exemption, Mooney said, is "particularly galling to us as it seems to set up a limited class of broadcast licensees with a preference over made-for-cable programming services, and we did not bargain for that." Still, he noted, the FCC "forcefully and clearly rejected the notion that cable is some sort of monopoly or merely ancillary to broadcasting and that pleases us."

Mooney also felt the total exemption for public stations has the effect of modifying

Storer to buy Wometco Cable for \$600 million

The liquidation of communications properties formerly owned by Wometco Enterprises is moving toward completion with word last week that Wometco Cable would be purchased by Storer Communications for roughly \$600 million. Both MSO's are controlled by Kohlberg, Kravis Roberts & Co., the investment firm that engineered the April 1984 leveraged buyout (LBO) of then publicly held Wometco Enterprises and its separately traded subsidiary, Wometco Cable TV, and, more than one year later, of Storer Communications.

No comment on the reported merger was available from KKR or Shearson Lehman Brothers, which is reportedly working on the merger. If the deal does take place, the combined MSO's would have systems serving roughly 1.9 million subscribers. One source suggested that the merger, besides allowing KKR to liquidate Wometco and distribute the proceeds to the LBO's investors, would also allow the two MSO's to share expenses and purchasing arrangements now handled separately.

Last week's merger talk followed the proposed sale of Wometco's stations WWHT(TV) Newark, N.J., and satellite, WSNL-TV Smithtown, N.Y. (see story, page 57). Furthermore, Tony Cassara, president of Wometco Broadcasting, said that an agreement has been reached to sell the company's remaining broadcast property, WLOS(TV) Asheville, N.C.-Greenville, S.C.

Assuming the transaction were to close at the end of this year, investor return on the cable portion of the LBO would be roughly 32%, compounded annually. New Enterprises, the corporate entity that undertook the LBO, purchased 15% of Wometco Cable TV's publicly traded stock (85% was held by the parent company, Wometco Enterprises) for \$29.50 per share—\$32.2 million total—giving the MSO an assumed value of \$213 million. Wometco Cable TV's \$68 million in outstanding bank debt was also assumed, raising the initial purchase price to \$281 million. Wometco Cable at the time of the LBO had 278,000 basic subscribers. Latest figures for the MSO show roughly 310,000 basic subs.

Those benefiting from the apparent liquidation of Wometco are the usual investors in KKR's LBO's: banks, venture capital funds, insurance companies and various corporate pension funds—Teacher's Insurance and Annuity Association of America was the largest investor—as well as KKR itself, which already received \$6 million in fees. If the proceeds were distributed to investors on the basis of their original, "fully diluted" interest in the LBO, \$23 million from the cable sale alone would go to former Wometco Enterprises vice chairman, Mitchell Wolfson Jr., while \$3 million would go to Wometco Cable President John M. Lewis.

the cap and gives it more the character of a quota. As for the A/B switch aspects of the rule, Mooney thinks consumers will use the switches. As for what impact the switch requirement might have on cable, NCTA was holding back any comment until it finds out exactly what the FCC is proposing. "The chances that the A/B switch would prove not to work are so remote that the hypothesis does not deserve serious speculation," he said. NCTA was reserving final judgment until it has an opportunity to analyze the rule further. "We're going to look carefully at its practical, legal and constitutional implications, and decide where to go from here. Our executive committee and board will call the shots," Mooney said.

CATA President Steve Effros was pessimistic about the rule's chances of surviving a court challenge. From a legal point of view, he said, the agency still hasn't justified the need for must-carry rules. "I am looking forward to hearing the FCC's explanation as to why the Home Shopping Network [which last week bought three UHF stations, see page 57] should have First Amendment priority over C-SPAN," Effros said. Overall, he didn't feel the rule was "burdensome" because most cable systems will carry local signals anyway.

He thought the industry was in a "no lose" position. Either the decision will be thrown out, Effros said, or cable can live with the deal because that's the way it's doing business now. "We're confident that an appeal will be filed and we'll certainly let our views be known," he said.

"It's our intention to file an appeal," said Turner Broadcasting System attorney Robert Ross. "We've been fighting must carry for a lot of years. I don't believe the rule can meet the *Quincy-Turner* standards," he said. (Turner was a party to the original appeal brought against the old must-carry rule.) Ross noted that the commission adopted rules that are "far less intrusive" than the old rules. "They're to be commended for that," he said, but he added: "They've got their priorities reversed on the A/B switch approach." The agency is imposing must carry until it knows the A/B switch works, Ross said. What the FCC should have said, he argued, is: "Install the switch, and educate the public. If that doesn't work then impose a rule."

Also knocking the rule was cable attorney Jack Cole of Cole, Raywid & Braverman, who is counsel to Quincy Cable. "I think the rule is a travesty on the constitution," said Cole. The commission's process in reaching this rule is a sad commentary on responsible government. "He said the chances of his filing an appeal were between "relatively good and excellent." Cole also thought the FCC's release of the three NOI's at the same time as the rule represents a "less-than-subtle threat to intimidate the cable industry into accepting graciously the must-carry rule or else."

On Capitol Hill, except for the criticism from Danforth, reaction was generally positive. "The FCC deserves a lot of credit for handling this issue. It did not want to adopt a must-carry rule, yet Congress said adopt one and they did it," said Thomas Rogers, senior

counsel to the House Telecommunications Subcommittee. Rogers also had entered the debate on must carry and offered his version of a rule. In terms of the A/B switch proposal, Rogers felt the FCC had followed congressional guidance in large part by not using it as a substitute for a rule but instead using it as part of a broader rule. "I think overall the proposal will satisfy many of the concerns raised on the Hill." But he thinks the major issue that must be confronted now is how the rule will be viewed by the Court of Appeals.

"I think it's going to be a dicey situation," he said. Rogers thinks there may be a problem with the rule's rationale in the sense that it requires cable TV to follow two paths—the A/B switch path and a must-carry rule path—for a five-year period. The court may feel, he said, that a double requirement is "too extensive a burden in light of its opinion which was geared to freeing cable of burdens under the old must carry."

There may be some cable operators, Rogers said, who would prefer to be told to carry additional public television stations than to be forced to install A/B switches on top of following the rules. Rogers also thought the sunset was a blessing in disguise for broadcasters. "The court is clearly looking to see whether the expert agency is scrutinizing

technological developments." By building into its rule some basis for re-evaluating a must-carry rule, Rogers feels that might aid the argument for upholding the rule.

Surprisingly happy with the FCC's action was the National Telecommunications and Information Administration, which opposed the industry compromise. NTIA director Alfred Sikes called the decision "commendable." He was pleased that the rule "addressed the obvious need to insure cable carriage of public television signals." Sikes also praised the FCC's plans to revisit must-carry. "We also strongly support the FCC's determination to re-examine the special copyright treatment cable television enjoys in light of all the changes which have taken place since the current compulsory license scheme was adopted."

In addition to a proposed rule, the industry compromise included a political agreement between the broadcast and cable industries. Broadcasters agreed not to seek repeal of cable's compulsory license. Additionally, the broadcasters consented not to "stop or amend" any bill to which NCTA and the MPAA might agree on a simplified formula for calculating cable's compulsory license fees. As long as cable sticks with the compromise, the broadcasters indicated they'll stand by that agreement. □

Copyright bill for satellite carriers readied

Most witnesses support legislation that would set up compulsory license

The House Copyright Subcommittee is prepared to move on new copyright legislation that would establish a compulsory license for satellite carriers permitting them to sell scrambled superstation signals to home earth station owners. The subcommittee's chairman Robert Kastenmeier (D-Wis.) said he expects a vote on the measure when Congress returns from its August recess.

Kastenmeier's announcement came at the end of a hearing last week on the bill (H.R. 5126). For the most part, representatives of the cable and motion picture industries and affected satellite carriers testified in favor of the measure. But the parties also have specific problems with the legislation. The Association of Independent Television Stations, however, raised serious objections to granting the carriers a compulsory license. (The issue of granting a compulsory license to satellite carriers arose after they decided to scramble the superstation signals.) INTV President Preston Padden said the bill moved

the issue in the wrong direction.

"The over-the-air broadcasters, who provide a free service to the American people, are required to negotiate, contract for and purchase program rights. On the other side of the coin, cable TV systems and satellite carriers, which charge the American people for their services, are favored under the copyright law with a compulsory license—a free ride—for the programs which they exhibit," Padden stated in his testimony. Furthermore, he argued that there was no need or justification for carriers to scramble. Padden's remarks appeared to have some support. Representative Ron Mazzoli (D-Ky.) characterized INTV's position as "a breath of fresh air."

The bill sets a royalty fee of 12 cents per subscriber, per month, for each TVRO subscriber. The fee would be collected and distributed among copyright holders by the Copyright Office. It also includes a sunset provision, eliminating the satellite license on Dec. 31, 1994. After Dec. 31, 1990, the statutory rate would be replaced with a voluntary one worked out by negotiations be-



Mooney



Taylor



Padden



Valenti

tween satellite carriers and the copyright owner, or through binding arbitration. Satellite carriers may sell distant signals to earth station owners "through a distributor which could be an earth station dealer, a cable operator or any other business which has access to a minimum number of subscribers."

The most controversial element of the measure is the sunset provision. Cable and the satellite carriers are opposed to the idea, while the Motion Picture Association of America is ardently backing it. There are, however, certain modifications MPAA would like to see. Among the changes MPAA President Jack Valenti suggested was to place a cap on the superstations eligible for the license. He recommended that the licenses be limited to carriage of all current satellite-delivered superstations and that the license be extended only to those additional superstations that are carried by cable systems serving 20% or more of all cable subscribers nationwide.

Valenti also expressed concern that H.R. 5126 seems to "permit operators of satellite master antenna television systems—and possibly others—to take advantage of the

temporary compulsory license." He also asked the subcommittee to consider limiting the proposed license to C-band satellite technology.

And MPAA would like to see further clarification of the Copyright Office's role in administering the license. But Valenti said later that he thought the Copyright Royalty Tribunal would probably be more effective in distributing the royalties than the Copyright Office. "I think they could do it with more dispatch and less cost."

Speaking on behalf of the satellite carriers was Edward Taylor, chairman, president and chief executive officer of Tempo Enterprises. Tempo is the parent company of Southern Satellite, which delivers WTBS(TV) Atlanta. The other carriers with interest in the bill are United Video, which delivers WGN-TV Chicago, and Eastern Microwave, which offers WOR-TV New York. Taylor said the carriers were troubled by language in the measure that makes it "an act of infringement if the carrier discriminates against any distributor." Also, he noted, they are concerned about the procedures established for voluntary negotiations or binding arbitration

that would occur when the statutory rate expires in 1990. Furthermore, he argued that there is no "compelling need" for a sunset provision.

National Cable Television Association President James P. Mooney was equally troubled by the sunset provision. He maintained that the provision would "complicate an already complicated system." Additionally, he said, "we think Hollywood regards this sunset provision as a wedge to be used to gain repeal of the cable compulsory license in its entirety. It is our view that if that question is going to be raised, it ought to be raised squarely and directly, with everyone given a chance to have their say, and that the dish owners shouldn't be used as a pawn in a larger game," Mooney said.

On another point, Mooney suggested that the bill's 12-cent royalty needed adjustment. He noted that the fee is based on computing the average current price per distant signal, per subscriber, paid by cable systems. But that figure is questionable, he pointed out, since the U.S. District Court's decision to throw out the Copyright Office's fee computation schedule (BROADCASTING, Aug. 4). □

General Instrument purchases M/A-Com units

It buys COMM/Scope, Video Products and Prodelin divisions for \$220 million

General Instrument Corp. has become more entrenched than ever in the hardware end of the cable television business and has secured a firmer foothold in the budding satellite-to-home broadcasting business with an agreement last week to purchase M/A-Com Inc.'s Cable/Home Communications division for \$220 million.

The purchase, which is expected to be closed late this month following routine government review for antitrust implications, will bring three of M/A-Com's established businesses under the GI umbrella: COMM/Scope, a leading manufacturer of coaxial cable for the cable industry; Video Products, developer and manufacturer of the Videocipher I and Videocipher II scrambling systems, and Prodelin and Converter, a manufacturer of satellite earth stations and cable converters.

The M/A-Com operations are a "perfect fit," said Frank G. Hickey, chairman, president and chief executive officer of GI. The acquisition "enables us to expand our position and commitment as the premier broad-based supplier to the cable television industry by adding coaxial cable to our existing subscriber and distribution equipment. At the same time, we are obtaining a fast-growing new telecommunications business in the Videocipher equipment used for encrypting satellite television."

GI has experienced some rough going lately due primarily to the softness of the semiconductor and cable markets. For the year ending Feb. 28, 1986, GI reported revenue of \$794 million, down from \$933.9 million the previous year, and a net loss of \$66.5 million, up from a loss of \$9.6 million.

The impact of the acquisition on GI's revenue and earnings "will be positive and immediate," GI said in a prepared statement. "On an annualized basis, revenue will be increased by over \$200 million, and there will be an addition to earnings per share starting in fiscal year 1987." For the year ending Sept. 30, 1985, the three M/A-Com groups reported combined revenue of \$208.7 million.

In the short term, COMM/Scope may benefit GI most. The coaxial cable business is highly profitable and, as Hickey pointed out in his statement, it complements that of GI's Jerrold and Tocom divisions, which are major providers of distribution equipment and converter/descramblers. The ability of Jerrold and Tocom to offer coax along with line amplifiers and converters may help them expand their already sizable share—40%-45%, according to GI—of the cable business. Expanding their share is important since the market is shrinking as cable construction continues to wind down.

But in the long term, Video Products may prove to be the most beneficial. Its Videocipher II system is well on its way to becoming the de facto standard for the scrambling of the cable networks' satellite feeds. HBO, Cinemax, Showtime, The Movie Channel, superstation WOR-TV New York, CNN and CNN Headline News have already scrambled their feeds using the technology and most of the other major cable services are following their lead.

When it comes to scrambling cable programming, the real business is not in selling scrambling equipment to the programmers, but in selling descramblers to the cable operators and, more important, to home dish owners who are willing to pay programmers to continue to receive their satellite feeds after they are scrambled. The potential market for

home descramblers to receive today's scrambled C-band satellite signals as well as tomorrow's Ku-band signals may easily run into the millions of units. Today, there are 1.5 million home dishes in place and, according to a just-released study by CSP International Inc., there will be between 3.5 million and six million by the end of 1990.

The use of Ku-band satellites, capable of delivering television signals to home dishes one meter or less in diameter, is expected to increase demand for home dishes and, by extension, descramblers. "Video Products is developing an enhanced version of . . . Videocipher II . . . for the Ku-band satellite market," GI said in its statement. "It is projected the market will begin to develop in 1988 and expand rapidly as more programming services move from C-band to Ku-band satellites in the 1990's."

The acquisition of the M/A-Com division puts GI in a good position to capture a share of the market for home Ku-band earth stations. GI manufacturers Ku-band receivers and with the addition of Video Products, it can incorporate Videocipher II descramblers into its receivers, and with Prodelin, it can make the dishes to go along with the receiver/descramblers.

The GI-Prodelin earth station has already proved itself in the field. For a year and a half starting in November, GI was the supplier of the small, low-cost earth stations to United Satellite Communications Inc., which offered a five-channel Ku-band satellite broadcasting service before going out of business in April 1985 for lack of subscribers and capital. As a subcontractor, M/A-Com's Prodelin supplied the dishes for the GI earth stations. (GI was also an investor in USCI; in fiscal 1985 it took a \$29-million pre-tax write off associated with the investment.) □



C-SPAN Chairman Brian Lamb

Free(r) at last

The historic—and revolutionary—Senate and House decisions to admit cameras and microphones to their deliberations have changed the way their countrymen view the process of government, and in time may affect the process itself. C-SPAN, the unique public affairs network that is the only full-time monitor of Congress, as well as an increasingly ubiquitous reporter of the political process in its own right, not only covers the action but, just by being there, plays its own important role. BROADCASTING turned to Brian Lamb, the chairman of C-SPAN, to analyze the impact of the Senate and House coverage, and to anticipate what may come next in opening the government to the people.

How has the process of government been advanced by the admission of cameras, first into the House and now the Senate? And how do you anticipate that it's going to be advanced?

I think it came into focus these last few weeks. We were, at least in Washington, able to walk into our programing room and, on three different television sets, watch the Senate in action, the Judiciary Committee with the Rehnquist hearings, and the House in action. In the past, when there were no television cameras in any of those institutions, we only had to rely on what you could see as an individual if you were there.

Actually, there are a lot of different answers to that question. The way it affects people in government, the way it affects people who are constantly watching government, and the way it affects the average citizen around the country who wants to watch from time to time the proceedings of government. There are just all kinds of

different impacts; it can't be answered in a simple one-sentence answer.

Can you discern a difference in the Senate from the day it admitted television—June 2—until now?

I have noticed no difference in any of these institutions because television is in there. I mean, there are all kinds of examples of where an individual will act differently because the cameras are there, but there are all kinds of examples of how they would act differently if the cameras weren't there—of things that they would say if the cameras weren't there, and vice versa. It works both ways.

But the institutions themselves have not changed dramatically. I think people's appreciation has increased significantly. People have seen how very complicated the whole process is and why a member of Congress or the Senate can't possibly know everything about

everything. Let me give you an example of what I'm talking about. I remember looking up and seeing Senator Kennedy [D-Mass.] questioning Chief Justice-designate Rehnquist rather intensely, and a few minutes later I looked on over another set, and there Kennedy was, live on the Senate floor, giving a speech on South Africa. If I had kept watching, our cameras probably would have picked him up later in the day at some meeting around town, giving another kind of speech to another kind of audience.

You begin to appreciate the demands on their lives, and the difficulty with these demands and being an expert in any area. Because television is almost everywhere now, it's easy to see how the system works, and that through the checks and balances, any one individual is prevented from having too much power or taking it too far.

Would you say that the Senate's opening to television was because of the House's opening—a follow to that more than anything else?

There's no question about it. The Senate put cameras in there after it got tired of seeing the House on television in their offices; they would always tune in from their offices and see the other body. They would go back to their states, and people would confuse them with congressmen; they'd say, "How come I see Congressman X on television and I never see you?"

I think Senator Byrd [D-W. Va.] tells the best story. He's the minority leader of the United States Senate, and was the majority leader. He is probably the only person in history that's held both jobs as long as he has, and he went back to West Virginia and somebody introduced him as the Speaker of the House. He realized that there was a real education problem, and that they better get moving on it. He was one of those people who saw within the last year that it was time to move, and he made a big difference, because over the last five and a half years he was reluctant to move the Senate to television under the circumstances that existed.

I think one of the more illustrative periods of what we're talking about came in the senatorial elections of 1984, when four new senators came from the House of Representatives. Tom Harkin of Iowa beat Roger Jepsen, who was an incumbent senator, and Paul Simon of Illinois beat Chuck Percy, who also was an incumbent senator. And in the same election, two other congressmen were elected to the Senate: Phil Gramm of Texas who was very active in the House, both in the Budget Committee and on the floor, and Al Gore of Tennessee, who was very active in the House and was the first person to speak on television in the House back in 1979, and also was enormously interested in television, and got a lot of exposure on this network because he was very active in his own committee. The science and technology hearing on things like genetics which, you know, were fresh and different and something people had never seen.

I always felt that the Senate would get a lot more interested in televising its sessions when it found some of its own members being defeated by House members.

Well, now that the Senate is in there, do you think the House will in turn react in some way?

I'm not sure what the House will do. Our audience's reaction to the Senate has been very interesting. There is an informality about the Senate that most people didn't expect. Everyone expected the Senate to be stodgy and stiff and highbrow, and it turns out that it's comfortable and civil and gives a feeling that they're just a couple of people talking in their living room. Now it's not always that because it sometimes gets rather spicy, but it still is much more—there's a rounded edge to it that you don't get in the House. Because there are 435 members of the House, it's a very formal structure, and I think that the viewer is surprised about the great deal of difference between the two institutions.

So I suspect that the House, especially under a new Speaker, will look very long and hard at the actual physical use of television, and that if Jim Wright [D-Tex.] is elected Speaker (which everyone expects, based on polls and the fact that he has had no challenger up to now) he will take a deep interest in television. He always has up to now. He worries about the impact of it; he's much more interested in the use of television than Speaker O'Neill [D-Mass.] has ever been.

Speaker O'Neill went along with television, and has endorsed it ever since, but he pays absolutely no attention to the specifics of it.

How is television affecting the careers of congressmen and senators? Is it going to change political destinies, and has it? Do you know of any instances where people have become stars on the House side because of their television appearances?

I think there is something going on that we can't measure yet, that will have some influence in the process, and that is this: You know, we do not confine our coverage to the Senate and the House. Every year we cover the governors conferences, in full, twice, both the one here in February and the one away in August. We cover the U.S. Conference of Mayors every year on location—this year it was in Puerto Rico—and when they come to Washington. We cover the state legislators; we are going to Fort Worth and New Orleans for the purpose.

The point I'm making is that we cover the entire elected official spectrum. Now the kind of people that are at the base of our viewership, besides the average person, are what can be termed political junkies. Legislative junkies, or someone who I say is a member of the nationwide political infrastructure of the country. How big is that? I don't know. Is it a million people, is it 500,000? We're talking about people that make the difference on the local level, on the state level and on the national level. And they can be anything from a precinct captain to an editor of a local newspaper to a political writer, to a governor. And they're all watching at some time or another; they're all fascinated by people and politics, and so when they've got a moment, they go home, flick on the tube and say, "Is that politician I'm watching as good as I am or better, and what can I learn?"

In this town alone, from the majority leader of the U.S. Senate to the President of the United States, they watch the network: they watch it a lot when they have the time because it is their life. So there is something going on out there among those people; they are seeing politicians from the moment they set foot into the political arena until the time they decide they want to run for President. And there are a bunch of them out there, more than there ever had been in a long time.

So when they start to go to Iowa and to New Hampshire or Michigan and the South and begin to talk to delegates and to caucuses, those people already know what they're like. It's not a surprise to them. When they walk in and give a speech, they've heard them give a speech four or five times already in four or five different places. So that is having a nationwide impact that you can't measure, but it's not insignificant.

And the other thing you're getting with these people is an in-depth knowledge of their personality. You can't miss it. They can't go to different groups and say different things without getting caught at it. And that has been a problem over the years, where you would come to Washington and say something in the clubby atmosphere here, and then go back to your district and play the game of, "Well, I voted for that amendment, but in the final passage I voted against it," and have it both ways.

What's the most recent baseline number on your subscribers?

The total number of homes in the United States that can watch the C-SPAN main network is in excess of 27.5 million. That includes two million dishes estimated to be out there on the countryside, all of which can receive it because we have an unscrambled signal.

The Senate feed—C-SPAN II—now has a little over seven million homes. We lost probably 500,000 to a million homes when we were forced off Satcom III-R (BROADCASTING, Aug. 4).

Are the media making proper use of this privilege [of access]?

Yes. You know, as a person, I'm always disappointed by what appears to be the news judgment of some commercial television news operations in terms of their perceptions of what the public wants. I'm a news junkie, so some of the things that are covered are not as important to me as they are to the general public; but I think that the



Cullie M. Tarleton
WBTB, Charlotte



John Suder
KWGN, Denver



Jonathan Klein
WJZ, Baltimore



Joe Berwanger
KDKA, Pittsburgh



Joe Schwartzel
WINK, Fort Myers



Bob Donohue
KMOL, San Antonio



Al Parsons
KOCO, Oklahoma City



Joe Franzgrote
KARE, Minneapolis



John Spinola
WBZ, Boston



Dave Dodds
WGAL, Harrisburg/Lancaster



Bill Flynn
WJBK, Detroit



Barry Barth
WFSB, Hartford

These successful general managers never forgot how they started out.

That's why their stations, together with many other top stations across the country, have gotten involved with a truly unique campaign we at Group W are syndicating. It's called *For Kids' Sake*. And it is.

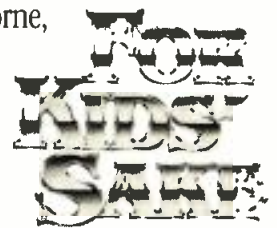
Targeted to adults 25 to 54, *For Kids' Sake* addresses the vital issues affecting today's children. And as it helps them, it helps you.

It's a campaign that attracts new revenue from advertisers who care about kids as much as we do, while combining your local community outreach efforts with a

richly produced, national package that includes prime time programs, vignettes, PSA's and print ads, sales materials and more for use in your own customized projects.

Complete packages are available for January '87.

For further details call Jeff Osborne, Group W Television Sales, at (212) 883-6145. And join the growing list of grown-up professionals who are doing something... for kids' sake.



important thing now is that they don't have to worry about it any more. With the Cable News Network, with the Financial News Network, with some of the other networks that have been created on cable television, with the independent news organization, with Conus, with the use of satellite technologies, and all the local bureaus here, we have available all the information that any one human being could possibly deal with on their television set at home. Now, everybody in America doesn't get it, because it's still the local cable operator's call as to what will go into the market, and it should be. I'm not suggesting it be anybody else's, but the public is going to have to realize in many cases, because information is not always the top seller, that if they want it they have to go after it. They're going to have to be involved, they're going to have to let the local cable operator know that they want it.

And that's probably where we are now, at that next step in the process.

What are you going to do to flesh out C-SPAN II as you have C-SPAN I?

I think a couple of things will happen with C-SPAN II. First of all, and it's already happened, we started out with eight million homes, which, surprising as it sounds, was the largest startup of any cable operation on day one. And that was because some very important cable television executives made it happen in their own companies. Their names are familiar to you, but Gene Schneider, chairman of the board of United Cable, in Denver, just said, "I'm going to put it on all 50 of my cable systems," and it went on, even though some things went off. He did it for a lot of reasons, including his feeling that it was the thing to do. And Ed Allen did the same thing with Western Communications, as did John Saeman for Daniels. John Evans did the same thing with the four systems that they're involved with for Hauser and Jim Whitson of Sammons found half of his subs for C-SPAN II. Centel delivered us 200,000 homes of their 300,000 homes. I can run down the list—ATC and Time Inc. got us a million homes, and Warner found a million homes—truly, they were too numerous to mention. Storer told its systems that they'd find room for the entire tax debate.

It took the involvement of individuals who believed in what we were doing to find those eight million homes in a very tight market out there. And they did. It's going to take the direct involvement of our board and other human beings to lead, because people out in the systems often are being told to deliver a certain return and they're going to take every channel they can and deliver the maximum amount of audience and revenue so that they can live up to the expectations of their companies.

There may be three parts to that. Secondly, the senators themselves are not shrinking violets, and unlike members of the House, they have been very aggressive in their states with some of the cable operators. The press secretaries pick up the phone and call the cable system and say, "The senator would like to know if you intend to carry the Senate." We are a sarcastic, cynical lot in this country about politics, but still, in most cases, we do not treat United States senators with the back of our hand, and so if somebody is calling from a senator's office, I think it gets the attention of the operator, and they usually listen—and if it's possible, they will try to help.

Thirdly, just as with the first network period offering, this will take local citizen groups that get active and insist of the local operators that they find space. There are 100 good stories of people who got involved in the community, went to the cable operator and said, "We want C-SPAN on there." The operator might say nobody cares, and they proved to him that people do care.

So, those three ingredients will be the driving forces over the next couple of years that will significantly increase the numbers.

The other part of my question was about fleshing out the programing. Right now it's essentially just the Senate. How are you going to fill the rest of those hours?

Well, we've been talking a lot about what we can do with C-SPAN II that might be different and useful to the audience. However, the longer you talk about it, the more you come back to the fact that the

driving force behind C-SPAN II is now and will always be the United States Senate.

If you go back 15 years to the time I first started talking about trying to do public affairs on cable television, I can tell you from experience that no one listened much—until we talked about doing the U.S. House of Representatives. As dry as that can be on some occasions, that was the first thing about which lots of people said, "Hey, that's not a bad idea."

It's the same thing with the Senate. We can come up with all the gimmicks in the world and play television all we want to, but the driving force behind C-SPAN II will always be the United States Senate, and it should be. We have 17 cameras in Washington; they are out every day in the community trying to find things going on here, and also out in the rest of the country, on an increasing basis, trying to find public events that the public might want to share in.

And a lot of that never gets seen, because if it's a busy time in Washington, as right now, there's so much going on on the floor of the Senate and the floor of the House and the hearings with Rehnquist, and whatnot. But we have plenty of opportunities with two networks, to give the public two choices. And that would be our second source of programing, what we're doing already.

So on most days of the year—and there are some dry periods when the Congress goes home around the holidays, where it would be difficult to have events going on to feed two networks—but I would say out of 365 days a year, that there are 200 days a year easily where you will always be able to provide two choices at any given time, 24 hours a day, that will allow the viewer to make up his or her mind on an issue.

In addition to trying to get into the Senate and the House of Representatives, C-SPAN has also fought battles to get into meetings and conferences. What are some of the things you would like to do? I know some court hearings, but are there other things around town that you would like to get into and cover?

That's a good question, because at the time that we're enjoying the fact that the Senate voted 78-21 to permanently keep cameras in the chamber, we have, sadly, gone through an eight-day period during which the Senate and House conferees on the tax bill have closed the doors to cameras. It's a real low point; there's no excuse for it. I know that in Washington they say you need to have back-room conversations, and I'm not suggesting that that shouldn't continue; but something as sensitive as the tax bill, of which we have covered over 250 hours, all through the process—to find ourselves locked out for eight straight days of deliberations seems to be a real step backward.

So you start with the fact that when the Congress and the Senate want to, they can close out the public. And they will tell you that it's in the public interest. But if they can't reach a conclusion without cameras in there, what makes you think they wouldn't be able to reach it with cameras in there? They'll tell you individually that maybe damage would be done, but if it would, something is really wrong, because if we can't deal with these things in public, we are missing the whole point of our society. So as we go a step forward, with the Senate being on television permanently, and the House having been on seven and a half years, I've got to say that it's with some sadness that we look at the fact that the tax conference has been closed for the last eight days.

How often does that happen?

More often than it should. We've made a lot of progress, and the way we've made the progress is to take our cameras in, to be as unobtrusive as possible, and to carry the whole thing from start to finish. We're not looking for sensation. It has just taken us a long time to convince a lot of people that we can do that.

I'd like to open up another aspect of the access question. What about the Supreme Court? When will we see it opening up?

I don't think there's any question if people will just be patient. And I don't mean years, I mean months. And if the media are not overly aggressive or accusatory. But it now appears that the new chief justice, if confirmed, will give sympathetic consideration to cameras

*This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these Securities.
The offer is made only by the Prospectus.*

\$110,000,000

**COMCAST
CORPORATION**



11³/₄% Senior Subordinated Debentures Due 2006

Interest payable February 1 and August 1

Price 100% and Accrued Interest

*Copies of the Prospectus may be obtained in any State from only such of the
undersigned as may legally offer these Securities in compliance
with the securities laws of such State.*

MORGAN STANLEY & CO.
Incorporated

MERRILL LYNCH CAPITAL MARKETS

LAZARD FRERES & CO.

July 31, 1986

in the courtroom.

Now, if we run in there and demand that we have 200 foot candles in the courtroom, or we won't take it, or that our people have to operate those cameras, and go through that whole business again, which I suspect we won't, they're just going to turn away from it. Whether the media like it or not, the Supreme Court and the court systems have had an ethic over the years that their operation is a fairly closed society.

About a year ago, we started a series called *America in the Courts*. We started it because there is a great deal of information available that we can give our audience already that they don't know about, but also because we set out to prove to the judicial conference of this country that you can cover the court system on television on their terms and still learn a lot about how it operates.

There are a lot of ethics about the law and about the court system that some people may not appreciate or may not agree with, but the point is that they're there, and the people who are involved in it—the 750 federal judges in this country—all live in a world that's run by the judicial conferences. And the chief justice of the United States runs that, and what he says is gospel. And the last chief justice said no deal; he for his own reasons didn't like the media and didn't like television.

I believe that the louder you pound on them and say: "You've got to have it our way or we won't do it," the more they'll just back off. I predict that in the near future, if people go about it the right way, we will have access to all of the oral arguments in the United States Supreme Court. There are only 150 a year. They last an hour—with the exception this year of the Gramm-Rudman oral argument, which was two hours—and we as a network will carry all 150 oral arguments in their entirety at some time.

I would further predict they'll have four cameras in the courtroom and that instead of the 200 foot candles that existed in the hearing room where Chief Justice-designate Rehnquist testified, they will have 30 foot candles as the Senate has, and will be able to do quite well with it. As a matter of fact, with the technology the way it is, you could probably get away with no light at all. Now your engineers and your specialists at the commercial networks will scream bloody murder that this is not acceptable, but in fact, we'll all live through it. And in the end, if we can get 75% of what we want instead of nothing, it will be to our benefit as people, and the technology over time is going to get better—you're not going to need any light in the future, eventually.

So this court, even with an average age of 68 in the new court, appears to be very close, if the chief justice leads, to saying: "Let's step into the 20th century. We still can go behind closed doors to make our decisions, but let's let the public at least understand what we do here."

The atmosphere seems to be right, the timing seems to be right. And again the Supreme Court will go on television because the Senate did, the Senate went on television because the House did—and, if you remember back in the 1970's, the House started opening up its committees to television because the Senate had done it for years.

Everybody realizes that television is the way that the masses find out what's going on. And these people who are being appointed to the Supreme Court are people who have lived in a television age. And they are no different than anybody else; underneath, they want to be understood, they want to be appreciated for the work they're doing, and you don't become a Supreme Court justice today without being someone who deals with the world. I think if you go back through history, you will see that the court has often reflected the public's will at large on some of the main issues. They don't like to admit that because they like to say that everything they do is totally based on the law. They've often heard a case and then reheard it a couple of years later, until the public begins to get used to the idea that they're about to go in a new direction. So they're much more conscious of the public's feeling on issues than I think they like us to think they are.

And the same thing goes for television. They get up every day and turn on the television set like everybody else, and listen to the car

radio when they drive to work—there's only one member of the Supreme Court who's chauffeured in, and that's the chief justice—and they all talk among themselves and their clerks, and their clerks are people who totally live in the television age. They're 23, 24 years old, and they are often products of this electronic society.

I think that the Burger court was of another era. There is an age differential of about 17 years, and that's enough to make a big difference in one's mind about how to use television. And again, we have come a long way with things like C-SPAN and other satellite-delivered programming in the last 17 years, and if you haven't ever considered it before, there's no reason for you to change now. And so I think that's why we're very close to a change in attitude.

Will all 150 of those oral arguments be part of C-Span II?

Not necessarily; I think you approach these arguments in different ways. Not every argument is of monumental importance to everybody in the country. Those arguments can be placed on a network, I or II, at a particular time, probably off the main hours, and our audience could be told that it will be played at such and such a time and those who are interested can set their home videocassette recorders. That way, we become a delivery mechanism for that small group of people out there that may want to see a particular oral argument.

If you have a major argument like Gramm-Rudman that goes on for two hours, that's for a prime time audience. Everybody wants to be involved in that, or at least people who are interested in public affairs. You run it in prime time and you probably run it more than once. That's another thing. With our kind of network not tied to Nielsen numbers—and we may be the only network that isn't—you can do things again and again, repeating them, realizing that no one sits for 24 hours a day watching television, or if they do, they're in such a minority that you don't worry about them.

And we span seven time zones, from the Atlantic time zone, Puerto Rico and the Virgin Islands, to Hawaii, going through the two time zones in Alaska, and we have viewers in each one of those time zones. So if it's midnight here in Washington, and it's 6 p.m. in Honolulu, it's a whole different kind of audience. And most people who watch what we do don't watch it forever. They come in and see if they like something, and if they don't like it they go somewhere else; if they like it they'll hang on for a while. It is a part of the revolution of how people watch television, and our type of television watching has not been studied very much. There's a lot to be learned about how people use it and when they use it.

You sound as though the Supreme Court access is almost done.

I don't know that it's almost done, and if for some reason or another it gets derailed with Chief Justice Rehnquist, we may have to wait for a long time. But you get a feeling around here for things that are about to happen, based on private conversations, public attitudes, timing. There was no doubt back in December, when Senator Robert Byrd took a real interest in television in the Senate, that it was going to happen. He's a methodical man who has been around for a lot of years and he knows the ways of the Senate, and when he called up and said, "I'm for this and I want to learn more about it, and let's go," we all knew that it was just a matter of time.

And that wasn't because he was the only person involved in it; it meant that he was about to convince some people that were really in the way, like Senator Long of Louisiana, that it was time to step aside. And he did it, and he did it with hours and hours of patience and conversation that the public doesn't even know about. That's the way the Senate often functions.

It's the same way with the Supreme Court. You start with the fact that Chief Justice Rehnquist has said if the lighting problem can be solved, he would be sympathetic. So you're starting with a whole different attitude, and it's in the air. You have a lot of people that have talked themselves to death behind the scenes with members of the court over the last several years who are now saying there's a little bit of momentum here. You know, it's like the Senate going on television; the whole world would have survived without it, but we feel just a little bit better about our system now that we have it. ■

*This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these Securities.
The offer is made only by the Prospectus.*

\$95,000,000

**COMCAST
CORPORATION**



5½% Convertible Subordinated Debentures Due 2011

Interest payable February 1 and August 1

Convertible into Class A Common Stock of the Company on or before August 1, 2011, unless previously redeemed, at a conversion price of \$32.175 per share, subject to adjustment in certain events.

Price 100% and Accrued Interest

Copies of the Prospectus may be obtained in any State from only such of the undersigned as may legally offer these Securities in compliance with the securities laws of such State.

MORGAN STANLEY & CO.
Incorporated

MERRILL LYNCH CAPITAL MARKETS

LAZARD FRERES & CO.

August 1, 1986

At
N·I·W·S

**Medical
Breakthrough
Reports Are Our
Specialty!**

MEDICAL BREAKTHROUGH



For comprehensive medical breakthrough reports, turn to N-I-W-S and Christi Myers. Using the resources of our country's leading research laboratories and hospitals, Christi explains how today's "miracle" may be tomorrow's routine medicine. And, at N-I-W-S, our specialty is your specialty. But then you'd expect that. N-I-W-S is the original news cooperative...and still the best.

N·I·W·S

The Leader

15303 Ventura Blvd. Sherman Oaks, CA 91403
(818) 789-5000

LORMAR-Telepictures™

©1986 Lorimar-Telepictures Corporation

Programming

Agencies predict NBC to stay on top

Forecasters see ABC pressing CBS for second in prime time; sitcom glut to self-destruct?

Major advertising agencies are projecting that NBC will repeat as the prime time ratings winner for the 1986-87 season, both in households and key demographic targets. Most also believe it will be a tighter race next season, particularly between number-two-ranked CBS and third-ranked ABC.

The agencies generally believe that few of the new shows have a chance to achieve "hit" status next season. Those mentioned most often include NBC's *Amen* and CBS's *Designing Women*.

Ted Bates Advertising predicted a slightly closer race but a clear win for NBC again in the 1986-87 prime time contest. For the fourth quarter of 1986, Bates estimates that NBC will average a 17.1 rating and a 27 share, followed by CBS, with a 16.6/26, and ABC with a 15.2/24. A year ago in the fourth quarter, NBC had a 17.8/28, CBS a 16.8/26 and ABC a 14.8/23. Bates sees a continuing stabilization in network viewing levels, with the three-network share remaining at 77%.

Bates suggested that the three-network leap on the "comedy bandwagon" may result in a substantial shakeout among sitcoms as the new season progresses. "So prolific is this programming type [28 shows]," said Bates, "that at five points in the network schedule, sitcoms on one network run head up against competitive sitcoms on another. And this is always true during the 8 p.m.-9 p.m. hour when the evening viewing habits are being established. Last fall there wasn't a single case of this awkward competitive conflict. What we envision in these circumstances are predictable failures of substantial proportions."

J. Walter Thompson predicted that NBC will repeat its victory in prime time next season, although not by as big a margin as in the 1985-86 season, when the network dominated with an average 17.5 rating, compared to CBS's 16.7 and ABC's 14.9. Thompson said that for the fourth quarter of 1986 NBC will average a 16.7, compared to a 16.0 for CBS and a 15.0 for ABC.

Perhaps as important, Thompson foresees a potential for more network viewing ero-

sion, which had subsided last season. JWT has projected that the three-network rating for the fourth quarter of 1986 will be a full point lower—47.7—than the combined rating for the same period in 1985. Richard Kostyra, executive vice president, JWT, cautioned that the ratings estimates may be low and that the formula for determining them includes "one dash of network erosion and one dash conservatism."

On a night-by-night basis, JWT has NBC taking Thursday and Saturday, as it did last season. The agency predicted that ABC may win three nights this year, taking Monday away from CBS and winning Tuesday and Wednesday as it did last season.

Of the new programs announced for next season, JWT said that ABC's *Jack & Mike*, CBS's *Designing Women* and NBC's *Amen* had the best chances of surviving to a second season. Other shows with a "chance" of survival, said JWT, are ABC's *Head of the Class* and *Ellen Burstyn Show*; CBS's *My Sister Sam* and *Kay O'Brien*, and NBC's *Ben Matlock* and *L.A. Law*. New programs that will probably fail, said JWT, include ABC's *Our World*, *Sidekicks*, *Sledge Hammer* and *Heart of the City*, as well as CBS's *The Wizard*, *Together We Stand* and *Better Days*. Likely NBC flops, said JWT, include *ALF: 1986* and *Our House*.

N W Ayer also said it thinks NBC will repeat as the 1986-87 prime time victor, and with an even bigger lead over CBS than it had last year. Ayer projected that NBC would average a 17.5 rating for the season with the race between CBS and ABC tightening up considerably. CBS, Ayer said, would average a 16 and ABC would be a close third with a 15.6.

