

# Broadcasting Aug 25



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# Broadcasting Aug 25

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## Dirty work

FCC Office of General Counsel is reportedly reexamining commission's approach toward indecency and obscenity. Well-placed source said Chairman Mark Fowler directed office to study issues and to provide him with "comprehensive report and recommendations." Attorney general's commission on pornography recommended that FCC crack down on indecent and obscene programming (BROADCASTING, June 2). Antismut crusaders, alleging Fowler has not done enough to police obscenity, are opposing his reconfirmation.

## Missing medium

Radio news fell through cracks in major survey commissioned by Radio-Television News Directors Association and Television Information Office and expected to be centerpiece of this week's RTNDA conference in Salt Lake City. When former TIO head Roy Danish approached RTNDA on survey months ago, news association agreed to participate if it covered both TV and radio news. Roper was brought in to carry out study of both media, and as recently as May RTNDA officials understood radio was in. When lapse was discovered, association had to juggle sessions to minimize embarrassment over radio void in program. New TIO head Robert Mulholland had no explanation for radio's absence from study and neither did RTNDA executives.

## Birdland

Group W's Newsfeed Network, news exchange serving 70 stations in U.S. and Canada, is planning to establish Ku-band satellite newsgathering cooperative for client stations with satellite newsgathering vehicles. To that end, it has been negotiating with satellite vendors, including GTE Spacenet (see story, page 44), for satellite time and traffic-control and voice-communications services. Newsfeed hopes to have operation, which it's calling Ku-Co-op, up and running by October.

## Fire's out

Meeting in New York last week between CBS News President Van Gordon Sauter and WBNS-TV Columbus, Ohio's president and general manager, Gene D'Angelo, resulted in station committing to continued carriage of *CBS Morning News*.

Two weeks ago when BROADCASTING surveyed 15 CBS affiliates, D'Angelo said station had not yet decided whether to preempt program or carry it (BROADCASTING, Aug. 18). D'Angelo said last week that he was "comfortable with what [Sauter] is doing and I'm sticking there. I'm there all the way." D'Angelo said Sauter discussed some plans for new CBS morning broadcast for January but that he "was not at liberty" to discuss them.

## No sweat

Some people suggest that unveiling of near-final tax legislation will send people scurrying to sell broadcasting and cable properties before more taxing provisions of legislation become effective (see page 43). One source suggested communications attorneys were being called back from vacation to handle hasty submissions of transfer applications to FCC. But sources at two leading law firms, Cohn & Marks and Wiley & Rein, mentioned only one station sale that was given go-ahead only after seeing what House and Senate conferees had decided on. Most owners, it was said, already felt that tax on capital gains would be increased and sensed how limited partnerships and corporate liquidations would be treated. Acting chief of FCC's Mass Media Bureau, Roderick Porter, said that there are no plans yet to add staff in anticipation of possible transfer applications flood.

## In the loop

New research study conducted by National Association of Broadcasters for upcoming Radio '86 convention (Sept. 10-13 in New Orleans) reveals increasing trend toward cellular telephone use with nearly 50% of all large-market (top 25) stations now employing technology in news and traffic reporting as well as for broadcasting from out-of-studio locations. Study, which will be presented by John Abel, executive vice president, operations, for NAB, at opening general session of convention, will cover gambit of new technologies for radio (see page 100).

## Punting

National Public Radio has received letters of resignation from four of its 258 member stations and has heard from "several others" who are not yet sure whether they will drop membership, according to spokeswoman for NPR. Stations were

given until Sept. 1 to decide whether to retain membership under organization's new business plan, which goes into effect Oct. 1. Three of four resigning stations are KLFM Long Beach, Calif. (loss of \$200,000 for NPR); KSKO(AM) McGrath, Alaska (\$55,000), and KSTK(FM) Wrangell, Alaska (\$47,000). (Fourth could not be identified.) All Alaskan stations have been hard hit by drop in price of oil, which forced oil-dependent state to cut funding to Alaska Public Broadcasting Commission by 13%. One station member said he expected up to four more Alaskan stations to drop membership in another year.

## Downside

Wall Street appraisal of future of Taft Broadcasting is indicated by analysts' estimates of Taft earnings and by short interest in stock. Both are currently bearish. Earnings are put at about two dollars per share for year ending next March, at least dollar below estimates of six months ago. Some estimates have been reduced within past few weeks. Short interest—sale of borrowed shares in hopes that they can in future be replaced by shares bought at lower price—can have variety of causes, but Taft numbers released last Friday by New York Stock Exchange are worth noting. Exchange said Taft shorts in August increased 79% over July and 225% over June. Still, compared to daily trading volume, shorting of stock is on small scale, reflecting, according to one investment banker, uncertainty about what Robert M. Bass Group (see page 46) might do: "People are afraid that if they short, they might wake up the next morning and read about a takeover bid for the company."

## Wanna buy some pictures?

TV networks in U.S. and Europe last Friday were reviewing high-resolution satellite pictures of Soviet space shuttle facility at Baikonur, never believed shown before in such detail. Video, taken by France's Spot remote-sensing satellite last May, was being offered to networks with Monday, Aug. 25, embargo by Space Media Network, Stockholm-based group. Spokesman for company would not say whether U.S. networks had agreed to air material.

Relatively new remote sensing satellite technology, with resolution down to 10 meters, has scored media hits in recent past with airing of pictures from Soviet nuclear accident at Chernobyl.







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## Wirth dish request

House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) has asked Home Box Office and Showtime/The Movie Channel to reevaluate their practice of sharing subscription revenues from backyard dish owners within cable franchises with their local cable operators through rebate programs.

"It is my view that the cable industry has the burden of demonstrating that the marketplace can be relied upon to provide dish owners with access to cable programming at reasonable rates," said Wirth in letters to Neil Austrian, Showtime/TMC chairman and chief executive officer, and Michael Fuchs, HBO chairman and chief executive officer. "I am not convinced, however, that this burden has been met. While the rebate program may well be a lawful practice that is used in other industries, from a public policy perspective I have major reservations about whether the program is consistent with the goal of developing a marketplace that provides programming to dish owners at fully competitive prices.

"Therefore, I would respectfully request that you carefully reevaluate... [the rebate] program," he said.

HBO and Showtime/TMC acknowledged

receipt of the letter, but neither was prepared to comment on it. Both said they were considering their response.

As Wirth pointed out in his letter, the rebates have come under sharp attack in congressional hearings. During Senate Commerce Committee hearings last month, Senator Al Gore (D-Tenn.) called HBO's rebates "kickbacks of dish owners' program fees to cable operators who provide absolutely no services to dish owners."

At the hearing, Fuchs defended the rebate, which amounts to \$5 per TVRO subscriber per month, as being a "marketing subsidy" intended to compensate the local operators for promoting the HBO brand in their markets.

Stephan Shulte, senior vice president, direct broadcast development, Showtime/TMC, said the pay programmer's rebates are intended to reward local operators for keeping the names of Showtime/TMC services before the public. But, unlike HBO, he said, Showtime/TMC does not send out the rebates to cable operators, regardless of whether they actually promote its service. To earn a rebate for the sale of a Showtime subscription in a given market, he said, the cable operator has to offer and promote Showtime.

Shulte declined to reveal the amount of

the rebates, saying only that they varied from one cable operator to another and were tied to what the operator paid for the Showtime/TMC services.

## Nearing 50%

The number of homes with cable rose 5% to 41.2 million over the past year, boosting the national cable penetration (cable homes to total television homes) to 47.8%, according to the July cable figures from A.C. Nielsen. In July 1985, Nielsen reported penetration of 45.7%.

According to the latest report, cable is still more pervasive in smaller markets than in larger ones. Of the top 25 markets, only six have penetration higher than the national figure (San Francisco-Oakland; Boston; Pittsburgh; Seattle-Tacoma; Tampa-St. Petersburg, Fla.; Indianapolis, and Hartford-New Haven, Conn.)

By contrast, 15 of the second 25 exceeded the national penetration, including the 44th through 50th markets.

## Doing research

The National Cable Television Association named Cynthia Brumfield vice president for research and policy analysis last week. Brumfield has been acting head of NCTA's research department since last February, filling in for John Woodbury who resigned to rejoin the Federal Trade Commission.

Prior to joining NCTA in 1983 as director of research, Brumfield handled research for the Media Institute (March 1982 to December 1983) and for the Northern Virginia Community College (March 1981 to March 1982). She holds a BA from George Washington University.

## Back and forth

Turner Broadcasting System asked the FCC to reject a motion by the National Association of Broadcasters and the Association of Independent Television Stations to strike TBS's earlier request for a stay of the FCC's new must-carry rules on the ground that the request was premature. "NAB and INTV cannot find a single case to support... [their] position and [their]... 'Magical Mystery Tour' though the cross-references in the commission's regulations proves nothing," TBS said. "TBS's stay request is entirely consistent with the commission's rule."

## Promotion revisited

When the Council for Cable Information went out of business last year, the victim of waning industry support, some thought it was the end of efforts among cable operators and programmers to promote cable television in concert. They were wrong.

The National Academy of Cable Programming announced last week that major cable operators and programmers had agreed to participate in National Cable Month next April. During the month, participating oper-

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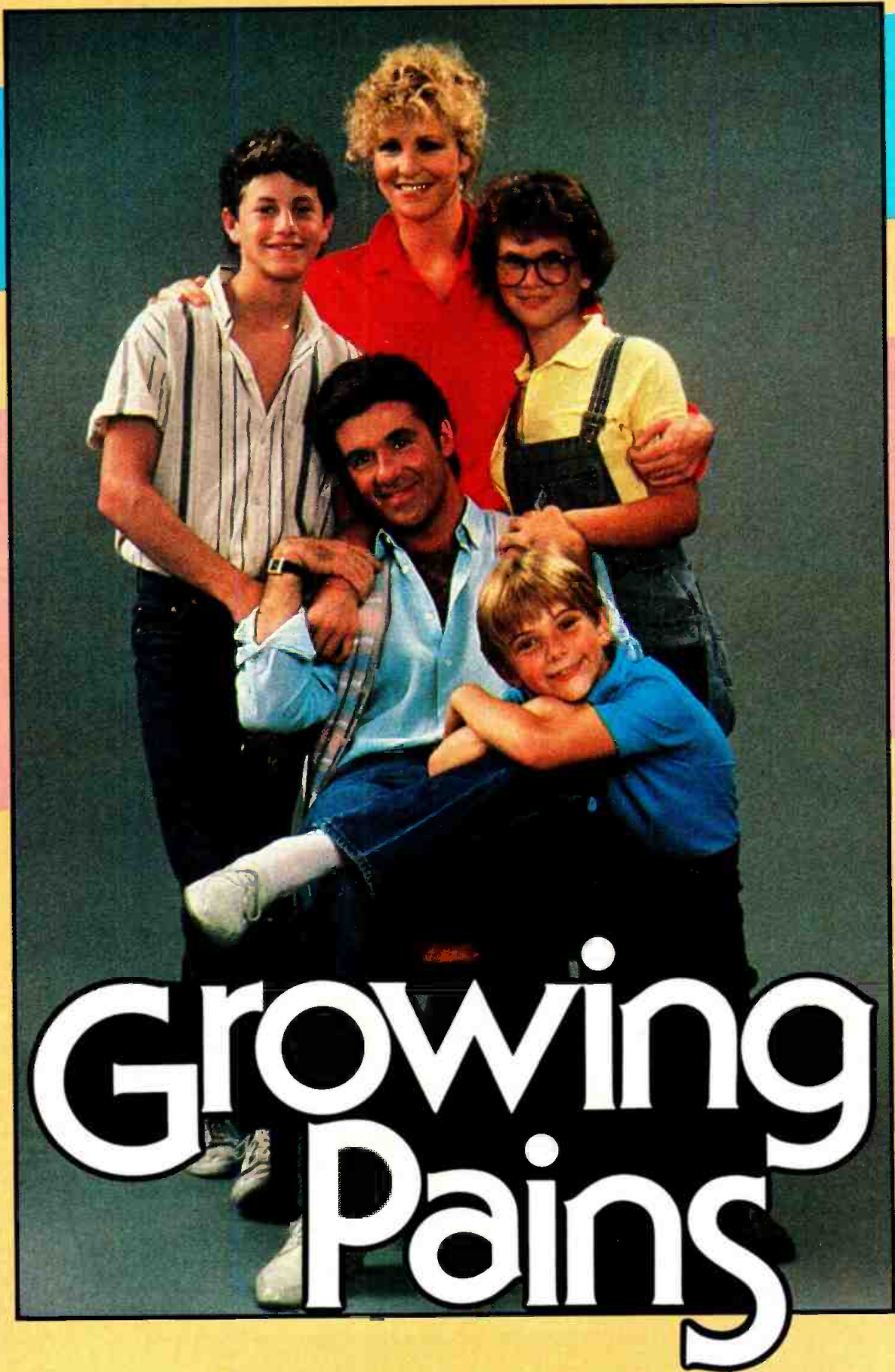
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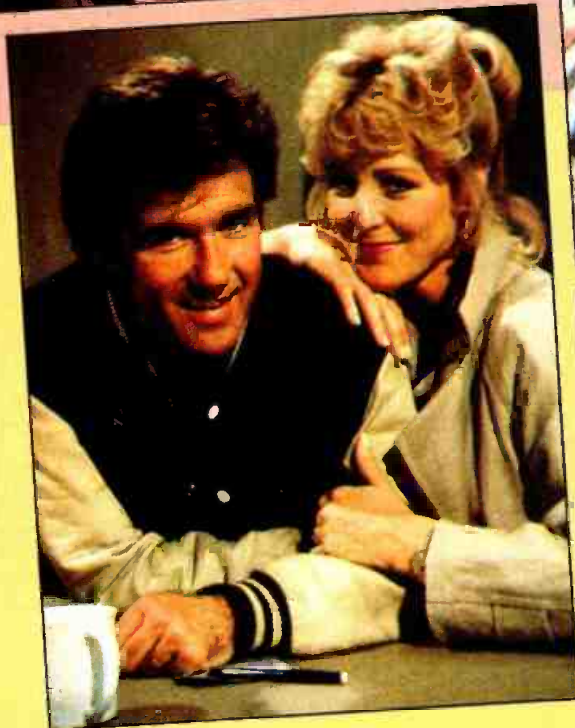
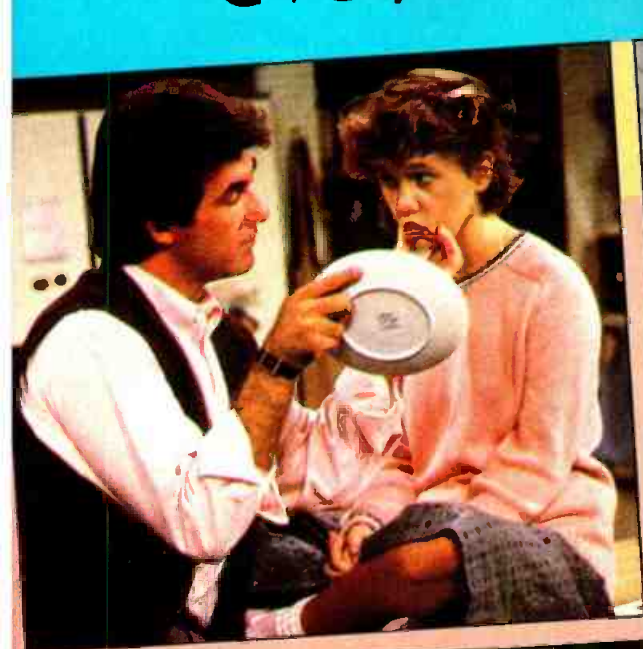
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# Growing Pains



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ators and programers will extoll the virtues of cable television with individual campaigns, but each campaign will carry the National Cable Month "signature."

The National Cable Month idea was cooked up by a task force of the NACP. According to NACP, the task force chose April because of its high level of television viewership and "strong advertising sales potential." What's more, it said, a "greater than average number of people... tend to sample cable programing fare" during the month.

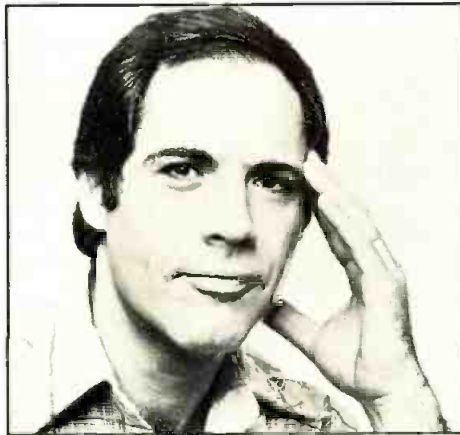
"The goal of National Cable Month is to build viewer awareness and loyalty to the abundance of quality programs available on cable," said NACP Chairman Ralph Baruch in a prepared statement. "Both operators and programers putting their energies into this drive will insure that television viewers know that when you are looking for good entertainment or information programs you need cable to make television come alive."

To demonstrate that the "umbrella campaign" enjoys wide industry support, the NACP included statements expressing enthusiasm for the idea from National Cable Television Association President Jim Mooney, NCTA Chairman and American Television and Communications Chief Executive Officer Trygve Myhren and 25 other top industry executives. That of Terry Rich, vice president, sales and promotion, Heritage Communications, was typical: "It's time the cable industry got together to promote the fact that cable programing has come of age. April is a logical time for National Cable Month. The event will be great for large and smaller systems alike. I can envision mayoral proclamations and wonderful free press."

### Klein talk

Actor, comedian, writer Robert Klein will join the USA Network next fall as the host of a new one-hour talk show beginning Oct. 3. The program, tentatively called *The Robert Klein Show*, will air on Friday at 9 p.m. (NYT and Pacific Time) and will be repeated on Sunday at 6 p.m.

Klein, who has hosted *The Tonight Show* and *Saturday Night Live*, will tape the 26 shows before a live studio audience in New York and will feature a variety of guests.



Klein

Klein said he considered doing the program "a fine opportunity to do a television show with some originality and wit. USA has been very encouraging in this regard and I have no intention of emulating other talk shows," he said, adding: "I believe USA is committed to getting the audience's attention, and there's nothing I'd like better than

to do just that—within, of course, the boundaries of good taste." USA President and Chief Executive Officer Kay Koplovitz called him "the ideal personality for the job."

### Favorable fee

Home Box Office has called a decision handed down by the U.S. District Court of the Southern District of New York on July 24, regarding interim fees between HBO and the American Society of Composers, Authors and Publishers, "favorable." HBO has been directed to pay ASCAP an interim fee for a public performance license which "is approximately one-half the amount requested by the organization and is proportionate, on a per-sub basis, to the interim fee payable by Showtime/The Movie Channel to ASCAP," HBO said. The interim fee (which a source put at about 13 cents per subscriber on a flat rate basis) is "valid until either a final fee has been adjudicated or until HBO and ASCAP negotiate a suitable resolution," HBO said, adding that the award is retroactive to Jan. 1, 1986, and applies to continuation of HBO's license agreement with ASCAP. A three-year agreement between HBO and ASCAP expired in 1985.

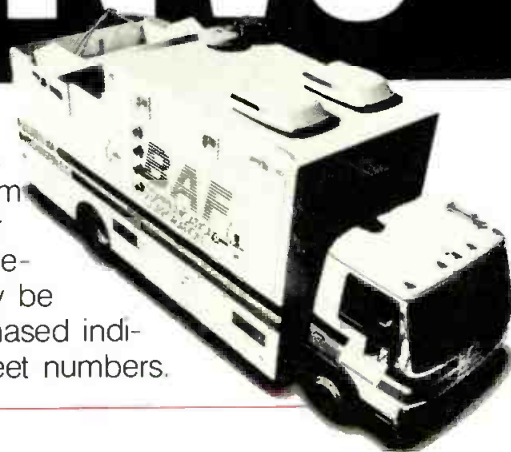
### TV shopping

Weekly Shopping Network, the recently formed video home shopping service ("Cablecasting," Aug. 11), last week debuted on a mix of television stations and cable systems: Falcon Cable of Los Angeles; Warner Cable of Houston; WSBK-TV Boston; WXIN(TV) Indianapolis; Storer Cable of Little Rock, Ark., and Roanoke Valley Cablevision of Roanoke, Va.

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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

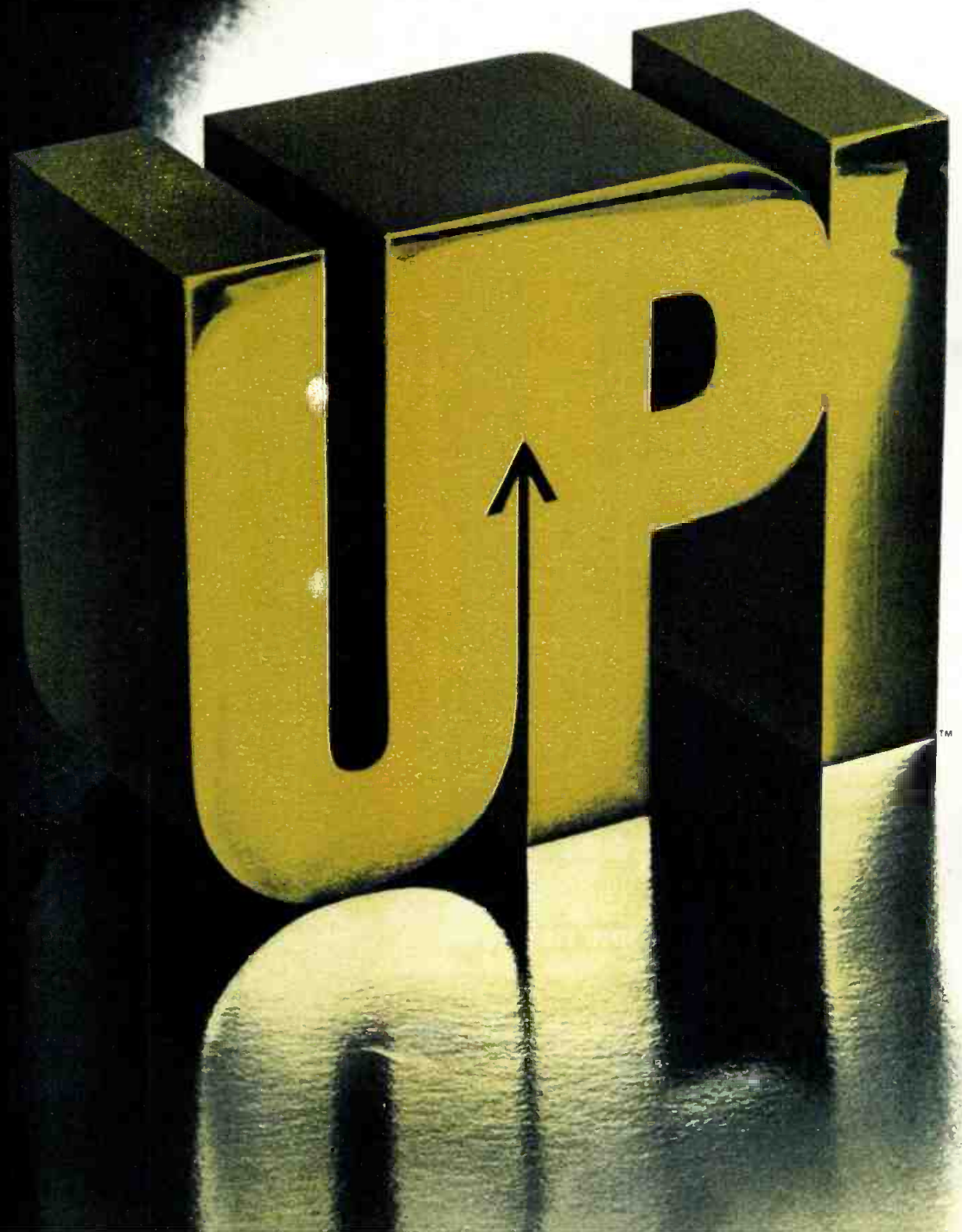
The Home Shopping Network's co-ordinated marketing programs generate maximum viewer participation and purchases, thus insuring greater revenues for your station.

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

**Presenting the Winners of the 1986  
UPI National Broadcast Awards**





# **United Press International congratulates these outstanding broadcasters during our Golden Anniversary of Broadcast Service**

Chosen from over 100 finalists of rigorous state and regional competitions, these professionals represent the highest in broadcast standards nationwide.

The National Broadcast Awards contest is sponsored by UPI together with UPI's National Broadcast Advisory Board and UPI state broadcast groups to encourage excellence in broadcast journalism.

Our thanks to the distinguished panel of RTNDA judges who made the national selections.

And congratulations to the winners!

## **Outstanding Reporting/Individual Achievement**

KDKA-AM, Pittsburgh, PA      WCBS-TV, New York, NY  
WSPA-AM/FM, Spartanburg, SC      WIVB-TV, Buffalo, NY

## **Outstanding Spot News Reporting**

KRLD-AM, Dallas, TX      KPIX-TV, San Francisco, CA  
KNWZ-AM, Palm Desert, CA      WKBW-TV, Buffalo, NY  
WABC-TV, New York, NY  
*Honorable Mention*

## **Outstanding Newscast**

KPRC-AM, Houston, TX      WPLG, Miami, FL  
WCXI-AM/FM, Detroit, MI      KLAS-TV, Las Vegas, NV

## **Outstanding Investigative/Documentary**

KRMG-AM, Tulsa, OK      WDIV, Detroit, MI  
WWVA-AM, Wheeling, WV      WCCO-TV, Minneapolis, MN  
KAKE-TV, Wichita, KS      KCNC-TV, Denver, CO  
*Honorable Mention*

## **Outstanding Sports Reporting**

WBZ-AM, Boston, MA      WNEV-TV, Boston, MA  
KBCO-AM/FM, Boulder, CO      WISC-TV, Madison, WI  
WSVN, Miami, FL  
*Honorable Mention*

## **Outstanding Feature**

WOR-AM, New York, NY      KRON-TV, San Francisco, CA  
WKQX-FM, Chicago, IL      KTBS-TV, Shreveport, LA

## **Outstanding Spot News Videography**

WCAU-TV, Philadelphia, PA      WOWT, Omaha, NE

## **Outstanding Sports Videography**

KPNX-TV, Phoenix, AZ      WMTV, Madison, WI

Celebrating 50 years of service to broadcasters...  
visit UPI at RTNDA in booth numbers 239 and 139,  
and at our reception on Thursday, August 28 at 5:45 p.m.  
in the Grand Ballroom of the Salt Lake City Marriott.

## TV ONLY

**Lotte & Co.** □ Bubbl-Eeze gum will be spotlighted in four-week flight set to begin in early September in nine markets. Commercials will be carried in early fringe and children's periods. Target: children, 6-11. Agency: Don Tennant Co., Chicago.

**Bayless Groceries** □ Fourth-quarter flight will kick off in mid-October in Tucson, Ariz., and Phoenix to promote grocery chain stores. Commercials will be presented in all dayparts. Target: women, 25-54. Agency: Needham Harper Worldwide, Los Angeles.

**Tasty Baking Co.** □ Flight of four to five weeks will begin in early September in about 12 markets for its line of pies and cakes. Commercials will be carried in daytime and early and late fringe periods. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

**Stuart Anderson's Black Angus Restaurants** □ Chain will launch spot TV flight in about 15 markets for several

weeks, starting in mid-September. Commercials will run in all time segments. Target: adults, 21-54. Agency: Hal Riney & Partners, San Francisco.

## RADIO ONLY

**Alaska Seafood Marketing Institute** □ Generic campaign for canned salmon is set for mid-October start in 16 markets, including Atlanta, Chicago and Baltimore. Commercials will run in drive times. Target: women, 35 and older. Agency: Evans/Kraft, Seattle.

**Barton Brands** □ Corona Extra Beer is spotlighted in six-week flight to kick off this week in about 12 markets, including Dallas, Houston, San Diego and San Francisco. Commercials will be positioned in all dayparts. Target: men, 18-34. Agency: Dawson, Johns & Black, Chicago.

**Clover Department Stores** □ September sales will be promoted in one-week flight conducted in three markets. Commercials will be placed in all

**Local TV spurts.** First-half reports from the Television Bureau of Advertising show that local television advertising grew at a rapid pace, climbing by 14.2% in the first six months to \$2.968 billion. TVB noted that combined local, national and regional spot and network commercial TV advertising swelled in first half by 7.2% to \$10.125 billion. National and regional spot TV rose in first half by 7.0% to \$2.949 billion. Network TV's sluggishness was underscored by the TVB report that advertising on networks had edged up by only 2.8% to \$4.208 billion. Roger D. Rice, president of TVB, attributed the continued increases in local television, in part, to the development of newer business categories, including local education services, health care services, tourism and leisure time activities. Rice also indicated that the growth in local TV advertising is related to the increasing use by agencies of regional offices to place business. TVB's estimates are based on Broadcast Advertisers Reports data, including figures in the top 75 markets for local and national and regional spot advertising, and projections by TVB.

dayparts. Target: adults, 18 and older. Agency: Earle Palmer Brown, Philadelphia.

## RADIO&TV

**Texas Wet Co.** □ Firm will promote its USA Wet soft drink in four-week flight set to break this week in about 15 markets in South and Southwest. Commercials will be placed in early and late fringe, sports and weather segments on television and in all periods on radio. Target: men and adults, 18-34. Agency: Arnold/Foster/Sherrill/Carrithers, Dallas.

**Seeing ad returns.** The Radio Advertising Bureau will launch a fall flight of its "I Saw It On The Radio" national advertising campaign on Sept. 11 to continue through Dec. 15. In a memorandum to the bureau's staff and board of governors last week, RAB President Bill Stakelin said the objective of the campaign is to reach senior decision makers at national and regional clients and persuade them to ask their staffs or ad agencies about radio. He said the bureau will use the *Wall Street Journal* as the primary medium, but other advertising and automotive trade publications will also be used. RAB is not using an agency on this campaign, relying on in-house production and on Joy Golden for copywriting.

# TVP®

**They say that imitation is the sincerest form of flattery...**

Only a decade ago, Archer Daniels Midland introduced the idea of structured soy proteins. While there are now many textured vegetable proteins, there is still only **one TVP®** brand.

Please don't use our trademark as a generic term or abbreviation. Keep our brand name intact by imitating our letters down to the ®.



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ARCHER DANIELS MIDLAND COMPANY  
World Headquarters—Decatur, Illinois 62525  
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***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.

See us at RTNDA Booth # 210

**Panasonic**  
Broadcast Systems

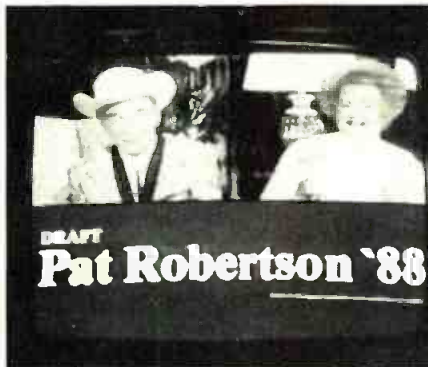


## AdVantage

**Charlton Heston debut.** In his first appearance in television commercial, actor Charlton Heston assumes role of corporate spokesman for Contel Corp., telephone and information services company. Heston had previously appeared only in public service or issue-oriented campaigns. Heston will star in series of 60-, 30- and 15-second commercials, starting on Aug. 31 on various network sports, prime time and news programs. Contel said it would spend about \$7 million between now and end of year on advertising in television and print. Agency for Contel is Lord, Geller, Federico, Einstein, New York.



Heston



Rogers and Evans

**Campaign ad.** National Committee to Draft Pat Robertson for President launched television advertising campaign in 24 markets across country last week. Committee is purchasing \$20,000 worth of time on 25 independent stations in seven states, mostly in south and southwest. Thirty-second spot features Roy Rogers and Dale Evans and airs twice daily for nine days. Advertisement will run primarily between 7 a.m. and 1 p.m. and during Christian-type programs. Committee says campaign will test to see how much support for Robertson candidacy exists.

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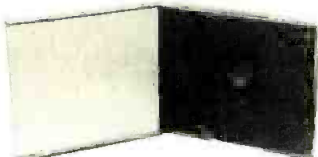
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Founded 1931. Broadcasting-Teletexting \* introduced in 1946. Television \* acquired in 1961. Cablecasting \* introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1986 by Broadcasting Publications Inc.



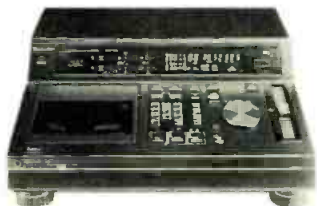
The original CD package. Empty, replacement jewel boxes. All plastic construction. Just like the ones you now have. Complete protection with inserts for liner or your notes. \$1.00 ea.



The Denon Technical CD. Run your entire audio chain through its paces. Your CD player and this 99-cut disc will combine to form a precision test generator. L + R, L-R, sweeps, infinite noise; they're all here. \$25.00



A great machine for the veteran CD station AND for those seeking ways to start. The SLP 500 cues to music and random selects up to 99 cuts. Yes, it cues to the music. No slop operations. \$395.00



The SLP 1200 cues to music, searches frame by frame for production, changes pitch with variable speed. We knew you were serious about the compact disc format.

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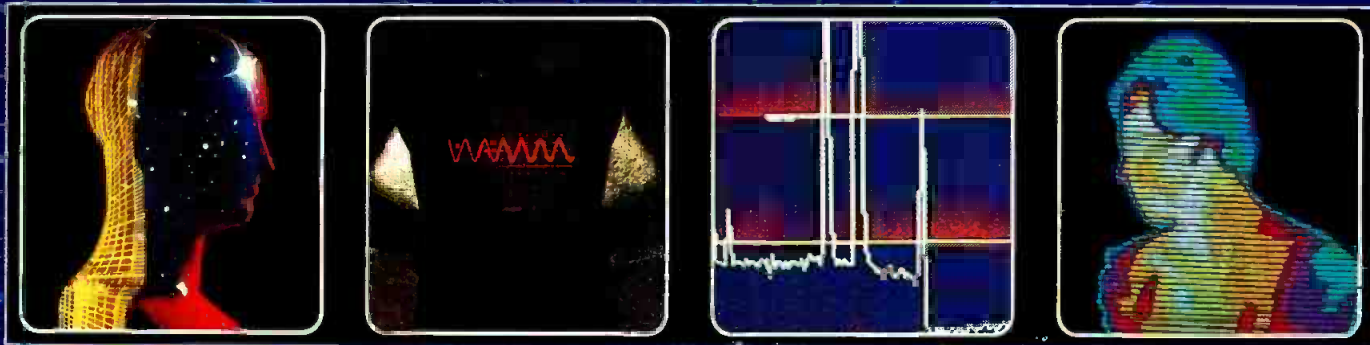
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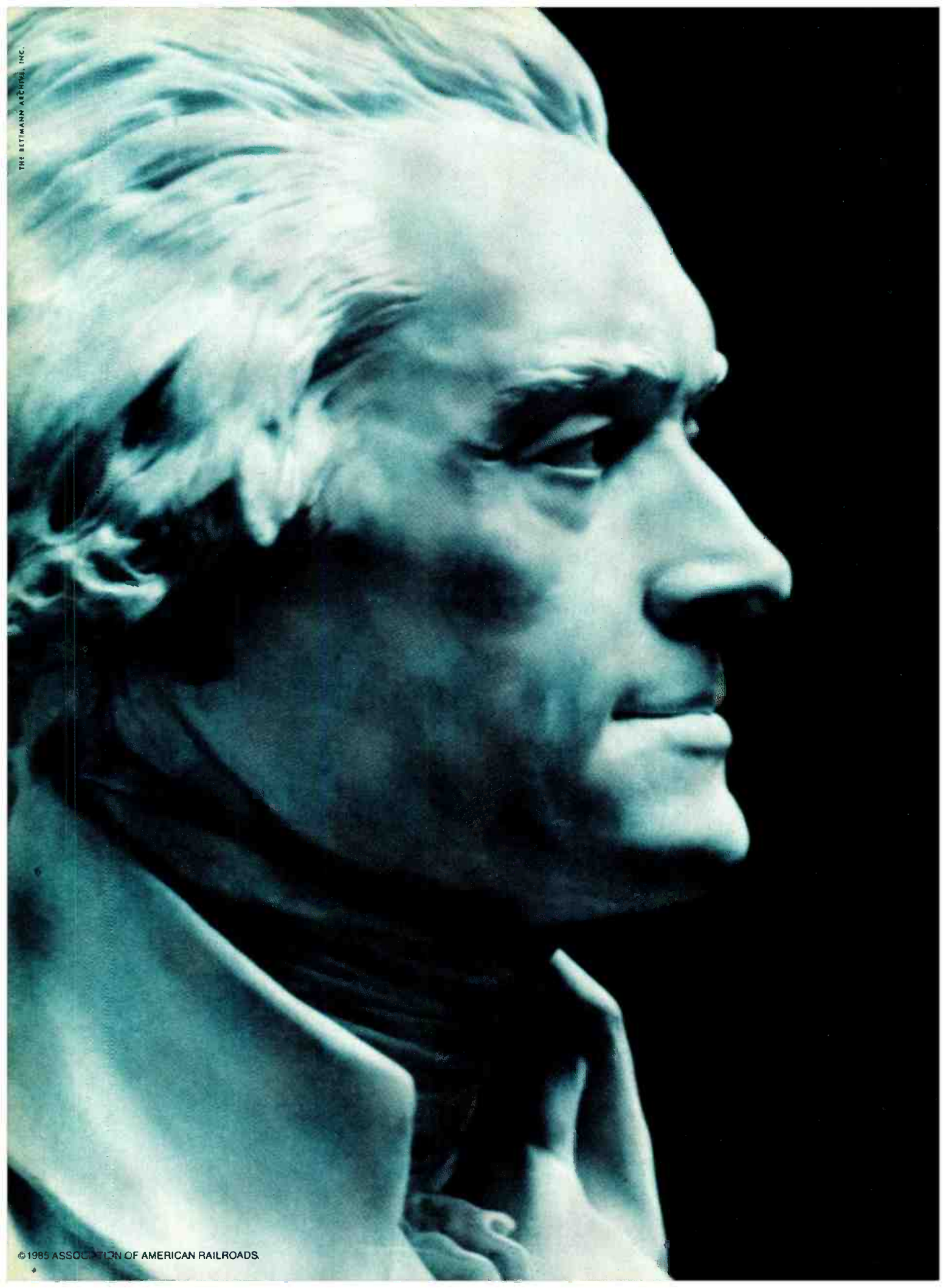
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THE BETTMANN ARCHIVE, INC.





“The merchants  
will manage commerce  
the better,  
the more they are  
left free to manage  
for themselves.”

*Thomas Jefferson, 1800*

The free enterprise system that Jefferson championed has served American business very well. However, until 1980 our nation's freight railroads were not allowed to share in the benefits of a free market. A noose of federal regulations choked the railroads for nearly 100 years. The effect of this government stranglehold was predictable: During the 1970's, railroads filed for bankruptcy at an alarming rate, affecting 22% of the nation's rail mileage. In 1980 the Staggers Rail Act loosened

the regulatory collar, allowing freight railroads to operate more efficiently and competitively.

Since the passage of Staggers, railroads have made a remarkable recovery. Huge investments in new equipment and track repair have made them more efficient. Stiff competition has controlled rates far more effectively than regulation did. According to a recent study, 87% of freight shippers surveyed feel that railroads should

continue to participate in a free, competitive market. A strong majority believe that deregulation has benefited rail customers and America's consumers.

Still, there are those who would "fine tune" Staggers, those who would again tighten the regulatory noose. America deserves better. For more information, write: Free Enterprise, Dept.



Association of American  
Railroads, 50 F Street, N.W.,  
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**ASSOCIATION OF AMERICAN RAILROADS**

A deregulation commentary from Stephen A. Sharp, Skadden, Arps, Slate, Meagher & Flom, Washington

## Old myths die hard: A communications regulation advisory

Even in this era of deregulation the communications industry is governed by rules, policies and procedures that often are of obscure origin and questionable reasoning. Many time-honored practices by the FCC were established not by statute or by proper rulemaking, but by the personal views of a staff member long since retired. These practices are perpetuated with unquestioning adherence by staff members who know little or nothing of why the practice started and are too busy to delve into the mysteries of the past.

It remains, therefore, for regulatees and their counsel to test carefully long-accepted practices and beliefs. The history and the background of the rule or policy should be checked thoroughly. What were the practical or political reasons for its adoption? Has technology or the marketplace modified or eliminated the reasons for its original adoption? Have there been changes in law or policy affecting the legal basis of the rule or policy in question? Is the basis of the rule or policy an informal procedure or policy developed for administrative convenience?

More than once, a policy has been based on a misreading of a statutory provision or its legislative history. Once adopted, it takes on a life of its own and may be as difficult to eliminate as the persistent petitions opposing Madalyn Murray O'Hair. For instance, the reemergence of the "premature" construction myth at the staff level and its recent appearance in commission orders illustrate the irrepressible nature of myths at the FCC.

This particular myth or doctrine, while illustrative of a wider phenomenon, is of special relevance to all applicants for facilities and broadcasters in particular. A broadcast applicant may need to construct facilities prior to seasonal weather changes or a critical ratings period. Applicants must be free to make business decisions to construct all or part of the proposed facility at any time. They know the risks of not obtaining a construction permit or having the permit require changes in operating parameters, as well as the risks of delaying construction.

When Congress created the construction permit, it recognized the right of applicants to construct at their discretion. It created a two-step licensing system. An applicant is granted a construction permit



Stephen A. Sharp heads the Communications Practice Group at Skadden, Arps, Slate, Meagher & Flom, a Washington-based law firm most noted for its work in corporate mergers and acquisitions. A former FCC commissioner and general counsel, he spent eight years at the FCC and six in the private practice of communications law. Prior to joining the FCC he had experience in newspapers, radio and TV news, radio programming and political advertising and public relations.

setting forth the technical and operational parameters of the facility, and a license is granted to operate the facility if tests show that it works as proposed. No person may transmit without a permit, but the statute says nothing about the timing of construction.

This myth had a dramatic fling with notoriety in 1977. The staff presented the commission with a proposed order that would have granted a construction permit for a new broadcast station, but only if a recently constructed tower were dismantled and its base were dynamited. Then an identical base could be constructed and the tower could be constructed again. The existing facilities were in full conformance with the terms of the proposed construction permit, and the staff had informed the applicant that the permit would be forthcoming as specified in the application.

The decision by the commission majority to grant the permit without the condition was described (correctly) as the use of common sense and (incorrectly) as ignoring the requirements of the law. Three lawyers on the FCC dissented (safe in the

knowledge that their votes were not needed to form a majority), noting that they were sworn to uphold the law.

Their dissent was unnecessary. Detailed review of the statutory language and its legislative history revealed no statutory basis for any restriction on when construction is undertaken and completed. The dissenting commissioners had relied on staff advice that the law barred issuance of a construction permit for facilities already constructed. The staff advice was based, in turn, on an accumulation of error carried by a series of decisions and internal memoranda owing its beginning to a failure to apply proper statutory construction procedures many years earlier. The staff lacked the time to research original sources, and counsel for the station failed to do so. The applicant was lucky.

In 1981, the commission proposed to repeal the statutory language that had formed the basis of the earlier error. The amendment was described as deleting obsolete grandfathering language, which it did. It was not explained that language originally intended to grandfather stations completed prior to enactment of the Radio Act of 1927 had been perverted earlier to justify punishing applicants who constructed prior to receiving the permit.

Perhaps it should have been. Even in the era of Mark Fowler's leadership at the commission there are those who are reasserting the myth of "premature" construction. Despite that the notion runs counter to the fundamental thrust of deregulation and reliance on the marketplace, and that both the original and revised statutory provisions provide no authority for such a policy, the myth dies hard. Where is the silver stake to finish the job?

This is but one example of this phenomenon. Another example is found in the commission's 1975 Aspen Institute decision, where the commission reversed a 13-year-old precedent after determining that the original 1962 decisions had been premised on an erroneous reading of the language and legislative history of the 1959 amendment to the equal opportunities provisions of Section 315(a) of the Communications Act. Others have been corrected, and some persist.

The concluding general admonition is obvious: Assume nothing; question everything; research law and policy thoroughly; be imaginative; challenge error aggressively. The commission and its staff want to do what is right. They are busy and distracted. They need our help and guidance.



# IT HAPPENED IN NEW ORLEANS!!

*"...in two short months we went from a nothing rating to a 3.8 share adults 25-49..."*

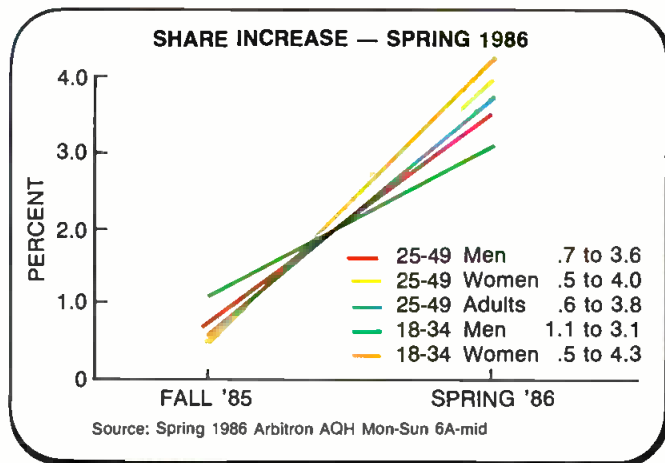
**—Dale Matteson, WMKJ, New Orleans**



In the span of a few months and one rating book, WMKJ in New Orleans enjoyed a whopping increase in 25-49 adults... from .6 to 3.8... an even greater jump in 25-49 women... .5 to 4.0... a boost from .7 to 3.6 in men 25-49... and equally dramatic increases in men and women 18-34.

Lowry Mays, president of Clear Channel Communications, Inc., credits Satellite Music Network's **Heart and Soul** format with achieving the excellent ratings as well as stimulating strong advertising for the stations.

***"...making our combination a great buy for reaching the 18-49 adults!"***



Lowry Mays, President  
Clear Channel  
Communications

Writes Mays, "Dale Matteson, WMKJ General Manager, reports not only an excellent, initial Arbitron for SMN's **Heart and Soul** but significant advertiser demand as well for it in New Orleans."

*Dale Matteson confirms this, pointing out, "We really didn't get the format on the air until late May, so in two short months we went from a nothing rating to a 3.8 share adults 18-49. And, keep in mind this station*

*never had a rating over a 1.0 in the past year! For us... since we are CHR on FM... Heart and Soul blends perfectly, making our AM-FM combination a great buy for reaching the 18-49 adults!"*

In his letter, Lowry Mays continues, "Richard Carroll, KALO General Manager, is enjoying the same type of success with the format at our property in the Port Arthur/Beaumont market."

***"...two AM stations as viable commercial entities..."***

*Richard Carroll adds his praise, "The listeners have been thrilled and vocal about the format. They've let us know how they feel and it is paying off in sales."*

Concludes Mays, "SMN's **Heart and Soul** has helped us establish these two AM stations as viable commercial entities in their respective markets. Thanks for the care that your people continue to put into the format."

What **Heart and Soul** has done in the New Orleans and Port Arthur/Beaumont markets, it can do for you. Call Bob Bruton or Charlie Strickland at 1-800-527-4892 for more information. In Texas call (214) 991-9200.

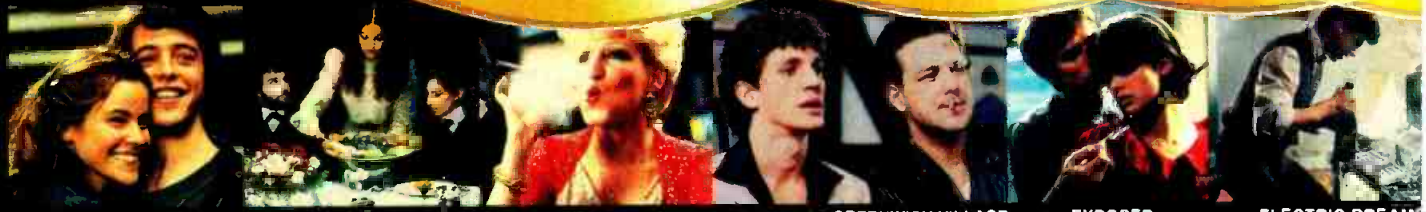


Lowry Mays and Secretary Bonnie Liebmann



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BEAR OF THE DRAGON

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TO LIVE AND DIE IN LA

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HOT DOG... THE MOVIE

## THAT WILL KEEP THE MOMENTUM GOING.

MGM/UA PREMIERE NETWORK created so much excitement, it had to be continued. Beginning in November, MGM will present 24 more theatrical motion pictures filled with all the excitement and star quality that has become the trademark of the MGM/UA PREMIERE NETWORK.

These outstanding features will be available one each month, on a barter basis.

For more information contact your MGM sales representative today.



# Datebook

## This week

**Aug. 25**—Presentation of National Community Service Emmy Award, honoring local television stations for outstanding local programming that has positive impact on the community, sponsored by *National Academy of Television Arts and Sciences*. St. Regis hotel rooftop, New York.

■ **Aug. 25-26**—"Management Strategies for Chief Executive Officers," a Corporation for Public Broadcasting interregional training program seminar sponsored by *Southern Educational Communications Association*. Ritz-Carlton, Atlanta.

**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.

■ Indicates new entry

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great shows, now under  
The Fox/Lorber Umbrella.   
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## 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/Cherophobia." Co-sponsored by *Joyce Foundation*. Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

**Sept. 6**—38th annual prime time Emmy Awards for cre-

ative arts. Pasadena Civic Auditorium, Pasadena, Calif.

**Sept. 8**—Deadline for entries in 29th annual *International Film & TV Festival of New York*. Information: (914) 238-4481.

**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.

## 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 and Omni Shoreham hotels, 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.

■ **Feb. 19-21, 1987**—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

**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.

■ **April 29-May 3, 1987**—*National Public Radio* annual public radio conference. Washington Hilton, Washington.

**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.

■ **May 31-June 2, 1987**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

■ **June 9-11, 1987**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**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.

■ **Aug. 16-19, 1987**—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco.



# On August 4, 5 & 6, KCOP used the BBC to "Edge" out ABC, NBC and CBS.

KCOP's BBC-produced "Edge" had all three networks cursing the "Darkness."

On Monday night, ABC got edged by KCOP.

On Tuesday night, NBC got edged.

On Wednesday night, it was CBS's turn.

The bottom line for "Edge of Darkness" on KCOP was a 30% improvement of its 8-10 pm time slot.

And a whole lot of commercial TV viewers found out firsthand just how watchable BBC programming can be.

As we say at Lionheart, "It's not where they come from, it's where they go!"