Ayer noted that ABC had a good shot at taking Monday away from CBS by pairing *MacGyver* with *Monday Night Football*, two heavily male-oriented programs that offer an alternative to the female/youth skew of the competition on CBS and NBC. The agency said that CBS would have to get "big performances" from several of its new early evening (8-9 p.m.) series next season if it expects to be competitive with NBC. And judging from Ayer's ratings projection for next season, the agency does not expect that to happen. Furthermore, said Ayer, "CBS's serial

Deal struck. ABC Sports has reached an agreement with the Big 10 and Pacific-10 football conferences for a four-year college football package, beginning in 1987. ABC will pay \$50 million (\$12.5 million per year) for the rights, with the contract calling for 14 telecasts per season. A spokesman for CBS Sports—which held rights for the last two years—said that CBS had had the opportunity to renegotiate its contract with both conferences, but had wanted to wait until next fall to see what the marketplace would look like before doing so. In the meantime, ABC—which will conclude its four-year package with the College Football Association after the 1986 season—picked up the Big 10 and Pac-10 football package. (ABC failed to reach an agreement with the CFA in negotiations earlier this summer.)

*This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these Securities.
The offer is made only by the Prospectus.*

2,000,000 Shares

**COMCAST
CORPORATION**



Class A Common Stock

Price \$24³/₄ a Share

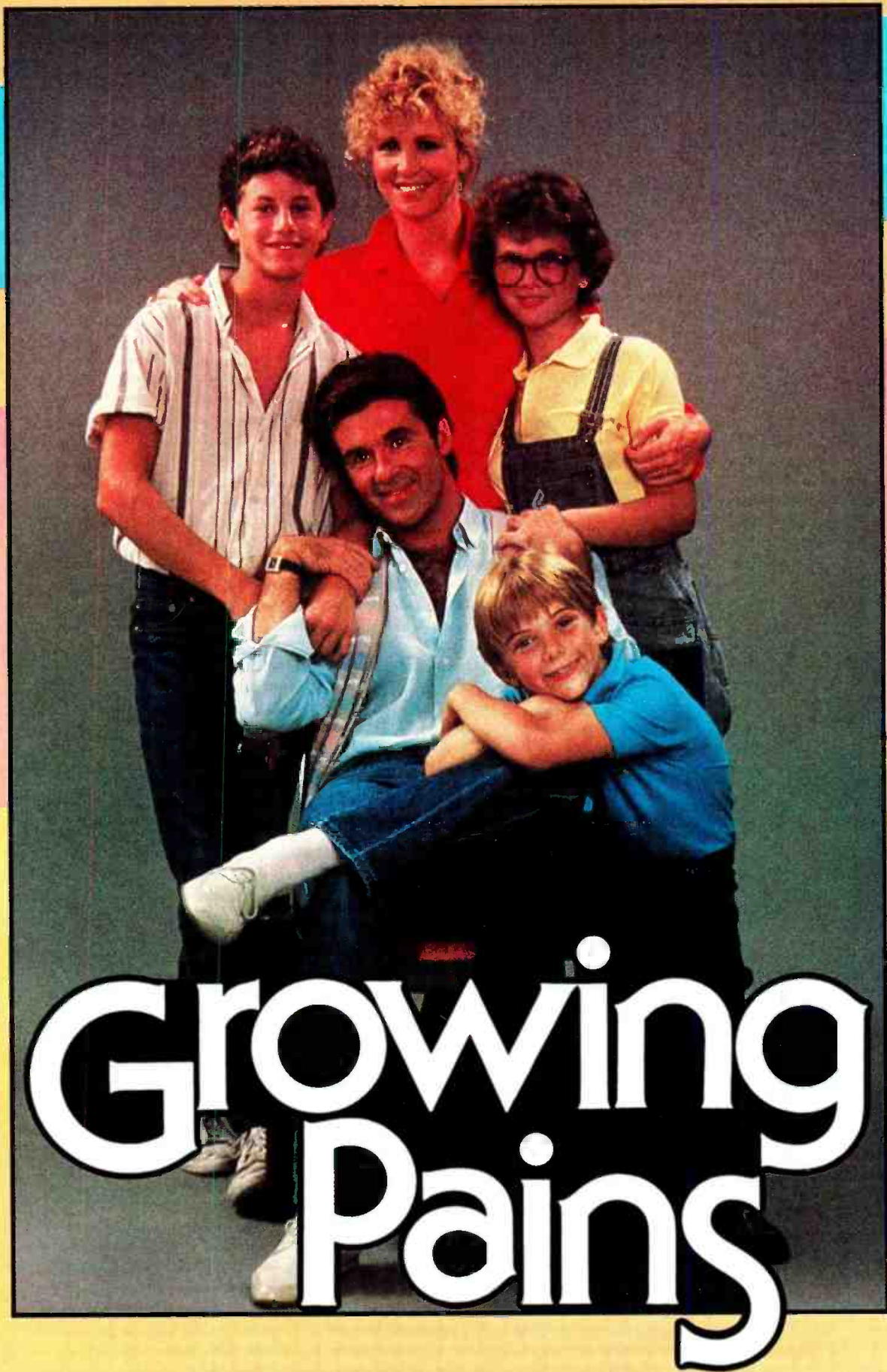
*Copies of the Prospectus may be obtained in any State from only such of the
undersigned as may legally offer these Securities in compliance
with the securities laws of such State.*

MORGAN STANLEY & CO.
Incorporated

MERRILL LYNCH CAPITAL MARKETS

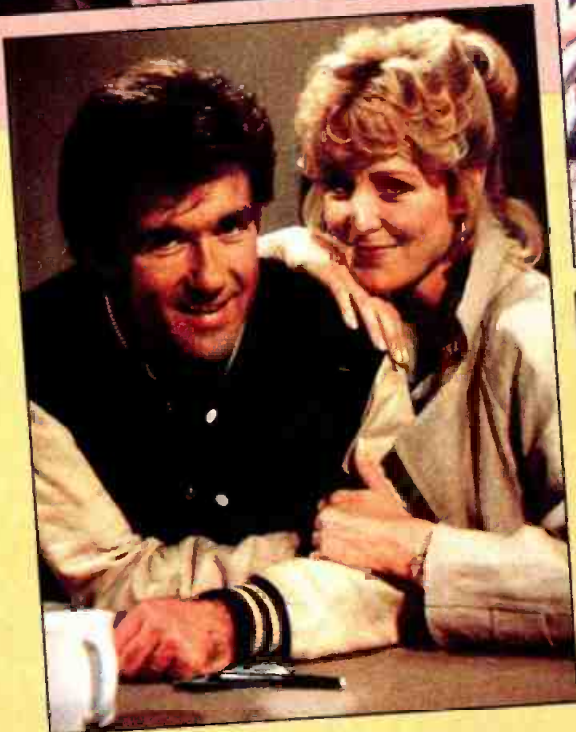
LAZARD FRERES & CO.

August 1, 1986



Growing Pains

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



WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company



dramas must continue to draw well in the face of stiffer competition if the network doesn't wish to find itself looking over its shoulder at third-ranked ABC."

NBC, Ayer said, has a good chance of picking up a third nightly win—Friday—with its lineup of *A-Team*, *Miami Vice* and *L.A. Law*. CBS won the night last year.

Grey Advertising declined to predict the outcome of next season's race, but the agency made clear in its analysis that both CBS and ABC have their work cut out for them if they expect to give NBC a race. Grey suggested that ABC may have a winning combination on Monday with *MacGyver* and *MNF* going against two comedy schedules on NBC and CBS. ABC should dominate Tuesday once again next season, the agency said, although it said NBC's *Ben Matlock* with Andy Griffith should do well at 8 p.m. that evening. NBC's new *Crime Story* "may need time to build an audience" at 9 p.m., said Grey. ABC should also take Wednesday again, said Grey, suggesting that CBS simply needs "better shows" on its schedule that night. It said that CBS's *Magnum* and NBC's *Gimme a Break* won't "make a dent" in the dominance of *Dynasty* and that both may be canceled by the end of next season.

Thursday, said Grey, will continue to belong to NBC, driven by the popular *Cosby Show*. "ABC, clearly believing *Cosby* will be immune to attack this season, has opted to compete with a news program. At 9 p.m., soap wars may prove fatal to *The Colbys*. And *Knots Landing* should provide a boost to *Kay O'Brien* at 10 p.m." The agency declined to say what would happen on Friday, where attention has focused on CBS's *Dallas* going up against NBC's *Miami Vice* at 9 p.m. On Saturday, Grey suggested, ABC and CBS will be hard pressed to overtake NBC's "second two-hour sitcom powerhouse of the week," driven by last season's big hit, *Golden Girls*. And on Sunday, Grey said, NBC and ABC will have difficulty challenging CBS's dominance, led by *60 Minutes* and *Murder, She Wrote*.

Bozell, Jacobs, Kenyon & Eckhardt predicted also that NBC "should certainly repeat as the number-one network, perhaps even widening its margin over whoever will be runner-up." CBS, said Bozell, has aggressively tried to address its problems, but could "drop even further behind NBC" if ABC's new programs catch on. Bozell was particularly critical of one new CBS entry, *The Wizard*, about a midget toy inventor who works for the government (Tuesday, 8-9 p.m.), calling it "hard to define or defend." Bozell described ABC's decision to go with the news show, *Our World*, against *Cosby* as an "absence of boldness" which it said it hopes does not tint ABC's thinking in future attempts to climb out of the cellar. While the network will finish third next season, Bozell said it would probably narrow the gap with CBS.

BBDO declined to specifically predict the outcome of the coming season. But it said NBC will have two hits (27 share of audience or better) from its crop of new shows, including *L.A. Law* and *Amen*. The agency said that CBS and ABC would each have one hit. *Designing Women* and *Jack and Mike*, respectively. It also predicted that CBS

USFL calls a timeout. The eight owners of the United States Football League teams last week decided to cancel the 1986 fall season, setting sights instead on returning next year with a larger league and a network television contract in hand.

The USFL said in a statement following a meeting held at the Parker Meridien hotel in New York that the league "would continue its operations as a professional football league but postpone play, with plans to recommence in the fall of 1987." The decision came less than a week after the USFL was awarded \$3 in damages in an antitrust suit against the NFL ("In Brief," Aug. 4). (The USFL had sought \$1.3 billion in damages.) While the jury found that the NFL was a professional football monopoly, it did not, among other findings, "have the ability to deny actual or potential competitors access to a national broadcast television contract." The league owners reached their decision, the USFL said, "because of the unfairness, confusion and uncertainty that resulted" from the litigation.

The USFL (which has lost about \$160 million in three spring seasons) plans to seek a new trial and "appropriate injunctive relief" that would require the NFL to drop one of its three network contracts, said Peter Ruocco, USFL director of communications and business operations. He added that the jury's decision showed that a network television contract is "an essential facility" for a sports league to have. The USFL, he said, hopes to be "in a good position to make a good offer" to the networks in 1987. The league also hopes to get bigger, getting into the "right cities," which would also make it more attractive for television coverage, Ruocco said.

As for the USFL players, a committee of USFL owners has been appointed to negotiate with the USFL Players Association "in an effort to answer outstanding issues regarding player contracts with an eye towards an equitable resolution for the players." The two groups were scheduled to meet last Thursday. The USFL has paid about \$6 million in salaries for the 1986 season, with about 300 players receiving either 30% of their 1986 salary or \$10,000. (The USFL has 530 players under contract, Ruocco said.)

In the meantime, ESPN, which had an \$8-million contract to carry the USFL games next fall, had not yet decided last week what programming it would air in place of the USFL games. A spokesman for the cable network said that ESPN's attorneys were "reviewing" its contract with the league and that boxing was "one alternative that had been mentioned" as replacement programming.

would have two additional programs that will live to see a second season, *My Sister Sam* and *Kay O'Brien*, while NBC's *Matlock* and ABC's *Head of the Class* should also survive. The agency said that four of NBC's programs would probably fail—*Our House*, *Easy Street*, *ALF*, *Crime Story* and *1986*. CBS will have four flubs, said BBDO, including *The Wizard*, *Together We Stand*, *Better Days* and *Downtown*. ABC will produce seven failures, the agency predicted. *Our World*, *Sidekicks*, *Sledge Hammer*, *Starman*, *Life with Lucy*, *Ellen Burstyn Show* and *Heart of the City*.

DFS Dorland Worldwide also gave the household race for next fall to NBC, followed by CBS and then ABC. The agency, like others, also predicted that NBC would remain strongest in the key demographic categories. In the fourth quarter of 1986, for example, DFS estimates that among women 18-49, NBC will average 13.1, nearly two rating points higher than ABC and CBS. ABC, the agency estimates, may pull out a slight lead over CBS with an 11.2, although CBS will likely be on its heels with an 11.1. Among adults 18 to 49, DFS estimates NBC will average an 11.2, compared to a 9.2 for ABC and an 8.4 for CBS. Among adults 18-34, the agency predicts that NBC will average an 11.6, ABC a 10.2 and CBS a 9.5.

In the nightly races, DFS believes ABC's strong *MNF* lineup for the coming season will give the network the edge it needs to take Monday from CBS. ABC should also take Tuesday and Wednesday, as it did last year, while NBC should take Thursday and Saturday and CBS Friday and Sunday.

William Esty said that most of next year's mini-series are largely adaptations of best selling women's novels and predicted that most "will not draw blockbuster numbers." The big exception, said Esty, may be *Amer-*

ika, about life in the U.S. after a Soviet takeover. "With Kris Kristofferson as one of the stars, the Russians complaining about how they are portrayed in America's popular culture and the patriotic theme of the show," the agency said, "it could be the highest-rated entertainment show of the year." □

International finance program launched in Europe

Business Television Network will deliver 65 minutes of business news from U.S. throughout Europe

The United States is not the only country where business news is proliferating. Last Monday (Aug. 4) European viewers were introduced to the Business Television Network, a one-hour feed of the Financial News Network's *Wall Street Final* and the five-minute segment, *The Wall Street Journal Report—European Edition*. BTN began airing throughout Europe at 11:30 p.m. (10:30 in the U.K.).

BTN is a service of Western World-Samuel Broadcasting. Originating in New York, it is transmitted to Europe via the ECS-1 satellite and is part of the regular schedule of Radio Luxembourg's RTL-Plus, which reaches Germany, Belgium, the Netherlands, Luxembourg and parts of France. (There are no plans to translate or subtitle the show, done in English, to any other language.) Agreements for coverage in other Western European countries including Spain, Italy, Austria and the United Kingdom were nearing completion last week, according to Ernest S. Samuel, chairman Sam-

uel Broadcasting. Samuel and Western-World Television recently merged.

Samuel expects viewership to reach a million homes, out of a universe of 14 million homes, once affiliations are completed.

There are 12 minutes of advertising time in BTN's international feed, which the company is currently trying to sell to international sponsors. While no deals were in place as of early last week, Samuel said that sponsors should be on board withing the second week that BTN is on the air. Thirty-second spots on BTN cost \$3,000. The U.S. commercials currently appearing in the FNN broadcast will remain in the BTN feed until international sponsors are found.

Samuel says he expects travel agents, brokers, airlines and banks to be among the advertisers who will eventually sign up. Ray Bentley, senior vice president of Western-World-Samuel, said that response to the word of BTN's launch has been good, despite the lack of buyers. Bentley said Chrysler has been among advertisers declining deals on BTN. Samuel said the service should be profitable within 90 to 120 days.

BTN is designed as a narrowcast service for the global trader who wants to be able to make deals on exchanges in a variety of countries, said Samuel. The FNN program that will be the base of BTN will not change in content for its international feed. □

SAG-AFTRA strike averted

Unions accept 10% boost in scale, ending threat to new TV production; compromise on new-tech residuals

The Screen Actors Guild and the American Federation of Television and Radio Artists reached agreement with prime time television and film producers over the weekend of Aug. 2-3, averting a strike that would have thrown the 1986-87 television season into chaos.

The new agreement extends to 1989 and was achieved as both sides relented on some of their demands in the last round of talks. A compromise was reached on the basic union wage scale, which will increase slightly more than 10% over the three-year life of the pact. The first 5% took effect immediately, bringing the minimum daily wage to \$379. The second 5% kicks in Jan. 1, 1988, and will bring the minimum to \$398.

Several points of contention involved the payment of residuals for programs running in certain distribution windows. The unions sought to increase their stake from 3.6% to 6% in the worldwide pool of revenue from pay television, pay-per-view and home vid-

NBC continues summer streak

NBC won the prime time race for the week ending Aug. 3, with an average 12.2/23, compared to a 10.9/21 for CBS and a 9.5/18 for ABC. A year ago, NBC averaged a 12.0/23, CBS an 11.0/20 and ABC a 10.7/20. In the evening network news race, CBS won with a 10.3/22, to NBC's 10.1/22 and ABC's 9.2/20. A year ago CBS had a 10.9/24, ABC, 9.3/21 and NBC, 8.3/19. HUT levels for the week were 52.5, compared to 53.5 for the same week a year ago.

It was a week in which only seven of 61 listed prime time shows were original broadcasts. Eight of the top 10-ranked programs for the week were sitcoms. The other two were *60 Minutes* and *Murder, She Wrote*. On Wednesday, July 30, a three-hour ABC documentary, *After the Sexual Revolution*, tied a repeat broadcast of part 1 of the CBS mini-series, *Mistral's Daughter*, averaging a 9.0/16. NBC took the time period (8-11 p.m.) with its regular Wednesday night lineup, averaging a 12.3/22.2. The complete list follows.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	22.4/45	32.	227	NBC	10.5/23
2.	Family Ties	NBC	21.5/41	33.	Motown Special	NBC	10.3/19
3.	Night Court	NBC	21.8/38	34.	Webster	ABC	10.2/23
4.	Cheers	NBC	20.5/37	35.	Hunter	NBC	10.2/18
5.	Newhart	CBS	18.8/32	36.	Amazing Stories	NBC	10.0/18
6.	Murder, She Wrote	CBS	17.3/33	37.	1986	NBC	9.9/18
7.	Kate & Allie	CBS	17.3/30	38.	Mr. Belvedere	ABC	9.7/21
8.	Growing Pains	ABC	16.9/31	39.	Confessions of Married Man	ABC	9.7/20
9.	60 Minutes	CBS	16.8/36	40.	Mistral's Daughter, pt. 2	CBS	9.7/18
10.	Who's the Boss	ABC	16.8/31	41.	Knight Rider	NBC	9.6/21
11.	Golden Girls	NBC	16.3/33	42.	Facts of Life	NBC	9.5/22
12.	Sylvan in Paradise	NBC	15.3/31	43.	Monday Night Baseball	ABC	9.4/17
13.	Cagney & Lacey	CBS	15.1/28	44.	Mistral's Daughter, pt. 1	CBS	9.0/16
14.	Memories Never Die	CBS	14.8/27	45.	After Sexual Revolution	ABC	9.0/16
15.	Scarecrow & Mrs. King	CBS	14.6/27	46.	Mistral's Daughter, pt. 3	CBS	8.9/19
16.	Miami Vice	NBC	14.3/29	47.	Simon & Simon	CBS	8.6/16
17.	20/20	ABC	13.9/26	48.	A-Team	NBC	8.2/15
18.	Moonlighting	ABC	13.7/24	49.	Crazy Like a Fox	CBS	8.1/16
19.	You Again	NBC	13.6/23	50.	Love Boat	ABC	7.5/15
20.	Remington Steele	NBC	13.5/28	51.	Flight of the Dragon	ABC	7.0/14
21.	Gimme A Break	NBC	13.4/24	52.	Silver Spoons	NBC	6.6/14
22.	Stingray	NBC	13.3/27	53.	Benson	ABC	6.5/14
23.	Absence of Malice	ABC	13.0/24	54.	Punky Brewster	NBC	6.2/13
24.	Highway to Heaven	NBC	12.9/24	55.	Diff'rent Strokes	ABC	5.9/13
25.	Hill Street Blues	NBC	12.7/24	56.	Melba	CBS	5.7/13
26.	Valerie	NBC	12.4/23	57.	Ripley's Believe It or Not	ABC	5.6/11
27.	Equalizer	CBS	12.3/22	58.	The City	ABC	5.5/11
28.	Spenser: For Hire	ABC	12.1/22	59.	The Family Martinez	CBS	5.1/11
29.	Magnum P.I.	CBS	11.1/19	60.	The Colbys	ABC	4.8/9
30.	I'm Dancing Fast as I Can	NBC	18.8/19	61.	Hunchback of Notre Dame	CBS	4.6/10
31.	St. Elsewhere	NBC	18.6/19				

*Indicates premiere episode

MOTION GRAPHICS

At N-I-W-S Motion Graphics Are Our Specialty!

Each week, a skilled team of artists and technicians—using state-of-the-art electronics—create motion graphics that support key elements on your N-I-W-S service. Exclusive to your station, these graphics add an element of sophistication and timeliness that your competitors can't match. And, at N-I-W-S, our specialty is your specialty. But then you'd expect that. N-I-W-S is the original news cooperative...and still the best.

N-I-W-S

The Leader

15303 Ventura Blvd.
Sherman Oaks, CA 91403
(818) 789-5000

LORIMAR-Telepictures™

©1986 Lorimar-Telepictures Corporation

eo. Producers agreed to an increase in the home video residuals (4.5% for the first \$1 million in sales of a product, and 5.4% on everything thereafter), but payments for pay TV will remain the same. The producers also agreed to pay SAG \$3 million to settle outstanding claims for back payments of home video residuals.

The producers sought to roll back the pay-per-view payment altogether, claiming that window was actually part of the first-run theatrical take, not a supplemental market subject to residuals. The two sides agreed to leave the existing 3.6% formula for PPV in place for the present, but agreed to revisit the issue in 1987 if the producers are successful in getting PPV defined as part of the first-run theatrical exhibition in negotiations with the Directors Guild of America next year.

The producers also sought to rework the formula for paying residuals for off-network syndicated product, offering a fixed 3.6% of the annual national revenue pool. But the unions succeeded in retaining the existing structure, which gives actors diminishing payments for each successive rerun. The unions said the proposal offered by the producers would constitute a "significant rollback" in off-network residual payments. However, a two-year experiment was set up under the new pact, allowing the producers of certain programs to substitute a payment to the unions of 10% of the program's annual gross license fee instead of individual residuals to actors. The experiment, which takes effect in July of next year, is designed to help breathe a syndication afterlife into shows that weren't on a network long enough to

make them attractive as rerun packages. (The incentive for producers is they could offer such shows at lower rates in syndication, but pay out less of the profits to the actors.) The series must not have more than 66 episodes in the can and must have been on the shelf for at least two years.

The unions dropped their proposal to establish a separate wage scale for guest stars, who have complained, the unions contended, that they often receive less now for an assignment than they did 10 years ago due to "artificial" wage ceilings imposed by producers. The willingness of the unions to drop that proposal, along with the willingness of the producers to give on the PPV residual issue, were said to have been major factors in allowing the two sides to come to terms. □

Syndicators search for early fringe answers

Talk and reality-based psychotherapy programing in development for fall 1987

Program syndicators, working in the shadow of last season's early fringe programing failures, *America*, are busy developing talk and reality-based psychotherapy shows aimed for that time slot. Despite the experience of Paramount's much heralded *America*, talk shows remain a popular early fringe development choice, as Post-Newsweek (which had been a partner in *America*), Tribune and Group W are all developing talk/news projects. And following the success of reality-based courtroom shows, Blair, LBS Communications and Lynch-Biller Productions (the last two partnered with NBC and CBS, respectively) are developing reality-based psychotherapy shows.

On Oct. 20, Post-Newsweek will begin an eight-week trial run of a new one-hour talk/entertainment program starring Tony Orlando. It will air on Post-Newsweek's WDIV(TV) Detroit at 4-5 p.m., leading into the station's local newscast. The show is a joint venture of Post-Newsweek, Orlando's Yellow Ribbon Productions, DiMassa-Walker Productions and King World, which will distribute the show if ratings warrant in Detroit.

The Orlando show marks the return of Post-Newsweek to a time period in which it had hoped to build a franchise. Post-Newsweek Stations President Joel Chaseman said the company wanted to stay away from off-network half-hour shows, as well as court or psychotherapy shows in the early fringe period. "We've said affiliates are better with talk-variety," Chaseman said. All four Post-Newsweek stations are affiliates.

Geraldo Rivera is working on a pilot for Tribune Entertainment, a one-hour talk show suitable for daytime, as well as early fringe. According to Tribune Entertainment President Sheldon Cooper, a number of different directions for the show are being explored. Along with the live audience, the talk show will also contain "a touch of a magazine element," with news-like segments. The news/talk show for the former 20/20 reporter comes after Tribune's success with the *Mystery of Al Capone's Vaults*, which Rivera hosted. Rivera will also host four one-hour

documentaries for Tribune this season.

Cooper said the show will have to meet the needs of the Tribune stations, all independents, first, and then the needs of syndication.

Despite its experience with *America*, Paramount remains "very interested" in developing talk programing for early fringe, said Frank Kelly, executive vice president of programing. "That's a logical time for us to be," he said, but "finding a winning personality" to host a talk/variety show is the "hard part." For the time being, Paramount is focusing its attention on game shows, Kelly said. John Goldhammer, the former executive producer of *America* and *Entertainment Tonight*, and currently an independent producer working on the Paramount lot, is working on a game show that Paramount could eventually distribute.

Placing new talk shows in the news lead-in position may grow more difficult by fall 1987, as more stations move *Donahue* from the morning to early fringe. Multimedia, *Donahue's* distributor, said that close to 40 of the more than 200 stations carrying the show are moving it to early fringe in the fall. (Part of the reason many stations are moving *Donahue* is the introduction of another talk show in daytime: King World's *Oprah Winfrey Show*, which debuts in the fall in 132 markets covering 90% of the county. The majority of those stations are expected to air the show in the morning.) More stations are also moving Group W's *Hour Magazine* to early fringe. Last year, 43 of the 135 stations ran it in early fringe. This year, Group W expects 51 markets to use the show in early fringe.

Group W is also developing another hour-long early fringe vehicle, *The Wil Shriner Show*. The NBC-owned television stations are partnered in the development of the show, for which the stations will have the right of first refusal. Currently Shriner is sitting in as guest host of locally produced talk shows at each of the Group W stations.

The psychotherapy show, in which group therapy sessions are re-enacted, is an outgrowth of last season's half-hour courtroom successes in early fringe, say those involved with their development. CBS is partnered with Lynch-Biller Productions in *People in Crisis*, a half-hour show designed to comple-

ment courtroom shows that CBS stations will begin carrying in early fringe in the fall. *People in Crisis* will feature psychologist Dr. Dan Kiley who will moderate discussions among people airing their problems before a live audience. It is expected that Viacom will distribute *People in Crisis*. "Certainly the need [for fall 1987] is early fringe," said Joe Zaleski, president of domestic syndication at Viacom Enterprises. Zaleski said one of the assets of the psychotherapy shows is that viewers can listen to them without watching, thus freeing themselves for other activities.

Blair Entertainment is developing *Strictly Confidential*, hosted by Dr. Susan Ford, current host of a call-in psychology program on ABC Talk Radio. The show will be totally scripted in the same way that Blair's *Divorce Court* is, based on actual group therapy sessions led by Ford. Blair will introduce *Strictly Confidential* either as a midseason replacement in January 1987 or for the 1987-88 broadcast season. In either case the show will be sold on a cash-plus-barter basis.

LBS Communications has already announced that it will sell its half-hour psychotherapy show, *The Group*, for the fall of 1987. *The Group* will also be sold on a cash-plus-barter basis. LBS Chairman and President Henry Siegel said he is encouraged by the early reaction of station groups to the new idea. Siegel said that LBS is hoping *The Group* can repeat the clearance success of this year's courtroom shows. Siegel said *The Group* will be an effective bridge for affiliates between daytime dramas and local newscasts. *The Group* is being produced by Chelsea Communications, of which LBS is part owner.

The NBC-owned stations are participating in the development of *The Group*, and Siegel said he is hoping that WNBC-TV New York will reconsider its move of *Donahue* from morning to early fringe time so *The Group* can be used there. Tony Brown, senior vice president and general sales manager at Blair, said the company will continue to explore opportunities in other time periods but that talk shows would not be one of them. "We've learned from the failure of *America* that the audience doesn't want talk shows," he said. □

Stay Tuned

NBC is airing a four-part summer series that may be developed into a replacement series next season. It's called *Dalton's Code of Vengeance*, and is based on *Code of Vengeance*, a made-for-television movie that the network aired in June 1985, and its sequel, *Dalton: Code of Vengeance*, that ran last May. The summer package will consist of two one-hour original episodes in addition to a repeat of the first made-for, to be shown in two one-hour segments, Aug. 17 and 24 at 8-9 p.m. The first original episode ("Rustler's Moon") aired Sunday, July 27, and the second new show ("The Last Holdout") was scheduled to air Aug. 10. The program is produced by **Universal** and was created by Robert Foster, the executive producer of *Knight Rider*.

Teri Garr has joined the cast of **CBS's** *Fresno* as Talon Kensington. *Fresno*, a five-hour comedy mini-series that began production on July 14, follows "the passion and intrigue among California's raisin elite." She joins a cast that includes Carol Burnett, Dabney Coleman, Charles Grodin and Gregory Harrison. The show is being shot in Fresno and Los Angeles, and is being produced by **MTM Productions**.

Barbara Walters. **ABC News** correspondent and host of *20/20* and *The Barbara Walters Specials*, has a new contract with ABC News. She will continue those roles, and will work on "other projects from time to time," ABC said, including ABC's special on the 50th anniversary of *Life* magazine, airing in November.

Captain Kangaroo will return to television in September on more than 175 public television stations. Sixty-five hour-long episodes of the program, last seen on CBS in 1984, have been edited to half hours and will be distributed by the Boston-based **Interregional Program Service**, which handles program syndication for four regional public TV networks. *Captain Kangaroo* began airing in 1955.

Six-time Emmy winner **Jay Redack** has signed a two-year contract with **Columbia Pictures Television** to develop and produce programming under the banner of Jay Redack Productions. Redack's credits include writing and producing *Hollywood Squares*.

NBC's new mini-series, *Anastasia*, starts filming today (Aug. 11) in Vienna under the direction of Marvin Chomsky. The four-hour drama about Anna Anderson—the woman who may or may not have been Grand Duchess of Russia—will star Amy Irving in the title role, along with Olivia De Havilland, Rex Harrison, Omar Sharif, Claire Bloom, Susan Lucci and Jan Niklas.

Niklas played the young czar in NBC's *Peter the Great*, and will now play opposite Irving in the role of Prince Erich, the Russian nobleman with whom Anna falls in love. Two-time Academy Award winner Olivia DeHavilland will play the Dowager Empress.

The script for *Anastasia* is by Oscar winner James A. Goldman.

In production: *The Alamo: 13 Days to Glory* with James Arness (as Jim Bowie) and Brian Keith (as Davy Crockett). The three-hour dramatization for NBC begins filming Aug. 27 in Brackettville, Tex., the same site used for John Wayne's 1960 film, "The Alamo."

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

Network television □ **ABC:** Cleveland Browns v. Miami Dolphins, Friday, 8 p.m. **CBS:** Bon Voyage, Charlie Brown (and Don't Come Back!) Wednesday, 8-9:30 p.m. *Big Gamble in Atlantic City* (CBS news special), Wednesday, 10-11 p.m. *The Pirate Movie*, (based on Gilbert & Sullivan's "The Pirates of Penzance"), Friday, 9-11 p.m. *S.O.B.* (Blake Edwards' sendup of the film industry), Saturday, 8:30-11 p.m. **NBC:** *The Human Animal* (five-part special hosted by Phil Donahue) Monday-Friday, 10-11 p.m. **PBS:** *Jane in Search of a Job*, (Agatha Christie suspense on *Mystery!*), Thursday, 9 p.m.

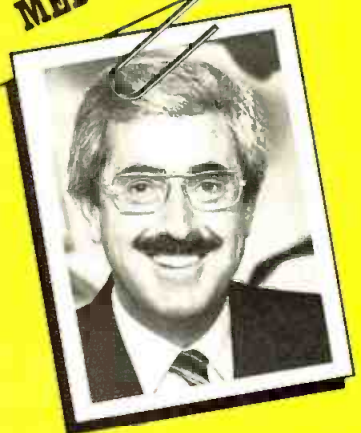
Network radio □ **CBS:** (RadioRadio) *In Touch/West 57th*, reports on "George Romero: King of Schlock Movies or Genius," Friday, 30 minutes (check local listing). **Westwood One:** *The Rolling Stones: Made in the Shade*, three-hour special, Monday. *Judian Lennon Live from Tokyo*, 90 minutes, Thursday, 10:30 p.m.

Cable □ **Cinemax:** *Teen Wolf* (pay-cable debut of Michael J. Fox comedy), Sunday, 8-9:30 p.m. *The Movie Show* (debut of monthly series by *Washington Post* film critic Paul Attanasio), Sunday, 9:30-10:10 p.m. **HBO:** Live heavyweight boxing: Mike Tyson vs. David Bey, 10-11:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *The Cage*, original 1964 pilot for *Star Trek*, through Sept. 18. Also at MOB: *Rocky and Bullwinkle and Friends: A Tribute to Jay Ward*, featuring all 40 installments of "Jet Fuel Formula," the first Rocky and Bullwinkle epic, through Sept. 18. Information: (212) 752-7684.

At N-I-W-S Medical Reports Are Our Specialty!

MEDICAL REPORTS



In three reports each week, Dr. Art Ulene, television's most recognized and trusted physician, gives viewers the information they need to make good sense—and good health—out of today's top medical stories. And at N-I-W-S, our specialty is your specialty. But then you'd expect that. N-I-W-S is the original news cooperative...and still the best.

N-I-W-S

The Leader

15303 Ventura Blvd. Sherman Oaks, CA 91403
(818) 789-5000

LORIMAR-Telepictures™

©1986 Lorimar-Telepictures Corporation

MCA-TV has launched its first animated show, *Bionic Six*, and placed it in eight of the top 10 markets. It will debut as a two-episode-per-week series in April 1987. By the the fourth quarter of 1987 it will be a guaranteed strip. In the series' second year, 13 more episodes will be added to bring the total number to 78. During the first two years, the show will be sold on a barter basis, with two minutes for MCA-TV and four minutes for stations during the fourth quarter; and two-and-a-half minutes for MCA-TV and three-and-a-half minutes for stations during the other three quarters of the year. Stations will own the license to the show by its third year, when there will be 78 episodes. TMS will produce the show, and MCA Inc.'s LJM Toys will sell a toy line associated with the series. *Bionic Six* is about a family of bionic people, headed by two bionic parents, and including four children, two adopted and two natural. One of the adopted children is black, whose astronaut father was killed in a rocket launch. The other is an oriental child who is his friend. All of the series' episodes will have pro-social themes. MCA-TV Executive Vice President Shelly Schwab said that his move to MCA-TV's Enterprise Division in Los Angeles has been delayed as the result of the launch of the new show.

Warner Bros. Television Distribution, in only three weeks of selling, has cleared *Growing Pains* on 35 stations (16 affiliates) as of Aug. 6. Among the stations are WPIX(TV) New York, KCOP(TV) Los Angeles, KPHK-TV San Francisco, WLVI-TV Boston, KTVJ(TV) Dallas, KHTV(TV) Houston, WUAB(TV) Cleveland and KSTW-TV Seattle. Warner Bros. is guaranteeing 110 episodes of the half-hour comedy which premiered in September of 1985 on ABC. Warner will produce first-run episodes for syndication if the series does not accumulate enough episodes during its network run. Sales are for cash in both cases.

Embassy Communications has acquired five movies from New Line Cinema Corp., for network and syndication rights, with an option to buy three more titles. The new films are "Critters," "Quiet Cool," "A Nightmare on Elm Street 3," "My Demon Lover" and "Ludi Victor." Embassy has also announced that Tribune Entertainment will represent Embassy for barter sales of its movie package *Embassy Night at the Movies*. The first film that Tribune will sell barter time for will be the fourth-quarter feature, "Road Games," starring Stacy Keach and Jamie Lee Curtis. Embassy also reports that it has cleared *Good Times* in six more markets to bring its total to 103 stations covering 77% of the country.

Bel-Air Program Sales reports that *The All-New Dating Game*, debuting in the fall, is now in 145 markets covering 90% of the country. The latest stations signed for the show include WKRQ-TV Mobile, Ala.; WTVT(TV) Tampa, Fla.; KCRL(TV) Reno, and WMTW-TV Portland, Me. Bel-Air has also placed *The New Newlywed Game* in 190 markets covering 97% of the country. Both shows are cleared on a cash-plus-barter basis and cannot be played before 4 p.m. Eastern or 3 p.m. Central time.

Worldvision reports that *Shark's Paradise*, a two-hour movie produced by Australia's McElroy & McElroy Productions for the The Taft Hardie Group, has been cleared in over 50 markets on a straight-cash basis. Among WPIX(TV) New York, KTLA(TV) Los Angeles, WTAF-TV Philadelphia and KTVU(TV) San Francisco. If the ratings for the movie are high enough, a series will follow in the fall of 1987, which will also be sold for cash. Sales of the movie include an option on the series. McElroy & McElroy has produced such theatrical movies as "The Year of Living Dangerously" and such series as *Return to Eden*. Worldvision also says that it has sold the four-hour mini-series, *The Last Frontier*, which will air on CBS this November, and again in 1987, to the CTV network in Canada.

Lorimar-Telepictures reports that it has now cleared *Silverhawks* in 103 markets covering 86% of the country. The Rankins production is distributed on a barter basis with four minutes for stations and two minutes for Lorimar-Telepictures during the fourth quarter, and three-and-a-half minutes for stations, and two-and-a-half minutes for L-T during the other three quarters. Among clearances are WNYW-TV New York, KTTV(TV) Los Angeles, WFLD-TV Chicago, KTVU-TV San Francisco, WKBD-TV Detroit and WTTG(TV) Washington.

Group W Productions will feature the results of a national poll conducted by independent firms in every Friday edition of *PM Mag-*

azine beginning Sept. 19. Last season's highest-rated *PM* episode included a national poll of America's favorites and was the genesis for inclusion of the poll this year. The inaugural Sept. 19 poll will include such questions as: "If you had the chance to go into space, would you?" and "What old television show should they bring back?" The topic for the Sept. 26 poll will be health and fitness.

According to David McLane, the president of Gorgeous Ladies of Wrestling, over 25 markets have signed up for 26 one-hour series of matches featuring wrestlers with trademarked names like "Matilda the Hun," "Spanish Red" and "The Royal Hawaiian." Syndicating the series is **Independent Network Inc.** Matches will be taped at the Riviera hotel in Las Vegas and will begin airing the weekend of Sept. 27-28. Lane said that GLOW is a new concept in sports entertainment. "We do comedy skits and a lot of dance numbers" in the style of a one-hour rock video. "We are a branch of *Monty Python*, *Laugh-in*, *The Best of Wrestlemania* and *Miami Vice*." Stations signed up on a cash basis so far include WFWR-TV Chicago, WGBS-TV Philadelphia, WOIO(TV) Cleveland, WFSB-TV Miami, WTHR(TV) Indianapolis and KHTT(TV) Alvin, Tex.

Cluster Television Productions has cleared its half-hour animated series *My Little Pony 'n' Friends* in 98 markets covering 82% of the country, and the half-hour *Jem*, in 116 markets covering 92% of the country. The latest programing additions to the Cluster lineup are sold on a barter basis with two minutes for Cluster and four minutes for stations. The latest *Pony* clearances are WEVV(TV) Evansville, Ind.; WPXT(TV) Portland, Me.; WVMY(TV) Burlington, Vt.; WUTV(TV) Buffalo, N.Y., and KVOS-TV Bellingham, Wash. Latest *Jem* clearances are WEVV(TV) Evansville, Ind.; WAGT(TV) Augusta, Ga.; KCBA(TV) Salinas, Calif.; KDBV-TV Springfield, Mo., and KLDO-TV Laredo, Tex.

Syndicast Services reports that it has cleared the two-hour first-run movie, "Neat n' Tidy," in 35 markets covering over 50% of the country. "Neat n' Tidy," available for two runs during the first week in December of this year. The movie is a pilot, whose series fate will be decided upon prior to NATPE. Nick Neat and Teena Tidy are the two principals, on the run across the world, under cloudy circumstances. He, for example, is not sure whether he is responsible for a killing. Chase scenes, romantic tension and Elvis Presley music provide some of the background for the story, produced by RCA Video Productions. The movie is being cleared on a barter basis with 11 minutes for stations and 11 minutes for Syndicast. Production of the series begins near Labor Day. So far, all of the Fox stations have signed up along with WTAF-TV Philadelphia, WNEV-TV Boston, WXYZ-TV Detroit, WCIJ(TV) Miami, WEWS-TV Cleveland and WFTS-TV Tampa, Fla. Syndicast also has cleared the *1986 College Football Previews*, hosted by Bill Fleming, on 104 stations covering close to 75% of the country. Available from the middle of July to the end of September, the series consists of four half-hour previews covering the Big 10, PAC 10 and SEC conferences and a nationwide wrap-up with top 10 predictions. Distribution is barter with four minutes for stations and two-and-a-half minutes for Syndicast per half-hour. Clearances now include WNBC-TV New York, KNBC(TV) Los Angeles, WBBM-TV Chicago, KYW-TV Philadelphia, KRON-TV San Francisco, WXYZ-TV Detroit, WRC-TV Washington, KDFI-TV Dallas and WCLQ-TV Cleveland.

All American Television says that *Beyond 2000* has been cleared in 42 markets covering 40% of the country. Recent clearances include WMAQ-TV Chicago, KYW-TV Philadelphia, KRON-TV San Francisco, KXAS-TV Dallas, WPTT-TV Pittsburgh, KPRC-TV Houston, WPLG(TV) Miami, WBFF(TV) Baltimore and WXTV(TV) Paterson, N.J. The one-hour program is an Australian series repackaged for the U.S. with David Birney as host. All American is offering the show as a weekly, giving stations 10½ minutes and keeping one-and-a-half; or as a monthly, giving stations six minutes and keeping six. LBS Communications will sell the national barter time.

Multimedia Entertainment will add "Molly's Pilgrim" to its series of *Young People's Special* for the 1986-87 season. "Molly's Pilgrim" won the 1985 Academy Award for best live-action short. It was produced by Phoenix Films/BFA. *The Young People's Special* airs in approximately 140 markets including WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WPMI-TV Philadelphia and KGO-TV San Francisco. There are 10 half-hour specials that air from September to June.