## **EDGE OF DARKNESS**

Starring Joe Don Baker and Bob Peck

*Distributed exclusively by*



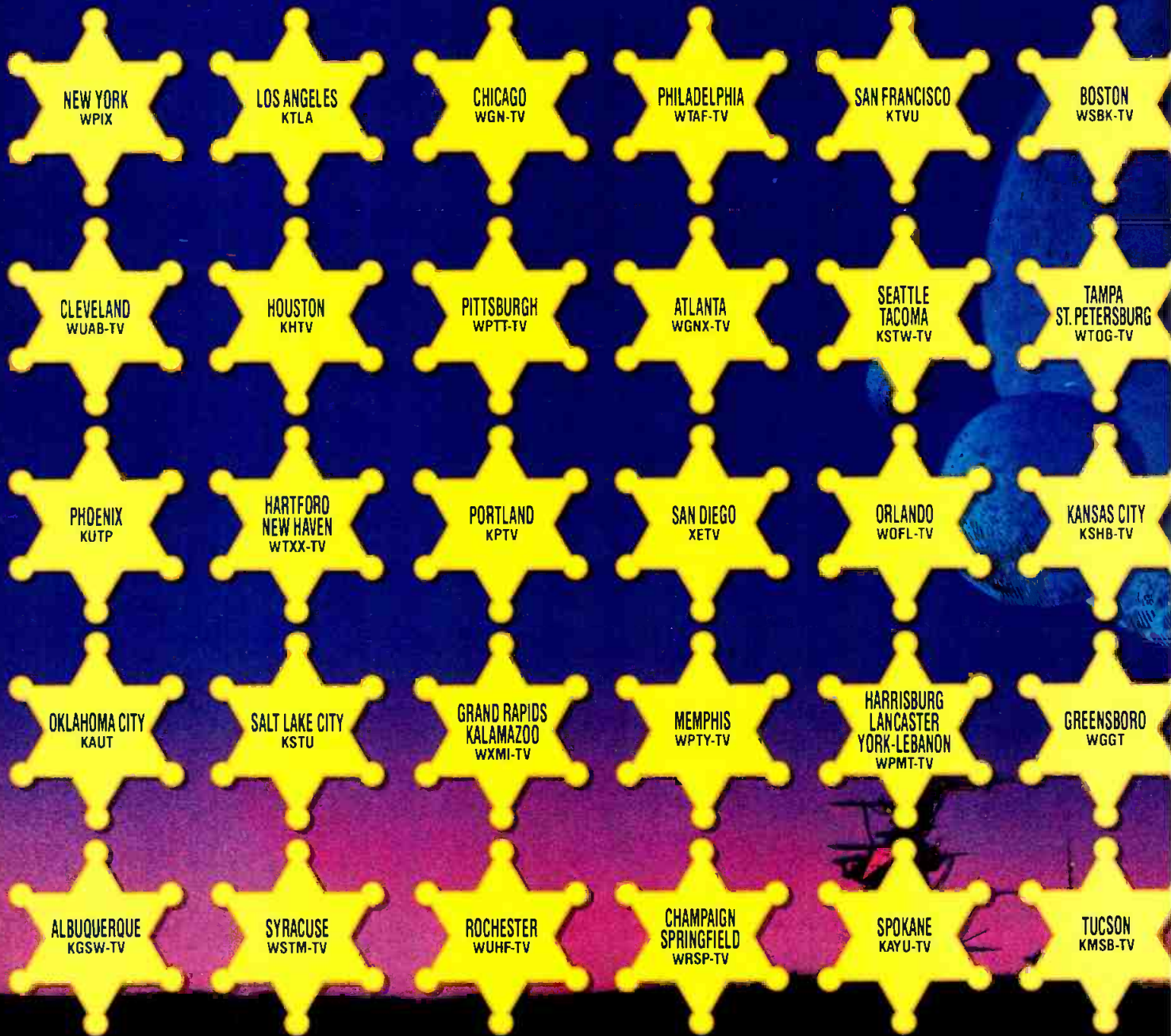
==== **LIONHEART TELEVISION** ====  
**THE BBC IN AMERICA**

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**BraveStarr**<sup>®</sup> is different: it's the definitive space age western fantasy adventure.

And **BraveStarr**<sup>®</sup> has the Filimation difference: the quality, the concern for content, the made-in-the-USA animation that distinguishes He-Man,<sup>™</sup> She-Ra<sup>™</sup> and Ghostbusters.

Demonstrating that there's always room for a hit, **BraveStarr**<sup>®</sup> in record time has attracted a powerful lineup with the best time periods across the country.

**Premieres September 1987**  
**65 Half-Hour Episodes**



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WKBD-TV

WASHINGTON  
WDCA-TV

DALLAS  
FORT WORTH  
KTVT

MIAMI  
WBFS

ST. LOUIS  
KDNL-TV

DENVER  
KWGN-TV

SACRAMENTO  
KTXL

BALTIMORE  
WBFF-TV

INDIANAPOLIS  
WXIN-TV

MILWAUKEE  
WVTV

NEW ORLEANS  
WGNO-TV

GREENVILLE  
SPARTANBURG  
ASHEVILLE  
WHNS-TV

COLUMBUS  
WTTE-TV

LITTLE ROCK  
KLRT

RICHMOND  
WRLH-TV

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Ghostbusters © 1986 Filmation Associates.



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—Hollywood Radio and Television Society** fall preview luncheon featuring network entertainments president B. Donald Grant, CBS; Brandon Stoddard, ABC, and Brandon Tartikoff, NBC. Beverly Hilton, Los Angeles. Information: (818) 769-4313.

■ **Sept. 9—New York Women in Cable** meeting on home shopping channels. HBO Media Center, New York. Information: Sherri London, (212) 661-4500.

**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—American Women in Radio and Television, Washington chapter**, meeting, "International Reporting: Over Here, Over There." Speaker: Jan McDaniel, Washington bureau chief, Chronicle Broadcasting, National Association of Broadcasters, Washington. Information: Lea MacNider, (202) 823-2800.

**Sept. 10—New Jersey Broadcasters Association** sales seminar. Quality Inn, North Brunswick, N.J.

**Sept. 10—New York chapter of National Academy of Television Arts and Sciences** luncheon, featuring Kay Koplovitz, president-chief executive officer, USA Network. Copacabana, New York.

**Sept. 10-12—National Religious Broadcasters** South-

eastern regional convention. Heritage Village USA, Charlotte, N.C. Information: (804) 528-2000.

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

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

**Sept. 11—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—Women in Cable, Chicago chapter**, dinner meeting. Ambassador West hotel, Chicago.

**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. Information: (818) 246-2200.

**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 Programing** luncheon, to discuss "dynamics of today's television hierarchy and the programing 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) 719-8942.

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

**Sept. 17—New York chapter of National Academy of Television Arts and Sciences** luncheon, featuring Robert MacNeil, executive editor and co-anchor, *MacNeill Lehrer NewsHour*. Copacabana, New York.

**Sept. 17-18—Conference for journalists, "Politics 1986: A Democratic or Republican Year?"** sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Sept. 17-19—Magnavor** 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—Annual Everett C. Parker Ethics in Telecommunications** lecture, sponsored by *United Church of Christ and United Council of Churches*. Speaker: Representative Al Swift (D-Wash.) Interchurch Center, New York. Information: (212) 683-5656, extension 190.

**Sept. 18—Cabletelevision Advertising Bureau** local advertising sales workshop. Sheraton Inn-Airport, Portland, Ore.

**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. 18-19—Alaska Broadcasters Association** annual convention. Hotel Captain Cook, Anchorage.

**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-

*This announcement appears as a matter of record only.*

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*We arranged this financing privately.*

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BOSTON, MASSACHUSETTS

July 1986





**When  
local movie  
ratings mean  
the most...**

# Embassy II

You've Run

73%

Of Our Titles

During Sweeps



# Is There!

A large, glowing yellow cube is the central focus, with the word "YES" written inside it in a bright, glowing font. The cube is surrounded by tall, thin grasses that appear to be blowing in the wind. The background is a deep blue sky with some lighter blue clouds.

Thanks for the confidence.

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EMBASSY COMMUNICATIONS · A UNIT OF *The Coca-Cola Company*



pole conference and exhibition center, Brighton, England.

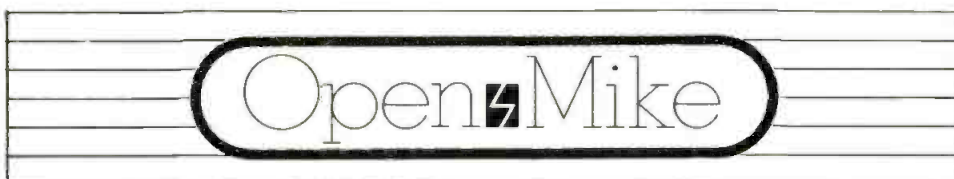
**Sept. 21**—38th annual prime time Emmy Awards, telecast live on NBC-TV. Pasadena Civic Auditorium, Pasadena, Calif.

**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. 22-23**—*Public Telecommunications Financial Management Association* Workshop I, on preparing annual financial survey for Corporation for Public Broadcasting, and risk management. Dupont Plaza hotel, Washington.

**Sept. 22-24**—*Magnavox* mobile training seminar.

*Continues on page 84.*



### SNV supporter

EDITOR: William G. Papa, in his commentary about the pros and cons of local television news organizations entering the Ku-band satellite news movement ("Monday Memo," Aug. 11), presented many mistaken notions about what broadcasters have to gain or lose by getting involved or sitting on the

sidelines.

The negative remarks Mr. Papa presented about Ku-band satellite news technology and services appear to be rooted in the belief that a satellite news vehicle (SNV) is an island in a sea of television news—that each operates as a stand-alone entity.

However, what makes SNV's valuable tools in our highly competitive news business is not just what one vehicle alone can do for a single station (even though it can do a great deal), but what a group of television stations—each member with its own mobile uplink, working cooperatively—can do collectively. At Conus Communications, we call that a news cooperative, and we're the only one whose membership freely crosses network (and cable) boundaries in the interest of gathering national news tailored to the local interests of each member station, regardless of affiliation.

Mr. Papa stated that transponder capacity/availability for owners of SNV's "is critically hampered by launch vehicle failures." Really? I don't know who or what Mr. Papa has in mind, but Conus—mentioned by name in his commentary—has access to five Ku-band transponders, or 10 channels, with additional capacity available if needed. Conus has accomplished more than 15,000 live satellite news shots with its membership in the past two years. On Sunday, Aug. 17, Conus did approximately 35 live shots in six hours of on-site beach coverage of [Hurricane Charley].

Mr. Papa asks broadcasters to weigh the cost of an SNV against the likelihood of using it to beat the competition on perhaps two or three major, local stories a year. With Conus, you can multiply that by the number of our member stations around the country that will also help beat the competition on national stories.

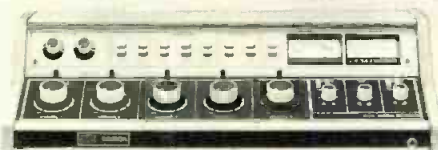
If Mr. Papa's estimate is correct (and I don't believe it is), the equation is that Conus, with our 42 present members, will help you beat your competition between 84 and 126 times a year. Who can afford to be beaten by their competitors every other day?

Finally, Mr. Papa recommends that news directors forgo the cost of an SNV and use the money to hire a C-band satellite expert to help find available uplinks. He fails to mention that most Conus members already have their own in-house Ku-band satellite specialists, trained and certified by Conus Control technicians.

I, for one, can empathize with Mr. Papa and certainly would not want to be dependent on C-band uplinking to make a living in these times. I also would not want to be the broadcaster caught driving individual tapes to a C-band uplink while his competition is beating him with live feeds and updates from the scene of a breaking story, using a Ku-band system.—*Charles H. Dutcher III, vice president, general manager, Conus Communications, Minneapolis.*

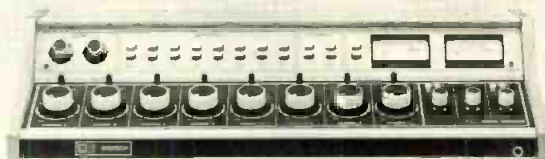
## Console Sale! 10% Off Every Model Until November 15, 1986

Add a touch of elegance and save money with these freshly styled, solid performers. Audio quality is excellent! Every mixer preamp in the 150A, 250A, and 350A series consoles is selectable for a high or low (microphone) level input. These superb consoles also include line, monitor, cue, and headphone amplifiers - all on plug-in boards! The Series 250A consoles feature ladder-type, step attenuators with cue detent. Telephone-type roller cam key switches provide silent, reliable channel selection.

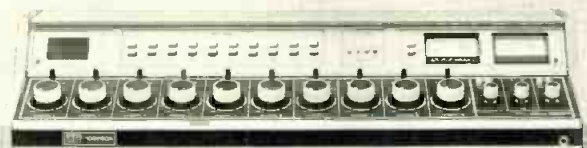


5S250A Stereo  
Now \$3285

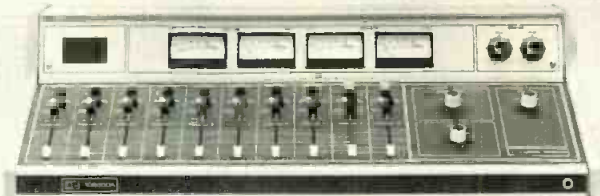
8S250A Stereo  
Now \$4275



10S250A Stereo  
Now \$5305



10S350A Stereo  
(10 mixers with  
Penny & Giles  
vertical faders)  
Now \$5395



For more information, contact your local Broadcast Electronics distributor, or write for our new four color brochure.

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# They're All Playing "Catch-Up"

Read a trade publication or go to a convention, and it seems everyone and his brother is trying to build SNG<sup>®</sup> trucks.

Confused? Ask yourself these questions: Who built the first one? Who has built more SNG<sup>®</sup> trucks than everyone

else combined? Who is the leader in SNG<sup>®</sup> technology?

The answer is HUBCOM.

So while everyone else is playing "catch-up"... stay ahead of the pack with the leader — HUBCOM.

**HUBCOM**

HUBBARD COMMUNICATIONS, INC.

*The last word in technology from the first name in the industry*

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# Freeze.

**Introducing the fastest, easiest way to get quality prints and slides from video.**

Now you can capture the moment, freeze it, and frame it. All with the touch of a button.

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# Broadcasting Aug 25

Vol. 111 No. 8

TOP OF THE WEEK

## Tax bill: good news and not-so-bad news

**Broadcasters may fare better than cable operators but both see benefits in new bill**

Broadcasters may come out ahead under proposed tax reform legislation pending in Congress. That's the conclusion of Fifth Estate financial analysts, investors, brokers, and others who last week predicted that broadcasters would gain from the bill's lower corporate tax rates. Cable on the other hand may face a greater burden because of the proposed elimination of certain tax breaks. Nevertheless, the feeling within the cable industry was that the bill "could have been worse." Hollywood production companies would also feel a squeeze in the new tax code.

Cable was particularly concerned because the legislation would eliminate investment tax credits, wipe out the preferential treatment for long-term capital gains, introduce a tougher minimum tax, substantially repeal the so-called General Utilities doctrine and alter the accelerated cost recovery system used to depreciate cable plant. On the last, however, cable is claiming a major victory. Cable operators would still get a significant tax savings from depreciation.

"The bill's not great news," said Bert

Carp, executive vice president of the National Cable Television Association. (Carp headed NCTA's lobbying efforts on the legislation.) Nonetheless, he thinks the industry "can live with and prosper under the legislation, even though it's not exactly what we'd want in a perfect world."

The new tax code which is a major overhaul of the current system was approved by a House-Senate conference committee less than two weeks ago (BROADCASTING, Aug. 18). The broad outlines of the bill are available, but as one observer noted, "we don't know everything that might be tucked away in it." Final action is expected in September and President Reagan is likely to sign the measure.

Under the measure, the top corporate tax rate would drop from the current 46% to 34% (lower graduated rates would apply to smaller businesses), and the top personal tax rate would fall from 50% to 28%.

The lower corporate tax rate was good news for the broadcasting industry. "It's a real plus," said Gerald W. Agema, chief financial officer for Tribune Stations. Agema said that Tribune, like many others in broadcasting, pays close to the top rate of 46%. For some broadcasters the repeal of ITC's and lengthier depreciation periods might be

viewed as a loss. But Agema pointed out that on the whole broadcasters don't depend on tax shelters, and those changes should have a negligible impact.

However, the legislation's provisions affecting executive compensation plans may force some companies to re-evaluate their policies, he noted. Some of the tax benefits executives receive under the current system would be sharply curtailed in the new tax bill. For example there would be limitations on the use of so-called 401 (K) for sheltering retirement income.

Reaction overall within the broadcasting community was positive. The reduced corporate tax rate could make broadcasting an even more attractive investment, said Dan Gammon, vice president of American Radio Brokers in Washington. He thinks "buyer demand" will likely grow as a result of the proposed repeal of certain tax shelters, particularly real estate. And Jim Blackburn, president of Blackburn Co., a Washington media broker, predicted there would be a flurry of transactions by the end of the year as sellers seek to avoid the less favorable capital gains treatment contained in the new tax bill. The preferential treatment for capital gains in the present law would be repealed. Congress opted instead for taxing

## Wright standing ready to fill Tinker's shoes at NBC

No one at NBC, or its new owner, General Electric, was saying anything officially last week about a successor to Grant Tinker as NBC chairman. But as one network executive put it, everything but the cat's tail was out of the bag. Network sources say that on Tuesday, Robert Charles Wright, the 43-year-old president of GE's Credit Corp., will be announced as the successor to Tinker, who in his fifth and final year on the job guided NBC to its first-ever first prime time victory.

The changeover is not expected to cause great disruption at the network. According to sources there, Tinker was supportive of the decision to name Wright chairman.

Wright's previous Fifth Estate experience was in cable. He was president of Cox Cable Communications from January 1980 to April 1983. At NBC, Wright will face the challenge of dealing with the Hollywood community, which will be interested in seeing if he has as slow a trigger finger for cancelling series as characterized the Tinker era. An executive who worked closely with Wright at Cox predicted that Wright will not disrupt that relationship.

David Van Valkenburg, who served as executive vice president and chief operating officer under Wright at Cox, and who succeeded him as president, said that Wright "will be excellent for NBC people like Larry Grossman and Brandon Tartikoff" to work with "because he lets creative people operate" while also challenging them to surpass themselves creatively and produc-

tively.

During Wright's tenure at Cox, the MSO entered into programming ventures that included Spotlight (a pay-cable service owned along with four other MSO's but now defunct), Rainbow Programming Services (Cox later sold its interest), and Indax, a two-way interactive service that has been discontinued. "His belief was that the cable operator needs to be producing more of its own programming," said Van Valkenburg, who is currently president of ATC Enrcom, a joint venture of Houston Industries Inc., and ATC.

Wright, a lawyer, was born in Long Island and received his LLB from the University of Virginia in 1968 after obtaining his undergraduate degree from Holy Cross in 1965. He left private law practice in 1973 to join GE. In six years there his positions ranged from counsel to manager of sales and marketing of the plastics department. In that capacity, Wright helped turn a \$25-million business into a billion-dollar one in two years. Wright joined Cox in 1980, a number of months after GE sought to acquire the cable company. The merger fell through in June 1980. GE Chairman John F. Welch Jr. brought Wright, said to be a personal favorite of his, back to GE in 1983.

Wright is said to be a high-energy manager "who works 24 hours a day." Van Valkenburg described him as an orchestrator of personnel. "He delegates very well," said Van Valkenburg. "He enjoys having very bright and capable people working around him."

capital gains at the same rate as ordinary income, 34% for corporate gains and 28% for individual gains.

Murray Forman, with Integrated Resources Inc., a New York-based publicly traded diversified financial service company with joint ventures in broadcast and cable TV operations, thinks the legislation poses a disincentive for start-up entrepreneurs depending on limited partnerships that expect losses at the outset of operation. The tax advantage of such partnerships would be removed by the new law. But that wouldn't be the case for established operations financed through limited partnerships that take profits, he said.

Advertising agencies felt the reduced corporate tax rate would help their business. "It's clear there will be a major benefit to agencies," said Leonard Matthews, president of the American Association of Advertising Agencies. But Matthews's approval of a lower tax rate was tempered by his concern that the bill might have a negative impact on advertisers. He noted that because the legislation shifts the tax burden from service industries to manufacturing companies, those businesses may be forced to re-examine the investments they'll be making in advertising.

The advertising community and broadcasters were particularly relieved that an earlier proposal to limit the deductions for advertising expenses from 100% to 80% within a given year, with the remaining 20% amortized over a five-year period, was not revived. The bill also decreases the current deduction for business expenses for entertainment and meals from 100% to 80%.

Both broadcasters and advertising agencies won't be happy about proposed limitations on the cash method of accounting. That method enables businesses to defer payments on taxes. (Companies with gross receipts under \$5 million could still use cash accounting.) Despite that change, said Fred Molz, manager of corporate taxes for The Interpublic Group of Companies, "we feel the favorable lower tax rate exceeds all disadvantages."

For Hollywood the loss of ITC's was being viewed seriously. "It's not good," said one source. A transition rule was bestowed upon the motion picture industry to extend the ITC's for two years. One source in Hollywood indicated the bill would force some adjustment either in costs or in the pricing of products.

For cable the loss of ITC's and the imposition of a stringent minimum tax could throw some companies that currently pay no taxes into a tax-paying position. (Because the current tax code favors capital-intensive industries like cable, many systems often paid little if any taxes.) ITC's allow companies to subtract from their tax bills 6% to 10% of the sum they have spent during the year on certain types of assets. Under both the Senate and House bills, ITC's would be continued until the end of 1988. NCTA's Carp noted, however, that the transition rules are still under discussion.

Congress agreed to a transition rule that makes repeal of the General Utilities doc-

trine more palatable. (NCTA was crediting Senator Lloyd Bentsen [D-Tex.] for that relief.) Repeal of the doctrine is likely to result in a double taxation. Under existing tax law, if a corporation liquidates assets and distributes the proceeds to the shareholders, only the shareholders pay income taxes on the distribution, not the corporation.

Next to ITC's some industry observers felt the loss of the General Utilities doctrine might have the greatest impact on system sales. But, Stan Nasberg, a partner with the CPA firm of M.R. Weiser Co., which specializes in cable TV, doesn't think the change in tax rules will "have a significant effect" on cable values. "Cable values are governed by cash flow and the reduction in cash flow caused by these tax changes should not be that significant," said Nasberg.

On capital gains, Carp said, "we were disappointed to see the rate go to 28%." The biggest battle for cable was to hold off attempts to seriously weaken the industry's depreciation provisions. Moreover there were efforts to link telephone depreciation with cable depreciation. "Cable dodged what could have been a real bullet," Carp said. NCTA recognized Senate Finance Committee Chairman Bob Packwood (R-Ore.) and Congressman Richard Gephardt (D-Mo.) for playing a key role in insuring that cable fared well in this area. Currently cable receives a five-year recovery period and a 150% declining balance method for depreciation.

Under the legislation, cable gets seven years and 200% declining balance. "When you work that out," he said, "it's very close to what cable gets under current law." Also, Carp explained, "it [the bill] also makes clear that if you're primarily doing cable television over a plant then other things that you do whether they're one-way services or two-way services aren't going to change the depreciation characteristics of the plant."

Limited partnerships have also been a popular means of financing cable systems. Cable's use of the partnerships, Carp said, are highly income-oriented and should not suffer from the elimination of certain tax shelters. "I think there will continue to be limited partnerships offered next year," he said, adding that "they might be restructured modestly from the kinds of deals offered now."

Peter Sokoloff, senior vice president of Cable Investments Inc., a Denver-based cable investment brokerage firm, predicted there might be a slowdown in the sale of properties, because some investors may prefer to wait and see what happens over the next year. Sokoloff expects that trend will reverse itself in 1988.

Reaction from the cable industry was summed up by Steve Dodge, chairman and chief executive officer of American Cable-systems Corp., Beverly, Mass. "While we might complain, other industries were more severely impacted," he said. Moreover, Dodge felt that cable's attractiveness as an investment may be enhanced by the bill. More important, he said, "I feel good about the effectiveness of NCTA. Overall, we came out reasonably well." □

## Satellite news operations of ABC, CBS, CNN go to GTE

It means new competition for RCA Americom in Ku-band

For a time, it looked as if RCA Americom would become the principal satellite carrier of satellite newsgathering services. Pioneering Conus Communications and NBC decided to use capacity on RCA's powerful Satcom K-2 satellite to implement their Ku-band newsgathering operations, and the expectation was that others would follow their lead.

But the picture has changed within the last three weeks. GTE Spacenet has reached tentative five-year agreements to supply satellite time and services to ABC, CBS and CNN for their incipient newsgathering services.

Contracts are not yet final, and neither GTE nor its new customers was providing details of individual deals last week. But some of those details are expected to come out during briefings of network affiliates this week at the Radio-Television News Directors Association convention in Salt Lake City.

GTE executives, not surprisingly, were pleased with their marketing coup. Michael Caffarel, director, industry services marketing, cited a number of reasons for it, including GTE's flexibility in pricing and in meeting the needs of the news operations and its voice-communications service, which, GTE feels, is a cut above the competition's.

Caffarel estimated that the deals could be worth between \$25 million and \$50 million to GTE over five years, depending on options the networks exercise to expand and renew their services.

According to Caffarel, RCA wasn't GTE's only competition. Comsat came close to capturing the CBS business, he said, and Conus Communications made a play for ABC's, offering the network excess capacity on its Satcom K-2 transponders.

All the newsgathering traffic will be aggregated on GSTAR II, a 16-transponder satellite orbiting at 105 degrees west longitude, Caffarel said. The satellite is one of three in the GSTAR constellation. GSTAR I is in orbit at 103 degrees west and GSTAR III is scheduled to be launched by Arianespace next year. GTE also operates two other satellites, Spacenet I and Spacenet II, each of which has six Ku-band and 18 C-band transponders.

The voice-communications system is designed to allow operators of satellite newsgathering vehicles (SNV's) to call anywhere from anywhere—either through the satellite alone or through the satellite and the conventional telephone network. Based on Demand Assigned Multiple Access (DAMA) technology, the system was developed by Sky-switch, a Canadian company of which Com-



sat owns 23%.

Caffarel said the system is similar to a cellular telephone system, except there is only one cell and its repeater is aboard a satellite. When an operator picks up the Skyswitch handset in an SNV, a channel is immediately established with a DAMA controller, which, depending on the operator's command, either connects the SNV with another SNV or fixed downlink via satellite or patches it into the telephone network.

According to GTE's Rick Boyland, GTE has dedicated an entire transponder on GSTAR II to voice communications. Under normal circumstances, that's enough capacity to handle up to 1,000 two-way conversations. However, capacity is limited by the DAMA controller. GTE is installing a DAMA controller at its McLean, Va., operations center that will be able, at startup, to handle at least 40 channels and will be easily expandable.

To tap into the system, an SNV will have to be equipped with a Skyswitch communications package. According to Caffarel, Skyswitch is now selling a four-channel package for around \$45,000.

Because of the way the system is structured, any SNV or station with a Skyswitch package will be able to talk to any other similarly equipped SNV or station, assuming they are both pointed at GSTAR II, Caffarel said. What that means is that an SNV of an ABC affiliate can talk to an SNV of a CBS affiliate as easily as it can with an SNV of another ABC affiliate.

In addition to voice communications, Boyland said, GTE will also handle traffic control, helping with scheduling and making sure the right signal comes up on the right transponder at the right time. Like voice communications, traffic control will be handled out of GTE's operation in McLean.

For the three news operations, GTE is providing the crucial elements they need to implement their previously announced satellite newsgathering operations. ABC and CBS are setting up Absat and NewsNet, respectively, to help themselves and their affiliates meet the competitive threat posed by NBC's Skycom service and to keep affiliates from straying and signing on with independent services like Conus and the one proposed by CNN.

All the services do pretty much the same thing. They provide Ku-band satellite time for the growing number of SNV's that television stations are putting into the field, and they manage the exchange of news feeds among the stations and, with the exception of Conus, between the station and the network news operation.

To help their affiliates get into satellite newsgathering, all three broadcast networks are providing cash for their purchase of Ku-band equipment. NBC is offering affiliates up to \$150,000 for the SNV and \$30,000 for the SNV's voice-communications package. ABC is providing up to \$180,000 for the SNV, the communications package and a fixed Ku-band downlink. And CBS is willing to pay half of the price (up to \$150,000) of the SNV and half of the price (up to \$50,000) of the downlink.

The offers come with strings. The networks will eventually get back in one form or another what they give their affiliates. In the case of CBS, participating affiliates will be required to give the network back one minute of late-night commercial time, and they will not receive until 1992 an increase in network compensation slated for this fall.

According to Brent Stranathan, ABC's director of telecommunications, ABC will initially have access to two transponders on GSTAR II for one year. The deal specifies the number of hours ABC may use on the transponders in a year, but Stranathan would not say what that number is.

The agreement contains numerous options that will allow ABC to increase its use of the transponders over the years as its needs and those of its affiliates increase, he said. ABC could eventually use the two transponders full time, he said.

ABC went with GTE because of flexibility and price, Stranathan said. RCA had some strong selling points, he said. The Satcom K-2 transponders were more powerful, and most commercial television stations have a receive-only earth station pointed at the satellite as a result of an RCA earth station giveaway program, he said. But, he said, those factors were not enough to offset GTE's flexibility-price advantage.

ABC's deal does not foreclose the network from securing satellite time from other carriers, Stranathan said. "If this business grows, I don't think any one supplier can accommodate all the users because of the peaks and valleys in demand."

Like ABC, said CNN's Paul Amos, the cable news operation has agreed to lease capacity spread out over several transponders. Amos wouldn't detail its arrangement, but said that when CNN takes over its capacity it will be able to transmit simultaneously up to eight feeds during the evening news hours. Eight simultaneous transmissions, he said, will require CNN to split transponders—that is, put two signals on one transponder.

CNN's agreement with GTE is designed to allow CNN to start with relatively small satellite capacity and, by exercising options, to increase capacity as demand increases,

Amos said. "We tried to set this up so that we would not have to shell out a lot of money needlessly," he said. "We don't want to be in the cab with the meter stuck and not be going anywhere."

Amos said CNN ultimately settled on GTE because the company is "light years ahead" of any of its competitors in understanding satellite newsgathering and in packaging its services to meet the needs of those in the business.

In addition, he said, CNN went with GTE because it became clear that ABC and CBS were also going to go. CNN anticipates that many ABC and CBS affiliates will want to be a part of their networks' services as well as CNN's, he said, and the only way to accommodate them is to make sure all the services are on the same satellite. (Amos said CNN may acquire a limited amount of time on Satcom K-2 so it can serve NBC affiliates.)

John Frazee, executive producer, CBS News Services, said CBS has insisted on maintaining full control of both its video and voice traffic. "I will not create a system where CBS affiliates are not protected from being bumped by an ABC affiliate or anybody else," he said. "I don't think that somebody in GTE's position can arbitrate satisfactorily between my needs, CNN's needs and anybody else's that happens to come down the pike."

Maintaining full control means CBS will lease dedicated transponders and own and operate its own traffic control center (probably in New York) and Skyswitch controller, Frazee said. Dedicated transponders are important, he said. Otherwise, he said, "you don't know what transponder you are going to be on from one day to the next."

Like ABC and CNN, Frazee said, CBS will have great flexibility to adjust the satellite time it leases from GTE—at least in the early going. During the first three months, he said, "we will be able to run as if we own the entire satellite so we try to figure out just what our needs are." CBS will commit to satellite time for a year based on its experience during the three months, he said, and make a long-term commitment based on its experience during the first year. □

## One less TV for CBN, number seven for Fox

Fox Television's estimated \$28-million purchase of WXNE-TV Boston (see "Changing Hands," page 102) from CBN Continental Broadcasting Network Inc. will give Fox its seventh top-10-market station. And it will require the sale of another newspaper by News Corp., Fox's parent. Fox has asked the FCC for a waiver of cross-ownership rules for "a reasonable period of time" to allow it to sell the *Boston Herald*. (It sold the *Chicago Sun-Times* for \$145 million after Fox's purchase of WFLD-TV Chicago and is seeking a buyer for the *New York Post* after buying WNYW-TV New York.) The *Herald*, while improving its advertising share since Rupert Murdoch purchased the paper from Hearst Corp. in 1983, is still, according to the most recent available figures (June 30, 1985), operating at a loss in a market dominated by the *Boston Globe*.

CBN is reported to be selling its other stations, WYAH(TV) Norfolk, Va., and KXTX-TV Dallas, to offset revenue disappointments. CBN had predicted an increase in donations of 22% and an increase of 40% in sales on its CBN Cable Network last year but realized only a 7% increase in donations and a 22% increase in cable sales. That softening resulted in the layoff of about 40 employees and spurred the sale of the TV stations.





## Bass angling for Taft?

**Cincinnati broadcaster as well as Wall Street unsure of motives behind Robert M. Bass Group's stock buys**

If Taft Broadcasting were headquartered on Sixth Avenue in Manhattan instead of on a hilltop on the edge of downtown Cincinnati, it probably, like CBS, would be fodder for daily speculation on Wall Street. Both companies have attracted significant minority investors whose presence inspires the question: Who is in control?

It has been 13 months since the Robert M. Bass Group (RMBG) first reported an 8% ownership position in Taft to the Securities and Exchange Commission. Since then, that investment has been slowly expanded to just under 20%, with each additional SEC filing adding perceived tension that some observers insist will end in a liquidation, leveraged buyout, greenmail or some other form of high financial drama.

Many of the securities analysts who keep track of Taft choose to believe that the \$120-plus million that RMBG has spent so far "for investment purposes only" is not a passive investment of the kind most people make.

What does the troika managing Taft believe? In an interview with BROADCASTING last week, Charles Mechem Jr., chairman; Dudley Taft, vice chairman, and the company's new chief operating officer, George Castrucci, president, insisted they were relying on the stated intentions of RMBG. Said Mechem: "I think actually very little has changed in terms of our attitude, and I am not sure much has changed in theirs. The increase in their holdings I don't think has come as a great surprise."

To those who believe there is high drama

happening in Cincinnati, almost everything now happening at the company is another confirmation. Last week's announcement that co-located American Financial Corp. had acquired a 5% position in Taft—buying the stock at between \$108 and \$115 a share, near its all-time high and 45% higher than at the beginning of the year—raised a few eyebrows.

Then there is what appears to be a dramatic change in corporate strategy. It was less than a year ago that Taft officials were talking about using their leverage as a group owner—Taft was the first to reach the FCC's 12-station television ownership limit—in program buying and production. That was shortly after the company had purchased, for \$770 million, four radio stations, two independent TV's and three affiliated TV stations from Gulf Broadcasting.

Now in the past couple of months, just after RMBG began actively consulting with Taft's management, all five of the company's independent TV stations, which also are its largest-market stations, have been put up for sale. While perhaps not actively pushing a sale of the stations, Taft would not have allowed its traditional investment bankers to distribute financial specifics about the stations unless it was taking offers.

And last month, Dudley Taft, whose grandfather, Hulbert, founded the company and who had been the company's president and chief operating officer for 10 years, was suddenly moved upstairs to a "vice-chairmanship" and replaced by George Castrucci, formerly the company's chief financial officer (BROADCASTING, July 28). For the first time, Taft operational control was given to someone outside a family that has included a

U.S. President and U.S. senators. While trying to play down the reassignments, top company executives at the same time declined to talk to the press for several weeks, saying the management change was a "sensitive topic."

Finally, there was the nomination of the four RMBG associates—John H. Scully, Richard C. Blum, David H. Lloyd and William E. Obendorf—to the Taft board. It may technically be true that the four were invited on the board, as Mechem insisted in a speech at last month's annual shareholders' meeting, but it is also true that it was RMBG that chose the nominees and, according to one Taft official, also dictated how many seats they should occupy. Mechem said that it made sense to invite them on the board, where they would have more access to facts about the company to use in offering advice.

In that same speech last month the Taft chairman offered a businesslike compliment to its newly arrived investors: "The Bass record in terms of investment skills—and success—speaks for itself." Last week Mechem told BROADCASTING he was not referring to RMBG specifically but to the Bass family, which, besides 38-year-old Robert, also includes his two older brothers and a younger one, and their father, Perry Bass.

For many years the 38-year-old Robert reportedly took a back seat to the oldest son, Sid. It was only following a recent private ruling by the Internal Revenue Service that some of the family's roughly \$2.75 billion in assets, as calculated in a soon-to-be-released issue of *Forbes*, were divided and that Robert Bass has made SEC filings apart from his brothers. There have now been two such reported forays: for Taft and Alexander's, a



department store chain whose history with RMBG is instructive, perhaps even prophetic.

The 67-year-old New York-based retailer is, like Taft, traded on the New York Stock Exchange and, also like Taft, had a sizable family ownership of 17%. Holdings of the Taft and Ingalls families (related by marriage) are 12%. Alexander's had a mixed earnings record and some observers think RMBG was attracted to the company by its real estate holdings, especially one prime Manhattan location.

Alexander's stock rose in early 1984 to the mid-20's on heavy volume. Much of that buying was by Robert M. Bass and affiliates who in March of that year filed a 9.5% holding with the SEC. The filing asserted that the shares were "purchased as an investment."

That investment was transformed into a \$27.75-per-share takeover bid, made only months later by RMBG in alliance with a Paramus, N.J.-based real estate investor, Interstate Properties, which held 14.1% of Alexander's 4.5 million shares. Takeover negotiations between the bidders and the company ended in September with no reason given. Perhaps a factor was lawsuits challenging the \$125-million takeover bid as "inadequate."

RMBG and Interstate proceeded to raise their holdings to 35.6% and by November the new investors were given seven seats on a 17-member board. In mid-1985 two nonfamily company executives were chosen to head Alexander's, and plans are continuing to redevelop the Manhattan location.

RMBG still had a 17.8% interest in Alexander's, according to the company's latest proxy statement, but some Bass watchers think the group may have since sold its holding. The Bass interest in Walt Disney Productions has largely been conceived and directed by Sid Bass, it is reliably said, and the recent reduction of that interest has largely been caused by Robert Bass selling his Disney holdings.

Many good things have been said about the Bass Brothers by the managements of companies in which the Basses have invested, although it would hardly be in management's interest to publicly air sentiments to the contrary. Officials at Alexander's did not return phone calls—nor did RMBG associates—but it was said by one interested observer that relations between the company's family owners and RMBG were not cordial.

Hindsight now reveals why RMBG was interested in buying Taft 13 months ago when the stock was in the 70's. But since RMBG, and now Carl Lindner, chairman of American Financial, are increasing their stakes at a price 60% higher, two questions have been raised: What is Taft Broadcasting worth and what is the company's outlook?

The financial community's appraisals of Taft's asset values cover an unusually wide range. And with the stock selling for at least 50 times projected per-share earnings, it is clearly those "asset values" that are guiding many current investment decisions.

Representing one view of Taft are many of the Fifth Estate's "sell-side" securities ana-

lysts, including Peter Appert at Cyrus J. Lawrence, John Reidy at Drexel Burnham Lambert and William Suter at Merrill Lynch. Each said that the company's various pieces, minus existing debt, would theoretically fetch each stockholder \$130-\$135 per share. This assessment implies that there is little "upside" in the stock and therefore that Robert Bass's purchase of shares at above, say, \$100 may have an ulterior purpose.

Some analysts go even further, suggesting that any speculation about an RMBG takeover of Taft is already "built into" the stock price, and they wonder if Robert Bass and associates really know what they're doing. Drexel's Reidy asked rhetorically: "How can you perform with this kind of holding?" Zack's Investment Research Inc. currently says that of seven analyst recommendations, four are to sell, two recommend purchase, and Reidy, who said he only urges selling on a "fundamental disaster," is neutral.

Holding a more sanguine view of Taft are a few others, said to include Richard McDonald at First Boston and investment adviser Mario Gabelli, who peg Taft at more than \$150 per share. Consultant Paul Kagan wrote a report indicating a liquidation value of \$189 per share.

Mechem declined to take part in such estimates. He said several months ago that, at 111 $\frac{3}{4}$ , Taft's stock was still trading at a "significant discount to its true value."

The disagreement about Taft's worth is due in part to different readings of the marketplace for broadcasting and entertainment properties. As an example, Appert reported six months ago that Taft's entertainment division might sell for eight times its operating cash flow. Kagan's recent report thinks a multiple of 15 is more likely.

An assessment of Taft is also dependent on how the company handles its roughly \$700 million in long-term debt, mostly incurred to buy the Gulf stations. Taft hopes to reduce the debt within the next five years (interest payments on it will likely total \$70 million this year) by at least \$350 million. The reduction in debt leverage would leverage up the value of the stock, perhaps by close to \$40 per share. The decline in interest rates has been kind to the company.

Reducing Taft's debt can be accomplished in a variety of ways, including the issuance of additional stock, the sale of more assets (a likelihood), or using cash generated by the company's operations. The last option is largely dependent on the performance of the company's various divisions and the industries in which they operate.

Taft's television division now provides the

majority of the company's revenue and its earnings have fallen short of expectations. The Gulf stations' acquisition created some accounting costs that do not hurt the company. But much of the division's shortfall is due to two factors: unexpectedly high programming costs and a general slowdown in the spot advertising market—compounded by certain problem markets such as Dallas and Houston.

Both problems have been magnified for Taft's five independents—which have to purchase more programming than affiliates buy and have more advertising spots to sell—and it is shown in the financial results being distributed on WDCA-TV Washington, WCIX(TV) Miami, WTAF-TV Philadelphia, KTXA(TV) Fort Worth and KTXH(TV) Houston. All five stations are said to be showing declining cash flow; in fact, Taft's smaller independent group in 1985 is said to have had a slightly greater cash flow than the roughly \$20.5 million reported in fiscal 1986—which included results of KTXA and KTXH for the last eight months.

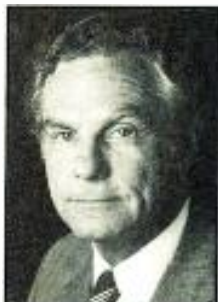
That the problem is not just one of revenue is indicated by the results of WDCA-TV, a 20-year-old UHF. A source said the station in fiscal 1986 had an 8% increase in revenue but a 35% decline in operating cash flow resulting in an operating margin of less than 10%. Taft's independent stations are in some of the country's most competitive markets and in at least two of them new independents are scheduled to start up, intensifying the bidding for programming.

Taft's senior management, including Jack Sander, the new head of its television division, are acutely aware of the need to control costs and they plan, for instance, to hold local news costs to "minimal increases" at all but two stations. The company recently said: "... in the newly competitive arena in which we're playing, we know that in some cases the price of achieving ratings dominance may not be cost effective."

Except for the possible sale of the independents, a topic the three executives refused to discuss, they see no quick fixes to the current situation. Said Dudley Taft: "There is a squeeze between programming commitments made four or five years ago and what has certainly been a softening of the [advertising] marketplace. I guess my own view is that we are in for a couple of difficult years until we chew up some of the programming obligations and until the spot business catches up with some of the new stations in each market. Those with the best ratings will do nicely." Meanwhile, the bad news in revenue for the independents has



Bass



Mechem



Castrucci



Taft

continued into this year. In the first quarter ending June 30, sales at the company's seven affiliate TV stations were up 12%, while those of the indies were down 5%.

With its affiliated stations, Taft has borne some burden by having five linked to the fortunes of ABC. Station performance, however, is not necessarily dependent upon its affiliation. Of Taft's other two stations, WDAF-TV Kansas City, Mo., an NBC affiliate, is down in some recent ratings books while its CBS affiliate in Phoenix, KTSP-TV (which Sander oversaw as general manager), has shown strong rating growth.

The day after the company decided to make a bid for the Gulf stations, Mechem asked each of the television division's seven vice presidents to write a report on what the potential integration of Gulf's five TV stations could mean to Taft. Since that day most of those who wrote the reports are no longer with the company and their second-floor offices remain empty. The dismemberment of the Cincinnati staff in favor of an autonomous station system may have been what the company referred to when it announced the departure, for "philosophical reasons" of Sander's predecessor, Ro Grignon (BROADCASTING, March 5). Castrucci said the new, more decentralized arrangement will "streamline the lines of communication."

Under executive vice president, Carl J. Wagner, radio is a less problem-filled division. It provides roughly 9% of the company's revenue and regularly posts an operating profit margin above 25%. Almost all of the division's 15 stations (eight FM's and seven AM's) rank in the top 10 in their markets (according to Arbitron's April 1986 metro survey for persons 12-plus, 6 a.m.-midnight, Monday-Sunday).

Taft's entertainment division was signifi-

cantly expanded in the late 1970's and early 1980's. Worldvision Enterprises, the distribution arm, was bought for \$13 million and continues as a separate division under Kevin O'Sullivan. A year later QM (Quinn Martin) Productions was bought, also for about \$13 million, as was the film library of Ruby-Spears Productions, now a wholly owned animation subsidiary. The various production entities were joined into a separate division, The Taft Entertainment Co., under Sy Fischer in September 1980.

The company has not been able to produce a prime time series hit for network television since QM's *Barnaby Jones*, which finished its CBS run in 1980, about the time Taft acquired QM. NBC has renewed last year's midseason replacement, *You Again*, starring Jack Klugman, but any syndication profits, if the show should last another several years, are far off. Also working now is a first-run sitcom in partnership with Procter & Gamble, *Throb*, which has been sold in television markets representing more than 80% of TV households.

The failure to produce big series hits has not kept Taft's distribution subsidiary, Worldvision Enterprises, from showing better than 25% compounded revenue growth over the last four years—reaching \$40 million in fiscal 1986. It has obtained domestic rights to shows produced outside Taft—including *Little House on the Prairie* and *Love Boat*—which along with *Barnaby Jones* have contributed much of Worldvision's profit. Helping to sustain revenue in the immediate future are 112 previously unreleased episodes of *Love Boat* and foreign distribution rights to *Dallas*, *You Again* and *Highway to Heaven*. Polk Lafoon IV, vice president, investor and public relations, said Taft will have the right of first refusal on domes-

tic off-network syndication of *Highway*, which stars Michael Landon and is in its third season on NBC. Also important to Worldvision is the extensive library of children's animation produced by Taft itself.

It's a new world in children's animation since the increase of the syndication market. Until two years ago, Saturday morning on the networks was the only significant window for new animation, and at least 90% of the Taft's animation was sold there. Now the number of hours needed has greatly increased, and half of Taft's output goes to the morning and afternoon first-run syndication market, in which the company will have at least five entries this year.

But is the new first-run business as profitable? The previous market was, and still is, a safer business, because initial network payments covered virtually all, if not more than, the costs of production. Furthermore, there was a more certain market for off-network syndication of the animated product. Now, as Dudley Taft noted, the previous buyers of that off-network product are also buying first-run product.

First-run children's animation is a complex, still evolving business, but the bottom line, according to the vice chairman, is that "it takes two good years in barter to recoup production costs and three to make money." Since Taft is only beginning its second year in the first-run animation business, the verdict is still not in.

For the entertainment group as a whole the bottom line is that production revenue has changed little in recent years, and thus is down in real terms. Long-term revenue growth has come instead from Worldvision and a category called "representation fees and other" (\$27.4 million last year) which includes diverse activities of the company's

## Sony, Matsushita go around over MII videotape format

**NBC says its half-inch order will be greater than what was first announced; Sony questions Matsushita MII claims**

NBC-TV's purchase of Matsushita's half-inch MII format video recording equipment, a \$50-million, five-year deal when first announced last spring, will now go even higher, a network official said last week.

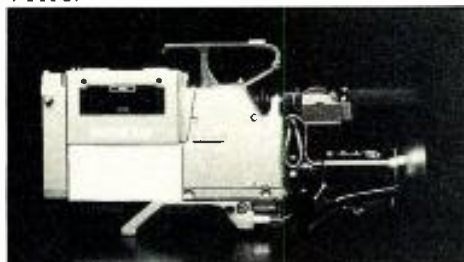
Meanwhile, at a New York press conference last Thursday, Sony challenged Matsushita's claim that MII could replace one-inch Type C video recorders and revealed details of their own competitive half-inch Betacam SP technology.

According to NBC's Michael J. Sherlock, executive vice president, operations and technical services, the network will spend nearly \$20 million by the end of 1987 for more than 1,000 pieces of MII gear. For the upcoming quarter, when delivery of the gear is slated to start, NBC has already issued purchase orders for 212 MII recording systems worth \$750,000, he added.

In a statement prepared for the NBC meeting at the RTNDA conference in Salt Lake City, Sherlock cited "better than expected

cost-efficiencies and productivity" of MII as the reason for growth in the purchase. "There is no question that the contract will easily exceed that original figure [of \$50 million]," he said.

The industry's biggest small format buy ever, the deal was unveiled by NBC before last April's National Association of Broadcasters convention in Dallas. The network cited as reasons for the purchase the format's improved signal quality over conventional half-inch systems (gained in large part by using a special metal particle tape formulation in place of standard oxide tape), and argued it would be able to use MII not only for ENG, but also to replace one-inch studio VTR's.



Sony's Betacam



Matsushita's Panasonic MII



Australian subsidiary and a talent agency run by Fischer. Profit for the group last year was unchanged (after adding back a \$17-million write-down of limited-episode animation series) but over the long-term it has shown steady growth.

Other activities of the company include equity in a leisure parks company and direct ownership of several smaller parks. Taft also has half of a 170,000-subscriber cable partnership with Tele-Communications Inc. which has just begun to turn an accounting profit and which next year could begin throwing off cash to the partners unless the money is reinvested in buying more cable systems.

If the future of Taft Broadcasting is altered through a leveraged buyout, liquidation or other "restructuring," are there any pieces of the company RMBG might be interested in buying? Besides real estate, Robert M. Bass has shown a predisposition to broadcasting properties going back at least to 1984 when he did some "aggressive stock buying" in ABC before being warned off by Leonard Goldenson, according to a high-level Capital Cities/ABC official.

Bass has already been certified, along with his brothers, by the FCC to hold a broadcast license when, at least 20 years ago, Bass Brothers Enterprises took over ownership of TV and radio properties formerly belonging to their great uncle, Texas oilman Sid Richardson. The stations were sold in the mid-1970's.

Recently RMBG has made several Texas-sized bids for broadcast groups. One was an attempt to buy Outlet Communications for \$650 million—which informed sources say was the highest, though losing offer. That was followed several months later when RMBG came out on the losing side in a joint

bid for John Blair & Co.

Very often the Fort Worth group is not on the prowl, but rather is sought out by both sellers and buyers looking to catch the attention of the Bass billions. Included in what is probably a large and complex financial portfolio, RMBG has a joint venture with Equitable Life Insurance to invest in cellular telephone properties.

Station brokers and investment bankers who call Fort Worth about Bass interests in station properties are asked to redial to St. Petersburg, Fla., and talk with Alan Henry, former president of Gulf Broadcasting's station group (where he was Sander's boss). Henry said he "talks with them [RMBG] about the broadcasting business" and added that he has little to do with their investment in Taft.

For those wondering whether the RMBG could own TV stations in addition to its ownership in Taft without exceeding the FCC's 12-station limit, the Fort Worth investors have previously advised sellers of their intent to purchase properties as a limited partner, thereby, they feel, avoiding the ownership limit ("Closed Circuit," Feb. 17).

Henry, who would likely run any RMBG station group, said that it has not bought properties yet because it has not been willing to pay the current prices. But the Besses have looked, and bid, for both radio and TV outlets, concentrating on affiliates.

If RMBG's 19.5% interest—according to the most recent SEC filing—is a cause for concern by senior Taft officials, they are not letting it show. That raises thoughts that perhaps Mechem and company are cooking up a leveraged buyout or some other scheme with their investors. The Taft chairman said RMBG is not shaping strategy on the company's major business, broadcasting, but nonetheless makes a valuable contribution in

such areas as financing. "I think any board of directors brings to it different skills and different strengths," Mechem said. Once their investment goes over 20%, it triggers the "fair price" amendment which would create some complications if they chose to attempt a takeover.

Like Laurence Tisch at CBS, RMBG has indicated that its current intent is to purchase up to 25% of outstanding Taft shares. Unlike CBS, Taft's management has apparently not asked for a stand-still agreement. Said Mechem: "I think it has been our collective view, and one of our board, that the conventional arsenal of shark repellants [share purchase rights' have recently been popular among Fifth Estate companies] don't really work and tend to depress shareholder value more than they enhance it. Except for some fundamental things such as the staggered election of directors [adopted at the company's 1985 annual meeting, along with a fair price amendment governing merger approval], we felt the board would be able to deal with things as they came along."

The investment of the Robert M. Bass Group may be proved brilliant by future events, such as a strong rebound in the television spot market, a strong revival of ABC's fortunes, a prime time series hit or a further decline in interest rates. The RMBG holding may also prove to have been benign, fading away incrementally, just as it was built.

Meanwhile, mergers and "restructurings" created by a still hyperkinetic stock market in search of "undervalued" companies have created a curiosity about publicly traded media stocks that even Charles Mechem cannot resist. After sitting through a litany of questions from one New York visitor, he turned the tables to request: "Now tell me what's going on at CBS." □

will be "substantially operational" in MII by early 1987.

Despite the large order planned for 1987, Sherlock told BROADCASTING NBC would not take more than 50% of Matsushita's MII output at any time, so the product would be available for other customers. Sherlock expects most NBC affiliates, offered 29%-plus discounts on MII gear under the NBC purchase agreement, will wait for network experience with the gear before purchasing their own.

At Sony's three-hour press meeting last week, Sony Broadcast's Larry Thorpe, director of studio product management, argued "Matsushita is preaching a universal format with one-inch Type C quality. . . . We flatly refute [that position]. No way will that fragile format replace Type C."

According to Thorpe, Sony spent two years with NBC working on small format developments and wanted their business "dearly." "We understood what they wanted," he explained. "We said we can't do it as a responsible VTR manufacturer. . . . That machine will not meet specs with normal use."

Thorpe also chided Matsushita for having "abandoned" the MII precursor M-format (the two formats are incompatible and Mat-

sushita is no longer manufacturing M-format gear). "When did Sony, Ampex or RCA ever do this to the industry?" Thorpe asked. "Matsushita is naive in the professional VTR business. . . . they've got a bloodbath ahead of them."

Thorpe focused his technical criticisms of



Sherlock

MII largely on the format's narrow recording trackwidth, used by Matsushita to increase the amount of information recorded on tape, lowering tape costs and allowing a universal size cassette capable of recording up to 90 minutes. But according to Thorpe, the narrower trackwidth incurs increased noise and has a greater possibility of mistracking during rugged field use.

"In the real world," Thorpe said, "[this is] a marginal format by our definition. NBC was looking for a universal format; we believe they're taking an enormous risk, particularly at the high end. Time will tell."

Thorpe said Sony's own contrasting approach to an extended metal particle tape version of Betacam stemmed from the company's concern to maintain a high degree of compatibility between the new SP systems and Betacam units already in the field (28,000 worldwide, 7,000 in the U.S., but Sony's count). Even within the restraints of compatibility, Thorpe claimed Betacam SP will outperform MII overall.

"There is no question SP will be better," Thorpe claimed, "But we still don't say throw away your Type C machine. Neither [MII or SP] matches Type C performance in the multigeneration of NTSC composite."

Sony's initial group of SP products, in-

Sony's initial group of SP products, including a camcorder with viewfinder playback, portable video tape recorder, field edi-

tor video tape recorder, studio edit recorder and low-cost office player, are now in the final stages of design and will be shown in

production form at the 1987 NAB convention in Dallas next March, with delivery to follow several months later, Thorpe said. □

## Lilley yields CBS post; Fuchs succeeds

**Controversial corporate affairs chief believed forced from office as Wyman trims ship for outside challenge; successor is long-time company man with career's worth of respect**

In a move that may vent some of the pressure on CBS's 35th floor, William Lilley III, the senior vice president for corporate affairs, resigned last week, the apparent victim of political forces that had made his corporate fate a subject of speculation for months. The reports of his impending departure reached a crescendo two weeks ago (BROADCASTING, Aug. 18), and the official announcement came last Tuesday.

Observers saw behind the resignation and the immediate designation of David Fuchs as the successor—the determination of Chairman Tom Wyman to stand fast against outside challenge while correcting any perceived deficiencies in his administration.

Wyman's announcement of the turnover said that Lilley "has our gratitude for his many contributions over the past six years." The CBS chairman then welcomed the new senior vice president by saying, "The fit for David Fuchs seems exactly right," noting that the CBS veteran had a 33-year career spanning a wide range of assignments with the Broadcast Group.

It is Fuchs's connections to the principal operating division of the company that make the new appointment a fit. Fuchs's most recent experience has been as a senior vice president with CBS News—a connection that could be especially helpful, given the little-love-lost relationship between Black

Rock and West 57th Street. The news division has recently seen layoffs, executive changes and questions raised about the company's commitment to journalism.

Before that, Fuchs was prominently identified with CBS/Broadcast Group President Gene Jankowski, on whose staff he served for five years.

Lilley's resignation served as an occasion for associates to air feelings about the man who has ridden point on the company's recent corporate battles. While credited with brilliance in policy and financial maneuverings, he was faulted for human and media relationships. He didn't suffer fools gladly, noted one associate.

Perhaps the strongest internal criticism laid at the door of the former senior vice president was the failure of the 35th floor to involve key Broadcast Group executives, who work one floor below, in corporate decision making. Recent issues that affected the Broadcast Group, but from which that division's executives felt excluded, include the battle to change the FCC's financial interest and syndication rules, and the successful thwarting of Ted Turner's takeover attempt.

In the latter struggle, the CBS strategy-making body, called the "war group," was composed of Wyman; Lilley; the senior vice president, finance, Fred Meyer, and general counsel, George Vradenburg. Certain anti-Turner material prepared at the request of CBS during the takeover attempt was seen by Broadcast Group executives as being inappropriate, and their criticism, it is said, was directed toward Lilley.

The Fuchs appointment may not be Wy-

man's only initiative to improve his image, both within the company and outside it. There was a report last week that the Burson-Marsteller public relations agency—which has been on retainer to CBS for at least two years—will undertake a major project on the company's behalf.

Lilley announced last week that he has been named president of the American Business Conference, a Washington-based association of chief executive officers, founded by Arthur Levitt Jr., chairman of the American Stock Exchange. He will leave CBS by the first of September.

Fuchs begins work this Tuesday and said he does not have a particular mandate: "Tom Wyman has a mandate. My job is to be of whatever assistance I can be in that. The job itself has been around for 30 years and has roughly the same responsibilities it ever had."

The new senior vice president said his other thought about the new job is that despite the company's expansion into other areas, including records and publishing, "... broadcasting is still the controlling image, whether it likes it or not."

Asked if Wyman currently has an image problem, Fuchs responded that to the extent the company is not perceived as it would like to be it has a problem, "... and Tom Wyman is at the top of the pyramid." One perception that needs to be worked on, he said, both internally and externally, is that throughout all the recent changes, management has been stable and has worked together cohesively: "It may not make a great headline... but that is a story that we need to promote." □

## How Fred Friendly sees it now; the changing face of TV journalism

*Fred Friendly, television news pioneer, former CBS News president, and now Edward R. Murrow Professor Emeritus of Columbia University Graduate School of Journalism, this Friday receives one of the Fifth Estate's highest honors—the Paul White Award of the Radio-Television News Directors Association. On the eve of the RTNDA annual conference in Salt Lake City, Friendly spoke with BROADCASTING, sharing his views on the uneven course of television journalism. That conversation follows:*

If I had my career to start over, and I say it reluctantly, I would not aspire to be a network journalist. In the future, large stations are the place where the action is going to be. You can do good journalism where you have airtime. And a station's got an hour, an hour-and-a-half, two hours every night.

If you look at the better newspapers in the country—the *Washington Post*, the *New York Times*, the *L.A. Times*, *Miami Herald*, *Phila-*

*delphia Inquirer*—they all went the high road. They're all in the substance business, and they make a lot of money. And I think the stations are going to be able to do that same thing.

I mourn because I left all of my heart and much of my youth at a network. I mourn what's happening there, but every time I read a story, or see the demise of the documentary and special events, you don't have much hope anymore. That situations seems to degrade day by day.

**Do you think that the role of network news is going to diminish to nothing, or as some have suggested, to more of a syndication service?**

I think for a while it'll be what it is, but to just say you can do 22 minutes of news is fallacious. It was 22 minutes of news and it was *CBS Reports*, and it was special events, it was hearings and it was the *Morning News*. Now all they really are doing, it seems to me, is that 22 minutes.

I think it will go from a 22-minute program to a 20-minute program as they put in more commercials, and as they begin to provide a syndicated service. I think a syndicated service that Larry Grossman of NBC and others have talked about will be like an AP. And why shouldn't it be that way if you put yourself in the station's position? The better newspapers don't run a national newspaper. They buy from AP and UPI and Reuters, a news service. They may even buy it from the *New York Times*. But they put out the paper.

I think that's what the stations are going to do, by forfeit. I don't really blame it on the stations as much as I blame it on the networks who are beginning to imitate the stations.

**Where did the network news divisions go wrong?**

Paley used to say that if news ever becomes a profit center, we're going to be in trouble. They've discovered that certain news makes a profit. They've discovered that other news, the documentary, special reports, the *See it Now*s,



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A FIRST-RUN  
SITCOM WILL  
HAVE ENOUGH  
EPISODES TO  
STRIP.**

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the *NBC White Papers*. don't make a profit. They've discovered that at one network the morning news didn't make a profit, or not a big enough one. So everything is now being geared to what will make a profit.

Well, unfortunately serious journalists have never worked that way. If the better newspapers had only run news that made a profit there wouldn't have been a Walter Lippmann or a James Reston or a Marquis Childs. There never would have been a Murrow.

I saw a quote of Rather's where he said he had a 50-50 chance that he'd be the last of the anchormen. I'm afraid I agree with that.

**Along these lines of freeing news from the influence of the bottom line, would it have been a good idea for Don Hewitt and his colleagues to buy the CBS news division, as he suggested?**

I never took that seriously. I thought that was just a ploy. I think it was just kind of an effort to dramatize a dire problem. And he did that. But if you stop to look at it, you know *60 Minutes* works at 7 o'clock on CBS on a Sunday night with people who work for CBS—Wallace particularly, Morley, Bradley and Diane Sawyer. Put that program on another network and another time or even on that network in a different time, and you might get very different numbers. It is, in my judgment, a very perishable product. And it won't always be there, by the way. Because nothing ever is. Not even *Wheel of Fortune*.

Another thing that's influencing everything. In my day my bosses fought the FCC. It turns out that the FCC was the best friend they ever had. It kept them honest. It gave them a conscience. Now that conscience is gone. And when the money managers say: "Let's make more money," there's no way to say what they used to say: "If we do that we might lose our license." Nobody says that anymore. Nobody loses licenses; nobody fears losing licenses; we've gone to complete deregulation. I think the networks were better when they had regulation, because they had an institutionalized conscience. Now there's no reason to do their best.

**Does that conscience reside anywhere else these days?**

I suppose if you talk to some of the managers at some of the stations I think you might find it. Now, they've discovered that news is how you make a lot of money at a local station. At the networks they haven't figured that out, how to make a lot of money doing news. The one exception is *60 Minutes*. I think there are a lot of people with consciences at all three networks, particularly at CBS. But I think it's very hard to exercise those consciences because of the demand for money.

I was on *MacNeill/Lehrer* at the time of the Ted Turner business, and I was asked whether he or Senator Helms would win their fights to take over CBS. I said no, I don't think either of them will. But in a way they will win, because they will make the broadcaster, CBS, borrow so much money to stave off the attack that it will mortgage its soul. And that's just what happened. They've got to make so much money now just to pay off all that money that they borrowed—I'm oversimplifying it—that they can't do their best.

But you know for a very long time, I said this

in my letter when I resigned, they made so much money in those days doing their worst, they couldn't afford to do their best. That may be changing now. Doing their worst may not make them as much money. The audience is so changed now, the people who once might have watched quality programming have sort of given up.

Anyhow if I had my life to live again, I'd go to a local station, and I'd do a hell of a job.

**Is it true that Paley told you after a lunch, this is going back 20 years or so, that where CBS went wrong was in going public?**

Yes. That's in a book, "Due to Circumstances



Friendly

Beyond Their Control." But I'll tell you the circumstance. We were having a debate in my last year, and there were other people in the room too, and I said, "Bill, I don't quite understand. We have a finite amount of airtime to sell. We're not like General Motors or Ford or General Electric that can sell as much as they have the product to sell. You get enough aluminium, rubber or steel, you can make twice as many automobiles, twice as much product. We have a finite amount of airtime." And I said: "How can we double our profits every four years?" And he sat there and didn't say anything, what seemed like 30 seconds, it must have been 10. And he looked at me and said, "That's a very good question, Fred. I guess our biggest mistake was ever going public." And that turned out to be prophetic.

**Why is it, with all the networks undergoing a great deal of difficulty now financially, the situation seems most dire at CBS?**

Well, I think it's just more vivid at CBS; all three are going through the same problem. I would not be surprised to see firings, they've already happened at ABC, and think they will happen at NBC.

I think CBS is botching the way it has done that job. I mean the firing of George Herman in his venerable years is a silly thing to do. You have to preserve the dignity of a job like that.

I don't understand the *Morning News* thing at all, unless the stations put more pressure on CBS. I don't think Van Gordon Sauter knew how to fight. I think for a long time—not so much now, it's too late now—he wanted to do what he had done so well at the owned-and-operated stations. I don't think he was willing to fight. And I was willing to fight. I lost, but I made it a little easier for those who followed

me to fight. I think that's what the problem is, and now they're in a dire situation where—it goes back to that conversation with Paley—you can't increase your sales. The only way you can make more money is to cut costs. The problem with cutting costs in news is you hurt the quality. It takes a big news organization, so it's self-defeating. The more they cut, the less good the programs are and that will impact on whether Rather stays the course or not. That's what worries him.

**Are the news purists being too tough on the medium on the question of letting entertainment principles co-mingle with journalistic techniques?**

Well, you'll get different answers from different people. You know what you'll get from me. You know, in New York where I grew up, there were 15 newspapers. Now we have two and a half. What were the papers that survived? The one that really has survived healthy was the serious paper that doesn't even run comics. And the papers that did all the show business-amusement stuff, the tabloids, the yellow journalism, are virtually gone.

I don't think that schlock journalism pays off in the long haul. In the short term, yes. If they take CBS News (you can add ABC and NBC), what made CBS the first network, what got it out of trouble at the time of the quiz scandals in 1958 and 1959, what has made CBS stand for quality, has been its news. And every time they got into trouble, they would turn to us to do more programs. That's why *CBS Reports* was born. And if you put that out of business, you're just another schlock operator with a lousy product and eventually the affiliates won't need you.

The only reason the networks came into being in the first place is that CBS and NBC did things the stations couldn't do. Well, if you're not doing anything they can't do themselves, why do they need you in 1986? They can get it from a service; syndication is going to come. Look at *Entertainment Tonight*; that moves on a daily basis by satellite.

The other thing that matters is that you couldn't run a fourth or a fifth network because interconnection was so expensive. Today you can interconnect for almost nothing because of satellites. So you're going to see a Murdoch network, you're going to see five or six more networks, maybe not 18 hours a day, but in prime time, in news time. You're watching the revolution.

**Sounds like you view satellite technology as an essential part of that.**

Yes. Go back to 1960, when for all three networks I produced the first Telstar program from Europe. I said then it was going to revolutionize broadcasting, and it has. News departments have used it, but syndicators have used it as well.

**What do you think about this whole satellite newsgathering phenomenon?**

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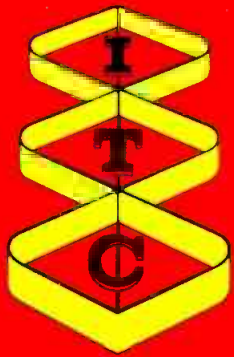
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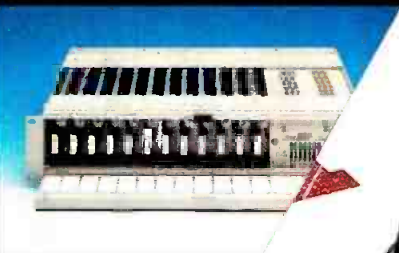
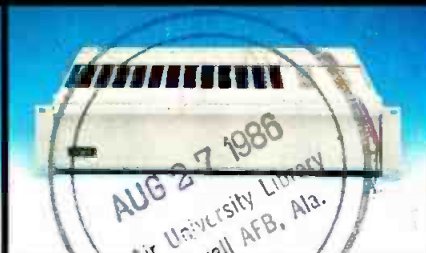
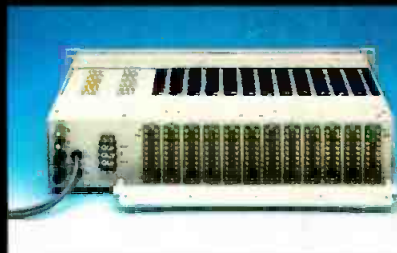
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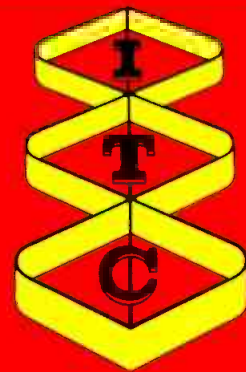
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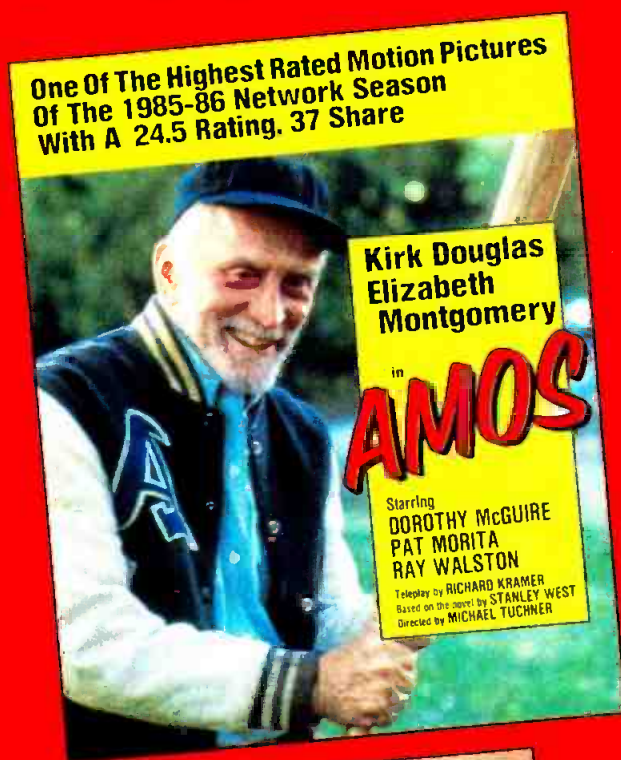


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Audience estimates subject to qualifications upon request.





## RTNDA convention to reflect upheavals in air news

**The altered relationship between network and affiliate, proliferation of satellite newsgathering vehicles plus ethical issues top agenda**

The changing face of broadcast news will provide the underlying theme this week (Aug. 26-29) when TV and radio journalists gather at the 41st annual conference of the Radio-Television News Directors Association in Salt Lake City's Salt Palace.

Talk among the more than 2,400 expected to attend will likely lean toward the shifting relationship between network and local news organizations. The advent of new satellite technologies and their part in providing local stations with improved newsgathering capabilities, the growing number of regional and affiliation-neutral news-sharing arrangements, the transformation of network news programs, and the effects of a softening economy on news budgets will also be part of the continuous, if informal, discussions.

Fueling those dialogues will be keynote and luncheon speeches from network journalists Tom Brokaw of NBC News, who opens the conference on Tuesday evening, Charles Osgood of CBS News and Lynn Sherr of ABC News, as well as the more than a dozen-and-a-half sessions and workshops scheduled to cover various management, reporting and technology issues.

James Fletcher, administrator of the National Aeronautics and Space Administra-

tion, has been invited to talk and answer questions on Wednesday morning, Aug. 27, and a number of associated gatherings, including network-affiliate meetings (see below), are scheduled during the three-day event as well.

A 154-company exhibition will be held concurrently with the conference. Displays will cover a range of news and information services and equipment such as satellite newsgathering vehicles, newsroom computers, graphics systems and other lines.

According to J. Spencer Kinard of KSL-TV Salt Lake City, RTNDA president-elect and conference organizer, two key themes emerged in planning this year's show—ethics issues and technology. Ethics in the field will get an extensive review during a three-hour general session on Thursday morning, Aug. 28, entitled "Journalism Ethics: A Matter of Fairness." Panelists include ABC News correspondent Jeff Greenfield, *Time* magazine's William Henry III, Gannett Media Center's Burton Benjamin (formerly of CBS News) and Doug Ramsey of The Foundation for American Communications, which is producing the program.

News technologies, in addition to being well represented on the growing exhibit floor, will also receive their share of attention in the sessions. Satellite newsgathering, which RTNDA President John Spain of WBRZ(TV) Baton Rouge calls the news industry's "next frontier," will likely repeat as a lead topic at this year's show. A session on

the technology Thursday afternoon will bring together Ku-band newsgathering pioneer Stanley S. Hubbard of Hubbard Broadcasting with other broadcasters using mobile Ku-band vehicles for news.

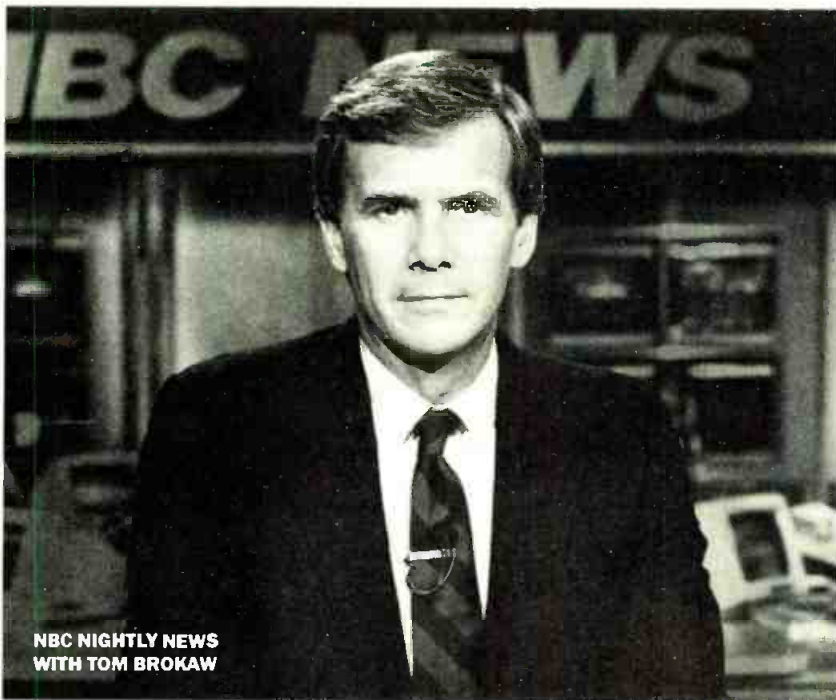
Other aspects of TV news technology's future will be examined at a Friday morning, Aug. 29, session with guests from a half-dozen equipment manufacturers and RTNDA television program chairman Bill Goodman of KPRC-TV Houston. Radio news technology "to the year 2001" will be scrutinized at a Friday afternoon session headed by Bob Priddy of Missouri Network, RTNDA's radio program chairman.

The unveiling of results from a Roper study commissioned jointly by RTNDA and the Television Information Office examining audience perceptions of local television news will be another session highlight. A Friday afternoon panel, including TIO President Robert Mulholland and Jim Topping of Capcities/ABC-owned KTRK-TV Houston, will discuss the results of the study.

How to make "third world" news appealing and meaningful to audiences will be the subject of a Wednesday afternoon session featuring Fred Francis of NBC News, and the use of investigative reporting techniques will be discussed by radio-TV network and station reporters and editors on a Thursday afternoon panel.

For radio news directors, sessions on radio news promotion and radio news writing are scheduled for Wednesday, the future of





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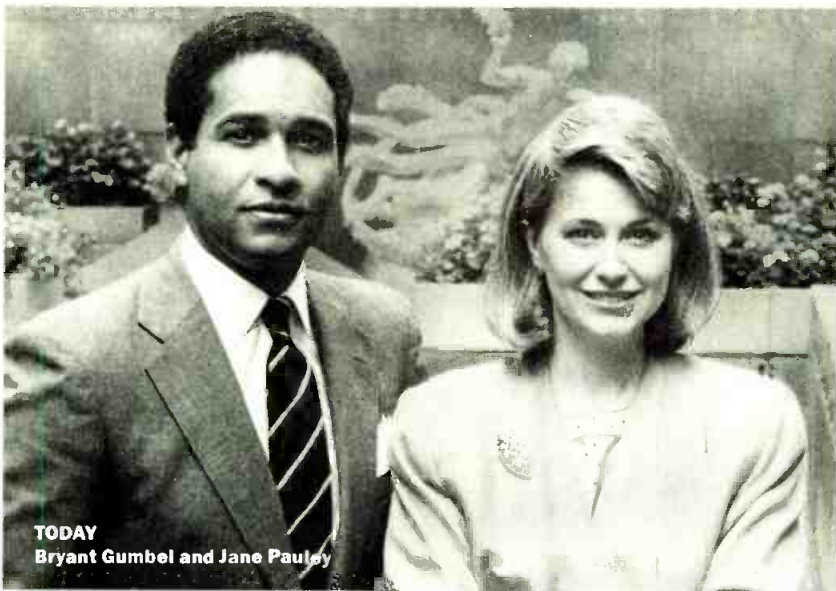
—New York Daily News

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NBC NEWS AT SUNRISE  
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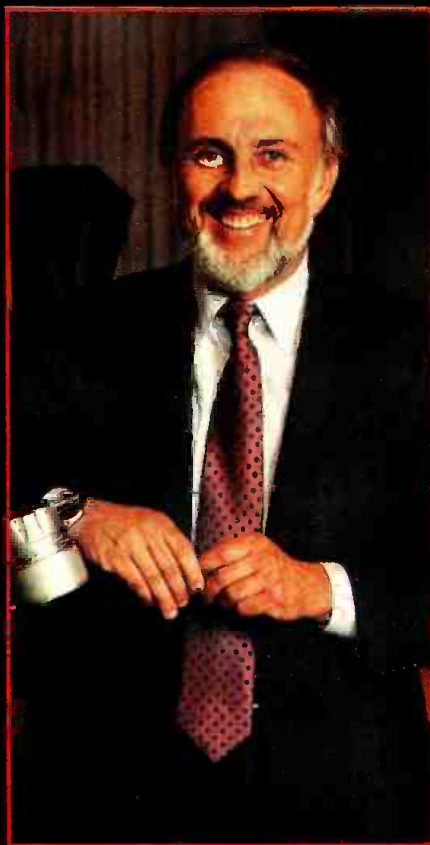
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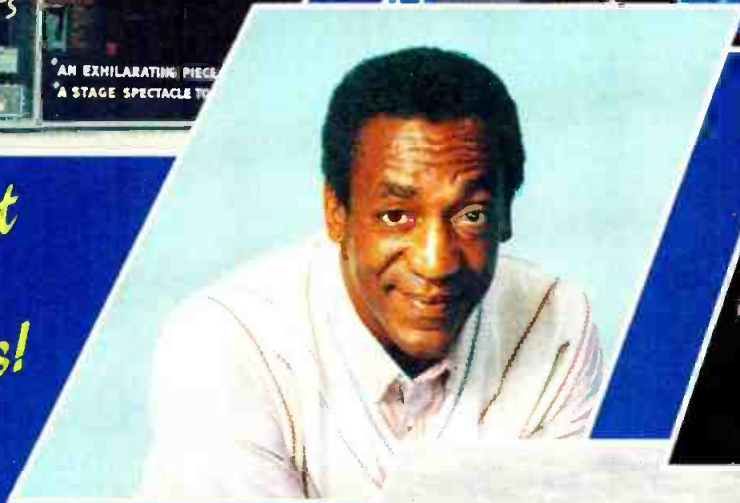


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radio news is the topic of a Thursday session with David Lampel of Inner City Broadcasting, and a radio news idea exchange will be headed by Mike Freedman of UPI Radio on Friday morning.

Sessions are also scheduled on space-based newsgathering with Mark Brender of ABC News, Washington; on management techniques; TV news writing; photojournalism, and broadcast journalism education.

Awards this year are scheduled to go to Fred Friendly of Columbia University Graduate School of Journalism, who accepts RTNDA's Paul White Award at the closing banquet Friday, and to Senator Robert Byrd (D-W. Va.), who will be given RTNDA's Distinguished Service Award at a Wednesday luncheon for his effort to gain television coverage of the U.S. Senate. Ed Godfrey of WAVE-TV Louisville, Ky., an RTNDA past-president, will also be awarded RTNDA's Rob Downey award at the Friday luncheon for service to the association.

The RTNDA exhibition, which opens its doors Wednesday morning, will be some 35% larger this year than last year's show in Nashville, with square footage up to 50,000, plus another 5,000-6,000 square feet in outdoor exhibits ("Closed Circuit," July 28). Approximately 154 companies will exhibit during the three-day show, with the largest group of exhibitors marketing programing services.

Among new offerings are Visnews International's "Passport Services," providing crews, equipment and other logistical support to local broadcasters working overseas; on the program-information side, Medsat Communications's new Med\*Source syndicated medical-health news services; public affairs segments from SPR News Source, and WSI's NewSky satellite weather image service.

Satellite service and hardware companies make up their own formidable group this year, with wares offered by more than two dozen, approximately half of which are suppliers of satellite newsgathering vehicles. New gear on display in this category will include a new Ku-band transportable uplink vehicle from Hubcom, Dalsat, BMS and Harris, a new Ku-band portable antenna from Nurad, a SCPC communications system from BAF and a 300 watt amplifier from Keltec.

Newsroom computer technology should be in good supply as well, with more than a half-dozen hardware companies on hand and the same number of firms offering databases for broadcast journalists, as well as wire and sports score services. Both Basys and Comprompter are planning to show new PC-compatible products. Other equipment companies are showing weather systems and weather services, news graphics gear and camera-recorders, and a number of consultants and research firms will also have displays.

In addition to sessions and exhibits, RTNDA plans to keep attendees busy with a number of organizational meetings. Two of particular importance include a Wednesday morning meeting at which association plans to institute a full-time presidency by 1987

will be discussed, and a Thursday afternoon meeting where votes will be tallied for new members of the RTNDA executive board. Running for the 1987-88 presidential slot are Bob Priddy, Missouri Network, Jefferson City, Mo., and Bob Brunner, WSAZ-TV Huntington, W. Va. Incumbent treasurer Lou Prato of Medill News Service in Washington is running unopposed for that position and four candidates are running for two director-



at-large spots.

With RTNDA's convention growing in size and stature in recent years, a greater number of associated meetings are also being scheduled by station groups and others to take advantage of the widely attended show. This year is no exception, with meetings

Tuesday among the three major networks and affiliate news directors (see below), breakfast meetings on Thursday for UPI, ESPN, Prism Products, Association for Education in Journalism and Mass Communications and HPR consultants. Friday breakfast meetings are to be held by Conus Communications and Society of Professional Journalists-Sigma Delta Chi.

For the first time at its convention, RTNDA plans to supply attendees with access to an electronic newsroom to feed stories back to their stations. Equipment supplied by local stations including cameras, edit bays and radio facilities will be available on a pool basis. Satellite uplink facilities will be supplied by Bonneville for the cost of satellite time. The association also will tape speeches by Brokaw and Fletcher and feed them out live over GTE Spacenet II (transponder 24, audio on 6.2 and 6.8) for viewing and excerpting with credit courtesy of RTNDA.

NBC's *Today* also plans to take a crew to the convention on Thursday and Friday, according to producer Merle Rubine, with stand-up segments on changes in newsgathering and the widespread use of satellite newsgathering, supplemented by interviews with Stanley Hubbard and several local news directors. □

## Affiliate meetings highlight RTNDA

**Three networks set to discuss satellite newsgathering plans, regional cooperatives; CBS executives expect to discuss 'Morning News'**

The interdependence of the three commercial networks and local stations will be evidenced further this week at the RTNDA convention when ABC, NBC and CBS hold meetings with their affiliates tomorrow (Aug. 26) to discuss, among other things, network regional news feeds and satellite newsgathering trucks. Some discussion of programing by CBS News executives will also take place as they explain their decision to move *The CBS Morning News* out of the news division.

CBS will hold a general meeting for its television and radio affiliates early Tuesday morning at the Snow Bird ski resort, with small group meetings continuing into the afternoon. Bob Horner, CBS vice president of news services, said news directors will hear CBS News President Van Gordon Sauter's analysis of CBS News in the past year and where it's going, as well as discussion of the "overall relationship" between the affiliates and the network. CBS wants the news directors "to get every chance" to discuss the "philosophical parts" and the long-range planning of the network, as well as such "nuts and bolts" technological aspects of CBS's plans, including its regional news cooperatives and its satellite newsgathering plan, Horner said.

Sauter will join other CBS News executives, including Howard Stringer, executive vice president for CBS News; Joseph

Dembo, vice president for CBS News radio, and CBS News producers, to answer affiliates' questions throughout the day-long gathering. While it is doubtful that Sauter will disclose exactly what will be done with the morning news period in January, he may discuss some alternatives for the time period, Horner said. There is not expected to be "a real hostile environment" during the meetings, Horner said, adding that most affiliates he has spoken to have "to some degree" adopted a wait-and-see approach (BROADCASTING, Aug. 18).

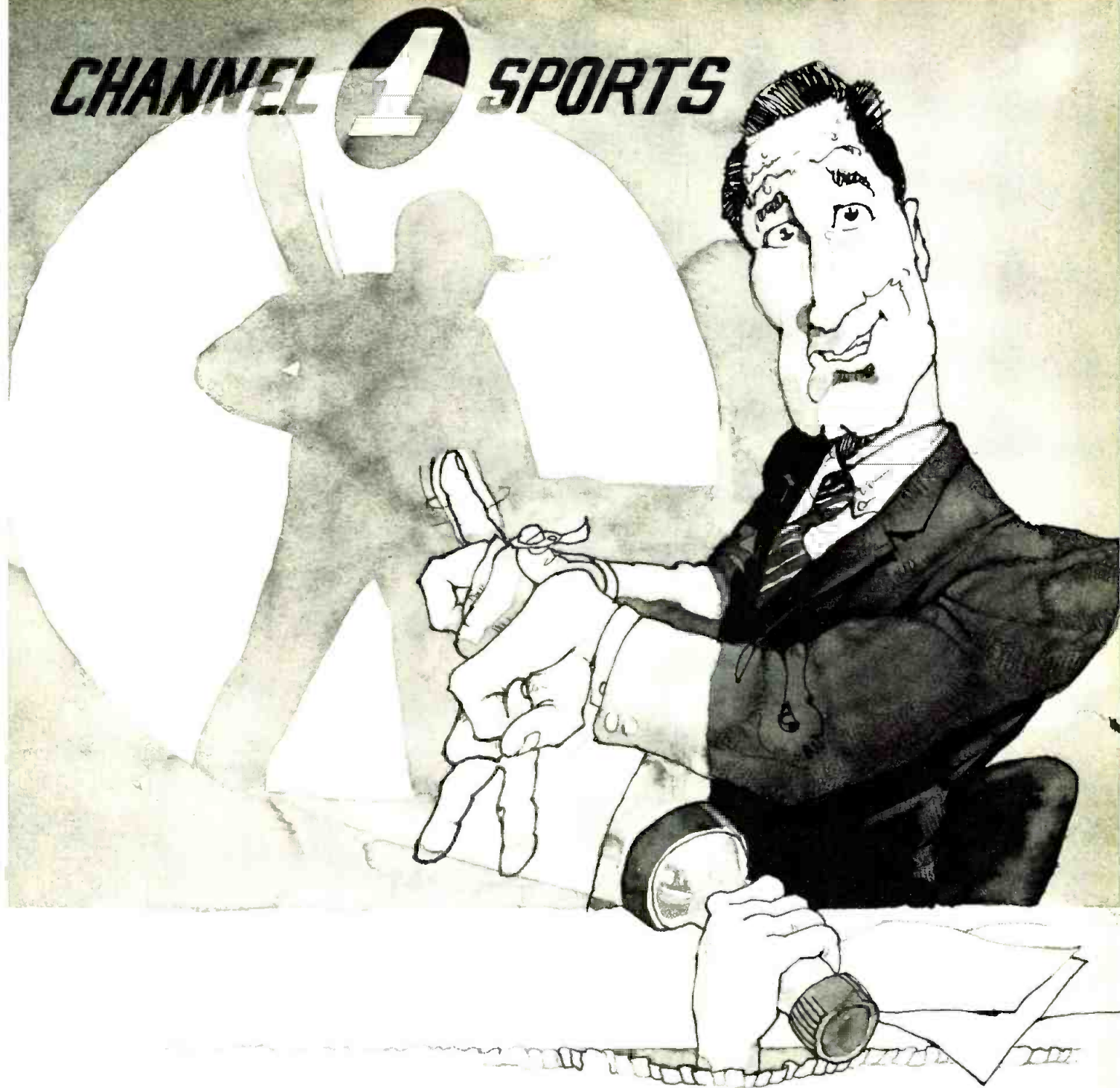
Additionally, CBS will hold a session on its new Ku-band satellite newsgathering plan, NewsNet, which it unveiled last month (BROADCASTING, July 14). The CBS network representatives will discuss the network's operating methods and get feedback from the affiliates who are using the equipment.

In the afternoon, representatives of the CBS News services division will meet with the news directors to discuss a variety of topics, including its six regional news cooperatives—"what's gone right and what's gone wrong"—Horner said, and what improvements can be made for 1987. Tomorrow's meeting will be the first time affiliates have been together since all six regional cooperatives have been operational, Horner said. With each affiliate having different needs, the meeting this week will provide a platform to discuss "where we go from here," he said.

The tone of the meeting, said one affiliate, may reflect some frustration by both the network and the affiliates on the failure of the 7-



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9 a.m. morning period, as well as the closing of the ratings lead for the *CBS Evening News with Dan Rather*. Bill Vance, news director for WJBK-TV Detroit, said he expects the morning period from 7 a.m. to 9 a.m. will be a main issue, with more "informational than heated" discussion of the issue. The "obvious question" will be: "Do they [the network] know yet about January?", he said, adding that he also expects to gather more information on the network's satellite newsgathering program and hear "some critiquing" of the regional news feeds.

News executives will also be on hand at the NBC network affiliate meeting tomorrow at the Capitol Theater in Salt Lake City at 1:30 p.m., following a lunch for the affiliates at the Cravings restaurant at noon. NBC News President Larry Grossman; John Lane, executive vice president for NBC News, and James Farley Jr., vice president of radio news, will be among those executives present as NBC discusses its use of the MII format, the new half-inch videotape format the network will be testing in the fall, and Skycom, NBC-TV's 10-year, \$100-million satellite newsgathering operation, according to D.K. Pascarelli, manager of affiliate news. The network will begin to get MII equipment in September, Pascarelli said, with conversion of NBC News operations to MII to be completed in January. (It will be on display at the meeting, she said.) Additionally, Peter Diamond, NBC vice president of Olympics, will explain NBC's plans for that event in 1988.

Pascarelli said that NBC has installed 40 portable uplink packages (or PUP's as they are known) so far. Their growing use will likely be discussed as well as some of the problems affiliates are having with them. Ed Godfrey, news director of WAVE-TV Louisville, Ky., said that while NBC's regional network feeds have been "great," some stations have had problems because there is no way of knowing on site whether the PUP is operable. V. Byron Williams, news director of WPXI(TV) Pittsburgh, said his station is "extremely happy" with its PUP, which has "not faltered" since the station began using it last month. "It's exciting," he said. WXIA-TV Atlanta's news director, Ron Becker, said he thinks NBC will discuss Skycom and "see who's in and who's out."

ABC also plans to discuss similar topics—including the network's NewsOne series of six regional C-band satellite news feeds that have been fully operational since July 14, and ABC's \$18-million-plus Absat operation—when its network executives meet with ABC affiliates at 10:30 on Tuesday in Park City, a complex about 40 minutes outside Salt Lake City. Don Dunphy Jr., vice president of affiliate news services, said ABC will provide a "status report" on Absat and plans to hear from the affiliates on how it is working. ABC also wants to get feedback on its regional feeds, which now give stations 150 news and sports stories from six regions, Dunphy said. ABC will hold a general session for both the TV and radio affiliates to discuss the issues with ABC execu-

tives, including the executive producers of ABC news programs, followed by six regional meetings with affiliates and network representatives from each region to discuss the feeds on a "one-on-one basis," Dunphy said. (Radio affiliates will also hold their own meeting to talk about the network's programming services sent by satellite, said Robert Benson, vice president for ABC News.)

Tom Becherer, news director of WLKY-TV Louisville, and chairman of the ABC News directors advisory board, said last week that he thinks affiliates will "have lot of questions" about their computer interface with the network, adding that "some kind of on-going liaison" needs to be set up between the affiliates and the network to insure computer compatibility. He said the network should also be "coming up" with an Absat contract that will be "much more palatable" to affiliates. Concerns that the network will have "first priority call" on satellite newsgathering trucks will be "softened somewhat," Becherer said. Another "key question," he said, is what all this is costing. He said that unlike previous years where the network-affiliate meeting was more of a "dog and pony show," this year's gathering will include a much shorter general session list and an opportunity for the news directors to break into regional meetings with the network representatives.

WCVB-TV Boston's vice president of news, Philip Balboni, said he thinks ABC affiliates are "very pleased with the work the network is doing." □

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## Day by Day at RTNDA

Exhibit hours for the RTNDA convention will run from 10 a.m. to 6 p.m. on Wednesday, 9 a.m. to 6 p.m. on Thursday and 8 a.m. to 6 p.m. on Friday.

### Tuesday, Aug. 26

**Newcomer reception.** 5:30 p.m. Symphony Hall.

**Welcoming reception.** 6 p.m. Symphony Hall. Sponsored by NBC News.

**Welcome.** 7 p.m. Symphony Hall. Palmer DePaulis, mayor, Salt Lake City. RTNDA national awards presentation. Speaker: Tom Brokaw, NBC News.

### Wednesday, Aug. 27

**RTNDA business meeting breakfast.** 7:30 a.m. Marriott Salons A-E.

**Opening remarks.** 9 a.m. Symphony Hall. RTNDA President John Spain of WBRZ-TV Baton Rouge. Remarks and Q&A by James Fletcher, administrator, National Aeronautics and Space Administration.

**New member reception and orientation.** 11:30 a.m. Marriott Salon C.

**Luncheon.** Noon. Salt Palace. Assembly Hall. Distinguished Service Award presentation to Senator Robert Byrd (D-W.Va.). Foundation report. RTNDF scholarship and fellowship presentations. Speaker: Charles Os-good, CBS News.

**Four concurrent sessions.** 2:15 p.m. Salt Palace. *Third World News In Main Street America.* Little Theater. Panelists: Fred Francis, NBC News; Jack Hamilton, SPJ, SDX Foundation and Northwestern University; Bob Brunner, WSAZ-TV Huntington, W. Va.

**Radio News Promotion.** Suite E. Produced by Broadcast Promotion and Marketing Executives. Panelist: Judy Horan, wowt-tv Omaha.

**Television News Writing.** Suite A. Panelist: Mackie Morris, University of Missouri.

**Management Techniques—Manage From The Left, Lead From The Right.** Suite C. Panelist: Stephen R. Covey, author of "The Art of Executive Excellence."

**Three concurrent sessions.** 3:45 p.m. Salt Palace. *Radio News Writing—CPR and TLC for Radio News: Bringing the Dead Back to Life.* Suite E. Panelist: Tim Wulfemeyer, University of Hawaii.

**How to Have Award-Winning Photojournalism In Your Shop.** Little Theater. Panelists: Bob Dotson, NBC News; Larry Hatteberg, KAKE-TV Wichita, Kan.

**Space-based News Gathering and the First Amendment.** Suite A. Panelists: Mark Brender, chairman, RTNDA Media In Space Task Force, ABC; David Julyan, Spot Image; Chuck Williams, EOSTAT Co.; Larry Scharff, RTNDA counsel, Pierson Ball & Dowd.

**Evening at Snowbird.** Hosted by Fox Television. Exhibition Hall.

### Thursday, Aug. 28

**RTNDA International delegate breakfast.** 7:30 a.m. Marriott Emigration room.

**AEJMC breakfast.** 7:30 a.m. Take 5 Restaurant.

**General session.** 9 a.m. *Journalism Ethics: A Matter of Fairness.* Suite A. Produced by the Foundation for American Communications. Panelists: Doug Ramsey, FACS; William Henry III, *Time* Magazine; Jeff Greenfield,

ABC News correspondent and *Nightline* analyst; Burton Benjamin, Gannett Media Center.

**Luncheon with exhibitors.** 11:30 a.m. Exhibition Hall.

**Session.** 12:30 p.m. *Managing Success.* Produced by Women's Resource Center. Suite E. Panelists: Mary McCarthy, WYFF-TV Greenville, S.C.; Mary Alice Williams, CNN; Robin Vierbuchen Sproul, ABC Radio; Rebecca Bell, NBC News; Natalea Brown, WJZ-TV, Baltimore; Debbie Parham Bolton, WWSA(AM)-WCHY(FM) Savannah, Ga.

**Three concurrent sessions.** 2 p.m. *I-Team Techniques for Everyday Stories.* Little Theater. Produced by Investigative Reporters and Editors. Panelists: Jim Polk, NBC News; Sue Davis, KTRH(AM) Houston; Ernie Ford, KSL-TV Salt Lake City; Chris McDaniel, WAFB-TV Baton Rouge; Wendie Feinberg, WTNH-TV New Haven, Conn.

**The Future of Radio News.** Suite E. Panelists: David Lampel, Inner City Broadcasting; Harvey Nagler, United Stations Radio Networks; Gordon Rice, UPI; Jim Farley, NBC News; Arch Madsen, Bonneville..

**Satellite News Gathering.** Suite A. Panelists: Mike Youngren, KUTV(TV) Salt Lake City; Tom Capra, KNBC-TV Los Angeles; Stanley S. Hubbard, Hubbard Broadcasting; Richard Steuber, WNEP-TV Wilkes-Barre/Scranton, Pa.

**RTNDA business meeting and elections.** 3:30 p.m. Little Theater.

**UPI reception.** 5:45 p.m. Marriott.

**RTNDA reception for engineers.** 6:30 p.m. Marriott Emigration room.

**Concert.** 7:30 p.m. Mormon Tabernacle Choir. Temple Square.

### Friday, Aug. 29

**Minority delegate breakfast meeting.** 7:30 a.m. Marriott Emigration room.

**SPJ, SDX breakfast.** 7:30 a.m. Marriott Cottonwood room.

**Continental breakfast.** 8 a.m. Exhibition Hall.

**Two concurrent sessions.** 9 a.m. *Radio News Idea Exchange.* Suite A. Panelist: Mike Freedman, UPI Radio.

**Future of Television News Technology.** Little Theater. Panelists: Phillip Keirstead, *Television Broadcast*; Bill Goodman, KPRC-TV Houston; Jerry Waylan, GTE Spacenet; L. Sanders Smith, Dynatech Newstar; Bram Flynn, Dalsat; Jeff Davis, Bosch; Peter Dare and Jerry Cohen, Sony Broadcast; Ray Sensney, National Video Network.

**Broadcast Journalism Education Workshop.** 10:30 a.m. *Today's Classroom and Tomorrow's Newsroom.* Suite E. Sarah Toppins, American University, Washington; Lou Prato, Medill News Service, Northwestern University.

**Luncheon.** Noon. Assembly Hall. RTNDA Canada Report. Rob Downey Citation Acceptance by Ed Godfrey, WAVE-TV Louisville, Ky. Speaker: Lynn Sherr, ABC News.

**Two concurrent sessions.** 2:15 p.m. *What America Thinks of Local Television News.* Suite A. Results of Roper study done for RTNDA and the Television Information Office. Panelists: Robert Mulholland, TIO, New York; Jim Topping, KTRK-TV Houston.

**Radio News Technology to the Year 2001.** Suite E. Bob Priddy, Missouri Network, Jefferson City, Mo.

**Paul White reception.** 6:30 p.m. North Lobby.

**Paul White banquet.** 7:15 p.m. Assembly Hall. Speaker and Paul White Award Recipient Fred Friendly, Columbia University Graduate School of Journalism. Installation of J. Spencer Kinard, KSL-TV Salt Lake City, 1986-87 RTNDA president.



*"Our community has always inspired us, in everything we do, to uphold the highest standards of public service."*

— Emilio Nicolas, General Manager KDTV

# A STORY OF LOVE IN THE RUINS.

**W**hen the KDTV news crew reached Mexico City in the aftershocks of the 1985 earthquake, they had an urgent responsibility.

A city of 14 million was cut off from the outside world. Families in the United States had no way of knowing if their friends and relatives were alive or dead.

As the first Bay Area broadcast team on the ground by a full eight hours, our crew had to get on the air as quickly as possible. So they plugged in their cables, stood up and did their jobs.

Getting the word out when nobody else could. KDTV even made its coverage available to other stations and networks.

Station staff back in San Francisco matched their performance. Breaking into scheduled programming with live reports. Working around the clock to answer thousands of telephone callers desperate for news.



We accept it, however, for all those non-professionals in front of their television sets. Viewers who refused to be passive onlookers. Men and women who were moved by what we reported. And got involved.

KDTV's commitment to its community has earned the station the highest ratings among affiliates in the SIN Network.

So we give thanks to our professional colleagues. But to the Spanish-speaking people of the Bay Area we give nothing less than our love.

Because long ago we learned to depend on each other in good times and bad, today we're proud to be members of a special kind of electronically-extended family. And we're proud to be recognized for our standard of service in this developing medium.

A community which remembers the best way to communicate is to say how much you care.

And raising nearly half a million dollars in disaster relief. Aid for victims who would have been helpless without it.

The professionalism of all those in front of the camera and behind it has earned KDTV the Peabody Award—an honor coveted by any broadcast news operation.



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**Accu-Weather** 444  
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Weather service, graphics, database.

**Aerospatiale Helicopter Corp.** 690, outside

**Alden Electronics** 778  
40 Washington St., Westboro, Mass. 01851  
Weather radar display and satellite graphics systems.

**Alpha Video & Electronics** 483  
28 E. Mall Pl., Carnegie, Pa. 15106  
VTR's and ENG vans.

**American Gas Association** 391  
Radio News Line.

**American Heart Association** 244  
7320 Greenville Ave., Dallas 75231  
Health and science news feature service, heart video series, American Heart Radio News. **Staff:** Terese Arena, Howard Lewis.

**Ampex Corp.** 424  
401 Broadway, Redwood City, Calif. 94063  
Half-inch Betacam cameras and VTR's for ENG applications, graphics composition system, videocassettes.

**Andrew Corp.** 377  
10500 W. 153rd St., Orland Park, Ill. 60462

**Army/Air Force Hometown News Service** 465  
Kelly AFB, Bldg. 1500, San Antonio, Tex. 78241  
Hometown News Service.

**Aspen Skiing Co.** 1068

**Associated Press** 419  
1825 K St., NW, Washington 20006  
TV Direct, APTV, Newpower 1200, AP Network News.

**Audience Research & Development** 449  
8700 Stemmons, Suite 415, Dallas 75247  
Image/positioning research, talent evaluation, talent audition testing, news content research, promotion research, program forecaster, local program research, sales research\*, tracking research, newscast development, promotion/marketing, local programing, talent search, talent development/coaching, master series professional workshops\*. **Staff:** Bill Taylor, Ed Bewley, Willis Duff, Bill Brown, Bob Kaplitz, Karl Zedell, Dick Mallary, Flo Sikes, Phyllis Slocum, Sandra Connell, Carolyn Griffin, John Sheehan.

**BAF Communications** 967, outside  
228 Essex St., Salem, Mass. 01960  
Ku-band satellite newsgathering truck.

**BASYS** 559  
2685 Marine Way, Mountain View, Calif.

94043  
Newsroom computer systems.

**Bonneville Intl. Satellite** 673  
165 Social Hall, Salt Lake City 84111

**Robert Bosch Corp.** 569  
Box 30816, Salt Lake City 84130  
FGS-4000 computer graphics system, KCM-125 studio camera, KCF-1 ENG/EFP camera. **Staff:** Al Jensen, Carol May, Dave Spindle, Erich Zipse, Ron Ferguson, Susan Crousekemp, Jeff Davis, Bill Luckow, Tom McCurdie, Jerry Jumper.

**Brightstar Communications** 471  
1801 Avenue of the Stars, Suite 345, Los Angeles 90067  
TransAtlantic satellite program carrier.

**Broadcast Audience Behavior Research** 590  
National survey and market research.

**Broadcast Microwave Services** 432, outside  
7322 Convoy Ct., San Diego 92111  
SNG transportable uplink vehicle\*, 1 watt frequency agile 13 ghz transmitter\*, news car microwave\*, discone antenna for sports coverage from moving vehicles\*, Loran C helicopter antenna systems, autotracking and steerable antenna systems, news van and news car microwave, STL/TSL intercity microwave systems, portable ghz transmitters and receivers, power amplifiers, low noise amplifiers, filters, power supplies, control systems, engineering support. **Staff:** Everett Shiits, Jeff Harding, Tom Stewart.