HSN turns its pitch to broadcasting

Company buys three UHF's for \$47 million; says stations will form basis of major broadcast group that will air shop-at-home service

The Home Shopping Network Inc., which brought home shopping to cable television in a big way, wants to bring it to broadcast television in an even bigger way.

The Clearwater, Fla.-based corporation announced plans last week to create a network of television stations to broadcast its second cable shopping service, HSN II. At the heart of the network, HSN said, will be 12 owned-and-operated stations (plus two other stations in which it will hold substantial interest) in the top 20 markets. They'll be complemented, according to HSN's game plan, by full-time or part-time affiliates throughout the country.

HSN President Lowell Paxson said HSN intends to form a full-blown broadcast net-

maximum allowed under the FCC ownership rules. In addition, it plans to take advantage of a minority-ownership provision in the rules to acquire noncontrolling interest (less than 50%) in two additional minority-controlled stations.

Despite the sale of two million shares to the public last May, the company is still principally owned by Paxson and Chairman Roy M. Speer. Paxson is a former retailer and group broadcaster. In addition to his interest in HSN, Speer is a lawyer, real estate developer and owner of Aloha Utilities Inc., a sewage treatment and water company.

HSN is being represented in the station marketplace by Communications Equity Associates, a Tampa, Fla.-based brokerage better known in cable circles than in broadcasting. CEA President Rick Michaels had been a member of HSN's board of directors but he relinquished his seat last June so that CEA could represent the company and avoid the appearance of a conflict of interest.

The progenitor of HSN made its debut in 1977, offering discounted merchandise over a radio station in Clearwater, Fla., and importuning listeners to call in and order. In 1982, the service, renamed the Home Shopping Channel, moved to television—that is, several cable systems in the Tampa area. Bouyed by its regional success, the HSC became HSN in July 1985 and began offering its service nationally, through a network of cable affiliates. Since going national, the number of homes HSN reaches has grown from 115,000 to six million.

On March 1, HSN launched HSN II as a complement to the original service, which became known as HSN I. Unlike HSN I, the new service offered clothing and what promoters called "upscale, trendy and innovative" merchandise. It now reaches about two million cable homes.

HSN attracted national attention in mid-May with the success of its initial public offering, which raised \$26.8 million. According to a company spokesman, the shares, which came out at \$18, hit a high of \$108 and were selling last week for around \$89.

HSN's financial report for the nine months ending May 31 indicates that the move from a regional to a national service was a good one. Sales for the nine months were \$106.8 million, up from \$11.9 million for the same period a year earlier and, more impressive, net income for the nine months was \$11.4 million, up from \$224,000.

Drawing on the proceeds of the public offering and the cash flow, the company has been spending a lot of money lately. In addition to expanding into broadcasting, it is adding distribution warehouses in Roanoke, Va., and Waterloo, Iowa. Last month, it completed the acquisition of controlling in-



AMERICA'S ORIGINAL LIVE, DISCOUNT SHOP AT HOME T.V. SERVICE

work. "If we had been a little quicker, we would have beaten Rupert Murdoch [Fox Broadcasting] at being the fourth network," he said. "I guess we will be the fifth."

As if to give credence to its plans, HSN also announced last week it had purchased, subject to FCC approval, the first three O&O's for \$47 million: WWHT(TV) Newark, N.J., and WSNL-TV Smithtown, N.Y., which serve complementary portions of the New York market and WVJV-TV Marlborough, Mass. (Boston) (see "Changing Hands," page 71).

Paxson said the company has "letters of intent" to purchase two other stations but would make no announcement until definitive agreements are signed. Paxson said the company is having no trouble finding stations in the top 20 television markets. HSN is aware of 66 financially troubled UHF stations now on the trading block, he said. They are, he said, "hemorrhaging badly."

HSN plans to buy outright 12 stations, the

"KICKER" REPORTS

At

N·I·W·S

**"Kicker" Reports
Are Our
Specialty!**

N·I·W·S "Kicker" stories can brighten any newscast. They're short, entertaining and the ideal way to end your newscast leaving the audience feeling good. At N·I·W·S, our specialty is your specialty. But then you'd expect that. N·I·W·S is the original news cooperative...and still the best.

N·I·W·S

The Leader

15303 Ventura Blvd.
Sherman Oaks, CA 91403
(818) 789-5000

LORIMAR-Telepictures™

©1986 Lorimar-Telepictures Corporation

Results are first financial report following splitting off of Adams-Russell Electronics Co. from **Adams-Russell Co.**, which is now exclusively cable MSO ("Bottom Line," June 30). Latter's revenue increase was attributed to 5% rise in number of subscribers and 6% jump in revenue per subscriber. Operating income jumped 64% to \$1.7 million, which company attributed to "increases in operating efficiencies." Split of electronics division was recorded on Adams-Russell results as \$2.3 million after-tax expense. ■ Broadcasting revenue of **A.H. Belo** was \$48 million, up 6%, in second quarter. Belo Chairman James Moroney Jr. said: "We are pleased that four of our five television properties achieved revenue gains during the period despite soft local economies in energy-related markets . . . Our cost increases relating to . . . television programing have been mitigated by cost-control measures in other areas." Company's earnings from operations was \$25.2 million, down 4%. ■

John Blair & Co. reported net loss of \$5.9 million in previous year's second quarter. Most recent figure included \$16.6-million gain on disposal of printing operations; \$17.4 million in expenses incurred during competing tender offers for company, and \$2.2 million charge from early extinguishment of debt. Operating profit for Blair more than quadrupled to \$12.2 million. Broadcasting division reported 16% decline in operating profit, to \$4.9 million, on 11% increase in revenue, to \$28.1 million. Broadcast representation revenue was flat, at \$5.4 million, on 19% jump in revenue, to \$22.4 million. Entertainment division reported loss of \$1.4 million on 27% revenue decline, to \$1.5 million. ■ **Capcities/ABC** results for second quarter include operations of ABC which were purchased Jan. 3. Company had operating income of \$199.4 million; depreciation of \$22.4 million; amortization of \$16.3 million, and net interest expense of \$45.9 million. Broadcasting division had revenue of \$821.8 million and operating income of \$180.6 million. Company said that second-quarter results for all operations, other than television network, were "generally ahead of expectations." Previous write-down of sports and programing rights will have year-end benefit of \$4 to \$5, \$1.30 per share of which has already been recognized (\$1.05 in second quarter). Change in accounting policy for amortization of prime-time series had negative impact of \$0.60 per share in second quarter, positive impact of \$0.05 per share for first half. Company said: "As a result of the television network's current revenue outlook combined with higher sports rights and programing costs for the balance of 1986, the company anticipates that earnings gains for the second half of 1986 will not be comparable with the gains reported in the second quarter of 1986." ■ **Centel** Chairman Robert P. Reuss said that cable division operating income was up 39% and attributed gain to "customer growth, repricing of services and a stepped-up acquisition program." ■ **Dun & Bradstreet** said operating income rose 26%, to \$156 million. Marketing services segment reported 18% revenue increase in second quarter. Company said Nielsen Marketing Research reported "substantial increase in revenue, due in part to the weakening of the U.S. dollar." ■ **Heritage** operating cash flow was \$12 million, up 17%. Net interest expense increased from \$1.5 million to \$6.1 million. Senior vice president, Dave Lundquist, said: "Our cable television business continues to be good, although pay subscriber units in our smaller rural systems are relatively soft. Also, in the month of June, we were encouraged by the subscriber growth in Dallas as we added approximately 1,700 basic subscribers. The decline in net earnings was expected and was a result of the acquisitions made in 1985 and the 1986 Rollins investment. Although we expect operating cash flow to more than double in 1987, due in large part to the previously announced intention to acquire Rollins, this past quarter will be the last quarter for some time in which Heritage shows positive net earnings due to interest expense and the required amortization of intangibles related to the acquisition." ■ **Interpublic** net income includes gain of \$191,000 on foreign currency translation, compared to loss of \$275,000 in previous-year's second quarter. Company also said that ". . . continuing cost containment efforts kept domestic costs at appropriate levels in light of the general economic conditions." ■ **LIN Broadcasting** be-

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Adams Russell	Third	\$11,188	11	\$247	-90	\$0.04
A.H. Belo	Second	\$104,877	4	\$7,589	-7	\$0.66
John Blair & Co.	Second	\$171,465	6	\$1,707	NM	\$0.15
Capital Cities/ABC	Second	\$1,065,674	299	\$67,029	63	\$4.15
Centel Corp.	Second	\$340,707	--	\$35,574	12	\$1.27
Dun & Bradstreet	Second	\$766,605	16	\$89,196	16	\$0.64
Heritage Comm.	Second	\$44,646	10	\$636	-79	\$0.04
Interpublic Group	Second	\$215,339	19	\$18,124	19	\$0.82
LIN Broadcasting	Second	\$57,783	23	\$11,457	4	\$0.41
Multimedia	Second	\$97,124	10	\$2,317	-82	\$0.21
Times Mirror	Second	\$748,910	--	\$191,663	172	\$2.96
Tribune	Second	\$535,723	6	\$41,082	19	\$1.01
Unitel Video	Third	\$4,728	21	\$400	-15	\$0.18
Viacom	Second	\$226,939	150	(\$18,149)	NM	\$0.47

ing income would have increased 9% for quarter. ■ Operating cash flow for **Multimedia** was up 23% in second quarter, to \$38.1 million. Company attributed lower earnings to interest from debt taken on in previous year's recapitalization. Interest payments in second quarter were \$28.3 million, compared with \$2.2 million in previous year's second quarter. Cable division had revenue of \$20 million; entertainment division, \$13.8 million, and broadcasting, \$33.6 million, up 9%. ■ Net income for **Times Mirror** included \$133.8-million gain on disposal (\$171.1 million pre tax) from sale of Times Mirror Microwave Communications; three TV stations, and company's interest in Las Vegas cable TV system. Operating results for company's various divisions were improved by adoption of new Financial Accounting Standards Board rule on pensions. Cable television division reported revenue of \$69.4 million and operating profit of \$12.9, while broadcasting division reported \$37.6 million in revenue, up 4%, and operating profit of \$21.9 million, up 9%. Companywide pre-tax benefit of rule adoption was \$13.6 million. ■ Affecting net income of **Tribune Co.** was 30% jump in operating profit, to \$89.7 million. Improvement came primarily from added results of KTLA(TV), acquired during last 12 months; elimination of cable TV losses (that division is being carried as discontinued operation), and strong improvement in newsprint and forest products division. Net interest expense almost tripled, to \$19.3 million. Company said that excluding KTLA results, broadcasting and entertainment division would have had 11% gain in revenue, with operating profit, ". . . slightly below last year's levels in both periods (first and second) primarily from increased TV programing costs." Television revenue in second quarter was \$105.3 million, up 57%; radio revenue was \$12.5 million, up 6%, and entertainment "& other," was \$22.2 million, up 20%. ■ **Unitel Video** had income from operations of \$546,000, up 132%. Net income was lower primarily because last year's third-quarter results included tax benefit of \$319,000. Herb Bass, president, said increase in recent revenue was ". . . due primarily to revenue from studio facilities in New York provided to Children's Television Workshop under an important new contract, coupled with increased revenues from the company's post-production facilities in Hollywood, Calif., which opened in March 1985. Cash flow from operations improved in both the quarter and nine-month period." ■ **Viacom** reported net income of \$9.5 million in previous year's second quarter. Results of just-completed quarter were affected by \$30.1-million charge related to repurchase of stock held by Carl Icahn (BROADCASTING, May 26). Company said stock repurchase and "certain related and other expenses" increased Viacom debt by \$217 million. Broadcasting division had revenue of \$27.9 million and operating cash flow of \$11.9 million, including results, since mid-May of KMOX-TV St. Louis. Cable television division had second-quarter revenue of \$55.8 million and operating cash flow of \$19.7 million. Entertainment division had 21% jump in second-quarter revenue, to \$19 million, while operating income increased 4% to \$6.8 million. Company said higher syndication earnings were "partially offset by increased production expenses for first-run programing." Cable networks had revenue of \$127 million and operating cash flow of \$21.2. Company said MTV Networks had 15% gain in revenue and 29% gain in earnings from operations. Showtime/The Movie Channel had 4% slide in revenue; while earnings from operations increased 5%.

terest in the Stuart McGuire Co., a catalogue fulfillment firm in Salem, Va., and the installation of a Burroughs A15J mainframe computer in its Clearwater facility to handle orders and make sure the right product is sent to the right customer.

HSN's success has spawned a host of imitators-competitors, including the Cable Value Network. Partially owned by several of the nation's largest MSO's and marketed by ESPN, CVN is, by all appearances, the greatest threat to HSN's continuing prosperity.

According to Paxson, the HSN O&O's will not carry HSN II continually. To meet its public interest obligation, he said, each station will devote a portion of each hour to public affairs and local programming. He said it hadn't yet been determined how much of each hour or each day would be set aside for non-HSN II programming.

HSN is trying to sign up both independents and network affiliates. According to Paxson, the HSN affiliates will be given the freedom to broadcast as much or as little of the HSN II programming as they desire. A broadcast network affiliate, for instance, he said, could use HSN II to fill currently dark early morning hours. HSN will compensate its affiliates just as the broadcast networks compensate theirs—through direct cash payments, he said.

Although HSN II was conceived to complement HSN I in the type of merchandise it offered, Paxson said last week that there will be little difference in the content of the two services now that HSN II has become a broadcast service. HSN I, he said, will continue to be offered exclusively via cable.

Cable operators will have an incentive to carry stations broadcasting HSN II, which Paxson called HSN's "economic want-to-carry rule." According to Paxson, cable systems that carry a station broadcasting HSN II will receive a 5% commission for every order coming from within their franchise areas. Cable systems beyond the reach of HSN stations can receive the HSN II directly from the satellite and qualify for the commissions, he said.

Some cable systems that don't even carry HSN II will qualify for the commissions, Paxson said. Systems that don't have a free channel to devote to the carriage of HSN II, but that carry HSN I or belong to an MSO that is committed to carrying HSN I on its other systems, will be able to receive the commissions, he said. Which systems qualify will be determined on a case-by-case basis, he said.

Both HSN services are distributed via C-band satellites. HSN I is on Satcom III-R, transponder 22, and HSN II is on Satcom IV, transponder 1.

The New York stations that HSN is buying are part of the remains of the short-lived station group created by Kohlberg Kravis Roberts & Co. through its leveraged buyouts of Storer Communications and Wometco Broadcasting Co. Seven of the KKR stations—six Storer stations and one Wometco station—were sold to Lorimar-Telepictures last May for \$1.85 billion, pending FCC approval.

KKR still owns Wometco's WLOS-TV Greenville-Spartanburg, S.C.-Asheville,

N.C., and Storer's WTVG(TV) Toledo, Ohio, but apparently not for long. According to Tony Cassara, president and chief executive officer, Wometco Broadcasting, Wometco/KKR has reached an agreement to sell WLOS-TV, but will not identify the buyer for a few weeks. WTVG is reportedly on the market.

According to Cassara, the New York stations had been a long-time subscription television operator, broadcasting SelecTV. After the STV business went sour, the station broadcast a proprietary music video service. But despite the new format, the stations have not done well. Cassara acknowledged. "We were just about breaking even," he said. "We were losing a little money, to tell you the truth." WWHT, whose antenna is on the Empire State building, is on channel 68; WSNL-TV is on channel 67.

WVJW-TV, which is on channel 66, was put on the air in February 1985 by a limited partnership comprising 205 investors. Channel 66 Associates Limited Partnership. According to John Garabedian, managing general partner and chief executive officer, the station, which also broadcasts music videos, has fared no better or worse than projected when the partnership was being put together. Those projections called for losses of \$3 million in the first year of operation, he said.

It was decided to sell the station because of the partners' belief that prices for UHF stations had leveled off, he said. What's more, some partners wanted out now for fear that Congress will eliminate current favorable capital gains tax rates as part of its tax overhaul. The partners have so far poured around \$8 million into the construction and operation of the station, he said.

Garabedian said he was impressed by HSN principals with whom he dealt and HSN services. "It's a really novel use of television," he said. "It's a television catalogue that is also entertaining." □

CBS reportedly warns Tisch of takeover defenses

Board is said to have told Loews Corp. chairman that increase in his ownership beyond 25% would prompt steps to head off possible tender offer

For much of the past 12 months, CBS has been promoting Laurence Tisch as a guardian of the company against those with takeover designs. Now it appears that CBS board members may be viewing their fellow director as a white knight astride a Trojan horse. Specifically, the board has reportedly told Tisch that if he increased his ownership in CBS beyond 25%, it would institute various defensive mechanisms to prevent him from gradually gaining control of the company through a "creeping tender offer."

(Tisch began buying CBS stock in July of 1985. His latest filing with the Securities and Exchange Commission, made last Monday [Aug. 4], indicates he now owns 22.5% of the company, or 5.3 million shares, which

At N·I·W·S

Entertainment Reports Are Our Specialty!

ENTERTAINMENT



The glitter and glamour of Hollywood may blind some, but not award winning entertainment specialist Kim Marriner. Through his eyes viewers get focused, behind-the-scenes news reports on the latest in movies, music, TV, home video and more. And, at N-I-W-S, our specialty is your specialty. But then you'd expect that. N-I-W-S is the original news cooperative...and still the best.

N·I·W·S

The Leader

15303 Ventura Blvd. Sherman Oaks, CA 91403
(818) 789-5000

LORIMAR-Telepictures™

©1985 Lorimar-Telepictures Corporation

at the current price is worth roughly \$700 million.)

Stories of the reported conflict, which actually referred to a directors' meeting almost a month earlier, appeared following a week in which sober forecasts for the television network caused CBS stock to fall \$10 per share, to \$127 ("In Brief," Aug. 4). By Wednesday of last week the stock had regained some of the loss, to nearly \$134.

The reported conflict last month between Tisch and the CBS board would not be the first time that the Loews Corp. chairman has been asked, and refused, to sign a "stand-still agreement" not to increase his ownership beyond 25%. Before Tisch was invited to join the CBS board last October, Thomas Wyman, CBS chairman, reportedly asked the Loews Corp. chairman to clarify his intentions about his investment, which Tisch said he understood as a request to sign a stand-still agreement. "I made it clear that I wasn't interested in a stand-still agreement," he told one newspaper.

Other comments made by Tisch and his brother, Robert, have created further unease at the company. Last March, Robert, who last week was named postmaster general, told *USA Today* that Loews goal was "to control CBS and operate it as a first-class broadcasting company the way it was and the way it can be and should be (BROADCASTING, March 31)."

A month later Tisch was asked by *The Los Angeles Times* whether 25% would grant Loews control of CBS. He responded, "I stay away from that one, because I don't know the answer. We intend to buy up to 25%, and what you want to call it is your problem." The question of what percentage ownership would give Tisch effective control may be answered in part by the fact that the Tisch brothers themselves own roughly 25% of Loews Corp.

The next regularly scheduled meeting of the CBS board is scheduled for September 10.

INTV members to air Grace deficit spot

Most association members to run ad on Aug. 21 at 7:57 p.m.

In an unprecedented move for the group, members in the Association of Independent Television Stations have agreed to donate advertising time to W.R. Grace & Co. for the purpose of airing a much publicized advocacy commercial on the national deficit. The commercial, entitled "The Deficit Trials: 2017," was rejected by all three television networks earlier this year, although a Grace spot bearing the same message last year was accepted by two of the networks. (The ad's message is that government must take effective action to reduce the federal deficit, or future generations will pay an exacting price.)

INTV President Preston Padden said last week that not all INTV members had been contacted, but that most had and were recep-

Rep warning. The Station Representatives Association has warned more than 5,000 advertising agencies and media buying services that SRA is considering legal action if some buying agents continue their policy of bypassing reps when arranging for broadcast time.

Jerome Feniger, managing director of SRA, said in a letter to purchasers of TV and radio time that virtually all SRA members have brought instances of bypassing by agencies and services to SRA's attention. Feniger also said that some agencies and services are refusing to deal with station reps by insisting that stations in selected markets sell national spot advertising for some of their accounts directly to the agencies and services.

"This very serious and undesirable attempt to eliminate station representatives only confirms value of services that representatives perform for their stations," Feniger stated. "If such improper and illegal activities continue, SRA has been authorized by its members to take all lawful action to protect their rights and to eliminate these activities."

Feniger noted that this practice of agencies and media buyers results in "legally actionable breaches of exclusive sales representation agreements as well as unfair and anti-competitive trade practices."

tive to the plan. He estimated that of the 160 INTV members, between 140 and 150 would carry the spot, scheduled to run Aug. 21 at 7:57 p.m. Padden said INTV estimated the value of the time being donated at roughly \$250,000, although Grace estimated it to be between \$180,000 and \$200,000. In return, Grace has agreed to promote the airing of the commercial in several consumer and trade publications. One ad reads: "Who would know if it wasn't for us? On Thursday, Aug. 21, at approximately 7:57 p.m., independent television stations across the country will show you what the networks won't. The W.R. Grace 60-second ad that the networks refused to run."

Grace senior vice president, Antonio Navarro, expressed wonderment last week at the networks' refusal to carry the advocacy ad, in light of their willingness to carry a similar ad last year. The more recent ad looks like a scene from "1984," in a dark and crumbling meeting hall packed with a weary and impoverished-looking crowd. A somewhat hostile adolescent is questioning an older man, apparently on trial for his role in creating "unchecked federal deficits." The older man's stoniest response is: "Can you ever forgive us?" The earlier ad, accepted by NBC and ABC last year, depicted two accountants walking down the corridor of a maternity ward and approaching the crib of newborn child, where they read over some

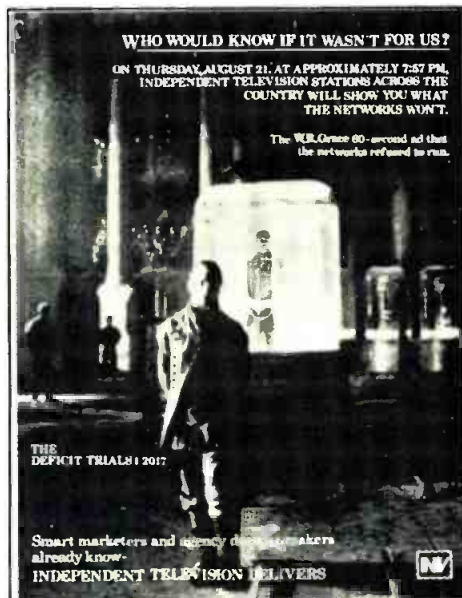
figures, explaining to the child that it would have to shoulder some \$50,000 of the federal deficit. "We recognize, indeed support," said Navarro, "the right to have rules, but we are discouraged when their application appears to be capricious and arbitrary." He reported that CBS continued to discuss the situation, and that talks so far had been "open-minded and constructive." He said ABC had reported that it was "re-evaluating" its advocacy advertising policy.

Navarro declared NBC's apparently final rejection of the spot "untenable," and the reasoning behind the decision "bizarre." NBC said the spot "expressed the view that the national deficit is a cataclysmic threat to the very existence of American society and drastic cuts in the federal budget are an economic and moral imperative. This is certainly not the unanimous view, and surely goes beyond merely indentifying or calling attention to a problem." Navarro argued that if the network held all of its acceptable commercials to the standard of "unanimous public approval," it would preclude the carriage of any spots. NBC declined further comment.

In any event, Grace has spent most of its approximately \$1-million budget for the commercial this year on nonbroadcast-network outlets such as local stations, both affiliate and independents, cable networks, and on affiliates of Independent Network News. In fact, said Navarro, "we've had more free exposure [for the spot] than we were prepared to buy" because of the controversy surrounding it. If Grace is successful in persuading any networks to air the spot, said Grace advertising director Steve Elliott, the remaining budget would be enough for perhaps a few exposures on the Sunday morning news interview shows or perhaps *Nightline*, but not the evening network newscasts which were initially targeted.

As for INTV's part, Padden said the controversy surrounding the Grace ad "presented INTV with a unique opportunity to highlight the dramatic growth of independent television." In the last five years, he noted, 54 TV markets gained their first independent station.

The idea to donate the time came from Bob Qudeen, general manager of INTV member station KBHK-TV San Francisco. Qudeen came up with the idea after an INTV luncheon several months ago where Peter Grace addressed the issue (BROADCASTING, June 16). □



Grace's deficit ad

BottomLine

Hollywood stocks. Heritage Entertainment has sold one million shares of common stock at \$9.50 per share. Los Angeles-based producer and distributor of theatrical films, made-for-television films and television series expects to use \$2.5 million of net proceeds to pay for acquisition of Bill Burrud Productions, which has library that includes *New! Animal World!* currently seen on Disney Channel. Offering proceeds will also be used to repay outstanding bank indebtedness, and to increase Heritage's in-house distribution division from three to five. Company reported operating revenue of \$10.6 million and net income of \$2.4 million. ■ Aaron Spelling Productions went public with 5.5 million shares of Class A common stock at \$14 per share, bottom of \$14-to-\$17 range indicated in preliminary prospectus and one million shares fewer than filed for. ■ MCA said company's directors authorized repurchase of up to three million shares, or roughly 4% of company's outstanding stock. Repurchased shares would be used for general corporate purposes and employe compensation plans. □

VCR and PR. Coca-Cola announced last week it had sold Embassy Home Entertainment (home video division of Embassy Communications) for roughly \$85 million. Buyer was Nelson Entertainment, Vancouver-based entertainment firm headed by Barry Spikings, president. One report said Embassy Home Entertainment had 1985 revenue of \$72.2 million and pre-tax operating profit of \$14 million. Previously, company had intended to sell division to chairman and founder of Embassy Home Entertainment, Andre Blay, but agreement instead became subject of litigation between Blay and Coca-Cola. Pending litigation was settled two weeks ago, company announced. Embassy Communications was acquired by Coca-Cola one year ago. ■ Hill & Knowlton, public relations subsidiary of JWT Group, has agreed in principle to buy (reportedly for \$12 million) Carl Byoir & Associates, itself subsidiary of Foote, Cone & Belding Communications. Hill & Knowlton also recently agreed to buy Gray & Co., Washington-based public relations firm. □

Common subject. Warner declared two-for-one stock split payable on Aug. 22 to shareholders of record Aug. 11. ■ Knight-Ridder board of directors adopted plan, similar to that recently adopted by many other Fifth Estate companies, that would give shareholders right to purchase stock in company at half price, under certain conditions, such as if it were subject of tender offer from party already owning 20% of stock.

Law & Regulation

FCC's AM suggestion blasted

Clears want their skywaves left alone in search of ways to make AM competitive with FM

The FCC has received more advice on how it may best improve the AM service (BROADCASTING, Aug. 4).

For starters, according to the licensees of clear channel AM stations and others, the FCC should forget the suggestion in its staff report, "Report on the Status of the AM Broadcast Rules," that it consider reducing protection to the clears.

Capital Cities/ABC Inc. recommended that the FCC "table" the staff suggestion to consider eliminating nighttime skywave protection to Class I clears. "Huge losses in skywave service will not be offset by local service gains of any consequence," Capacities/ABC said. "On the other hand, there is an immediate opportunity to improve the quality of AM reception by changing the second adjacent channel interference protection ratio from its present 2 and 25 millivolt per meter contour limit to one which prohibits 2 mv/m contour overlap, and by taking related steps aimed at reducing second adja-

cent channel interference—one of the primary causes of AM radio's deteriorating competitive position vis-a-vis FM service."

CBS favored prompt consideration of the report's suggestions that would tend to improve the technical quality of the AM service, promote operational cost savings and enhance licensee discretion over programming. "By contrast, CBS urges the commission not to consider those of the report's suggestions which would further impair the integrity of AM broadcasting and result in an increase in destructive interference, contrary to the goal of improved AM signal quality," CBS said. "There is surely no good reason—and the report supplies none—to justify the expenditure of scarce and valuable commission resources on radical changes in AM assignment and interference principles until the commission has, at the very least, had the opportunity to assess the effects of AM signal quality improvements and the internationally agreed-upon expansion of the AM band."

NBC said it generally supported relaxation of restrictions on AM operations and ownership. "However, as a long-time owner

SINGLE REPORTS

At
N·I·W·S

Single Reports
Are Our
Specialty!

In the mad scramble to cover the breaking news, N-I-W-S single reports help explain the "why" behind the "what." Single time-sensitive reports in a variety of lengths, exclusive to your market, giving your news a unique look with the competitive edge. At N-I-W-S, our specialty is your specialty. But then you'd expect that. N-I-W-S is the original news cooperative...and still the best.

N·I·W·S

The Leader

15303 Ventura Blvd.
Sherman Oaks, CA 91403
(818) 789-5000

LORMAR-Telepictures™

© 1986 Lorimar-Telepictures Corporation

Washington Watch

Dodge City settlement. Cattle Country Broadcasting, licensee of KMCS(FM) (formerly KTL(FM)) Dodge City, Kan., and Community Service Broadcasting Inc., competing applicant for station's facilities, have proposed settlement. Under proposal submitted to FCC Administrative Law Judge John Frysiak, who is presiding over comparative hearing, Community Service would pay Cattle Country \$10,000 to dismiss its renewal application, and Community Service's application would be granted. Hiawatha Bland is president of Community Service, which is also owned by 13 other Dodge City-area residents. Bland is former mayor of Dodge City and currently city commissioner. KMCS achieved national notoriety for broadcasts attacking Jews, blacks and others (BROADCASTING, May 30, 1983).

□

Members named. Picking up where it left off, National Association of Broadcasters has established special task force on fine-tuning merger between NAB and National Radio Broadcasters Association. Task force will study present NAB structure and goals agreed upon when two associations merged (BROADCASTING, June 23). Members appointed: John Dille III, Federated Media, Elkhart, Ind., chairman; Gary Capps, Capps Broadcasting, Bend, Ore.; Jack Clements, Mutual Broadcasting, Arlington, Va.; Martin Greenberg, Duffy Broadcasting, Dallas; Paul Hedberg, Hedberg Broadcasting Group, Spirit Lake, Iowa; Robert Herpe, TransCOM Communications, Longwood, Fla.; Jerry Lee, WEAZ(AM) Philadelphia; Bernard Mann, Mann Media, High Point, N.C.; William Rollins, Suburban Radio Group, Concord, N.C.; Jeffrey Smulyan, Emmis Broadcasting, Indianapolis; Carl Wagner, Taft TV and Radio Co., Cincinnati, and Bill Clark, Shamrock Broadcasting, San Francisco. Group is expected to report its findings at NAB joint board meeting in February.

□

CPB money. House approved legislation (H.R. 5233) that would appropriate \$214 million for Corporation for Public Broadcasting in fiscal year 1989. (CPB receives its funding two years in advance.) Figure is same that CPB received for FY '88. Committee rejected CPB request of \$238 million for FY '89. Last week Senate Appropriations Subcommittee with jurisdiction over CPB adopted measure that includes \$238 million for

and operator of AM stations, we have seen their coverage potential eroded time and time again by commission action," NBC said. "While the allocations of additional AM stations may be a sound policy from a competitive standpoint, from an engineering standpoint it is evident that the cramped allocation of so many stations generally has weakened AM service with the effect of depriving the public of the technical quality of coverage that AM stations were and should be able to provide. The commission should take the opportunity afforded by this timely review of the state of AM broadcasting to strengthen interference protection for existing AM stations. If improvements in technology and equipment that are on the horizon are used as an excuse for mere maintenance or, even worse, further reduction of interference protection and are dissipated on new stations, the benefits that can be derived therefrom will be diluted if not completely eliminated."

Cox Enterprises Inc. urged the FCC to focus on proposals that would enhance, rather than detract from, the effectiveness of the AM service as a whole. "No action should be taken which weakens clear channel broadcasting, as the ultimate consequence thereof is harm to the overall AM service," Cox said.

Interstate Broadcasting Co., licensee of Class I-B WQXR(AM) New York, said it strongly opposed the report's suggestions on reducing protection to the clears. "The report's recommendations would, if implemented, diminish rather than increase the diversity of radio program service available to the American public," Interstate said.

Clear-channel WCCO(AM) Minneapolis concurred. "Provision of a more fragmented AM broadcasting service will be a disservice

to a substantial portion of this country's populace which depends on clear-channel broadcasting and for which no viable substitute has been proposed," WCCO said.

Lake Erie Radio Co., licensee of clear channel WWWE(AM) Cleveland, said the same thing. "Lake Erie's direct contacts with its listeners indicate that people in quite remote areas rely on WWWE's clear channel coverage and that any dilution of the current protection would be contrary to the public interest," Lake Erie said.

Sudbrink Broadcasting Co., licensee of Class I-B KAAY(AM) Little Rock, Ark., also opposed a reduction of protection to clears. "Such actions will lead to increased interference, less nighttime service and less service to specialized audiences," Sudbrink said.

The Clear Channel Broadcasting Service suggested that the FCC continue to rely on FM for local self expression. "To this end, the present 'daytimer preference' to be awarded in Docket 80-90 hearing proceedings should not be conditioned on divestiture of the daytime station," the representative of clear channels said. "Combined, the daytime AM/fulltime FM station can provide effective service to its community, but divestiture of the daytimer merely passes the problem to a new owner."

Republic Broadcasting Corp., licensee of clear channel WLW(AM) Cincinnati, said the AM report's proposal to eliminate protection to the skywaves was fundamentally flawed. "Because of the immutable laws of physics governing AM radio waves, reduction or elimination of skywave protection enables only an insignificant number of additional AM stations to provide nighttime service, each only capable of serving a small number of listeners," Republic said. "Those few new stations, however, would cause massive in-

terference to existing AM stations, eliminating service to millions of listeners in all regions of the country. These listeners would be deprived completely of valuable programming they enjoy and rely upon. This trade-off is not in the public interest by any reasonable cost-benefit analysis."

WGN Continental Broadcasting Co., licensee of clear channel WGN(AM) Chicago, said that clear channels were the "anchors" on the AM band. "They continue today to fulfill their traditional role of providing a broad range of news, public affairs and entertainment programming to vast areas of the country that otherwise would be unserved or underserved by conventional AM or FM radio service," WGN said. "Withdrawal of the expanded interference protection to which clear channel stations presently are entitled would eliminate that important role in return for benefits which are only speculative."

The consulting engineering firm of du Treil-Rackley said the FCC should permit low-power nondirectional nighttime operation of Class II and III AM stations, as long as no interference is given to existing stations. But it, too, was against reducing protection for the clears. The firm noted that a Class II station operating at night would have only limited coverage but would destroy the bulk of the nighttime service area of the clear channel. "A Class II station might enjoy a service area of 10 to 15 square miles but eliminate coverage by the clear channel station amounting to thousands of square miles," the firm said. "The clear channel 'whales' will be eliminated to create numerous insignificant 'plankton' to drift in the sea of competition. We believe the clear channel stations are a national resource which should be preserved."

Long Island Broadcasting Inc., licensee of daytimer WHLI(AM) Hempstead, L.I., however, said it agreed with the report's recommendation that the FCC reevaluate the need for continued skywave protection for clears and strongly supported the proposal for expanded hours of operation for daytimers. "Adoption of the staff's recommendation to expand schedules of AM stations would confer the benefits of increases in local public service broadcasting on communities served by Long Island AM stations and on similarly situated communities throughout the eastern half of the country," Long Island Broadcasting said.

Daytimer KJRG(AM) Newton, Kan., asked that the FCC liberalize its rules to permit it and similar stations nighttime power with less than 500 watts and at a power to be selected by a licensee/applicant to provide needed service at night. "At the very least, KJRG should be authorized to operate with its post-sunset authorization during all nighttime hours," the station said.

Magnolia Broadcasting, licensee of daytimer KZUE(AM) El Reno, Okla., said the FCC's top priority should be considering fulltime operation for daytimers. "Full-time operation by daytime stations is essential through extension of presunrise and postsunset authority, deletion of the current minimum power standards, and updating the data which supports the current protection ratios, making changes in these ratios only if the new data would support such a change,"

Magnolia said.

The Maryland-District of Columbia-Delaware Broadcasters Association said it found the proposal to permit operation of AM stations as satellite facilities particularly promising. "Utilizing AM satellite stations much in the same way the television industry has used satellite stations in the past, AM broadcasters would be able to significantly expand their coverage and service areas while enjoying the economies of centralized management, sales staffs and studios."

The association also endorsed recommendations that the FCC review the need for the main studio location and program origination rules for AM. "The primary emphasis of the commission should be on whether a station is serving the needs of its community of license and not on where the studio is located or where the programming originates," the association said.

The Corporation for Public Broadcasting asked that the FCC decline to permit public AM stations to negotiate interference rights with others. "The concept of permitting public broadcasting licensees to sell their right to interference protection is inappropriate in light of public broadcasting's purpose," CPB said.

National Public Radio said the FCC should first launch a rulemaking on proposed changes in engineering standards. "These issues are more straightforward and do not carry the broad public policy implications of changes in AM spectrum allocations and station licensing," NPR said. "The broader changes should have a longer period for study before rulemakings are instituted."

The Consumer Electronics Group of the Electronic Industries Association said the FCC should not attempt to expand its sphere of regulation to encompass performance characteristics of AM receivers. "The commission is without power to establish requirements in this area, and in any event, there is no need for such standards to be imposed on the industry by the commission," EIA said. "The commission should, however, consider whether it is doing all that it should to promote public acceptance of AM stereo." □

NAB position on RF radiation limits draws support at FCC

Association wants FCC to prevent local officials from setting standards more strict than commission's

The National Association of Broadcasters' request that the FCC prohibit local governments from setting exposure limits for radio frequency (RF) radiation that are stricter than its own has drawn support in comments at the commission.

The FCC has incorporated into its own rules the exposure guidelines of the American National Standards Institute. But local governments, according to the commenters,

are setting up a patchwork of tougher standards, blocking broadcasters and others from erecting FCC-licensed facilities. In a petition for declaratory ruling, the NAB has asked the FCC to preempt.

In its comments, RCA Communications Inc. said it supported NAB's petition for a declaratory ruling. "In the past several years, communications companies increasingly have been subjected to local proceedings in which zoning and other authorities have undertaken to examine the health effects of nonionizing RF radiation in deciding whether to allow the construction of communications facilities authorized by the commission," RCA said. "These various proceedings and standards impose substantial delay and costs on carriers and customers, occasionally force them to abandon commission-authorized service arrangements altogether and also burden the state and federal agencies that have jurisdiction over health and environmental matters."

Fisher Broadcasting Inc. said the FCC's job of preserving and improving the nation's communications service was being overwhelmed by diverse county and city RF energy regulations. "Accordingly, Fisher Broadcasting respectfully urges the commission to issue the policy declaratory ruling sought by the NAB, adding language to the effect that the federal scheme is fully responsible to state and local concerns as they may arise from time to time and noting that separate state and local schemes are unnecessary," Fisher said.

The Electromagnetic Energy Policy Alliance also supported NAB's request. "In addition, EEPA urges the commission to reaffirm that the ANSI guidelines are consensus standards adopted by experts in the field of microwave and radiofrequency energy, and to explain that ANSI's recommended exposure limits are adequate to protect the health and safety of workers and the public," EEPA said.

CBS supported the "thrust" of NAB's request. The network noted that at the time the FCC adopted the ANSI standards, it had expressed a wish that it had more guidance. "Inasmuch as EPA [the Environmental Protection Agency] has now indicated its intention to visit the matter anew, immediate action on the petition may be inappropriate," CBS said. "However, CBS believes that the commission should participate actively in the EPA proceeding so that the communications needs of the country are fully considered by that agency, and should state, as its view, that a uniform national standard for emissions by broadcast facilities is necessary. The commission should also state that, in the event EPA promulgates a nonionizing radiation standard, it is the commission's intention to adopt the EPA standard as such a uniform standard, or, in the event the EPA does not promulgate a standard within a reasonable period of time, to adopt the commission's existing processing guidelines as such a preemptive standard for the facilities of its licensees."

Among those also commenting in support of NAB's petition were the Association of Maximum Service Telecasters, Guy Gannett Broadcasting Services, Meredith Corp. and GTE Service Corp. □

VOICE-OVER

At

N·I·W·S

**Voice-Over
Reports Are
Our Specialty!**

**For voice-overs with
pacing, turn to
N-I-W-S. Crisply
written, short format
voice-overs offer
information, insight
and flexibility to your
newscast, while
providing an element
for greater involve-
ment of your anchors
and reporters. And, at
N-I-W-S, our specialty
is your specialty. But
then you'd expect
that. N-I-W-S is the
original news
cooperative...and
still the best.**

N·I·W·S

The Leader

15303 Ventura Blvd.
Sherman Oaks, CA 91403
(818) 789-5000

LORIMAR-Telepictures™

©1986 Lorimar-Telepictures Corporation

RIDING GAIN

O N R A D I O

Clearance problems

Group W's WBZ(AM) Boston, after completing a month-long audit of commercial advertising time purchased on the station, has uncovered a number of spot clearance discrepancies within its morning drive-time program during the past year. The program is hosted by 25-year station veteran Dave Maynard.

Bill Hartman, WBZ vice president and general manager, in a letter to affected clients outlining adjustment procedures, said the situation surfaced after a direct-response advertiser called the station (in late June) to say how well a spot for his company worked on Maynard's show. While checking to see if "something especially creative was done with the spot," said Hartman, the station discovered a discrepancy in clearance time. Further examination of Maynard's tapes and logs revealed more commercial spot discrepancies, leading WBZ to review its entire scheduling and logging procedures, Hartman said.

The discrepancies during Maynard's program involved spots running at the wrong time within the "contracted" morning time period and the billing of advertisers for some spots that didn't air. In the case of the latter, affected clients and agencies were offered the choice of accepting double the number of spots missed or a cash refund for the amount billed.

"We were error-free in all the dayparts we reviewed outside the *Maynard Show*," said Hartman, adding that the quantity of the spots in question represents only 0.5% of the station's total yearly billing. (Sources said the station bills in excess of \$11 million.) He said WBZ will check the tapes and logs of all Maynard programs on file, going back to December 1982. "To be certain this situation does not arise again, we are strengthening our procedures on the *Maynard Show*, including, but not limited to, the addition of a second producer to assist Dave in his execution of the program," said Hartman.