**Broadcast Television Systems** 569  
Cameras and recorders.

**Breeder's Cup** 377

**Buena Vista Television** 973  
500 S. Buena Vista St., Burbank, Calif. 91521

**Canon USA** 292  
One Canon Pl., Lake Success, N.Y. 11042

**Centro Corp.** 319, outside C  
9516 Chesapeake Dr., San Diego 92123  
Satellite newsgathering vehicles. **Staff:** Darrell Wenhardt, Alan Berry, David Gopp, Jeff Harlan, John Harris, Vince Jakimzak, Gary Porter, Fred Powers, Rex Reed, Harriett Smith, Ken Tondreau, Marty Wilber, Ken Wright.

**Chyron Corp.** 678  
265 Spagnoli Rd., Melville, N.Y. 11747  
Chyron IV 4200 with motion, high resolution digital graphics generator\*, scribe system ultra high resolution text generator\*. **Staff:** David Buckler, Ron Witko, David Diels, William Hendler, William Reinhart.

**Colorgraphics Systems**  
5725 Tokay Blvd., Madison, Wis. 53719  
Artstar 3D graphics and paint system, animation system, character generator.

**Colorado Ski Country** 1078

Video news service.

**Columbine Systems** 679  
7 Jackson Bldg., Golden, Colo. 80401  
Newsroom management system.

**Comprompter** 389  
3340 N. Pine Creek, LaCrescent, Minn. 55947  
Computerized production/prompting systems.

**Compuserve—J Forum** 1075  
Compuserve database.

**Computer Archive Systems** 251  
Computer news and sports archive and retrieval.

**Computer Sports World** 95  
Sports database.

**Comrex Corp.** 1051  
65 Nonset Path, Acton, Mass. 01720  
Frequency extenders demonstration with cellular telephone, frequency extenders and telephone couplers, ENG/satellite newsgathering systems, TV aural monitors. **Staff:** John Cheney, Lynn Distler.

**Comsat** 875, outside  
960 L'Enfant Pl., SW, Washington 20024  
Ku-band satellite distribution network.

**Comtek** 149  
357 W. 2700 S., Salt Lake City 84115  
Specialty RF communications systems featuring wireless microphones, cueing systems, IFB systems and full duplex communication systems. Pro series MR-182 wireless microphone receiver\* for portable ENG applications. **Staff:** Ralph Belgique, Leigh Belgique, Shelly Carlisle, Steve Dupaix, Steve Kartchner, Robert Kendell, Dana Pelletier, LeeAnne Rickards.

**Consumer Information Network** 1070

**Conus Communications** 857, outside L  
3415 University Ave., Minneapolis 55414  
Conus News Service Ku-band satellite newsgathering system; Conus News Exchange, daily story service, TV Direct, reports from AP correspondents and Washington news. **Staff:** Charles Dutcher, Dennis Herzig, Anita Klever, Ray Conover, Daniel Webster, Stanley E. Hubbard II.

**Adolph Coors Co.** 383

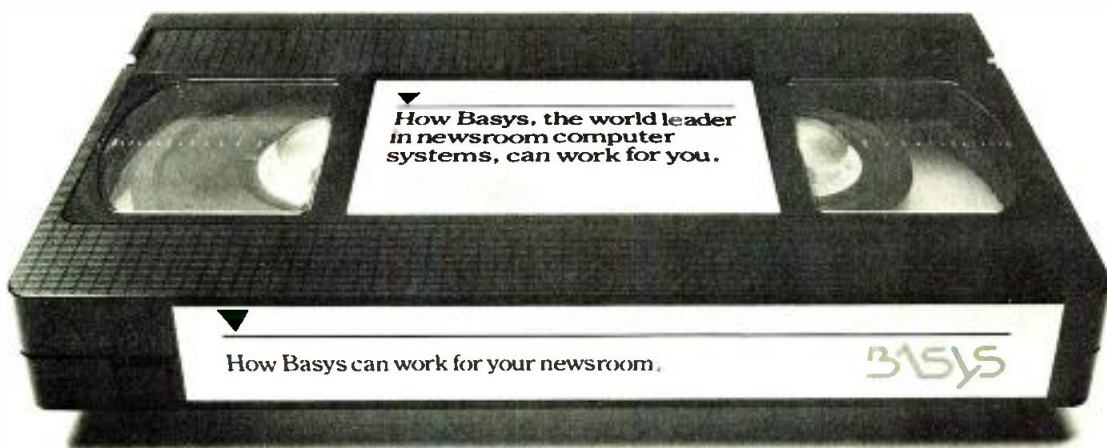
**CQI SportsTicker** 245  
670 White Plains Rd., Scarsdale, N.Y. 10583  
SportsTicker sports score reporting service. **Staff:** Rick Alessandri, Grace Gaffney, Lynne Handler, Phil Hogan, Mary Hogan.

**Steve Crowley's Money/Pro News** 277  
2669 E. Commercial Blvd., Fort Lauderdale, Fla. 33308  
Steve Crowley's Tax and Money Reports. **Staff:** Steve Crowley, Glenn Graham, Charlene Perrone, Bill MacLaughlin, Joe Barnes, Walter Gilbride.



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SNV\_8 satellite newsgathering van\*, hub-mounted high power amplifier. **Staff:** C.M. Willingham, J.M. Moore, Clyde Combs Jr., Bram Flynn, Mike Durbin, Tony Castro.

**Data Communications Corp. 749**  
*3000 Directors Row, Memphis, Tenn. 38131*

BIAS NewsRoom automation system for complete newsroom application: archiving, assignment desk management, news wire interface, producers rundown, scripting, remote story input, teleprompter feed, school closings. **Staff:** Norfleet Turner, Doug Rother, Doug Domergue, Steve Weaver, Wayne Evans, Kayla Wills, Robert Anderson, Jamie McMahan.

**Digital Services Corp. 691**  
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**Earth Observation Satellite Co. 1077**

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**Eastman Kodak 125**  
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**E-N-G Corp. 433**  
*2930 Cloverdale Ave., Concord, Calif. 94502*

ENG, satellite newsgathering and EFP vehicles.

**Environmental Satellite Data 407**  
*5200 Auth Rd., Suitland, Md. 20746*

Color-enhanced digital satellite imagery, IBM-based weather data processing and high-resolution graphics system, Front-End system, high-resolution display of NWS RRWDS and Doppler radars. **Staff:** Larry Hambrick, Terry Hambrick, Ronn Irving, Lou Torrence, Phil Whitelaw, Brian Norcross.

**Ethereum Scientific 390, outside**  
*7641 Clarewood, Suite 336, Houston 77036***Financial Broadcasting Co. 290**

Minding Business news inserts.

**Jon Fischer Products 97**

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**Fortel Inc. 1056**  
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Color corrector, time base corrector.

**Fujinon 100A**  
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**G&G Designs/Communications 207**  
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**Gentner Engineering Co. 151**  
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Telephone interface equipment including Microtel TC-100\*, SPH-3A and SPH-4, EFT-900\*, EFT-1000 line extenders, teleprocessor\*. **Staff:** Elaine Jones, Russell Gentner, William Gillman, David Peder-son, Brooks Gibbs, Keldon Paxman, Cory Petersen.

**Graphic Express Corp. 143**  
*3518 Third St., San Diego 92103*

Design group.

**Graphics News Network 387****Gray Communications Consultants 1055**  
*Route 5, Box 70, Leesburg, Ga. 31763*

Ku-band uplink truck. **Staff:** Perley Eppley Sr., Kenny Shewmake, Tom Sabiston, Geoff Wade, Russ Abernathy.

**GTE Spacenet 1058**  
*1700 Old Meadow Rd., McLean, Va. 22102*

C-band and Ku-band satellite transponder services, occasional use video services, News Express, Turnaround Service, satellite control center. **Staff:** Harry Mahon, Mike Caffarel, Rick Boyland, Marie Capalaces, Ed Wright, Susyn Conway, Dr. C.J. Wallan.

**Guycom 386**

Transportable uplinks.

**Harris Business Communications 955, outside**  
*Box 4290, Quincy, Ill. 62305*

Ku-band satellite equipment, uplinks, trucks.

**Hitachi Denshi America 878**  
*175 Crossways Park West, Woodbury, N.Y. 11797*

ENG cameras.

**Hubbard Communications 759, outside**  
*12495 34th Street N., St. Petersburg, Fla. 33702*

Iveco satellite newsgathering truck\*, Ford low-boy quick deployment satellite newsgathering truck, Hubcom's video flight pack for international and domestic news coverage and satellite transmission, HCD-500 video time delay machine for extending local news. **Staff:** George Orgera, Alan Jester, Bud Henley, John Terhar, Tom Kidd.

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Box 681, Woodland Hills, Calif. 91367

Camera support equipment.

**Integrated Technologies 100**

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Computer graphics system.

**International Tapetronics/3M 94**

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Broadcast tape cartridge equipment, eraser/splice locator, telephone interface, compact disk series.

**Investment Company Institute 157**

Mutual fund trade association.

**Ivanhoe Communications 243**

Box 865, Orlando, Fla. 32802

Television news inserts, Family Doctors, Baby Phases. **Staff:** Marjorie Thomas, Joyce Addy.**Jefferson-Pilot Data Systems 107**

501 Archdale Dr., Charlotte, N.C. 28210

Electronic news processing system.

**Kavouras 949, outside**

6301 34th Ave., South, Minneapolis 55450

**Keltec Florida Microwave 1054**

Box 2917, Fort Walton Beach, Fla. 32549

Power amplifiers.

**Laird Telemedia 201**

2424 S. 2570 West, Salt Lake City 84119

Character generators, multiplex equipment, racks, consoles.

**Laux Communications 977**

4460 S. Lake Forest Dr., Cincinnati 45242

C band and Ku-band TVRO systems.

**LBS Communications 169**

875 Third Ave., New York 10017

Talentbank III.

**Listec Corp. 406**

39 Cain Dr., Plainview, N.Y. 11803

Studio teleprompters.

**Local Program Network 117**

90 S. 11th St., Minneapolis 55403

Cover Story, Story Source, One-on-One Exclusive, Graphics Library. **Staff:** Jim Hayden, Caryn Schall, Linda Peinovich, Ken Rees.**M/A-Com Mac 265**

5 Omni Way, Chelmsford, Mass. 01824

Microwave radio equipment including central receivers, mini scan central receive antenna, ultra miniature camera link system. **Staff:** Dave Erikson, Maureen Martin, Carl Guastaferrro, Bill Culbertson.**Frank Magid**

One Research Center, Marion, Iowa 52302

**Staff:** Frank Magid, Bruce Northcott, Dick Haynes, Steve Cagle, Steve Ridge, Dan Bormann, Joe George, Dave Smith, Steve Epley, Tom Sattizahn, Jim Swinehart, Ed Dougherty, Bob Jackson, Stuart Kellogg, Barbara Frye, Nancy Sebastian, Craig Marrs, Charles Munro, Alan Oldfield, Larry Pond, Don Wells, John Yurko, Steve Penny, Jerry Giesler.**Major League Baseball Productions 867**

1212 Avenue of the Americas, New York 10036

Sports highlights.

**Mark Antenna 977**

2180 S. Wold Rd., Des Plaines, Ill. 60018

Antenna systems.

**Mead Data Central 246**

Box 933, Dayton, Ohio 45401

Full text on-line information systems, news and business service, patent, and accounting databases, financial and medical information services. **Staff:** Olga Staios, Buzz Reed, Linda Fanter, Amy Yagami, Barbara Mello, Dave Puckett, Luke Gaffney, Peggy Roast.**Media Computing 477**

4401 E. Kings Ave., Phoenix 85032

Automated news graphics interface system, wire editor, PC prompter, producers rundown, assignment/archives, script writer. **Staff:** Michael Rich, Kathryn Hulka, Larry Baum, Dana Edwards, Janet Goodman, Richard Gornstein, Jim O'Brien, Karl Allen, Evan Lucas, Jeff Croughan.**Media Touch Systems 1073****Medstar Communications 649**

1305 S. 12th St., Allentown, Pa. 18103

Health Matters television series, Med\*Source medical/health news service. **Staff:** William Ferretti, Lew Pinsker, Paul Keller, Tim Smith, Jim Trumbo.**Microdyne Corp. 1049, outside**

Box 7213, Ocala, Fla. 32672

Transportable satellite uplink vehicle, automated terminal programable C/Ku-band fully agile satellite downlink. **Staff:** David Alvarez, Steve Benoit, Tom MacAlister, Doug McKay, Barbara Karlosky.**Midwest Communications Corp. 259, outside G**

One Sperti Dr., Edgewood, Ky. 41017

Mobile and transportable satellite news-gathering system. **Staff:** David Barnes, Jay Adrick, Chris Summey, John Loughmiller, Dave Thomas, Pete Rightmire, Mike Perry, Jack Klosterman.**NASD 385**

National Association of Security Dealers.

**National Humanities Center 1076**

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**National Public Radio 591**

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**NBC Skycom** outside R

30 Rockefeller Pl., New York 10112

Network's satellite newsgathering system.

**NEC America** 247

1255 Michael Dr., Wooddale, Ill. 60191

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**NIWS** 659

15303 Ventura Blvd., Sherman Oaks, Calif. 92403

Syndicated video news service including graphics, series, reports, news inserts. **Staff:** Don Ross, Michael Von Ende, Jim Moloshok, John Pulver, Carla Soviero, David Salzman, Dennis Wilden, Jim McGillen.**Nurad** 378

2165 Druid Park Dr., Baltimore 21211

Quad, superquad II and silhouette ENG/EJ receive antenna systems with AR2 series frequency agile receivers and MC3/MC4 digital remote controls, Silhouette remote transmit systems with PA-series mast mounted power amplifiers and PT-series portable transmitters, Super Pod helicopter system with Logic Track, por-

table transmit/receive systems with compact antennas, STU/ICR transmitters and receivers, Ku-band satellite newsgathering antennas\*. **Staff:** Gary Becknell, David Fairley, Lisa Czirkak, Ron Merritt, Eric McCulley, Stephen Neuberth.**Nutrition World Enterprises** 959

Nutrition news inserts.

**Pacific Recorders & Engineering** 1062

2070 Las Palmas Dr., Carlsbad, Calif. 92008

Audio news editing station.

**PAG America** 1064

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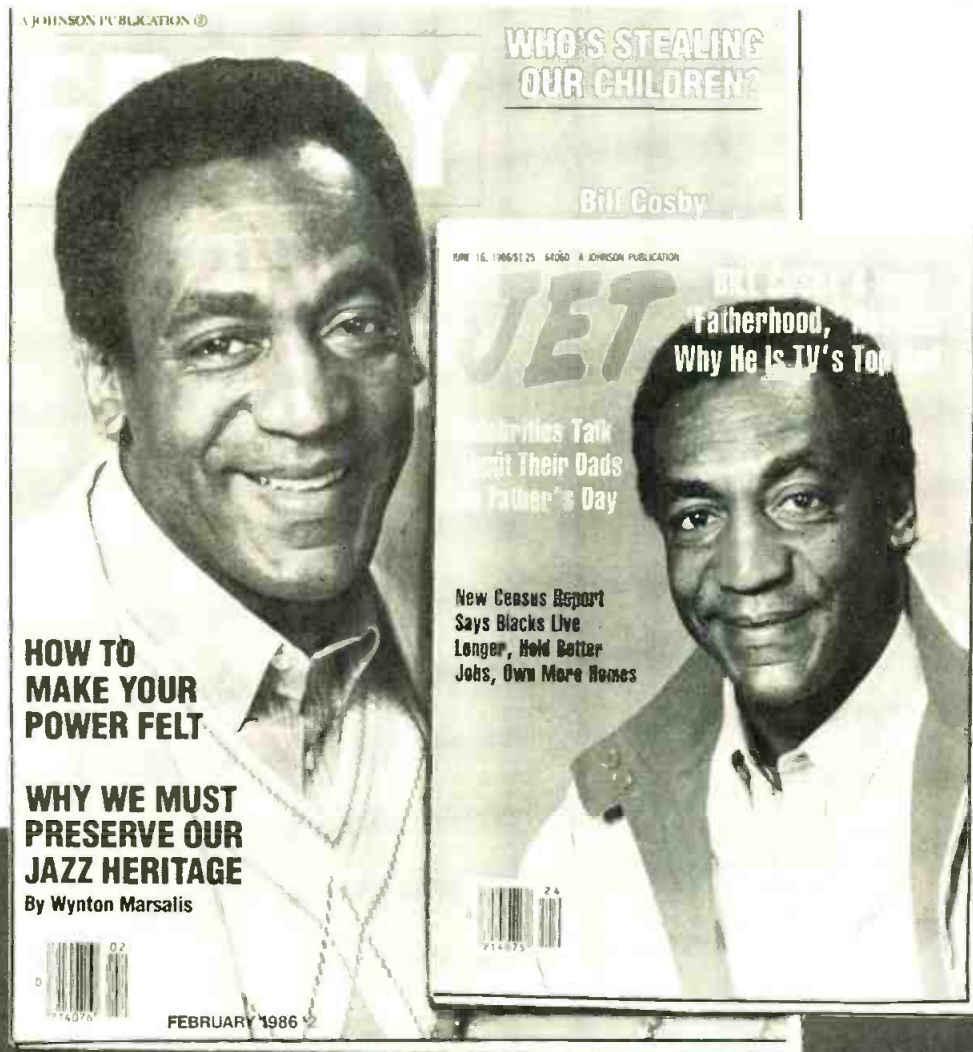
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## Programming

### PBS's fall programming lineup ready for premiere

#### First of eight new series will air on Sept. 15

The Public Broadcasting Service has announced its fall programming lineup, consisting of eight new series, 26 specials and 10 continuing series premieres.

The first new series to premiere is *The Story of English*, a nine-part examination of the roots and development of the English language. The series, hosted and co-written by PBS newsman Robert MacNeil, was filmed in 16 countries on five continents. It begins Sept. 15, and airs Mondays at 10 p.m. NYT. (local times for all PBS shows may vary).

*The West of the Imagination* is a six-part history of the American West, portrayed through the works of artists, photographers, cinematographers and entertainers. It also will air on Monday, at 9 p.m., and begins Sept. 22.

Former CBS News President Fred Friendly hosts a 10-part debate series on the ethics of medicine. *Managing Our Miracles: Health Care in America*. The series, premiering Tuesday, Sept. 30, at 10 p.m., fea-

tures Socratic debate among medical experts and representatives of legislatures, the courts and the media.

Oct. 5 is the first airing of the seven-part *Out of the Fiery Furnace*, a chronicle of the development of metallurgy and technology. The series, hosted by the BBC's Michael Charlton, airs Sundays at 7 p.m.



Long

*The Africans* is a study of the religious, social and political culture of Africa. Filmed in 16 African countries, France, England and the U.S., it has been turned into a nine-part series airing Tuesdays at 9 p.m., beginning Oct. 7.

Four years and more than 30 locations went into the new 10-part series, *The Day the Universe Changed*, an examination of the evolution of knowledge from ancient to modern times. Among the subjects covered in the Monday-night series are the discoveries of Copernicus and Galileo and the invention of the printing press. *Universe* begins Oct. 13 at 8 p.m.

Cooking and health are combined in a series hosted by *New York Times* health columnist, Jane Brody, *Good Health From Jane Brody's Kitchen*, premiering Saturday, Oct. 25, at 3:30 p.m. The 10-part series combines preparation of a meal with commentary from physicians, medical researchers and nutritionists.

The last new series to premiere will be *Hometime*, a 13-part how-to program focusing on home projects such as putting up fences and gates, repairing bathroom plumb-



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**Major production signing.** Fox Broadcasting Co. announced the signing of two major producers of half-hour sitcoms last week, Embassy Communications and Gary David Goldberg's UBU Productions (in association with Paramount Network Television), to produce half-hour comedies that will debut in March 1987. The production orders from each of the studios total roughly 13 episodes, meaning that FBC will be running first-run episodes until late spring, while the other three networks are airing repeats. By the fall of 1987, Fox will begin a new season at the same time as the other networks.

Fox now has three major Hollywood producers doing shows for debuts next March. The third is Stephen Cannell Productions, which will produce the one-hour action-adventure series, *Jump Street Station*.

UBU will produce *Duet*, a romantic comedy whose executive producers are Ruth Bennett and Susan Seger. Bennett has served as producer of UBU's *Family Ties*. She also was producer and creator of *Sara*, which Seeger also produced. Seeger is writer and producer of the upcoming NBC movie, "Kate's Secret."

Embassy's show, as yet untitled, will be created by Ron Leavitt and Michael Moyer. They will also be co-executive producers of the series. Leavitt and Moyer were co-executive producers of *The Jeffersons*, and were also the creators of *It's Your Move*. They also developed *Silver Spoons* as creative consultants. Writing credits for Leavitt include *Laverne & Shirley* and *Bad News Bears*, and for Moyer *Good Times* and *Diff'rent Strokes*.

Gary Lieberthal, chairman and chief executive officer of Embassy Communications, said that he was impressed at how FBC has not been interested in "warmed-over concepts" that the other three networks rejected for their own fall schedules. "They have stepped up to the plate competitively in a bold, aggressive move."

ing and installing drywall. *Hometime* is hosted by Dean Johnson and Peggy Knapp, and will air Saturday afternoons at 3 p.m., beginning Nov. 1.

Of the 26 new specials available next fall on PBS, six provide insight into foreign cultures: *Channel 3, Moscow with Mark Russell*, a profile of the Soviet Union; *Witness to Apartheid*, a documentation of violence against children in South Africa; *Bye Bye Kipling*, a comparison of the cultures of the West and East, focusing on Japan, Korea and the United States; *Hungary: Pushing the Limits*, an examination of the country in the 30 years since its 1956 uprising; *Firing Line Special Edition: Harvest of Despair*, a portrait of 1930's Ukrainian famine, and *Cuba—In the Shadow of Doubt*, a look at the history of U.S.-Cuban relations. In addition, one deals with foreign relations, covering a Georgetown University Center for Strategic and International Studies simulation of a terrorist crisis. *Fighting Terrorism: A National Security View*.

Three new specials focus on community problems: *A Chance to Learn* is public television's first Project Literacy U.S. (PLUS) documentary (BROADCASTING, Dec. 16, 1985); *Before Stonewall* traces the origins of the gay rights movement in America, and *Project Second Chance: Dropouts in America* tells the stories of high school dropouts who have chosen to begin studying again. Three have business themes: *Run for the Money* examines sponsorship of the Boston marathon; *Entrepreneurs* profiles five Americans who have built major companies, and *Battle for the Caribbean* looks at competition among cruise lines. And three are biographies: *Ike* stars E.G. Marshall as President Dwight David Eisenhower; *Huey Long* recreates the life of the former Louisiana senator, and *Lizzie: An Amazon Adventure* traces the journey of the first Englishwoman to travel the Amazon.

PBS is also airing entertainment, cooking and Americana specials, and will return with new episodes of old favorites, including *Masterpiece Theatre*, *Great Performances*, *Nova*, *Nature* and *Mystery*. □

## NCWW says image of older women in TV programming has improved

A study conducted by the National Commission on Working Women has found that, in the past 10 years, women over age 50 as portrayed on television have changed dramatically, from "powerless, befuddled, inflexible and feeble" to "powerful, creative, appealing and affluent." But, says the study, "Just as television shies away from the harsh realities of poverty and racial injustice, so too it ignores the indignities faced by older women. And in doing so, it misses opportunities for complex character development and powerful plots."

NCWW monitored prime time television for six weeks this spring and found 19 continuing female characters over age 50 on 16 entertainment shows. (News, sports and anthology programs, movies and specials were not sampled.) The study, "Prime Time Women," examines marital status, economic condition, occupation, race, living conditions of the characters and relationship of age to appearance and behavior. It was funded by a grant from the Villers Foundation, and is available in a 25-page booklet from Washington-based NCWW.

According to the study, older women characters "bear scant resemblance to older women in the real world." Sixty-eight percent on TV are widows. 16% are divorced and only one, Miss Ellie on *Dallas*, is married, while in reality, 32% of women over 50 are widows, 6% are divorced and 53% are married. Five of the 19 characters are millionaires, while in reality only 0.2% of women over 50 have incomes exceeding \$75,000 per year. Of those characters, 42% are "homemakers, volunteers, retirees or wealthy women of leisure." while 57% are members of the work force (and 21% of those own their own businesses, 75% of

which are multimillion-dollar corporations). In reality, 48% of women 50-65 work, 23% in professional or managerial positions, 43% in clerical or sales, 20% in service, 14% in blue collar jobs and less than 2% as corporate executives.

Of the 16 programs, only two contain minority women over 50, and both of those are black. (There are no Hispanic or Asian women over 50. All black females in leading roles are under 50. And *The Cosby Show* features an older woman as Cliff Huxtable's mother, but she does not appear every week.)

More than half of the 19 characters live with family or friends; in reality, 25% of women over 50 live alone, and 70% live with a husband or other relative. As for the effects aging has on the characters, the study found that "age is irrelevant for most of TV's older women," such as Alexis Colby on *Dynasty* and Mona Robinson on *Who's The Boss*, who "look and act younger than one would conventionally expect." The study listed as exceptions three of the four female characters of *Golden Girls*, who "acknowledge their midlife status and speak from the vantage point of women over 50, revealing the inconveniences and surprises that aging brings."

The study acknowledged that it is "in some ways a wonderful fantasy to see oneself in a world where one is powerful, valuable, attractive to men and financially secure." But, it countered, "such a portrayal is just that, a fantasy, since the reality eludes most older women in today's society."

The study made several suggestions for portraying aging more realistically on television, urging networks to hire older producers and writers who could use their life experiences as a basis for story lines, existing writers and producers to cultivate friendships with older friends and relatives, broadcasters to consult advocacy groups made up of older women and older viewers to write letters to the networks suggesting themes for plots and responding to characterizations already seen. □

## Olympics ABC's winning ticket in Sports Emmys

ABC's coverage of the 1984 summer Olympics made it the runaway winner in the Sports Emmy Awards presentation in New York. The awards, presented by the National Academy of Television Arts and Sciences, are for excellence in sports programming. Seven of ABC's 14 awards involved summer Olympic coverage, including outstanding live sports special. NBC won four Emmys, syndicated shows three and CBS one. A complete list follows.

Roone Arledge, executive producer. Chet Forte, Chuck Howard, Dennis Lewin, senior producers. Jeff Ruhe, coordinating producer. Roger Goodman, coordinating director. Carol Lehti, post production director. *Games of the XXIII Olympiad* (ABC) outstanding live sports special.

Steve Sabol, producer. *Road to the Super Bowl '85* (syndicated) outstanding edited sports special.

John Wilcox, series producer. George Bell, Curt Gowdy, Chris Carmody, coordinating producers. *American Sports*



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**George Michael** □ WRC-TV Washington (NBC) outstanding sports personality.

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**Phil Tuckett, Hank McElwee, Howard Neef, Jack Newman, Ernie Ernst, Bob Angelo, Donald Marx, Ted Manahan, Bob Smith, Art Spieller, Dan Sheridan, Dave Paul and Dave Douglas,** cinematographers □ *Road to the Super Bowl '85* (syndicated) outstanding technical team—film: cinematographers, film editors.

**Team of associate directors** □ 1984 Summer Olympics (ABC) outstanding associate directors.

**Robert Klug, Vincent Ceriale and Bill Denahy** for *This is the USFL* (syndicated); **Scott L. Rader** for *Breeder's Cup* (Opening Segment) (NBC); **Mike Kostel, Rick Reed, Roger Drake, John Servidio** for *Major League Baseball: An Inside Look* (NBC); **Scott L. Rader, Jeffery Wurtz** for *Sportsworld Americana* (Special Olympics) (NBC); **Carlo Gennarelli, Marvin Gench, Mike Siegel** and their colleagues for 1984 Summer Olympics (ABC) □ Outstanding videotape editors.

**Wendy Vanguard, Don Venhaus, Roger Goodman** □ *Sports Super Bowl XIX* (ABC) outstanding graphics designers.

**Dick Shaap** for *Sports Features* (ABC); **Joseph Valerio** for *CBS Sports Sunday* (CBS); **Steve Skinner** for 1984 Olympics (ABC); **Howard Cosell, Ed Silverman, Noubar Stone, James Roberts, Peter Bonventre, Michael Marley, Kevin Granath** for *ABC Sportsbeat* (ABC) □ Outstanding sports journalism.

**Roone Arledge, Amy Sachs, Joel Feld, Dennis Lewin** for *Race Across America* (ABC); **John Wilcox, George Bell, Curt Gowdy** for *American Sportsman-20th Anniversary Moment* (ABC) □ Program achievement.

**Roone Arledge, Carol Lehti** for 1984 Special Olympics Closing "Ode to Joy" (ABC); **Roone Arledge, Jonathan Lory, Amy Sachs, Theresa Mader, Al James** for *Wide World of Sports 1984 Year End Show* (ABC); **Marvin Bader** for 1984 Summer Olympics Chief Olympic Organization Coordinator (ABC) □ Individual achievement.

## DEG producing 'instant' strip

**Silverman and Farr to collaborate on first-run syndicated sitcom, 'Honeymoon Hotel,' starring Isabel Sanford**

De Laurentiis Entertainment Group, with the creative team of Fred Silverman and Gordon Farr, will produce 100 episodes of a first-run syndicated sitcom that will debut as a strip in the fall of the 1987-88 season. DEG will achieve the "instant strip" by producing one episode per day in the manner of a network soap opera.

The show, *Honeymoon Hotel*, will star Isabel Sanford, who appeared on *The Jeffersons* for 11 years and *All in the Family* for four years before that. Each episode will feature a guest star.

As a first-run series with no previous network exposure, *Honeymoon Hotel* will be available to affiliates in the top 50 markets as well as to independents for use during access (5-8 p.m.).

To make cash sales of the series affordable, DEG executive vice president, Paul Rich, said that "incredible economies of scale" will be achieved in its production. The cost of an episode of *Honeymoon Hotel* will come to roughly \$100,000. Rich said it



Sanford

would be unfair to judge the quality of the show on the basis of its cost.

"Dollars don't equal success. We're saying the idea is correct." Rich said the show will have the look of a network prime time half-hour.

## 'Human Animal' a hit for NBC

NBC enjoyed another summer prime time ratings victory during the week of Aug. 11-17, with a 13.8 rating and a 26 share. CBS finished the week with a 10.6/20, and ABC with a 10.2/19. The order of finish was the same for the comparable week a year ago, when NBC won by a smaller margin with a 12.8/23, compared to a 12/22 for CBS and an 11.2/20 for ABC.

The evening news race also found NBC on top with a 9.7/21, compared to a 9.4/20 for CBS and an 8.6/19 for ABC. According to NBC, the share for *CBS Evening News* was its lowest since the 1984 Olympics. A year ago CBS won the news race with an 11.6/25 to ABC's 9.1/19 and NBC's 9/19.

David F. Poltrack, CBS vice president of research, said that CBS keeps track of evening news ratings, not shares. So he could not say whether the share was the lowest in CBS history. On two other occasions when its news had 9.4 ratings, Poltrack said, CBS had 21 shares.

NBC's ratings win was highlighted by the special series, *The Human Animal*, hosted by Phil Donahue, which averaged a 16.1/30. *The Human Animal* won its 10-11 p.m. time period every night it was on (on

Tuesday, when all three network schedules were changed by a presidential news conference, the second episode began at 10:41). The consecutive 10-11 wins for NBC were its first since the week of Sept. 15, 1980, when the mini-series *Shogun* ran during that time period.

Compared to the same week last year, HUT levels (homes using television) were down 4% at 53.2.

NBC had a Monday night win thanks to the fifth-place *NBC Monday Night Movie, Family Secrets* (18.6/33), and the third-ranked first part of *The Human Animal* (20.8/37). Tuesday was an ABC night on the strength of its regular series, *Who's the Boss* (15.4/29) and *Moonlighting* (17/30). Wednesday was an NBC win on the strength of its regular schedule and 13th-ranked third part of *The Human Animal* (15.1/30). Thursday belonged to NBC with a one-hour *Family Ties* episode (23/42), the week's number-one program.

On Friday, the *A-Team* (10.5/23) achieved the highest share for NBC in the 8-9 p.m. time period since March. NBC had a Saturday win with an NFL pre-season game (9.6/21), and CBS took Sunday with a sixth-ranked repeat of *Circus of the Stars* (17.7/31).

Rank □ Show □ Network □ Rating/Share

1.	Family Ties	NBC	23.0/42
2.	Cosby Show	NBC	22.9/46
3.	Human Animal, pt. 1	NBC	20.8/37
4.	Cheers	NBC	20.3/35
5.	Family Secrets	NBC	18.6/33
6.	Circus of the Stars	CBS	17.7/31
7.	Murder, She Wrote	CBS	17.3/33
8.	Moonlighting	ABC	17.0/30
9.	Human Animal, pt. 2	NBC	15.5/31
10.	Who's the Boss	ABC	15.4/29
11.	Human Animal, pt. 4	NBC	15.3/27
12.	Miami Vice	NBC	15.1/30
13.	Human Animal, pt. 3	NBC	15.1/28
14.	60 Minutes	CBS	14.6/31
15.	Newhart	CBS	14.1/24
16.	You Again	NBC	14.1/24
17.	20/20	ABC	13.7/25
18.	Human Animal, pt. 5	NBC	13.6/27
19.	Hunter	NBC	13.5/23
20.	Highway to Heaven	NBC	13.4/28

Rank □ Show □ Network □ Rating/Share

21.	MacGyver	ABC	13.3/23
22.	Gimme A Break	NBC	12.9/23
23.	The China Syndrome	ABC	12.8/23
24.	Kate & Allie	CBS	12.8/22
25.	Cagney & Lacey	CBS	12.3/22
26.	Spenser: For Hire	ABC	11.7/22
27.	Hotel	ABC	11.6/21
28.	Equalizer	CBS	11.2/22
29.	Scarecrow & Mrs. King	CBS	11.1/20
30.	Phobia	NBC	11.0/19
31.	Perfect Strangers	ABC	10.8/21
32.	A-Team	NBC	10.5/23
33.	Magnum, P.I.	CBS	10.5/18
34.	227	NBC	10.4/22
35.	A-Team	NBC	10.1/19
36.	Crazy Like A Fox	CBS	10.1/18
37.	Trapper John, M.D.	CBS	10.0/18
38.	Football: Dallas vs. L.A. Raiders	NBC	9.6/21
39.	Love Boat	ABC	9.6/19
40.	Mr. Sunshine	ABC	9.5/18

Rank □ Show □ Network □ Rating/Share

41.	Monday Night Baseball	ABC	9.4/17
42.	The Ewok Adventure	ABC	9.3/19
43.	Fuzzbucket/Deacon St.	ABC	9.1/18
44.	Bon Voyage, C. Brown	CBS	9.0/17
45.	Price Is Right	CBS	8.9/17
46.	Atlantic City	CBS	8.8/16
47.	Facts of Life	NBC	8.8/20
48.	Dalton: Code of Vengeance	NBC	8.1/15
49.	Simon & Simon	CBS	8.0/16
50.	S.O.B.	CBS	7.9/16
51.	Twilight Zone	CBS	7.8/17
52.	Football: Cleveland vs. Miami	ABC	7.5/16
53.	The Pirate Movie	CBS	7.2/14
54.	Rita	CBS	7.1/12
55.	Punky Brewster	NBC	6.7/14
56.	Silver Spoons	NBC	6.4/14
57.	Ripley's Believe It Or Not	ABC	6.7/11
58.	The Colbys	ABC	5.3/9
59.	Melba	CBS	5.2/12

\*indicates premiere episode



# **Carley Teleport Communications, Inc.**

**an affiliate of  
Carley Capital Group**

**has acquired**

## **Washington International Teleport, Inc.**

**(formerly Communications Technology Management, Inc.  
and Metropolitan Communications Network Co.)**

**in a leveraged buy-out involving \$6,500,000 in financing.**

---

**\$3,500,000 Acquisition Financing and Working Capital Facility  
was provided by  
Equitable Bank, N.A.**

---

*The undersigned acted as financial advisor to  
Carley Teleport Communications, Inc. and assisted  
in the negotiations relating to the  
acquisition and the financing of this transaction.*

---

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July 1986

worth of episodes ready by early November. Upfront funding of the pilot week will be done in association with "several nonconflicting station groups." Rich said: "We've had some very preliminary talks with one or two groups." Regular production will begin in May 1987.

Stations will get two runs of the 100 episodes during the first year and a third run of 60 episodes. New episodes will be available during sweep periods. If the show is successful, stations will get 65 new episodes for use during sweep periods in ensuing years.

DEG will decide if the series will be firm prior to the 1987 NATPE convention, based on the November pilot week ratings of the stations that commit to the series upfront. That will mean that the show's production team will have six months to come up with scripts, said co-executive producer Fred Silverman. "Development of written material is the key" to sitcoms, he said. "That has been the problem with most of the comedies."

*Honeymoon Hotel's* production team is experienced in producing shows with daily episodes. Gordon Farr recently served as executive producer of Paramount's *New Love American Style*, on ABC's daytime schedule from Dec. 23, 1985, until Aug. 15. Silverman, former president of NBC-TV and head of ABC Entertainment, was also the head of daytime programming at CBS-TV. And Rich, who was vice president of worldwide sales at Metromedia Producers Corp. when it was distributing *Small Wonder*, has experience in distributing a first-run sitcom.

Talent fees and the writers' salaries will be the show's two largest expenses, according to Silverman. "We're not trying to save on talent," said Silverman. While the cast expenses will be lower than those of conventional sitcoms when figured on a per-episode basis, total talent payments will be higher because of the number of episodes involved. DEG has signed a five-year deal with Sanford.

In *Honeymoon Hotel*, Sanford inherits a

debt-laden hotel that is rescued by a local bank, on the condition that one of its executives be placed in control. The show will be shot in three seven-week cycles, separated by two-to-three-week breaks. The 12-hour shooting days will consist of morning rehearsals and afternoon tapings in Los Angeles with no studio audience. Silverman said that episodes will consist of two components written by two writing teams. One will be a continuing story line with the show's regular cast of characters, and the other will consist of story lines involving the cast of guest stars.

*Honeymoon Hotel* will be one of at least five half-hour sitcom strips that will premiere in the fall of 1987. A sixth strip will premiere in January or February 1988. Of that number, three will be first-run shows that affiliates in the top 50 markets will be able to carry in access.

Other syndicators offering new shows include:

All-American Television is currently fi-

## Syndication Marketplace

■ **Gaylord Syndicom** has selected **Orbis Communications** to sell the national barter time in *Hee-Haw* for the 1986-87 season. *Hee-Haw* is sold with five minutes local and five minutes national. Going into its 19th season, *Hee-Haw* airs in 222 markets covering 90% of the country. Orbis also reports that it has cleared the next *Geo* quarterly special in 75% of the country, including WNBC-TV and KNBC-TV Los Angeles. *Geo* is based on the magazine of the same name, and is hosted by actress Deborah Raffin and Charles Haid of *Hill Street Blues*. Sales are on a barter basis with five minutes national and seven minutes local. In clearances of other shows, Orbis reports its animated special, "A Pumpkin Full of Nonsense," is now 110 markets covering 75% of the country. The show is sold on a barter basis with four minutes for stations and two minutes for Orbis. Orbis has renewed *Bob Uecker's Wacky World of Sports* for a third season, and will expand it to two half-hour specials per month beginning January 1987.

■ **Orion Television Syndication** reports that it has cleared *Hollywood Squares* in over 125 markets covering more than 85% of the country, including stations in all of the top 30 markets. Recent clearances include KPRC-TV Houston and KSAF-TV San Antonio, Tex. Sales are on a cash-plus-barter basis, with Orion retaining one minute. Sales of Orion's national minute by LBS Communications are now at 90% sold.

Personalities in the game board for the first two weeks of the show were announced last week. Board members will rotate positions each night including the middle square. During the show's premiere week (Sept. 15-19), the board will consist of Betty White, Phylcia and Ahmad Rashad, Emma Samms, Bronson Pinchot, Lorenzo Lamas, Itzhak Perlman, Mariette Hartley, John Byner and Jackie Collins. Squares signed for the second week include Kareem Abdul-Jabbar, Milton Berle, Little Richard, William Shatner, Charlotte Rae, Louie Anderson and Lynn Redgrave.

■ **Viacom Enterprises** has signed eight new cast members to its first-run weekly comedy, *What a Country*, which it says is now cleared in 79 markets covering 83% of the country. Along with Yakov Smirnoff, the cast will include Gail Strickland, who appeared in "Protocol" with Goldie Hawn; Garrett M. Brown, who appeared in Woody Allen's "Zelig"; Leia Hee Olsen, who was in "Vamp" with Grace Jones; former tennis star Vijay Armitraj, who appeared in "Octopussy" and *Hart to Hart*; George Murdock, who was seen in "Shoot the Moon"; Julian Reyes, who has appeared on *Miami Vice*; Ada Maris, who appeared in "About Last Night," and Harry Waters Jr., who appeared in "Back to the Future."

Sheldon Cooper, president of Tribune Entertainment, which is co-producing the series along with Primetime Entertainment Inc. and Viacom, said the show, which concerns the humorous adventures of an American citizenship class, has been fortunate, because of the

attention surrounding Immigrants during this summer's Statue of Liberty celebration. Smirnoff was sworn in as a citizen during those festivities.

The first 52 weeks of *What a Country* are being sold on a barter basis with three minutes national and four local. Runs three through eight are for cash. Stations will get 26 episodes in the show's first year for two runs. They will have the option to cancel the series after the first 26-week cycle. Tribune Entertainment will sell the barter time. Major sponsors for the national barter time now include General Foods and Bristol-Myers. Cooper said that all of the national barter time is now sold. Cash deals for runs three through eight, including the strip that will result on the back-end of the weekly episodes in 1988, will be negotiated by Viacom upfront when the show is cleared.

■ **Multimedia Entertainment** reports clearing *Public People...Private Lives*, a one-hour special, in 144 markets covering over 83% of the country. The program has a Sept. 1-Oct. 15 window, and is being cleared on a barter basis with five minutes for stations and five minutes for Multimedia. Hosted by Stan Atkinson and Beth Ruyak, anchors at KCRA-TV Sacramento, Calif., the program takes an "in-depth and candid look" at personalities including Linda Ellerbee, Eileen Ford, Shari Belafonte-Harper and Diedre Hall. Major market clearances include WNBC-TV New York, KHJ-TV Los Angeles, WGBS-TV Philadelphia, WCVB-TV Boston, WXYZ-TV Detroit and WUSA-TV Washington. Multimedia also reports that *Sally Jessy Raphael* has added seven markets, to bring its list to 75 stations covering 70% of the country. New stations are WXYZ-TV Detroit; WMLP-TV Springfield, Mass.; KOLN-TV Lincoln, Neb.; KRCR-TV Redding, Calif.; KVRV-TV Fargo, N.D.; WOC-TV Davenport, Iowa, and KOLR-TV Springfield, Mo.

■ **King World** reports that its weekly one-hour music news and information show produced by Andy Friendly Productions, *The Rock 'n Roll Evening News*, has been cleared in 24 markets to bring its total to 134 stations covering 83% of the country. Debuting Sept. 12, the program will be anchored by Steve Kmetko of KCBS-TV Los Angeles, and will feature an array of reporters including Robert Hilburn, Adrienne Meltzer, Eleanor Mondale, and Marianne Rogers. Recent clearances include KGTV-TV San Diego, WCAU-TV Philadelphia, WPLG-TV Miami, KBVR-TV Denver and WFTS-TV Tampa, Fla. Barter sales give stations and King World each six minutes.

■ **Access Syndication** has signed an agreement with the **De Laurentiis Entertainment Group** to co-produce and co-distribute *Hollywood Close-Up*. Under the agreement DEG will underwrite all production costs for one year beginning Sept. 21. Access will handle distribution in the U.S. and Canada, and DEG will handle it in the rest of the world. The half-hour weekly series is currently in 61 markets covering 74% of the country. Sales are barter with two-and-a-half minutes for Access; four minutes for stations.



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KPIX	Eyewitness News—11 pm	8	186,250
KGO	Ch. 7 News Tonight—11 pm	7	158,400
KRON	Newscenter 4—11 pm	7	151,800

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<b>KTVU</b>	<b>10 O'CLOCK NEWS</b>	<b>8</b>	<b>203,850</b>
KGO	Ch. 7 News at 5	8	181,760
KRON	Live at 5	8	181,660
KPIX	Eyewitness News—6 pm	8	179,980
KGO	Ch. 7 News at 6	8	174,670
KRON	Newscenter 4—6 pm	7	160,980

Source: NSI overnight ratings, M-F July 1986, San Francisco.

\*KTVU Research Estimate based on May 1986 NSI.

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KTVU San Francisco-Oakland Television, Cox Communications, Inc.

nalizing an agreement with the Nashville Network to distribute 130 of the 400 available episodes of its half-hour comedy, *I-40 Paradise*. That show, which ran from 1981-84, follows the daily life of a truck stop. *I-40 Paradise* will be available at the beginning of 1988. Cash sales of the show will be handled by Carl Menk and Glen Hagen, whose Hagen-Menk distributorship is in the process of being acquired by All-American.

Lorimar-Telepictures also recently announced that it is placing 104 episodes of *Down to Earth* on the market for fall of 1987 on a cash basis for six runs over four years. Scott Carlin, executive vice president of Lorimar-Telepicture's perennial division, said that the show's greatest asset is its wide demographic appeal. Prior to its merger with Telepictures, Lorimar purchased the distribution rights to the series from Procter & Gamble, which owns the series. *Down to Earth* has run on WTBS(TV) Atlanta since March 10, 1984.

In addition, Paramount has sold *Family Ties* and *Cheers* extensively for their premieres as syndicated strips in fall 1987.

Columbia Pictures Television is also currently selling *Punky Brewster* for fall 1987. Last week Columbia said that it could not announce any clearances on the show since it was in negotiations with several groups. So far the show has had a cool reception in the rep community, given what is perceived as an appeal with a limited audience of younger children. There are 44 off-network episodes of *Punky Brewster* currently that will be expanded by first-run production of 44 more for fall 1987. Columbia is also offering 130 episodes of the one-hour *Ripley's Believe It or Not* for fall 1987, formatted into half-hours. □

## Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Business Men's	Second	\$10,859	6	(\$5,825)	NM	NM
Cetec Corp.	Second	\$8,342	-11	\$166	63	\$0.08
Cosmos Brdcstg.	Second	\$45,959	8	\$3,656	41	NM
FC&B	Second	\$82,212	1	\$5,205	-13	\$1.24
Jefferson-Pilot	Second	\$23,659	4	\$2,387	-20	NM
Lee Enterprises	Third	\$57,483	7	\$8,555	17	\$0.33
Meredith Corp.	Fourth	\$142,081	18	\$9,722	4	\$1.02
	Year	\$533,376	12	\$47,218	10	\$4.98
The Ogilvy Group	Second	\$137,931	14	\$6,439	-14	\$0.45
Orion Pictures Corp.	First	\$62,583	-4	\$1,720	-35	\$0.02

**Business Men's Assurance** second-quarter results are for television operations of parent, insurance company. Television operations showed operating earnings of \$169,000 during previous year's quarter. President W. Thomas Grant III said: "Unless television revenues increase as the year progresses, it appears that BMAs broadcast losses for 1986 will exceed our earlier estimates." ■ **Cetec Corp.** had pre-tax income of \$209,000, down 65%. Net income of previous year's quarter was affected by \$209,000 loss from discontinued operations. ■ **Cosmos Broadcasting** is subsidiary of The Liberty Corp. ■ Pre-tax income for **Foote, Cone & Belding** was \$8.3 million, down 20%. Company said U.S. revenue was down 4%, while nonU.S. revenue was up 16%. ■ **Jefferson-Pilot Communications** is subsidiary of Jefferson-Pilot Corp. Company cited weakness in national advertising sales as partial reason for lower earnings. ■ Broadcasting revenue for **Lee Enterprises** was \$14.4 million, up 7%. Company said national broadcasting revenue was down "significantly," but said division's operating income increased 15%. ■ **Meredith Corp.** said: "Generally soft business conditions affected most of the company's operations. Operating profits of book, printing and television operations were lower." Full-year net income included net gain of \$6.9 million on sale of certain properties. Company registered income from operations of \$55.2 million for year, up 10%, and \$14 million for quarter, up 22%. ■ Operating profit for **Ogilvy Group** was down 16% to \$11.4 million. Company said revenue from U.S. operations decreased 1% to \$78.6 million (in part because of loss of TWA account), while nonU.S. revenue jumped 42% to \$59.3 million, "of which approximately half is attributable to the increase in the U.S. dollar value of foreign currencies." ■ "Free television and other" revenue for **Orion Pictures Corp.** was up 147%, to \$19.4 million, while theatrical, home video and pay cable revenue was down. Company cited increased product to networks; "increased sales of older library product," and foreign syndication of *Cagney & Lacey*.

## Law & Regulation

### Meredith presses on with fairness appeal

**It asks appeals court to ignore FCC recommendation that fairness doctrine case be dismissed; it argues strongly that doctrine is unconstitutional**

Meredith Corp., the licensee of WTVH(TV) Syracuse, N. Y., which the FCC had found to be in violation of the fairness doctrine, is pressing its appeal in the Court of Appeals in Washington.

In a brief filed last week, Meredith urged the appellate court to disregard the FCC's recommendation that the case be dismissed. Meredith is also contending that the doctrine should be scrapped on constitutional grounds.

The FCC, without directly addressing the First Amendment issues, urged the appellate court to dismiss the case on grounds that Meredith had not been injured (BROADCASTING, July 7). In its brief, the FCC said it had ultimately concluded that the station had provided programing that met its fairness

obligations. WTVH had aired programing providing contrary views on the issue involved—construction of a nuclear power plant—in the summer of 1984, before the commission issued its order in December of that year. But Meredith had not reported the programing until January 1985. In a reconsideration order, the commission held that Meredith had demonstrated its "good faith" in complying with the doctrine, and concluded no further action was warranted.

In its brief last week, however, Meredith said the FCC had determined that Meredith had been in violation of the doctrine, and that it was not enough for the FCC now to contend that since it subsequently found Meredith to have met its obligations. Meredith was not an injured party. "The sword had already been used to inflict its wound and to leave its scar," Meredith said.

Meredith also said that the court should begin its constitutional scrutiny with the FCC's assertions in its own brief that Meredith had made a "persuasive case" that the

doctrine generally aggrieves broadcasters because of the serious constitutional questions raised by its operation. "Among the answers the commission reached as set forth in its brief are that: the restrictions of the fairness doctrine are not needed to inform the public of views on controversial issues of public importance in light of the growth in the information marketplace; that in operation the fairness doctrine reduces rather than enhances the volume of diverse views available to the public, and that administration of the fairness doctrine places the government in a position of intrusive oversight with respect to the judgment of broadcast licensees as to the content of their broadcasts," Meredith said.

Meredith also said that the FCC's determinations in its 1985 report that the doctrine was not in the public interest and, contrary to its intended purposes, inhibits broadcasters from presenting controversial issues of public importance (BROADCASTING, Aug. 12, 1985) were critical. But Meredith also said



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# Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed						Wed	Wed					
	Aug 20	Aug 13	Change	Change	Ratio	(000,000)		Aug 20	Aug 13	Change	Change	Ratio	(000,000)	
<b>BROADCASTING</b>														
N Capital Cities/ABC	263	3/4	257	1/4	6	1/2	2.52	29	4,229					
N CBS	143	1/2	137		6	1/2	4.74	27	3,364					
O Clear Channel	13	3/4	14	1/2	-	3/4	- 5.17	19	40					
O Infinity Broadcasting	12		12					63	125					
O Jacor Commun.	7	5/8	7	5/8					43					
O LIN	54	3/8	54		3/8		69	41	1,439					
O Malrite	12	7/8	12	3/4	1/8		98	15	107					
O Malrite 'A'	12	3/4	12	7/8	-	1/8	- 0.97	18	53					
A Price Commun.	12	5/8	12	3/4	-	1/8	- 0.98		123					
O Scripps Howard	79		80		-	1	- 1.25	28	815					
O SunGroup Inc.	2	3/4	3	1/4	-	1/2	-15.38	27	4					
N Taft	119	1/4	115	1/2	3	3/4	3.24	56	1,080					
O TVX Broadcast Group	9	1/2	10	1/4	-	3/4	- 7.31	39	55					
O United Television	34	1/4	33	1/2	3/4		2.23	32	375					
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>														
N A.H. Belo	56		55	5/8	3/8		67	28	647					
A Adams Russell	21		20		1		5.00	13	130					
A Affiliated Pubs	66	3/8	63		3	3/8	5.35	38	1,171					
O American Comm. & TV		3/8		1/8	1/4		200.0		28					
N American Family	37		34	3/8	2	5/8	7.63	24	1,479					
O Assoc. Commun.	27	1/8	27		1/8		45		258					
O Business Men's Assur.	27	3/4	27		3/4		2.77	16	293					
N Chris-Craft	69	1/4	68	1/4	1		1.46	30	452					
N Dun & Bradstreet	112	3/4	112	1/4	1/2		.44	27	8,571					
O Durham Corp.	44		44	1/2	-	1/2	- 1.12	11	250					
N Gannett Co.	77	1/2	79	1/8	-	1	- 2.05	24	6,222					
N GenCorp	73	1/4	70	1/2	2	3/4	3.90	17	1,636					
N General Cinema	46	3/8	46		3/8		.81	19	1,688					
O Gray Commun.	143		143					24	71					
N Jefferson-Pilot	36	7/8	36	1/4	5/8		1.72	12	1,542					
N John Blair	27	7/8	28		-	1/8	- 0.44		225					
O Josephson Intl.	11	7/8	10	1/2	1	3/8	13.09		56					
N Knight-Ridder	51	1/2	50	3/4	3/4		1.47	23	2,892					
N Lee Enterprises	26	3/8	26	1/8	1/4		.95	21	668					
N Liberty	42	1/4	40	3/4	1	1/2	3.68	17	426					
N McGraw-Hill	60	3/4	57	1/8	3	5/8	6.34	20	3,062					
A Media General	91	5/8	91	7/8	-	1/4	- 0.27	19	645					
N Meredith Corp.	73		73	5/8	-	5/8	- 0.84	14	691					
O Multimedia	45	4/2	42	1/2	2	1/2	5.88	100	494					
A New York Times	76	1/8	76		1/8		.16	25	3,079					
O Park Commun.	30	1/4	29	1/4	1		3.41	28	417					
N Rollins Commun.	39	1/2	39	3/8	1/8		.31	43	577					
T Selkirk	25	1/8	24	3/8	3/4		3.07	54	203					
O Stauffer Commun.	150		140		10		7.14	24	150					
A Tech/Ops Inc.	27	1/2	25	1/2	2		7.84	5	60					
N Times Mirror	67		68	1/8	-	1	- 1.65	19	4,318					
O TM Communications	3	1/4	2	7/8	3/8		13.04	325	24					
O TPC Commun.		7/16		3/8	1/16		16.66		4					
N Tribune	70		66	1/2	3	1/2	5.26	22	2,842					
A Turner Bcastg.	15	7/8	18		-	2	-11.80	36	345					
A Washington Post	156		158	1/2	-	2	- 1.57	19	2,027					
<b>PROGRAMING</b>														
O All American TV	8	1/4			8	1/4			9					
O American Nat. Ent.	2	3/4	2	7/16	5/16		12.82	13	6					
O Barris Indus	21	3/8	20	1/8	1	1/4	6.21	35	189					
O Birdfinder Corp.		3/4	1	1/8	-	3/8	-33.33	-3	2					
O C.O.M.B.	30		27	1/2	2	1/2	9.09	50	346					
N Coca-Cola	39	1/8	39	3/4	-	5/8	- 1.57	20	15,101					
N Disney	46		47	3/4	-	1	- 3.66	32	5,951					
N Dow Jones & Co.	34	3/4	33	5/8	1	1/8	3.34	24	3,362					
O Financial News	15	1/8	13	3/8	1	3/4	13.08	189	163					
O Four Star	4	1/2	4	1/2				4	3					
A Fries Entertain.	6	1/4	6	3/8	-	1/8	- 1.96	12	32					
N Gulf & Western	67	1/8	65	1/4	1	7/8	2.87	19	4,150					
O Hal Roach	13	3/4	13	1/2	1/4		1.85		76					
A Heritage Entertain.	9	3/8	9	3/8				10	26					
O King World	50		44	1/4	5	3/4	12.99	31	512					
O Laurel Entertainment	6	3/4	6	5/8	1/8		1.88	25	16					
A Lorimar-Telepictures	24	3/8	25	1/8	-	3/4	- 2.98	24	827					
N MCA	43	5/8	45		-	1	- 3.05	20	3,405					
A New World Pictures	12	3/4	14	1/4	-	1	-10.52	24	135					
N Orion Pictures	13	5/8	14	3/4	-	1	- 7.62		130					
O Peregrine Entertain.	21		17	7/8	3	1/8	17.48		38					
N Playboy Ent.	6	3/8	6	7/8	-	1/2	- 7.27		59					
O Reeves Commun.	9	1/2	9	5/8	-	1/8	- 1.29		118					
O Republic Pictures 'A'	12	3/4	13	5/8	-	7/8	- 6.42	91	37					
O Republic Pictures 'B'	12	1/4	13	1/4	-	1	- 7.54	87	9					
A Robert Halmi	4		4					36	75					
O Sat. Music Net.	10	1/2	9	3/8	1	1/8	12.00		71					
<b>PROGRAMING</b>														
N United Artists	13	1/4	12	7/8	3/8		2.91		676					
N Warner Communications	48	1/4	48	1/2	1/4		- 0.51	16	2,977					
O Westwood One	33	5/8	32	5/8	1		3.06	52	274					
<b>SERVICE</b>														
O Ally & Gargano	11	3/4	11	3/4					10					
O BBDO Inc.	26		25	1/2	1/2		1.96	16	335					
O Burnup & Sims	3	3/4	3	7/8	1/8		- 3.22	187	33					
O Compact Video	5	7/8	6		-	1/8	- 2.08	58	25					
N Comsat	33		33	1/4	-	1/4	- 0.75		587					
O Doyle Dane B.	20	3/4	20	3/8	3/8		1.84	18	118					
N Foote Cone & B.	55	3/4	54	1/4	1	1/2	2.76	13	212					
O Grey Advertising	100		102		-	2	- 1.96	13	120					
N Interpublic Group	27	1/2	26	5/8	7/8		3.28	16	589					
N JWT Group	31		30	1/2	1/2		1.63	13	281					
A MovieLab	6	5/8	6	3/4	-	1/8	- 1.85		10					
O Ogilvy Group	33	1/4	28	3/4	1		3.47	14	406					
O Saatchi & Saatchi	29	3/2	32	3/8	1	1/8	3.47	16	1,732					
O Telemation	10	1/4	10		1/4		2.50	10	11					
A TEMPO Enterprises	12		12	3/8	-	3/8	- 3.03	30	69					
A Unitel Video	10	1/2	10	5/8	1/8		1.17		22					
<b>CABLE</b>														
A Action Corp.	2		1	7/8	1/8		6.66	-1	11					
A Cablevision Sys. 'A'	19	1/4	19	1/2	-	1/4	- 1.28	-6	404					
O Cardiff Commun.	1	7/8	115/16		-	1/16	- 3.22	5	3					
N Centel Corp.	61	3/8	59	5/8	1	3/4	2.93	13	1,698					
O Century Commun.	13	1/8	13	1/4	-	1/8	- 0.94	262	254					
O Comcast	26	1/4	27	1/4	-	1	- 3.66	35	559					
N Heritage Commun.	24	3/8	24		3/8		1.56	56	423					
O Jones Interchange	14	3/8	14	3/8				35	186					
T Maclean Hunter 'X'	19													





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that contentions by the Syracuse Peace Council (which filed the fairness complaint against Meredith) and its allies that a decision in Meredith's favor would overturn the entire regime of broadcast regulation were more hyperbole than reality. "If, as the commission concluded, 'the interest of the public in viewpoint diversity' is fully served without the fairness doctrine; if, as the commission concluded, 'the intrusion by government . . . into the content of programing . . . unnecessarily restricts the journalistic freedom of broadcasters'; if, as the commission concluded, 'the fairness doctrine, in operation, actually inhibits the presentation of controversial issues,' one—but only one—conclusion inescapably follows: the fairness doctrine is unconstitutional.

"It is no response to this for proponents of the fairness doctrine to maintain that some legitimate role exists for governmental involvement in broadcasting that does not exist for the print press," Meredith added. "For even if that is true, it is not responsive to the question of whether the fairness doctrine that exists today—the fairness doctrine Meredith has been held to have violated—can continue to be deemed constitutional when its factual and legal foundations have disappeared and are no more. The doctrine is unconstitutional. The decision of the commission should be vacated." □

## FCC advised on how to apply fees

**Broadcasters object to charges for filing must-carry reports, offer other changes in assessments**

In implementing legislation mandating FCC collection of fees for certain applications and filings (BROADCASTING, April 15, June 30), the commission should insure that broadcasters seeking cable carriage under the new must-carry rules don't have to pay. That's what the National Association of Broadcasters and other broadcasters said, among other things, in comments at the FCC last week.

"The new must-carry rules—and the network nonduplication rules—would be seriously undermined if local television stations were forced to 'pay' in order to enforce their rights thereunder," the NAB said. "Indeed, to maintain the integrity of these rules, and to discourage a repeat of the cable industry's historical pattern of seeking waiver of its obligations, we urge that fees be required of all petitions filed by cable operators seeking waivers of the carriage or nonduplication rules."

Cape Video Network, licensee of WCVX-TV Vineyard Haven, Mass. (ch. 58), opposed any filing fee for broadcasters forced to turn to the commission for a determination of carriage rights. "Cable operators may delay commencement of carriage of qualified television stations knowing that each tick of the clock moves the date of carriage closer to the 'sunset' date of the interim cable carriage rules," Cape Video Network

**RKO San Francisco applicant.** In partial initial decision, FCC Chief Administrative Law Judge Thomas Fitzpatrick has found Paul J. Growald to be best applicant for RKO General Inc.'s KFRC(AM) San Francisco among those who want to compete with RKO for that facility. Judge denied mutually exclusive applications of Gold Coast Broadcasting, South Jersey Radio, Gold Mountain Broadcasting and Cozzin Communication Corp. Growald prevailed on integration grounds. He is resident of San Francisco and sole general partner of Small Cities Cable Television, which operates cable systems in Vergennes, Shelburne, Charlotte, Ferrisburg and Bristol, all Vermont. Under FCC procedure for this case, Growald has tentatively won right to compete against RKO's renewal application, should renewal proceeding be necessary in wake of resolution of separate pending proceeding exploring RKO's qualifications to be licensee.

□

**CRT money.** Senate has approved appropriations measure that would set Copyright Royalty Tribunal's fiscal 1987 funding at \$123,000. Bill would help fund eight CRT positions—three commissioners, three assistants to commissioners, general counsel and secretary to counsel. (Most of CRT's budget—\$494,000 [80%]—comes from royalties collected by agency.) Tribunal had requested additional funds for another commissioner. Agency was granted authority to use some funds to conduct economic studies. House version of legislation contains same funding figure. On related matter, Senate Appropriations Committee with jurisdiction over Corporation for Public Broadcasting approved legislation that would fund CPB at \$238 million for fiscal 1989. House adopted measure that appropriates \$214 million for CPB.

□

**Teaching grant.** Corporation for Public Broadcasting President Martin Rubenstein announced that CPB will give Public Broadcasting Service more than \$250,000 for coordination and development of instructional television services nationally. Project is expected to begin Sept. 15 and run through June 30, 1988. It will be administered by PBS Elementary/Secondary Services and overseen by 10-15-member committee. PBS will support local ITV efforts "through planning assistance, information sharing and national marketing of local services," working with local stations, regional networks and educational agencies.

□

**Trip praised.** Ambassador Diana Lady Dougan was rewarded for her two-and-a-half-week trip to China with complimentary message U.S. ambassador to Beijing, Winston Lord, sent to State Department. Lord said Dougan mission did well in establishing basis for cooperation with China on telecommunications matters in multilateral forums, where China expects to play major role. Among specific topics were five conferences that International Telecommunication Union will sponsor in 1977-78. Dougan also explained U.S. position on separate international communications satellite systems that would compete with Intelsat. And in talks in Beijing and during side trip to Tokyo on return to Washington, Dougan lobbied for U.S. position in talks with Intelsat on coordination of PanAmSat's proposed system.

□

**Novel attack.** Central Virginia Educational Television Corp., applicant for new noncommercial FM station in Richmond, Va., that wouldn't provide adequate interference protection to Park Communications Inc.'s WTVR-TV (ch. 6) in same market, has asked FCC to designate its own application for comparative hearing with renewal application for WTVR-TV. In filing with FCC Mass Media Bureau, noncommercial applicant (and licensee of noncommercial WVE-TV Richmond) alleged that WTVR-TV wasn't taking adequate steps to help it resolve interference problem that would permit it, according to Central Virginia Educational, to preserve Richmond's "only wide-area noncommercial NPR [National Public Radio]/classical" music outlet. "In the alternative, and consistent with the commission's policy of avoiding litigation involving noncommercial applicants, CVETC asks that the bureau use its good offices to assist the parties in resolving this matter short of litigation," noncommercial applicant said. Noncommercial applicant said that Union Theological Seminary, licensee of WRFK-FM, currently offering classical/NPR format in Richmond on commercial channel, has proposed sale of that station to entity that's not planning to continue format. Also, according to noncommercial applicant, Union Theological agreed not to consummate sale until another home is found for its format.

□

**Dereg appeal.** Action for Children's Television and Black Citizens for a Fair Media have filed appeals in Court of Appeals against FCC's deregulation of television. ACT is concerned about commission action eliminating commercial guidelines for children's, as well as other, programing. ACT contends reliance on marketplace to guard against overcommercialization is not tenable where children are concerned. Black Citizens contends commission erred in failing to require licensees at renewal time to provide information on-issue-oriented programing. Black Citizens said such information is needed by applicants seeking to displace incumbents in comparative renewal proceedings. Commission, in denying reconsideration of deregulation order in May, said that issue is



being considered in separate proceeding. Black Citizens pointed out that review of comparative renewal process has been under way since 1981.

□

**Minority ad incentive.** Representative Cardiss Collins (D-Ill.) introduced bill that would amend tax code to "deny deductions for expenses of advertising to persons who discriminate against minority owned or formatted communications entities in the purchase or placement of advertisement, and to permit persons aggrieved by such discrimination to bring civil actions to recover lost profits and other appropriate damages." Collins's measure will be subject of hearing by House Telecommunications Subcommittee in October.

□

**FCC says no.** PanAmerican Satellite Corp. has failed to enlist FCC in effort to oppose what PanAmSat says is Intelsat's illegal pricing of its new planned domestic services, at least for now. PanAmSat, which intends to provide domestic service in Latin America, said Intelsat had violated Intelsat agreement in selling, below cost, transponders to be used in such service. And it said Comsat, as U.S. signatory to Intelsat, should be held liable. But commission, in upholding staff order, said it, National Telecommunications and Information Administration and State Department are examining pricing issue and, in time, will raise it with Intelsat's board of governors. As result, commission said time is not ripe to decide pricing matters. PanAmSat had also contended that Comsat should not have included in its rate base costs involved in modifying Intelsat VB satellites to provide planned domestic services. PanAmSat said those satellites would not benefit U.S. But commission said Intelsat agreement requires all signatories to contribute to such costs, regardless of who benefits. Commission rejected another PanAmSat complaint in ruling that Common Carrier Bureau had acted properly in holding that Comsat was not required to seek approval to modify transponders on Intelsat VB satellites since modifications were not substantive.

□

**Nyet to ALF.** FCC Mass Media Bureau has rejected request of American Legal Foundation that commission regulate appearances of spokesmen of Soviet government on U.S. broadcast facilities by, among other things, advising licensees that failure to exercise "due diligence" over such appearances would be considered at renewal time. In ruling, James McKinney, Mass Media Bureau chief, said First Amendment protected right of press, including broadcasters, to report what may be considered biased or offensive as well as material thought unprejudiced and pleasant. "The choices involved in deciding what story to cover, how to cover it, and how to supervise that process, constitute the very essence of journalistic freedom," McKinney said. "This agency possesses neither the expertise nor the authority to intrude."

□

**NAB support.** National Association of Broadcasters has given support to petition by Arizona Justice Committee for FCC rulemaking to consider elimination, for radio, of rules requiring station's main studio to be located within community of license and majority of station's nonnetwork programming to be originated from within community of license (BROADCASTING, June 16). "While broadcasters might disagree as to whether or not these rules should be totally eliminated, the clear consensus among broadcasters is that a priority of the commission should be to (1) examine the main studio and local program origination rules and (2) explore some form of modification of these rules if the record supports such a conclusion," NAB said in comments at FCC.

□

**Bowing out.** Linda Gosden Robinson, former Warner Amex Cable Communications senior vice president who was said to be under consideration for spot on board of Corporation for Public Broadcasting, sent letter to White House Aug. 4 withdrawing her name from running. Robinson formed New York-based communications consultancy, Gosden Robinson, Lake & Lerer, in June, and said time involved in that endeavor "makes it difficult to devote the time the [CPB] position deserves, and I would not want to give CPB anything less than my full dedication." Robinson had never been officially nominated for board spot. Since March, CPB board has operated with only five of 10 positions filled: former board chairman Sonia Landau and former vice chairman Ken Towery are awaiting Senate confirmation, former board member Harry O'Connor is awaiting White House renomination, and former board members Lillie Herndon and Howard White left CPB.

□

**TV resolution.** Senator Frank Lautenberg (D-N.J.), joined by more than 25 senators, introduced resolution (S.J. Res. 394) designating Oct. 6-12 as "National Children's Television Awareness Week." Measure has been referred to Judiciary Committee. In statement with resolution, Lautenberg said purpose is to "provide a focus for efforts to realize television's potential. It would provide an opportunity to increase awareness about what parents and children can do to shape viewing habits, to use television to enrich children's lives, to educate children, and to encourage greater diversity of children's programming." Resolution is supported by National Education Association, Action for Children's Television, the Consumer Federation of America and the American Academy of Child Psychiatry.

said. "During the period of delay, the station does not receive the benefit of cable carriage, nor is it likely (based on the commission's findings in the cable carriage proceeding about viewer misperceptions) that cable viewers will realize they can receive the station over the air. The station is left with low viewership and the significant financial burden of proving it is qualified for carriage. Imposition of a filing fee turns the financial screws further."

Maranatha Broadcasting Co., licensee of WFMZ-TV Allentown, Pa. (ch. 69), said the same thing. "The requirement of a fee would exacerbate the threat to the continued vitality of local broadcasting posed by the tilting of the regulatory scales in favor of cable, as represented by the new cable carriage rules," Maranatha said.

In its comments, NAB also recommended that the FCC include fee-schedule bulletins with its distribution of application forms so applicants could have clear guidance as to the fees required. In addition, it recommended that a 60-day grace period be furnished during which applications accompanied by the wrong fees would not be returned unprocessed. The association also said it believed that hearing charges should only be assessed against broadcast applicants when the applicant initiated a mutually exclusive construction permit or major or minor change request and there were competing applicants. "In light of the commission's goal of minimizing administrative burdens, NAB believes that the fees for hearings should be payable at the commencement of the hearing," NAB said. "Such a policy would promote settlement agreements between parties which would ease or perhaps obviate the hearing process. Conversely, requiring that hearing fees be paid upon the submission of a notice of written appearance would serve to make settlements more difficult, as applicants—who might otherwise be willing to settle—would not be likely to settle unless the hearing fees could be recouped."

The Maryland-District of Columbia-Delaware Broadcasters Association said that for sales of group-owned stations, the FCC should only charge "per application," not for each station involved. It also said the commission shouldn't charge extra for translator stations that are transferred with their parent stations. The association generally supported the provision empowering the commission to charge a \$6,000 fee in comparative hearings as a means of collecting revenue and returning "integrity to the hearing process by emplacing a high hurdle to those parties who are not financially qualified but who intend to prosecute applications to gain" settlement payoffs. "However, for those hearing situations which were not entered into by the voluntary act of stations—renewals, revocation, show cause proceedings, and comparative renewal cases—no fee should be charged," the association said. "Fees should only be charged those who voluntarily seek services from this commission under its regulatory program."

National Public Radio "strongly" supported the FCC's proposal to exempt noncommercial educational entities from having to pay fees. □

# RIDING GAIN

## O N R A D I O

### CNN contract sale

Transtar Radio Networks, the Colorado Springs-based programming company that offers four 24-hour satellite-delivered format services, has entered into an agreement with Turner Broadcasting's CNN Radio network to acquire CNN's 254 licensed affiliation contracts and assume all distribution and marketing of CNN's hourly newscasts, features and actuality feeds to stations. Although the purchase price was not disclosed, sources estimate the deal's value in excess of \$5 million.

Transtar also plans to adapt CNN Radio's news products to its four around-the-clock networks. "CNN Radio will add a strong presence to Transtar's music programming, and in itself, CNN Radio forms the basic programming for a news and information station," said Henry Gillespie, chairman of Turner Program Services.

CNN Radio, which will maintain production and control of its news product, remains under Turner's ownership. "This arrangement guarantees CNN Radio's

profitability over the long haul," said Cliff Matis, vice president of CNN Radio. The Transtar agreement to market and distribute CNN's news product is initially in effect through the end of 1988, but a renewal is anticipated.

This is not the first joint undertaking involving the two companies. CNN Radio and Transtar have been marketed as a combination buy to advertisers on a national basis for some time by Katz Radio, which will remain the national sales agent. CNN Radio began operation on April 1, 1982.

### Not joining in

Interp, the holding company for five national radio representation firms, is not a participant in the Station Representatives Association's recent action warning more than 500 advertising agencies and media buying services of possible legal action if some buying agents continue to bypass reps in purchasing station time (BROADCASTING, Aug. 11), Interp's newly appointed president, Les Goldberg, said last week.

SRA President Jerry Feniger, in a letter sent to agencies and buying services, said

the practice of direct selling in both television and radio results in "legally actionable breaches of exclusive sales representation agreements as well as unfair and anticompetitive trade practices." Said Feniger: "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." The letter was mailed Aug. 1.

Said Interp's Goldberg: "Agencies are our customers, so why threaten them with legal action? Besides, only a small percentage [5%-10%] of agencies buy direct. This is not a major problem for us."

Goldberg also said that Interp's contracts with stations contain a clause stipulating that if a buy is made directly between one of its represented stations and either an agency or buying service, Interp still receives its standard 15% commission.

The five Interp companies are McGavren Guild Radio, Hillier/Newmark/Wechsler & Howard, Major Market Radio, Weiss & Powell and Durpetti & Associates.

### Sales togetherness

To increase their shares of radio advertising dollars, several Denver area stations have formed what is being characterized as a "local unwired network." The stations are packaged and offered to local and, in some cases, regional advertisers as a single buy by Metro Radio Reps, a newly formed firm created by a Denver radio sales executive, Sandra Winans.

The company, said Winans, is basically expanding on the "combo concept"—buying advertising schedules on commonly owned AM-FM combinations—applying it to individually owned stations with a variety

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**Dees on drugs.** KIIS-AM-FM Los Angeles morning personality Rick Dees sent a letter to some 300 program directors of rock stations asking them to take a stand against the use of illegal drugs.

"Only you can decide what course of action is appropriate for your community. But at a minimum, I would encourage you to discuss with your on-air staff how their casual pro-drug remarks might be influencing young people or perpetuating the glamourization of drug abuse as a natural part of the rock music scene," said Dees. "We can use our formidable influence to make positive change," he said.

Dees also noted that the drug issue should not be confused with any proposed censorship of music. "That is a problem that must be dealt with by the music industry working with the recording artists themselves," Dees said.



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of formats. The combination approach allows smaller, more targeted stations, to compete for major advertising buys, said Winans.

The stations in the Metro Radio Reps sales network are: country KBRQ-AM-FM, all-news KDEN(AM), classic hits KLSC(AM) and progressive rock KTCL(FM).

### Playback

The United Stations Programming Network will feed *Summer Encore 1986* over the Labor Day weekend, highlighting the major hits, events, movies and concerts of the summer. The three-hour program will contain brief interviews and music of the artists involved in the Amnesty International concerts, Farm Aid II, Hands Across America and Liberty Weekend. Also featured will be backstage reports from summer rock tours including: Tom Petty and the Heartbreakers with Bob Dylan, the Pointer Sisters, Stevie Nicks, Joe Jackson and Simple Minds. Other long-form United Stations programming for Labor Day weekend airplay are: *The Phil Collins Story*, *The Lionel Richie Story* and *The Award Winners*. The last is the Labor Day edition of United's *Country Six Pack* series.

Caballero Spanish Media, a national radio representation firm for Spanish-language stations, has developed a new feature for syndication, *El Orgullo de Ser Hispano* (*The Pride of Being Hispanic*). The short-form series, which will focus on the rise of prominent Hispanic Americans, will be offered to stations in at least 20 major Spanish markets.



**Second time around.** The Westwood One Radio Networks is co-sponsoring the recently launched Emerson, Lake & Powell national concert tour with Coca-Cola USA. The tour, which reunites rock artists Keith Emerson and Greg Lake (formerly of Emerson, Lake & Palmer), began on Aug. 15 at the Coliseum in El Paso, and will continue through October with more than 65 concerts. The tour is backed locally by Westwood One programming which includes short tour reports and a 60-minute music/interview special. Pictured after signing the sponsorship arrangement with Westwood One are (l-r): David Knight, director of talent acquisitions/East Coast, Westwood One; Alex Grob, manager of Emerson, Lake & Powell, and Mark Kress, director of music marketing and promotion, Westwood One.

The new co-sponsorship agreement marks the second concert tour collaboration between Coca-Cola and Westwood One. The first was in March 1985, when they co-sponsored Foreigner's U.S. tour. Westwood also co-sponsored tours of Rick Springfield (with Chewels Sugarless Gum) and Stevie Nicks (with Sun Country Cooler) and was the sole sponsor of this summer's Tom Petty & the Heartbreakers/Bob Dylan "True Confessions" tour.

### Public activity

National Public Radio has received \$17,395 from the Corporation for Public Broadcasting to produce and air programming on adult illiteracy. The programming, including segments for NPR's *Enfoque Nacional*, a weekly Spanish newsmagazine; *Panorama*, a weekly cultural magazine, and *Horizons*, a weekly documentary series, will begin airing in September, as a part of Project Literacy U.S. (PLUS), the campaign organized by Capital Cities/ABC and the Public Broadcasting Service (BROADCASTING, Dec. 16, 1985).

Six candidates have been selected from more than 100 applicants to spend one month working at National Public Radio headquarters in Washington, contributing to editing, reporting and production of *Morning Edition*, *Weekend Edition* and *All Things Considered*. The new program was created with a \$25,952 grant from the Corporation for Public Broadcasting, which will provide each resident with housing and a \$2,000 stipend. The finalists, chosen from among public radio station staffs and independent radio producers, will rotate into service, beginning in October. They are: Diane Abt, independent producer, Seattle; Don Hein, news director, KLCC(FM) Eugene, Ore.; Faith Middleton, New Haven bureau chief, Connecticut Public Radio; Claudio Sanchez, news director, KXCR(FM) El Paso; Steve Smith, reporter, Minnesota Public Radio, St. Paul, and Neil Ticknor, reporter, WILL(AM) Urbana, Ill. Two alternates were also chosen: Pat Ford, reporter, WHY-FM Philadelphia, and Doug Miller, independent producer, Houston.

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## ABC News moves to new N.Y. home

**New expanded facility includes new anchor desk; operations now consolidated on West 66th Street**

Viewers who watch ABC's *World News Tonight with Peter Jennings* on Sept. 8 may not be fully aware that the evening broadcast will originate from new state-of-the-art broadcast facilities in a new ABC building located at 47 West 66th Street in New York.

Sitting in a studio about twice the size of WNT's current facility (about 2,500 square feet, housed in an adjoining building at 7 West 66th Street), Peter Jennings will have, among other things, five monitors directly behind him; two Basys and two IBM computer terminals and two printers, eventually (from which wire services will be available as well as scripts, among other things), and separate reading lights that he controls. In this glass-enclosed "bubble," as the studio is called, there is enough room for three cameras, a computerized lighting board and two monitor racks, each equipped with line feed, a camera shot of Jennings, CBS, NBC and a second clock. The new studio will also have a separate interview area, to be used primarily for guests who are appearing on *Nightline* and *This Week with David Brinkley* (which originate out of Washington). It may also be used "in some fashion" for WNT, ABC said.

Among the advantages of the new set, said Charles Heinz, director of WNT, is that "we're not locked into a head-on shot of Peter all the time... We're changing the graphic work too, to a degree," Heinz said. Additionally, Jennings will have more room to move around "and get up and walk to something, if he wants to," Heinz said.

Behind Jennings will be four panes of sound-resistant glass, separating him from

an approximately 6,000-square-foot newsroom—an open, airy, bright expanse of desks and two-tone colored walls enclosed in a temperature controlled environment. The room was designed for "mobility and flexibility" as a 24-hour-a-day work space for those involved in ABC's television news coverage, consolidating from various locations the foreign and domestic news editors, ENG coordinators and ABC's New York bureau, said Roger Goodman, ABC director of production and design for ABC News and Sports. Consequently, even the carpeting and desks are designed to cover thousands of feet of cables for television sets, phones and video monitors.

The newsroom is equipped with 28 monitors elevated on the walls and 48 monitors at the back end of the room, where ABC also plans to move its control room in 1988. Additionally, there will be a 10-foot television screen on the wall above the newsroom; ceiling lights were specially designed for the room, set on square lighting grids that can be raised or lowered depending on how much light is needed by those working in the room. Bright studio lights are anchored at one end of the ceiling for shots taken from the newsroom. (Audio and video jacks are located in four separate structural columns squaring off the room, enabling up to 12 cameras to be used if necessary for newsroom shots.)

Planning for the new facilities began two years ago, Goodman said, adding that this is the 11th time the network has redesigned its studios and newsrooms around the world. New York was farther down on the list, behind London, Chicago, Washington, for example, because New York didn't have an anchor role, as did those cities until 1983,



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when ABC decided to bring *WNT* to New York, said ABC vice president and *WNT* executive producer, William Lord. "Meanwhile, plans for this building have been going on for some period of time, so it's a good confluence of events to finally have a new building that we can do our work in," as well as a news broadcasting area from which to present the news, Lord said. "That's wonderful," he said. "It's about time."

The contrast between the old and the new is striking. In the old ABC building, where Lord estimated ABC News has been for close to 30 years, the carpet is worn, the paint is old and the quarters are close—or as Lord described the space—"musty and cramped and suffocating." Said Lord: "Professionals can't do their job *really* well, if the environment is suffocating. We now have something that is appropriate to the type of work we do, from the standpoint of how it looks for television, communications right next to the assignment desk, and the freedom of room—which is really important. When you go from that to what we're existing in right now, you get a sense as to how cramped we really are. For us, it's a major improvement. It's where we do our work. And the public will see that our environment is sharper, cleaner, more professional.

"So you accomplish two things—you improve your own working environment, for the sake of the anchor and support personnel, and you improve the professional look on the air in terms of the audience. You accomplish two things simultaneously," he



Jennings

said.

But will the public recognize the difference? Said Lord: "It isn't going to be a quantum leap in terms of the public. It's not going to affect the ratings; it's not done for that."

The new 14-story building clad in rose-colored brick, glass and granite at 47 West 66th replaces what was previously 39 West 66th Street, the home of ABC's original broadcast facilities. Following its beginnings as a stable for horses one block from Central Park West, the location was the site of the ABC Radio network, before the network expanded its news programs, said Mitch Davis, producer of ABC news specials, who has worked on the plans for the

new facility.

ABC's news division is located on the second, third, fourth, fifth, part of the sixth, part of the seventh, and the eighth floors of the new building, which was designed by Kohn Pedersen Fox Associates of New York, who also designed ABC News's Washington bureau. It will consolidate those divisions now located next door in 7 West 66th Street with other units that are now some six to eight blocks away.

Among the units that will be located at 47 West 66th are the news administration division, the news executives, legal and operations divisions, correspondents, field producers, ENG editors and the ENG and news libraries. Additionally, the eighth floor of the building (which should be fully operational in about two years) will consolidate ABC's graphics department, including an artists' area, a photography section and space for ABC's electronic graphics equipment. It is a "high-tech" atmosphere, said Heinz, offering "extraordinary flexibility" and state-of-the-art equipment.

It seems to fit the look of the whole building as well as the attitude of those moving into the new broadcast facility. As William Lord said: When "you scruff along the sidewalks of New York, and you get into a building that's been renovated 83 different times here at 7 West, on elevators that don't work, it has to affect you by the time you get up to the seventh floor. I mean, this is terrific to finally have something that really complements the work we've been doing for years and years and years." □

## WNEW-AM NEW YORK IS CONDUCTING A NATIONAL TALENT SEARCH FOR THE MAKE-BELIEVE BALLROOM

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# Quantifying news on public radio

Fledgling organization of news directors gathers data on its members, makes plans for next conference, issues newsletter

The almost-two-year-old Public Radio News Directors Association is planning its third conference, has published its first newsletter and conducted a survey to develop data on public radio stations broadcasting news.

PRNDA was established by five public radio news directors who attended the Radio-Television News Directors Association conference in San Antonio, Tex., in December 1984. According to PRNDA Chairman Michelle Petersen, KLFM(FM) Long Beach, Calif., the five decided over dinner to form an organization that could deal with issues unique to public radio—such as how to use volunteers in a newsroom or how to operate as a university licensee “with the president of the university calling into the newsroom.” They surveyed public radio news directors to see whether any would be interested in such an organization, and in July 1985 held their first conference in Chicago, a one-and-a-half-day event that Petersen described as “really disorganized” and attended by about 45 people.

PRNDA's second conference was more successful. Held July 10-12 in Washington, it was attended by 82 people who paid \$40 to attend; most were from National Public Radio affiliates, but there were also representatives of American Public Radio, the Canadian Broadcasting Corp., Monitor Radio and CBS News (which produces *Business U date* through a joint venture with American Public Radio). Sessions focused on programming morning and afternoon news, editing, newsroom management, promoting news, crisis coverage and future trends in services. According to Petersen, conference evaluation forms showed that “everyone was really pleased with the conference, the workshops and the discussions.” Next year's gathering will probably be held in Minneapolis-St. Paul, she said, in response to suggestions from many of the attendees. American Public Radio and Minnesota Public Radio also have extended an invitation for the conference to be held there.

PRNDA now has 82 members, and is setting up a committee to look into offering associate memberships for program producers, some of whom attended this year's conference. It issued its first newsletter in July, and will publish *Advisory: Not for Broadcast* every two months until more material is generated, when the newsletter will go monthly. The newsletter is edited by Petersen, who is looking for contributions from public radio staffers.

The first issue of the newsletter contained an insert with the results of PRNDA's survey of 81 news directors in the U.S. (Letters were sent to 265 NPR member stations, but less than half of those stations have a news department, according to Petersen's estimate.) The study revealed “a lot of interest-

ing things,” Petersen said. For instance, “it's a real misnomer that the news directors at public radio stations have very little experience,” she said. According to the survey, 26% have been journalists for two to five years, 35% for five-10 years and 23% for 10-15 years. The responses indicated that 31% have been news directors for less than two years, 43% for two to five years, and 17% for five-10 years. Seventy-seven percent had worked as journalists in commercial broadcasting.

Nearly half of the public radio stations responding (49%) have a one-member newsroom. Students are used by 74% of the stations and volunteers by 62%. Of the respondents, 67% were licensed to a university.

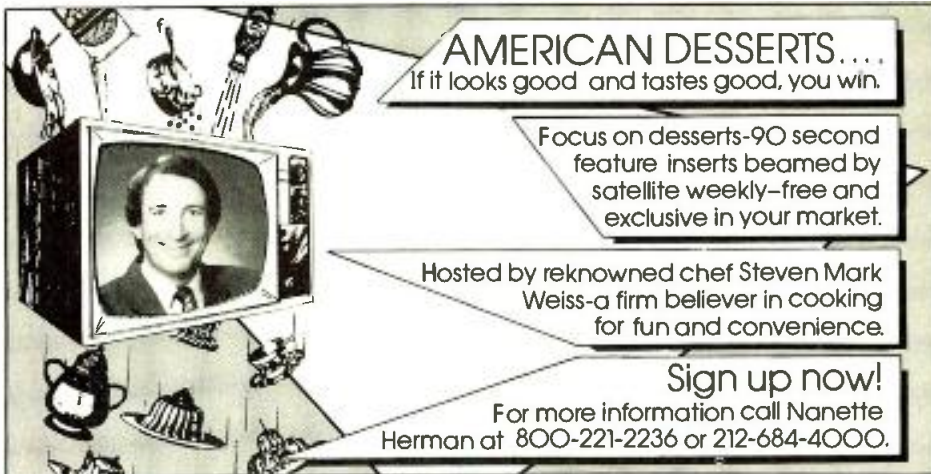
Of those who knew their news department's budget, 50% reported it was less than \$20,000; 19%, \$20,000-\$50,000; 14%, \$50,000-\$80,000; 11%, \$80,000-\$120,000, and 6%, more than \$120,000. The number of newscasts per day ranged from fewer than five (26%), five-seven (39%), eight-10 (19%) to more than 10 (16%). The amount of public affairs programming produced daily was: less than 30 minutes (11%), 30 minutes (42%), one hour (29%), one-two hours (11%) and more than two hours (7%). Sixty-two percent of the stations have a travel budget. Sixty-two percent of the news directors report to the station manager, 32% to the program director, and 6% to someone else. □

## NewsBeat

**Hill assignment.** Sandy Hill will join Charlie Rose in mid-October as cohost of *The CBS Morning News* when Faith Daniels goes on maternity leave. CBS spokeswoman said last week. Hill, who was most recently co-anchor for KCBS-TV Los Angeles's local news, and was formerly with David Hartman on ABC's *Good Morning America*, will co-anchor the CBS broadcast through January. When asked if Hill's new job was extended audition for CBS's new morning broadcast that will be unveiled next January, spokeswoman said “absolutely not.” Hill was available and knew format, she said, adding that “nothing more should be read into it.” □

**East-West television.** Western journalists in Bonn, West Germany, were invited to the home of Soviet Ambassador Yuli Kvitsinsky last Monday (Aug. 18) to view a televised speech of General Secretary Mikhail Gorbachev's nuclear test ban speech to the people of the USSR, and to question the ambassador following the speech. In a report following the event, Reuters News Service's Douglas Hamilton likened the broadcast to those of Ronald Reagan, and the reception to those of the U.S.'s Worldnet, a global television service that uses satellite technology to explain U.S. foreign policy to reporters and politicians abroad. “Moscow took a leaf out of Washington's public relations book today,” Hamilton said, describing the caviar, cigarettes and beer provided at the ambassador's home. “In the style of President Reagan, [Gorbachev] displayed his leadership stature on prime time Soviet television, frequently addressing the fears and hopes of his people. And, in a style similar to the United States Information Agency's image-building Worldnet satellite broadcasts to embassies around the globe, reporters were invited into an embassy sanctum to watch and ask questions about the speech.”

Alvin Snyder, the director of the USIA's Worldnet television service, condemned the Soviet broadcast. Soviet leaders “can't decide whether [Worldnet] is a force for understanding or a forum for ideologists to break into people's homes,” he said, referring to a statement made Aug. 13 in a Radio Moscow commentary that criticized Worldnet. “While yesterday's ‘Gorbachev conference’ in Bonn was engineered to have the appearance of a Worldnet format,” he said, “it carefully avoided the most important aspect: a free, unrestricted, unedited question-and-answer session.” (Hamilton had pointed out in his article that the reporters did not have access to Gorbachev.)



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## AM improvement to highlight radio convention

Technology issues also to receive attention at third annual conference of radio industry

The accent will be on both technology and AM radio when radio broadcasters gather in New Orleans early next month for the National Association of Broadcasters' Radio '86 convention. The event, slated for Sept. 10-13, will also mark the first major radio meeting since the National Radio Broadcasters Association merged into the NAB earlier this year. (The convention, however, is being billed as the "third annual NAB/NRBA meeting of radio broadcasters.")

Kicking off Thursday, Sept. 11, will be an audio/visual presentation by John Abel, executive vice president/operations for NAB, on the potential impact of new technologies on radio over the next five to 10 years. The presentation, entitled "Gazing into the Crystal Ball: A Radio Manager's Technical Guide to the Future," will cover subcarriers, cellular radio, microcomputers, satellites, AM stereo, FMX systems and digital compact disks. Abel's presentation will also be the basis for a number of related technology sessions. According to Dave Parnigoni, senior vice president for radio, Radio '86 will have double the technology sessions of 1985, in addition to several hands-on workshops.

Other highlights of Radio '86 include a forum on the FCC's AM improvement report as well as the unveiling of two technical studies on AM overmodulation and the National Radio Systems Committee's draft standard on AM pre-emphasis and de-emphasis. The AM radio forum is the only session during the convention scheduled to run over three hours.

Radio '86 will also contain a host of sales, management and programing workshops, including a Radio Advertising Bureau general session on the state of sales, a "network leaders" panel and a "new format experimentation" session. As in previous years, there will be heavy emphasis placed on programing, with 20 sessions and 10 format rooms.

New to the convention in 1986 will be a late afternoon "champagne party," hosted by a number of radio syndicators. It will replace the previous syndicators' breakfasts. "The syndicators feel this approach will be more successful," said Parnigoni, who added that 30 syndicators have already signed to participate.

Receiving this year's Radio Award during the Friday (Sept. 12) luncheon will be long-time Los Angeles radio personality Gary

**Copyright advancement.** Congress's decision not to extend the "manufacturing clause," of the Copyright Act is being viewed by CBS as an important victory. The clause denied copyright protection to U.S. authors whose works are published overseas. Its expiration is said to be the first step toward improving intellectual property protection for U.S. copyright holders such as CBS. "All of CBS's businesses—broadcasting, publishing, records, video software, depend on the integrity of copyright," said a CBS memo circulated on the issue. "For the long-term growth of the company's international ventures, defeat of the manufacturing clause was not simply desirable. It was indispensable."

Under the guidance of Robert A. McConnell, its Washington vice president, CBS joined a coalition of interests (including IBM, the Motion Picture Association of America, Time Inc., Xerox, and the Recording Industry Association of America) to convince Congress not to renew the clause, which expired June 30. The clause's termination may not have an immediate effect on CBS. But what's important, CBS feels, is that it paves the way for U.S. participation in multilateral trade talks next fall (the General Agreement on Tariffs and Trade) and makes the U.S. eligible to join the Berne Union, which is generally considered the most effective international copyright agreement.

CBS, in a 1984 report to the Office of the U.S. Trade Representative, asserted that copyright infringement is the "gravest problem faced by U.S. communications, entertainment and advertising companies in the world market."

Owens, who is currently hosting morning drive for KFI(AM) there. (Owens also serves as vice president of creative services for Gannett Radio.) Delivering the keynote address at the luncheon will be John Naisbitt, author of the international best seller, "Me-

gatrends." Parnigoni expects Radio '86 to attract nearly 2,800 paid registrants, an increase of some 300 over last year. Overall, Parnigoni projected total attendance to approach 6,000.

The exhibit hall at the New Orleans con-



**International exchange.** The U.S.-Mexican AM bilateral agreement on daytime radio station operations is ready for action. That was the news revealed last week during a meeting of U.S., Mexican and Canadian broadcasters in Pebble Beach, Calif. Each year, the National Association of Broadcasters' executive committee and representatives of the Canadian Association of Broadcasters and Mexico's La Camera Nacional de la Industria de Radio y Television confer on matters of mutual interest.

Pictured above (l-r): CAB President David Bond; CAB Chairman Michael Arpin; NAB President Eddie Fritts; CIRT Vice President Andres Garcia; NAB Chairman Ted Snider, and CIRT President Jose Rodriguez. During the meeting Mexican broadcasters reported that the agreement "is cleared for signature." It will be signed, they told NAB officials, "as soon as senior U.S. embassy official in Mexico City can make arrangements with the Mexican foreign office." Two weeks ago NAB President Eddie Fritts wrote Mexican President Miguel de la Madrid urging him to sign the agreement.

In other action at the meeting, the executive committees of the three broadcasting organizations passed several resolutions. The group called on all AM broadcasters in the three countries to "initiate and maintain AM stereo and to promote the production and distribution of high-quality AM stereo receivers as critical elements in improving the ability of AM broadcasters to provide the best possible audio services to the public." The groups also pledged their continuing commitment to "reach across borders and share all relevant information and experiences, and to encourage all broadcast stations to undertake increased informational efforts to eliminate the abuse of alcohol and illicit drugs from our communities." And the broadcasters adopted a resolution reaffirming their support of the "principle of freedom of expression and to the responsibility inherent in the freedom to address the social, economic and cultural problems and concerns that affect our countries in a manner that will enlighten and inform our listeners and viewers." The International Association of Broadcasting was recognized by the broadcasters for its 40th anniversary.



# Satellite Footprints

**Delivery problem.** Satellite carriers and would-be satellite carriers were scratching their heads last week, trying to figure out what rockets will be available to launch their satellites and when.

After much debate within the executive branch, President Reagan announced that NASA's space shuttles would be used primarily to carry government (military and national security-related) payloads into orbit, with their use for commercial payloads such as domestic communications satellites severely limited.

The White House hopes that private industry will step into the void and launch the commercial payloads aboard rockets or, in industry parlance, expendable launch vehicles. Those hopes have been reinforced. At least three companies have already stepped forward with plans to offer launch services with rockets of dramatically different capabilities: Martin Marietta Corp. (Titan rockets), General Dynamics Corp. (Atlas Centaur rockets) and Transpace Carrier Inc. (Delta rockets).

But, even if all the companies go ahead with their plans, it will not be a panacea. Those hoping to launch a satellite prior to 1989 may still be out of luck. Transportation Secretary Elizabeth Dole told reporters in Washington last week that none of the companies will be ready to launch any satellite for 30 months to 36 months.

Dole said private industry has an incentive to get into the satellite-launching business. As many as three-quarters of the commercial satellites now in orbit will have to be replaced by 1993, she said. Prior to the loss of the space shuttle Challenger last January, which led to President Reagan's decision to curtail commercial use of the shuttles, 44 commercial satellites had been booked on the shuttles. With government payloads being given top priority, she said, the shuttles will be able to launch no more than 15 commercial satellites between the expected resumption of shuttle flights in 1988 and 1992.

Arianespace, the European satellite-launching company, will resume launching its Ariane rockets from French Guiana next February, but, according to an Arianespace's Washington representative, Jacqueline Schenkel, its manifest is filled almost through the end of 1990. "We are now selling for late 1990 and 1991," she said.

**Patterson is back.** As he promised when he left Netcom last month, Robert Patterson has put together a new company that will compete with Netcom and others in providing occasional satellite services. Spacebridge Communications is a partnership of four individuals: Patterson; Priscilla Davis, who worked with Patterson at Netcom; Wayne Crable, who will handle finances, and Linda Stains, who will be responsible for administration.

Patterson had been president of Netcom, but resigned after a falling out with the company's chairman, Bill Tillson. Prior to joining Netcom in 1981, Patterson was the chief operations executive for Wold Communications (BROADCASTING, Aug. 11).

The satellite services market in which Spacebridge hopes to compete is a tough one dominated by Wold Communications, Netcom and Bonneville Satellite. But Patterson is confident that Spacebridge can capture enough of a share to make a go of it. "There's a need for... a reliable service company that can do a good job," he



Patterson

said. "There's always a niche for that type of entity." That's not to say his competitors are not "reliable" companies, he said. "Anyone can do it," he said. "It's just that I feel some companies may be able to do it more proficiently than others." Patterson expects his clients to be primarily broadcasters and producers of satellite teleconferences.

Spacebridge is in the process of incorporating and lining up start-up capital of "several hundred thousand dollars," he said. The money is needed to pay salaries and secure a lease for office space in Burbank, Calif., while the company waits for revenues to start coming in, he said. He said he is talking to a couple of entities about supplying the start-up capital, but declined to identify them. Spacebridge will be careful not to overextend itself, especially in the early going, Patterson said. It has no plans to buy or lease satellite time in quantity or to construct its own uplinks, he said. Spacebridge will be strictly a service entity, acquiring satellite time and uplinking services from others on behalf of its clients on an as-needed basis, he said. "We are not going to try to dominate the business by owning our own time and equipment," he said.

The company will not officially be in business until Sept. 1, Patterson said. But, he said, he and Davis are already out reestablishing contacts and trying to drum up some business.

**What glut?** Robert Wold, president of Wold Communications and the Society of Satellite Professionals, speaking at the Satellite Access Conference in Keystone, Colo., said the widely held belief that there is an oversupply of satellite capacity is a myth. "I don't think today's situation, with 15%, perhaps 18%, idle capacity, is a glut," he said. "That's not a glut in any industry. I would like to own an airline that has an 85% load factor."

Wold acknowledged that some satellites, like American Satellite's ASC 1, are used less than others. But that's because users have not aggregated to them and because "their ground connectivity, their earth station universe, is less," he said.

The amount of idle satellite capacity will dwindle to zero by 1989 or 1990, Wold predicted. If he's right, it will be a case of history repeating itself. The oversupply of satellite capacity in 1976 disappeared by 1980 because demand, especially from the television industry, increased dramatically during the period.

During the latter half of the 1980's, demand will increase at the same rate it did during the first half of the decade—about 25%—but supply will not keep pace, Wold said. Although the FCC has authorized companies to put an additional 1,015 transponders in orbit by 1990, he said, not all the companies will move ahead with their plans and fewer than 700 new transponders will materialize. He cited Ford Aerospace Satellite Services, Comsat General, Martin Marietta and Federal Express as companies likely to abandon their satellite plans and forfeit their assigned orbital slots.

The companies will drop out because the uncertainties and rising cost of launching and insuring satellites will make it difficult, if not impossible, to obtain the financing for the satellites—either from lenders or parent corporations, he said. "In the long run, vertically integrated companies like General Motors/Hughes and General Electric/RCA will continue as strong players in satellites. Western Union could remain a strong player if it gets recapitalized. And AT&T, even though it was held back by the FCC from being an early player, will remain committed to satellite operations."

Future demand will come from broadcasting, cable and from corporations setting up their own private networks for the transmission of data and television, Wold said. The impact of fiber optics on demand has been exaggerated, he said. "Fiber will get a lot of point to point, heavy trunking voice traffic, but it's not yet a threat to 50% of domestic satellite traffic, which is video," he said. "Most video traffic is long haul, in a multipoint broadcast mode, and satellites are more efficient for this."

**The Continental Newsfeed.** Transworld Systems International, a European program producer and syndicator, has reached an agreement with Group W's Newsfeed Network to distribute Newsfeed's news programming to broadcasters throughout Europe starting next fall.

Under the agreement, Newsfeed will produce a 15-minute to 30-minute news feed consisting of clips requested by Transworld's clients. Newsfeed will also prepare special features on request and make the facilities of its Washington bureau available to the clients on a limited basis.

"We envision expanding our initial relationship... as we develop programming that is internationally appealing," said Richard Sabreen, vice president and general manager, Newsfeed, in a prepared statement.



**Hanging the shingle.** Hastings Broadcasting Corp. has been formed by broadcast veteran, Gordon H. Hastings, to acquire radio and television properties. Hastings began in broadcasting as an announcer with WAAB(AM)-WAAF(FM) Worcester, Mass., and has worked as a general manager of several radio stations and as an executive with Katz Television. He was with Katz from 1972 to 1985 when he left as president of Katz Television. The new company plans to establish its headquarters in New York.

vention center will feature about 120 companies displaying their wares over nearly 22,000 square feet of space—up from 19,400 square feet of space sold last year. And at least 88 companies thus far have registered for hospitality suites, which will be

housed at both the Marriott—the official radio convention hotel—and Fairmont hotels.