According to a Group W Radio spokesman, Maynard has been "officially notified" about the company's concern over the mat-

ter. "It's a situation which we can all learn from and, based on our 25-year relationship, we are inclined to proceed with Dave in a positive spirit," the spokesman said.

Maynard, who has been working WBZ's morning drive-time slot (currently 5 to 9:30 a.m.) for about eight years, is the top rated morning personality in the Boston market, pulling a 12.6 12-plus metro share in the spring Arbitron report for Monday to Friday, 6 a.m. to 10 a.m. time period. (Overall, WBZ was first among persons 12 and older in the spring book with a 9.2 metro share, Monday through Sunday, 6 a.m. to midnight.)

Digital buy

Westwood One has signed a \$2.2-million agreement with Scientific-Atlanta for digital satellite equipment for affiliates of its subsidiary, the Mutual Broadcasting System.

The satellite deal will expedite Westwood's previously announced plan for Mutual's transition from the analog-based Westar IV satellite to Westwood One's Satcom I-R digital distribution system. The transition is expected to be completed by the end of 1988. (Mutual programming is currently being transmitted over both Westar IV and Satcom I-R.)

According to Bill Battison, Westwood's executive vice president and chief financial officer, Mutual's 820 commercial affiliated stations will be offered one of three satellite conversion options: a basic electronics package for \$7,500 that includes a downlink converter/receiver, Mutual crystal for transponder 3, Satcom I-R and program audio cards for two 7.5 khz channels and two 15 khz channels (designed for either stations with dishes already aimed at Satcom I-R or for those that chose to buy their dishes separately); both the electronics package and Scientific-Atlanta's 2.8-meter satellite dish for \$9,500 (uninstalled), and the "full installation" of all necessary satellite equipment for \$12,000.

Battison said that stations will be able to purchase the equipment outright or pay in monthly installments for a period of three to five years. All financial arrangements for the equipment, said Battison, will be channeled through a new subsidiary, Westwood One Satellite Systems.

Mutual is the last of the major commercial radio networks to switch to Satcom I-R.

Diary incentive

In an effort to improve the diary response rate among 18-to-24-year-old males, Arbitron plans to offer each metro area household with a man aged 18 to 24 a new \$2 per person premium—up from the current 50-cent and \$1 premiums—for completing diaries, beginning with the fall 1986 survey

Sound alike formats, high operating costs, expensive talent, fickle audiences, and low bottom line performance got you FRUSTRATED?

Then, call Bonneville. Our Easy Listening format gives you the exclusive difference designed with research and sixteen years of experience to make listeners and station owners relax!

 **BONNEVILLE**
BROADCASTING SYSTEM

4080 COMMERCIAL AVENUE • NORTHBROOK, ILLINOIS 60062 • 1-800-631-1600

“HELLO WORLD.”

William B. Williams
1923-1986

*His voice still fills our ears.
His memory fills our hearts.*

WNEW 1130 AM

period. (The under-representation of those males in diary samples has been a perennial problem for the ratings firm and radio broadcasters.)

According to Arbitron, the decision to offer a larger premium is based upon favorable results from two research tests conducted last summer, each of which involved some 4,500 completed diaries from six metro areas. "It is important to note that these tests, while encouraging the 18-to-24-year-old male to return his Arbitron diary, always avoided any suggestion that he write down more or different listening," said David Lapovsky, Arbitron's vice president of research.

The first test sent a \$2 premium along with the diary to members of each sample household that contained 18-to-24-year-old men. (Arbitron ascertained which households had 18-to-24-year-old males during the initial placement calls.) The second test utilized the \$2 premium as well as two non-monetary treatments that reminded young males to complete and return the diary: a telephone call and a specially-designed post card. The results of the second test were not "as positive" as the first, Lapovsky said.

Rhody Bosley, vice president of radio sales and marketing for Arbitron, said that with the additional premium the company is expecting to receive "a significantly higher percentage of diaries" from 18-to-24-year-old male households. "The net result is that we have improved the representation of men between the ages of 18 and 24 by about 20%." Lapovsky added that the additional premium will also increase Arbitron's overall response rate.

Rain on the weather

Citing lack of advertiser commitment, KSNE(AM) (formerly WWTC(AM)) Minneapolis-St. Paul dropped its "Weatheradio" format last Monday (Aug. 4) for Satellite Music Network's "Stardust," a MOR/nostalgia sound.

The station switched from urban contemporary to the all-weather last September. The staple of the format was local weather reports that aired every five minutes. The station also offered regional, national and international weather forecasts as well as extensive traffic reports and updated airline departure and arrival information, all of which were interwoven with light jazz pieces.

"The 'Weatheradio' format was executed extremely well in a market that is quite sensitive to weather. But with anything new, the advertising community is a 'wait-and-see' proposition. . . For a stand-alone AM, the wait is just not a prudent position," said KSNE General Manager Sam Sherwood.

Canadian movement

NBC Radio Entertainment, the program distribution arm of NBC Radio, is expanding its presence in Canada.

Through an arrangement with Radio Express, a Los Angeles, Calif.-based international marketing company for radio programming formed late last year by former ABC/Watermark President Tom Rounds, two weekly NBC series are now airing over the border: *Sexually Speaking*, a live, two-hour, call-in advice show hosted by WYNY (FM) New York personality Dr. Ruth West-

eimer, and *The Jazz Show With David Sanborn*. *Sexually Speaking* premiered in eight major Canadian markets last month and NBC is adding another five markets between Aug. 10 and Sept. 7. *The Jazz Show* is now heard over CKKS(FM) Vancouver, B.C., with more stations expected shortly.

Radio Express also cleared a 90-minute Genesis *Album Party* program for NBC last month in several overseas cities: Buenos Aires; Sydney, Australia; Dubai, United Arab Emirates, and Reykjavik, Iceland, in addition to the Voice of America. The music/ interview show, which also aired on some 30 Canadian stations, contained phone calls from rock critics and news correspondents overseas, from locations including Moscow and Tokyo.

Public radio notes

Minnesota Public Radio membership has doubled to 60,000 in five years, a goal set by the organization in 1981 and prompted by cutbacks in federal funding at that time. MPR now claims the largest membership of any state public radio network. Its 12 member stations (which include one in Michigan and one in South Dakota) act as one unit, airing the same programming at all times and working from one budget.

□

Sept. 9 is the deadline for submitting radio program proposals to the Corporation for Public Broadcasting. CPB's newly created, \$3-million National Radio Program Production Fund will be used for arts and performance, news and information and specialized programming. Priority will be given to "projects that may not succeed initially in the public radio program marketplace, will take programmatic risks, will yield at least one major new service or series, and will increase public radio audiences." For information: Richard Madden, CPB, (202) 955-5216.

Playback

Ron Cutler Productions, Los Angeles, is producing a new, weekly, three-hour oldies show, *Crusin' America*, for CBS's RadioRadio. The series, which will be hosted by long-time New York radio personality (currently on WCBS(FM) there) Bruce Morrow (professionally known as Cousin Brucie), is targeted for a January 1987 debut. Cutler is currently producing shows for the Westwood One Radio Networks and the ABC FM Network.

□

CBS Sports and the Caballero Radio Network, part of Caballero Spanish Media, a national radio representation firm for Spanish-language stations, will join forces for the second consecutive year to deliver the World Series to Spanish stations in the top 25 Hispanic markets. Different sponsorship packages are being prepared for the series and for the 10-minute pre- and post-game shows, said Caballero.

□

Westwood One Radio Networks is offering *Return to the Isle of Dreams*, a 12-hour "fantasy rock concert" special, for airplay over Labor Day weekend (Aug. 29-Sept. 1) The program is based on last summer's *Isle of Dreams* special, with new selections including some "classic live performances released on record during the past two decades."

New 35 kW FM Power From A Proven Winner



Continental's New Type 816R-5 is a high performance FM transmitter that uses the Type 802A exciter to deliver a crisp, clean signal.

The power amplifier uses an EIMAC 9019/YC130 Tetrode specially designed for Continental, to meet stringent FM service requirements at 35kW.

- SCR Power Control
- Automatic RF Power Output Control
- Automatic SWR Circuit Protection
- SWR Output Power Foldback
- Remote Control Interface
- AC Power Failure Recycle
- Grounded Screen Amplifier
- Internal Diagnostics

The 816R-5 is an outgrowth of Continental's popular 816R Series of 10, 20, 25 and 27.5 kW FM transmitters. It uses husky components and is built to give many years of reliable, dependable service.

For brochure and operating data, call (214) 381-7161. Continental Electronics, a Division of Varian Assoc., Inc. PO Box 270879 Dallas, Texas 75227.

Transmitters 1 to 50 kW AM and to 60 kW FM. FM antennas, studio & RF equipment ©1986 Continental Electronics 6210



Continental Electronics
a DIVISION OF VARIAN



Press censorship around world focus of London meeting

January gathering of World Press Freedom Committee will try to find ways to ease government controls

The World Press Freedom Committee, a kind of guard dog of press freedom whose standard is the kind of freedom taken for granted by U.S. journalists, has taken a look at a rising tide of press censorship in the world and begun in effect to bark and snarl and snap. It has scheduled a conference in London in January to discuss censorship, and hopes to produce not only rhetoric but a program to carry out any recommendations that are adopted. One to be considered calls for an action committee that would intervene—politically and in the courts—in behalf of media wherever press freedom is under siege.

Washington attorney Leonard Marks, a former director of the U.S. Information Agency who serves as counsel to and treasurer of the committee, last week said some 100 print and broadcast news executives and reporters are expected to attend the three-day conference on "Challenging the Censors" that is to begin on Jan. 16. He described it as a "follow-up" to the conference in Talloires, France, in May 1981 where journalists from around the world adopted the Declaration of Talloires that helped stall what was seen as a movement within UNESCO to call for government controls on journalists.

Marks said he had become "increasingly vexed" in recent months by a series of events he sees as restricting press freedoms. He cited the action of Nicaragua's Sandinista government in shutting down *La Prensa*, which, despite its role as a vigorous opposition newspaper, had survived the reactionary Somoza regime and the early years of the Sandinista administration, the tough restrictions the South African government has imposed on the stories broadcast journalists can cover and the disappearance of opposition press in African countries. He also noted that the press in 11 Latin American countries, as well as in Eastern Europe and the Soviet Union, operate under either direct or self-imposed censorship.

Those developments affect the media in

the U.S. and in the West generally, Marks said. "We can't have a free press if denied access to the news."

The World Press Freedom Committee, which is composed of 31 organizations, expects help in organizing the London conference from a number of other international press associations, such as the North American National Broadcasters Association and the Federation of Independent European Journalists. The hands-on organizational work will be done by Hewson A. Ryan of the Edward R. Murrow Center of Public Diplomacy of Tufts University's Fletcher School of Law and Diplomacy. And Marks has been soliciting financial help from major media organizations in the U.S. Thus far, the *Reader's Digest*, *Time*, *Newsweek* and CBS are among those that have expressed a readiness to contribute. Marks said he expected ABC and NBC to join the list. "We're just getting started," he said.

Marks said participants in the conference, who will include newspeople from developing countries, will present first-hand examples of censorship. He expects such reports from, among others, journalists from Nicaragua and South Africa. Indeed, the conference's working definition of censorship will be broad enough to include governmental actions denying visas to foreign camera crews seeking to enter a country. Then, "as at Talloires," Marks said, "a declaration will be adopted condemning direct and indirect means of controlling the press."

Current plans also call for the conference to consider steps to deal with problems of censorship affecting broadcast as well as print journalists, and to prepare a program to implement ideas. Marks said he hopes the conference will "create an action committee that would represent the media and intervene wherever problems arise." He added: "We think we can influence governments through the court of public opinion." He also speaks of the possibility of using "leverage"—of persuading the U.S. and other governments to shut off aid to countries that are engaging in press censorship, a potentially controversial proposal.

Marks, in addition, believes appeals to

international forums might in some cases be useful. Last year, Marks, representing the Inter-American Press Association, argued before the Inter-American Court of Human Rights that a law adopted by Costa Rica to license journalists violated the American Convention of Human Rights, and won. However, the case was before the court only because Costa Rica agreed to ask the court for a declaratory ruling on the issue (BROADCASTING, Nov. 25, 1985).

Indeed, Marks is currently considering a request from the European Association of Journalists that he participate in an effort to challenge the emergency decree restrictions the South African government has imposed on the media. Marks said the association is attempting to assemble a group to intervene in a case on behalf of a South African news organization. He wants to "look into what chance" there would be under South African and international law to take such an action.

Whatever the fate of the request Marks is considering, others associated with the WPMC expect a host of ideas to be developed at the conference. "Challenging the Censors" could result in a long-range project. □

(904) 254-6760

TURN SUNDAY
INTO
MONEY-DAY

MRN
MOTOR RACING NETWORK

P.O. BOX DRAWER, 5 DAYTONA BEACH, FLORIDA 32015

Launch delay. NASA's journalist-in-space program has been put on hold, perhaps for several years. The space agency made that clear following the announcement that the next shuttle flight will not be made until 1988, to afford engineers time to design a replacement for the booster rockets whose failure led to the explosion of Challenger last January. NASA Associate Deputy Administrator Ann Bradley disclosed the effect of the new launch schedule on the journalist-in-space program in a letter to the Association of Schools of Journalism and Mass Communication, which had been conducting the search for a journalist to make the first space trip. Bradley said it is evident "it will be several years before we will be able to include a journalist on a space mission." She instructed the association to stop its selection process. More than 1,700 journalists had applied for the mission. That list was cut to 100 candidates, then 40 before the process ground to a halt after the Challenger tragedy.

Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Aug 6	Jul 30				(000,000)	
BROADCASTING							
N Capital Cities/ABC	246 1/2	256	- 9 1/2	- 3.71	27	3,952	
N CBS	133 5/8	132 1/8	1 1/2	1.13	25	3,133	
O Clear Channel	14	14 3/4	- 3/4	- 5.08	20	41	
O Infinity Broadcasting	12	11 3/4	1/4	2.12	63	125	
O Jacor Commun.	7 3/4	7 3/4				44	
O LIN	50 3/8	49 1/2	7/8	1.76	38	1,333	
O Malrite	13 1/4	13 1/4				16	110
O Malrite 'A'	13	13 1/4	- 1/4	- 1.88	18	55	
A Price Commun.	11 3/8	12	- 5/8	- 5.20		111	
O Scripps Howard	80	79	1	1.26	29	826	
O SunGroup Inc.	3 1/4	3 3/8	- 1/8	- 3.70	32	5	
N Taft	113 3/4	111 3/4	2	1.78	53	1,030	
O TVX Broadcast Group	10 1/4	10 1/4				42	60
O United Television	31 3/8	32	- 5/8	- 1.95	29	343	

BROADCASTING WITH OTHER MAJOR INTERESTS							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Aug 6	Jul 30				(000,000)	
N A.H. Belo	54 1/4	54 3/4	- 1/2	- 0.91	27	627	
A Adams Russell	19 1/8	19	1/8	.65	12	119	
A Affiliated Pubs	58 5/8	58 1/4	3/8	.64	33	1,034	
O American Comm. & TV	5/32	1/8	1/32	25.00		11	
N American Family	31 1/2	35 3/8	- 3 7/8	- 10.95	21	1,259	
O Assoc. Commun.	26 3/4	28	- 1 1/4	- 4.46		255	
O Business Men's Assur.	26 3/4	27 1/2	- 3/4	- 2.72	16	283	
N Chris-Craft	65	67 1/2	- 2 1/2	- 3.70	28	424	
N Dun & Bradstreet	107	107 3/8	- 3/8	- 0.34	26	8,133	
O Durham Corp.	44	44				11	250
N Gannett Co.	76 1/2	78 7/8	- 2 3/8	- 3.01	23	6,142	
N GenCorp	66 1/4	66 5/8	- 3/8	- 0.56	15	1,480	
N General Cinema	47 3/4	45 1/4	2 1/2	5.52	19	1,738	
O Gray Commun.	143	143				24	71
N Jefferson-Pilot	35	34 1/4	3/4	2.18	11	1,463	
N John Blair	28 3/8	27 1/2	7/8	3.18		229	
O Josephson Intl.	10	10				47	
N Knight-Ridder	48 7/8	49 3/8	- 1/2	- 1.01	22	2,744	
N Lee Enterprises	25 1/4	25 3/4	- 1/2	- 1.94	21	639	
N Liberty	39	39				16	393
N McGraw-Hill	56 3/8	57	- 5/8	- 1.09	19	2,842	
A Media General	89 1/4	89	1/4	.28	19	628	
N Meredith Corp.	69 1/2	71	- 1 1/2	- 2.11	14	658	
O Multimedia	40 1/4	39 1/4	1	2.54	89	442	
A New York Times	73 7/8	75	- 1 1/8	- 1.50	25	2,988	
O Park Commun.	30	30 1/4	- 1/4	- 0.82	28	414	
N Rollins Commun.	39 3/8	39 1/2	- 1/8	- 0.31	43	575	
T Selkirk	24 1/4	24 1/8	1/8	.51	52	196	
O Stauffer Commun.	140	150	- 10	- 6.66	23	140	
A Tech/Ops Inc.	27 5/8	28 5/8	- 1	- 3.49	5	60	
N Times Mirror	65	66 1/4	- 1 1/4	- 1.88	19	4,189	
O TM Communications	2 3/4	2 3/4				275	21
O TPC Commun.	3/8	3/8				4	
N Tribune	67 3/8	66 7/8	1/2	.74	21	2,735	
A Turner Bcstg.	16 3/8	16 1/8	1/4	1.55	37	356	
A Washington Post	160	158	2	1.26	20	2,079	

PROGRAMMING							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Aug 6	Jul 30				(000,000)	
O All American TV	9 1/2	10 3/4	- 1 1/4	- 11.62		11	
O American Nat. Ent	2 3/16	2 3/8	- 3/16	- 7.89	10	5	
O Barris Indus	20 5/8	21 3/8	- 3/4	- 3.50	34	182	
O Birdfinder Corp.	3/4	3/8	3/8	100.0		2	
O C.O.M.B.	22 3/4	26	- 3 1/4	- 12.50	38	262	
N Coca-Cola	38 1/8	39 5/8	- 1 1/2	- 3.78	20	14,715	
N Disney	45 1/8	49	- 3 7/8	- 7.90	31	5,838	
N Dow Jones & Co.	34 1/8	32 5/8	1 1/2	4.59	24	3,301	
O Financial News	12 7/8	13 7/8	- 1	- 7.20	160	138	
O Four Star	4 1/2	4 1/2				4	3
A Fries Entertain.	6 3/8	6 5/8	- 1/4	- 3.77	12	33	
N Gulf + Western	63	65 7/8	- 2 7/8	- 4.36	18	3,895	
O Hal Roach	12 3/4	14 1/4	- 1 1/2	- 10.52		70	
A Heritage Entertain.	9 1/2	10 1/8	- 5/8	- 6.17	10	26	
O King World	43	46	- 3	- 6.52	26	440	
O Laurel Entertainment	6 1/8	6 3/4	- 5/8	- 9.25	23	15	
A Lorimar-Telepictures	22 7/8	25 1/8	- 2 1/4	- 8.95	23	776	
N MCA	44 1/4	43 3/4	1/2	1.14	20	3,454	
A New World Pictures	13 3/4	16 3/4	- 3	- 17.91	26	146	
N Orion Pictures	12 5/8	13 7/8	- 1 1/4	- 9.00		120	
O Peregrine Entertain.	16 1/2	23 3/4	- 7 1/4	- 30.52		22	
N Playboy Ent.	6 3/4	7 1/8	- 3/8	- 5.26		63	
O Reeves Commun.	8 3/4	9 3/4	- 1	- 10.25		109	
O Republic Pictures 'A'	13 1/4	13 1/4				94	38
O Republic Pictures 'B'	13	13				92	9
A Robert Halmi	4	4 3/8	- 3/8	- 8.57	36	75	

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Aug 6	Jul 30				(000,000)	
PROGRAMMING							
O Sat. Music Net	8 3/4	9 3/4	- 1	- 10.25		59	
N United Artists	12 7/8	12 3/8	1/2	4.04		657	
N Warner Communications	46 1/8	46 5/8	- 1/2	- 1.07	15	2,845	
O Westwood One	30 1/4	31 3/8	- 1 1/8	- 3.58	47	246	

SERVICE							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Aug 6	Jul 30				(000,000)	
O Ally & Gargano	11 7/8	11 3/8	1/2	4.39	10	26	
O BBDO Inc.	26	26 1/4	- 1/4	- 0.95	16	335	
O Burnup & Sims	4 1/8	4 1/4	- 1/8	- 2.94	206	36	
O Compact Video	5 1/2	5 3/4	- 1/4	- 4.34	55	23	
N Comsat	32 1/8	32 1/2	- 1 1/4	- 3.73		584	
O Doyle Dane B.	21 1/4	21	1/4	1.19	19	121	
N Foote Cone & B.	53 5/8	52 7/8	3/4	1.41	13	203	
O Grey Advertising	99	100	- 1	- 1.00	13	119	
N Interpublic Group	25 1/8	26 3/4	- 1 5/8	- 6.07	14	548	
N JWT Group	32 1/8	32 3/4	- 5/8	- 1.90	13	291	
A Movielab	6 3/8	6 1/2	- 1/8	- 1.92		10	
O Ogilvy Group	28	30 1/4	- 2 1/4	- 7.43	13	383	
O Saatchi & Saatchi	28 5/8	31 3/8	- 2 3/4	- 8.76	13	1,480	
O Telemation	10 3/8	5 1/2	4 7/8	88.63	10	11	
A TEMPO Enterprises	13	12 3/4	1/4	1.96	33	74	
A Unitel Video	10 3/8	10	3/8	3.75		22	

CABLE							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Aug 6	Jul 30				(000,000)	
A Acton Corp.	1 7/8	1 3/4	1/8	7.14		11	
A Cablevision Sys. 'A'	18 1/2	18 1/8	3/8	2.06		388	
O Cardiff Commun.	1 7/8	1 15/16	- 1/16	- 3.22	5	3	
N Centel Corp.	57 7/8	58 3/8	- 1/2	- 0.85	12	1,601	
O Century Commun.	13	13 1/2	- 1/2	- 3.70	260	251	
O Comcast	24 7/8	24 3/4	1/8	.50	33	529	
N Heritage Commun.	22 1/2	22 1/2				52	391
O Jones Intercable	13 1/4	12 3/4	1/2	3.92	32	172	
T Maclean Hunter 'X'	18 3/4	19 1/2	- 3/4	- 3.84	26	690	
O Rogers Cable of Amer.	13	13 1/8	- 1/8	- 0.95		66	
T Rogers Cable Systems	17	15 1/2	1 1/2	9.67		398	
O TCA Cable TV	20 1/2	21 1/4	- 3/4	- 3.52	35	221	
O Tele-Commun.	25 1/4	25 1/4				194	2,426
N Time Inc.	80 3/4	80 1/2	1/4	.31	25	5,068	
O United Artists Commun.	17 3/4	17 3/4				52	728
N United Cable TV	25	25 7/8	- 7/8	- 3.38	62	580	
N Viacom	27 1/8	27 3/4	- 5/8	- 2.25	26	929	
N Western Union	3 7/8	4 1/4	- 3/8	- 8.82		94	

ELECTRONICS/MANUFACTURING							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Aug 6	Jul 30				(000,000)	
N 3M	109 3/4	111 1/4	- 1 1/2	- 1.34	18	12,625	
N Allied-Signal	40 1/2	41 3/4	- 1 1/4	- 2.99		7,140	
O AM Cable TV	15/16	1 7/16	- 1/8	- 8.69		4	
N Anixter Brothers	10 1/4	9 1/2	3/4	7.89	18	372	
N Arvin Industries	26 3/8	27 3/4	- 1 3/8	- 4.95	11	426	
O Birdview Satellite	1/2	1/2				4	
O C-Cor Electronics	5 3/4	5 3/4				17	
O Cable TV Indus.	2 1/2	2 1/2				7	
A Cetec	6 1/8	6 1/2	- 3/8	- 5.76		12	
A Chyron	4 7/8	5	- 1/8	- 2.50	23	49	
A CMX Corp.	1 1/8	1 1/8				5	
A Cohu	5 7/8	7	- 1 1/8	- 16.07	11	10	
N Conrac	14 1/2	15	- 1/2	- 3.33	13	96	
N Eastman Kodak	55 1/4	56 3/4	- 1 1/2	- 2.64	46	12,480	
O Elec Mis & Comm.	3	2 3/4	1/4	9.09		12	
N Gen. Instrument	19 5/8	17	2 5/8	15.44		635	
N General Electric	73 1/2	73 7/8	- 3/8	- 0.50	14	33,514	
O Geotel Inc.	2	2				8	7
N Harris Corp.	27 3/4	28 1/2	- 3/4	- 2.63	19	1,116	
N M/A Com. Inc.	16 1/8	14 3/4</					

This announcement appears as a matter of record only.

GWCI Acquisition Corp.

has acquired the stock of

Group W Cable, Inc.

from a subsidiary of
Westinghouse Electric Corporation

\$1,750,000,000

Acquisition Financing

Arranged by

THE BANK OF NEW YORK

THE CHASE MANHATTAN BANK, N.A.

as Co-Agents

Funds provided by

The Bank of New York

The Chase Manhattan Bank, N.A.

The Bank of Nova Scotia

The Toronto-Dominion Bank

Canadian Imperial Bank of Commerce

Manufacturers Hanover Trust Company

RepublicBank Dallas, N.A.

Texas Commerce Bank, N.A.

Bank of America, N.T. & S.A.

Bankers Trust Company

Citibank, N.A.

Mellon Bank, N.A.

Morgan Guaranty Trust Company

Provident National Bank

InterFirst Bank Dallas, N.A.

National Westminster Bank USA

MBank Houston, N.A.

Security Pacific National Bank

**THE
BANK OF
NEW
YORK**



House members call for TV antidrug campaign

Letter sent to networks and signed by 338 representatives requests 'unprecedented' public service effort

More than 300 House members (226 Democrats and 112 Republicans) signed a letter calling on three television networks—NBC, ABC and CBS—and the Cable News Network to launch an "unprecedented" public service campaign to "combat the growing tragedy of drug abuse."

The letter was highlighted at a Capitol Hill press conference last week, where the remarks of one of the letter's signers, House Speaker Thomas (Tip) O'Neill (D-Mass.), were surprisingly harsh: "Today we are sending a special message to the television people of America particularly because you are the people who are warping the minds of American citizens and children today." "There is no communications power in this country to match television," the Speaker said. "Young people from the ages of 6 to 11 sit in front of the television an average of 27 hours a week," he said, adding that the networks should use some of the 27 hours to

"warn our children and grandchildren about drugs."

O'Neill said the proposed media effort would serve as a "complement" to the bipartisan antidrug initiative already under way in the House. The House is preparing a comprehensive legislative package to fight drug abuse. O'Neill said the House will begin debating the measure by Sept. 10.

The Speaker's words seemed somewhat at odds with the tone of the letter, which asks the networks and CNN to help "spread the word" about the dangers of drug use. "The past success of television campaigns are impressive," they wrote. "Due in large part to your efforts, drunk driving and alcohol abuse among the young have plummeted. We believe that professionally produced, graphic anti-drug messages, brought into every home through television, can significantly reduce the demand for dangerous drugs."

"We approach the broadcast networks today because we believe nothing can match television in its power to educate," said the letter's co-authors, Representatives Charles

E. Schumer (D-N.Y.) and Lynn Martin (R-Ill.) in a joint statement. Congress recognizes that the networks have been supportive on this issue, said an aide to Schumer. Nonetheless, the members want to see that more is done, he said. It is unlikely, however, that the lawmakers would force the networks to act through any type of legislation, the aide noted.

In response to the congressional request, the television networks were quick to point out that they are already doing their part to combat drug abuse. In statements to the press, they cited examples of the numerous entertainment and news programs that have aired concerning drug and alcohol problems. And, the networks noted that a major public service campaign is already under way. The networks are part of the Media-Advertising Partnership for Drug Free America, a mammoth project developed to fight drug abuse in America and coordinated by the American Association of Advertising Agencies. Also involved in that effort as the American Advertising Federation, the Association of National Advertisers and the Advertising Council, the Cabletelevision Advertising Bureau, the Radio Advertising Bureau and the Television Bureau of Advertising.

"As we have in the past, NBC will work to help solve the problem, exploring with Congress and others new ways to address this issue," said an NBC spokeswoman. "Over the past year alone, for example, drug problems have been the subject of more than 700 NBC news, sports and entertainment programs," she said. And the spokeswoman noted that NBC's broadcast standards department reviews all the network's entertainment programs and advertising to insure that the use of drugs and alcohol is not glamorized.

Also, NBC conducts its own public service campaigns, the spokeswoman said. The most recent one, she said, was NBC's "Just Say No" campaign, a joint venture of the network and its affiliates. The campaign, organized in cooperation with the Department of Health and Human Services and the National Institute of Drug Abuse, included a documentary, *Wasted*, a series of public service announcements, and a kit on how to establish a "Say No" club, which was mailed by NBC to every elementary school in America, she said.

At CBS, similar examples were noted. George Schweitzer, vice president for communications and information for the CBS/Broadcast Group, said the network has aired many entertainment and news programs that contribute to the public's awareness about the danger of drugs. Schweitzer also pointed out that CBS has scheduled three made-for-TV movies for its upcoming season that will focus on substance abuse.

Moreover, he noted, the majority of PSA's

PACO-JON BROADCASTING CORP.

(Glenn R. Mahone, President)

has acquired

WSSV/WPLZ (FM)

Petersburg/Richmond, Virginia

for

\$6,500,000

from

EURE COMMUNICATIONS, INC.

(William L. Eure, President)

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

BLACKBURN & COMPANY
I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WASHINGTON, D.C. 20036
1100 Connecticut Ave., NW
(202) 331-9270

ATLANTA, GA 30361
400 Colony Square
(404) 892-4655

CHICAGO, IL 60601
333 N. Michigan Ave.
(312) 346-6460

BEVERLY HILLS, CA 90212
9465 Wilshire Blvd.
(213) 274-8151

8/11/86

CBS airs are about substance abuse. "We share Congress's concerns about this issue...CBS feels it's doing its share and will continue to do so," he said. CNN, said spokesman Bennett Owen, will be doing some kind of antidrug programming as an extension of the programming it has aired already.

Speaking for Capital Cities/ABC, a spokeswoman said: "We're encouraged that members of Congress are helping to focus national attention on a problem that has been of great concern to us. We have been active in trying to combat both drug and alcohol abuse in the past, and plan to continue our

campaign, through public service spots, programming and an ongoing internal corporate program," she said.

The House activity follows an announcement by President Reagan that he is launching a six-point program to combat drug abuse.

Reagan has expressed hope that the Hollywood production community will refrain from producing movies and TV shows that glamorize drug and alcohol use. In an interview with *Newsweek*, Reagan said Hollywood and rock 'n' roll have helped make drug use appear "attractive and funny, not dangerous and sad." □

that produces home shopping services, HSN I and HSN II (see story, page 57). It has also purchased, subject to FCC approval, WWHT(TV) Newark, N.J., and WSNL-TV Smithtown, N.Y. (see above). WVJV-TV is independent on ch. 66 with 3,160 kw visual, 316 kw aural and antenna 1,070 feet above average terrain. *Broker: Communications Equity Associates.*

WPMT(TV) York, Pa. □ Sold by Mohawk Broadcasting Ltd. to Westport York Associates for \$13,850,000. **Seller** is owned by Kapuna Inc. (20%) and about 20 limited partners, including Odyssey Partners. Kapuna is principally owned by John Serrao, general manager of WATL-TV Atlanta, and Cary Jones, general manager of KTRV(TV) Nampa, Idaho. **Buyer** is owned equally by Jonathan Hayes, former Group W Satellite Communications executive, and Michael Rosenthal, New York investment banker, most recently managing director of Wesray Capital Corp. Neither has other broadcast interests. WPMT is independent on ch. 43 with 110 kw visual, 11 kw aural and antenna 1,440 feet above average terrain.

WMT-AM-FM Cedar Rapids, Iowa □ Sold by Cosmos Broadcasting Corp. to Wonderful Music and Talk Inc. for \$8 million. **Seller** is Greenville, S.C.-based station group that owns six TV's, two AM's and one FM. **Buyer** is principally owned by Forrest J. Mitchell and his wife, Joan, and Robert D. Ray and his wife, Billie. Rays also own KLIR-AM-FM

Changing Hands

PROPOSED

WLW(AM) Cincinnati; WSKS(FM) Hamilton, Ohio; WSEV(AM)-WMYU(FM) Sevierville, Tenn., and WYHY(FM) Lebanon, Tenn. □ Sold by Republic Broadcasting Corp., to Jacor Communications Inc. for \$27,131,250 cash, \$4 million note and issuance of 450,000 shares of Jacor common stock. Purchase price will be adjusted to reflect spin-off of WSEV and WSKS. **Seller** is principally owned by Cincinnati-based Seven Hills Communications Inc. (25%); remainder is owned by group of former limited partners including number of station executives. None have other broadcast interests. Seven Hills is principally owned by Robert H. Castellini, Mercer Reynolds and William O. DeWitt Jr., who have no other broadcast interests. **Buyer** is Cincinnati-based publicly owned station group of five AM's and six FM's, headed by Terry S. Jacobs, chairman and chief executive officer, and Frank E. Wood, president and chief operating officer. WLW is on 700 khz with 50 kw full time. WSKS is on 96.5 mhz with 15 kw and antenna 810 feet above average terrain. WSEV is 5 kw daytimer on 930 khz. WMYU is on 102.1 mhz with 100 kw and antenna 100 feet above average terrain. WYHY is on 107.5 mhz with 100 kw and antenna 730 feet above average terrain.

WWHT(TV) Newark, N.J., and WSNL-TV Smithtown, N.Y. □ Sold by Wometco Broadcasting Co. to Silver King Broadcasting for about \$25 million. **Seller** is owned by Kohlberg Kravis Roberts & Co., New York investment firm that rapidly became prominent in Fifth Estate through purchases of Wometco, Golden West Broadcasting and Storer Communications. It is now in process of selling all its broadcasting properties. It sold KTLA(TV) Los Angeles to Tribune Co. for \$510 million and, subject to FCC approval, sold seven TV stations to Lorimar-Telepictures for \$1.85 billion. It still owns WLOS-TV Asheville, N.C.; WTVG(TV) Toledo, Ohio, and cable systems serving approximately 1.85 million homes. **Buyer** is owned by Home Shopping Network Inc., South Clearwater, Fla.-based company that produces home shopping services, HSN I and HSN II (see story, page 57). It has also purchased, subject to FCC approval, WVJV-TV Marlborough, Mass. (see below). WWHT is independent on ch. 68 with 55 kw visual,

5.5 kw aural and antenna 1,434 feet above average terrain. WSNL-TV is independent on ch. 67 with 2,000 kw visual, 200 kw aural and antenna 983 feet above average terrain. *Broker: Communications Equity Associates.*

WVJV-TV Marlborough, Mass. (Boston) □ Sold by Channel 66 Associates Limited Partnership to Silver King Broadcasting for \$19 million-\$20 million. **Seller** is limited partnership of 205 investors with no other broadcast interests. John Garabedian is managing general partner and chief executive officer. **Buyer** is owned by Home Shopping Network Inc., South Clearwater, Fla.-based company

MID WEST UNIVERSITY TOWN

Class A FM

Excellent opportunity for
owner/operator

Priced at approximately 8x cash flow
\$1,150,000 on terms

**CECIL L.
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE
FALLS CHURCH, VA 22043
(703) 821-2552

540 FRONTAGE ROAD
NORTHFIELD, IL 60093
(312) 441-7200

Estherville, Iowa.

KWLO(AM)-KFMW(FM) Waterloo, Iowa □ Sold by Forward Communications Co. to Park Communications Inc. for about \$4 million. **Seller** is Wausau, Wis.-based group owner with one AM, one FM and five TV's. Richard Dudley is president. **Buyer**, publicly traded firm based in Ithaca, N.Y., owns eight AM's, eight FM's, seven TV's and 86 newspapers. Roy H. Park is chairman. KWLO is on 1330 khz with 5 kw full time. KFMW is on 107.9 mhz with 100 kw and antenna 1,800 feet above average terrain.

KLTW(AM)-KSLY-FM San Luis Obispo, Calif. □ Sold by San Luis Obispo Broadcasting Inc. to San Luis Obispo Limited Partnership for \$2,375,000 comprising \$500,000 cash and rest note. **Seller** is owned by Dudley A. White, chairman and chief executive officer of Sandusky Newspapers Inc. White also owns Sandusky's radio division of KNUS-(AM)-KBPI(FM) Denver; KSLY-AM-FM Bellevue, Wash.; KDBK(FM) Mesa, Ariz.; KEGL(FM) Fort Worth; KSLI(FM) Kansas City, Mo., and KWLT(FM) San Diego. **Buyer** is owned by Guy P. Hackman (50%) and S.L.O. Investors Ltd. Hackman is general manager of stations. S.L.O., partnership, headed by P. Richard Zitelman, has no other broadcast interests. KLTW is on 1400 khz with 1 kw day, 250 w night. KSLY-FM is on 96.1 mhz with 5.6 kw and antenna 1,410 feet above average terrain.

WILS-AM-FM Lansing, Mich., and WXTA(AM) Rockford-WYBR(FM) Belvidere, both Illinois □ Sold by Sentry Broadcasting Inc. to North Star Broadcasting for \$2,820,000. **Seller** is subsidiary of Sentry Corp., insurance firm based in Stevens Point, Wis., which also owns WRJN(AM) Racine, Wis. **Buyer** is principally owned by R. Charles McLravy, who recently sold WKLH(AM)-WLNZ-FM St. Johns, Mich., and has no other broadcast interests. WILS(AM) is on 1320 khz with 5 kw day, 1 kw night. WILS-FM is on 101.7 mhz with 3 kw and antenna 180 feet above average terrain. WXTA is 1 kw daytimer on 1330 khz. WYBR is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Blackburn & Co.**

WTEL(AM) Philadelphia □ Sold by WTEL Inc. to Beasley Broadcasting of Eastern Pennsylvania Inc. for \$2,400,000. **Seller** is owned by George D. Hopkinson and Quentin C.

Sturm. Hopkinson has no other broadcast interests; Sturm has 8% interest in WLOI(AM)-WCOE(FM) LaPorte, Ind. **Buyer** is Goldsboro, N.C.-based group owner of six AM's and 10 FM's, including WXTN(FM) Philadelphia. George G. Beasley is president. WTEL is 10 kw daytimer on 860 khz. **Broker: Cecil L. Richards Inc.**

WJBU(AM)-WJST(FM) Port St. Joe, Fla. □ Sold by Brown Broadcasting of Florida Inc. to Champion Communications of Florida for \$2,400,000. **Seller** is owned by John Brown University, nonprofit educational institution in Siloam Springs, Ark., which also owns KUOA(AM)-KLRC(FM) there and KGER(AM) Long Beach, Calif. **Buyer** is owned by T. Furman Brodie who owns WAVR(AM)-WMRO(FM) Aurora, Ill. WJBU is 1 kw daytimer on 1080 khz. WJST is on 94.5 mhz with 100 kw and antenna 520 feet above average terrain.

WCMC(AM)-WNBR(FM) Wildwood, N.J. □ Sold by Jersey Cape Broadcasting Corp. to Westerly Broadcasting Co. of Rhode Island for \$1,800,000 cash. **Seller** is owned by Bill Wotring and Carl Owen who have no other broadcast interests. **Buyer**, principally owned by Natale L. Urso, his wife, Elizabeth, and family, also owns WERI-AM-FM Westerly, R.I. WCMC is on 1230 khz with 1 kw day, 250 w night. WNBR is on 100.7 mhz with 25 kw and antenna 350 feet above average terrain. **Broker: Chapman Associates.**

WGGG(AM) Gainesville and WGGG-FM Miccanopy, both Florida □ Sold by American Communications & Television to Richard Ugarle for \$1,450,000, comprising \$500,000 cash at closing, assumption of \$600,000 debt and balance in note to sellers. **Seller** is publicly traded firm principally owned by Mark Goldstein (Democratic candidate for governor of Florida), Harvey M. Budd and Thomas G. Sonsini. They also own WTGS(TV) Hardeeville, S.C.; KOOG-TV Ogden, Utah; CP for TV ch. 66 in Forest City, N.C.; CP for TV ch. 14 in Rome, Ga., and CP's for low-power TV stations in Gastonia, N.C.; Augusta, Ga., and Fort Myers, Fla. **Buyer** is principally owned by Richard Ugarte (professionally known as Rick Stacy), former operations manager and air personality at WHLY(FM) Leesburg, Fla., and David Gregg III, Washington investment

banker. WGGG(AM) is on 1230 khz with 1 kw full time. WGGG-FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Chapman Associates.**

WWYN(FM) McKenzie, Tenn. □ Sold by Huntingdon-McKenzie Broadcasting Corp. to Rainbow Media Inc. for \$1,050,000 and assumption of debt. **Seller** is owned by Colin Johnston. **Buyer** is equally owned by Ronald E. Hale and Edward W. Dobson. Hale is head of Fortunes Inc., Birmingham, Ala.-based radio-TV limited partnership firm. He formerly owned 51% of WJFL(AM)-WQMV(FM) Vicksburg, Miss. Dobson is Birmingham insurance executive. They have no other broadcast interests. WWYN is on 106.9 mhz with 7.1 kw and antenna 290 feet above average terrain.

WFDG(TV) New Bedford, Mass. □ Eighty-five percent interest in CP sold by Metrovision Inc. to Coit Drapery & Cleaners for \$750,000. **Seller** is principally owned by William Barnstead who retains 15% interest and has no other broadcast interests. **Buyer** is Burlingame, Calif., dry cleaning firm owned by Louis Kearn and his son, Robert, who formerly owned WRDG(TV) Burlington, N.C., and KTCT(TV) Tulsa, Okla. CP is for ch. 28 with 5,000 kw visual, 250 kw aural and antenna 900 feet above average terrain. **Broker: William B. Schutz Jr.**

WATS(AM) Sayre, Pa., and WAVR(FM) Waverly, N.Y. □ Sold by Robert E. and Virginia Kloss (husband and wife) to WATS Broadcasting Inc. for \$470,000. **Sellers** have no other broadcast interests. **Buyer** comprises station employees: C.C. Carver Jr., general manager; Todd E. Bowers, news and operations manager, and Lawrence F. Brown, engineer, and wife, Ruth. They have no other broadcast interests. WATS is 5 kw daytimer on 960 khz. WAVR is on 102.3 mhz with 3 kw and antenna 400 feet above average terrain.