Serving as co-chairman for this year's radio meeting are Joe Dorton, president of Gannett Radio, and John F. Dille III, Federated Media, Elkhart, Ind. □

## Changing Hands

### PROPOSED

**WXNE-TV Boston** □ Sold by CBN Continental Broadcasting Network to Fox Television Inc. for approximately \$28 million (see "Top of the Week"). **Seller** is Virginia Beach, Va.-based group of one FM and three TV's headed by Pat Robertson. **Buyer** is Los Angeles-based group of six TV's, principally owned by Rupert Murdoch. WXNE-TV is CBN affiliate on channel 25 with 1,380 kw visual, 141 kw aural and antenna 1,170 feet above average terrain. **Broker: Communications Equity Associates.**

**WSJT(TV) Vineland, N.J.** □ Sold by Press Broadcasting Co. to Home Shopping Network for \$23 million. **Seller** publishes *Asbury Park (N.J.) Press* and owns WMOD(TV) Melbourne, Fla., and WJLK-AM-FM Asbury Park, N.J. It is headed by E. Donald Lass, president. **Buyer** is publicly owned South Clearwater, Fla.-based company that produces home shopping services. It has recently purchased WWHT(TV) Newark, N.J., WSNL(TV) Smithtown, N.Y., and WVJV-TV Marlborough, Mass. ("Changing Hands," Aug. 11, and "For the Record," page 109)

and WKJL(TV) Baltimore ("In Brief," Aug. 11). WSJT is independent on channel 65 with 4,118 kw visual, 362 kw aural and antenna 927 feet above average terrain. **Broker: Blackburn & Co.**

**KBAK-TV Bakersfield, Calif.** □ Sold by Hariscope Broadcasting Corp. to Burnham Broadcasting Corp. for \$15 million. **Seller** is Los Angeles-based group of one AM and four TV's principally owned by Burt I. Harris. **Buyer** is Chicago-based group of four TV's principally owned by Peter Desnoes and five others. KBAK-TV is ABC affiliate on channel 29 with 1,720 kw visual, 340 kw aural and antenna 3,730 feet above average terrain. **Broker: Kalil & Co.**

**KTMA-TV Minneapolis** □ Sold by KTMA-TV Inc. to KTMA Acquisition Corp. for approximately \$13.8 million, comprising exchange of stock valued between \$9-\$10 million, \$2 million cash, plus cash on hand and 93% of accounts receivable minus unpaid operating expenses. **Seller** is principally owned by United Cable TV Corp. and Irving Beaudoin. United Cable is Denver-based cable MSO serving nearly one million subscribers. It is headed by Gene W. Schneider, chairman. Beaudoin has no other broadcast interests. **Buyer** is owned by Donald H. O'Connor, station's general manager, who has no other broadcast interests. KTMA-TV is independent on channel 23 with 1,740 kw visual, 174 kw aural and antenna 1,150 feet above average terrain.

**KGLD(AM) St. Louis and KWK(FM) Granite City, Ill.** □ Sold by Robinson Broadcasting to Chase Broadcasting Co. for \$6.9 million. **Seller** is owned by Thomas L. Embrescia, Larry Pollock and Larry J.B. Robinson. It has no other broadcast interests. **Buyer** is headed by Roger M. Friedman, chairman, and Perry Ury, president. It also owns WTIC-AM-FM Hartford and WSTC(AM)-WSYR(FM) Stamford, both Connecticut. KGLD is on 1380 khz with 5 kw day and 1 kw night. KWK is on 106.5 mhz with 39 kw and antenna 560 feet above average terrain. **Broker: H.B. LaRue Media Brokers.**

**KMAK(AM) Fresno and KBOS(FM) Tulare, both California** □ Sold by McCarthy Broadcasting Co. to Radio Fresno Inc. for \$6 million. **Seller** is owned by John F. McCarthy, president. It has no other broadcast interests. **Buyer** is owned by Burke Kaplan and Alex Sheftel. It also owns KIST(AM)-KMGQ(FM) Santa Barbara, Calif. Sheftel is former principal in WAVA(FM) Washington. KMAK is on 1340 khz with 1 kw day and 250 w night. KBOS is on 94.9 mhz with 16.4 kw and antenna 847 feet above average terrain. **Broker: Chapman Associates.**

**WEST(AM)-WLEV(FM) Easton, Pa.** □ Sold by Sound Communications Corp. to Eastern

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8/25/86



Broadcasting Corp. for \$5.7 million. **Seller** is owned by Frank G. Stisser and Wallace J. Borker. It has no other broadcast interests. **Buyer** is owned by Roger A. Neuhoﬀ. It is Washington-based group of four AM's and five FM's. WEST is on 1400 khz full time with 1 kw. WLEV is on 96.1 mhz with 50 kw and antenna 500 feet above average terrain.

**WRFK(FM) Richmond, Va.** □ Sold by Union Theological Seminary to Paul T. Lucci and Wayne G. Souza for \$4.1 million. **Seller** is Richmond, Va.-based educational institution with no other broadcast interests. It is headed by Dr. Hartley Hall, president. **Buyer**, Lucci, is general manager of WNVZ(FM) Norfolk, Va. Souza is Virginia Beach, Va.-based attorney. WRFK is on 106.5 mhz with 50 kw and antenna 235 feet above average terrain.

**WKXC(AM)-WWKZ(FM) New Albany, Miss.** □ Sold by Dixie Broadcasting to RadioSouth of Mississippi for \$1,150,000, including \$100,000 noncompete agreement and \$50,000 consulting agreement. **Seller** is principally owned by H.F. (Bill) Dunnavant. It also owns WJMW(AM)-WZYP(FM) Athens, Ala. **Buyer** is equally owned by Joe K. Shaw and Jack M. Norman, who own Nashville-based masonry company. Norman is on board of SunGroup Inc., Nashville-based group of three AM's and five FM's. WKXC is on 1470 khz full time with 500 w. WWKZ is on 103.5 mhz with 3 kw and antenna 604 feet above average terrain. *Broker: Blackburn & Co.*

**WAKS-AM-FM Fuquay Varina, N.C.** □ Sold by Wake County Broadcasting Co. to Mohr-Engledow Broadcasting of N.C. Inc. for \$850,000. **Seller** is principally owned by Joseph B. Wilder, who also owns WBAW-AM-FM Barnwell, S.C. **Buyer** is owned by Stephen Mohr and Mark E. Engledow, who also own WCTW(AM)-WMDH(FM) New Castle, Ind. WAKS is daytimer on 1460 khz with 5 kw. WAKS-FM is on 103.9 mhz with 2.1 kw and antenna 360 feet above average terrain.

**KFXZ(FM) Maurice, La.** □ Sold by Maurice Broadcasting Inc. to FoxCo Acquisition Corp. for \$640,000. **Seller** is principally owned by Sharon Le Doux, president. It has no other broadcast interests. **Buyer** is owned by Cyril E. Vetter, president. It also owns WRBT-TV Baton Rouge. KFXZ is on 106.3 mhz with 3 kw and antenna 500 feet above average terrain.

**KNNN(AM) Salina, Kan.** □ Sold by Compass Communications General Partnership to KFRM Inc. for \$600,000. **Seller** is owned by Compass Communications Inc., headed by H.P. Slane, and Curran-Victor Management Ltd., Larkspur, Calif.-based broadcast consultancy owned by Don Curran and Herb Victor. It owns one AM and two FM's. **Buyer** is owned by James D. Ingstad., who has interest in three AM's and three FM's. His brothers, Tom and Robert Ingstad, own, respectively, Tom Ingstad Broadcasting, based in Grand Forks, N.D., and Robert Ingstad Broadcasting Properties, based in Valley City, N.D. KNNN is daytimer on 550 khz with 5 kw. *Broker: Blackburn & Co.*

**KATO(AM) Safford, Ariz.** □ Sold by KSIL Inc. to Patrick McQuade and his wife, Marjorie, for \$500,000. **Seller** is owned by Harry S.

(Bud) McMurray who also owns colocated KXXQ-FM and KTMS(AM)-KHTY(FM) Santa Barbara, Calif. **Buyers** have no other broadcast interests. Patrick McQuade is retired naval officer, and Marjorie McQuade is nurse. KATO is on 1230 khz with 1 kw day and 250 w night.

**WGAA(AM) Cedartown, Ga.** □ Sold by Faulkner University to Broadcast South Inc. for \$460,000. **Seller** is Montgomery, Ala.-based educational institution headed by John Faulkner. It also owns WBCA(AM)-WWSM(FM) Bay Minette, Ala. **Buyer** is owned by Mitt Conerly, L.H. (Kip) Carter and Charlotte Timms. Conerly is Carrollton, Ga.-based real estate developer. Carter is Carrollton-based textile fibers broker. Timms has interest in WLBB(AM) Carrollton. WGAA is on 1230 khz with 1 kw day and 250 w night.

**KCCA(AM) Kinsey and KMCM-FM Miles City, both Montana** □ Sold by Miles City Broadcasting Corp. to Goodland Broadcasting Corp. for \$300,000. **Seller** is owned by William J. O'Brien, who has no other broadcast interests. **Buyer** is owned by Austin J. Bailon. His son, Paul, is vice president of seller. It also owns KNMO-FM Nevada, Mo. KCCA(AM) is unbuil construction permit for daytimer on 1050 khz with 5 kw. KMCM-FM is on 92.5 mhz with 100 kw and antenna 856 feet above average terrain.

**WQSF(AM) Williamsburg, Va.** □ Sold by Richmond Radio Ltd. Part. to WMBG Inc. for \$250,000, comprising \$150,000 cash and remainder note. **Seller** is principally owned by Robert Understein, general partner, and

Jason L. Shrinsky, James M. Weitzman and Bruce A. Eisen, partners in Washington communications law firm of Shrinsky, Weitzman & Eisen. It also owns colocated WQSF-FM. **Buyer** is owned by Donald M. Bentley, Gordon C. Angles, Gilbert L. Granger, Frederick A. Smith and Thomas M. Smith. It has no other broadcast interests. Bentley is station's sales manager and former owner. Angles is officer of Wythe Candies, Williamsburg-based candy manufacturer. Granger is retired CPA now Williamsburg city councilman. Smiths (not related) are partners in Williamsburg-based real estate firm. WQSF is daytimer on 740 khz with 500 w.

*For other proposed sales see "For the Record," page 109.*

## Education via TV: PBS's Adult Learning Service

The Public Broadcasting Service's Adult Learning Service turns five years old Friday (Aug. 29), 31 telecourses and 525,000 students after its birth. Since 1981-82, when the service's first seven courses were introduced, enrollment has risen from 55,000 students per academic year to 155,500. The number of colleges offering telecourses has risen from 555 to 1,014. And 95% of the PBS affiliates now provide air time.

Next fall, four new ALS offerings will premiere in prime time: *The Africans*, which examines the history, politics and culture of Africa; *The Story of English*, which traces

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the development of the language; *Out of the Fiery Furnace*, which studies the effect of metals, science and technology on the growth of civilization, and *Economics USA*, a review of the 20th century from an economic perspective.

ALS programs are produced by a variety of sources, including public television stations, colleges and universities and independent producers, and are funded by those sources, by corporate underwriters or by the Annenberg/CPB Project. A potential program may reach ALS as an idea or a finished product. It is critiqued by a panel of "experts" in the subject who make sure that "the video elements are academically sound and that the textbooks and related course materi-

als are sufficiently rigorous," according to ALS. ALS selects between one and five courses per year, two to three semesters in advance of distribution. Local colleges and television stations then work together to decide which courses to carry and how much time stations can provide. Prime time courses are specifically designated for that time slot; other courses air during nonprime periods, such as daytime and fringe. Whether a repeat can be offered depends on the local station. Some local cable systems show telecourses after they have aired on PBS.

Of the students who take the ALS telecourses, 85% view the programs at home. Most are between 25 and 40 years old, and 60% hold full-time jobs. Students are re-

quired to read assigned books, write papers and attend on-campus seminars, and meet college admission requirements. They pay tuition to their area college, which often produces the print material to accompany the course. The costs of producing print materials are covered in the series budget. Promotion costs for the series may be shared, with PBS providing on-air spots, ad slicks and press releases. "It's up to the local station and the colleges to promote to potential students in their community," said Jinny Goldstein, director of the Adult Learning Service. "That's another aspect of the cooperative working relationship between the stations and the colleges to promote adult learning," she said. □

# TELECASTINGS

## Education studies

The summer 1986 issue of the *Journal of Broadcasting & Electronic Media* contains the results of two studies involving television, one focusing on its use in prisons and the other on children's perceptions of *The Incredible Hulk*.

The first study, conducted by Thomas Lindlof, of the University of Kentucky, found that inmates in a medium-security prison used television as a way to "exercise personal control." Lindlof classified the prisoners in two groups: "time-doers," who considered their prison sentences interruptions in their lives, and watched TV frequently to pass time and isolate themselves, and "gleaners," who chose activities that would prepare themselves for reentering society, and tended to study or read rather than watch TV.

The second study, conducted by Joanne Cantor of the University of Wisconsin-Madison and Glenn Sparks of Purdue University, compared the reactions of two groups of children—3-to-5-year-olds and 9-to-11-year-olds—exposed to the action-adventure

adventure television series, *The Incredible Hulk*. Cantor and Sparks theorized that younger children would not understand the premise of the program, which featured a man who metamorphosized into a huge but good-natured creature. Their theory was borne out by the experiment, which showed that, while older children understood that the Hulk was a good character who solved problems, younger children reacted more to visual cues, and thus were frightened by the change. Cantor and Sparks concluded that young children's lack of understanding may lead them to react intensely to some television programs, such as *Gremlins* and *He Man*.

## Same time, same channel

WTHR(TV) Indianapolis, an NBC affiliate, said it and the network will conduct a test of a year-round, consistent time schedule. Currently, most Indiana stations have split schedules, offering weekday prime time programming from May to October from 7 p.m. to 10 p.m. and for the rest of the year from 8 p.m. to 11 p.m. because most of the state does not observe daylight saving time

in spring and summer because of its inconvenience to farmers. However, the network is allowing WTHR to pick up its new mountain time zone feed for two months—so it can broadcast programs from 8 to 11 p.m. central time—until the region comes back in sync with Eastern Standard Time in October.

During that time, the NBC affiliate will broadcast its prime time and late-night schedules one hour behind the other network affiliates there (WTHR's last hour of prime time will be going against local news and the first half hour of late night programming of WISH-TV [CBS] and WRTV(TV) [ABC].)

Michael Corken, WTHR-TV vice president and general manager, said the station would decide whether to go with the 8-11 p.m. schedule permanently after evaluating the October Arbitron rating book. "The television schedule is the only thing affected by the traditional time change or lack thereof," he said. "People's habits, their work schedules, their personal routines, do not change. We're saying: Your television viewing habits don't have to change either."

John Damiano, vice president, affiliate relations operations, East, NBC, said the network and WTHR would evaluate the station's ratings performance during test and jointly decide whether WTHR, and perhaps other stations in the same situation, will be allowed to pick up the mountain feed next spring.

## Three-way deal

Grolier Inc., Robert Halmi Inc., and Hal Roach Studios have formed Grolier Home Video, to distribute programming through direct marketing. Halmi will produce the programming for both children and adult audiences. Roach will have nondirect marketing rights, including syndication, pay cable and home video sales. Roach will also manufacture the cassettes. Expenses and income will be shared equally among the three parties. Grolier is also expected to distribute the Roach video library which includes co-

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lized features including "It's a Wonderful Life" and Laurel and Hardy's "Music Box."

### 'Eyes' have it

Public television's six-hour history of the American civil rights movement, *Eyes on the Prize*, will be offered to institutions on video-cassette prior to the program's January 1987 debut on the Public Broadcasting Service. PBS Video and Boston-based Blackside Productions will market the series to 75,000 public libraries, colleges and schools beginning in mid-September, and then to community and religious organizations. The cassettes will be available to institutions for \$250 for the series, with the price increasing to \$295 after the series has aired. *Eyes on the Prize* was produced by Blackside's Henry Hampton, and focuses on the civil rights movement during 1954-65.

### Reading honors

In conjunction with the 10th anniversary of the CBS Television Reading Program, CBS recently created the CBS "Television Worth Teaching Awards" to honor teachers who use television as a resource in the classroom. The awards are intended to reward classroom activities such as projects that connect reading to television and the use of television programs in the study of current events, social issues, government, or constitutional studies and activities leading to student-produced programs. Winners will be chosen by a panel of judges convened by the Boston University College of Communications.

the Boston University College of Communications.

### Sale to Japan

Embassy Communications has sold its mini-series, *Kane & Abel*, to the Japanese TV-Asahi network in what Embassy says is the first sale of an American mini-series to a Japanese network since *The Winds of War* was sold there a year ago. Terms allow for network distribution by TV-Asahi within Japan, including Japanese Cable Television (JCTV) areas of Tokyo and Osaka. In the past, Embassy has sold its series such as *The Jeffersons* and *Facts of Life* in Japan for cable distribution only. Embassy also re-

ports clearing *Diff'rent Strokes*, the first American series dubbed into Japanese, in more than 30 Japanese markets, including four of the top five.

### First-run slot

Tribune's KTLA(TV) Los Angeles has committed to a first-run half-hour comedy checkerboard at 7:30-8 p.m. beginning in September. The checkerboard will consist of: Monday—*Square Pegs*, then *Charles in Charge* (January start); Tuesday—*The New Gidget*; Wednesday—*What a Country*; Thursday—*One Big Family*, and Friday—*What's Happening Now!*



**TV teasers.** CBS Star Weekend, held Aug. 16 and 17 in Los Angeles, brought together stars of network entertainment programs and affiliate station newspeople to create promos for the fall season. Among those present were (above left) Edward Woodward, star of *The Equalizer*, and WNEV-TV Boston's Nancy Merrill, and (above right) stars of a new series called *Designing Women*, Delta Burke (left) and Dixie Carter, and WCCO-TV Minneapolis-St. Paul's Bill Carlson.

## Advertising & Marketing

### Grace makes a network breakthrough

#### With one alteration, CBS says it will accept deficit ad

W.R. Grace & Co., which has been waging a vigorous effort to persuade the three major television networks to accept its commercial commenting on the federal deficit, announced last week that CBS had accepted its "The Deficit Trials: 2017 A.D.," heretofore rejected by all three networks.

But CBS made it clear that it maintains its policy of not accepting commercials on controversial issues. Gene F. Jankowski, president of the CBS/Broadcast Group, in response to a letter from J. Peter Grace, president and chief executive officer of Grace, asking for a review and clarification of CBS policy, said CBS would accept the commercial if Grace deleted a line that said: "There was talk of an amendment." Jankowski said that as produced, the spot was unacceptable inasmuch as it "constitutes implicit advocacy of the proposed balanced-budget amendment." A Grace official said it agreed to the change because the "reference is a throwaway, not central to the larger issue."

Jankowski stressed that CBS sells time for the promotion of goods and services, not for the advocacy of viewpoints on controversial issues of public importance, and added: "Advertisers shall be afforded maximum latitude to touch on matters of public concern either in institutional advertising or in

promoting their goods and services, so long as messages do not rise to the level of explicit or implicit advocacy, as defined above, on a controversial issue of public importance."

A CBS spokesman said Grace had not ordered any time on CBS as of late last week.

ABC has offered to carry controversial

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**Grassroots growth.** Wisconsin will be the locale of a pilot effort to test a plan of the Radio Advertising Bureau to develop new radio business at the grassroots level. The project was discussed at a meeting of the Wisconsin Broadcasters Association. Under the strategy devised, a six-member panel of general managers and general sales managers, assisted by WBA executive director Bob Bodden, will target two key accounts for concentrated sales effort. Subsequently, the group will make fully researched and targeted radio presentations to potential clients before the end of 1986 and a full series of presentations in 1987. Particular targets are multi-state regional retail chains and national advertisers with corporate headquarters in Wisconsin. RAB's role is to "serve as coach, trainer, research and support system for a team of local broadcasters," according to a bureau spokesperson.

commercials after midnight and recently notified Grace it would review its policies on issue advertising. NBC has long taken the position that controversial issues should be explored on regularly scheduled news and public affairs programs.

For more than a year Grace has been pressing the three networks via letters and news conferences to relax their policies on

issue advertising. The Association of Independent Television Stations members agreed earlier this month to carry the deficit commercial, which was scheduled to run on about 140 INTVstations last Thursday (Aug. 21). An advertising campaign was mounted in support of the showing of the commercial, paid for by Grace, according to an INTV spokesman. □



**Graduation day.** Forty-six minority students completed 10-week internships with the Minority Advertising Intern Program, sponsored by the American Association of Advertising Agencies. Thirty ad agencies in six cities—New York, Chicago, Los Angeles, Boston, San Francisco and Detroit—were involved in the program, which introduced the students to account management, creative, research and media aspects of the advertising business. The 4As claims that in 1985, one-third of its interns found jobs in advertising after graduation, and one-half went into related jobs with advertisers or media.

Pictured above: Orville Dale, chairman, AAAA Equal Employment Opportunities Committee, Young & Rubicam, and interns (l-r) Dawn Alexander, Lani Basa, Shandel Pitts, Kelly Chong and Greg Matsunami.

## Stakelin predicts sober growth in spot market

**RAB president says radio must improve sales skills to offset falloff in next 10 years**

"We can expect slow growth in the spot market for the next 10 years," said Radio Advertising Bureau President Bill Stakelin in his year-end economic outlook and industry forecast circulated to association members last week.

That bleak prediction comes in the midst of an extremely sluggish year for national spot business. "In a period of disinflation when prices [for goods and services] are rising slowly and the cost of doing business stagnates, many national advertisers are retrenching and backing down from national commitments," said Stakelin. "At the same time, many advertisers have been the subject of mergers or acquisitions, which delayed or deleted ad budgets."

Stakelin said the industry's only hedge against this development is for stations to "take control of their own destiny" by improving sales skills and positioning stations as "market resources" for local advertisers. "Becoming a vital resource to local clients is the best bet for strong radio growth in the next few years since we cannot expect automatic orders from agencies nor can we cling to our previous assumptions about national spot dollars' contribution to our P&L's [profit & loss]," Stakelin said.

The RAB president noted, however, that major shakeouts and market share battles could lead to more local expenditures on radio in some advertising categories such as financial institutions and airlines—the latter primarily in the top 50 markets. But in the smaller markets, said Stakelin, large chain stores are consolidating their operations and are driving mom and pop outlets out of business. "As the pool of genuine local clients shrinks, the advertising decisions for chain store outlets are no longer made locally, but by distant agencies using criteria that are not necessarily applicable to small-market circumstances," Stakelin said.

As for the economy, Stakelin projected that the gross national product will experience "real growth" of no more than 3% by year's end while inflation runs about 4%. Overall radio sales revenues in 1986, said Stakelin, "will outpace the GNP by more than double and the rate of inflation by an equal margin."

On the basis of sales figures from the first six months, Stakelin estimates that radio revenues (local and national spot and network) this year will be 8% ahead of 1985, totaling approximately \$7.1 billion. "Network revenues," said Stakelin, "should close out the year with a strong 14% to 15% showing. The spot market, after six sluggish months, is even with 1985 and should close out the year marginally ahead. And local radio revenues should pace the growth of all advertising with increased revenues in the 7.5% to 8.5% range." □

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Continued from page 34.

Quality Inn, Westboro, Mass. Information: (800) 448-5171, extension 389.

■ **Sept. 22-25**—Seventh annual Nebraska Videodisk Symposium, "Making It Work," sponsored by *Nebraska Videodisk Design/Production Group, University of Nebraska-Lincoln*. UN, Lincoln, Neb. Information: (402) 472-3611.

**Sept. 23**—*International Radio and Television Society* newsmaker luncheon, featuring Frederick Joseph, chief executive officer, Drexel Burnham Lambert. 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**—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Columbus Marriott East, Columbus, Ohio. Information: (212) 751-7770.

**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. 24**—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring George Kaufman, chairman of the board, and Michael Bannum, president, Kaufman Astoria Studios, New York. Copacabana, New York.

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

■ **Sept. 25**—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Marriott Airport hotel, Kansas City, Mo. Information: (212) 751-7770.

**Sept. 25-27**—*National Religious Broadcasters* South central regional convention. Bellevue Baptist Church, Memphis. Information: (901) 725-9512.

■ **Sept. 25-26**—*Public Telecommunications Financial Management Association* Workshop II, on preparing annual financial survey for Corporation for Public Broadcasting, and risk management. San Francisco Airport Hilton, San Francisco.

**Sept. 26-27**—*North Dakota Broadcasters Association* convention. Doublewood Inn, Fargo, N.D.

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

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

**Sept. 29-Oct. 3**—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob Javits Convention Center, New York. Information: (914) 328-9157.

**Sept. 29-Oct. 4**—*Canadian International Animation Festival*. Hamilton Place Theater and Hamilton Art Gallery, Hamilton, Ontario. Information: (416) 367-0088.

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

■ **Sept. 30**—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Hyatt Regency-Peachtree Center, Atlanta. Information: (212) 751-7770.

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

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

## October

**Oct. 1**—*New York chapter of National Academy of*

*Television Arts and Sciences* luncheon, featuring John F. Gault, president, Manhattan Cable TV, and executive VP, ATC. Copacabana, New York.

■ **Oct. 1**—*Louisiana Association of Broadcasters* sales seminar. Alexandria Hilton, Alexandria, La.

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

**Oct. 1-3**—*National Association of Black Owned Broadcasters* 10th annual fall broadcast management conference. Sheraton Grand hotel, Washington. Information: (202) 463-8970.

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

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

■ **Oct. 2**—*Louisiana Association of Broadcasters* sales seminar. Holiday Inn, Financial Plaza, Shreveport, La.

■ **Oct. 2**—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Orlando Airport Marriott, Orlando, Fla. Information: (212) 751-7770.

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

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

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

**Oct. 5-8**—*Women in Cable* fifth cable management conference. Among sponsors: Turner Broadcasting System Ritz-Carlton Buckhead, Atlanta. Information: (404) 434-6800.

■ **Oct. 6**—*Northern California Broadcasters Association* annual winking. Crow Canyon country club, San Ramon, Calif. Information: (415) 362-2606.

**Oct. 6-7**—*Pratt Center for Computer Graphics in De-*

*sign* seminar. Hyatt on Union Square, San Francisco.

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

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

■ **Oct. 7**—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Arlington Park Hilton, Arlington Heights (Chicago), Ill. Information: (212) 751-7770.

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

**Oct. 8**—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Frank J. Biondi Jr. executive VP, Business Sector Inc., Coca-Cola Co. Copacabana, New York.

**Oct. 8-10**—*National Religious Broadcasters* Midwestern regional convention. Billy Graham Center, Wheaton College, Wheaton, Ill. Information: (402) 845-6595.

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

■ **Oct. 9**—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Amfac hotel, West Tower, Dallas. Information: (212) 751-7770.

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

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

■ **Oct. 14**—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Newton Marriott, Boston. Information: (212) 751-7770.

**Oct. 14-16**—*Society of Broadcast Engineers* national

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convention. St. Louis Convention Center, St. Louis. Information: Sam Caputa. (314) 727-2160.

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

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

■ **Oct. 16**—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Governors Inn-Research Triangle Park, Raleigh, N.C. Information: (212) 751-7770.

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

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

**Oct. 17-21**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France.

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

**Oct. 20-22**—*National Religious Broadcasters* Southwestern regional convention. Holiday Inn Holidayome, Dallas-Fort Worth. Information: Sharon Barela, (918) 664-7991.

**Oct. 20-22**—*Magnavox* mobile training seminar for cable. Holiday Inn North, Richmond, Va. Information: (800) 448-5171, extension 389.

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

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

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

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

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

**Oct. 23-25**—*National Religious Broadcasters, Eastern chapter*, convention. Philadelphia Airport Marriott, Philadelphia. Information: Sue Bahner, (716) 461-9212.

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

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

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

**Oct. 25**—*Museum of Broadcast Communications* "You Can Come Home Again" gala, "homecoming reunion saluting broadcast stars born in Illinois or whose careers were nurtured in Chicago." MBC, Chicago. Information: (312) 565-1950.

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

**Oct. 26-28**—*National Association of Broadcasters* "Hundred Plus Exchange." Chicago O'Hare Airport Hilton, Chicago.

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

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

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

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

**Oct. 29**—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Robert E. Mulholland, director, Television Information Office. Copacabana, New York.

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

**Oct. 31**—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: First Lady Nancy Reagan, on drug abuse. Los Angeles. Information: (818) 953-7575.

## November

**Nov. 1**—*Academy of Television Arts and Sciences* all-day seminar on drug abuse. Sheraton Premiere, Los Angeles. Information: (818) 953-7575.

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

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

**Nov. 5**—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring David D. Connell, VP-executive producer, Children's Television Workshop. Copacabana, New York.

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

**Nov. 10**—29th annual *International Film & TV Festival of New York*, awards for film, video, slide and audio-visual productions. Town Hall, New York. Information: (914) 238-4481.

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

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

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

**Nov. 12-16**—*Audio Engineering Society* convention. Los Angeles Convention Center. Information: (212) 661-8528.

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

**Nov. 13**—12th annual *Chicago Communications* luncheon, "for the advancement of communications to benefit the Albert P. Weisman Memorial Scholarship Fund at Columbia College." Keynote speech: CBS White House correspondent Lesley Stahl. Westin hotel, Chicago. Information: (312) 663-1600; extension 421.

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

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

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

**Nov. 14**—29th *International Film & TV Festival of New York*, awards for TV programs, promos and music video. Sheraton Center, New York. Information: (914) 238-4481.

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

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

■ **Nov. 17-21**—*Southern Educational Communications Association* annual conference. Hyatt Regency, Tampa, Fla.

**Nov. 18**—*Association of National Advertisers* re-

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search workshop. Plaza hotel, New York.

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

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

## December

■ **Dec. 1-5**—Video Expo Orlando '86, sponsored by Knowledge Industry Publications. Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.

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

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

**Dec. 4-7**—Sixth annual National Video Festival, sponsored by American Film Institute. Los Angeles campus. AFI. Information: (213) 856-7787.

■ **Dec. 5**—Deadline for entries in 27th annual International Broadcasting Awards, honoring "world's best television and radio commercials." sponsored by Hollywood Radio and Television Society. Information: HRTS, (818) 769-4313.

**Dec. 7-8**—NBC-TV midseason promotion executives conference. Contemporary hotel, Orlando, Fla.

**Dec. 9-10**—NBC-TV local news promotion workshop. Contemporary hotel, Orlando, Fla.

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

## January, 1987

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

■ **Jan. 15**—Deadline for entries in Charles E. Scripps Award, for "newspaper or broadcast station which best promotes literacy in its community," sponsored by Scripps Howard Foundation. No network may compete. Award is part of Scripps Howard Foundation National Journalism Awards. Information: Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, 45202.

**Jan. 20**—Presentation of eighth annual network ACE Awards, sponsored by National Academy of Cable-Programming. Ceremony to be aired live by WTBS-TV Atlanta. Los Angeles. Information: (213) 278-3940.

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

■ **Jan. 31-Feb. 4**—National Religious Broadcasters 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Information: (201) 428-5400.

## February, 1987

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

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

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

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

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

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

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

■ **Feb. 19-21**—Country Radio Seminar, sponsored by Country Radio Broadcasters. Opryland hotel, Nashville. Information: (615) 327-4488.

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

## March, 1987

**March 10-13**—Audio Engineering Society convention. Queen Elizabeth II conference center, London. Information: (212) 661-8528.

■ **March 17**—Presentation of 27th annual International Broadcasting Awards honoring "world's best television and radio commercials," sponsored by Hollywood Radio and Television Society. Century Plaza hotel, Los Angeles.

**March 20-22**—Intercollegiate Broadcasting System national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710; Andy Moore, (803) 782-7413.

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

**March 27**—National Association of Black Owned Broadcasters third annual communications awards dinner. Hyatt Regency hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

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

## April, 1987

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

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

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

■ **April 29-May 3**—National Public Radio annual public radio conference. Washington Hilton.

## May 1987

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

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

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

■ **May 31-June 2**—NBC-TV annual affiliates meeting. Century Plaza, Los Angeles.

## June 1987

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

**June 8-10**—NBC-TV annual promotion executives conference. Peachtree Plaza, Atlanta.

■ **June 9-11**—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

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

**June 10-14**—Broadcast Promotion & Marketing Executives/Broadcast Designers Association seminar. Peachtree Plaza, Atlanta. Information: (212) 757-7232.

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

**June 17-19**—Audio Engineering Society second regional convention. Tokyo. Information: (212) 661-8528.

**June 18-20**—Maryland/District of Columbia/Delaware Broadcasters Association annual convention. Sheraton Fontainebleau, Ocean City, Md.

**June 18-21**—Third annual NATPE Production Conference. Opryland hotel, Nashville. Information: (212) 757-7232.

## August, 1987

■ **Aug. 16-19**—Cable Television Administration and Marketing Society 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

## October, 1987

**Oct. 16-19**—Audio Engineering Society convention. New York. Information: (212) 661-8528.

## November, 1987

**Nov. 11-13**—Television Bureau of Advertising annual meeting. Atlanta Marriott, Atlanta.



As compiled by BROADCASTING, Aug. 14 through Aug. 20, 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

■ KOOL-AM-FM Phoenix (AM: 960 khz; 5 kw-U; FM: 94.5 mhz; 100 kw; HAAT: 1,620 ft.)—Seeks assignment of

license from Tom Chauncey to Adams Communications Corp. for \$15 million. Seller is Arabian horse breeder with no other broadcast interests. He sold 51% of KOOL-TV Phoenix to Gulf Broadcasting in 1982 for \$48 million. Buyer is Wayzata, Minn.-based group of three AM's, three FM's and six TV's owned by Stephen Adams. Filed Aug. 13.

■ KATO(AM) Safford, Ariz. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from KSH, Inc. to Patrick McQuade and his wife, Marjorie, for \$500,000. Seller is owned by Harry S. (Bud) McMurray who also owns KTMS(AM)-KHTY(FM) Santa Barbara, Calif., and collocated KXKQ-FM. Buyers have no other broadcast interests. Patrick McQuade is retired naval officer and Marjorie McQuade is nurse. Filed Aug. 11.

■ KFAA(TV) Rogers, Ark. (ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 932 ft.)—Seeks assignment of license from MCC Communications to JDG Television Inc. for \$6,297,411. Seller is owned by John McCutcheon who has no other broadcast interests. Buyer is owned by Martha Griffin and family. It also owns KPOM-TV Fort Smith, Ark., and KWTW(TV) Oklahoma City, Okla. Filed Aug. 1.

■ KMAK(AM) Fresno and KBOS(FM) Tulare, Calif. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 94.9 mhz; 16.4 kw; HAAT: 847 ft.)—Seeks assignment of license from McCarty Broadcasting Co. to Radio Fresno Inc. for \$6 million. Seller is owned by John F. McCarthy, president. It has no

other broadcast interests. Buyer is owned by Burke Kaplan and Alex Sheftel. Sheftel is former owner of WAVA(FM) Washington. Filed Aug. 8.

■ WKAT(AM) Miami Beach, Fla. (1360 khz; 10 kw-D; 1 kw-N)—Seeks assignment of license from William H. Hermsdorf to Howard Broadcasting Corp. for \$2 million. Seller has no other broadcast interests. Buyer is owned by Howard Premer, vice president and general manager and Howard Ullman, Miami real estate developer. Ullman's family founded Red Top Malt Co., Cincinnati-based brewery that was sold to Anheuser-Busch in late 1950's. Filed Aug. 14.

■ WGGG-AM-FM Micanopy, Fla. (AM: 1230 khz; 1 kw-U; FM: 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from American Communications & Television Inc. to Richard Ugarte for \$1,450,000, comprising \$500,000 cash, assumption of \$600,000 debt and remainder note. 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's for new TV's in Forest City, N.C., and Rome, Ga., and LPTV's in Gastonia, N.C.; Augusta, Ga., and Fort Myers, Fla. Buyer is principally owned by Richard Ugarte (professionally known as Rick Stacy), former air personality and operations manager at WHLY(FM) Leesburg, Fla., and David Gregg III, Washington banker. Filed Aug. 8.

■ WGAA(AM) Cedartown, Ga. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Faulkner University to Broadcast South Inc. for \$460,000. Seller is Montgomery, Ala.-based educational institution headed by John Faulkner. It also owns WBCA(AM)-WWSM(FM) Bay Minette, Ala. Buyer is owned by Mitt Conerly, L.H. (Kip) Carter and Charlotte Timms. Conerly is Carrollton, Ga.-based real estate developer. Carter, Carrollton, Ga.-based textile fibers broker and Timms have interest in WLBB(AM) Carrollton, where Timms is general manager. Filed Aug. 7.

■ WKRP(AM) Dallas, Ga. (1500 khz; 1 kw-D)—Seeks transfer of control of W.K.R.P. Inc. from James Pennington and his wife, Jacqueline, to James W. Rucker for assumption of liabilities. Sellers have no other broadcast interests. Buyer, station's general manager, owns WYYZ(AM) Jasper, Ga. His mother, Della, owns WLJA-AM-FM Ellijay, Ga. Filed Aug. 14.

■ KMEG-TV Sioux City, Iowa (ch. 14; ERP vis. 380 kw; aur. 75.9 kw; HAAT: 1,152 ft.)—Seeks assignment of license from Gillett Group Inc. to Maine Broadcasting Systems for \$4 million. Seller is Nashville-based group of one AM, one FM and six TV's owned by George Gillett. It is also buying WMAR-TV Baltimore and WRLH-TV Richmond, Va. ("For The Record," Aug. 4). Buyer is Portland, Me.-based group of two TV's principally owned by Fred Thompson and his wife, Mary. Filed Aug. 8.

■ KNNN(AM) Salina, Kan. (550 khz; 5 kw-D)—Seeks assignment of license from Compass Communications General Partnership to KFRM Inc. for \$600,000. Seller is owned by Compass Communications Inc., headed by H.P. Slane and Curran-Victor Management Ltd., Larkspur, Calif.-based broadcast consultant owned by Don Curran and Herb Victor. It owns one AM and two FM's. Buyer is owned by James D. Ingstad, who has interest in three AM's and three FM's. His brothers, Tom and Robert Ingstad, own, respectively, Tom Ingstad Broadcasting, based in Grand Forks, N.D., and Robert Ingstad Broadcasting Properties, based in Valley City, N.D. Filed Aug. 7.

■ KFXX(FM) Maurice, La. (106.3 mhz 3 kw; HAAT: 500 ft.)—Seeks assignment of license from Maurice Broadcasting Inc. to FoxCo Acquisition Corp. for \$640,000. Seller is principally owned by Sharon Le Doux, president. It has no other broadcast interests. Buyer is owned by Cyril E. Vetter,

president. It also owns WRBT-TV Baton Rouge, La. Filed Aug. 13.

■ WVJV-TV Marlborough, Mass. [Boston] (ch. 66; ERP vis. 3,160 kw, aur. 316 kw; HAAT: 1,070 ft.)—Seeks assignment of license from Channel 66 Associates to Silver King Broadcasting of Massachusetts for \$19 million. Seller is limited partnership of 205 investors with no other broadcast interests. John Garabedian is managing general partner and CEO. Buyer is owned by Home Shopping Network. South Clearwater, Fla.-based company that produces home shopping services (BROADCASTING, Aug. 11). It is also purchasing WWHT-TV Newark, N.J., and WSNL-TV Smithtown, N.Y. Filed Aug. 5.

■ KTMA-TV Minneapolis (ch. 23; ERP vis. 1,740 kw, aur. 174 kw; HAAT: 1,150 ft.)—Seeks assignment of license from KTMA-TV Inc. to KTMA Acquisition Corp. for \$13.8 million, comprising exchange of stock valued between \$9-\$10 million, \$2 million cash, plus cash on hand and 93% of accounts receivable minus the amount of unpaid operating expenses. Seller is principally owned by United Cable TV Corp. and Irving Beaudoin. United Cable is Denver-based cable MSO serving nearly one million subscribers. It is headed by Gene W. Schneider, chairman. Beaudoin has no other broadcast interests. Buyer is owned by Donald H. O'Connor, station's general manager, who has no other broadcast interests. Filed Aug. 14.

■ WKXC(AM)-WWKZ(FM) New Albany, Miss. (AM: 1470 khz; 500 w-U; FM: 103.5 mhz; 3 kw; HAAT: 604 ft.)—Seeks assignment of license from Dixie Broadcasting to RadioSouth of Mississippi for \$1,150,000, including \$100,000 noncompete agreement and \$50,000 consulting agreement. Seller is principally owned by H.F. (Bill) Dunnivant. It also owns WJMW(AM)-WZYP(FM) Athens, Ala. Buyer is equally owned by Joe K. Shaw and Jack M. Norman, who own Nashville-based masonry company. Norman is on board of SunGroup Inc., Nashville-based group of three AM's and five FM's. Filed Aug. 12.

■ KCCA(AM) Kinsey and KCMC-FM Miles City, both Montana (AM [CP]: 1050 khz; 5 kw-D; FM: 92.5 mhz; 100 kw; HAAT: 856 ft.)—Seeks assignment of license from Miles City Broadcasting Corp. to Goodland Broadcasting Corp. for \$300,000. Seller is owned by William J. O'Brien, who also has interest in KNMO-FM Nevada, Mo. Buyer is owned by Austin J. Baillon. His son Paul is vice president of seller. Filed Aug. 6.

■ WWHT(TV) Newark, N.J. and WSNL-TV Smithtown, N.Y. (WHHT: ch. 68; ERP vis. 55 kw, aur. 5.5 kw; HAAT: 1,434 ft.; WSNL-TV: ch. 67; ERP vis. 2,612 kw, aur. 261 kw; HAAT: 440 ft.)—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 is now selling all its broadcast properties. It owns WLOS-TV Asheville, N.C. and WTVG(TV) Toledo, Ohio. It also owns cable systems serving 1.85 million homes. Seller is also buying WVJV-TV Marlborough, Mass. (See above). Filed Aug. 6.

■ KLLT(FM) Grants, N.M. (95.3 mhz; 3 kw; HAAT: 215 ft.)—Seeks transfer of control from Robert and Maxine Hedin (80.5%) to Steven E. Humphries for \$70,000. Sellers have no other broadcast interests. Buyer has interest in KKMGM(FM) Pueblo, Colo. Filed Aug. 6.

■ WADO(AM) New York (1280 khz; 5 kw-D)—Seeks assignment of license from Command Broadcast Associates Inc. to Tichenor Media Systems Inc. for \$20 million, comprising \$15 million cash and remainder note and noncompete agreement. Seller is headed by Nelson Lavergne. It has no other broadcast interests. Buyer is Harlingen, Tex.-based group of five AM's and three FM's principally owned by McHenry Tichenor and family. Filed Aug. 8.

■ WAKS-AM-FM Fuquay Varina, N.C. (AM: 1460 khz; 5 kw-D; FM: 103.9 mhz; 2.1 kw; HAAT: 360 ft.)—Seeks assignment of license from Wake County Broadcasting Co. to Mohr-Engledow Broadcasting of N.C. Inc. for \$850,000. Seller is principally owned by Joseph B. Wilder, who also owns WBAW-AM-FM Barnwell, S.C. Buyer is owned by Stephen Mohr and Mark E. Engledow, who also own WCTW(AM)-WMDH(FM) New Castle, Ind. Filed Aug. 13.

■ WEST(AM)-WLEV(FM) Easton, Pa. (AM: 1400 khz; 1 kw-U; FM: 96.1 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Sound Communications Corp. to Eastern Broadcasting Corp. for \$5.7 million. Seller is owned by Frank G. Stisser and Wallace J. Borker. It has no other broadcast interests. Buyer is owned by Roger A. Neuhoff. It owns WCVS(AM)-WFMB(FM) Springfield, Ill.; WAVZ(AM) New Haven and WKCI(FM) Hamden, both Conn.; WRSC(AM)-WQWK(FM) State College. WRKZ(FM) Hershey, all Pennsylvania, and WWAZ(AM)-WWLI(FM) Providence, R.I. Filed Aug. 8.

■ WFWL(AM) Camden, Tenn. (1220 khz; 250 w-D)—Seeks transfer of control of Benton County Broadcasting Co. from John W. Drenup, David Critchlow, and Charlie Holland to Valley Wide Broadcasting Co. for \$138,000. Sellers have no other broadcast interests. Buyer is owned by Ray Smith and John M. Latham, who have no other broadcast interests. Filed Aug. 8.

■ KRZI(FM) Waco, Tex. (1580 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Compadre Communications Ltd. to KRZI Inc. for \$340,000. Seller has no other broadcast interests. Buyer is owned by Van Doren Goodall, station's program director. Filed Aug. 11.

■ WVGN(FM) Charlotte Amalie, V.I. (107.1 mhz; 1.4 kw; HAAT: 1,600 ft.)—Seeks assignment of license from Virgin Isle Wireless Co. to Sandy Isle Broadcasting Inc. for \$800,000, comprising \$250,000 cash and remainder note. Seller is owned by John T. Galanes and Frank R. Kulisky, who have no other broadcast interests. Buyer is principally owned by Tampa-based Ian (Sandy) Wheeler, who has interest in two AM's, two FM's and three TV's. Filed Aug. 8.

■ WRFK(FM) Richmond, Va. (106.5 mhz; 50 kw; HAAT: 235 ft.)—Seeks assignment of license from Union Theological Seminary to Paul T. Lucci and Wayne G. Souza for \$4.1 million. Seller is Richmond, Va.-based educational institution with no other broadcast interests. It is headed by Dr. Hartley Hall, president. Buyer, Lucci, is general manager of WNVZ(FM) Norfolk, Va. Souza is Virginia Beach, Va.-based attorney. Filed Aug. 5.

■ WQSF(AM) Williamsburg, Va. (740 khz; 500 w-D)—Seeks assignment of license from Richmond Radio Ltd. Part. to WMBG Inc. for \$250,000, comprising \$150,000 cash and remainder note. Seller is principally owned by Robert Understein, and Jason L. Shrinky, James M. Weitzman and Bruce A. Eisen, partners in Washington communications law firm of Shrinky, Weitzman & Eisen. It also owns collocated WQSF-FM. Buyer is owned by Donald M. Bentley, Gordon C. Angles, Gilbert L. Granger, Frederick A. Smith and Thomas M. Smith. It has no other broadcast interests. Bentley is station's sales manager and former owner of both AM and FM from 1976 to 1981. Angles is officer of Wythe Candies, Williamsburg-based candy manufacturer. Granger is retired CPA now Williamsburg city councilman. Smith's (not related) are partners in Williamsburg-based real estate firm. Filed Aug. 11.

■ WTIP(AM)-WVSR(FM) Charleston, W.Va. (AM: 1240 khz; 1 kw-U; FM: 102.7 mhz; 50 kw; HAAT: 420 ft.)—Seeks assignment of license from Beasley Broadcasting of Charleston Inc. to Ardman Broadcasting Corp. of W.Va. for \$3,250,000, comprising \$2,250,000 cash and remainder assumption of note. Seller is Goldsboro, N.C.-based group of six AM's and 10 FM's headed by George Beasley. Buyer is owned by Myer Feldman, president, Adreienne Arst and four others. It also owns KBCC(AM)-KCKN(FM) Roswell, N.M., and has interest in WLLH(AM) Lowell, Mass.; WSSH(FM) Boston, and WLAM(AM)-WZKS(FM) Lewiston, Me. Filed Aug. 12.

## New Stations

■ Dothan, Ala.—Wiregrass Educational Radio Inc. seeks 91.3 mhz; 1.3 kw; HAAT: 301.1 ft. Address: 232 Ross Clark Circle, 36303. Principal is educational institution headed by Charles J. Ward III, president. Filed Aug. 6.

■ Salinas, Calif.—California Community Television Network seeks 97.9 mhz; 3 kw; HAAT: 325.5 ft. Address: 161 Main St., 2nd fl., 93902. Principal is educational institution headed by Gary Delgado, president. Filed Aug. 7.

■ Jesup, Ga.—Georgia Radio Fellowship seeks 88.3 mhz; 30 kw; HAAT: 238.8 ft. Address: 3213 Huxley Dr., Augus-

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ta. Ga. 30909. Principal is nonprofit corp. headed by Clarence I. Barnowski, president. Filed Aug. 8.

■ Browerville, Minn.—Allyn R. Stencil seeks 99.7 mhz; 3 kw; HAAT: 328 ft. Address: 515 3rd Ave., Long Prairie, Minn. 56347. Principal, with wife, Mary, owns KEYL(AM) Long Prairie, Minn. Filed Aug. 13.

■ Red Lodge, Mont.—Beartooth Stereo FM seeks 93.3 mhz; 120 w; HAAT: minus 356 ft. Address: P.O. Box 6324, Fort Smith, Ark. 72906. Principal is owned by C.R. Crisler, who also owns KJJJ(AM) Clifton, Ariz. Filed July 31.

■ Bedford, N.H.—Gerald P. Carmen and James M. McCann, Partners seek 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 1116 Ocean Blvd., Rye, N.H. 03870. Principal McCann has interest in WEMJ(AM) Laconia, N.H., and WIDE(AM)-WJY-FM Biddeford, Me. Filed Aug. 4.

■ Roswell, N.M.—Branch Ronald Smith seeks 1180 khz; 1 kw-D; 500 w-N. Address: Old Bitter Lakes Rd., 88201. Principal has no other broadcast interests. Filed Aug. 11.

■ Florence, S.C.—Augusta Radio Fellowship Institute Inc. seeks 91.7 mhz; 10 kw; HAAT: 492 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is nonprofit corporation headed by Clarence T. Barinowski, president. Filed Aug. 8.

■ Crossville, Tenn.—Cumberland County Broadcasting Ltd. seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 12, Box 351, 38555. Principal is owned by William M. Rose, Robert Payne, David Goff and Harry C. Powell. It has no other broadcast interests. Filed Aug. 13.

■ Crossville, Tenn.—Mark A. Perry seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 335 Prentice St., 38555. Principal has no other broadcast interests. Filed Aug. 13.

■ Crossville, Tenn.—Audio Broadcasters Inc. seeks 102.5 mhz; 3 kw; HAAT: 300 ft. Address: 716 Miller Ave., 38555. Principal is owned by James P. Young and his wife, Rita. It also owns WCSV(AM) Crossville, Tenn. James Young also has interest in WGDH(TV) Panama City, Fla. Rita Young's brother, John Cunningham, owns WQQB(TV) Bowling Green, Ky., and with their mother, Helen L. Cunningham, and sister, Helen R. Cunningham, own WINT-TV Crossville, Tenn. Filed Aug. 13.

■ Crossville, Tenn.—SEM Ltd. seeks 102.5 mhz; 3 kw; HAAT: 327 ft. Address: 2515 East Fifth Ave., Knoxville, Tenn. 37915. Principal is owned by Wayne Swann, gen. part., and Dwight Magnuson and Stanley G. Emert, who have no other broadcast interests. Filed Aug. 13.

■ Crossville, Tenn.—Whiteaker Communications seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 2955, 38555. Principal is owned by Steve Bowman, C. Edward Whiteaker and his wife, Debra. They have no other broadcast interests. Filed Aug. 12.

■ Woodstock, Vt.—Katherine T. McCann seeks 93.9 mhz; 3 kw; 328 ft. Address: 38 Irwin St., #3, Winthrop, Mass. 02152. Principal has no other broadcast interests. Filed Aug. 11.

■ Woodstock, Vt.—Jerry Young seeks 93.9 mhz; 3 kw; HAAT: 328 ft. Address: 320 Observatory St., Orlando, Fla. 32811. Principal has no other broadcast interests. Filed Aug. 11.

■ Woodstock, Vt.—Devine Providence Broadcasting Inc. seeks 93.9 mhz; 1.41 kw; 475 ft. Address: 9 Lily Pond Rd., White River Junction, Vt. 05001. Principal is owned by Charles Devine, his brother, John, and Joy Ruffin. It has no other broadcast interests. Filed Aug. 11.

■ Woodstock, Vt.—Robert J. Wolf and Shirley Wolf seek 93.9 mhz; 568 w; HAAT: 738 ft. Address: 36 Summit St., Old Orchard Beach, Me. 04064. Principals are husband and wife, who have no other broadcast interests. Filed Aug. 8.

■ Sturtevant, Wis.—Dexter E. Card seeks 104.7 mhz; 3 kw; HAAT: 328 ft. Address: 36 Lancaster Lane, Lincolnshire, Ill. 60015. Principal has no other broadcast interests. Filed Aug. 13.

■ Sturtevant, Wis.—Sheboygan County Broadcasting Co. seeks 104.7 mhz; 3 kw; HAAT: 328 ft. Address: 2100 Washington Ave., Sheboygan, Wis. 53081. Principal is owned by Michael R. Walton. It also owns WHBL(AM)-WWJR(FM)-WHBL-TV Sheboygan, Wis., and WHTC(AM)-WYXX(FM) Holland, Mich. Filed Aug. 12.