WISQ(FM) West Salem, Wis. □ Sold by Everybody's Mood Inc. to Goetz Broadcasting Corp. for \$450,000. **Seller** is subsidiary of Highlands Broadcasting Co. which also owns KMGF(AM) La Crescent, Minn. Donald G. Zinke, chairman of Everybody's Mood, is part owner of WTRL(AM) Bradenton, Fla. **Buyer**, owned equally by brothers Nathan L. and Robert W. Goetz, also owns WRDB(AM)-WNFM(FM) Reedsburg, WDLB(AM)-WLJY(FM) Marshfield, WFAW(AM)-WSJY(FM) Fort Atkinson and WNBK(AM) New London, all Wisconsin, and WIXN-AM-FM Dixon, Ill., and has bought, subject to FCC approval, KBXT(AM) Duluth, Minn. WISQ is on 100.1 mhz with 3 kw and antenna 250 feet above average terrain. **Broker: Cecil L. Richards.**

WMBT(AM) Shenandoah, Pa. □ Sold by Schuylkill Trans Audio to J.H. Zerbey Newspapers Inc. for \$354,000. **Seller** is equally owned by Martin F. Malarkey, president of Malarkey-Taylor & Associates, cable TV consultants; Louis H. Murray, station's general manager, and Pennsylvania National Bank & Trust Co, trustee under will of John L. Miller (deceased partner). They have no other broadcast interests. **Buyer** is Pottsville, Pa.-based newspaper chain owned, through trust, by Paul Orkin and Willis R. Parnell. They have no other broadcast interests.

If the kind of broker you want treats your deal as if his own money were at stake, you need Robert Rounsaville.

Robert W. Rounsaville & Associates
MEDIA BROKERS AND CONSULTANTS

CALL TOLL FREE: ATLANTA, GA 1-800-531-1500
ORLANDO, FL 1-800-328-3500

Satellite Footprints

Getting it together? The Satellite Television Industry Association (SPACE) and the Direct Broadcast Satellite Associations have had preliminary discussions about working together in some fashion or, possibly, merging.

It would be a merger of two troubled trade groups. SPACE has suffered along with the the home satellite business it represents since the the cable services began to scramble their satellite feeds, taking away one of the dish dealers' chief selling points—free access to all cable services. DBSA was formed in 1983 to promote high-power DBS, a medium that looks as if it may never come to fruition. Since recommending a transmission standard for satellite-to-home broadcasting earlier this year, DBSA has been examining its options, trying to decide what, if anything, to do next.

Besides confirming that there have been talks, representatives of the two trade associations had little to say about their merging or cooperating in any way. Chuck Hewitt, executive vice president, SPACE, said talks have been going on since June and the subject was on the agenda of group's executive committee meeting two weeks ago. John Clark, director of space applications and technology at RCA Astro Electronics and chairman of DBSA, said talks have not gone beyond the "exploratory phase." He added cooperation with SPACE is "merely one of dozens of possibilities" DBSA is considering.

Can't win 'em all. The United States Football League's decision to cancel its 1986-87 season (see page 52) was bad news for RCA Americom. The satellite carrier had been awarded a contract last fall to distribute USFL's games to broadcast stations next fall over its nine-month-old Ku-band satellite, Satcom K-2. RCA spokesman John Williamson had little to say. He said RCA had received a "deposit" from the USFL, but would not comment on whether the USFL was obliged to make good on the contract. He also declined to say how much the loss of USFL games would cost RCA.

Newsgathering in space. Spot, the French commercial imaging satellite, has demonstrated again the journalistic value of taking photographs of earth from 500 miles in space. Video pictures of the Soviet Union's main nuclear test site that were captured by Spot cameras showed up last week on the news programs of ABC, CBS and Cable News Network. The news in the pictures was what seemed to be unusual activity at the site, activity that was taken by some to indicate that the Soviets were preparing to end their year-long moratorium on underground testing of nuclear weapons. The pictures began life as computer tapes that were purchased from Spot by Space Media Network, a Swedish concern. SMN enhanced the computer material to make it compatible for television, and sold to the networks.

Chris Larsson, head of SMN's media projects, said the network picks photographic projects for Spot each month, based on research into what subjects would be newsworthy. SMN puts together a package consisting of still pictures, videotape, text and maps. The last time the Spot capability was a factor in news coverage was when SMN made public photos of the Soviet's damaged nuclear reactor at Chernobyl, in May. SMN, a subsidiary of Swedish Engi-

neering Press Ltd., of Stockholm, a publisher of science magazines, has offices in Paris and New York.

Captain Midnight's boss. Ed Eagan is no fan of Jim MacDougall, the man who confessed to being the Captain Midnight who disrupted Home Box Office's satellite feed twice last April (BROADCASTING, July 28). Eagan is the managing general partner of the Central Florida Teleport in Ocala, Fla., one of whose uplinks MacDougall used to override HBO's signal while working as a part-time uplink operator. Eagan said he is angry that MacDougall would use his position and the teleport to disrupt intentionally another satellite signal. "There is nothing I hate more than somebody betraying a confidence," he said. "It's like stealing from your mother. It's really bad."

Under federal law, MacDougall faced maximum penalties of a \$100,000 fine and a year in jail. But under a plea agreement, MacDougall will be fined \$5,000 and placed under unsupervised probation for one year. Eagan feels MacDougall is getting off too easy. "I'm not really happy with the sentence," he said.

According to Eagan, MacDougall worked part-time for the teleport between January and the end of May. He was on duty alone when he used the teleport's 9.2-meter dish and 3.35 kw transmitter to overpower HBO's signal, preempting it with color bars on April 20 and with a message protesting HBO's scrambling of its satellite feeds superimposed on color bars on April 27.

Eagan concedes that MacDougall was "a good part-time guy." MacDougall co-manned the teleport's Ku-band satellite newsgathering truck at Cape Canaveral for the coverage of the ill-fated launch of the space shuttle Challenger last January and received "acolades" for a job well done from the various broadcasters who used the truck.

Eagan had nothing but good things to say about the FCC's tracking down Captain Midnight to the teleport by analyzing videotapes of the second disruption for clues, which lasted only about four minutes. Should someone else intentionally disrupt a satellite feed using a licensed uplink, he said, FCC investigators will probably do an even better job. They know more about "lifting electronic fingerprints" from videotapes of disrupted signals, he said, and they have, in the course of the Captain Midnight investigation, developed a comprehensive data base of licensed uplinks and the equipment they use.

Netcom shakeup. Bob Patterson, president of Netcom, a Burbank, Calif.-based satellite services company, has left the company over disagreements with Netcom Chairman Bill Tillson, ending a five-year relationship between the two going back to the formative stages of the company. "We had different ways of viewing how things ought to be done," Patterson said. Tillson could not be reached for comment. Prior to joining Netcom in 1981, Patterson was a key operational executive for World Communications. Patterson said he is exploring options, adding there is a possibility he'll start a new satellite services firm. Succeeding Patterson as president of Netcom is Walt Munro, and succeeding Munro as executive vice president is Lillian Chin. In other moves, Gene Bormann, vice president, syndication and programming, was named vice president, sales, and Gene Deck, vice president, engineering, was picked to be vice president, engineering and operations.

WMBT is 2.5 kw daytimer on 1530 khz.

WKNR(AM) Battle Creek, Mich. □ Sold by Hicks Broadcasting Corp. to WKNR Broadcasting Corp. for \$275,000. **Seller,** owned by David Hicks, also owns WKFR-FM Battle Creek and has bought, subject to FCC approval, WKMI(AM) Kalamazoo, Mich. **Buyer** is owned by David Hicks's children, Jane L. (51%), Jynell A. (24.5%) and Jeffrey D. (24.5%). They have no other broadcast interests. WKNR is on 1400 khz with 1 kw full time.

For other proposed and approved sales see "For the Record," page 75.

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

EAST
500 East 77th Street
Suite 1909
New York NY 10021
(212) 288-0737

WEST
9701 Wilshire Boulevard
Suite 700
Beverly Hills CA 90212
(213) 275-9266

SOUTH
6201 Powers Ferry Road
Suite 455
Atlanta GA 30339
(404) 956-0673
HAL GORE, Vice-pres.

*A. B. La Rue,
Media Brokers*

RADIO • TV • CATV • APPRAISALS

Comsat changing its image

It will push for coordination of PanAmSat satellite system

The Communications Satellite Corp. is assuming a new look as the U.S. signatory of and representative to the International Telecommunications Satellite Organization, at least as Comsat deals with U.S. separate communications satellite systems policy. The organization, whose interest in and support of that policy were, in the eyes of government and separate systems representatives, suspect, now appears to be a vigorous and loyal supporter.

Joel Alper, vice president and general manager of the Comsat World Systems Division, has announced that he and others from the division will undertake a vigorous lobbying campaign among Intelsat signatories in an effort to persuade them to act favorably on the U.S.-Peru effort to secure coordination of the PanAmerican Satellite Corp. The lobbying campaign will include a request for support of the U.S. proposal for an Extraordinary Assembly of Parties. Alper made the disclosure in a press briefing, in which he said Comsat "fully supports" the U.S. policy on separate systems, and intends "to make every effort to obtain successful consultation findings" on the PanAmerican Satellite Corp.'s proposed system.

And a number of trade press reporters who cover Comsat and Intelsat matters received in an unmarked envelope a copy of a letter Alper wrote to Ambassador Diana Lady Dougan, head of State's Bureau of International Communications and Information Policy, defending Comsat's role in calling for the vote that resulted in the major U.S. defeat on a PanAmSat issue at the Intelsat board of governors meeting in Rio de Janeiro in June. Some State Department officials had left the impression the decision to call the vote—at least the timing of it—was Comsat's. Alper stresses the Comsat representative acted on instructions from the State Department. The letter, dated July 14, also created an image of Comsat moving aggressively to aid the government in its effort to collect and transmit to Intelsat the technical data needed in connection with the coordination of PanAmSat.

Alper's briefing for the press followed

press reports that government officials were less than satisfied with Comsat's role as U.S. representative to Intelsat on matters where Comsat, with its 24% ownership of Intelsat and its growing activity in competitive fields, faces what some see as a conflict of interest in serving its stockholders and the government (BROADCASTING July 7). Dougan last month met with Henry Geller, former head of the National Telecommunications and Information Administration, in what Dougan said was an effort to improve the process by which the government instructs Comsat. Geller in January 1985 had prepared a report for Dougan in which he recommended, as a long-range solution, the "disfranchisement" of Comsat as U.S. representative to Intelsat.

Alper's appearance before the reporters—who had been invited for a tour of the Comsat Labs, in Clarksburg, Md.—sought to lay to rest doubts about Comsat's "commitment to the ongoing consultation efforts." He said that "conflicting articles" on PanAmSat indicate "there are different perceptions about" that commitment. But he said Comsat has made it clear to government officials and the media that it "fully supports the Presidential Determination regarding separate systems and [intends] to make every effort to obtain successful consultation findings on [the PanAmSat] system." And he said the international lobbying he and others will conduct is a part of those efforts. "Comsat is determined to see that PanAmSat gets fair treatment," Alper said.

Alper last week left for Australia and the Far East. Bruce Crockett, vice president and general manager of Comsat's Intelsat Satellite Services Division, departs this week for Africa and the Middle East. Ellen Hoff, vice president and assistant general manager of that division, will visit Europe at the end of the month. And William Schnicke, senior director of ISS's systems planning, and Don Johnson, a former president of Comsat General Corp. and the first chairman of the Intelsat board of governors who is now a consultant to Comsat, leave this week for Central and South America.

Alper's letter to Dougan provided Comsat's version of the events leading up to the vote in Rio de Janeiro that members of the

House International Operations Subcommittee regarded as a serious defeat for the U.S. At issue was the U.S. proposal that the board call an Extraordinary Assembly of Parties to consider the PanAmSat coordination issue. Comsat had received instructions before the meeting to seek the vote. And after a thorough discussion of the issue, the Comsat official representing the U.S. telephoned Dougan's office in Washington to report that a vote "would be lost badly."

Nevertheless, a Dougan aide, who was in the company of representatives of the FCC and NTIA advised Comsat that the U.S. still wanted the vote. "There appeared to be a government sentiment that it would be important to have the U.S. resolution disposed of by obtaining governors' positions on the record," Alper said.

But Alper also expressed concern that the government was moving too slowly in providing that data. And he offered Comsat's assistance. He said Comsat had provided the FCC with documents used in previous coordinations, and had twice offered to provide staffers "to sit at the FCC and crunch numbers under their direction." Comsat was also prepared "to develop a draft ourselves and provide it for review." "The clock," he added, "continues to run against us."

It finally ran out. On July 25, on the same day Comsat delivered to Intelsat the material the government had provided, the Intelsat staff was notifying Comsat there was no longer sufficient time to process the data before the board of governors technical committee meeting on Aug. 20. The technical work had been done; it was an internal State Department squabble over legal issues that delayed the submission for a week.

That was not Comsat's responsibility. Comsat had acted responsibly and energetically to advance the U.S. position on the PanAmSat issue. At least Alper's letter indicates as much. And although Comsat officials have always said they have represented the U.S. to the best of their ability, U.S. officials have noted a change in Comsat's performance. One said Comsat officials "probably read about Dougan's meeting with Geller." □

U.S. to build facility in Israel to broadcast to Soviet Union

Complex to be completed in five years and will be used by VOA and RFE/RL; installation could be largest in West

The U.S. and Israel have reached an initial agreement under which the U.S. will build a massive shortwave installation in the southern part of Israel to send a clear, strong signal deep into the southern portion of the Soviet Union. The complex, which will consist of 16 transmitters of 500 kw each and cost between \$200 million and \$300 million, is expected to be completed in five years.

The facility will be used both by the Board for International Broadcasting's Radio Free

We'll write the book on your station.

We'll even prepare a sales presentation book to help you sell your station. Call Bruce Cranston at (303) 321-7550, 2930 East Third Avenue, Denver, CO 80206

BROADCAST BROKERS.
**DANIELS
& ASSOCIATES**

Europe and Radio Liberty—which will occupy 10 of the transmitters—and by the Voice of America, which will use the remaining six. It will afford the BIB stations their first one-hop signal into the southern section of the Soviet Union, where the population is largely Moslem, and give the VOA a much stronger signal in that area than is now possible from its transmitter in Greece. The 16 new transmitters will also enable the services to reach Eastern Europe and Soviet-dominated Afghanistan. And the Voice, in addition, will use its portion of the facility to broadcast into East Africa.

The so-called “umbrella agreement”—under negotiation for several years—was

signed two weeks ago in Jerusalem, in the presence of Vice President George Bush, during his tour of the Middle East, by the U.S. ambassador to Israel, Thomas Pickering, and Israel's minister of communications, Amnon Rubinstein. An Israeli delegation will arrive in Washington next week to initiate talks on an establishment and operations agreement. Those talks are expected to be completed early in the fall.

The U.S. team negotiating the initial agreement was led by Walter Roberts, recently retired as executive director of the BIB, and Mort Smith, VOA's deputy director for modernization. Roberts, who, as he says, “kept the account” after his retirement,

knows of no other broadcast installation in the West as massive as the one to be built in southern Israel—although he said “the Russians may have some larger stations.”

To some observers, including Israeli officials, the cost of the facility seems a problem in the era of Gramm-Rudman-Hollings and the severe restraints it imposes on government spending. However, Roberts said he had been assured by those in Congress and the administration that “if the Middle East facility becomes available, money will not be a problem.” Roberts said an initial request for funds—in the form of a supplemental authorization of perhaps \$40 million—will be made in the fall. □

For the Record

As compiled by BROADCASTING, July 31 through Aug. 6, and based on filings, authorizations and other FCC actions.

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

Ownership Changes

■ WRFS(AM)-WSTH(FM) Alexander City, Ala. (AM: 1050 khz; 1 kw-D; FM: 106.1; 27 kw; HAAT: 254 ft.)—Seeks assignment of license from WRFS Inc. to Solar Broadcasting Co. for \$1,720,000, comprising \$720,000 cash and remainder note. Seller is owned by Charles E. Giddens and Sanford C. Stone. Sanford Stone's son, Paul, owns 20% of WAYX(AM)-WQCW(FM) Waycross, Ga. Buyer is owned by Allen M. Woodall. Filed July 25.

■ WEBJ(AM) Brewton, Ala. (1240 khz; 1 kw-D; 1 kw-N)—Seeks assignment of license from Joseph W. Gardner & Catherine C. Gardner, AKA Brewton Broadcasting Co., to Eugene Paul Cashman for \$75,000. Seller has no other broadcast interests. Cashman is general manager of WEBJ. Filed July 28.

■ KDJC(AM) Jacksonville, Ark. (1500 khz; 1 kw)—Seeks assignment of license from Fort Washington Broadcasting Co. to National Black Media Coalition for forgiveness of promissory note, less amount equal to seller's accrued federal withholding taxes prior to closing, up to \$30,000. Seller is principally owned by Sam Johnson, employe of Census Bureau, Washington; James Brown, Washington accountant, and Lionel Wilson, formerly with NBMC. Buyer is nonprofit corporation headed by Pluria Marshall, chairman. NBMC has two CP's for LPTV's and applications pending for others. Filed July 31.

■ KLTW(AM)-KSLY-FM San Luis Obispo, Calif. (AM: 1400 khz; 1 kw-D; 250 w-N; FM: 96.1 mhz; 5.6 kw; HAAT: 1,410 ft.)—Seeks assignment of license from San Luis Obispo Broadcasting Inc. to San Luis Obispo Broadcasting Limited Partnership for \$2,375,000; \$500,000 cash and rest note. Seller is California corporation headed by Dudley A. White, chairman and CEO, Sandusky Newspapers Inc., which owns KNUS(AM) Denver; KSLY-AM-FM Bellevue, Wash.; KDBK(FM) Mesa, Ariz.; KBPI(FM) Denver; KEGL(FM) Fort Worth; KSLI(FM) Kansas City, Mo., and KWLT(FM) San Diego. Buyer is Guy P. Hackman, general partner, 50%, and S.L.O. Investors Ltd. Partnership headed

by P. Richard Zitelman, who has no other broadcast interests. Hackman is currently general manager of KLTW-KSLY. Filed July 29.

■ KDON-AM-FM Salinas, Calif. (AM: 1460 khz; 5 kw; FM: 102.5 mhz; 18.5 kw; HAAT: 2,270 ft.)—Seeks assignment of license from Grace Broadcasting Inc. to Henry Broadcasting Co. for \$3 million. Seller is Southfield, Mich.-based owner of three AM's and three FM's. Buyer is owned by Carlton H. Buckley, who also owns KYTE(AM)-KRCK(FM) Portland, Ore.; KVOD(FM) Denver, and KFXM(AM) San Bernardino and KDUO-FM Riverside, Calif. Filed July 25.

■ WGTO(AM) Cypress Gardens, Fla. (540 khz; 50 kw-D; 1 kw-N)—Seeks assignment of license from WGTO-AM Inc. to Cypress Broadcasting Ltd. for \$1,535,000 cash. Seller is owned by Hubbard Broadcasting, St. Paul, Minn.-based station group of two AM's, one FM and six TV's principally owned by Stanley Hubbard and family. Buyer is principally owned by Michael H. Bader, attorney with Washington communications firm of Haley, Bader & Potts, and Cordell J. Overgaard, Chicago attorney. Filed July 25.

■ WJBU(AM)-WJST-FM Port St. Joe, Fla., (AM: 1080 khz; 1 kw-D; FM: 94.5 mhz; 100 kw; HAAT: 520 ft.)—seeks assignment of license from Brown Broadcasting of Florida Inc. to Champion Communications of Florida for \$2,400,000. Brown Broadcasting is owned by John Brown University, Dr. John E. Brown, president, nonprofit educational institution. It is licensee of KUOA(AM) and noncommercial KLRC(FM), both Siloam Springs, Ark. KUOA Inc., licensee of KUOA, is affiliated with John Brown Schools of California Inc., licensee of KGER Long Beach, Calif. Buyer is 100% owned by T. Furman Brodie, president. Brodie is counsel to High County Communications Group, and Research Triangle Broadcasting Limited Partnership; latter is licensee of WBBB(AM) and WPCM(FM)

Burlington, N.C. Brodie is seeking assignment of license of WAVR-WMRO Aurora, Ill. T. Furman's wife, Jean, is limited partner in Research Triangle Broadcasting (less than 5%). Filed July 30.

■ WLAW(AM) Lawrenceville, Ga. (1360 khz; 1 kw)—seeks assignment of license from Radio Gwinett Inc. to C.L. Nash and Roddy Sturdivant for \$430,000 cash. Seller is equally owned by Robert J. McGarity, station manager, and his sister, Jean M. Gradick, secretary-treasurer. Jean's husband, Les Gradick, has ownership interest in WIYN(AM) Rome, Ga., and WPLK(AM)-WZOT(FM) Rockmart, Ga. McGarity has no other broadcast interests. Buyer is equally owned by Nash and Sturdivant. They have no other broadcast interests. Filed July 30.

■ WMT-AM-FM Cedar Rapids, Iowa (AM: 600 khz; 5 kw; FM: 96.5 mhz; 100 kw; HAAT: 540 ft.)—Seeks assignment of license from Cosmos Broadcasting Corp. to Wonderful Music and Talk Inc. for \$8 million. Seller is Greenville, S.C.-based station group that owns two AM's, one FM and six TV's. Buyer is owned by Forrest J. Mitchell and his wife, Joan, and Robert D. Ray and his wife, Billie, and four others. Rays also own KILR-AM-FM Estherville, Iowa. Filed July 28.

■ *WVOZ(FM) New Orleans (90.7 mhz; 19 kw; HAAT: 285 ft.)—Seeks assignment of license from Nora Blatch Educational Communications Foundation Inc. to Friends of WVOZ Inc. for assumption of liabilities. Seller is headed by Robert Eustis, chairman. It has no other broadcast interests. Buyer is headed by Al Gourrier, president. Filed July 25.

■ WFDG(TV) New Bedford, Mass. (ch. 28, 5,000 kw vis.; 50 kw aur.; HAAT: 808 ft.)—Seeks assignment of CP from Metrovision Inc. to New Bedford Broadcasting Inc. for \$500,000. Seller is principally owned by William A. Barnstead, Boston medical equipment supplier. Buyer is principally owned by Coit Drapery Cleaners Inc. (85%) and Wil-

EDWIN TORNBURG & COMPANY, INC.

Negotiators
For The Purchase And Sale Of
Radio And TV Stations • CATV • Appraisers

P.O. Box 55298 Washington, D.C. 20011
(202)291-8700



liam A. Barnstead (15%). Coit is owned by Louis Kearn, president, and family. Kearn and family own 49% of KTLA(AM) Granby, Colo., and CP for WOC(D)TV Amsterdam, N.Y. Filed July 28.

■ WSSH(FM) Lowell, Mass. (99.5 mhz; 32 kw; HAAT: 600 ft.)—Seeks assignment of license from WLLH Inc. to Noble Broadcast Group for \$19.5 million. Seller is owned by Arnie Lerner. 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, subject to FCC approval. It operates XE-TRA-AM-FM Tijuana, Mexico. Filed July 28.

■ WKNR(AM) Battle Creek, Mich. (1400 khz; 1 kw)—Seeks assignment of license from Hicks Broadcasting Corp. to WKNR Broadcasting Corp. for \$275,000. Seller is 100% owned by David Hicks, president and general manager of WKNR and WKFR-FM, both Battle Creek. Seller also owns WKFR-FM Battle Creek, Mich., and is applicant for WKMI(AM) Kalamazoo, Mich. Buyer is owned by David Hicks' children, Jane L. (51%), Jynell A. (24.5%) and Jeffrey D. Hicks (24.5%). Filed July 28.

■ WKMF(AM)-WCRZ(FM) Flint, Mich. (AM: 1470 khz; 5 kw; FM: 107.9 mhz; 50 kw; HAAT: 330 ft.)—Seeks assignment of license from Corgi Communications Inc. of Michigan to Faircom Flint Inc. for \$7,500,000; \$6,300,000 in cash, \$1,000,000 note and \$200,000 noncompete agreement. 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 WTMA(AM)-WSSX-FM Charleston, S.C., and WSBH-FM Southampton, N.Y. Filed July 29.

■ WKXG(AM) Greenwood, Miss. (1540 khz)—Seeks assignment of CP from Leflore-Dixie Inc. to Edmonds Rigdon Broadcasting Co. of Mississippi Inc. for \$20,000. Principal of seller is Keith Worrell (44%), and five others. Buyer is equally owned by Ben David Rigdon and Robert Hugh Edmonds. Edmonds is formerly principal in WXAL(AM)-WNAN(FM) Demopolis, Ala. Rigdon is president and 80% owner, and his wife, Betty, 20% owner, of WBIB(AM) Centerville, Ala. Filed July 30.

■ WLAU(AM) Laurel, Miss. (1430 khz; 5 kw-D)—Seeks assignment of license from Southland Inc. to W.B. Holloway for \$11,475, comprising \$1,047.50 cash and balance in note at 10% over 10 years. Seller is owned by Anita Smith, president, who has no broadcast interests. Holloway

is president of Laurel accounting firm, Holloway and Associates. He has no other broadcast interests. Filed July 30.

■ WAZF(AM) Yazoo City, Miss. (1230 khz; 1 kw-D; 250 kw-N)—Seeks transfer of control from Dri-Two Inc., Leo C. Talsky and William F. O'Donnell, 25% each before, to Harold C. Lardinois, 50% before, 100% after for \$2. Lardinois has 68 2/3% in WKSH(AM) Sussex, Wis., and 50% interest in WISH(AM) Eau Claire, Wis. Filed July 30.

■ WTMR(AM) Camden, N.J. (800 khz; 5 kw)—Seeks assignment of license from Roberts Broadcasting Group Inc. to Gore-Overgaard Broadcasting Inc. for \$1.7 million cash and \$30,000 note over three years. Seller is principally owned by Thomas S. Roberts. Buyer is owned by Harold W. Gore, chairman (50%), and Cordell J. Overgaard, president (50%). They have no other ownership interests. Filed July 30.

■ WCMC(AM)-WNBR(FM) Wildwood, N.J. (AM: 1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Jersey Cape Broadcasting Corp. to Westerly Broadcasting Co. for \$1.8 million. Seller is owned by William Wotring, who has no other broadcast interests. Buyer is owned by Natale L. Urso; his wife, Elizabeth, and family. It also owns WERI-AM-FM Westerly, R.I. Filed July 24.

■ WXXA-TV Albany, N.Y. (WXXA-TV: ch. 23; independent; ERP vis. 3,020 kw; aur. 302 kw; HAAT: 1,200 ft.)—Seeks assignment of license from Albany TV 23 Inc. to Heritage Broadcasting Group for \$10,100,000. Seller is partnership of L. William Seidman, Orion Pictures Corp., Carl Touhey, Raymond Schuyler, film director Arthur Penn, Norman Hurd, Richard Dunham and general manager James D. Boaz. It has no other broadcast interests. Buyer is Des Moines, Iowa-based group of three TV's headed by Mario F. Iacobelli, who also owns WWTW-TV Cadillac, Mich. Filed July 25.

■ WGCR(AM) Brevard, N.C. (720 khz; 1 kw-D)—Seeks transfer of control from Keith E. Cole (50% before) to Edgar Anglin (50% before, 100% after) for \$81,921.50. Neither has other broadcast interests. Filed Aug. 4.

■ WLW(AM) Cincinnati; WSKS(FM) Hamilton, Ohio; WSEV(AM)-WMYU(FM) Sevierville, Tenn., and WYHY (FM) Lebanon, Tenn. (WLW: 700 khz; 50 kw; WSKS: 96.5 mhz; 15 kw; HAAT: 810 ft.; WSEV: 930 khz; 5 kw-D; WMYU: 102.1 mhz; 100 kw; HAAT: 100 ft.; WYHY: 107.5 mhz; 100 kw; HAAT: 730 ft.)—Seeks transfer of control from Republic Broadcasting Corp., to Jacor Communications Inc. for \$27,131,250 cash, \$4-million note and issuance of 450,000 shares of Jacor common stock. Purchase price will be adjusted to reflect spin-off of WSEV and WSKS. Principal of seller is Cincinnati-based Seven Hills Communications Inc., 25%; remainder of Republic is owned by group of former limited partners including number of station executives. None have other broadcast interests. Seven Hills is principally owned by Robert H. Castellini, 25.87%; Mercer Reynolds, 28.02%; and William O. DeWitt Jr., 25.87%. They have no other broadcast interests. Buyer is Cincinnati-based publicly owned station group of five AM's and six FM's, headed by Terry S. Jacobs, board chairman and CEO, and Frank E. Wood, president and COO. Filed July 31.

■ WDJO(AM)-WUBE(FM) Cincinnati (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 105.1 mhz; 14 kw; HAAT: 920 ft.)—Seeks assignment of license from DKM Broadcasting to American Media Inc. for \$9.8 million. Seller is buying Group One Broadcasting Co.'s radio group, comprising KLZ(AM)-KAZY(FM) Denver; WAKR(AM)-WONE-FM Akron, and WONE(AM)-WTUE(FM) Dayton, both Ohio, and KMEZ-AM-FM Dallas. Buyer is Patchogue, N.Y.-based group of one AM and two FM's principally owned by Arthur Kern and Alan Beck. Filed July 25.

■ WCUE(AM) Cuyahoga Falls, Ohio (1150 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Sackett Broadcasting Co. to Family Stations Inc. for no consideration. Seller is owned by David L. Brennen, Akron, Ohio-based investor. He has no other broadcast interests. Buyer is nonprofit corporation, headed by Harold Camping, that runs noncommercial radio and television stations. It owns three AM's, 25 FM's and one TV. Filed July 25.

■ WLLT(FM) Fairfield, Ohio (94.9 mhz; 31 kw; HAAT 790 ft.)—Seeks assignment of license from KDWR Radio Associates to Hoker Broadcasting Inc. for \$5,500,000. 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) Harrisonville, Mo., and WCRJ-FM Jacksonville, Fla.

■ WTEL(AM) Philadelphia (860 khz; 10 kw-D)—Seeks assignment of license from WTEL Inc. to Beasley Broadcasting of Eastern Pennsylvania Inc. for \$2.4 million, comprising \$600,000 cash and \$1.8 million note at 9%. Seller is owned by Quentin Sturm, general manager of station (50%), and George Hopkinson, president and treasurer WTEL Inc. (50%). Hopkinson has no other broadcast interests. Sturm

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	4,969
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	647	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	9	116
Educational UHF TV	187	25	212
Total TV	1,262	279	1,536
VHF-LPTV	248	74	322
UHF-LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,969	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

has interest in WLOI-AM-WCOE-FM LaPorte, Ind. Buyer is owned by George Beasley, president (85%), and six others at 2.5% each. Beasley is group owner of six AM's, 11 FM's and CP for one TV, and one cable system, and has applied to buy two FM's and build one more. His wife, sons and daughter also have interest in several of those stations. Filed July 30.

■ WATS(AM) Sayre, Pa., and WAVR-FM Waverly, N.Y. (AM: 960 khz; 5 kw-D; FM: 102.3 mhz; 3 kw; HAAT: 400 ft.)—Seeks assignment of license from Robert E. Kloss and wife, Virginia C. Kloss, to WATS Broadcasting Inc. (C.C. Carver Jr., Todd E. Bowers, Lawrence F. Brown and wife, Ruth B. Brown) for \$470,000. Sellers Robert and Virginia are president and senior vice president, respectively, of stations. Buyers are all employees of stations. Bowers is news and operations manager, Carver is VP and general manager and Brown is engineer. Filed Aug. 1.

■ WMBT(AM) Shenandoah, Pa. (1530 khz; 2.5 kw -D)—Seeks assignment of license from Schuykill Trans-Audio to J.H. Zerby Newspapers Inc. for \$354,000. Seller is equally owned by Martin F. Malarkey, president, Malarkey-Taylor & Associates, Washington-based cable TV consultant; Louis H. Murray, managing partner and general manager of WMBT, and Pennsylvania National Bank and Trust Co., trustee under will of John L. Miller, deceased partner. They have no other broadcast interests. Buyer is Pottsville, Pa.-based newspaper chain, owned by Paul Orkin and Willis R. Parnell, who share in 99.3% ownership of Zerby, held in J.H. Zerby Newspaper Trust. They have no other broadcast interests. Filed July 29.

■ WPMT(TV) York, Pa. (ch 43; 110 kw vis.; 11 kw aur.; HAAT: 1,440)—Seeks assignment of license from Mohawk Broadcasting Ltd. to Westport York Associates for \$13,850,000. Buyer is owned by Jonathan Hayes (49%), former executive with Westinghouse Broadcasting, and Michael Rosenthal (49%). Rosenthal is New York-based investment banker, most recently managing director of Wesray Capital Corp. Their wives own 1% each. They have no other broadcast interests. Seller is limited partnership, with Kapuna Inc. (20%) general partner. Kapuna is principally owned by John Serrao, general manager, WATL-TV Atlanta, and Cary Jones, general manager of KTRV(TV) Nampa, Idaho. Other 80% of seller is owned by about 20 limited partners, including Odyssey Partners, New York. Filed July 30.

■ KOKE(AM) Austin, Tex. (1370 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from KOKE Inc. to West Bank Broadcasting Corp. for 1,500,000. Seller is owned by Iva Lea Worley Barton and son, David R. Worley Jr., who also own KOKE-FM Austin, subject to FCC approval of sale of that station to Keymarket Communications for \$15 mil-

ATTENTION AM & FM Engineers; Contract & Consulting Engineers...



National Association
of Broadcasters

RF RADIATION REGULATION COMPLIANCE SEMINAR

September 10, 1986
Marriott Hotel
New Orleans

One-day seminar on conducting
thorough and accurate station
evaluations of RF radiation
regulation compliance.

Space limited. Register now.

For more information call:
NAB Science and Technology
(202) 429-5346

lion. Iva Lea owns 50% and David 25% of KLEA-AM-FM Lovington, N.M. Buyer is principally owned by Jimmy Ray, 70% and Iva Lea Worley Barton 25%. Ray is president and majority owner of New Braunfels Broadcasting Corp., which owns KGNB(AM)-KNBT(FM) New Braunfels, Tex. Filed July 29.

■ **WWYN(FM) McKenzie, Tenn.** (106.9 mhz; 7.1 kw; HAAT: 290 ft.)—Seeks assignment of license from Huntingdon-McKenzie Broadcasting Corp., to Rainbow Media Inc. for \$1,050,000 and assumption of debt. Seller is owned by Colon Johnston, president of Huntingdon-McKenzie Broadcasting. He has no other broadcaster interests. Buyer is equally owned by Ronald E. Hale and Edward W. Dobson. Hale is head of Fortunes Inc., Birmingham, Ala.-based company to set up limited partnerships for radio and television. Hale formerly held 51% interest in WJFL(AM)-WQMV(FM) Vicksburg, Miss. Dobson is Birmingham insurance executive. They have no other broadcast interests. Filed July 30.

■ **KKTC-FM Brownfield, Tex.** (103.9 mhz; 3 kw; HAAT: 320 ft.)—Seeks assignment of license from Billy B. Reynolds to James B. Denison for assumption of debt. Seller is president and chairman of board, Brownfield Broadcasting Corp., and general manager of KKTC. Buyer is VP and treasurer, Brownfield Broadcasting Corp. Neither has other broadcasting interests. Filed Aug. 1.

■ **KFHH(FM) Granbury, Tex.** (106.7 mhz)—Seeks assignment of CP from First Heritage Broadcasting Corp to MetroWest Broadcasting Inc. for \$175,000, assumption of debt and other considerations. Seller, Granbury, Tex.-based First Heritage, has no other broadcast interests. MetroWest is Arlington, Tex.-based company owned by Robert E. Griffin, president, 40.4%; Curtis C. Sorrells, 40.1%, and David J. Carter, 19.2%. Griffin is also president and 50% owner of Crest Communications, licensee of KZFFI(AM) Weatherford, Tex. Sorrells is partner in New Orleans oil exploration firm and Carter is freelance writer living in Granbury. Filed May 1.

■ **KARR(AM) Kirkland, Wash.** (1460 khz; 5 kw-D; 2.5 kw-N)—Seeks assignment of license from Fro Circuit Inc. to Family Stations Inc for \$50,000 plus assumption of \$300,000 in debt. Seller is owned by David T. Newman, 80%, and Elaine Boros, 20%, who also own KPAK(AM) Redding, Calif. Family Stations is nonprofit California corporation operating noncommercial radios, headed by Harold Camping and Scott Smith, Smith, VP, Family Stations, has ownership interest in KEWQ(AM) Paradise, Calif.; WCHP(AM) Champlain, N.Y., and WLWJ(AM) Royal Palm Beach, Fla. Filed July 29.

■ **WISQ(FM) West Salem, Wis.** (100.1 mhz; 3 kw; HAAT: 250 ft.)—Seeks assignment of license from Everybody's Mood Inc. to Goetz Broadcasting Corp. for \$250,000. Seller is owned by Highlands Broadcasting Co., which also owns KMGF(AM) La Crescent, Minn. Donald G. Zinke, chairman of Everybody's Mood, is part owner of WTRL(AM) Bradenton, Fla. Buyer is owned by brothers Nathan L. Goetz, president, 50%, and Robert W. Goetz, VP and treasurer, 50%. Goetz Broadcasting also owns WRDB(AM)-WNFM(FM) Reedsburg, WDLB(AM)-WLJY(FM) Marshfield, WFAW(AM)-WSJY(FM) Fort Atkinson and WNBK(AM) New London, all Wisconsin, and WIXN-AM-FM Dixon, Ill. It also has application for KBX1(AM) Duluth, Minn. Filed July 28.

New Stations

AM's

■ **Lake Isabella, Calif.**—Marlene V. Borman seeks 1060 khz; 2 kw-D. Address: 6720 Lakeview Dr., Carmichael, Calif. 95608. Principal has no other broadcast interests. Filed July 24.

■ **Jensen Beach, Fla.**—Jerry J. Collins seeks 1100 khz; 1 kw-D; 500 w-N. 1227 Del Prado Blvd., Cape Coral, Fla. 33904. Principal owns WJQC(AM) Pine Island Center, Fla. Filed July 28.

■ **Lovahatchee, Fla.**—Eugene R. Bernold seeks 1100 khz; 2.4 kw-D; 1 kw-N. Address: 14398 Evand Lane, Saratoga, Calif. 95070. Principal has no other broadcast interests. Filed July 28.

■ **Palm Beach Gardens, Fla.**—Palm Beach Gardens Radio seeks 1100 khz; 10 kw-D; 1 kw N. Address: 200 Glenridge Ave., Las Gatos, Calif. 95030. Principal is owned by Leo Kesselman, who also owns KZON(AM) Santa Maria, Calif. Filed July 25.

■ **Palm Shores, Fla.**—Jeffrey N. Eustis seeks 1100 khz; 1 kw-D. 250 w-N. Address: 50 Stephen Hopkins Ct., Providence, R.I. 02904. Principal has no other broadcast interests. Filed July 28.

■ **Parkland, Fla.**—Jeffrey N. Eustis seeks 1120 khz; 2.5

kw-D. Address: 50 Stephen Hopkins Ct., Providence, R.I. 02904. Principal has no other broadcast interests. Filed July 28.

■ **Vero Beach, Fla.**—Marlene V. Borman seeks 1120 khz; 5000 kw-D. .8 kw-N. Address: 6720 Lakeview Dr., Carmichael, Calif. 95608. Applicant has no other broadcast interests. Filed July 30.

■ **Lawrence, Ind.**—Lawrence Minority Media Inc. seeks 600 khz; 500 w-U. Address: 315 North 45th St., Louisville, Ky. 40212. Principal is owned by Diaz M. Dale, who has no other broadcast interests. Filed July 28.

■ **Las Vegas**—Las Vegas Broadcasters seek 1060 khz; 5 kw-D. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is owned by James E. Auel, who has interest in five AM's and four LPTV's. Filed July 29.

■ **Pembroke, N.C.**—Pembroke State University seeks 940 khz; 1 kw-D. Address: 28372. Principal is educational institution headed by Paul R. Givens, chancellor. It also owns WKYK(AM) Burnsville, N.C. Filed July 28.

■ **Rocky Mount, N.C.**—Karen M. Cox seeks 1120 khz; 2 kw-D. Address: 85 East Harris St., LaGrange, Ill. 60525. Principal has no other broadcast interests. Filed July 24.

■ **Wilmington, N.C.**—York David Anthony seeks 1120 khz; 1 kw-D. Address: 2613 Craig Ave., Concord, N.C. 28025. Principal has no other broadcast interests. Filed July 28.

■ **Florence, S.C.**—Michael B. Ginter seeks 1120 khz; 1 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. Filed July 28.

FM's

■ **Ocala, Fla.**—Sharon Washington seeks 90.1 mhz; 3 kw; HAAT: 217 ft. Address: P.O. Box 605, Lady Lake, Fla. 32659. Principal has no other broadcast interests. Filed July 21.

■ **Las Vegas**—Blackjack Broadcasting Co. seeks 105.3 mhz; 50 kw; HAAT: 438 ft. Address: 3939 Pawnee Dr., Liverpool, N.Y. 13090. Principal is owned by Daniel L. Deeb, Graig L. Fox and George W. Kimble. Deeb is manager of WAQX-AM-FM Syracuse, N.Y. Others have interest in two AM's, one FM and three TV's. Filed May 19.

■ **Utica, N.Y.**—State University of New York seeks 91.9 mhz; 212 w; HAAT: minus 25 ft. Address: State University

Plaza, Albany, N.Y. 12246. Principal owns 12 noncommercial FM's. Filed July 28.