## TV's

■ Jacksonville, Fla.—Florida Educational Television of Duval County seeks ch. 59; ERP vis. 2,529 kw; aur. 252.9 kw; HAAT: 691 ft. Address: 1120 S.W. 19th St. Filed Aug. 8.

■ Ocala, Fla.—Florida Educational Television of Marion County Inc. seeks ch. 29; ERP vis. 1,358 kw; aur. 135.8 kw; HAAT: 759 ft. Address: 1120 S.W. 19th St., Boca Raton, Fla. 33432. Principal is nonprofit corporation headed by William Henkel, president. Filed Aug. 1.

■ Waterloo, Iowa—Hawkeye Broadcasting Ltd. Partnership seeks ch. 22; ERP vis. 550 kw; aur. 55 kw; HAAT: 492 ft. Address: 250 E. 65th St., New York 10016. Principal is owned by Walter Brewster and his mother, Dorothy. It also has interest in K38AV(LPTV) Iowa City, Iowa, and W09FB(LPTV) Williamsport, Pa. Filed Aug. 12.

■ Mineola, Tex.—Golden Communications Inc. seeks ch. 64; ERP vis. 17.26 kw, aur. 1.73 kw; HAAT: 419.18 ft. Address: Box 3, 75773. Principal is owned by Vincent Colvin, Marc Bockmon, Sam Curry and E.F. Whitus. Filed Aug. 1.

■ Mayville, Wis.—Pacer Television Co. seeks ch. 52; ERP vis. 40 kw; aur. 4 kw; HAAT: 710 ft. Address: Box 591, Lomira, Wis. 53048. Principal is owned by Wayne Stenz who has no other broadcast interests. Filed Aug. 4.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ WLWI (740 khz) Montgomery, Ala.—Seeks CP to add night service with 335 kw and make changes in ant. sys. App. Aug. 12.

■ KBLS (990 khz) Santa Barbara, Calif.—Seeks CP to increase power to 5 kw. App. Aug. 18.

■ WCNL (1010 khz) Newport, N.H.—Seeks CP to change freq. to 1020 khz and increase power to 6.5 kw. App. Aug. 18.

■ WXMC (1310 khz) Parsippany-Troy Hill, N.J.—Seeks CP to add night service with 360 w; install DA-2, and make changes in ant. sys. App. Aug. 18.

■ WNRI (1380 khz) Woonsocket, R.I.—Seeks CP to increase power to 2.5 kw. App. Aug. 18.

■ KHJK (1060 khz) Lockhart, Tex.—Seeks CP to increase power to 4.4 kw; change TL, and make changes in ant. sys. App. Aug. 18.

##### Accepted

■ WBBG (1260 khz) Cleveland—Seeks mod. of lic. to operate by remote control. App. Aug. 12.

#### FM's

##### Tendered

■ \*KHAP (89.1 mhz) Chico, Calif.—Seeks mod. of CP to change ERP to 12 kw; change HAAT to 285.03 ft., and make changes in ant. sys. App. Aug. 15.

■ \*WEGS (91.7 mhz) Milton, Fla.—Seeks CP to change ERP to 25 kw. App. Aug. 18.

■ \*WFSS (91.1 mhz) Fayetteville, N.C.—Seeks CP to change ERP to 100 kw and change HAAT to 350.96 ft. App. Aug. 18.

##### Accepted

■ WKYD-FM (98.1 mhz) Andalusia, Ala.—Seeks mod. of CP to change ERP to 89 kw and change HAAT to 1,023 ft. App. Aug. 12.

■ KNIK-FM (105.3 mhz) Anchorage, Alaska—Seeks CP to change ERP to 44.5 kw. App. Aug. 18.

■ KWKK (102.3 mhz) Dardanelle, Ark.—Seeks CP to change TL; change ERP to .2 kw, and change HAAT to 1,228.36 ft. App. Aug. 18.

■ \*KFNO (90.3 mhz) Fresno, Calif.—Seeks mod. of CP to change TL and change ERP to 1.34 kw. App. Aug. 13.

■ \*WRSE-FM (88.7 mhz) Elmhurst, Ill.—Seeks mod. of CP to change DA pattern. App. Aug. 12.

■ WUGN (99.7 mhz) Midland, Mich.—Seeks CP to change HAAT to 708.48 ft. and make changes in ant. sys. App. Aug. 13.

■ WQID (93.7 mhz) Biloxi, Miss.—Seeks mod. of lic. to operate former main ant. as aux. App. Aug. 15.

■ WMWV (93.5 mhz) Conway, N.H.—Seeks CP to change ERP to 1.84 kw. App. Aug. 18.

■ KEBC (94.7 mhz) Oklahoma City—Seeks CP to change TL and change HAAT to 1,387.44 ft. App. Aug. 18.

■ WVLI (96.7 mhz) Buena Vista, Va.—Seeks mod. of CP to move SL outside community of lic. App. Aug. 18.

### Actions

#### AM's

■ KRML (1410 khz) Carmel, Calif.—Dismissed app. to change TL. Action Aug. 5.

■ KMPG (1520 khz) Hollister, Calif.—Granted app. to change ERP to 5 kw; install DA-D, and make changes in ant. sys. Action Aug. 5.

#### FM's

■ KLFA-FM (93.9 mhz) King City, Calif.—Granted app. to change TL; change ERP to 5.4 kw, and change HAAT to 719.96 ft. Action Aug. 11.

■ KJUG (106.7 mhz) Tulare, Calif.—Granted app. to change ERP to 1.2 kw. Action Aug. 6.

■ KICT (95.1 mhz) Wichita, Kan.—Granted app. to change HAAT to 1,026.89 ft. Action Aug. 5.

■ WJGS-FM (98.5 mhz) Houghton Lake, Mich.—Returned app. to change TL and change HAAT to 980.72 ft. Action Aug. 7.

■ KKBS (92.7 mhz) Guymon, Okla.—Granted app. to change TL. Action Aug. 5.

■ WSWV-FM (105.5 mhz) Pennington Gap, Va.—Granted app. to change TL and change HAAT to 276 ft. Action Aug. 7.

#### TV's

■ KCEO-TV (ch. 28) Oroville, Calif.—Granted app. to change ERP to vis. 4,466 kw; change HAAT to 2,129 ft., and change TL. Action Aug. 6.

■ WJXT (ch. 4) Jacksonville, Fla.—Granted app. to install aux. ant. Action Aug. 6.

■ WLJC-TV (ch. 65) Beattyville, Ky.—Granted app. to change ERP to vis. 92.75 kw, aur. 9.275 kw and change HAAT to 665.84 ft. Action Aug. 6.

■ \*KULC (ch. 9) Ogden, Utah—Granted app. to change HAAT to 2,931 ft. Action Aug. 6.

■ KXWY-TV (ch. 20) Casper, Wyo.—Granted app. to change ERP to vis. 1,552 kw, aur. 155 kw; change HAAT to 1,749.24 ft., and change TL. Action Aug. 5.

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## Applications

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<b>Existing AM's</b>	
KCNY	KMOB Moab Broadcasting and Television Corp., Moab, Utah
WMBG	WQSF WMBG Inc., Williamsburg, Va.
<b>Existing FM's</b>	
KMTG-FM	KFJB-FM Marshall Electric Co., Marshalltown, Iowa
WZXL	WNBR Westerly Broadcasting Co., Westwood, N.J.

## Grants

Call	Assigned to
<b>New FM</b>	
WTSL-FM	Sound Citizen Communications Corp., Hanover, N.H.
<b>New TV's</b>	
WNPL	Meycom Inc., Naples, Fla.
*KAZQ	Alpha-Omega Broadcasting of Albuquerque Inc., Albuquerque, N.M.
<b>Existing AM's</b>	
KBLX	KRE Inner City Broadcasting Corp., Berkeley, Calif.
KMMS	KFRC RKO General Inc., San Francisco
KWV	KQTE Visionary Radio Euphonics Inc., Santa Rosa, Calif.

WDVH	WMGI Sunshine Wireless Co., Gainesville, Fla.
WOOJ	WGTR Dwyer Broadcasting Inc., Lehigh Acres, Fla.
WDAK	WEIZ Solar Broadcasting Co., Columbus, Ga.
WBKZ	WEEG McAnally Communications Inc., Jefferson, Ga.
WJNT	WKKE Buchanan Broadcasting Co., Pearl, Miss.
WHHR	WHHQ Hilton Head Broadcasting Corp., Hilton Head, S.C.
KZTA	KAJR Bing Bang Inc., Yakima, Wash.

### Existing FM's

KXMK	KKAF The Alpha Group, Eloy, Ariz.
KBLX-FM	KBLX Inner City Broadcasting Corp., Berkeley, Calif.
KQMD-FM	KHOT-FM Madera Broadcasting Inc., Madera, Calif.
WZKS	WAJS Adtech Communications Associates Inc., Jesup, Ga.
KBOM	KPZA Los Alamos FM Broadcasters Inc., Los Alamos, N.M.
WAYI-FM	WNIO-FM Northway Broadcasting Inc., Glen Falls, N.Y.
WTRG	WFMA Capitol Broadcasting Corp., Rocky Mount, N.C.
WTPS-FM	WJKR JKR Broadcasting Inc., Muncy, Pa.
WHHR-FM	WHHR Hilton Head Broadcasting Corp., Hilton Head, S.C.
<b>Existing TV's</b>	
KFNB	KXWY-TV Casper Channel 20 Inc., Casper, Wyo.
KFNR	KRWY Rawlins Broadcasting Corp., Rawlins, Wyo.
KFNB	KFWY-TV Hi Ho Broadcasting Corp., Riverton, Wyo.

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## Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total*
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.



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**General sales manager** wanted for New York City suburban FM in the fastest growing area. Potential unlimited. Salary/commission plus possible equity. Rush complete resume: Box H-94. EOE.

**Well established small market A/F** combo in Alpena, Michigan needs manager. Reply to: President, Midwestern Broadcasting Co., Box 472, Traverse City, MI 49685. EOE.

**General sales manager:** Group owner with solid organizational background and commitment to employee recognition has immediate opening at top rated Midwest AM/FM combo. Must have proven success record with minimum of five years radio sales, previous sales management preferred. Salary plus bonus, excellent benefits. Send resume, history of success, and income requirements to General Manager, PO Box 24551, Omaha, NE 68124. EOE, M/F.

**General manager;** Needed for attractive small market station in North Carolina. Perfect for salesman looking to move up for first big break. Finally get to run your own AM/FM combo. Salary plus benefits. EOE. Send resume to Box H-86.

**General manager:** North Florida small market AM/FM located between Tallahassee and Panama City. Energetic, proven sales ability, and able to hire, train and motivate. Resume, references, and salary history. Contact Harry Hagan, 904-584-2373, P.O. Box 821, Perry, FL 32347.

**General sales manager KENS-II,** Cable Ch. 24 has an 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-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 EOE. No phone calls please.

### HELP WANTED SALES

**Our four salespeople** will earn an average of \$35,000 in 1986. Group owned, dominant FM in southeast medium market is looking for creative self-starter. \$18-24,00 guaranteed in first year. Send work personal history in confidence to Box G-102.

**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.

**Account executive:** WALK FM/AM, Long Island's premiere AC station, is expanding its sales staff. Minimum of three years radio experience required. Send resume to Barbara Ravinett, Local Sales Manager, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772 E.O.E.

**Life's a beach** in Charleston, South Carolina. If you're experienced, hard working and desire management with a fast growing company, you may be my local sales manager. Excellent compensation and future for the right producer. Send your information to: Steve Newcombe, GSM, WFXR-FM, 60 Markfield Drive, Suite #4, Charleston, SC 29407.

**Group operator looking** for experienced A.E. with good advancement possibilities in stable west Texas market. Send resume to P.O. Box 6752, Lubbock, TX 79493.

**Aggressive salesperson** wanted for AM/FM combo in growing midwest market. Illinois. Established list. If you're experienced, Great! If not, you'll learn from us. Send resume to: Attn: J. McCullough, WLPO/WAJK, P.O. Box 215, La Salle, IL 61301. EOE, M/F.

**Top rated KBRS** in NW Arkansas seeks professional. Sales manager opportunity for right person. Send history and resume to Randy Prichard, GM, KBRS, 2307 Hiway 71 N., Springdale, AR 72764. EOE/M-F.

**General sales manager:** Group owned medium market combo needs a experienced competitive pro to work with an existing sales department, while retraining and rebuilding it in size and volume. We are seeking a serious career-minded individual with superlative experience and credentials. We are offering a unique opportunity with a superior combo in a fantastic market. Send resume, references, career goals and income requirements to Box H-76.

**General sales manager** for A/C AM and CHR FM in upper midwest medium market. Experienced in local and national sales. Good motivator and proficient in developing new business. Box H-72.

**Sell radio advertising** in Spokane, Washington market. Must have experience in some sales. Good commission. We are small and growing. Great potential. Call 508-276-8816 as for Earle or Barb. Write KAZZ Radio, P.O. Box 1369, Deer Park, WA 99006.

**GSM/SM** (California daytimer - SF area) to sell, recruit, train sales staff, to implement promotions, merchandising community programs. Salary commensurate. Box H-95.

**5,000 watt 24 hour** in top 100 market seeks proven salespeople. 30% commission against \$500 weekly draw for right people. Resume in confidence to Gary Ballard 301 Davidson Bdg. Bay City, MI 48708.

**Experienced salespeople** wanted for new Portsmouth, New Hampshire FM station. Contact General Sales Manager 1-207-985-2728 during business hours.

**Sales manager** wanted for #1 rated medium market Class C FM. Progressive Southwest growth area and great city. Must have proven strong performance record in similar position. Send confidential response to Box H-93.

**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.

### HELP WANTED ANNOUNCERS

**Morning man,** prestigious dominant station medium market near major eastern markets, MOR AC, top news, sports, features, heavy commercial load, warm personality. Benefits. Resume to: Box H-48.

**Classy Midwest station** needs classy PD. 100kw Contemporary. Need music and promotion experience. Includes air show. Send qualifications to Box H-55.

**Talk show host** Full service AM seeks midday talk show host. Must be good interviewer, opinionated, community involved. Male or female. EOE. Send resume: Box H-83.

**Sports talk host** Full service AM seeks opinionated sports talk host. Good open lines, interview technique PBP helpful. EOE. Send resume: Box H-84.

**Announcer/Producer.** WKSU is looking for a top flight air personality to assume responsibilities in announcing and production. Duties include programing and announcing of regularly scheduled classical music air shift and planning and production of short form fine arts features and full length concert music programs for local and national distribution. Our weekly audience exceeds 100,000 (source ARB) making us the most listened to fine arts radio station in the area. WKSU maintains major commitments to production of local performance programs: currently producing two symphony orchestra series, one opera season, and a chamber series. Our studio and remote facilities are state-of-the-art; our audience is loyal and supportive. The service area is rich in theatre, symphony orchestras, ballet, museums, and recreation. Within a 20 mile radius you can see professional theatre and touring Broadway shows at Playhouse Square in Cleveland; experience outdoor concerts and Blossom Music Center (summer home of the Cleveland Orchestra); stroll through the Cuyahoga Valley National Recreational Area; or watch the excitement at Sea World. Sports activities from sailing in the summer to skiing in the winter abound. WKSU is based at Kent State, a university nationally recognized in the fields of art, architecture, and journalism. Kent State also houses the Blossom Music School and the newly opened American School of Fashion Design and Merchandising. KSU has an enrollment of over 21,000 full-time students. Employees receive full state benefits. Because we are currently expanding, we are providing an opportunity for a highly motivated and talented individual to join forces with a multi-award winning staff of 22 professionals working in a recreative and supportive environment. The successful candidate will have an excellent knowledge of classical music and the fine arts; conversational delivery combined with an engaging air presence and working familiarity with several languages. Background in folk/traditional and new age music desirable. Prior professional broadcast experience necessary. Salary: \$18,000 to 21,000. Deadline: Sept. 15, 1986. Forward resume, audition tape demonstrating full range of announcing/production abilities, and three letters of recommendations to: WKSU-FM Announcer/Producer Search Committee, Kent, Ohio 44242. Kent State University is an equal opportunity employer.



## Radio & TV Programming



### Lum and Abner Are Back

...piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

## STARROCK

A revolutionary, live, **classic rock**  
format for adults 25-49. Developed  
by Jack Starr Broadcast consul-  
tants. Free demo and more info., call  
512-448-1873.

## 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 registra-  
tion, send \$2.00 postage /  
handling to:



**Broadcast  
Talent  
Agency**

73-255 El Paseo  
Suite 9C  
Palm Desert, CA 92260  
(619) 341-0225

MediaLine provides hundreds of  
television and radio journalists with  
fresh job leads. Now **ENGINEERS,  
PROGRAMMERS, PRODUCERS, AC-  
COUNT EXECUTIVES AND PROMO-  
TION PEOPLE** can get the same ser-  
vice. Learn more. 312-855-6779.

*MediaLine*  
THE BEST JOBS ARE ON THE LINE

## For Sale Stations

### FOR SALE

Old, established, fulltime AM radio station, me-  
dium expanding market, upper New York state.  
Billing over \$300,000 annually and growing.  
\$550,000 incl. real estate - easy terms - neg.  
Box H-74.

## For Sale Stations Continued



## R.A. Marshall & Co.

Media Investment Analysts & Brokers  
Bob Marshall, President

**Class A FM serving small Western market. \$650,000, terms.**

508A Pineland Mail Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

# Kepper, Tupper & company, inc.

### TOP 20—SUBURBAN

Low-cost entry - AM.  
Eminent fulltime authorization.  
Strong power increase pros-  
pects.

300 Knightsbridge Pkwy. Ste 360 Lincolnshire, IL  
312/634-9258

### ONLY \$95,000 DOWN

Colorado AM/FM combo. Positive cash flow. Contact  
David LaFrance 303-234-0405



**CHAPMAN ASSOCIATES**  
nationwide media brokers

Small market opportunities: Texas, New Mexi-  
co, Colorado. Priced from \$200,000 to  
\$600,000. Excellent terms with small cash  
down on several.

**Norman Fischer & Assoc., Inc.**  
512-476-9457

### LARGEST AND BEST SINGLE STATION MARKET IN CONN.

Daytimer with fulltime authority. Very valuable  
real estate. Best offer over \$600K net cash. Call  
M. Hassan 203-582-7999, or Box 1627, Bris-  
tol, CT 06010.

### OPERATING VHF TV

Million dollar single station market. Great place  
to live—Perfect for owner-operator—Huge po-  
tential for growth—Exc. leasing equip. Pro-  
gramed—Dave Wagenvoord, Media Broker  
213-456-8859. Brokers protected. Call col-  
lect.

### FOR SALE

all or part of a 1000 watt daytimer  
in N. Fla. Hunting and fishing  
area... #1 in market... call after  
6pm 904-584-9565.

Two Texas markets  
One AM & two FMs  
All three - \$325,000!

512/327-9570

**JAMAR-RICE CO.**

110 Wild Basin Rd. # 245 • Austin, TX 78748

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

## For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
SE	Top 50	AM/FM	\$3000K	Terms	Mitt Younts	(202) 822-8913
SW	Met	FM	\$1700K	Cash	Bill Whitley	(214) 680-2807
Rky Mtn	Met	AM/FM	\$1500K	\$250K	David LaFrance	(303) 234-0405
SE	Sm	AM/FM	\$1200K	\$200K	Mitt Younts	(202) 822-8913
MW	Sm	AM/FM	\$1150K	\$275K	Bill Lytle	(816) 941-3733
ID	Med	AM/FM	\$1000K	\$333K	Peter Stromquist	(818) 366-2554
MW	Med	AM/FM	\$900K	Cash	Bill Lochman	(816) 941-3733
SW	Met	FM	\$750K	\$250K	Bill Whitley	(214) 680-2807
SE	Met	FM	\$500K	\$150K	Ernie Pearce	(404) 998-1100
Rky Mtn	Sm	AM	\$425K	\$75K	Greg Merrill	(801) 753-8090

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### BUYERS AND SELLERS

There's never any obligation when talking to any of our professional staff

8 Driscoll Dr., St. Albans, VT 05478  
802-524-5963

- Class C combo. Alabama city. \$2.8 million.
- Class C. Coastal Calif. \$1.9 million.
- Class B combo in W. Maryland. #1 in market. \$1.75 million. Favorable terms.
- AM/FM. S.C. Ohio. \$390,000. Terms.

**Business Broker Associates**  
615-756-7635, 24 hours

## The Holt Corporation

### APPRAISALS

We have completed over one thousand Asset Value and Fair Market Value appraisals over the past twenty years; our experience as station owners, operators and brokers makes us uniquely qualified to satisfy your appraisal needs

Call John Caso in Winchester, VA at 703-662-0123 for more information.

<b>Suite 205</b>	<b>Washington Office:</b>	<b>Box 2869</b>
<b>The Westgate Mall</b>	<b>7809 Freehollow Drive</b>	<b>One Tower Park</b>
<b>Bethlehem, PA 18017</b>	<b>Falls Church, VA 22042</b>	<b>Winchester, VA 22601</b>

### BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted: 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 personal 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 classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

### MEDIA BROKERS • APPRAISERS

Put my over 30 years of service to work for you ...

**BURT SHERWOOD INC.**  
3125 Maple Leaf Dr. • Glenview, IL 60025  
**312-272-4970**



### ROCKY MOUNTAIN STATION

Underdeveloped 50kw AM, Class C FM combo. Tremendous signal. \$1,750,000.00 - Some terms available. Financially qualified only. Box H-89.

### For Fast Action Use BROADCASTING'S Classified Advertising

A successful '85 and now a great summer for this small market AM/FM in Michigan's beautiful upper peninsula. 85 cash sales of \$138,500. Positive cash flow \$200,000 with \$40,000 down with balance over 10 years at 8%. Or, \$180,000 cash. Sale includes real estate. Write Box H-85.

## EARLY DEADLINE NOTICE

Due to holiday, Monday, September 1, 1986, the deadline for classified advertising for the September 8 issue will be noon, EDST, Thursday, August 28, 1986.



# Fates & Fortunes

## Media

**Nicholas D. Trigony**, VP and general manager, KIKK-AM-FM Houston, joins Cox Enterprises Inc., Atlanta as executive VP, radio. Cox is group owner of five AM, seven FM and eight TV stations.

Appointments made in realignment of staffs at stations owned by Great Trails Broadcasting Corp., Dayton, Ohio-based owner of five AM, four FM and two TV stations: **George Wymer**, general manager, WHAG-TV Hagerstown, Md., to VP, general manager and general sales manager, WIZE(AM) Springfield, Ohio; **Hugh Breslin**, general sales manager, WHAG-TV, adds duties as general manager, replacing Wymer; **Walter Broadhurst**, VP and general manager, WING(AM) Dayton, Ohio, and WGTZ(FM) Eaton, Ohio, to same capacity at WCC(AM)-WDJX(FM) Louisville, Ky.; **David Leonard**, general sales manager, WING-WGTZ, adds duties as station manager.

**Betty Pazdernik**, VP and general sales manager, WCZY-AM-FM Detroit, named VP and general manager.

**Christopher Conway**, president, Conway Communications, St. Louis advertising agency, joins KSDO-AM-FM San Diego as president and general manager.

**David D. Boylan**, station manager, WKYC-TV Cleveland, joins WGHP-TV High Point, N.C., as VP and general manager.

**John Vera**, general sales manager, KMST(TV) Monterey, Calif., joins KCBA(TV) as VP and general manager.

**Sid Lundwall**, VP, Sonic Communications, Walnut Creek, Calif.-based multiple cable systems operator, named president.

**David Rimmer**, East Coast operations manager, ABC TalkRadio, New York, named director, station operations and services.

**William H. Shriftman**, senior VP, finance and administration, Radio Advertising Bureau, New York, joins radio division, Gannett Broadcasting, there as VP, finance and business affairs.

**Judy Seabridge**, production manager, WTEN(TV) Albany, N.Y., named operations manager.

**Ken Kaminski**, executive producer, WJXT(TV) Jacksonville, Fla., named operations manager.

**Kent A. Rice**, director, customer service, American Television & Communications Corp., Englewood, Colo., named president of ATC's Appleton-Greenbay, Wis. cable TV division.

**Linda S. Chambers**, Florida regional human resources supervisor, Group W Cable, joins Tampa Bay, Fla., division, THE ENERCOM, subsidiary of American Television & Communications Corp., as director, human resources. **William Nielson**, installation man-

ager, ATC, Indianapolis, named project coordinator, Tampa Bay division.

**Raymond K.K. Ho**, interim director, Maryland Public Television, Owings Mills, named executive director.

## Marketing



Metter

**Bert Metter**, vice chairman, J. Walter Thompson USA, New York-based subsidiary of J. Walter Thompson Co., named chairman and CEO.

**Stanley H. Katz**, chairman, Foote, Cone & Belding/Leber Katz Partners, New York, elected to board of directors and named

vice chairman. Foote, Cone & Belding Communications Inc. there. FCB and Leber Katz Partners merged earlier this year. **Thomas D. Zara**, senior VP and management supervisor, Dancer Fitzgerald Sample, Minneapolis, joins FCB/Leber Katz Partners, New York, as VP and management director. **Melissa Nettles**, management supervisor, Cappiello & Chabrowe Advertising, joins FCB/Leber Katz as account director. **Patricia Albanese**, account executive, Dancer Fitzgerald Sample, New York, and **Elissa Cohen**, account executive, Jameson Advertising, New York, join FCB/Leber Katz there as account executives.

**Robert J. Cagliero**, VP, early-morning sales, ABC-TV, New York, named VP, special program sales.

Senior VP's named at BBDO Worldwide, New York: **Arnold Semsy**, media and programming and services director; **Joseph Barrett**, and **Richard Bonette**, senior management representatives; **Bruce Meyers**, research services director.

**Carol Lee Kelliher**, executive producer, Chiat Day, New York, joins Geers Gross Advertising Inc. there as senior VP and director, radio and television production.

Appointments at DFS Dorland, San Francisco: **Jerry Luedke**, manager, operations and finance, and **Mati Otsmaa**, general manager, DFS, San Francisco, to senior VP's; **Joann Fraser**, account supervisor, to VP; **Christine M. Cacace**, **Cheryl Friedland**, and **Toni Velez-Stroup**, producers, DFS Dorland, New York, to VP's.

**George T. Corrigan**, senior VP, Richardson, Myers & Donofrio, Philadelphia office, joins Weightman Inc., Philadelphia, as VP, business development. **Mary G. Hopkins**, marketing research associate, Weightman, named marketing manager, information services. **Thomas M. O'Dwyer**, account executive, Barrett Advertising, Baltimore, joins Weightman

as account executive. **Karen Tuohey**, from New View Inc., Merchantsville, N.J., and **Michael B. Smith**, copy supervisor, Kalish & Rice Inc., Philadelphia, join Weightman as copywriters.

**Camille M. Hanson**, director, systems coordination, D'Arcy Masius Benton & Bowles, Chicago, named VP. **William J. Square**, from McCann Erickson, Houston, joins DMB&B, St. Louis, as senior art director. **Mary Ann Flynn**, media assistant, Seven-Up, St. Louis, joins DMB&B there as media planner.

Appointments at McCann-Erickson, New York: **Barbara Cullan** and **Nancy Terry**, media supervisors, to media group heads; **Carole Smith**, assistant manager, broadcast research, to manager; **Brian Battersby** and **Bruce Dennler**, media planners, to media supervisors; **Laura Dartnall** and **Cynthia Donahue**, assistant planners, to media planners.

**Sabrina Leonard**, account executive, Seltel, Houston, named sales manager. **Edward Tinney**, account executive, Seltel, Los Angeles, named sales manager. **Thomas Hoitsma**, account executive, Dallas, replaces Tinney.

**Lisa Nelson**, media supervisor, Needham Harper Worldwide, Chicago, named associate media director.

Now you can deliver your  
Sports, News, Videoconferencing  
Deep in and Around  
The Heart of Texas



**WESTERN UNION  
TEXAS VIDEO**

**LOW HALF HOUR RATES  
24 HOUR SERVICE**

**WESTERN UNION  
IS WELL CONNECTED  
...TO**

**MAJOR GATEWAYS IN TEXAS**

- MORE THAN 25 TV STATIONS
- TEXAS A&M
- REUNION ARENA
- NEW!! ENG RECEIVE SERVICE

**PLUS SATELLITE DELIVERY**  
CALL DEBBIE MEYER AT (214) 748-7409



3166 ONE MAIN PLACE, DALLAS, TEXAS 75202

**Mary Ann Terlinden**, media buyer, Fahlgren & Swank, Cincinnati, named senior media planner.

**Joseph D. Eisberg**, general sales manager, WTZA(TV) Kingston, N.Y., joins Katz Continental Television, New York, as sales executive.

**Julie Troy**, account executive, WGN(AM) Chicago, joins CBS Radio Representatives, San Francisco as account executive.

**John McCormick**, from Foote, Cone & Belding, Chicago, joins Wyse Advertising, Cleveland, as account executive.

**John Wettersten**, associate marketing director, Frank N. Magid Associates, Marion, Iowa, and **Lynne Steinberg**, account executive, WXON(TV) Detroit, join TeleRep Inc. as account executives, Chicago office. **Marge Lewis**, broadcast media manager, Martin Williams Advertising, Minneapolis, joins TeleRep there as account executive.

**Susan Donnelly**, account executive, WQRS-FM Detroit, joins Republic Radio there as account executive.

**Grant Dahlke**, recent graduate, University of Wisconsin, Whitewater, joins Sander Allen Advertising Inc., Chicago, as assistant account executive.

**Patricia Kehoe**, marketing consultant, Showtime/The Movie Channel, New York, joins Lifetime Network there as director, sales support. **Michele Levine**, sales assistant, Lifetime, to senior sales assistant.

**Sidney Ginsberg**, account executive, Eastern region. **Nicholas Loria**, account executive, *Advertising Age*, New York, joins USA Network as account executive, advertising sales, Eastern region.

**Andrea C. Roberts**, account executive, WXRK(FM) New York, named account executive at Rainbow Advertising Sales Co., subsidiary of Cablevision Systems Corp., Woodbury, N.Y., specializing in cable advertising.

**Walter G. Barry Jr.**, former general sales manager, WOKJ(AM) Jackson, Miss., joins WPVA(AM)-WKHK(FM) Colonial Heights, Va., as general sales manager.

**Timothy W. Evard**, VP, marketing, American Television & Communications Corp., Indianapolis division, joins ATC subsidiary, THE ENERCOM, Tampa Bay, Fla., division, as VP, marketing.

**Glenn Cardinal**, account executive, WHYN(AM)-WHFM(FM) Springfield, Mass., named sales manager.

**Gwen Y. Daily**, account executive, WEEK-TV Peoria, Ill., named local sales manager. **Lisa R. Upham**, sales manager, Credit Bureau of Peoria, joins WEEK-TV as account executive.

**Jeff Dinetz**, national sales manager, WHTZ(FM) Newark, N.J., named local sales manager.

**Jim Schuessler**, marketing specialist, KDSM-TV Des Moines, Iowa, named national sales manager.

**Stephen T. Roll**, account executive, KYW(AM) Philadelphia, joins WCAU(AM) there as national sales manager.

**Harry Remboldt**, account executive, MMT Sales Inc., New York, joins WHEC-TV Rochester, N.Y., as national sales manager. **Steve**

**Ozzano**, planning supervisor, Young & Rubicam Inc., New York, joins WHEC-TV as account executive.

**Ron Briggs**, account executive, KCCI-TV Des Moines, Iowa, named national sales manager.

**Ritchard P. Homberg**, sales manager, KMEO-AM-FM Phoenix, joins WINS(AM) New York in same capacity. Account executives appointed at WINS: **Linda Lerner**, account executive, WHLI(AM)-WKJY(FM) Hempstead, N.Y.; **Sandra Abrams**, senior research analyst, TeleRep, New York; **Lauren Podesta**, account executive, Christal Radio Sales, New York.

**Linda Carpenter**, former art director, The Brady Co., Milwaukee, joins WISN-TV there as art director, creative services department.

**Sandra K. Staggs**, local sales manager, Viacom Cablevision of Nashville, named marketing manager. **Kathleen G. Falk**, administrative assistant, named marketing coordinator.

**David M. Foreman**, media director, Waters Advertising, Newport News, Va., joins WNOR-AM-FM Norfolk, Va., as co-op specialist.

**Dan Wall**, salesman, KSAS(TV) Topeka, Kan., named account supervisor.

**Roy Wade**, former account executive, WXYT(AM)-WNTM(FM) Detroit, joins WXYZ-TV there as account executive.

**James M. McGovern**, account executive, KJR(AM)-KQKT(FM) Seattle, joins KOMO-TV there as account executive.

**Kurt D. Krueger**, local sales manager, KGLD(AM)-KWK-FM St. Louis, joins KMOV-TV there as account executive.

**Carol Ayn Youschak**, marketing consultant, WOKQ(FM) Dover, N.H., joins WMUR-TV Manchester, N.H., as account executive.

Account executives appointed at WVBF(FM) Framingham, Mass.: **Joanne Saint'Angelo**, sales representative, Pfizer Inc.; **Gary Bernier**, account executive, WFNX(FM) Lynn, Mass.; **Vincent Montesano**, account executive, WEIM(AM) Fitchburg, Mass.; **Billie Berkowitz**, advertising sales manager, *Business Digest* magazine, Worcester, Mass. **Joanne Roderigues**, production coordinator, advertising department, Paragon Travel, Boston, joins WVBF as sales coordinator.

## Programing

**Peter Alex**, producer, Gaylord Production Co., Los Angeles, named executive VP, development. **James Mahoney**, private attorney, joins Gaylord as VP, development.

**Eric Schotz**, producer, Paramount Domestic Television, Los Angeles, joins Access Syndication, Studio City, Calif., as senior VP, production and development.

**George Valera**, former president, Coral International Television Corp., Coral Gables, Fla., joins newly formed Global Vision Group Inc., Miami-based TV program distributor, as president.

**Melvyn B. Smith**, program services director, Tribune Broadcasting Co., Chicago, named VP, programing.

**John S. Pike**, executive VP, network television division, Paramount Pictures Corp., Hollywood, named president.

**George Keramidas**, VP, television research, ABC Entertainment, named VP, program planning and scheduling. **Judd Parkin**, director, mini-series and novels for television, NBC, Los Angeles, joins ABC Entertainment there as executive producer, motion pictures for television.



Pike



Keramidas



Lucas



Hendler

**Gus Lucas**, VP, and assistant to president, ABC Entertainment, New York, joins Viacom Entertainment Group there as executive VP.

**Hilary Hendler**, station manager, WNBC-TV New York, joins Orbis Communications there as senior VP, general sales manager, station sales.

**Anthony Dwyer**, central region manager, Group W Productions, Chicago, named VP, domestic sales manager.

**Gary Schonfeld**, sales director, Eastern region, Westwood One Radio Networks, New York, named VP, and New York sales manager. **Greg Batusic**, sales director, Midwest region, Westwood One, Chicago, named VP, Midwest sales.

**David Himelfarb**, director, movies and mini-series, Warner Bros. Television, Burbank, Calif., named director, series development. **Susan Horowitz**, VP, program development, Doyle Dane Bernbach, Los Angeles, joins Warner Bros. as director, current programing.

**Denise Oliver**, program director, WYNY(FM) New York, joins United Stations Programing Network there as programing director. **Bob Bartolomeo**, announcer, WMZQ-AM-FM Washington, joins United Stations as manager, sports and entertainment unit.

Appointments at Lifetime cable network, New York: **Pat Paluzek**, account coordinator, to manager, on-air promotion and scheduling; **Helen Johnson**, secretarial administrator, to senior secretarial administrator; **Lisa Kaye**, administrator, Capital Cities/ABC Inc., video entertainment division, to personnel manager.



## Help Wanted Management

### PROMOTION MANAGER

WJLA-TV (ABC affiliate) in Washington, DC, has immediate opening for top-notch promotion manager. Position requires minimum 3 years hands-on experience as a promotion manager with skills in marketing, planning and budgeting, directing ad agencies, staff supervision, and a keen sense of good taste and knowledge of advertising and promotion. Qualitative and quantitative research background a plus.

Excellent compensation & benefits package comes with this highly visible position.

Send resume to:  
John Long, WJLA-TV 7  
4461 Connecticut Ave., NW  
Washington, DC 20008  
EOE

### DIRECTOR OF RETAIL MARKETING

Television Bureau of Advertising. Seek retail (dept. store or mass merch.) background and/or TV sales/ mktg. Job requires thorough knowledge of retail, excellent communications skills, ability to make major retail presentations, sales calls on retailers and serve as retail resource to TvB staff. Some travel; NYC based. Resume and salary requirements to W. Westphal, TvB, 477 Madison Ave., New York, NY 10022. No phone calls.

### Engineering Manager for NASA Television Contract at JSC

BSEE with at least 10 years of analog/digital circuitry and television systems design experience with 5 years of engineering management experience. Microprocessor applications a plus. Responsibilities include management of engineering personnel and interface with NASA management. Salary commensurate with experience, good benefits. Send resume to: Jeff Van Pelt, StellaCom, Inc., 501 North I.H. 35, Austin, TX 78702 512-473-2020.

## Help Wanted Programing, Production, Others Continued

### INVESTIGATIVE PRODUCERS

CNN special assignments. DC is looking for a thoroughly experienced investigative producer. Must be able to write and supervise all phases of production. Send resume and tape to: Barbara Davis, CNN Special Assignments, 111 Massachusetts Ave., NW, Washington, DC 20001. EOE.

### Promotion Writer/producer

Southern New England's #1 station is looking for an aggressive, innovative writer/producer. If you think fast, write great copy and produce top quality promos that stand out from the rest (especially for news) this Top 25 station wants you!

We're a Post-Newsweek station, committed to quality and excellence.

Send resume, reel, radio/print samples to:

Lisa Thaler  
Promotion Manager  
WFSB  
3 Constitution Plaza  
Hartford, CT 06115

An Equal Opportunity Employer

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### Senior Producer PROGRAMMING

Be part of a successful show in America's #1 city. Seasoned, creative, hardworking field producer needed for senior position on Evening Magazine. Responsible for development through post-production of weekly segments. Must have three years experience in field feature production. EOE

MUST SUBMIT RESUME, WRITING SAMPLES AND VIDEO CASSETTE OF 3-5 FEATURE SEGMENTS TO:



KDKA-TV  
ONE GATEWAY CENTER  
PITTSBURGH, PA 15222

## Help Wanted Programing, Production, Others Continued

### NEWS PROMOTION PRODUCER

Houston's fastest growing station is looking for an experienced news promotion producer with fantastic writing skills. Must be able to handle demanding deadlines and work closely with news dept. If you've got a dynamite reel, send it along with a resume and references to:

Emily Barr  
Adv. & Promo Mgr.  
KHOU-TV  
1945 Allen Parkway  
Houston, TX 77019



(No phone calls, please)

### MIDWEST MAJOR MARKET STATION

Looking for director with solid background in news. We have state of the art equipment -- Your creativity will get the most out of it. Main responsibility is directing news. This job requires an energetic, proven leader. Minimum 3 yrs. experience directing news. Good salary & benefits. Equal opportunity employer. Box H-51.

## ALLIED FIELDS

### Help Wanted Management

#### SALES MANAGER

Rise to the challenge of broadcast audio sales. Direct the sales effort of this well established manufacturer. Your credentials should be those of proven successes. Salary and benefits will be commensurate with your ability. Apply to Box H-90.

### 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

### Dynamic field correspondents wanted for a new one hour TV special covering international crime.

Must have one year on-camera experience and willing to travel the world.

Send resume and tape to:

Anne Ostrenko  
Howard Int'l Film Group  
9255 Sunset Blvd.  
Suite 1122  
Los Angeles, CA 90069

## RADIO

### Help Wanted Sales

#### Radio Sports Sales

Katz Radio Group Sports, a unit of the Katz Radio Group, America's largest station representative, is seeking an aggressive salesperson. This self-starter will have the responsibility of selling sponsorships for the Katz Radio Group, which represents the largest number of professional and collegiate radio sports properties in the country.

If you have the initiative, desire and drive to canvass and close regional and national accounts, and you are eager to work for a company that recognizes the potential for growth, please send your resume in confidence to:

Dave Halberstam  
Vice President, Manager  
Katz Radio Group Sports  
One Dag Hammarskjold Plaza  
New York, NY 10017 212-572-5508  
**KATZ COMMUNICATIONS INC**  
An Employee-Owned Company



Katz. The best.

## Help Wanted Technical

# SHORTWAVE ENGINEERING MANAGER

Herald Broadcasting, a subsidiary of The Christian Science Monitor Syndicate, has an immediate need for a qualified individual to oversee the installation and operation of our new 500 kilowatt short-wave broadcasting station. The station, which will begin testing in September and commence full-scale operation in January 1987, is located near Bangor, Maine.

Qualified applicants should hold an FCC license, have an engineering degree (or equivalent in hands-on experience), and have a solid broadcast engineering background with a strong emphasis on managing high powered transmission facilities.

Please call or send your resume to Peggy Heeg, The Christian Science Publishing Society, P818, One Norway Street, Boston, MA 02115. Tel. 800-225-7090.

### Help Wanted Programing, Production, Others

#### JOYNER BROADCASTING COMPANY

is expanding to 3 more top 100 markets by 1-87. We're seeking top management pros; engineers, & air personnel. Successful track record is required. Formats vary including Urban Rock. Resume with references to: Tom Joyner, Pres., P.O. Box 1125, Cary, NC 27511. EOE.

### Situations Wanted Management

#### GROUP VICE PRESIDENT

Major group general manager now ready to put 28 years of complete experience to work directing your group operation. Past successes in programing, sales staff development, and bottom line management. Great people skills and organizational abilities. Understands centralized and decentralized environments. Reply in full confidence to Box H-65.

#### LOOKING FOR A GM?

Total Broadcast Background.

Don J. Weir  
503-343-5602

## TELEVISION

### Help Wanted Sales

# SYNDICATION SALES EXECUTIVES

Vital, growing syndicator is expanding sales staff in major territories.

If you are a strong, creative sales Vice President or know that you are ready to be a Vice President, our organization has top positions to fill with people who know their business and are brimming with confidence.

All replies will receive a prompt response.

We plan to move forward, do you?

Our staff knows of this ad.

Box # **H-100**



**California top 75 gold/A/C** seeks dues-paid morning entertainer with creative selling and production skills. Structured format, pro organization. Send your best air check and resume to: Gary Conard, Box 260, Bakersfield, CA 93302.

#### HELP WANTED TECHNICAL

**Experienced chief** for market's top combo. Directional fulltime AM, Class C FM. Salary, insurance, profit sharing with growing company. WEBC/WA/C 218-728-4484.

**Director of engineering.** Must be familiar with studio construction and 2-way aircraft installation. Extensive travel required for national network operation. Looking for a motivated self-starter. Send resume to Jack Valinski, Metro Traffic Control, 4828 Loop Central Drive 800, Houston TX 77081. EOE.

**KMJQ Houston** seeking chief engineer. You must have minimum 7 years on job in medium to large market FM and really know your radio. Send resume and references to Director of Engineering, Keymarket Communications, 804 Carolina Ave., N. Augusta, SC 29841 EEO. Please no calls.

#### HELP WANTED NEWS

**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.

**Authoritative morning-drive anchor** for WOR radio in New York. Must have five years major market or network experience. Excellent writing, reporting and conversational on-air style. Send tape, resume and a brief description of your qualifications to Bernard Gershon, Managing Editor, WOR Radio, 1440 Broadway, New York, NY 10018. No calls will be accepted. EOE.

**Radio news director** KWMU, St. Louis' NPR station, is looking for a news director. Undergraduate degree in journalism, speech communication, or related area and 2 years of experience in news broadcast necessary. Additional news experience in broadcasting and Masters degree are desired. Application deadline: September 8, 1986. Send resumes to: University of Missouri-St. Louis, Personnel Office, 8001 Natural Bridge Road, St. Louis, MO 63121. The University of Missouri is an equal opportunity employer.

**News opening** WKSU is looking for a top-flight news/public affairs coordinator to oversee the station's local news effort. Duties will include the gathering, production, and delivery of local news and information programming as well as supervision of WKSU's news staff. Other duties as assigned. WKSU is a growing 50,000 watt, 22-member professionally staffed, NPR/APR affiliate serving a population base of 2.5 million in America's 12th market: the Cleveland, Akron & Canton areas of northeast Ohio. Our weekly audience exceeds 100,000 (source:ARB) making us the most listened to fine arts radio station in the area. The station regularly produces news and public affairs information programming for national distribution and has won numerous honors for its efforts, including an American Bar Association Golden Gavel Award and an Ohio State Award. WKSU is based at Kent State University and employees receive full state benefits. The successful candidate will have an extensive background in news and broadcast journalism, with seasoned news gathering and delivery abilities. Interviewing and production skills are required. Must have prior professional broadcasting experience and appropriate bachelor's degree. Salary: \$18,000 to 21,000. Application deadline: September 8, 1986. Forward resume, demo tape and 3 letters of reference to: WKSU News Search Committee, Kent, OH. 44242. Kent State University is an equal opportunity employer.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**WTPI**, full-service A/C FM, is seeking a person with significant programming experience. Candidate must be familiar with A/C format and a team leader. Send resume, presentation tape and statement of management philosophy to WTPI, P.O. Box 1079, Indianapolis, IN 46206. Deadline 9/5/86. No calls please. EEO M/F.

**Operations director** For south Florida's 100,000 watt music station-WCVU-FM. Experienced in beautiful music - easy listening format required. Send resume and tape: Personnel Dept. Palmer Communications Centre 333 8th Street South Naples, FL 33940. Equal opportunity employer.

**Leading MOR** seeks creative prod. mgr./wknd. personality. Major on-air exp. Strong writing, necessities. Tapes to: Prod. Mgr. Box 60 Washington, DC 20044.

**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 sample/tape/salary to GM WNNJ/WIXL Box 40 Newton, NJ 07860 M/F. EOE.

**Experienced PD** California daytimer - SF area, excelling on air, copy production, promotion, music/audience research, community involved programs. Salary commensurate. Box H-96.

**News & production** Florida easy music FM has immediate opening for strong mature veteran. News writing/reporting and some production. Super stable operation, 23 years same format. Tape/resume to Chip Green, WRIT, PO Drawer 359, Stuart, FL 33495 EOE.

**Southern Gospel DJ** for 100,000 watt Christian FM serving NC and SC. Very promotion oriented format. Applicant must possess strong production skills and great personality. Aircheck and resume to: Chuck Lewis-WSTS P.O. Box 529 Laurinburg, NC 28352 EOE M/F.

#### 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.

**Interim management.** Over fifty years radio experience, definitely not retired. For temporary management anywhere - call Charles E. Seebeck, "always working" - Staunton, Virginia. 24 hour phone 703-885-4850. Someone you know knows me!

**Let me lead** your small market station to financial success. Currently OM, looking for first GM position. College grad. with nine years experience. Sales, promotion and community oriented. Box H-28.

**Creative marketing director** seeks group or major station challenge. Strong analytic, promotion, and advertising skills with flair for research. Northwestern MBA. Write Box H-98.

**Radio is like Reagan;** old, inflexible, fearful and pathetic. If you're bright enough to own it, why not do something with it? I'll gamble with you! 30 years network, O&O, major affiliates, business and creative success. It takes balls to play hardball. Jack 206-451-1895.

**General manager:** former owner who made his profit looking to help you make yours. Box H-87.

#### SITUATIONS WANTED SALES

**Broadcast professional** seeks September or October opportunity in Mid-west or South-west! Sales/announcing combination my forte! I'm affordable! Box H-58.

**Radio-TV-Cable** sales manager, employed, major market, seeks upward move. Well qualified. 415-731-0395.

**Motivated money producer** big band era and MOR salesman and lively unique air personality. Strong customer service. Listener oriented. Currently employed, Box 3905 Cheyenne, WY 82003.

#### SITUATIONS WANTED ANNOUNCERS

**Attention eastern small markets:** Experienced announcer with production skills seeks air shift (A/C, Country/AOR). Hardworking and dedicated with 24 hour work habits. Call Larry after 7pm, EDST 301-475-3186.

**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.

**AC, AOR, CHR, Talk.** 17 years experience. NYC. Philadelphia, Boston. Straight or personality. Call John 617-255-9149.

**Talented Black male announcer** with print news experience seeks immediate entry level position. Karl Gayle 212-325-5451.

**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.

**The MOJO-MAN** (Sid Grubbs) is alive and well and living in Tampa, FL. 813-621-8410 and Pittsburgh, PA 412-947-5424.

**Eye goofed!** Former American Forces Network announcer, who left profession, wants to return. Personable, financially secure, degree. Seeks part-time, weekend duty. Prefers AC, Oldies format in SW Penna. Recent tape available. Howie 412-837-6149.

**Need help on 10-3 slot?** I will build audience and increase commercial sales using old fashioned hard work. Entertaining format gives much more than just music. Jerry Mack 718-784-1181. Prefer Florida, Southeast coast, southwest.

#### SITUATIONS WANTED TECHNICAL

**Radio engineer** with 16 years experience as chief engineer, non-drinker, family, will consider any area. Write Box H-99.

#### SITUATIONS WANTED NEWS

**Currently living in N.Y.C.** and employed with management co. Eager to break into radio news. Some experience, hard worker, have car, money no object. Call for tape and resume including, street work, and writing samples with cover letter Robert Brown business number 212-867-7020.

**#1-rated anchor**, top 30's market, seeks to relocate. Excellent track record. Stable. Box H-70.

**Has your major or large market** news department lost its punch? Demographic, people-oriented ND available. Innovator, motivator, winner. 901-794-4695.

**Sportscaster:** eleven years experience multi-award winner. PBP, reporting, newswriting. Looking for a new challenge in sports or news. 303-241-6452.

**Network foreign correspondent** returning to USA seeks daily commentary slot with network, station or syndicator, New York City. Upbeat, conversational pieces on politics, society and business. Can double as newscaster (did network hourlies/features and all-news anchoring before going abroad.) Box H-79.

**Sports director, ready** for medium market, ready to relocate. PBP minor league baseball, junior college basketball, playoff football. Enthusiastic, hard-working. David: 618-627-2844.

**4 years NYC** writing, public affairs and radio promotions. Medium to small market. Energetic, creative 201-374-2206.

**Cream of the crop sportscaster** prepared to plow bigger fields. Sport-smart, glib, colorful, credible; play-by-play incredible! Track record impeccable. Hear it or weep. Barry, 802-885-9428.

**Anchor/reporter** 4 years experience. Excellent delivery and writing skills. B.S. in Journalism. 713-869-2100.

**Experienced TV and radio meteorologist** seeks position in medium-size market. Box H-92.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Had my first taste of experience**, now ready for full time position. Working knowledge of video. Willing to relocate. Alan Miller, 615-832-8022.

**Humor writers.** Freelance. Free samples. Robert B. Makinson, GPO Box 3341, Brooklyn NY 11202. 718-855-5057.

**Let's talk!** Did your major market station bill five million last year? If not and if you're open minded about doing inexpensive, local "talk" this could be the most profitable call you'll ever make! 815-645-8012.

**AOR upbring.** Two years experience. Help with copywriting, production, air, and even your softball team. Lots of ideas, and energy. T & R upon request. Toby 503-726-1663.

**AOR/CHR program director.** Over 8 years experience. Billboard award winner. BSC. Mark Lapidus 703-533-3581.

**Professional broadcaster** seeking challenge in programming, production, and promotion. Prefer country or adult contemporary. 214-539-0877.

**18-year Midwest pro** seeks Denver/Chicago challenge. Acclaimed creative producer. Bright on-air capability, Character voices. Actor/musician. 1546 S 14, Fargo, ND 58103. 701-232-1975/235-3516.

**Successful PD.** Last book plus three points. AOR, also CHR/AC background. Creative, organized, stable. Talented air show and production. Rick Singer 216-833-7411.

**You can't learn broadcasting from books!** Recent graduate with radio and TV internship experience (Westinghouse) seeks appropriate entry-level production/announcing situation. Eastern market preferred but not essential. Make a solid investment! Consider an energetic dedicated broadcaster! Let's keep ratings up! Contact Zack at 301-889-4500.