■ **Karns, Tenn.**—Beaver Ridge Communications Ltd. seeks 93.1 mhz; 1.35 kw; HAAT: 425 ft. Address: 6315 Kingston Pike, Knoxville, Tenn. 37919. Beaver is owned by Bernard Addison (5%), general partner, and A.O.V. Debusk and Robert M. Watson Jr. (47.5% each), limited partners. Principals have no other broadcast interests.

■ **Karns, Tenn.**—Jacob Broadcasting Co. Inc. seeks 93.1 mhz; 1.2 kw; HAAT 514 ft. Address: 2900 Sutherland, Knoxville, Tenn. 37919. Jacob is equally owned by Donna L. Jacob, president and treasurer, and Fred C. Jacob, VP and secretary. Fred Jacobs also has ownership interest in WTHM(FM) Goulds, Fla.; WNLF(AM) Charlotte and WTKG(AM) Wyoming, both Michigan, and WKGN(AM) Knoxville, Tenn., where he is general manager. Donna serves as office manager of WKGN. Filed July 30.

■ **Karns, Tenn.**—George S. Flinn Jr. seeks 93.1 mhz; 1 kw; HAAT 568 ft. Address: 188 Bellevue Blvd., Memphis, Tenn. 38104. Fred Flinn, principal's brother, owns WGSF(AM) Arlington, Tenn. Filed July 30.

■ **Karns, Tenn.**—John Strelitz seeks 93.1 mhz; 3 kw; HAAT: 328 ft. Address: 7354 Ruthven Rd., Norfolk, Va. 23505. Principal has no other broadcast interests. Filed July 30.

■ **Karns, Tenn.**—Karns Broadcasters Ltd. seeks 93.1 mhz; 1.4 kw; HAAT 460 ft. Address: 3711 McCalla Ave., Knoxville, Tenn. 37914. Karns is equally owned by James M. Valentine, Charles M. Anderson and David T. Murray. Valentine is salesman at WKGN(AM) Knoxville, Tenn.; Anderson is 100% owner of WACN(AM) Franklin, Ky., and is 33% limited partner in Corydon Broadcasters, which is applicant for new FM in Corydon, Ind. Murray is applicant for new FM in University, Miss., and is also 33% partner in Corydon Broadcasters. Anderson's wife, Faye S., is 100% owner of WBLG(FM) Smiths Grove, Ky. Filed July 30.

■ **Karns, Tenn.**—Piedmont Partnership seeks 93.1 mhz; 1.45 kw; 474 ft. Address: 1255 23rd St., Suite 890, Washington 20037. Piedmont is owned by Charles Giddens, 80%, and David Jones, 20%. Jones is engineer at WSB-AM-FM Atlanta. Giddens also owns 50% voting stock and is president of WRFS Inc., which owns WRFS(AM)-WSTH(FM) Alexander City, La., pending FCC approval of their transfer to Solar Broadcasting. filed July 30.

■ **Maryville, Tenn.**—Chilhowee Communications Ltd.

EXPERIENCED BROADCASTERS who are PROFESSIONAL BROKERS

CALIFORNIA Medium market -- top rated fulltime AM. Attractive location. Asking \$850,000 with \$200,000 down. Contact - Jim Mergen (818) 366-2554

SOUTHWEST Attractive Sunbelt metro FM. Steady revenue history. Asking \$750,000; terms. Contact - Bill Whitley (214) 680-2807

SOUTHEAST Class IV AM with Class C FM located in Top-50 market. Thriving economy. Asking \$3 million. Contact - Mitt Younts (202) 822-8913

MIDWEST Profitable AM/FM in small/medium market adjacent to major market. Asking \$1.4 million; terms. Contact - Bill Lochman (816) 941-3733



CHAPMAN ASSOCIATES®
nationwide media brokers

For further information on buying or selling, contact Janice Blake, Marketing Director, Chapman Associates, 8425 Dunwoody Place, Atlanta, GA 30338
(404) 998-1100

Professional Cards

A.D. RING & ASSOCIATES, P.C.
CONSULTING RADIO ENGINEERS
 Suite 500
 1140 Nineteenth St., N.W.
 Washington, D.C. 20036
 (202) 223-6700
 Member AFCCCE

SAIC Carl T. Jones Corporation
 A Subsidiary of Science Applications International Corporation
CONSULTING ENGINEERS
 7901 YARNWOOD COURT
 SPRINGFIELD, VA. 22153
 (703) 569-7704
MEMBER AFCCCE

LOHNES & CULVER
 Consulting Engineers
 1156 15th St. N.W. Suite 606
 Washington, DC 20005
 (202) 296-2722
 Member AFCCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
 1015 15th St., N.W., Suite 703
 (202) 783-0111
 Washington, O.C. 20005
 Member AFCCCE

SILLIMAN AND SILLIMAN
 8701 Georgia Ave. #805
 Silver Spring, MD 20910
ROBERT M SILLIMAN, P.E.
 (301) 589-8288
THOMAS B. SILLIMAN, P.E.
 (812) 853-9754
 Member AFCCCE

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
 1925 North Lynn Street
 Arlington, VA 22209
 (703) 841-0500
 Member AFCCCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
 351 SCOTT DRIVE
 SILVER SPRING, MD. 20904
 301 384-5374
 Member AFCCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
 Box 68, International Airport
 San Francisco, California 94128
 (415) 342-5208
 Member AFCCCE

JOHN B. HEFFELFINGER
 9233 Ward Parkway Suite 285
 816-444-7010
 Kansas City, Missouri 64114
 Member AFCCCE

JULES COHEN & ASSOCIATES, P.C.
 Suite 400
 1730 M St. N.W.
 Washington DC 20036
 (202) 659-3707
 Member AFCCCE

CARL E. SMITH CONSULTING ENGINEERS
 AM-FM-TV Engineering Consultants
 Complete Tower and Rigging Services
 "Serving the Broadcast Industry for over 50 Years"
 Box 2727 Bath, Ohio 44210
 (216) 659-4440

VIR JAMES CONSULTING ENGINEERS
 Applications and Field Engineering
 Computerized Frequency Surveys
 3137 W. Kentucky Ave. - 80219
 (303) 937-1900
DENVER, COLORADO
 Member AFCCCE & NAB

E. Harold Munn, Jr., & Associates, Inc.
 Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
 250 West 57 Street
 New York, N.Y. 10107
 (212) 246-2850

Mullaney Engineering, Inc.
 Consulting Telecommunications Engineers
 9049 Shady Grove Court
 Gaithersburg, MD 20877
 301-921-0115
 Member AFCCCE

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 4226 6th Ave., N.W.,
 Seattle, Washington, 98107
 (206) 783-9151
 Member AFCCCE

ENTERPRISE ENGINEERING P.C.
 Consulting Engineers
 FW HANNEL, PE
 PO Box 9001 Peoria, IL 61614
 (309) 691-4155
 Member AFCCCE

STRUCTURAL SYSTEMS TECHNOLOGY, INC.
 MATTHEW J. VLASSIDES, P.E.
 PRESIDENT
 TOWERS, ANTENNAS, STRUCTURES
 New Tall Towers, Existing Towers
 Studies, Analysis, Design Modifications,
 Inspections, Erection, Etc.
 6867 Elm St., McLean, VA 22101(703) 356-9765
 Member AFCCCE

C. P. CROSSNO & ASSOCIATES
 Consulting Engineers
 P.O. Box 18312
 Dallas, Texas 75218
 (214) 669-0294
 Member AFCCCE

JOHN F.X. BROWNE & ASSOCIATES, P.C.
 525 Woodward Ave.
 Bloomfield Hills, MI 48013
 (313) 642-6226
 Washington Office
 (202) 293-2020
 Member AFCCCE

D.C. WILLIAMS & ASSOCIATES, INC.
 Consulting Engineers
 AM-FM-TV-LPTV-CATV
 POST OFFICE BOX 700
 FOLSOM, CALIFORNIA 95630
 (916) 933-5000

R.L. HOOVER
 Consulting Telecommunications Engineer
 11704 Seven Locks Road
 Potomac, Maryland 20854
 301-983-0054
 Member AFCCCE

SHERMAN & BEVERAGE ASSOCIATES INCORPORATED
 CONSULTING & FIELD SERVICES
 P.O. Box 770
 WILLIAMSTOWN, NEW JERSEY 08094
 (609) 728-2300

CLARENCE M BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC.
 BROADCAST ENGINEERING CONSULTANTS
 SUITE 15 123 CREEK ROAD
 MOUNT HOLLY NJ 08060
 (609) 722-0007

 **LAWRENCE L. MORTON ASSOCIATES**
 21671 SUPERIOR LANE
 LAKE FOREST CALIFORNIA 92630
LAWRENCE L. MORTON, E.E.
 AM - FM - TV
 APPLICATIONS - FIELD ENGINEERING
 ANTENNA BROADBANDING FOR AM STEREO
 (714) 859-6015

SELLMEYER & KRAMER, INC.
CONSULTING ENGINEERS
 J.S. Sellmeyer, P.E., S.M. Kramer, P.E.
 APPLICATIONS - FIELD ENGINEERING
 P.O. Box 841 McKinney, TX 75069
 214-542-2056 214-548-8244
 Member AFCCCE

PAUL DEAN FORD
 BROADCAST ENGINEERING CONSULTANT
 R.R. 12, Box 379
 WEST TERRE HAUTE, INDIANA 47885
 812-535-3831

 **Teletech, Inc.**
TELECOMMUNICATIONS ENGINEERS
 FM-TV-MDS-LPTV-Land Mobile
 Applications-Frequency Searches
 P.O. Box 924
 Dearborn, MI 48121
 (313) 562-6873

O.B. COMMUNICATIONS, INC.
 Broadcast/RCC/cellular/satellite
 Telecommunications Consultants
 4401 East West Highway, Suite 404
 Bethesda, Maryland 20814
 (Located in Washington, D.C. Area)
 (301) 654-0777
 contact: Darrell E. Bauguess

RICHARD L. BIBY, P.E.
COMMUNICATIONS ENGINEERING SERVICES, P.C.
 1600 Wilson Boulevard, #1003
 Arlington, Virginia 22209
 (703) 522-5722
 Member AFCCCE

JOHN J. DAVIS & ASSOCIATES
CONSULTING ENGINEERS
 P.O. BOX 128
 SIERRA MADRE, CA 91024-0128
 (818) 355-6909
 Member AFCCCE

DON'T BE A STRANGER
 To Broadcasting's 191,781+ Readers
 Display your Professional or Service
 Card here it will be seen by station and
 cable TV system owners and decision
 makers
 *1982 Readership Survey showing 52
 readers per copy

EDM & ASSOCIATES, INC.
 B/cast-AM-FM-TV-LPTV-ITFS-Translator
 Frequency Searches & Rate Makings
 C/Carrier-Cellular, Satellites
 MMDS, P/P Microwave
 1234 Mass. Ave., N.W., Suite 1006
 Washington, D.C. 20005 Phone (202) 639-8880
 Member AFCCCE

contact
BROADCASTING MAGAZINE
 1735 DeSales St. N.W.
 Washington, D. C. 20036
 for availabilities
 Phone: (202) 636-1022

LECHMAN & JOHNSON
 Telecommunications Consultants
 Applications - Field Engineering
 2033 M Street N.W. Suite 702
 Washington DC 20036
 (202) 775-0057

aur. 500 kw and change HAAT to 1,436.64 ft. App. July 30.

Actions

AM's

- WNOG (1270 khz) Naples, Fla.—Granted app. to increase day power to 5 kw. Action July 17.
- WONQ (1140 khz) Orlando, Fla.—Granted app. to increase power to 4.1 kw. Action July 17.
- WCTN (950 khz) Potomac, Md.—Granted app. to move SL to 1201 Seven Locks Road, Suite 107, Potomac.
- WMPC (1230 khz) Lapeer, Mich.—Dismissed app. to increase night power to 1 kw. Action July 28.
- WVKO (1580 khz) Columbus, Ohio—Granted app. to add night service with .25 kw; install DA-2, and make changes in ant. sys. Action July 25.
- WZZD (990 khz) Philadelphia—Granted app. to make changes in ant. sys. Action July 28.

FM's

- WULA-FM (92.7 mhz) Eufaula, Ala.—Returned app. to change TL. Action July 23.
- KPWR (105.9 mhz) Los Angeles—Dismissed app. to change TL; change ERP to 21.4 kw, and change HAAT to 3,001 ft. Action July 24.
- KEZN (103.1 mhz) Palm Desert, Calif.—Dismissed app. to install aux. transmitter. Action July 11.
- KWSP (106.3 mhz) Santa Margarita, Calif.—Granted app. to change ERP to .093 kw and change HAAT to 1,467 ft. Action July 24.
- WWDC-FM (101.1 mhz) Washington—Granted app. to install aux. sys. Action July 24.
- WTKT (98.5 mhz) Crystal River, Fla.—Dismissed app. to move SL to Inverness, Fla. Action July 22.
- WOZN (98.7 mhz) Key West, Fla.—Returned app. to change TL and change HAAT to 990.56 ft. Action July 29.
- WRIT (92.7 mhz) Stuart, Fla.—Returned app. to change TL. Action July 23.
- WNIZ-FM (96.9 mhz) Zion, Ill.—Granted app. to change DA pattern. Action July 25.

■ WWDS (90.5 mhz) Muncie, Ind.—Dismissed app. to change ERP 366 w and change HAAT to 366 ft. Action July 25.

■ WKSQ (94.5 mhz) Ellsworth, Me.—Granted app. to install aux. sys. Action July 23.

■ WHFS (99.1 mhz) Annapolis, Md.—Granted app. to change ERP to 50 kw and change HAAT to 492 ft. Action July 29.

■ *KZUM (89.5 mhz) Lincoln, Neb.—Granted app. to change freq. to 89.3 mhz; change ERP to 1.5 kw; change HAAT to 173.84 ft., and install new ant. sys. Action July 23.

■ KUDO (93.1 mhz) Las Vegas—Granted app. to move SL to 66 East Tropicana Avenue, Las Vegas. Action July 18.

■ KSXY (102.3 mhz) Reno—Granted app. to change TL; change ERP to 1.32 kw, and change HAAT to 425.09 ft. Action July 23.

■ WKKJ (93.3 mhz) Chillicothe, Ohio—Dismissed app. to change ERP to 50 kw. Action June 23.

■ KAYI (106.9 mhz) Muskogee, Okla.—Dismissed app. to change TL and change HAAT to 1,771.53 ft. Action July 23.

■ KKNG (92.5 mhz) Oklahoma City—Granted app. to change HAAT to 984 ft. and install DA. Action July 22.

■ KJYO (102.7 mhz) Oklahoma City—Granted app. to change HAAT to 984 ft. and install DA. Action July 22.

■ WCNA (98.3 mhz) Clearwater, S.C.—Returned app. to change TL; change ERP to 1.4 kw; change HAAT to 483.8 ft., and make changes in ant. sys. Action July 22.

■ *WDNX (89.1 mhz) Olive Hill, Tenn.—Dismissed app. to install aux. sys. Action July 23.

■ KLFO (93.5 mhz) Junction, Tex.—Granted app. to change TL. Action July 24.

■ KBAL-FM (96.7 mhz) San Saba, Tex.—Granted app. to change TL; change ERP to 1.6 kw, and change HAAT to 41.1 ft. Action July 29.

TV's

■ *WCES-TV (ch. 20) Wrens, Ga.—Granted app. to change ERP to vis. 5,000 kw. Action July 22.

■ WWCP-TV (ch. 8) Johnstown, Pa.—Granted app. to change ERP to vis. 166 kw, aur. 16.6 kw; change HAAT to 1,208 ft., and change TL. Action July 23.

Call Letters

Applications

Call	Sought by
New AM	
KDXA	Central Pacific Broadcasting of Nevada Inc., Virginia City, Nev.
New FM	
WGAJ-FM	Nankin Broadcasting Co., Quitman, Ga.
Existing AM	
KKOB	KOB Southwest Radio Corp., Albuquerque, N.M.
Existing FM's	
KKBE	KKEE Broadcast Capital Corp., Alamogordo, N.M.
KKOB-FM	KOB-FM Southwest Radio Corp., Albuquerque, N.M.
Existing TV's	
WNAC-TV	WSTG-TV Sudbrink Broadcasting of New England Inc., Providence, R.I.
KETK-TV	KTRG Texas American Broadcasting Ltd., Jacksonville, Tex.

Grants

Call	Assigned to
New FM	
WMIO	Maria I. Ortiz de Magraner, Cabo Rojo, P.R.
New TV's	
KRPA	Rancho Palos Verdes Broadcasters Inc., Rancho Palos Verdes, Calif.
WCSZ	Chester Smith, Greenville, Miss.
WSJA	Sandra J. Lewis, Cookeville, Tenn.
Existing AM's	
KPOP	KPOP KGB Inc., San Diego
WORZ	WVNF North Fulton Broadcasting Inc., Alpharetta, Ga.
KVBR	KQBR Greater Minnesota Broadcasting Corp., Brainerd, Minn.
KFLI	KEKA Redwood Broadcasting Co., Medford, Ore.
WPLZ	WSSV Paco-Jon Broadcasting Corp., Petersburg, Va.
Existing FM's	
WMMZ	WFLU Ocala Broadcasting Corp., Ocala, Fla.
WLTO	WZNY Sunny Communications of Columbia Inc., Russellville, Ky.
WIGL	WTCB-FM Keymarket Communications of Columbia Inc., Orangeburg, S.C.
WSPV	WSNV Digby Anglin Solomon, Orange, Va.
WPLZ-FM	WPLZ Paco-Jon Broadcasting Corp., Petersburg, Va.
Existing TV's	
WTZH	WHTV Meridian Broadcasting, Meridian, Miss.
WJAR	WJAR-TV Outlet Communications Inc., Providence, R.I.

"Higher ratings... or your money back"

Strategic Radio Research has developed a special research plan specifically for stations who have just experienced a down or flat book. It's a comprehensive series of audience research studies that will help your management team develop a strategy for winning in the Fall book.

And because of our track record in growth situations we're willing to make this incredible offer: We guarantee you better ratings in the Fall book... or we'll refund every cent you pay for the research. This is a limited offer and some restrictions apply. For complete details, call Kurt Hanson today at (312) 280-8300.

**STRATEGIC
RADIO
RESEARCH**

211 E. Ontario
Chicago, IL 60611
(312) 280-8300

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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, V.P. 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.

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, all 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

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.

Ready to move? Take charge manager with sales experience for Minneapolis suburban station. Base plus commission. Ownership possible. Box H-3.

General sales manager AM/FM medium market in Alabama. Established stations. Salary/override, \$42,000. Send resume to Box H-9.

GSM for new 100 kw FM, on air in fall, undiscovered sunbelt city of 100,000. Some sweat equity possible for the right person. Can you aggressively price the station, handle local and national agencies, teach and practice Counselor Selling? Can you hire, train and motivate retail reps to sell more than "spots and to stick to the rate card? Send resume, success stories and management philosophy if you can answer "yes" to ALL of these questions. EOE/MF Box H-1.

Director of radio, Northwest public radio, a growing three-station public radio network serving major portions of Washington, Idaho and Oregon seeks manager, Great staff, audience, support and locale. Requires appropriate degree, significant management experience and strong programming skills. Public radio experience and advanced degree preferred. Letter and resume by Sept. 8, 1986. Dennis Haarsager, GM Radio-Television Services, Pullman, WA. 99164-2530. Washington State University is an AA/EEO employer.

General sales manager needed for an aggressive fast growing radio group in the Carolinas. Sales management experience a must. Send detailed resume and salary history to: P.O. Box FM 106X, Florence, SC 29501

General manager: Eastern PA full time AM station is seeking a sales, promotion, and people oriented manager. If you're the right person, this could be the opportunity you've been looking for, Send resume to: Box H-20.

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.

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. Reusme and tape and photo to Dannell Sehorn, Box 1779, Tampa, TX 79065. KGRO-KOMX 806-669-6809

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. \$18-24,000 guaranteed in first year. Send work personal history in confidence to Box G-102.

Want to move up? here's your chance. If you're good small market salesman 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.

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-\$60,000; with unlimited future income. 4-5 years minimum experience. Tell us why, Patrick Foy, WROQ/ WAES Radio, 400 Radio Road, Charlotte, NC 28216. 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 Chapiin, WOWV-FM P.O. Box 3032, Ft. Pierce, FL 33448.

Account executive for aggressive, highly promotional combo. Two year minimum experience. Please send letter of introduction, resume to: Thomas R. Hunt, WSSX/WTMA. P.O. 31089, Charleston, SC 29417.

We need aggressive, enthusiastic and experienced account executive who would like to live in one of the great cities of America. The right people will have an opportunity to make significant income while living in a marvelous climate and great place to raise a family. The future is bright. Contact Margaret Fort, General Sales Manager, WIS Radio, Columbia, South Carolina, at 803-772-5600. An equal employment opportunity employer.

Account executive: senior salesman retiring. Excellent opportunity for experienced professional. Prosperous southern Wisconsin community. Solid account list plus potential. Advancement possibilities. Send resume to: Bill Bessire, Box 5001, Janesville, WI 53547.

Account executives aggressive five-station southeastern group looking for professional sales executives in Greenville, Baton Rouge, and Jackson. If you are looking for a sales career with a growing company, please contact Larry Patrick, Sterling Communications Corporation, 10320 Little Patuxent Parkway, Suite 808, Columbia, MD 21044. EEO employer.

Southern New Jersey Premier small market station, looking for eventual sales manager. Excellent billings, but it's time to expand our three-member sales team to four. References a must. Call 609-465-9400. EEO/MF.

Katz Broadcasting is looking for an account executive who makes things happen. Is the customer number one with you? Do you strive to be the best? Do you enjoy taking challenges? Are you able to set priorities and develop strategies for your activities? If so, radio station K95FM can offer you an exciting opportunity. We are a rapidly growing, Tulsa, Oklahoma radio station, offering the newest and most comprehensive sales training and technology. We offer unlimited income potential, an innovative environment focused on excellence, incentives and recognition based upon your individual success, and a chance to join a company with a record of success and a sense of purpose. If you feel you have the talent... act now! Call Larry Liebowitz at 918-587-9500. Katz Broadcasting is an equal opportunity employer.

Group acquiring additional small market station needs salesperson, announcer-sales combo and news-sales combo. Salary-commission negotiable. If experienced and ready for change, send resume to WRGC, Box 1044, Sylva, NC 28779 or call J. Childress, 704-586-2221. EOE.

Colorado ski resort looking for sales manager for AM/FM. Must be experienced, organized, aggressive, creative, and able to motivate. Send resume and salary requirements to Box H-18.

Professional, successful radio sales rep. Texas sun coast AM/FM. CHR/AOR. Guarantee, 20% on direct sales, insurance, profit sharing, most expenses, loads of perks. If you're a closer, this is an opportunity to grasp, now. Enjoy the sun this winter while earning big dollars. Ready to move now? Good radio sale record? Write or call GSM, Pylecom media group, Box 6067, Beaumont TX 77705, 409-842-2210. AA/EOE.

Account executive: Building sales staff for radio station with steadily growing influence in two major markets. Work with professionals. Live in progressive area, just a short drive from mountains or coast. Energy, enthusiasm, a proven track record in broadcast sales required. Potential unlimited. Contact sales manager at 704-636-9739, or write WRDX/WSTP, P.O. Box 4157, Salisbury, NC 28144. EOE.

HELP WANTED ANNOUNCERS

Evening position open, good A/C communicator, PBP helpful not necessary. T&R to WLBR Box 1270, Lebanon, PA 17042.

Carolina group has opening for general staff announcer. Also announcer/salesperson for air shift and half day sales. Salary & commission. Resume to WRGC, BOX 1044, Sylva, NC or call J. Childress, 704-586-2221. EOE

KPBS radio, San Diego's public radio station, is seeking two full-time hosts for its classical music programming. Broadcast experience and familiarity with classical music required. Excellent communication and pronunciation skills are a must. Relaxed and friendly on-air presence required. Salary in the low to mid 20's with excellent benefits. Obtain employment application directly from: San Diego State University Employment Office, 3rd floor Administration Building, San Diego, CA 92182. Submit resume and 5-minute audition tape of classical music announcing along with application no later than Monday, August 25, 1986. EEO/AA Title IX employer.

Experienced personality for progressive big band-/MOR station. Top communicator only. Production and show prep a must. For medium Florida market. Box H-26.

Easy listening leader, looking for mature voices. News and commercial production mandatory. Premier south Jersey station. Tape and resume to Larry Keene, Box 94, Avalon, NJ 08202. Don't call us, we'll call you. EEO M/F.

Southern Maryland adult contemporary FM has announcer opening. Mail resume. No phone calls. WMJS, Box 547, Prince Frederick MD 20754.

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.

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.

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.

Account executive for aggressive, highly promotional combo. Two years minimum experience. Please send letter of introduction, resume to: Thomas R. Hunt, WSSX/WTMA, P.O. Box 31089, Charleston, SC 29417.

Progressive AM/FM Texas station seeks an experienced engineer to maintain well equipped station in market of 60,000. Experience is essential. Both stations on the air 24 hours. No rush, we seek competent and stable person for this position. Box H-10.

Chief engineer 100,000 watt FM seeks take charge full time engineer. Must have hands on working experience with combined RCA BTA 20 E-1's and state of the art audio chain. Knowledge FCC regulations. No beginners please. Send resume to KXGO, P.O. Box 1131, Arcata, CA 95521 EOE M/F.

HELP WANTED NEWS

Detroit's WXYT-AM has a rare opening for experienced anchor/reporter. If you're a strong writer with great delivery, let's talk. Anchor work includes all-news morning show--street work requires ability to report live. If you're among the best, join Michigan's "most honored" radio news team. An equal opportunity employer. Tapes and resumes to: Tom Bell/Nes Director, 15600 W. 12 Mile, Southfield, MI 48076.

News producer, NPR affiliate WSIU-FM, producer, anchor and assist in management of news department. Bachelors degree in radio/TV or related are required. Three years of professional radio experience (at least one of which must have been in news) required. Send resume and tape to: Jak Tichenor, SIU Broadcasting Service, Southern Illinois University, Communications 1048, Carbondale, Illinois 62901. Application deadline: August 15, 1986 (or until filled) Southern Illinois University is an equal opportunity /affirmative action employer.

Sport/news person needed for New York State AM/FM. PBP and strong overall abilities essential. Full and part time available. Call 914-856-5185 mornings only.

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.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

Copywriter/production director for New Jersey A/F winning combo. Creativity and ability to communicate with customers and station staff are keys to success. Resume/writing samples/tape/salary to GM WNNJ/WIXL Box 40 Newton, NJ 07860 M/F,EOE.

Program director/morning personality wanted for the #1 rated AM news/sports information and music station in Columbia, South Carolina. Outstanding opportunity for an individual who is willing to work hard and has the ability to direct others. Send cassette, resume and salary requirements directly to Charles T. Jones, Jr., General Manager, WIS Radio, PO Box 21567, Columbia, SC 29221. An equal employment opportunity employer.

Program managers interested in a position with above average compensation and community appreciation? A small community in southern West Virginia needs a creative and energetic person to direct our program department and staff of 6 announcers. Benefits include pension and profit sharing, insurance, medical reimbursement and a great AM/FM facility. Write to us Box H-8. Let's explore our common goals. You could be the winner! EOE.

SITUATIONS WANTED MANAGEMENT

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. Writ Box G-112.

Top broadcaster: 25 year pro sales, national sales, major market programmer, corporate management, engineering, First FCC. I will increase your revenues, lower overhead, raise ratings and I will increase your bottom line. Call now. 305-225-0761.

Well rounded military and college trained mass communicator desires management position with new operation or as a traveling trouble shooter. Strong points include maturity, management skills, community involvement and training methods. Available after August 15th. Reply Box H-11.

I am prepared to become your general manager. Ten year radio professional seeks first position as general manager. Experienced in programming and engineering. Currently working as chief engineer in top 100 market. Contact Box H-5.

Western New York OM, looking for GM position with small market station. Can motivate, lead, train. Nine years experience in sales, promotion, on air, public relations. College grad. looking for long term commitment. Box H-27.

Tenured broadcast executive in early 30's with 18 years media experience, seeks a challenging position with a progressive broadcast group, or related industry. Background includes detailed engineering, programming, sales, management, finance, legal & ownership within small & top 100 markets. Remit to Box H-22 for detailed resume and personal references upon request.

Ambitious, 16-year, full-service/news-talk programmer seeks first general manager/station manager position, small-to-medium markets. Understands the relationship of winning sales, programming and promotion efforts to produce positive long-term bottom line results. I've worked with the best in both turnaround situations and at legendary radio stations. Disciplined, goal-oriented and a win-win leader. Let me work some magic for you. Currently successfully employed, but its time to advance! Please respond to Box H-20.

GM or GSM. Aggressive, creative, professional, sales-oriented, talented. 27 years experience, agency, radio, TV. Employed. Any size market. Box H-19.

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

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

Two years commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave anytime, 201-777-0749.

Hellooooo! Your search ends call Craig 718-343-2192. forte up Tempo AC in medium or major market.

Looking for a DJ? Pass this. DJ's belong in night clubs. Mid-day format designed to increase audience and boost commercial sales takes time and hard work. This 5 year veteran is ready. Examine unique, "get involved radio," format. Get tape, resume and details. Opportunity to sell and 120 days to prove format a must. Relocating Florida or Southeast coast in October or before. Call Jerry Mack 718-784-1181.

Deep, resonant voice for announcing news. Impressive copywriting using my computerized synthesizers in production, station I.D.'s and jingles. Stan Peterson, Clinton, Iowa 319-242-1340.

Air personality, production, promotions, copy! Four for the price of one. Call 214-539-0877.

AC, AOR, CHR, Talk. 17 years experience. NYC. Philadelphia, Boston. Straight or personality. Call John 617-255-9149.

SITUATIONS WANTED TECHNICAL

Chief engineer looking for similar position in Eastern market. 15 years experience includes FM, AM, DA, studio transmitter, and satellite installation, repair, and maintenance. Box H-25 or 919-762-3105.

SITUATIONS WANTED NEWS

Radio news pro. award winner. Strong delivery, writing, gathering, Newstalk experienced. Seeking challenging opportunity. 305-923-5167.

Sportscaster available make the "free agent acquisition of the year." Sophisticated, exciting PBP and solid anchoring skills. A winner. Bob, 201-546-5546.

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 nights. Personal interview. Phone 319-234-1843.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

\$10,000 says I can give your competition major ratings problems GUARANTEED. Serious offers only please. Box G-103.

In search of medium market AC or CHR challenge. Call Craig at 718-343-2192

Major programmer/personality: AC-CHR-Urban. Developed the power format. Successful track record top ratings all formats. Former national P.D. for immediate increase in ratings and revenues call 305-225-0761.

Jack of all trades radio man looking to help you sound even better. Skills include DJ work, announcing, light engineering, remotes, and with any format anywhere. Ready to travel. Don't pass up this opportunity, call William at 804-282-8561.

AC-oriented PD Creative interests include music specials, spec spots, SCA. Small market, Jim 615-896-4271.

Had my first taste of experience, now ready for full time position. Working knowledge of video. Willing to relocate. Alan Miller, 615-832-8022.

Five years experience. Management, promotions, copywriting, production, traffic, air news and more. Prefer Midwest, but open. Box H-17.

Program Director with top rating record available now. Top 10 market experience. 14 years total. Quality production, promotions, public service. CHR/AC/AOR formats. Mark Hill 503—476-4839.

Jack of all trades radio man looking to help you sound better. Skills include DJ work, announcing, light engineering, remotes, and first rate multi-track production. I can work with any format anywhere. Ready to travel. Don't pass up this opportunity, call William at 804—282-8561.

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.

CABLE

HELP WANTED SALES

Emerging Conservative Christian cable television network featuring diversified entertainment, educational, and sports programming seeks aggressive individual with minimum 5 years cable and/ or broadcast management and sales experience to become director of marketing and sales operations. Send resume and references to BBCM/ Position L, 6445 Powers Ferry Rd., #180, Atlanta, GA 30339. EOE.

TELEVISION

HELP WANTED MANAGEMENT

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.

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.

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.

National sales manager: KNTV, the ABC affiliate in San Jose, CA has an excellent opportunity for a highly-motivated, challenge-oriented individual who possesses strong leadership and organizational skills. Should have a good background in national sales. Send resume to: Marty Edelman, GSM, KNTV, 645 Park Ave., San Jose, CA 95110. No phone calls. KNTV/EOE.

Local sales manager. We are a Southwest NBC affiliate in the top 100 looking for the right person to run our local sales effort. As part of a large broadcast group, we offer excellent benefits and opportunities to grow in one of America's nicest cities. Candidates should have two years' experience in sales management or extensive sales background. Candidates should be well versed in research, computer use, and sales training. Please send resumes to Box H-29.

General sales manager. CBS affiliate in 54th ADI is seeking creative, competitive sales leader. Excellent opportunity for a person with ability and the desire to grow with an established broadcast company. Send resume and letter stating your sales philosophy to Ray J. Chumley, Vice President and General Manager, WEYI-TV, Box 250, Clio, MI 48420. EOE.

HELP WANTED SALES

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.

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.

Account executive. Solid, top 35 Sunbelt CBS affiliate seeking experienced account executive who wants to move up. Bright, highly motivated individual. Should have a minimum of two successful years of television sales experience. Consideration will be given to person with knowledge of major retail, co-op and vendor development. Knowledge of television production is desirable. Strong understanding of ratings a must. Box H-33.

In search of a general sales manager. WWCY-TV, serving the "North Country" of up-state New York, seeks an aggressive general sales manager. Our successful candidate should be experienced, with a good feeling for programming, promotion and above all, people. Add administrative capacity to the touch of leadership and a relationship may be in the offing. The station's modern facilities are located a short distance from St. Lawrence River and its legendary beauty, the Adirondack Park and southern Ontario. We are a VHF station principally affiliated with CBS though we also have access to NBC and ABC. Our ratings and share rank among the highest in the nation. An impressive compensation and benefit package with a company that recognizes its commitment to staff and community provides an environment conducive to professional growth. Tell us about yourself in writing. Send your resume in confidence to: Kevin T. Mastellone, General Manager, WWCY-TV, 120 Arcade St., Watertown, NY 13601.

Account executive: Working at deadend street? Feel you're not moving up as fast as you desire? We've just purchased our fifth station in four years and need an energetic pro to grow with us. Handle a top local list and prove your ability to us and opportunities will abound. Brad Worthen, WWCY-TV, 100 Market Square, So. Burlington, VT 05401.

Growing television group is looking for motivated, success oriented sales personnel. Television and/ or radio sales experience preferred. Send resume to Dan Robbins, P.O. Box 2997, Abilene, TX 79604. EOE.

Sales engineer - manufacturer of quality camera mounting equipment and digital remote control systems seeks bright, ambitious self-starter for new Los Angeles facility. Must appreciate fine mechanics and have good communications skills. This is the right position for a hard worker looking for a dynamic career with growth potential. If interested, please send resume to: Vinten Equipment, Inc., 39 Cain Dr., Plainview, NY 11803.

HELP WANTED ANNOUNCERS

National TV show seeks parttime on-camera talent to interview scientists. Must be comfortable without script, able to be spontaneous and make subjects accessible to audience. Science background a plus but not required. Send tapes (VHS preferred), resume and writing sample to: Science Talent, 1400 W. Lake St., Fort Collins, CO 80521 ASAP by September 15.

HELP WANTED TECHNICAL

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.

Chief engineer: KFVR-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, KFVR-TV, Box 1738, Bismarck, ND 58502. Salary negotiable. Resume required. KFVR-TV is an equal opportunity employer.

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.

Remote truck supervisor/ maintenance engineer: 3-5 years broadcast and digital solid state maintenance experience. Two years previous remote truck supervisor experience, network level or equivalent. Excellent managerial skills and client relations. Must be a motivator. Send resumes to: Bill McKechney, F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. EOE, M/F.

Chief engineer. Once-in-a-lifetime opportunity to become chief at the world's most powerful television station in America's hottest growth market! All new 24-hour full stereo station with 5,000,000 watts at 2,000 feet with DVE, 1" tape, remote production truck, dual city studios, microwave, Harris TVE240 transmitter, backup emergency generators and much, much more needs people-oriented team player to head up state-of-the-art facility. Strong management skills, budgeting ability and demonstrated ability at design of facilities and maintenance of state-of-the-art broadcasting equipment a must. BSEE desirable. Attractive compensation and solid benefit and fringe package to right person. Detailed resume, letter and references to Tom Scanlan, President/ GM, WKFT Television, 230 Donaldson St., Fayetteville, NC 28301. EOE. M/F No phone calls. All replies answered.

HELP WANTED NEWS

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 Bilye 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.

Weathercaster. #1 medium market network affiliate seeks experienced weathercaster. Position includes news reporting. Send resume and photograph to Box G-113. EOE.

Reporter/ anchor. Midwest CBS affiliate looking for experienced TV journalist who can organize and write well developed stories. Strong performance on live shots a must. Smokers need not apply. Send tape and resume to News Director, KOLR-TV, Box 1716, Springfield, MO 65805. EOE.

Midwest affiliate seeks a general assignment reporter and an AM cut-in/ noon anchor. College degree and experience required for both positions. Please send resume and tape by August 22, 1986, to Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Assignment editor. WFSB, a Post-Newsweek station, seeking organized, creative, energetic person to coordinate assignment desk coverage. Job includes dispatching and coordinating reporters and photographers and determining the importance of all potential news stories and how they will be developed and followed up for use on the air. 2-3 years' experience on an assignment desk required. College degree preferred. Send resume to: Mark Efron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Executive producer: For Eastern Seaboard medium market. NBC affiliate #1 in news. Strong in editorial, production and administrative skills. Salary high 20's. We are an affirmative action, equal opportunity employer, M/F. Box H-13.

Producer: Eastern Seaboard medium market. NBC affiliate #1 in news. Experienced show producer. Salary in low 20's. We are an affirmative action, equal opportunity employer, M/F. Box H-14.

News producer/ reporter. TV journalist to produce and report 5-minute mini-docs/news features. Candidates will need strong writing skills and a polished on-camera presence. Experience in fastpaced commercial news operation will be considered a plus. Need self-starter who can function with minimum of supervision. Send resume, tape and salary requirements to: Executive Producer, WNED-TV, Dept. B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

Meteorologist/ reporter. Anchor weekend weather, report weekdays. Must be AMS qualified. Broadcast experience required. Tape, resume to Bob Allen, News Director, KCRG-TV, Cedar Rapids, IA 52401. EOE.

Great opportunity for chief meteorologist at southeastern coastal station. Must be innovative with state-of-the-art weather graphics systems. Send resume, salary requirements, written philosophy on how to achieve and maintain number one position in weather to Box H-31. EOE.

News producer: Want a people-person to help guide a 26 person news staff. Multiple live. Graphics. Chyron. ABC affiliate. Minimum 18 months' experience. Reply Box H-30. EEO.

News director for competitive medium market. We just lost ours to a major market. Send resume and letter of particulars including salary requirements explaining why you should be his replacement to Operations Manager, KCEN-TV, Box 6103, Temple, TX 76503-6103. EOE. No phone calls, please.

Weathercaster: Net affiliate, Sunbelt, looking for experienced professionals for morning and noon weathercasts. Meteorologists preferred. Send resume/ salary requirements to Box H-15. Equal opportunity employer, M/F.

Anchor/ reporter. News reporter needed for morning and noon newscasts. Strong reporting skills and some anchoring experience required. Send resume/ salary requirements to Box H-16. EOE. M/F.

Sportscaster to produce and anchor daily sportscasts at 6 & 10. Send tape and resume to News Director, WSMV, Box 4, Nashville, TN 37202.

6 pm show producer. Looking for creative, thinking producer to work with new management team in putting together a great show. At least two years experience as well as a knowledge of using microwave/satellite live shots. Send resume/tape to Geoffrey Roth, executive producer, WJKS, Box 17000, Jacksonville FL 32216. No phone calls.

SITUATIONS WANTED MANAGEMENT

TV program manager with exceptional experience in film buying/scheduling, competitive local TV programming/production, and program department supervision (network, affiliate, & independent). Currently contracted by European syndicator to procure feature films & documentary programs. Returning to U.S. in late August and available for employment in September. For resume, contact: Box H-35.

National award-winning team has all your production/promotion answers! Credits include "start-up" indies, and all network affiliates. 617-842-3057.

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

Audio engineer, music producer experienced in major TV market, state-of-the-art electronic music studios, and recording techniques (field and in-house). Young, motivated, dedicated. Brian Hewitt, 313-569-7404.

Over 30 years experience in all phases of broadcasting. Down link, studio still, transmitter. FCC licensed. Contact Wm. Taylor 601-366-7526. Available now, day, week, or contract.

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.

Television newswriter seeks fulltime or freelance position in New York City. Four years' writing, reporting experience. Columbia, MA 404-892-8817.

Male anchor/ reporter for early and late newscasts, strong reporting skills, 6 years' anchoring experience, helicopter pilot, 44, ready to move in September, now co-anchoring in medium market. Box H-7.

News director, medium market, or EP, larger. 18 years' anchor, reporter, producer, 2 1/2 as ND. Good with people, strong budget manager. East of Mississippi. Box H-6.

Sportscaster with huge ratings and acclaim in a 100+ ADI. Looking for new audience to conquer. Mike 305-473-4325.

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.

Producer/ writer: Emmy and Scripps-Howard award winner, news and special reports. Managed large newsroom staff in #1 market. Seek new challenge prefer east or west coast. Box H-12.

Associate producer. Highly creative grad seeks position in promotions/commercial production. Produced and directed live, multi-camera student news. Proficient editor, strong organizer, and excellent writer. Currently freelance copywriter top 15 market. Lisa 206-631-3463.

Present Chyron/ graphics operator seeks creative position with production house as writer, producer, graphic designer, musician or performer. BS in R-T-F. 2 years television experience. Will relocate. Box H-24.

Entry level position for creative feature-style writer/producer with strong internship background. On way to networks. Very energetic. Willing to relocate. Resume and tape available. 509-326-7388.

MISCELLANEOUS

Primo People looking for the very best investigative, consumer, medical and feature reporters. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0166. 203-637-3653.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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.

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 AA-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.

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, contact Linc Reed-Nickerson, Director of Engineering, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EEO/ AA.

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.

Cable TV manager: To plan, coordinate, develop, program, schedule and operate university cable/ ITFS/ satellite delivery systems, and to increase the utilization of these systems. Requires appropriate B.A., and 3 years similar experience. Approximate starting salary \$23,500-\$26,500. Send letter and detailed resume postmarked by August 22, 1986 to Educational Communications Division, Attention: Dolores Baran/ 6457, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53201. Women and minorities are urged to apply. An equal opportunity (M/F) affirmative action employer.

Number one station seeks "Top Gun" promotion manager. Must be creative writer/producer, technically savvy, with mission to build audience for news and programming. Join the best! Send resume and tape to: Mark Chamberlin, KAKE-TV, P.O. Box 10, Wichita, KS 67201. EOE.

TV producer/director. For public TV station and production facility. Strong skills required in client service and production values. Proficient in all phases of production, writing, editing videography, studio multi-camera production. Commercial production experience desired. 4 years' experience minimum. Send resume and tape to Barry G. Baker, KSMQ-TV, 1900 NW 8th Ave., Austin, MN 55912. An EEO employer.

Promotion assistant: We have a good salary for person with strong writing, editing and commercial producing skills. Room for advancement in the American Family Broadcast Group. Rush tape of your five best spots (and description of your role in producing spots) and resume to Mark Mathis, VP Promotion and Marketing, KWWL-TV, 500 East Fourth St., Waterloo, IA 50703.

Producer/director for #1 rated 6 & 10PM newscasts and commercial productions. Must have 3 years experience, be familiar with all aspects of control room operations. Resume/ tape to Paula Jacobsen, KTIV-TV, 3135 Floyd Blvd., Sioux City, IA 51105. EOE.

Promotion producer: Strong on-air TV writer-producer for topical news entertainment promotion. Strong writing and producing ability a must. Should have video examples of topical news headlines, teasers, daily news updates and mini-doc promotion. Send resume and cassette to Gerald Minnucci, KGTV, Hiway 94 & 47th St., San Diego, CA 92138.

Executive producer/ production manager, Gainesville, Florida. Organizational and management skills combined with strong studio and remote production experience. Responsible for all local programming production, budgeting and development of programs. BA/BS in communications or related field and 4 years television production experience required. MA preferred. Minimum \$20,000. Apply WUFT-TV Search Committee, 2000 Weimer, University of Florida, Gainesville, FL 32611. Deadline August 28, 1986. An EEO/AA employer.

Traffic manager: An excellent opportunity for a capable, experienced traffic manager. We are the 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 IBM 38. If your experience matches our needs, please send your resume to Personnel, P.O. Box 2495, Fort Worth, TX 76113.

Two producer jobs: Executive producer; 5 years' experience minimum, multi-market background preferred, to assume control of all shows and produce evening cast. Weekend/noon producer; 1-2 years' experience preferred. Looking for people who want to make producing their career. Send resumes, salary requirements and a letter outlining production philosophy to Box H-32. Equal opportunity employer.

Producer/director for NBC affiliate. Must have 3-5 years directing experience with emphasis on newscast directing. Strong skills in studio and remote production a must. Send resume to: WLWT, 140 West Ninth St., Cincinnati, OH 45202. Attn: Georgia Jones, Personnel Director. Equal opportunity employer.

Hotshot producer/director/ editor: Heavy commercial production. Optiflex, Grass Valley 1600. Ampex VPR-2, Chyron 4200. Send resume, reel, salary requirements to Production Manager, KTUL-TV, P.O. Box 8, Tulsa, OK 74101. No beginners, no time to train you.

Production manager for top 50 southern indy. Needs creativity, hard work, three years' min. experience. Send resume and salary requirements to Box H-23.

ALLIED FIELDS

HELP WANTED INSTRUCTION

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

Fulltime broadcasting instructor needed for liberal arts college in suburban Boston for Fall semester. MA and professional experience required. Ph.D. desired. Teach courses in Broadcast Law, Public Broadcasting, Radio, TV and Society, Comparative Systems, and develop courses in Communication Theory Rank and salary depend on qualifications. Send resume to Dr. George Wharton, Curry College, Milton, MA. 02186. Deadline: August 15, 1986. EOE.

TV broadcast instructor & TV producer director Instructor/producer, director wanted for dual position. Responsibilities include training post-high students for entry-level broadcast production position and promotion/program development and production. Require 4 yr. degree with 21 technical credits + 4000 hours relevant occupational experience or 2 yr. technical degree + 6000 hours relevant occupational experience. Desire teaching experience, but not required. Send resume to Mrs. Marge Kirchoff, Austin AT1, 1900 NW 8th Avenue, Austin MN. 55912. and EEO employer.

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 contacts 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 TECHNICAL

Broadcast engineer: Ball State University has an opening for a broadcast engineer to perform preventive maintenance and repair on electronic broadcast and media equipment. High school graduate with up to 18 months electronic training including microprocessor/digital trouble-shooting techniques and 1-3 years required. Excellent benefit package. Application deadline 8/22/86. Send cover letter, resume and copy of technical school transcript or diploma to: Human Resources Department, Ball State University, Muncie IN 47306. An equal opportunity/affirmative action employer.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

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 a proven track record. Salary commensurate with qualifications. Send resume to P.O. Box 5787, Virginia Beach, VA 23455.

Experienced videotape editor. Growing Boston 1" facility seeks talented editor. Minimum 3 years experience; Paltex/Datatron and DVE experience preferred. Must work well with wide variety of clients. Send resume to Bob Hurvitz, Audvid Productions, 1380 Soldiers Field Road, Boston, MA 02135.

Production services manager, Department of radio-television. Masters degree or equivalent radio-television experience required. Ph.D. preferred. Must have hands-on producing/directing experience. Teaching experience preferred. Overseas the production activities of the regional radio-television production center and serves as a faculty member. Salary is commensurate with education and experience. A 12 month, renewable appointment. Review of application begins immediately, open until filled. Position starts August 1986. Send letter of application, resume and three letters of recommendation to Marvin Smith, Chair, Department of Radio-Television, MS 104, Eastern Washington University, Cheney WA 99004. EOE.

Media specialist in audiovisual center. Responsible for producing, directing, shooting, editing 3/4" video tape productions, multi-image production assistance and distribution and maintenance of audiovisual equipment. Reports to the Director of Audiovisual Center. Qualification: Undergraduate degree in Radio-TV, Communications, and at least one year professional experience preferred. Training and experience in one or more of the following areas: microcomputer programming, graphic production, electronics, audio engineering, visual equipment repair and maintenance. Salary: \$14,000 plus excellent fringe benefits, twelve months appointment. Available September 1, 1986. Send resume and three names of references to Dr. Myra Macon, P.O. Box 3282, Delta State University, Cleveland, MS 38733 by August 22, 1986. EOE, M/F.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

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.

A creative jingle + powerful copy = results. Let us supply the jingles. Call Prime Cuts for our demo: 615-385-3007.

EMPLOYMENT SERVICES

Discover why Media Marketing is an invaluable source for job seekers and employee-hunters. The choice of professionals. P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

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.

Harris SX-1, 1KWAM, 1985, mint, going up in power, Transcom Corp. 215-884-0888

FM transmitters: 25 KW-sparta 625**5kw-Bauer 605b, RCA BFT 5E1, AEL 5KE, RCA BTF 5 B**3.5kw-McMartin 3.5K**1KW-Syntronics 1.5KW, Gates FM 1C, Transcom Corp. 215-884-0888.

AM transmitters: 25KW-CSI(1985)**10KW-RCA BTA 10U** 5KW-ITA 5000A 1KW-Harris SX1, RCA 1N**250W-Gates 25GY. 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.

CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

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.

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.

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 FORTL 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.

FM transmitters: 25,20,15,10,5,1, and .25 Kw. Continental Communications, Box 78219, St. Louis, MO 63178—664-4497.

Used Emcee TU-1000 channel 39 1kw \$18,500. Harlan Jacobsen 602—945-6746.

For Sale: Sony BVP-330A video camera, \$20,000. Sony BVH-500A portable 1" recorder, \$20,000. Package price \$35,000. Excellent condition. Southern Productions: 615—248-1978.

FM starter equipment: Almost complete package includes: Harris FML-3E antenna, Harris Micro Mac-16 console. Audicord R/P carts, instacart 48, Otari 5050B, Otari ARS-1000, Rusalang studio furniture, Technics cassettes, Comrex phone system and more. All used less than one year! Call Stan Bivin 405—363-4567

RCATK 47 Prisms, new factory surplus, \$1500 each. TK28/29 prisms, field lenses, relay lenses. Limited quality, order spares now. 609—435-6778.

New surplus equipment: Optimod-TV, optimod SAG Thomson EBS System. BE audio carts, Panasonic 8816 audio, TEK 1485K, Ampex TBC 80. 609—435-6778.

Schaffer 9,000 automation system. Everything working when it was shut off. No longer need system. Contact Mike 405—255-1350 for information.

Collins 22.5 KW FM transmitter, 945' 3 1/8" coax, ERI 12 bay antenna; package or separately. Phone 318—445-1234.

Fp-40S camera, TP-66s TK-27s, TP-7s, RCA TR-70B VTR, VR-1200B, Grass Valley switcher, BVH-1100s, VPR-2s, and 2Bs. Tektronics 1485R, 1420s, 528, 520, BVU-820, TCR-100, HL-77A, 5800, ADDA DVE, new 3M 400 and 420 video tape, 2850s, and ECS-1 editors, TK-29C film island, TEK 1485Rs and much, much, more. Call for a complete list of equipment. Lynwood Taylor or Marvin Luke 919—977-3600.

RCA-TT10-AL TV transmitter=TCR-100 cart machine w/SPU-1500 cartridges for TCR-100. Make offer all or one. Call Raymond Britton 817—859-5481.

Satellite news gathering: Ivecos 220 microlink 2.3 meter Andrew antenna with motorized polarization, 28' microwave mast, 12.5 KW Onan diesel, 600 watt MCL TWT, Harris exciter, TEK waveform monitor, spectrum analyzer monitoring and much more. \$169,000. 301—977-3822.

Everything... from towers to cart machines. New or used. Call for your specific equipment needs. Dale Hendrix, Holt Technical Services, 215—866-2131. A division of The Holt Corporation.

RADIO

Help Wanted Programing,
Production, Others

WANTED: GIANTKILLER

Suburban CHR FM needs innovative on-air PD to compete with Metro Monsters. \$22,000/ yr. Scenic area of the West. Send resume, aircheck of your show, and your recent promos and commercial production. EOE.

"RADIO"

8033 Sunset Blvd., Ste. 400
Los Angeles, CA 90046

Applications held in strict confidence

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 WYYY.

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 Zeit, WYYY, or Larry Doyle, WBAL, or contact directly at 301—467-3000. Confidentiality respected. Equal opportunity employer

Help Wanted Management

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

Soft Rock
105
WNSR FM

New York's newest radio station is seeking an anchor who can handle news in a conversational yet professional manner. Ideal candidates will possess superior writing skills and news judgment, understand the adult contemporary audience and will be able to get the point across without compromising the basic rules of journalism or good grammar. Ideal candidates will sound alive, friendly and energetic without sounding frantic. Station emphasis is on lifestyles, health and consumer news, not the police blotter. Prefer minimum of five successful years of gathering, writing, editing and airing news at major market station. Prefer BA in English, Journalism or related field. Position requires professional performance, attitude and willingness to take direction. All applications will be held in the strictest confidence. Quality compensation package. Cassettes and resumes only to:

Ted David, News Director, WNSR Soft Rock 105FM
485 Madison Avenue, New York, NY 10022
An Equal Opportunity Employer

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

A PRAIRIE HOME COMPANION

PRODUCER

with Garrison Keillor

The popular "A Prairie Home Companion" show has an immediate opening for its senior producer. This person will work directly with Garrison Keillor to create his weekly live national radio broadcasts as well as occasional network television specials.

Duties will include: collaborating with Keillor to develop weekly themes and performances; critiquing and reviewing each show; organizing rehearsals; overseeing lineup and timing during live broadcasts; evaluating talent; working with writers.

This is a senior position, requiring extensive experience in broadcast, film or stage production. Previous experience producing live comedy or variety broadcasts or stage shows is desirable. Preferred candidates will also have extensive musical knowledge and familiarity with "A Prairie Home Companion."

The producer will work in St. Paul, Minnesota and will also participate in occasional national tours.

We offer a competitive salary and excellent benefits. To apply for this position, send a resume, salary requirements and a letter describing specifically how your experience qualifies you for the duties listed here, to:

William H. Kling, President

MPR Productions, 45 East Eighth Street, St. Paul, MN 55101

Help Wanted Announcers

WAKE UP NEW ENGLAND!

Fuller-Jeffrey Broadcasting's WOKQ 97.5 FM is looking for a creative, adult morning entertainer to co-host the #1 rated morning show. Are you ready to join the super achievers at this 50,000 watt giant? Cassette & resume to Jim Murphy, Operations Manager, WOKQ, Dover, NH 03820. No 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 News

NETWORK SPORTS

Network quality sportscaster seeks opportunity to match ability in medium/major market. Studio & field reporting, play-by-play, interviews, and talk show experience. If you're into sports we'd make a perfect team. Call Tony today. 609-344-8337 or 609-822-3598 eves. & wkends.

Situations Wanted Programing

AVAILABLE NOW! CHR/ AC Programmer & Personality

Gary "Lee" Robbins

- Rock 15 Norfolk
- XL 102 Richmond
- Y96 Norfolk
- And others!

Air talent—Production—Promotions
15 years—Leadership—Available

804-741-6922

TELEVISION

Help Wanted Sales

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 Management

GENERAL MANAGER

New public TV station (56) in north-west Indiana seeks strong leader to put station on-air in 1987. Prefer person that has started station previously. Must work well with staff & community with abilities in fundraising. BA required. Send resume & references to Lawrence Ventura, NIPB Search, 1800 E. 35th Ave., Gary, IN 46409. Close August 31. EEO.

Help Wanted Management Continued

Product Marketing Manager

Tektronix, a Fortune 500 firm and world leader in test and measurement equipment, offers an exciting opportunity in our Television Division for a marketing professional.

As a Product Marketing Manager, you will direct the development and implementation of overall marketing strategies for an assigned product line. Specific responsibilities will include overseeing product line enhancements, pricing strategies, forecasts and promotional plans. Within a team environment, you will also participate in selling activities and support domestic and international sales organizations.

This challenging position requires proven management and excellent communications skills. A BSEE or MBA or equivalent with at least three years' related marketing management experience within the industrial or commercial television industry are essential. Technical product knowledge is desired.

Tektronix, Inc. is located in the beautiful Pacific Northwest. The Portland, Oregon metropolitan area offers advantages such as affordable homes, mild climate and countless scenic, cultural and recreational resources.

Your experience and ability will be well rewarded by liberal compensation, cash profit sharing, educational support and medical/dental insurance. For immediate consideration, please send your resume to Sarah Bentley MS 58-792, Tektronix, Inc., P.O. Box 500, Beaverton, OR 97077.

We are an equal opportunity employer m/f/h.

Tektronix®
COMMITTED TO EXCELLENCE

Manager of Program Acquisitions

As one of the most watched cable TV networks in the Country, we realize how important aggressive programming is to our success. We're USA Network and we're currently looking for a Programming professional who'll play an integral role in our future successes.

The selected candidate will be involved in researching, screening, recommending and negotiating program acquisitions. Additionally, this individual will recommend format changes and maintain complete up-to-date competitive market information.

To qualify, prior acquisition-related experience in cable and/or broadcasting is required. Knowledge of syndication,

competitive scheduling and distribution are required. Experience with programming costs and budgets is also vital.

We can offer you a competitive salary, excellent benefits and all the recognition you deserve. Send resume and salary history to: Lisa Fuhrman, Dept. BRMP, USA Network, 1230 Avenue of the Americas, New York, NY 10020. An Equal Opportunity Employer.

USA®
NETWORK

For Fast Action Use
BROADCASTING'S
Classified Advertising

Help Wanted Programing, Production, Others

KYW-TV 3

Philadelphia, the 4th largest market is looking for an Evening Magazine studio wraps producer. Strong writing skills and good knowledge of studio production needed. Will also be responsible for some field production. A great opportunity for a creative ambitious producer. Please send tape & resume to Program Department, KYW-TV, Independence Mall East, Phila., PA 19106.

EOE M/F

Help Wanted Technical

MAINTENANCE ENGINEER

WMAQ-TV, an NBC O&O, seeks engineer to supervise transmitter operations. Candidates must have supervisory experience, substantial experience in maintenance and operation of VHF television transmitters, microwave systems and other equipment. Proficiency in record keeping, maintenance of current drawings, and general class FCC license. Knowledge of station facilities design and drafting skills helpful.

Send resume with salary requirements to Constance Holmberg, NBC Personnel, Suite ME, Merchandise Mart Plaza, Chicago, IL 60654. NBC is an equal opportunity employer. M/F.



Situations Wanted Management

TELEVISION PROGRAM PROCUREMENT SPECIALIST

Thirty years' diversified experience in TV film buying, promotion, programing, competitive feature film & syndicated program scheduling, and program department management. Available soon. Box H-36.

Situations Wanted News

SHARE THE EXPERIENCE CBS to ABC to YOU

Leaving network news after more than 20 years. Looking for major West Coast news management position. Are you interested? 201-342-1276.

Help Wanted Research

Media/Sales Research +

Group W Satellite Communications, a leading cable network sales and marketing company, seeks an experienced (2+ years') Research Analyst.

We are seeking a highly motivated, creative self-starter who knows media and how to use a variety of research to support media time sales. You must be familiar with Nielsen TV Research, cable and Simmons/MRI. Experience with IBM PC/XT and Lotus 1-2-3 is required; knowledge of the country entertainment market and sports would be an asset.

Background in TV/radio/print sales support research, proposal writing, agency media or media research preferred. Sales promotion/media kit copywriting experience a big plus.

Looking for a highly visible and responsible position with a leading TV sales and marketing company? We're looking for you! Qualified applicants should forward resume and salary requirements to: Dir. Mktg & Media Research, Group W Satellite Communications, 90 Park Avenue, New York, NY 10016. Equal Opportunity Employer m/f. No phone calls please.



Help Wanted News

Director

The #1 station in the 24th market needs a hot director who can call a perfect news program, blending tape, studio, graphics and live remote cameras. You'll need to work closely with producers, technicians and talent to coordinate pre-production elements and assure a smooth broadcast. The right person can also do some producing and directing on sports, talk and public affairs programs.

We're a Post-Newsweek station, committed to quality and excellence.

Send resume to:

Allen Allhouse
Production Administrator
WFSB
3 Constitution Plaza
Hartford, CT 06115

An Equal Opportunity Employer



ALLIED FIELDS Employment Services

WANTED

ENTRY LEVEL

- Announcers (Male and Female)
- Programmers
- Newspeople

B.T.A. wants you for radio stations that NEED you. For complete details and registration, send \$2.00 postage/handling to:



Broadcast Talent Agency

73-255 El Paseo
Suite 9C

Palm Desert, CA 92260
(619) 341-0225

JOB HUNTING? Get fresh JOB LEADS! Television and radio engineering, production, programming, promotion, news, sales and announcing openings nationwide. Learn more. 312-855-6779.



Help Wanted Management

CORPORATE TREASURER

For publicly-owned broadcast comp: Qualifications should include familiarity with both corporate finance and station operations. New York based with some travel, stock options, corporate benefits, EOE, M/F. Please send resume to: P.O. Box 96, Rockefeller Center Station, New York, NY 10185.

Help Wanted Technical

REGIONAL SALES MANAGER

Comark Communications, Inc., a leading manufacturer and distributor of television broadcast transmitters and RF systems, is expanding its marketing efforts and now has an immediate opening for an experienced, professional RF sales manager in the Southwest. Sound technical background and proven experience in RF system sales a must. This is a fulltime, salary-plus-bonus position. Resumes only to:

Director of Marketing
Comark Communications, Inc.
P.O. Box 506 Colmar, PA 18915

Radio & TV Progaming



Lum and Abner Are Back

...pitting 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

STARROCK

A revolutionary, live, **classic rock** format for adults 25-49. Developed by Jack Starr Broadcast consultants. Free demo and more info., call 512-448-1873.

Business Opportunities

FM APPLICATIONS

Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations).

Contact:
Bob Napp,
(301) 652-4660



NEED INVESTORS

Class A-FM-East Central Missouri. Hard work and your help will turn it around. Call 1-314-564-3751.

For Sale Stations

Location	Size	Type	Price	Terms	Contact	Phone
Plains	Met	AM/FM	\$2000K	Terms	Peter Stromquist	(818) 366-2554
Rky. Mtn.	Maj	AM/FM	\$2000K	\$500K	Greg Merrill	(801) 753-8090
Rky. Mtn.	Med	AM/FM	\$1800K	\$150K	David LaFrance	(303) 234-0405
SW	Met	FM	\$1700K	Cash	Bill Whitley	(214) 680-2807
NC	Sm	AM/FM	\$1200K	Terms	Mitt Younts	(202) 822-8913
MN	Med	AM/FM	\$900K	Cash	Bill Lochman	(816) 941-3733
OK	Med	FM	\$650K	\$180K	Bill Whitley	(214) 680-2807
TN	Sm	FM	\$500K	\$150K	Ernie Pearce	(404) 998-1100
ID	Sm	AM/FM	\$480K	\$130K	Greg Merrill	(801) 753-8090
Plains	Sm	FM	\$400K	\$100K	Bill Lytle	(816) 941-3733
CO	Sm	AM/FM	\$325K	\$95K	David LaFrance	(303) 234-0405

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.



CHAPMAN ASSOCIATES®
nationwide media brokers

The Holt Corporation

MAJOR WESTERN MARKET

Class C with fulltime AM prime real estate with new studio building included. Solid cash flow. \$3,000,000 with 25% down! Call Mark O'Brien at 215-865-3775 today for more information.

Suite 205
The Westgate Mall
Bethlehem, PA 18017

Washington Office:
7809 Freehollow Drive
Falls Church, VA 22042

Box 2869
One Tower Park
Winchester, VA 22601

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

AM/FM COMBOS (2)

Northern New England opportunity that's ideal for an owner operator. priced at about 1 1/4 times sales at \$310,000

Good owned real estate goes with this under-developed property. Terms are available. Total price is \$1,100,000

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

**CALIFORNIA'S
FASTEST GROWTH AREA
COMBO
GREAT POTENTIAL PROFITS
Box H-37**

**FLORIDA
North Central
Small Market Class A
\$800,000 Terms
Box H-41**

COURT ORDER Chapter 7 Liquidation BANKRUPTCY SALE

Fully equipped in-operation
**RADIO STATION WTKO AM
ITHACA, NY**
24 Hour FCC LICENSE.

To be sold in bulk only, by Sealed Bid.
Auction at Sheraton Inn.
Triphammer Road, Ithaca on
Tuesday, September 9; 1:00pm.

FCC BROADCASTING SPECS:
Frequency - 1470KHZ AM.
Nominal power: 5 kw day; 1 kw. night
Deposit of \$75,000 cash or certified
check at time and place of sale. For
market, facility, financial background
and terms of sale please contact:

Andrew N. LaVigne, CPA
Trustee in Bankruptcy
309 N. Tioga P.O. Box 6432
Ithaca, NY 14851-6432
(607) 272-3243
Inspection of Studio and Transmitter
by appointment with Trustee.

Gulf Coast, Class C
9.5 X cash flow, \$3.8 million

512/327-9570

JAMAR RICE CO.

110 Wild Basin Rd. # 245 • Austin, TX 78746

**BILL - DAVID
ASSOCIATES
BROKERS-CONSULTANTS**

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

ILLINOIS CLASS A FM

350,000 SMSA population
good equipment, real estate
\$488,000 terms
Box H-4

- FM near large university city in Illinois. \$240,000. Terms.
- Powerful FM plus fulltimer in Maryland. \$1.7 million. Very favorable terms.
- Class C on coastal California. 1.9 million. Terms

Business Broker Associates
615-756-7635, 24 hours

TV STATION HAWAII

Turnkey operation. Sacrifice. Sick-
ness in family. \$175,000. Tel: 805-
929-4480 for particulars.

ONLY \$95,000 DOWN

Colorado AM/FM combo. Positive cash flow. Contact
David LaFrance 303-234-0405



**MAJOR MARKET
MICHIGAN FM**

Class A \$750,000 with only \$100,000 down on gener-
ous terms. non-cash flowing, must be sold. Financially
qualified buyers only

Burt Sherwood, Inc., Media Brokers
312-272-4970

**UHF CP
MIDWEST TOP 100**

Priced at \$385,000. Principals
only. Write Box H-34.

Financially qualified group
seeks to purchase an
AM RADIO STATION
in the
WASHINGTON, DC METRO AREA
Box H-39



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

**Realistically priced, well established and profitable! This full-
time AM station is located in a small Southeastern market and
is available for \$850,000 on terms.**

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

STATIONS FOR SALE

Georgia AM-FM - Exp. 1986 Gross - \$1 mil.
Excellent facilities - one million down - owner
financing.

Georgia AM - small town, fulltimer - small down
- payment-assume obligations.

Georgia AM - fulltimer - possibility 80-90 FM -
growing market - can increase power - owner
financing.

Southeast - AM-FM combo - near major metro -
owner financing.

Other AMs - combos available - call 704-669-
7935 or 404-998-1080 or Box 1134, Montreat,
NC 28757 or Suite 410 Sandalwood Drive, At-
lanta, GA 30338.

DUOPOLY PREVENTS EXPANSION

This 1000 watt daytimer can increase power, but not
under present ownership. 30 minutes from downtown
Boston and the only game in town. 7 acres of prime real
estate goes along with this fantastic opportunity and
you'll be showing plus cash flow from day one.

\$550,000 cash Brokers protected
Write to Box 1228, Taunton, MA 02780

FOR SALE SUBURBAN MPLS. AM

This is a great chance for an investment,
for a manager ready to move. Exciting
area of the Midwest. Under \$400,000.
Terms available. Include financials with
first letter. Box H-2.

**MIDDLE ATLANTIC
ESTABLISHED CLASS A FM
AVAILABLE WITH REAL ESTATE.**

Growing recreational and indus-
trial area.

Inquiries to Box H-40.

**UNIQUE NORTHERN NEW ENGLAND
CLASS C FM STATION**

High power, very high mountain antenna site. 3
state coverage. Young adult format, high rated
in major cities/ counties in service area. Excel-
lent technical facility. Station priced to sell by
absentee owner. Box H-38

**For Fast Action Use
BROADCASTING'S
Classified
Advertising**

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence
pertaining to this section should be sent to: BROAD-
CASTING, Classified Department, 1735 DeSales St.,
N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full
& correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category
desired: Television, Radio, Cable or Allied Fields; Help
Wanted or Situations Wanted; Management, Sales,
News, etc. If this information is omitted, we will deter-
mine 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 pub-
lication date. No credits or make goods will be made
on errors which do not materially affect the advertise-
ment.

Deadline is Monday at noon Eastern Time for the follow-
ing 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** tele-
phone 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 num-
bers. Audio tapes, video tapes, transcriptions, films &
VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to
conform with the provisions of Title VII of the Civil Rights
Act of 1964, as amended. Publisher reserves the right
to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help
Wanted: \$1.00 per word, \$18 weekly minimum. Situa-
tions Wanted 60¢ per word. \$9.00 weekly minimum. All
other classifications: \$1.10 per word. \$18.00 weekly
minimum. Blind Box numbers: \$4.00 per issue. No per-
sonal ads.

Rates: Classified display (minimum 1 inch, upward in
half inch increments), per issue: Help Wanted \$80 per
inch. Situations Wanted: \$50 per inch. All other classi-
fications: \$100 per inch. For Sale Stations, Wanted To
Buy Stations, Public Notice & Business Opportunit-
ies advertising require display space. Agency commis-
sion only on display space.

Word count: Count each abbreviation, initial, single
figure or group of figures or letters as one word each.
Symbols such as 35mm, COD, PD, etc., count as one
word each. Phone number with area code or zip code
counts as one word each.

Media

Tommy Thompson, general sales manager, KDSM-TV Des Moines, Iowa, named VP and general manager.

William H. Dilday Jr., station manager, WJTV(TV) Jackson, Miss., named executive VP and general manager. Dilday was general manager of WLBT(TV) Jackson before station was sold in 1984.



Dilday



Maxwell

D. Daniel Maxwell, general sales manager, WTAR(AM)-WLTY(FM) Norfolk, Va., named VP and general manager.

Leeann Lewis, general manager, KEEL(AM)-KITK(FM) Shreveport, La., named VP of stations' licensee, Multimedia Broadcasting Co. **Terrell Metheny**, general manager, WYNK-AM-FM Baton Rouge, joins Multimedia's WNNC(AM) Asheville, N.C., as general manager.

Don Kidwell, VP and general manager, WTRK(FM) Philadelphia, joins WMGF-FM Raleigh, N.C., as VP and general manager.

Ward E. McCleary, general manager, KDTH(AM)-KATF(FM) Dubuque, Iowa, joins WDOV(AM)-WDSO(FM) Dover, Del., as general manager.

Pete Vincelette, general sales manager, WRCQ(AM)-WRCH-FM New Britain, Conn., named general manager.

Joseph S. Burton, general sales manager, WLIG(TV) Riverhead, N.Y., joins WGLI(AM) Babylon, N.Y., as president and general manager.

Michael R. Robbins, independent marketing consultant, joins WBAZ(FM) Southold, N.Y., as general manager.

David S. Gingold, VP and general manager, WGKX(FM) Memphis, named VP, radio, of station's licensee, New Barnstable Corp., Boston-based owner of two AM and four FM stations.

Sue Bahner, VP and general manager, American General Media's WWVG(AM) Rochester, N.Y., named president, The Cornerstone Group, newly formed Manlius, N.Y.-based subsidiary comprising American General's religiously formatted stations: WWVG, KLLF(AM) Wichita Falls, Tex., and WYDE(AM) Birmingham, Ala. American General Media is Arroyo Grande, Calif.-based owner of four

AM's and two FM's.

Howard Schwartz, station manager, WTMG(FM) Murfreesboro, Tenn., named general manager.

Martin P. Messinger, chief counsel and assistant secretary, Westinghouse Broadcasting & Cable Inc., New York, named VP, secretary and chief counsel.

Ken McQueen, VP and general manager, Palmer Communications' WOC-AM-TV Davenport, Iowa, adds duties as head of Palmer television stations and will be in charge of acquisitions of new TV's. Palmer is Des Moines, Iowa-based group owner of four AM's, four FM's, and two TV's.

James Cox Kennedy, VP, Cox Newspapers, named to board of directors, Cox Enterprises Inc., Atlanta, group owner of five AM, seven FM and eight TV stations.

Thomas Disinger, operations manager, WNHT(TV) Concord, N.H., joins WKAJ(TV) Syracuse, N.Y., as station manager.

Donna Travers, manager, advertising, expense and control, Bambergers' department stores, New York, joins WABC(AM)-WPLJ(FM) New York, as business manager.

William P. Perkins, assistant general attorney, NBC, New York, named general attorney.

Larry Scudder, business executive, Gulfstream Cablevision of Pasco County, New Port Richey, Fla., cable system, named system manager. **Angel Sas**, operations manager, Gulfstream Cablevision of Pinellas County, Dunedin, Fla., named systems manager.

Hazel Kennedy, traffic manager, KHMT(AM) Marshall, Tex., joins KLMG-TV Longview, Tex., as traffic assistant.

Marketing



Hampel

named partner.

Jon Tracosas, senior VP and account director, J. Walter Thompson, New York, joins Lois Pitts Gershon Pon/GGK there as executive VP, client services.

Jeff Dashev, VP and regional manager, McGavren Guild Radio, Los Angeles, named executive VP, Western division. **Mary Beth Garber**, VP, sales, named VP and sales manager. **Alan Gates**, account executive, *The*

Runner, CBS-owned magazine, joins McGavren Guild Radio, New York, as account executive.

Jerry Zaret, VP and group management supervisor, Grey Advertising Inc., New York, named senior VP.

Marc Scullin, VP and account supervisor, Ingalls, Quinn & Johnson, Boston, named senior VP and management supervisor. Account coordinators **Lynne Amand**, **Sally Bovie** and **Melanie Paquin**, named assistant account managers.

Ken Lamm, former managing partner and senior account manager, Hoffman-York/Compton, Milwaukee, joins Cramer-Krasselt there as senior VP, account supervisor.

Howard Reinstein, senior VP, management supervisor and creative director, Consolidated Marketing Group, Stamford, Conn., joins A.M. Marketing, New York, as senior VP and management supervisor.

Appointed senior VP's and associate creative directors, William Esty Co., New York: **Edward D. Gross** and **George W. Morin**, VP's and creative directors; **John R. Robinson**, VP and senior art director.

Jan A. Sneed, former VP and public relations director, Benton & Bowles, New York, joins Geers Gross Advertising Inc. there as senior VP and corporate communications director.

Amy Mysel, director, corporate human resources, Foote, Cone & Belding Communications Inc., Chicago, named senior VP.

Kim T. Gordon, director, business development and account supervisor, Adams Group, Rockville, Md., joins The Earle Palmer Brown Companies, Bethesda, Md., as VP, business development. **Elaine L. Gingold**, VP and associate research director, Tracy Locke Inc., Dallas, joins Earle Palmer Brown as senior VP and research director, Market-Search division.

John H. Costello, senior VP, advertising, marketing and sales, Pepsi Cola Corp., New York, joins Wells, Rich Green Worldwide there as executive VP and account group head.

Jon Krill, assistant media planner, Oglivy & Mather, Chicago, named media planner.

Brian Hanley, media supervisor, J. Walter Thompson, New York, joins HCM there as associate media director.

Edward Bovich and **Gerald Cole**, research associates, Needham Harper Worldwide, Chicago, named research supervisors.

Martin E. Rouse II, senior research analyst, Katz Communications Inc., New York, joins Orbis Communications there as account executive, station sales.

Thomas L. Keegan, former general manager, Northwest Cable Interconnect, Seattle, joins Storer Communications Inc., Miami, as VP, advertising sales, cable communications di-

vision.

David Gneiser, regional sales manager, United Stations Radio Networks, Detroit, named VP, Detroit sales.

Jim Fortune, VP and executive art director, BBDO, Chicago, joins Gardner Advertising Co., St. Louis, as associate creative director. **Ron Wicox**, from Stolz Advertising, St. Louis, joins Gardner as art director.

Appointments at Barkley & Evergreen Advertising, Shawnee Mission, Kan.: **Natalie Hagan**, media supervisor, to associate media director; **Melinda Johnson**, data processing coordinator, to media coordinator; **Powell Michael**, assistant art director, to art director.

Donald Robert, research analyst, Katz Communications Inc., New York, named research manager.

Bill Roberts, general sales manager, WAGE (AM) Leesburg, Va., joins Mutual Broadcasting System, Arlington, Va., as program clearance manager, Midwest region.

Steven E. Drake, account executive, Corporate Communications Associates, Chicago, joins Pallace Inc., Silver Spring, Md.-based advertising agency, as account executive.

Brad Meisenheimer, recent graduate, DePauw University, Greencastle, Ind., joins Abramson Associates Inc., Washington, as assistant account executive. **Laura Woodford**, recent graduate, Wake Forest University, Wake Forest, N.C., joins Abramson as account coordinator.

Appointments at WDJY(FM) Washington: **Zemira Jones**, general manager, WRQC(FM) Cleveland Heights, Ohio, to general sales manager; **Jack Wamsley**, account executive, WDJY, to national sales manager; **Vincent Mickens**, senior account executive, to local sales manager.

Diane Mignone, local sales manager, KARE (TV) Minneapolis, joins KUSA-TV Denver as general sales manager.

Dennis R. Powell, account executive, KIIS-AM-FM Los Angeles, joins KLTQ-FM Salt Lake City, as general sales manager.

Skip Broussard, general sales manager, WYAT (AM)-WLTS-FM New Orleans, joins WRKT(AM)-WSSP(FM) Cocoa Beach, Fla., as general sales manager. **Mike Benjamin**, account executive, WRKT-WSSP, named sales manager, WRKT.

Elise Tucker, local sales manager, WTVZ(TV) Norfolk, Va., named general sales manager.

Don Waier, marketing director and sales manager, *San Jose* (Calif.) *Business Journal*, joins KSTS(TV) there as general sales manager.

Matt Reiff, general sales manager, KTXH(TV) Houston, joins KRIV-TV there as local sales manager.

Robert McConnell, national sales manager, WRTV(TV) Indianapolis, named local sales manager.

Maureen Lesourd, retail sales manager, and **Kathy McLaughlin**, national sales manager, WPLJ(FM) New York, named sales managers.

Theo McCullough, account executive, NBC Spot Sales, Chicago, joins KNBC(TV) Los Angeles, as sales manager.

Ken Zuckerman, sales manager, WPTT-TV Pittsburgh, named general sales manager.

Sheila O' Connor, local sales manager, WCLR(FM) Skokie, Ill., named general sales manager. **Rick Caffey**, account executive, named local sales manager. **Tim Rappe**, account executive, named national sales manager.

Steve Michaud, national sales manager, WSFA-TV Montgomery, Ala., joins WJTV(TV) Jackson, Miss., as general sales manager.

Rosie Wills, account executive, Cox Cable Representatives, Gainesville, Fla., joins WBSP(TV) Ocala, Fla., as Gainesville sales manager.

Lonnie C. Mitchell, executive VP, marketing and sales, WNRJ(AM) Newark, N.J., joins WTGI-TV Wilmington, Del., as local sales manager. **George G. Campise**, general sales manager, WWAC-TV Atlantic City, joins WTGI-TV as national sales manager.

David Petersen account executive, KITN(TV) Minneapolis, joins KMSP-TV there as account executive.

Donald L. Foutz, general manager, WROV(AM) Roanoke, Va., joins WDBJ(TV) there as account executive.

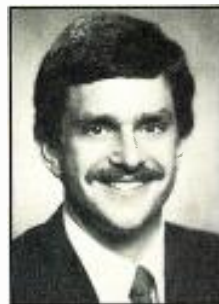
Sandra Carr, administrative assistant, Florida State University, Tallahassee, joins WDZL(TV) Miami, as research analyst.

Programming

Susan Sands, executive producer, motion pictures for television, ABC Entertainment, New York, named director, dramatic series development. **Stephanie E. Tuttle**, director, advertising services, named manager, dramatic series development.

Leslie K. Lurie, associate manager, current comedy programs, NBC Entertainment, Los Angeles, named manager.

Todd Leavitt, senior VP, CBS/Fox Video, New York, joins D.L. Taffner there as chief operating officer.



Leavitt



Holland

Thomas W. Holland, special marketing director, Columbia Pictures Television, Burbank, Calif., named VP and managing director, Columbia's Screen Gems Television division.

Art Frankel, VP, administration, 20th Century Fox Film Corp., Los Angeles, joins Aaron Spelling Productions Inc., Beverly Hills, Calif., as VP, business and legal affairs.

Stephen Kurtzfeld, director, comedy series development, ABC Entertainment, Los Angeles, joins Witt/Thomas Productions, Hollywood, as VP, television development.

Rosanne Ehrlich, VP, production, feature film division, Paramount Pictures, Los Ange-

les, joins Telecom Entertainment Inc. there as VP, literary development.

Appointments at Saban Productions, Hollywood-based producer and distributor: **David Greenfield**, former producer, *The Dating Game*, to VP, development; **Robert Barron**, supervising director, Saban's animated series, *Macron I*, to executive director, talent and development; **Ellen Levy**, producer, Saban's *Rock I.Q.*, rock music trivia show, to creative development head.

Kate McEnroe, regional VP, central and Southeast regions, American Movie Classics, Woodbury, N.Y., named VP, field operations.

Joseph Boyle, VP, communications, Satellite Television Industry Association, Alexandria, Va., joins Showtime/The Movie Channel, New York, as business development director. **Juliet Giamartino-Ware**, Southwest regional manager, Galavision, Dallas, joins Showtime/TMC as South central regional sales manager.

Richard Nailling, VP, Southeast area, MCA TV, New York, relocates to Los Angeles office. **Jeff McElheney**, sales executive, Midwest area, relocates to Atlanta office.

Mary-Catherine Harold, coordinating producer, *Knot's Landing*, CBS series produced by Lorimar-Telepictures, Culver City, Calif., named producer.

Ron Johnson, former VP, West Coast division, King World Enterprises, Beverly Hills, Calif., joins Camelot Entertainment, Chicago, as VP, Midwest sales.

Hugh West, Midwest regional sales manager, Ziff-Davis Publishing Co., Chicago, joins Republic Pictures Corp. there as Midwest sales manager.

David L. Levin, WILL-AM-FM Urbana, Ill., joins The Beethoven Satellite Network, Chicago-based classical music format service, as development director.

Gordon Williams, financial journalist, ABC Information Radio Network, New York, named regular contributor to *The Bottom Line*, weekly, half-hour business and finance show to debut on ABC-TV in fall.

Frank Cody, director of programming, NBC Radio Entertainment and The Source, NBC's young-adult radio network, joins KMET(FM) Los Angeles as program director.

Bruce R. Marson, senior VP, programming, Metromedia Producers Corp., Hollywood, joins WNEV-TV Boston, as VP, programming.

Rita Michaels, operations coordinator and afternoon announcer, WRKT(AM)-WSSP(FM) Cocoa Beach, Fla., named program manager.

Denny Moore, account executive, D.L. Taffner, Chicago, joins WGNX(TV) Atlanta, as producer.

Margaret Escriva, community affairs director, KTRH(AM) Houston, named program manager.

Richard T. Simpson, operations manager, KLAC(AM)-KZLA-FM Los Angeles, joins KMEO-AM-FM Phoenix as program director. **Guy King**, production manager, KQYT(FM) Phoenix, joins KMEO as announcer.

Patricia Kane, director, public communications, College of St. Rose, Albany, N.Y.,



Wolper welcomed back. A welcome-home party was held for David Wolper following his production of New York's Liberty Weekend celebration. The party was hosted by Warner Brothers executives Bob Daly, chairman of the board and CEO; Warner Brothers president, Terry Semel, and Warner Brothers TV production division president, Harvey Shephard, at The Bistro in Beverly Hills, Calif. Pictured are (l-r): Wolper, producer Stan Margulies and Brandon Stoddard, president, ABC Entertainment.

joins Intercommunity Telecommunications Project, Silver Spring, Md.-based production company, as associate director.

Melinda Prinz, communications specialist, General Electric, New York, joins Praxis Media Inc., South Norwalk, Conn.-based production company, as account executive. **Georgia Bushman**, auction manager, non-commercial WEDW(TV) Bridgeport, Conn., joins Praxis as communications associate.

Fred Heller, programing assistant, WSPD(AM) Toledo, Ohio, named program manager. **Steve Kendall**, production director, co-ownd WLQR(FM), Toledo, named program manager.

Phil Hartman, producer, WWMT(TV) Kalamazoo, Mich., joins WUHQ-TV Battle Creek, Mich., as programing and promotion manager.

Scott Andrews, producer and director, special projects, WCFE-TV Plattsburgh, N.Y., joins noncommercial WNPB-TV Morgantown, W. Va., as production manager.

Greg R. Anderson, program director, WFBC-AM-FM Greenville, S.C., adds duties as regional programing executive, radio group, for WFBC's licensee, Multimedia Broadcasting Co., Cincinnati.

Lisa Feliciano, part-time director, WKYC-TV Cleveland, named staff associate director.

Lee Warner, morning announcer, WGFM(FM) Albany, N.Y., joins WXXX(FM) South Burlington, Vt., in same capacity.

News and Public Affairs

Bill Plante, White House correspondent, CBS News, named senior White House correspondent. Plante shared assignment with Lesley Stahl until her appointment as national affairs

correspondent ("Fates and Fortunes," Aug. 4).

Bill Ferguson, VP and editor, broadcast services, United Press International, Chicago, named senior VP and executive editor.

Charles Towne, chief photographer, Group W's NEWSFEED Network, satellite news-gathering operation, Washington bureau, named operations manager there.

Frank Bourgholtzer, correspondent, NBC News, Los Angeles bureau, retires after 40 years with network. He had served variously as bureau chief in Paris, Bonn, Vienna and Moscow.

Spencer Christian, sports reporter, WABC-TV New York, joins ABC's *Good Morning America* as weatherman.

Laura Morris, operations manager, KTRH(AM) Houston, named director, news and programing. **Melanie Miller**, morning news editor, named news manager.

Lynette Taylor, anchor and reporter, KNOE-TV Monroe, La., joins KLMG-TV Longview, Tex., as news director. **Wes Sims**, anchor and producer, KLTV(TV) Tyler, Tex., joins KLMG-TV in same capacity.

Pat Brown, news director, KTXS-TV Sweetwater, Tex., joins WBFF(TV) Huntsville, Ala., as news director.

Appointments at KDFW-TV Dallas: **Sue Kawalerski**, executive news producer, to assistant news director; **Jim Valentine**, news producer, replaces Kawalerski; **Jim Reed**, special assignments producer, to news operations manager.

Rich Lebenson, executive producer, KTBC-TV Austin, Tex., joins KXLY-TV Spokane, Wash., as assistant news director and executive producer.

Appointments at WPVI-TV Philadelphia:

Cheryl Kunin Fair, executive news producer, to managing editor; **Eric Schoenfeld**, series and specials producer, replaces Fair; **Nora Muechanic**, from New Jersey Network News, Trenton, to reporter, Trenton bureau.

Appointments at KOCO-TV Oklahoma City: **Bob Schadel**, executive producer, to assistant news director; **Bob Cashen**, evening news producer, replaces Schadel; **Barbara Cox**, night news producer, replaces Cashen; **Kevin Harry**, weekend producer, replaces Cox; **Desiree Newhart**, producer, KOLR(TV) Springfield, Mo., replaces Harry; **April Sandefer**, from *Reno Gazette*, to associate producer.

Leigh Anne Volas, assignment manager, KMOV-TV St. Louis, named news operations manager.

Reporters joining *A Current Affair*, nightly current events program on WNYW(TV) New York: **Mary Hughes**, former reporter and producer, Washington Post-Newsweek Video, New York; **Steve McPartlin**, sportscaster, WNYW; **Cora-Ann Mihalik**, general assignment reporter, WLS-TV Chicago; **David Miller**, general assignment reporter, WKYC-TV Cleveland.

Dan Christopher, reporter, KATU(TV) Portland, Ore., named anchor. **Bob Heye**, from KXLY-TV Spokane, joins KATU as entertainment reporter.

Bob Dyk, former correspondent, ABC News, joins KRBK-TV Sacramento, Calif., as anchor.

Diane Ross, news director, WSAZ-TV Huntington, W. Va., named news producer.

Ed Arnold, news and sports reporter, KABC-TV Los Angeles, joins KMPC(AM) there as sports reporter.

Marci Reitman, reporter, New Jersey Network, Trenton, joins WNBC-TV New York, as general assignment reporter.

Nerissa Williams, anchor and reporter, WDIV(TV) Detroit, joins KIRO-TV Seattle as reporter. **Ty Kim**, reporter, *San Jose (Calif.) Mercury-News*, joins KIRO-AM-TV as reporter.

Ken Strayhorn, from WVUE(TV) New Orleans, joins WXEX-TV Petersburg, Va., as sports director.

Jack Roper, from KENS-TV San Antonio, Tex., joins WSPA-TV Spartansburg, S.C., as weather anchor.

John Collins, from WOC-TV Davenport, Iowa, joins KIRO-TV Seattle, as weekend weather anchor.

Terra Charisse Redus, recent graduate of Ohio University, Athens, joins WPDE-TV Florence, S.C., as general assignment reporter.

Peter Colford, weather anchor, KMVT(TV) Twin Falls, Idaho, joins KREM-TV Spokane, Wash., in same capacity.

Hillary Feuchtbaum, anchor and reporter, WGBB(AM) Freeport, N.Y., joins WTZA(TV) Kingston, N.Y., as reporter and weather anchor.

Nadine Jelsing, reporter, KING-TV Seattle, joins WAND(TV) Decatur, Ill., as health reporter.

Dan Rusanowsky, sports director, WIGS-AM-FM Gouverneur, N.Y., joins WAVZ(AM) New Haven, Conn., as play-by-play voice of New Haven Nighthawks of American Hockey

Technology

Joseph Napoli, director, satellite systems engineering, HBO, New York, named VP, satellite systems engineering.



Napoli



Brown

David Brown, VP, marketing, CBS/Fox Video, New York, joins SynthaVision, computer animation and film design company, there as president and CEO.

Roy H. Ekrom, president and CEO, Ampex Corp., Redwood City, Calif., and **Mark L. Sanders**, VP and general manager, Ampex's audio-visual systems division, named to board of directors, Cubicom Corp., Hayward, Calif. Ampex recently acquired 20% of Cubicom.

Phil Wagner, Eastern regional manager, Soundcraft Electronics Inc., New York, joins Rupert Neve Inc., Bethel, Conn.-based subsidiary of Siemens AG, electrical and electronic engineering company, as Eastern regional sales manager.

Michael J. Cowger, sales manager, Kliegl Brothers Lighting, Long Island City, N.Y., joins Electronics Diversified Inc., Hillsboro, Ore.-based lighting control equipment manufacturer, as marketing director.

Jimmy Naito, creative services manager, Allied Film & Video, Troy, Mich.-based video post-production facility, named manager, Detroit division.

Richard Slenker, engineering supervisor, WPIX Inc., New York, named director, technical operations. **Martin Faubell**, engineer, named assistant chief engineer. WPIX Inc., subsidiary of Tribune Broadcasting Co., controls WPIX-FM-TV New York, WICC(AM) Bridgeport, Conn., and The Independent News, TV news service.

Bruce Kruse, assistant chief engineer, KCRG-AM-TV Cedar Rapids, Iowa, named chief engineer.

June V. Taylor, former maintenance technician trainee, WETA-TV Washington, joins KASU(FM) Jonesboro, Ark., as radio production engineer.

Promotion and PR

Carl Schweinler, sports clearance representative, NBC sales/affiliate services department, New York, named plains regional manager, affiliate relations.

Lynn Ramsey, senior account executive, Cunningham & Walsh Public Relations, New

York, named VP.

Martin Friedman, associate media planning director, Doyle Dane Bernbach, New York, joins W.B. Doner & Co., public relations division, Detroit, as group media supervisor, planning.

Diane B. Pucko, public affairs director, Keystone Health Plans, Harrisburg, Pa., joins LFS Communications, public relations subsidiary of Lang, Fisher & Stashower Advertising, Cleveland, as director.

Marina Mitrione, senior publicist, Tri-Star Pictures, New York, joins Multimedia Entertainment there as press information manager.

Ginette F. Daniels, manager, marketing services, HBO Inc., New York, joins The Lippin Group, Los Angeles, as account executive.

Allied Fields

Michael B. Arnold, president and general manager, Southwest division, Harte-Hanks Cable, Houston, joins Henry Ansbacher Inc., New York-based media brokerage, as VP, CATV division.

Richard O. Jacobs, former senior partner, Jacobs, Robbins & Gaynor, St. Petersburg, Fla.-based law firm, joins Communications Equity Associates, Tampa, Fla., as VP and general counsel.

George Stella, former sales manager, Katz Communications, New York, joins SKO Brenner American Credit and Collection Agency, Ocean Side, N.Y., as VP and director of broadcast marketing.

Daniel J. Forth, VP, ABC Young Adult Networks, New York, joins Jeff Pollack Communications Inc., Pacific Palisades, Calif.-based media consultancy, as senior marketing adviser. He will be based in New York office. In conjunction with appointment, Pollack also announced that he, **Tommy Hedges**, JPC's senior programming advisor, and Forth will form new firm, called PHF, that will offer non-radio media companies advice on reaching young-adult demographics.

Ronald B. Kaatz, senior VP and director, media concepts, J. Walter Thompson, Chicago, joins Northwestern University's Medill School of Journalism as associate professor. He will retain his position at J. Walter Thompson.

Joe S. Foote, visiting assistant professor, communication arts department, Cornell University, Ithaca, N.Y., and former press secretary to former Speaker of the House of Representatives, Carl Albert, joins radio-television department of Southern Illinois University, Carbondale, as chairman.

Communications attorneys **Ed Taptich**, **Larry Movshin**, **Jim Blaszak**, **Charles Hunter** and **Laura Mow**, of recently disbanded law firm, McKenna, Wilkinson & Kittner, Washington (BROADCASTING, Aug. 4), join Heron, Burchette, Ruckert & Rothwell there.

Patricia Rye, president, The Rye Consortium, elected president, Association of Visual Communicators, South Pasadena, Calif.-based organization which presents "Cindy Awards," recognizing nontheatrical audio and video productions.

Deaths

William B. Williams, 62, long-time air personality, WNEW(AM) New York, died Aug. 3 of acute anemia and respiratory failure at Beth Israel Medical Center, New York. Born William Breitbard, Williams was known for playing standards of such artists as Frank Sinatra, Perry Como and Lena Horne and coined Sinatra's nickname, "Chairman of the Board." He is survived by his wife, Dottie, and son.

George D. Plavocos, 47, president and general manager, WNDR(AM)-WNTQ(FM) Syracuse, N.Y., died Aug. 5 of cancer at his home in DeWitt, N.Y. He joined station in 1962 as air personality and salesman. He was appointed president and general manager in 1980. Plavocos is survived by his wife, Marilyn, one son, three daughters and one step son.

George A. Erickson, 82, former chairman, Doremus & Co., New York, died Aug. 2 of heart attack at his Fairfield, Conn., home. Erickson joined Doremus in 1934 as account executive and became VP in 1944. He was named chairman in 1967 and CEO following year. He continued as member of board of directors and executive committee eight years after 1973 retirement. He is survived by his wife, Nellie, son and daughter.

James B. Patterson, 62, announcer, WBTW(TV) Charlotte, N.C., died July 28 in Charlotte traffic accident. Patterson's voice was first heard on WBTW when station signed on July 15, 1949. He continued with station with various on-air duties. He is survived by wife, Julia, two sons and two daughters.

Theodore D. Van Erk, 59, corporate senior VP, Petry Inc., New York, died July 11 of cancer at Mount Sinai Medical Center, New York. He is survived by his wife, Julie, two sons and three daughters.

Kim Williams, 62, commentator for National Public Radio's *All Things Considered*, died Aug. 6 of cancer at her home in Missoula, Mont. For 10 years Williams provided listeners with offbeat advice on every-day problems, such as what to eat and how to dress. She also wrote advice books, latest published last March, *Kim Williams' Book of Uncommon Sense, A Practical Guide with 10 Rules for Nearly Everything*. She is survived by her husband, Melvin.

Nancy Lea, 57, film editor, CBS News's *60 Minutes*, died July 27 of cancer at Mount Sinai Medical Center, New York. Lea joined CBS News in 1965 and was film editor for *60 Minutes* since its premiere in 1965. She also produced several segments for show, including profiles of actress Bette Davis and columnist Art Buchwald. She is survived by husband, Harry.

George Rogers, 60, former news director and anchor, WMAR-TV Baltimore, died July 29 of heart attack in lobby of Baltimore Gas and Electric Co. building. He is survived by wife, Karen, and daughter.

J. Gilbert Varela, 40, former VP and general manager, Cox Cable of Tucson (Ariz.), died July 27 in airplane crash north of Anchorage. Varela left Tucson system, now McCaw Cablevision, earlier this year to become private pilot in Alaska. He is survived by his wife, Cyndee, three daughters and one son.

Bill Johnson: Mass Media's quiet mover

William Johnson, FCC Mass Media Bureau deputy chief for policy, doesn't talk a lot. But when he says something, people listen.

Among those is FCC Chairman Mark Fowler, who has sought Johnson's counsel on many of the controversial mass media proceedings that have come before the agency in recent memory, including must carry, financial interest and children's television. "He's very quiet," said Fowler. "You have to pull it out of him, but when you do, it's first rate."

Johnson, 43, doesn't respond to inquiries into his regulatory philosophy with sloganeering about the marketplace. He talks instead about particular propositions and whether they make sense. He also insists that his regulatory outlook hasn't changed much since he first arrived at the agency in 1968. "I came to the government, like a lot of people, thinking I could accomplish great things and that the government had a very important role to play, and I still think that's true," Johnson said. But he also said he has always believed that the government shouldn't be obtrusive. "Government can do very good things, but it can also screw things up."

One matter in which Johnson might say, if pressed, that the government screwed up was the commission's network syndication and financial interest rules. The FCC backed off its proposal to eliminate those rules under a typhoon of protest from Hollywood and Capitol Hill. But if the FCC, bowing to political pressure, sounded a retreat, Johnson is holding fast at the front. "I became absolutely persuaded over the course of the proceeding that the rules didn't make sense," Johnson said. "I regard it [the proceeding] as a success since I think that the commission's view prevailed intellectually."

Johnson clearly feels more comfortable with the resolution of the children's television proceeding, which saw the agency reduce its regulatory oversight. "I felt pretty strongly that there was nothing we could do," Johnson said. "It was sort of a political game in the past. When people suggested we ought to have more children's television programming, they really wanted less children's programming. They didn't want their children to watch television; they thought it was bad for children to watch TV. But, nevertheless, the FCC process . . . they were asking us to reduce programming for children, and it was an unthought-out problem," he

st-carry proceeding, which
week (see page 35), does
igh on Johnson's list of
plied that the cable in-



WILLIAM HALL JOHNSON—deputy chief (policy), FCC Mass Media Bureau; b. June 14, 1943, Washington; BA, political science, Colgate University, Hamilton, N.Y., 1965; JD, Northwestern University School of Law, Chicago, 1968; attorney, FCC CATV Task Force, Washington, 1968-1973; chief, policy review and development division, FCC Cable Television Bureau, 1973-1981; chief, Cable Television Bureau, 1981-Dec. 1982; present position since 1982; m. Debora Bergman, May 25, 1974; daughter, Lindsey Elizabeth, 9.

dust, in yet another phase of increasing its channel capacity, will be desperately groping for signals to put on its systems without rules, enough to assure carriage for most broadcasters. "It's a very hard issue to figure out and, it's not, I think, one that the agency was particularly anxious to do," Johnson said. "In many respects this is a dumb issue, and that's one of the things that makes it frustrating. It's like the gasping of these lobbying organizations for some issue that remains."

He's already wrestling with another controversy: the FCC's comparative renewal proceeding, which, among other things, is exploring whether the renewal expectancy, which gives an incumbent broadcaster a leg up over challengers at renewal time, can be reworked to exclude consideration of a broadcaster's past programming. "I guess he [Chairman Fowler] has some confidence in my abilities to maneuver through the dangerous shoals," Johnson said.

Lately, Johnson has also ridden herd on the FCC's implementation of the Cable Communications Policy Act of 1984 and agency efforts to preempt local governments from thwarting development of teletext and other services offered on audio subcarrier and video blanking interval frequencies. In

addition, he has been participating in negotiations aimed at persuading Canada to rethink its policy of permitting the retransmission of U.S. signals without copyright compensation.

Johnson's decision to go to work for the FCC in 1968 was easy. While in law school, he talked to an FCC recruiter on campus. "I believe that they were the only people who offered me a job," Johnson said.

At the FCC, Johnson was assigned to the CATV Task Force, the precursor to the former Cable Television Bureau. The CATV Task Force had been set up to administer regulations for cable, then still a budding service. It was then that Johnson, responsible for trying to determine whether to grant requests for waivers from a former FCC regulation designed to protect local broadcasters that prohibited importation of distant signals, appeared to nurture a skepticism over obtrusive regulation. "The whole effort of the task force was to grant the requests," Johnson said. "Nobody in the task force believed the rules had any desirable efficacy."

"Everybody who was working in the cable television part of the commission had this feeling that the rules were not there for a legitimate purpose," Johnson added. "They were there because there was an overwhelming political consensus that the broadcasters needed them."

When the CATV Task Force metamorphosed into the Cable Television Bureau in 1973, Johnson was named chief of the policy review and development division. From that point on, he had a hand in "virtually every cable television proceeding there was," regulating, then deregulating, cable.

In 1981, he became chief of the bureau. When that bureau, in December 1982, was folded into the former Broadcast Bureau (in part, according to Johnson, out of a desire to "infect" the resulting Mass Media Bureau with "deregulatory personnel"), Johnson became deputy chief for policy.

Johnson, a family man who enjoys skiing and horseback riding with his wife and daughter, doesn't have a lot to say about career plans. "I just am," Johnson said.

For a man of few words, it is appropriate that Johnson believes his biggest contribution at the agency consists of one sentence: "Although we have not ourselves undertaken the regulation of rates for the sale of subscription programming, we regard our prior statements concerning the regulation of subscription operations as preempting local regulation of rates as well as program content." That appeared in a 1975 order modifying FCC antisiphoning rules, which dictated the kinds of programming cable could carry. While the rest of the order eventually fell, Johnson's sentence survived, preempting local governments from regulating pay cable. "It made it possible for the pay cable industry to get going," Johnson said.

While advertisers are said to be getting better deals this year in **network TV sports market** than last year, sources in advertising industry differ on how good those deals are. One source who would not speak for attribution said last week that **picture isn't as "bleak" for networks** as at least one published report has indicated. Source said that upfront market prices have been discounted about 5% compared to last year and football cost per thousand rates will "probably settle in" around 10% less than last year. At this point, market is soft, source said, "but the fourth quarter last year was soft. I think that the networks have anticipated that." Another source said that while networks have made multidaypart deals in past, "more are being done now than ever before. [There is] a buyers market in sports and prime time," source said, adding that if advertisers are paying more this year to networks, it's "certainly" not more than 5%, with "good number" paying less than year ago. Source said that networks are not in position to "walk away from reasonable offer" because "what's reasonable today" will be worth less two weeks later, or may disappear altogether. There's not enough money in sports marketplace to sell out networks, source said.

CBS News correspondent and senior news analyst, **Bill Moyers**, resumed his commentator role on **CBS Evening News with Dan Rather**. Since his last commentary Feb. 5, both Dan Rather and *Evening News* executive producer, Tom Bettag, have "been after" Moyers to return, CBS spokeswoman said, once he had completed several CBS documentaries, including his most recent, *Big Gamble in Atlantic City*, which airs Aug. 13. (Moyers is in process of completing another, CBS spokesman said, on U.S.-Mexican relations.) Moyers will offer his commentaries at least twice per week, although upon his return last week, he appeared three times.

CBS had its lowest rated night in history two Saturdays ago (Aug. 2), when it averaged 4.9 rating and 10.6 share. Lineup delivering record low included rerun of cancelled series, *Melba* (5.7/13), rejected half-hour pilot, *Family Martin* and third showing of remake

of *Hunchback of Notre Dame*. NBC took night with 13.1/27.7 and ABC was second with 8.5/17.9.

Good Morning America personality, **Joan Lunden**, has reached contract agreement with ABC, under which she will be given **co-host status with David Hartman** for the first time (as of December). Lunden joined ABC in 1976 as consumer reporter. She joined *GMA* full time in February 1980, contributing features, taking her current position in August of that year, when she replaced Sandy Hill. Hartman's contract expires next November.

Jack Paar, who was host of *Tonight* show before Johnny Carson took over in 1962, is doing **NBC special** for coming season entitled **Jack Paar Comes Home**, which will take nostalgic look at past celebrities and old television series. No air date yet.

Senate is slated to vote this week on S. 1806, legislation that would limit campaign contributions by Political Action Committees. Bill, introduced by Senator David Boren (D-Okla.), also contains provision that would require **broadcasters and cable operators to give free response time to federal candidates when candidate is attacked in ad sponsored by PAC**. If measure passes, however, equal-time provision is expected to be deleted. Boren told National Association of Broadcasters joint board of directors at its June meeting that he was not wedded to equal-time references in his bill (BROADCASTING, June 23).

U.S. district judge in Chicago last week eliminated **\$3-million compensatory damage award** that jury last November granted **Brown & Williamson Tobacco Corp.** in **suit it brought against CBS Inc. and newscaster on its WBBM-TV Chicago**. Judge William T. Hart said Brown & Williamson, which brought libel suit, had not proven it was actually damaged. But Hart let stand \$2.05 million in punitive damages against CBS and commentator Walter Jacobson because of broadcast in which Jacobson claimed company, in advertising

Mourning 'Morning News'

Criticism of CBS's decision to introduce a new broadcast in the 7-9 a.m. weekday time period in lieu of The CBS Morning News came from within the CBS family last week. WAGA-TV Atlanta told the network it would drop the Morning News for the remainder of the year, and 60 Minutes' Andy Rooney said in his syndicated newspaper column that CBS's move was "worse news for America than America might think."

Paul Raymon, WAGA-TV vice president and general manager, said the station will drop the program in September because of its "continuing low ratings" and because after the departure of Susan Winston (the executive brought in to revitalize the program, who has resigned [BROADCASTING, Aug. 4]), and the network's decision not to unveil a new morning broadcast until January, it appeared there would be a continuation of the current poorly rated program and even "less than that—sort of a 'reporter of the week' until January," Raymon said. "We could not afford to go into the fourth quarter in that kind of poor competitive posture in the important morning time period," he said.

Of the more than 200 CBS affiliates, four (not including WAGA-TV) do not carry CBS Morning News, a network spokesman said.

Rooney said in his newspaper column: "CBS, which used to stand for the Columbia Broadcasting System, no longer stands for anything. They're just corporate initials now." Rooney added that the Morning News "has never been so great that anyone would mourn its passing as one of our great journalistic institutions but it has been a steady purveyor of information to millions of people." Additionally, the two-hour program has provided alternative broadcast time for stories that might not otherwise air on the CBS Evening News with Dan Rather,

Rooney said, adding that the latter "carries 22 minutes of information. This amounts to less than a page of type in a newspaper." Also, "by shouldering some of the expense, the Morning News helped CBS carry the weight" of 65 CBS correspondents around the world. "A news organization needs more reporters than it can use on page one on any given day," he said.

Rooney observed that CBS's cancellation of Morning News followed the news department's 190-person staff reduction. "Business is bad and the company has been through a difficult battle to keep from being bought by money operators. You live by the dollar, you die by the dollar," he said, adding that while some of the people fired "were weak contributors," others "were outstandingly good. . . . If it was money the company wanted to save, firing a couple of \$150,000-a-year VP's would have saved more than firing a lot of \$50,000-a-year people.

"The real tragedy," Rooney said, is that CBS News will never again be as good as it once was." Rooney said that while competition among the three network evening news programs "has always been tough," the danger for the evening anchors is not from one another but "from some schlock outfit that starts putting out television news that's the equivalent of the publications you see by the supermarket checkout counters."

"The people running the network news operations would like to see their news maintain its high standards, but they are company men first and news men second. Unlike some of their predecessors they are not willing to die professionally for a journalistic principle. For them, news is a business enterprise first, a moral enterprise second. The golden days of television news are over," Rooney

Money for the meter. *AGB Research PLC has found a partner to help back its national introduction of people meters in the fall of 1987. AGB said last week it has an agreement with the English investment firm, Shroeder Ventures, for the financing of its American division, AGB Television Research. AGB Television will now be able to afford the \$30-million startup costs for its national ratings service alternative to Nielsen. By September 1987, AGB will have people meters in 2,000 households representing 5,000 people, and by September 1988, 5,000 households representing 13,000 people. The agreement, which permits AGB to buy back what it plans to sell to Shroeder, will be finalized after a vote by AGB shareholders in October.*

When AGB has its full contingent of meters on-line for the 1988-89 season, the networks will each pay it an annual fee of \$3.5 million. Nielsen has yet to announce pricing for ratings in that season, in which it will also use people meters. Nielsen submitted an initial price of \$5 million per network, which was rejected as being too expensive.

Seven advertising agencies have signed up for the AGB ratings beginning in 1987—Young & Rubicam, N W Ayer, Ted Bates, BBDO, DMB&B, Grey Advertising and Scali, McCabe, Sloves. MTV Networks has also signed up for AGB ratings for its four channels.

campaign, tried to persuade youngsters to smoke by equating that practice with such pursuits as "pot, wine, beer, sex and wearing a bra."

CBS News began production last week on **two-hour prime time special on "America's drug crisis"** anchored by **Dan Rather**, scheduled to air first week of September, CBS News President Van Gordon Sauter said last week. Program will feature commentary by CBS correspondent **Bill Moyers** with participation from other CBS correspondents as well.

Howard Stern, popular local morning personality on **Infinity Broadcasting's WXRK(FM) New York**, will soon be heard simultaneously on co-owned **WYSP(FM) Philadelphia**. Both stations program album-rock music. Infinity hopes to make WYSP more competitive in morning drive time. (WYSP finished with 2.5 12-plus metro share in spring 1986 Arbitron for 6 a.m. to 10 a.m., Monday through Friday, while its main competitor, album-rocker WMMR-FM, had 12.0 overall share.)

Responding to congressional request, **FCC** has launched notice of inquiry aimed at determining **whether backyard earth station owners have "reasonable access to satellite programing at competitive prices."** Among other things, notice seeks comment on availability of descrambling equipment and whether marketplace is creating *de facto* standard; extent to which group of satellite-delivered channels can be ordered from single source, and on FCC authority to set scrambling standards, regulate rates and retail distribution structure for satellite programing. Tom Rogers, senior counsel for House Telecommunications Subcommittee, said "key issue" subcommittee wants FCC to explore is "in area of competitive pricing of program packages for dish owners and whether any marketplace impediments exist to such packages."

FCC has proposed to require automatic transmitter identification system (**ATIS**) **signals on all satellite video uplinks.** Inclusion of ATIS would permit FCC to identify source of signals.

Representatives of U.S. and Peru, Intelsat, Comsat and PanAmerican Satellite Corp. on Thursday held **first** in what is expected to be **series of meetings** on technical issues involved in PanAmSat's proposal to establish separate communications satellite system. Participants in meeting that ran more than three hours managed to set ground rules and procedures to be followed in sessions. Intelsat also provided 10 examples of how participants could deter-

mine degree of interference PanAmSat proposal would cause. Intelsat expects to generate five more examples in time for next meeting, on Tuesday (Aug. 12). Sources say developing approach after one is agreed on would take eight to 10 days, which would leave group little breathing room before meeting of board of governors technical committee, on Aug. 20. U.S. aim is to have that committee review material and submit it to board of governors meeting beginning on Sept. 11. U.S. hopes to ask board to call extraordinary Assembly of Parties to consider consultation of PanAmSat proposal, which, among other things, would provide for communication between U.S. and Peru. PanAmSat and Intelsat have been far apart on estimates as to degree of interference PanAmSat proposal would cause—Intelsat said it could be up to 100 times greater than acceptable levels, and PanAmSat says its service would cause no interference. But representatives of both U.S. and Intelsat following first meeting described its tone as "encouraging" and "positive."

Carl R. Ramey, with dissolving Washington communications law firm of McKenna, Wilkinson & Kittner (**BROADCASTING**, Aug. 4) **since 1968, will join Wiley, Rein & Fielding**, Washington, as partner "near the end of this year." He'll specialize in broadcast practice and transactional matters.

House wants media advisers against drugs. *The House Energy and Commerce Committee last week unanimously adopted legislation that would establish a media advisory board to work with the government to "assist in the implementation of campaigns aimed at educating the public about problems of drug abuse" (BROADCASTING, Aug. 4). The committee's action is part of a major drive in the House to produce a comprehensive drug prevention package. Earlier last week, more than 300 congressmen wrote ABC-TV, CBS-TV, CNN and NBC-TV asking them to launch public service campaigns against drug abuse (see story, page 70).*

According to the bill, the media panel would comprise 15 members representing broadcasting, cable, newspapers, program producers and advertising in addition to professional sports associations. The creation of the new board was proposed as part of an amendment offered during markup of a drug abuse prevention bill (H.R. 5334) that would also create a special Agency for Substance Abuse Prevention (ASAP). The media panel would primarily be responsible for assisting ASAP.

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) offered the amendment. Representative Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee, had his own version of the proposed amendment. Differences between the two were worked out. In the final version the board would also "aid in coordinating the efforts of all federal government agencies to provide information to the public on the need for drug prevention and problems related to drug abuse." Rinaldo also was able to strike language from the Wirth amendment that would have required significant amounts of programing to fight drug abuse. Broadcasters felt that requirement could lead to some type of quantification standard.

The board would expire in three years, unless the President decides to continue it. Rinaldo felt the advisory panel should include representation beyond the traditional mass media.

Wirth said that he has received letters of support for the proposed board from the National Association of Broadcasters, the National Cable Television Association and the Motion Picture Association of America. "This is truly a consensus effort," Wirth said. Broadcasters, the chairman pointed out, have launched voluntary campaigns to inform the public about the dangers of drinking and driving. "Indeed, the NAB and the broadcasting industry in general deserve praise for their voluntary efforts related to alcohol abuse." Now, he continued, Congress must encourage the same initiatives against drug abuse.

Editorials

Why they call it compromise

The FCC that didn't want to have anything to do with must carry in the first place had its revenge last week. It gave the broadcast and cable industries almost exactly what they asked for—and then took it all back under a five-year sunset. The effect: to give broadcasters a certain amount of carriage when they need it least and no carriage at all when the squeeze will be greater. No wonder Mark Fowler was smiling.

And that part of it wasn't even his idea (although the 5-0 consensus bore the chairman's touch). The architect of sunset was Commissioner Mimi Dawson, who has severe reservations about the condition of competition in the media marketplace and isn't about to extend the new status quo *ad infinitum*—and, moreover, while sensitive to a limited must carry, felt neither colleagues nor court would buy an open-ended plan. Whatever the rationale, the result was a shock on both sides of the industry compromise. Neither broadcasting nor cable knew quite what to think of it, although cable clearly gained most from this turn of events.

On top of that, the FCC adopted as the touchstone of its must-carry policy reliance on an A/B switch technology in which it, virtually alone in telecommunications, holds any faith. To this page the whole discussion is tinged with *deja vu*: to the days of the UHF converter, which so many felt would make that medium viable. Years went by before regulators yielded to the evidence that the public would not go that extra step to enjoy its television, and thus came around to the all-channel receiver. It will be easier to sell those switches to the court than it will be to the American television public.

Independents and public broadcasters are the most conspicuous winners from last week's decision, in that each came away with more than had been anticipated, if not asked for. The effect of rules for each of those media was to give some of their members most-favored-nation status under certain conditions and to run up the number of signals cable would have to carry under its cap.

Of great good cheer to cable was the commission's finding that "cable does not, per se, create a barrier to the reception of off-the-air signals in the home," and that "the record does not support the imposition of must-carry rules that are broader in scope or longer in duration than those adopted." In those two phrases the FCC—the expert agency on these subjects, in the eyes of Congress and the courts—dealt with the "bottleneck" allegation that has been made against the wired medium, and put an effective cap on any future must-carry demand that might be made of it.

All things considered, it could have been worse. The industry compromise was a statesmanlike departure in the first place, and it survived in remarkably good order. A broadcasting industry that was put out in the cold by *Quincy-Turner* gained back a giant share of carriage, if only for a while. A cable industry that was prepared to yield a portion of its First Amendment turf was able to contain its losses while making some significant long-term gains. An FCC that, as noted, would have preferred to sit this one out did an earnest job of reconciling competing interests and the Constitution. Not a bad year's work.

Excess baggage

Congressmen were circling the bandwagons last week, scenting elections in the air. More than 300 House members endorsed a letter calling on television network executives to mobilize an "unprecedented public service campaign" against "the growing

tragedy of drug abuse." Fifth Estaters could have been forgiven bemusement over the entreaty, coming as it did some two and a half months after the advertising, radio, television, cable and print communities on their own initiative declared war on illegal drugs with the announcement of a \$1.5-billion public service campaign (BROADCASTING, May 26, et seq.).

While members of Congress may be applauded for taking time out—especially with elections drawing near—to lend their support to the media's ongoing war against substance abuse, what was less than laudatory was the low blow delivered by House Speaker Tip O'Neill (D-Mass.), off on a tangent that smacked of the attorney general's pornography commission. "We are sending a special message to the television people of America particularly," he said at a press conference announcing the letter, "because you are the people who are warping the minds of American citizens and children today."

The speaker's opinions notwithstanding, the letter itself provided quite a different reason for targeting the electronic media: "Television is the only medium in this country with the power to educate so large, so diverse and so young an audience. The past success of television campaigns are impressive; due in large part to your efforts, drunk driving and alcohol abuse among the young have plummeted."

Broadcasters will continue their public service efforts against drug abuse and for other worthy causes, without the advice or consent of the Hill.

Sideshow

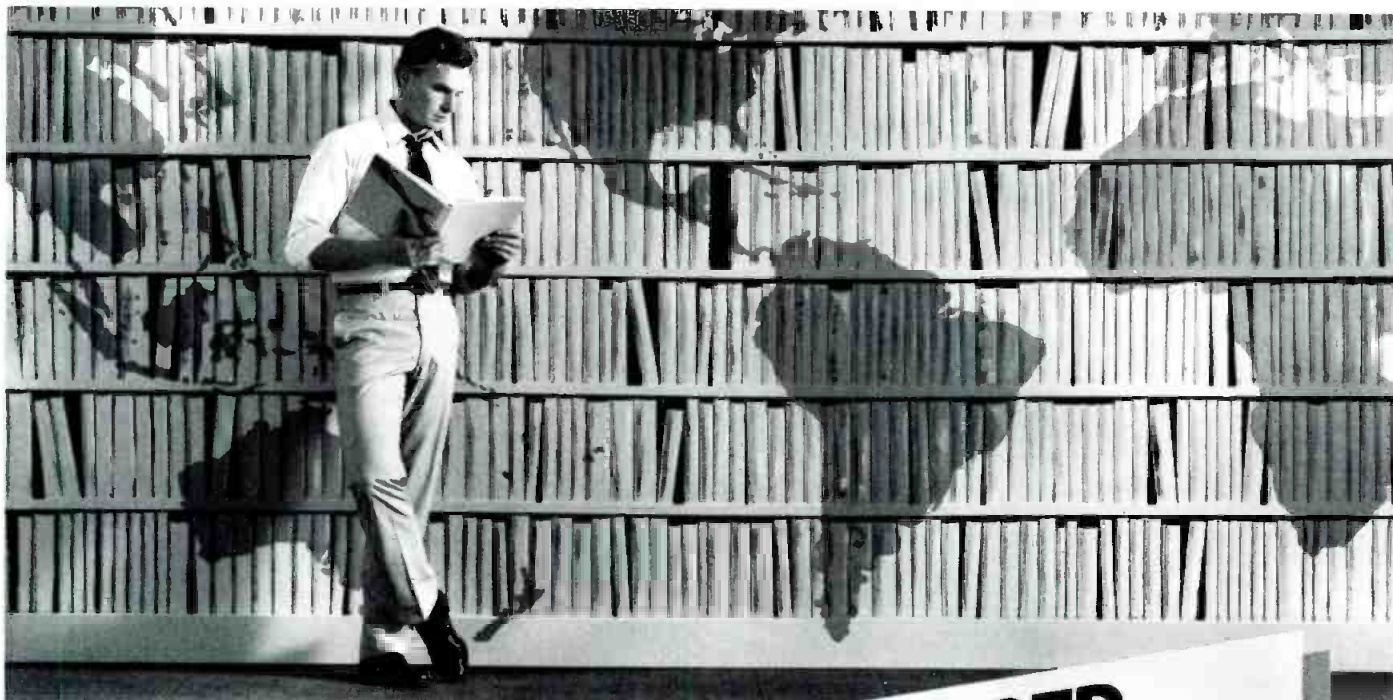
To judge by the weight of comments filed last week, the FCC's otherwise admirable investigation of ways to improve AM radio service could degenerate into another go-round between the operators of clear-channel stations and daytimers aspiring to broadcast into the night. If that conflict of interests is to be revived, let it be done in context with the problem at hand, the improvement of the AM service.

It is true that the powerhouse clears that commanded large audiences across large regions have gone the way of Fred Allen's Hooperating, but programming is not the issue here. As the FCC was told again and again last week (see page 61) a further breakdown of the clears becomes an engineering problem in radio frequency interference. Unless it can be proved that the elimination of skywave protection would improve the technical quality of radio reception, as nobody has suggested it could, the present standards at the very least should be retained.

The FCC must not let itself be deflected from its effort to clean up the whole AM band.



Drawn for BROADCASTING by Jack Schmidt
 "OK, you got yourself a \$350,000 truck. Now get yourself a big fire or a good flood so you can use it."



AP TV THE UNABRIDGED EDITION OF THE NEWS.

If you have more reporters than anybody else, and you have them in more places, then you can do a better job of covering the news.

That's one reason 300 of the nation's top newsrooms use the AP TV Wire.

AP TV gives you access to more than 2,800 reporters, strategically spread throughout all 50 states, and in 83 foreign news bureaus.

Which explains why we routinely get to the big stories first.

There's another reason for using AP TV.

AP delivers the news over two 1,200-word-per-minute circuits, via state-of-the-art printers or computer selectors.

One circuit for world and national news, features and advisories.

The other circuit delivers regional news and sports.

AP TV is designed so that you can select the news that's actually delivered to your newsroom. It enables you to manage the flow of information easily.

And AP TV ensures that you get all of the regional events that are

particularly important to your ADI, as well as all of the world's top news.

Something else.

Every news item that AP TV delivers is backed with AP's 138-year-old reputation for getting stories right.

And if that's what you're looking for in news programming, call Jim Williams of AP Broadcast Services at 1-800-821-4747. And ask about the AP TV Wire.

Because when it comes to providing fast, reliable, and unabridged reports from around the world, AP wrote the book.

**AP Associated Press Broadcast Services
Without A Doubt.**

NOW FOR BROADCASTERS



2 HOME SHOPPING NETWORK

INNOVATIONS IN LIVING



STRIP BLOCK OVERNIGHT WEEKENDS FULL TIME

- **HSN Is Now In Its 5th Year**
- **18 Million Packages Delivered**
- **500,000 Satisfied Buyers**
- **Best Bargains - Best Format**
- **Best Customer Service**

SHARE THE \$\$\$

The Home Shopping Network brings "Millions in Bargains™" and "Thousands in Prizes™" to viewers across the nation, live, 24 hours a day. Home Shopping Network 2, "Innovations in Living™" is broadcast via SatCom IV Transponder 1. Programming originates from our 40,000 sq. ft. studio complex and uplink in the greater Tampa Bay area.

On a typical shopping day club members buy fashions, jewelry, tools, collectibles, housewares and electronics - all at discount prices and without leaving their homes.

In addition to the bargains and fun, HSN viewers compete for thousands of chances to win valuable prizes.

Our show hosts display each bargain one at a time and give detailed descriptions. Club members then

AUG 1 2 1986

Aut. Library
Maxwell, ArB, Ala.

INNOVATIVE-LIVE-VIEWER ACTIVE

call in on one of 600 toll-free lines. Callers can chat with the show's host and offer testimonials, ask questions about an item or place an order by issuing a personal check or using any major credit card.

Every purchase is entered into our computer which transmits the information to our distribution centers. Shipment of orders occurs within 48 hours via U.P.S.® and delivery is completed within 4 to 7 working days.

AFFILIATE COMPENSATION

The Home Shopping Network provides an ongoing compensation plan, paying you, THE BROADCASTER. Full time Affiliates will find the compensation plan very viable.

Every item of merchandise is computer tracked and a percentage of all sales attributed to your station is paid directly to you, monthly.

MARKETING SUPPORT

The Home Shopping Network's co-ordinated marketing programs generate maximum viewer participation and purchases, thus insuring greater revenues for your station.

Our campaigns include direct mailings personalized with your own logo and channel number. Home Shopping Network also provides a series of 30 & 60 second promo commercials, and a co-op Newspaper Advertising Program.

Affiliation agreements with compensation are available in areas where HSN has no cable affiliate.

Contact: Chuck Bohart, V.P. Corp. Development
Executive Offices: The Home Shopping Network, Inc.
1529 U.S. 19 South, Clearwater, Florida 33546-2792
CALL TOLL-FREE 1-800-472-5646, IN FLORIDA (813) 530-9455