#### MISCELLANEOUS

**Solve your sales training problems!** do it by mail... \$195 annually per station. Weekly classes for 52 weeks. Write Results Radio, P.O. Box 851743, Richardson, TX 75085-1743.

## TELEVISION

### HELP WANTED MANAGEMENT

**Chief engineer** needed for NBC affiliate in attractive Northeast market. Must be strong, aggressive manager with talent for supervising people and working effectively with department heads. Transmitter experience plus latest satellite and state-of-the-art production facilities knowledge a must. Reply to General Manager, WBRE-TV, 62 South Franklin St., Wilkes-Barre, PA 18773. EOE.

**Local sales manager:** NBC affiliate in small mid-Atlantic market seeks achievement motivated local sales manager. Experience with direct and agency television sales is required. Please send resume and cover letter outlining sales philosophy. EOE. Box H-52.

**Sky Channel of the Pacific** is seeking a project director to design and administer activities for the planning of public telecommunications systems to serve the US Trust Territory of the Pacific Islands. Qualifications include knowledge of broadcasting, education, satellite and related technology; previous experience in telecommunications planning and work with Pacific or other regions of the developing world. Application deadline September 5. For further information contact either: John Gilliam, Sky Channel of the Pacific, 251 Martyr St., Suite 105, Agana, Guam 96910, (Country Code 671) 653-1270. William Cooperman, PTFP/NTIA, Room 4625, Department of Commerce, Washington, DC 20230. 202-377-5802.

**Promotions:** medium market network affiliate in the Southeast is looking for a promotions manager to initiate and coordinate the promotion and marketing activities of this No. 1 station. We're looking for someone with a strong television background and experience in administration, problem solving, creative writing and strategy and is committed to promoting a station that wants to remain No. 1. Box H-73.

### HELP WANTED SALES

**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.

**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.

**Top independent station KPHO-TV,** Phoenix seeks experienced account executive with 3 years in TV sales preferred. Send resume to Local Sales Manager. EOE.

**Local sales manager:** for sales committed affiliate in top 75 market. We need a tough pro to take us to our goals. Position available now. Send resume and salary requirements to Box H-56. An equal opportunity employer.

**Local sales manager.** No. 1 independent in the Carolinas (37th market) is seeking local sales manager. Three to five years local independent television sales and sales management experience. Proven leadership qualities and ability to train and motivate others. Retail and co-op advertising knowledge a plus. Send resume and salary requirements to Doris Friend, Personnel Manager, WHNS-TV21, Interstate Court at Pelham Rd., Greenville, SC 29607. EOE. M/F.

**Account executive/#1 station** in market seeking a local account executive. Broadcast advertising experience requested. Send resume by September 5, 1986 to Personnel Director, WTRF-TV, 96 16th St., Wheeling, WV 26003. EOE.

**Regional sales manager:** for strong independent in Southeast. Must have knowledge of NSI/ARB/BAR - and research experience, minimum 2 years local or national sales. Individual must be self motivating, with ability to travel in-state. Commission and benefits negotiable. Only serious inquiries please. Send resume to Andy Comegys, P.O. Box 17900, Jacksonville, FL 32216. A Malrite Communications Group station, an equal opportunity employer.

### HELP WANTED TECHNICAL

**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.

**Chief engineer.** UHF Miami, Florida, market. Experience in all phases of broadcast engineering and good management background required. Send resume to: Box H-42. EOE.

**TV broadcast transmitter engineer:** Must have extensive experience with broadcast transmitters and hold valid FCC operators license. RCA "F" line experience a plus. Must have ability to troubleshoot and maintain terminal gear, STL, ENG/EPF microwave, digital systems and earth station hardware. Experienced only, please. EOE. Contact: William Seaman, Manager of Engineering, WTVN-TV, 1261 Dublin Rd., Col., OH 43216. 614-481-6663.

**Remote engineer** position open on mobile unit. Must have strong tech maintenance background, Ampex VPR-2Bs, Grass Valley switching, Chyron 4100, Ikegami cameras, salary commensurate with experience. Call Ken Gardner, 317-463-1800, WLFI-TV, Inc., Box 7018, Lafayette, IN 47903.

**Palm Springs.** NBC affiliate needs hands-on working chief engineer. Maintain studio equipment, UHF XMTR, KU band satellite. Call John Conte, KMIR-TV, 619-568-3636, P.O. Box 1506, Palm Springs, CA 92263.

**Chief engineer** for UHF TV station needed. Must have a minimum of 5 years in television maintenance of technical equipment involved in color TV production, recording, and transmission plus supervisory experience. Experience in the maintenance of logs and the preparation of FCC reports is also required. Qualified applicants only. Send resume to General Manager, P.O. Box 59020, Birmingham, AL 35259. EEO.

**Television engineer** to maintain, operate and repair broadcast TV equipment including Chyron character generator, studio and remote 3-tube plumbicon cameras, broadcast on-inch VTRs, and other broadcast quality equipment. AAS in electronics or equivalent plus 6-10 years experience or additional education. Closing date: Sept. 5, 1986. Send resumes to RIT Personnel, Rm. #0328, P.O. Box 9887, Rochester, NY 14623-0887. AAE/EOE.

**Maintenance engineer.** KDAF-TV/Dallas has an opening for a maintenance engineer. 3-5 years experience in all phases of broadcast television maintenance. FCC General class or SBE certification. Applicant must possess knowledge and ability to maintain and repair 3/4", 1" and 2" video tape equipment. Send resume to: Joseph A. Maggio, CE, KDAF-TV, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

**RF engineer:** Immediate opening for an experienced television transmitter engineer. Must have FCC first class license, experience with Harris BT-18H or TV-30H, Farinon and MACOM microwave, use of Tek spectrum analyzers, perform weekly/monthly and annual proofs. Send resume, application, and salary requirements to: Engineering Dept., KGGM-TV, 13 Broadcast Plaza, SW, Albuquerque, NM 87104. EOE.

**Video maintenance engineer:** TV production company in Dallas seeking staff video maintenance engineer w/minimum 2 years experience with 1 and 2 inch VTRs, computerized editors, video switcher and telecine systems. Excellent working conditions: full benefits package. Send resume to: Gene Carter, Director Operations, Southwest Teleproductions, 2649 Tarna Dr, Dallas, TX 75229-2222.

**New England independent** seeks maintenance engineer with at least three years of UHF experience. Send resume and salary requirements to Box H-75.

### 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, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. No phone calls, please. EOE, M/F.

**Dominant CBS affiliate** is searching for a 6 & 10 anchor. Salary commensurate with experience. If you have at least one year anchoring experience, send your resume & tape to Peggy Quinn, News Director, KAUZ-TV, P.O. Box 2130, Wichita Falls, TX 76307. No phone calls, please.

**Assignment editor:** WTEN-TV, Albany, NY seeks creative, energetic person to run assignment desk. Familiarity with Capital District of NY State preferred. Applicants should have two years TV experience and good people skills. Send resume and cover letter explaining why you're the person for us to: John Turell, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. EOE.

**Meteorologist:** ABC affiliate has immediate opening to anchor weekday early and late newscasts. Please send resume and tapes to: Ron Wildman, WGXA, Box 340, Macon, GA 31297.

**Co-anchor/reporter.** Public television station in 43rd market serving Pennsylvania state capital, is seeking co-anchor/reporter to team up with female co-anchor for daily news program. Must have minimum of 3 years experience and a demonstrated ability to interview public officials. Send resume and tape to: Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EEO.

**Producer.** Public television station in 43rd market seeking producer for weekly Pennsylvania statewide program with "Nightline" format. Must have a minimum of three years experience with ability to deal with public officials and produce news packages. Send resume and tape to: Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EEO.

**Central Florida's** leading news station needs an experienced anchor to work weekends with existing male co-anchor. Rush non-returnable air check to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. No agents, beginners, or phone calls, please. WFTV is an equal opportunity employer.

**Weather anchor** sought for 6 and 11 newscasts in small market network affiliate. AMS seal preferred. Tape and resume to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

**Meteorologist:** NBC affiliate wants experienced meteorologist with good communication skills and AMS seal. Knowledge of liveline 3 essential. Exciting weather area. Tape and resume to Alan Goldstein, News Director, WECT-TV, P.O. Box 4029, Wilmington, NC 28406. EOE.

**Reporter.** We are looking for the best. If you are a strong writer, aggressive, independently motivated and street-wise, you should apply for this reporter position. Only experienced need to apply. Send tape and resume to Bilye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73111. EOE, M/F.

**Television news executive producer.** Motivated, organized, innovative, newsperson, must have reporting, producing and assignment desk experience. Strong writing background a necessity. Dynamic work environment, great management training. EOE; minority and women applicants encouraged. Send resume to News Director Box H-80.

**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.



## HELP WANTED INSTRUCTION

**Instructor: electronics media.** Electronics media instructor. The mass communication program at Fort Valley State College is now accepting applications for a faculty position in the area of electronics media for the fall, 1986 academic session. Minimum qualifications: master's degree in journalism, mass communications, media arts or related field and minimum of three years professional or media teaching experience involving the use and/or management of any combination of audio, video, audio/visual, photographic, radio or television production. The major responsibilities are to teach audio-visual, broadcasting and one other area of interest in a year college program with emphasis on hands-on instruction in classroom, field and studio settings. Assist as advisor for development of electronic media elements within the Mass Communications program. Advise student organization within the program. Salary commensurate with qualifications and experience. Send letter of application, resume, official transcripts, and three letters of recommendation to L. Dan Archer, Chairman Search Committee, Mass Communication Program, Fort Valley State College, Fort Valley, GA 31030.

## HELP WANTED TECHNICAL

**Broadcast engineer:** Challenging position with rapidly growing consulting firm specializing in appraisals, knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume and salary history to: Broadcast Investment Analysis, Inc. Box 17307, Washington, D.C. 20041.

## HELP WANTED PROGRAMMING, PRODUCTION AND OTHERS

**Experienced videotape editor.** Growing Boston 1-facility seeks talented editor. Minimum 3 years experience. Rate/Dataton and DVE experience preferred. Must work well with wide variety of clients. Send resume to Bob Hurwitz, Audvid Productions, 1380 Soldiers Field Road, Boston, MA 02135.

**The University of Iowa Director of the Office of Public Information and Assistant to the President.** The University of Iowa invites nominations and applications for the position of director of the office of public information and assistant to the president. The director of public information serves as the principal advisor to the president in the broad area of public relations and directs the university's internal and external communications program. The director reports directly to the president and supervises senior professional staff responsible for public information, state relations, publications and printing, and the university's general news and information services. The University of Iowa is a major research institution currently serving a student body of 29,000. Founded in 1847, it was the first state university to admit men and women on an equal basis and the first to accept creative work in lieu of the traditional graduate thesis in the arts. The university comprises 10 colleges and has the nation's largest university owned teaching hospital. The person appointed should be a vigorous, imaginative, and articulate leader who will design and implement a comprehensive strategy to effectively communicate the university's purposes, values, and achievements within Iowa and nationally. Working with search committees and deans, the director will strengthen a program linking the university's academic and research activities with applicable corporate and governmental groups. The appointee will have substantial experience in public relations, governmental affairs, academic communications, or related fields. The successful candidate will have particular strengths in writing, in managing a large and complex organization, and working with people, and the ability to develop, lead, and inspire a talented professional staff. The director will serve as the key liaison between the faculty staff, and administration officers of the university and media representatives, and governmental officials. This person must have a keen sensitivity to academic priorities and a strong commitment to the intellectual values of a comprehensive university. Candidates with first-hand experience in a research university will have a distinct advantage. Position available immediately; salary commensurate with qualifications; excellent fringe benefits. Screening will begin immediately. Nominations of and applications from women and members of minority groups are especially encouraged. A resume with a covering letter should be sent to: Professor Derek H. Willard, Chair, Director of Public Information Search Committee, 201 Gilmore Hall, The University of Iowa, Iowa City, IA 52242. The University of Iowa is an affirmative action, equal opportunity employer.

## Vendor support marketing consultant: seeking high-

ly motivated individual for marketing division of communications corporation. Must have at least three years experience conducting vendor meetings with a salary with excellent benefits. If you are a quality-oriented person with excellent communication skills, please send resume to P.O. Box 5787, Virginia Beach, VA 23455.

**Editors** needed for rapidly expanding post-production facilities in Florida. Experience in multi-format computer editing and digital effects essential. Competitive salary with excellent benefits. If you are a quality-oriented professional, contact Ted S. Johnson, President, Florida Production Center, 150 Riverside Avenue, Jacksonville, FL 32202. 904-354-7000.

**Experienced CMX editor** for progressive video tape post production facility in Detroit area. Send resume or contact Bernie Green, President, Postique, Inc. 23475 Northwestern Hwy., Southfield, MI 48075 313-352-2610.

**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.

**EMPLOYMENT SERVICES**

**Media Marketing finds opportunities** for career-minded individuals who thrive on professionalism. Television and radio. 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 Inurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

**Wanted: Santa Monica Colleg TV/Media program** is seeking donations of quality video production and editing hardware. Please contact Peter Padua at 213-452-9330.

**FM transmitter:** 2.5, 5, 10kw. Ms5 Exciter, G.A. Bonei, 809-834-5500, Box 43, Mayaguez, P.R. 00709-0043. 884-0888.

**AM and FM transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

**FM transmitters:** 25 kw-Sparta 625 \*\* 20 kw -CCA 20,000DS\*\*5kw-Bauer 605 B, RCA BTF 5E1, AEL 5KE, RCA BTF 5B\*\*3.5 kw-McMartin 3.5\*\* 1kw-Syntronics 1.5 kw, Gates FM1C, Transcom Corp. 215-884-0888.

**AM transmitters:** 25 kw-CSI (1985)\*\*5 kw-ITA 5000A 1 kw-Harris SX1, RCA 1N\*\*250W-Gates 250 Gy, Transcom Corp. 215-884-0888.

**Exciters\*\*Verisoun V322, 1 yr. old, also Collins 31022, McMartin B9-10, Harris TE-3, Transcom Corp. 215-884-0888.**

**Harris SX-1, 1KW AM, 1985, mint, going up in power, Transcom Corp. 215-884-0888**

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

**Silverline 30kw UHF TV transmitter, new, \$195,000.** Immediate delivery. Bill Kitchen, Quality Media, 404-324-1271.

**Silverline UHF transmitters** new, best price, latest technology totally redundant. Bill Kitchen, Quality Media, 404-324-1271.

**New RCA 110kw UHF transmitter.** RCA closeout. Fast delivery. Price: \$550,000 - includes tubes, Bill Kitchen, Quality Media, 404-324-1271.

**New RCA TTG-30H HI-band VHF transmitter.** RCA closeout. Fast delivery. Price: \$185,000. Bill Kitchen, Quality Media, 404-324-1271.

**CCA 10kw FM transmitter:** Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 404-324-1271.

## RADIO AND TV PROGRAMING

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**WANTED TO BUY EQUIPMENT**

**Over 120 AM & FM trans.** Our own inventory. AM: 8-50 kw, 15-10 kw, 16-5 kw, 3-2.5 kw, 8-1 kw, FM: 1-40 kw, 3-25 kw, 8-20 kw, 9-10 kw, 12-5 kw, 2-3 kw, 8-1 kw & others. Continental, RCA, Collins, C.C.A., Bauer, Harris/Gates & more. All spares, all air ready, all inst. books. World leader in broadcast transmitters. Now shipping to 21 countries. BESSCO International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600 or our new # 214-276-9725.

**For sale 1975 GMC motor home** with Onan 6kw generator, suitable for mobile studio, call Stan Kaplan -- WROO Radio Charlotte, NC 704-392-6191.

**Used fiberglass 6 meter satellite receiving dish** with mahua auto, Sony 1 inch and 3/4, Chyron graphics, Parasitic monitoring, on 1983 Ford C700 chassis. Transp 318-234-2223.

**Transportable uplink.** MCL Scientific Atlanta, Comtec, Hewlett Packard, Tektronics, Cal 60 kVA generator, pulled by 1984 GMC with Cat diesel engine with 20 foot custom box. TYP 318-234-2223.

**Let's clean out the warehouse!** Two FP-40S cameras - \$1,600, each; TK-27 - \$750 each; TP-7S - \$350 each; New 3M 400 and 420 Quad stock in shippers - \$1.25 a minute; TR-70B - \$1,495. TEK 528S - \$995 each; TEK 1420S (new \$2,095 - used \$1,395 each) VPR-1C - \$19,500. Call Lynwood Taylor or Marvin Luke 919-977-3600.

## ATTENTION

### BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

**Quality broadcast equipment.** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, 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. Laughrigh, 803-776-3600.

**Collins 22.5 KW FM transmitter.** 945 3 1/8" coax, ERI 12 bay antenna: package or separately. Phone 318-445-1234.

**Multi-camera video truck** for sale: 1985 '32' Ford F600 with 10,000 miles, two outside entrance doors, Ikegami Cameras, Grass Valley switcher, Chyron CG, isolated audio booth with Yamaha mixing console. \$325,000.00 Call 512-458-4343 or 512-453-5122.

**Everything...** from towers to cart machines. New or used. Call for your specific equipment needs. Dale Hendrix, Holt Technical Services, 215-666-2131. A division of the Holt Corporation.

**50 kw color TV transmitter.** RCA TT-50AH, 10 kw audio from regular service at a major market station. Expertly maintained. 220/440V 100KVA xfrm, manuals, spare parts, final, driver tubes, included Best offer. Leave message. Wayne Stager 702-384-9697. 213 E. Bridger Ave. Las Vegas, NV 89101.

**Over 120 AM & FM trans.** Our own inventory. AM: 8-50 kw, 15-10 kw, 16-5 kw, 3-2.5 kw, 8-1 kw, FM: 1-40 kw, 3-25 kw, 8-20 kw, 9-10 kw, 12-5 kw, 2-3 kw, 8-1 kw & others. Continental, RCA, Collins, C.C.A., Bauer, Harris/Gates & more. All spares, all air ready, all inst. books. World leader in broadcast transmitters. Now shipping to 21 countries. BESSCO International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600 or our new # 214-276-9725.

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**Get in on the ground floor.** Capitol City ABC affiliate is restaffing its newsroom. News director, anchors, reporters, photojournalists and production director needed. Forward resume to: Dennis Czechanski, General Manager, KTKA-TV, P.O. Box 2229, Topeka, KS 66601.

**Assignment editor.** It's the toughest job in any newsroom, so we're looking for just the right person. Strong news background, people management and positive attitude a must. Small staff, small cover a large area. Mid-50s market in the Midwest. Send resume to Box H-78, EOE.

**News director** for top rated west Tennessee affiliate. If you are a strong number two looking to run your own shop, this could be your opportunity. Send resume/ape to: Hal Edwards, General Manager, WBBJ-TV, P.O. Box 2387, Jackson, TN 38302. An equal opportunity employer.

**Reporter.** Minimum two years reporter experience. Must possess strong writing skills. Degree preferred. Fulltime. Send resume, recent tape to: Bob Janis, News Director, WHTM-TV, 3235 Hoffman St., Harrisburg, PA 17105, EOE. No calls, please.

**Reporter/photographer:** Growing indy UHF Raleigh-Durham seeks help on the street. Strong writing skills. Minimum one year experience. Resume/tape to News Director, WKFT-TV, 230 Donaldson, Fayetteville, NC 28301.

**Reporter.** Versatile, fast, aggressive, with a proven record of hard work. Excellent studio, packaging and live news skills a must. Minimum one year commercial TV news reporting experience. Tape, resume to Bob Allen, News Director, KCRG-TV, Cedar Rapids, IA 52401. No phone calls, please. EOE.

**Co-anchor/reporter:** Looking for a personal anchor to join our male co-anchor on the market's number one rated, award-winning 6:00 and 11:00 newscasts. Candidates should have prior television experience as an anchor or reporter. Send tape, resume and salary requirements to: Siew Kasloff, News Director, WVA-TV, P.O. Box 1930, Bluefield, WV 24701, EOE, M/F.

**Meteorologist:** If you're tired of the snow and the cold perhaps beautiful SW Florida is for you. If you have an AMS seal, put together an informative weathercast and deliver it in a personable style. Interested? Send tape and resume (no calls) to Duane Sulk, WFLV-TV, P.O. Box 06260, Ft. Myers, FL 33906, EEO, M/F.

**Managing editor:** KABC-TV Las Vegas seeks experienced professional leader to manage day to day operations of aggressive TV news department. Candidates need excellent people handling and creative writing skills. Minimum three years experience as producer or assignment editor. College degree required. Send resume and cover letter listing salary requirements to: Doug Ballin, News Director, KVBC-TV, 1500 Foremaster Lane, P.O. Box 44169, Las Vegas, NV 89116. No phone calls, please. KABC-TV is an equal opportunity employer.

**Production manager** for Midwest independent station needed to start immediately. Must enjoy writing commercial copy and working closely with clients. Could also involve handling station promotion. EOE. Box H-57.

**Production director,** on air promotion. Top twenty indy seeks first-class, creative and professional on-air producer/director for top-notch and aggressive promotion dept. Min. 3-5 years in producing fantastic on-air. Experience with CMX ("1" editing), DVE and Dubner a plus. Computer graphics a must. Strong news and movie promotion required. If excellence is your middle name send tape/resume and salary history to: Steve Lakey, Promotion MGN, KRKB-TV 31, 500 Media Place, Sacramento, CA 95815.

**Associate producer/director** for award winning statewide public TV network. Produce and direct programs highlighting Nebraska, its people and resources. Bachelors in broadcast journalism or related field and one year television production experience required. Equivalency considered. \$19,543 minimum. Apply by September 19 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501, A/AEOE.

**KPNX-TV** is seeking creative, innovative writer/producer. Primary responsibility is the area of news production. Station has commitment to excellence and tradition of winning major awards. Minimum two years experience as a promotion producer. Send tape and resume to Promotion Director, 1101 N. Central Ave., Phoenix, AZ 85004. A Gannett Broadcasting station. EOE.

**Videographer** to shoot for award-winning local, regional and national public television productions. Use 3/4" and Betacam. BVE-800 off-line editing. Moderate travel and national public television productions. Assistant to the director of broadcasting at CBS O&O station, senior production administrator at NBC, senior studio producer at ESPN, production manager at ABC affiliate. Strong interest/knowledge in sports/news and day to day station operations. If my background is compatible with your station's needs, let's talk. Call 305-694-2036.

**Radio-TV-cable sales manager,** employed, major market, seeks upward move. Well qualified. 415-731-0395.

**Over 30 years experience** in all phases of broadcast. Down link, studio sil., transmitter, FCC licensed. Contact Wm. Taylor 601-366-7526. Available now, day week, or contract.

**Audio engineer** music producer experienced in major market, state of the art electronic music studios, and recording techniques (field and in-house). Young, motivated, dedicated. Brian Hewitt, 313-569-7404.

**Newly graduated** technical student with knowledge of both studio and remote procedures. Particulars: Chyron 4100, 1900 cameras, edit RM440. Looking for entry level or apprenticeship position in audio visual and/or television production. Can start work immediately. 212-975-8857 F. Lester.

**Production manager** for Midwest independent station needed to start immediately. Must enjoy writing commercial copy and working closely with clients. Could also involve handling station promotion. EOE. Box H-57.

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## HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**Associate producer,** CBS affiliate, Austin, TX needs small market producer who wants to move up. Good writing skills, good news judgment, hands-on production in small market necessary. Tape and resume to Tim Gardner K1BC-TV, P.O. Box 2223, Austin, TX 78768. Non-returnable video tapes. EOE.

**WVTD-TV News,** P.O. Box 2009, Durham, NC 27702. EOE.

**News producer:** Successful applicant must have at least two years experience producing news shows in a small to medium market. Strong writer with experience in live technology, including satellites. Send resume to: WVTN-TV News, P.O. Box 1000PM, Minimum two years experience. Medium market Midwest ABC affiliate. Send resume and salary requirements to Box H-88, EOE.

**Top nation wide broadcast company** needs a strong friendly news personality to complement our male anchor at 6:00 and 10:00PM. Minimum two years experience. Medium market Midwest ABC affiliate. Send resume and salary requirements to Box H-88, EOE.

**Emerging conservative Christian** 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 BBC/WPosition L, 6445 Powers Ferry Rd., #180, Atlanta, GA 30339 EOE

## HELP WANTED SALES

**High quality news vet.** Anchors, reports, producers Management potential. Wants return to top 50. 1-502-827-2530.

**Writer/producer:** 12 yrs. international experience. Includes network and national publications! Both sides of the camera. Box H-49.

**Help me back into sports.** Award-winning one man band. Small markets welcome. Will move anywhere. Box H-67.

**Look no further!** Exp. anchor-reporter seeks dedicated news organization. Weekends if you desire. Call Steve 218-723-1058.

**Trid of TV news prima-donnas?** Young female reporter with such a passion for news that no assignment is too small. Hard working and hard driving. Can write as well as produce own TV reports. Call Roma 212-988-2352.

**Remember your first break?** Entry level position as ENG photographers. Experience with Ikegami HL-79A. Hitachi 231 and Sony BVU-110. Hardworking and intelligent. Will relocate. Call Steve Kinishi! 312-891-2607.

**Staring over.** Award-winning reporter, well-rated anchor/producer lost momentum during Columbia fellowship. Do us both a favor. Call Pete at 312-565-0712.

**Seasoned broadcaster, 36.** Currently TV weather anchor and radio GM. Salary, position negotiable. Prefer Southeast. Box H-91

**Anchor, 18 years experience,** medium & large markets. Heavy background in reporting & producing. Some news management. Prefer east of Mississippi. Box H-81.

**News director,** asst. ND, or EP. 3 years ND experience. Heavy background in talent and producing. Good with people & budgets. Box H-82.

**Situations wanted programming production & others**

**Had my first taste of experience,** now ready for full-time position. Working knowledge of video. Willing to relocate. Alan Miller, 615-832-8022.

**Seeking entry level position** in TV programming department of mid-large market. Have internship experience. BA in telecomm. w/minor in psych. Very hard worker and willing to relocate. Call Michael 914-761-3340.

**Miscellaneous**

**Primo People** looking for accurate, personable weathercasters with solid credentials. Send tape and resume to Steve Forcicelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116, 203-637-3653.

**California, Washington, Oregon** TV newsletter monthly job listings, articles, \$35 annually. The West Coast Edition, Box 136, San Luis Obispo, CA 93406.

## CABLE

**HELP WANTED SALES**

**Emerging conservative Christian** 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 BBC/WPosition L, 6445 Powers Ferry Rd., #180, Atlanta, GA 30339 EOE

## ALLIED FIELDS

**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 communications firms is desirable. Send resume and salary history in confidence to: Personnel Director, Firstmark Financial Corporation, 110 E. Washington St., Indianapolis, IN 46204.



**Bob Kaufman**, researcher, ABC News, Washington, joins WBOC-TV Salisbury, Md., as reporter.

**Carl Ayers**, from WCHS-TV Charleston, W. Va., joins WXIII-TV Winston-Salem, N.C., as reporter.

Appointments at WLISAM) Old Saybrook, Conn.; **Michael Feldman**, reporter, to news director; **Elise A. Calgagnini**, weekend reporter, WMMWAM) Meriden, Conn., to anchor; **William Abelson**, announcer, to public service director.

## Technology

**Barry Meyer**, former head of international affairs, Mercury Communications Ltd., London, joins Houston International Teleport as chief operating officer.

**Sally Olson**, market support administrator, utilities industries division, IBM, Denver, joins Kelly-Western Corp., Aurora, Colorado, based communications engineering and construction firm, as technical support director.

**Michael Bean**, applications manager, Western region, Augat Inc., based in Mission Viejo, Calif., named district manager, interconnection components sales group.

**Kimberly I.W. Shaw**, chief videographer and commercial director, Video Station Productions, South Merrimack, N.H., joins Video, Scotia, N.Y.-based production and post-production facility, as editor and videographer. **Valerie Sosnow**, computer training specialist, Center for Learning Technologies, New York State Education Department, Albany, joins Video as computer graphics artist.

**Ken Polk**, from Glen Glenn Sound, Los Angeles, joins Compact Video Inc., Burbank, Calif., as audio re-recording mixer.

**Ed Tomoda**, graphics producer, KGO-TV San Francisco, joins Varitel Video there as senior patronbox artist and art director.

**Deborah Wexler**, production manager, WXYZ-TV Detroit, joins WFLA-TV Washington, as assistant chief engineer, operations.

**Donald W. Smith**, chief engineer, WMFRAAM) University, Fort Wayne, Ind., joins WANE-TV there as community affairs director.

**Bob Muscatel**, announcer, WLISAM) Old Saybrook, Conn., named promotion director.

**Dale Werner**, assistant chief engineer, WXJTV) Jacksonville, Fla., joins WPIV-TV Detroit as technical manager, engineering department.

**Promotion and PR**  
**John M. Williams**, from Business Wire, New York, joins PR Newswire, New York-based electronic news release distributor, as senior VP.

Appointments, MTV Networks Inc., New York: **Judy Levin**, publicist, press relations, to manager, affiliate and marketing publicity; **David Newman**, account executive, Ogilvy & Mather, New York, to manager, press information; **Jeanne Cassidy**, coordinator, press relations, to manager, media services.

**Arthur (Bud) Calabrese**, account executive,

Time Inc., New York, joins People & Properties, public relations firm there as director, advertising sales and sponsorships.

**Robert J. Wright**, director, motion picture public relations, ABC network division, Los Angeles, named VP, public relations, West Coast.

Appointments made in reorganization of NBC Corporate Communications: **John Miller**, VP, advertising and promotion, NBC Entertainment, Los Angeles, to VP, advertising and promotion, NBC Corporate Communications; **Betty Hudson**, VP, NBC corporate relations and advertising, New York, to VP, corporate and media; **Jay Michaels**, VP, corporate creative services, Los Angeles, to VP, corporate and media relations, West Coast.

**Brian J. Buchanan**, staff writer, Gannett Foundation, Rochester, N.Y., named director, media relations.

Appointments, Los Angeles office, Manning, Selvage & Lee, New York-based public relations firm: **Janeae Bolter**, senior account executive, to account supervisor; **Susan Klein**, account executive, to senior account executive; **Melissa Schumier**, assistant account executive, to account executive.

**Cindy Schneider**, manager, marketing and promotion, Players Inc., Miami, joins The Lippin Group, New York, as account executive.

**Alex Smith**, account executive, Richardson, Myers & Donofrio, Philadelphia office, and **Karen Lambrecht**, account executive, Contemporary Marketing Inc., Philadelphia, join Weightman/Schaefer Public Relations, Philadelphia, as account executives.

**Steve Lakey**, from KEYTTV) Santa Barbara, Calif., joins KRKB-TV Sacramento, Calif., as promotion and marketing manager.

**Angela Scofield**, programming director, educational cable channel operated by Purdue University, Fort Wayne, Ind., joins WANE-TV there as community affairs director.

**Bob Muscatel**, announcer, WLISAM) Old Saybrook, Conn., named promotion director.



Wright



Ucelli

## Allied Fields

**Loretta Ucelli**, director of communications, American Federation of Government Employees, Washington, joins National Association of Broadcasters there as VP, public affairs and communications since 1981 with AFGE since 1981 and its director of communications since 1985. Prior to that she was with KDKAAM) Pittsburgh. Ucelli also worked for Democratic presidential campaigns in 1980 and 1984. She assumes NAB post Sept. 15. **Valerie**

**Schulte**, associate general counsel, legal department, NAB, named senior associate general counsel. **Kevin Burke**, **Theresa Rabel** and **Howard Woolley**, managers, government relations, NAB, named directors, government relations. **John Polich**, president, Simmons-Scarborough Gannett Center for Media Studies on campus of Columbia University, New York, as associate director, research and technology studies.

Members elected to three-year terms on advertising and promotion advisory committee, Public Broadcasting Service, Washington: **Pamela Golden**, public relations and advertising director, WPEB-TV) Pittsburgh; **Diana Hatch**, communications manager, University of North Carolina Center for Public Television, Chapel Hill. Officers elected to one-year terms: **Barbara Goen**, public information director, KCEETV) Los Angeles, chairman; **Carolyn Bailey-Lewis**, public information chairman; **Greg Peterson**, public information chairman; **WNB-TV Morgantown, W. Va.**, vice

rector, WNB-TV Morgantown, W. Va., vice board of directors, Softpedal Inc., Atlanta-based developers of software for broadcast-crs. **Joseph Capobianco**, program director, WPEFM) New York, returned to full-time media consultation through his firm, Cross-Country Communications, Suller, N.Y.

**Daniel J. Harrold**, from Finnegan, Henderson, Farabow, Garrett & Dunbar, Washington-based law firm, joins Collier, Shannon, Rill & Scott there.

Client service representatives appointed at Administrator, Chicago office: **Scott Musgrave**, account executive and media specialist, Media Directions, Rochester, N.Y.; **Kathleen Connolly Coffey**, media research director, Century Media Corp., New York.

**Deaths**  
**Dorothy J. Masia**, 61, VP, secretary and cofounder with her husband, Jack, of Masia Radio, New York radio representation firm, died of lung cancer Aug. 8 at Mount Sinai Medical Center, New York. She is survived by her husband, and three sons.

**Joseph Reeves Bolton**, 75, retired WPXI-TV) New York air personality, died Aug. 13 of heart attack at Santa Monica (Calif.) hospital. Bolton worked for station from 1948 through 1975, serving as host of children's programming, when he was known as "Officer Joe Bolton," as well as weatherman and still announcer. Bolton is closely identified with wife's *Three Stooges* show and appeared in two films with comedy trio. Bolton is survived by his wife, son and daughter.

**Roger S. Bowman**, 71, retired NBC announcer and newscaster, died Aug. 5 of heart attack at his Putnam Hill, Conn., home. He is survived by his wife, Viola, and daughter.

**John C. Brewer, Los Angeles bureau chief, Associated Press, named general executive in New York. Steve Crowley, executive VP Ameritex, Washington-based subsidiary of World System Tele-cast Services, Philadelphia, as broadcast executive for Pennsylvania, New Jersey and Delaware. William A. Cunningham, informa-**



Brewer

## News and Public Affairs

**Karen Kohl, assistant controller, MTV Network systems director, American Fabrics Co., Bridgeport, Conn., joins AP as management news producer, replaces Doctor Laura Dubowski, associate producer, CBS News, New York, replaces Begley; Peter Cane, executive producer and writer, WCBS(AM) New York, to assignment editor; Kevin Rowson, former Kelly Wright, producer and health reporter, Christian Broadcasting Network, Washington, to general assignment reporters.**

**Mark Hoffman, managing editor, WLS-TV Chicago, joins WABC-TV New York as assistant news director. Chauncy Howell, from WNBC-TV New York, joins WABC-TV as features reporter.**

**Sue Wylie, public affairs director, WLEX-TV Lexington, Ky., named assistant news director. John Hannah, former offensive guard, New England Patriots of National Football League, joins NBC Sports as analyst for NFL games.**

**Appointments in programming department, C-SPAN, Washington: Terry Murphy, field production manager, to director, programming operations; Roxanne Belair, field crew chief, replaces Murphy; Marilyn Buerkle, senior producer, to unit manager, in-house programming; Connie Doebele, unit manager, studio operations, to manager, legislative unit; Carl Rutan, political editor, adds duties as field units manager; Eileen Quinn, guest coordinator, to senior guest coordinator.**

**Chris Fowler, sports reporter, KCNC-TV Denver, joins ESPN, Bristol, Conn., as host, *Scholastic Sports America*, weekly, half-hour, national high school sports report, to premiere Sept. 6.**

**Bernard Gershon, managing editor and afternoon anchor, WOR(AM) New York, named news director.**

**Craig A. Kuhlman, assistant news director, KOIN-TV Portland, Ore., named news director.**

**Jeff Whitaker, 11 p.m. anchor, WGM-TV Wildwood-West Atlantic City, N.J., named news director. Neil Rattigan, anchor, WMDT-TV Salisbury, Md., replaces Whitaker.**

**Terry Kurtz, assistant news director, WNYT-TV Albany, N.Y., joins KOLR-TV Springfield, Mo., as news director.**

**Rod Fritz, anchor and reporter, WEI(AM) Boston, joins WMEX(AM)-WJIX(FM) there as news director. Harvey Leonard, meteorologist, WNEV-TV Boston, adds duties as meteorologist, Ed Hopkins, from WJET(FM) Chicago, joins KAYI-AM-FM Tulsa, Okla., as afternoon announcer.**

**Ron Morgan, from KMOX(AM) St. Louis, joins KSD-FM there as morning announcer.**

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**Ron Morgan, from KMOX(AM) St. Louis, joins KSD-FM there as morning announcer.**

**John McKnight, weekend anchor, WSB-TV Atlanta, joins WPCQ-TV Charlotte, N.C., as anchor. Russ Frye, from WSEF-TV Erie, Pa., joins WPCQ-TV as weather anchor.**

**Sue Abrams, from KOAM-TV Pittsburg, Kan., joins WPDE-TV Florence, S.C., as anchor. Mike Redford, producer and anchor, WLSN-TV Lansing, Mich., joins WBRK-TV Detroit as reporter.**

**Marty Burns Wolfe, anchor and reporter, KARE-TV Minneapolis, joins WISN-TV Milwaukee as anchor and reporter.**

**Reporters named at KMOV-TV St. Louis: Eric Gormly, former reporter, KHOU-TV Houston; Mike Brown, investigative reporter, WCMH-TV Columbus, Ohio; Mary Shalvarian, reporter and editor, KTHV-TV Little Rock, Ark.**

**Glenn Farley, reporter, WSMV-TV Nashville, joins KING-TV Seattle as business reporter.**



## Bob Henley: radio's man in the middle

Of the many causes to champion in radio, few have become more important in the bottom-line era of the 1980's than the industry's resistance to rising music licensing fees. Bob Henley, as chairman of the All-Industry Radio Music License Committee, has led a long, often bitter struggle to keep station payments for music to a minimum. AIRMLC is a voluntary group comprising 11 broadcast executives who negotiate music licensing fees on behalf of the radio industry.

Henley, an even-tempered broadcaster of long experience has called on reserves of stamina in seeking financial agreements between the industry and both the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Inc. (BMI). Faced with a protracted and costly court battle with ASCAP earlier this year over new music licensing contracts, Henley and the committee negotiated an out-of-court compromise that resulted in an industrywide annual blanket rate hike of approximately 7.5%—less than the 16%-18% increase originally sought by ASCAP. But the settlement came easily to neither side. It followed three-and-a-half years of tough bargaining and the first "rate court" proceeding initiated by the industry under ASCAP's 1950 consent decree that settled an antitrust case against the society. The committee was seeking a reduction in ASCAP's rate.

(The previous ASCAP contract for radio expired on Dec. 31, 1982, and broadcasters have been working under an interim agreement since then. The newly negotiated blanket license agreement extends for five years beginning in January 1987.)

"I believe the litigation would have been successful if we had the resources [finances] from the broadcasting industry to go all the way with the court action," says Henley.

Henley, 54, has led a crusade to teach radio broadcasters the impact of music licensing fees on a station's profitability. He has spoken often at industry meetings and state broadcasting conventions around the country. "He is perhaps the most dedicated person to the cause," says Voncile Pearce, vice president/director of Radio South Inc. Jasper, Ala., and vice chairman of the AIRMLC. Henley, who has served as chairman of the committee since 1979, says that most radio broadcasters are still unfamiliar with the operation of music licensing firms. "Many broadcasters dwell on the sales aspect of their operations and often overlook the other way a bottom-line can be improved, and that's by cutting expenses," says Henley.

Henley estimates that radio this year will pay ASCAP and BMI a total of \$100 million. "If a station has a profit margin of 25%,



ROBERT EDWARD HENLEY—chairman, All-Industry Radio Music License Committee; b. June 12, 1932, Du Quoin, Ill.; BA, journalism, Southern Illinois University, Carbondale, Ill., 1954; MA, mass communications, University of Illinois, Champaign, 1959; news writer, WGN-AM-TV Chicago, 1959-62; radio production supervisor, WGN(AM), 1962-65; administrative assistant, news, WGN(AM), 1965; news director, WGN-TV, 1966-67; program manager, WGN(AM), 1967-74; station manager, WGN(AM), 1974-75; vice president and general manager, WGN(AM), 1975-78; president and general manager, KGNR(AM)-KCTC(FM), 1978-86; chairman of AIRMLC since 1979; m. Peggy Anne Stamer, July 16, 1960; children—William, 25; Betsy, 22; Susan Jane, 19.

it would need to generate \$400 million in gross sales to arrive at that same \$100 million," says Henley. According to Henley, the lack of knowledge about music licensing costs has contributed to the committee's less-than-adequate financial backing from broadcasters.

In addition to leading the music licensing battles for the radio industry, Henley had until this month served as president and general manager of Tribune Broadcasting's KGNR(AM)-KCTC(FM) Sacramento, Calif., where he took early retirement on July 31. (Henley will remain a consultant to the company over the next year.) That date also marked the end of a 27-year career with Tribune.

After receiving a masters degree in mass communications from the University of Illinois in 1959, Henley became a news writer for Tribune's WGN-AM-TV Chicago. One of Henley's early accomplishments came the following year. Henley recalls that WGN Inc. (now WGN Continental Broadcasting Co.) decided to do a half-hour local news program on WGN-TV, the first for Chicago and among the first for an independent station anywhere. The 15-minute newscast was standard at the time. Henley, who had done a thesis on the feasibility of a half-hour newscast at the University of Illinois, was picked

to help launch the show, along with another WGN news writer, Bob Mulholland, later president of NBC and currently director of the Television Information Office. The newscast, however, was trimmed back to 15 minutes a year later due to "heavy competition" from the network-affiliated stations in the market, says Henley.

In 1962, he became production supervisor of WGN(AM) and, in 1965, administrative assistant to the manager of WGN radio news. The next year, he was named news director of WGN-TV. In February 1967 Henley moved back to the radio side to become program manager. For the next several years, Henley was instrumental in building the talent pool that kept MOR/talk WGN high in the ratings. With Wally Phillips already on board, Henley set out to hire Roy Leonard and Bob Collins. The three remain integral parts of the station today.

Henley became station manager of WGN(AM) in 1974 and was promoted to vice president and general manager in 1975. When WGN Continental purchased KCRA(AM) (now KGNR) and KCTC(FM) Sacramento in 1978, Henley was sent to the California capital to head operations.

It was during Henley's tenure as head of WGN radio in 1976 that Don Thurston, president of Berkshire Broadcasting, North Adams, Mass., and a member of AIRMLC, asked the Henley to join the committee. Henley agreed and was soon thrust into the round of negotiations with ASCAP and BMI. Three years after his initial encounter with the major music licensing issues, Henley was elevated to AIRMLC chairman.

As chairman, Henley says his biggest challenge came in June 1984, when BMI, then headed by Ed Cramer, circumvented the AIRMLC and sent out new three-year contracts that sought an annual increase in the blanket license of from 15% to 18%. "There is no question that BMI's action sent shock waves through the industry," says Henley. That summer the National Association of Broadcasters, National Radio Broadcasters Association, Broadcast Financial Management Association and the Daytime Broadcasters Association petitioned the committee and BMI to return to the bargaining table and, as a result, a new two-year contract containing an annual rate increase for 1985 of 8.8% was signed. (The most recent BMI contract expired last Dec. 31, but was extended for one year.) BMI also agreed to work with the committee in establishing with the Justice Department a rate court similar to the one in place for ASCAP that would mediate any future contract disputes. That process is still in the works.

Henley's next task: concluding new music licensing negotiations with BMI and its newly appointed president, Frances Preston. "I'm expecting excellent cooperation on both sides in getting a new agreement by the end of the year," says Henley. ■

**Net revenue for three television networks in second quarter** was \$1,702,827,000, according to Broadcast Financial Management Association, which has arrangement with Arthur Young & Co. to compile network-submitted data.

ABC announced its staggered scheduling of **new show and season premieres** last week, beginning Sept. 8 with first *Monday Night Football* game, when New York Giants visit Dallas Cowboys. On Tuesday, Sept. 16, one-and-a-half-hour premiere episode of *Jack and Mike* (formerly *Our Kind of Town*) will follow repeat episode of *Moonlighting*, at 8:30-9:30 p.m. On Wednesday, Sept. 17, *Perfect Strangers* will make its season premiere at 8-8:30 p.m., followed by premiere of *Head of the Class*. On Friday, Sept. 19, pilot for *The Last Electric Knight*, originally carried on *Disney Sunday Movie*, will run at 8-9 p.m. At 9-10 p.m. on that night, *Starman* will premiere, and at 10-11 p.m., repeat episode of *Moonlighting*. On Saturday, Sept. 20, *Life with Lucy* will premiere in its 8-8:30 p.m. time period. At 8:30-9 p.m., *The Ellen Burstyn Show* premieres. At 9-10:30 p.m. on Saturday will be special hour-and-a-half premiere of *Heart of the City* (formerly *Cold Steel and Neon*), followed by preview of fall season on ABC at 10:30-11 p.m. On Sunday, Sept. 21, *The Disney Sunday Movie* will premiere at 7-9 p.m. with "Pete's Dragon" in its first network appearance. At 9-11:30 p.m. will be premiere of *ABC Sunday Night Movie* with "You Only Live Twice." Monday, Sept. 22, at 8-9 p.m., will be season premiere of *MacGyver*. On Tuesday, Sept. 23, *Who's the Boss* will have its season premiere, at 8-8:30 p.m., followed by premiere of *Sledgehammer* at 8:30-9 p.m., and

season premiere of *Moonlighting* at 9-10 p.m. At 10-11 p.m. on Tuesday, *Jack and Mike* will have season premiere in its regular time period. On Wednesday, Sept. 24, at 9-10 p.m., season premiere of *Dynasty* at 9-10 p.m. will be followed by premiere of *Dynasty II: The Colbys* at 10-11 p.m. On Thursday, Sept. 25, new news magazine, *Our World*, will premiere at 8-9 p.m., followed by *The Colbys* in its regular 9-10 p.m. time period, and *20/20* in its 10-11 p.m. time period. On Friday, season premieres of *Webster* and *Mr. Belvedere* at 8 p.m. and 8:30 p.m., respectively, will be followed by *Sledgehammer* at 9 p.m. (originally scheduled at 9:30) and *Side Kicks* at 9:30 p.m. (originally scheduled at 9). On Saturday Sept. 27, *Heart of the City* will premiere in its regular 9-10 p.m. time period, followed by 10-11 p.m. season premiere of *Spenser: For Hire*. On Sunday, Sept. 28, the *ABC Sunday Night Movie* (9-11 p.m.) will premiere with "Raiders of the Lost Ark." On Tuesday, Sept. 20, *Growing Pains* will make its season premiere at 8:30-9 p.m. On Thursday, Oct. 1, *Hotel* will make its season premiere.

**WGBX-TV Boston digital audio experiment has been approved for three-month period by FCC.** UHF station, part of WGBH Educational Foundation, will broadcast series of programs using Sony PCM-F1 digital audio processor to convert audio. To listen, viewers must have videocassette recording with pulse code modulator (PCM) digital audio processor. Others will receive normal mono audio, but during test hours will see encoded audio as black and white lines.

**New Jersey Governor Thomas H. Kean asked state attorney general to withdraw state's petition opposing transfer of wor-tv Secaucus, N.J., from RKO General to MCA Inc.** "Following discussions with MCA president, Lawrence P. Fraiberg... MCA has agreed to commitments regarding its plan for meeting the broadcasting needs of New Jersey," said Kean. Attached to withdrawal filed with FCC was four-page letter outlining MCA's commitment to meeting commission imposed obligations. Kean said: "I believe New Jersey viewers will be well served by withdrawal of State's petition opposing transfer of the license to MCA."

**FCC Mass Media Bureau has denied petition for rulemaking** by Office of Communication of United Church of Christ, Action for Children's Television and Legal Defense and Education Fund of National Organization for Women seeking rulemaking to resurrect commission's antitrafficking policy with rule that generally would require licensees to hold stations for five years before selling. Bureau said petition had not set forth "any basis" to upset its decision in 1982 to get rid of policy.

**Home Shopping Network**, South Clearwater, Fla.-based producer of home shopping programs, continued relentless buying spree with purchase of sixth TV station this week. It is buying **wclq-tv Cleveland** from Channel Communications of Ohio Inc. for \$15 million. The independent on channel 69 has 2,000 kw visual, 200 kw aural and antenna 1,160 feet above average terrain. HSN also bought **wsjt(TV) Vineland, N.J.**, this week for \$23 million (see "Changing Hands," page 102). HSN is headed by Roy Speer, chairman. Communications Equity Associates was broker for Cleveland sale.

**ABC affiliate wcvb-tv Boston will not carry network's new late-night talk shows hosted by Jimmy Breslin and Dick Cavett**, debuting in fall. Station will run *Nightline* at 11:30 p.m. midnight Monday through Friday, and will follow it with *Night Gallery* at midnight, and *Tales of the Unexpected* at 12:30 a.m. on Tuesday, Wednesday and Thursday. On Monday, *Monday Night Football* will be followed by local news, *Nightline* and *Tales*. On Friday, station will run *Dempsey and Makepeace* at midnight-1 a.m.

**SportsChannel Network**, owned by Cablevision's Rainbow Program Enterprises, Washington Post Co. and CBS Inc., has reached

**Running red.** *It's a good thing Ted Turner holds a majority interest in Turner Broadcasting System. If he didn't, the TBS chairman and president might have a stockholders' revolt on his hands.*

*For the second quarter of 1986, ending June 30, TBS reported a net loss of \$85.8 million (\$4.73 per share) on revenues of \$158 million compared to a net loss of \$6.7 million (31 cents per share) on revenues of \$99 million for the same period in 1985.*

*TBS attributes the "sizable" second-quarter loss to its co-sponsorship of the Goodwill Games in Moscow last month and to cash and noncash expenses related to its purchase of MGM in the spring. TBS lost \$26 million on the Goodwill Games, considerably more than the \$10 million-\$15 million Turner officials were admitting at the time of the games. TBS paid \$60 million in interest on debt picked up during its acquisition of MGM. TBS also recorded another \$45 million in losses in its amortization of the intangible MGM assets, but, unlike the interest payments, the amortization losses do not represent an out-of-pocket expense.*

*TBS expects quarterly reports to improve. The Goodwill Games will not be held for another four years, and TBS hopes that the losses generated this year will be "nonrecurring" in both the real and bookkeeping sense. What's more, TBS has agreed to sell all the "nonlibrary" assets of MGM to Lorimar-Telepictures and United Artists for \$460 million. The deal is expected to close prior to Sept. 30 and TBS intends to use the proceeds to partially repay the \$600 million in senior extendable notes as soon as possible. Paying down the debt will dramatically reduce TBS's interest expenses.*

*In a prepared statement, Turner said the second-quarter results are not as bad as they appear. "While the reported net losses for the quarter and six months ended June 30, 1986, are on their face quite large, the company's underlying business operations continue to show satisfactory growth in both revenues and operating income... For the six months period, operating income... amounted to approximately \$45 million in 1986 versus approximately \$41 million in 1985. Had July 1986 losses from the Goodwill Games not been charged to operations at June 30, 1986, operating income, as defined, for the six-month period would have been approximately \$71 million or an increase of approximately 71% over 1985 amounts."*



agreement in principle" to buy **Pro Am Sports System**, Detroit-area regional cable sports service, from John E. Fetzner. Addition of 'ASS makes SportsChannel Network available to more than 10 million cable subscribers in Detroit, New York, New England, Chicago and Philadelphia television markets, SportsChannel said last week.

□

U.S. Court of Appeals for Ninth Circuit, in upholding district court opinion last week in **Pacific West case**, seemed to put limits on application of its earlier **Preferred decision**. Nothing in Preferred, it said, "requires that a municipality open its doors to all cable-television newcomers, regardless of size, shape, quality, qualifications or threat to the ultimate capacity of the system." Pacific West Communications sued city of Sacramento, Calif., in district court in 1983, alleging that city's refusal to grant it cable franchise was violation of its First and 14th Amendment rights. In March 1985, Pacific West moved for preliminary injunctions to enjoin city from denying it opportunity to build and operate system, but district court rejected it and Pacific West appealed. "Regardless of the merits of Pacific West's attack on the constitutionality of Sacramento's franchising procedures, Pacific West has no such right to unrestricted access to Sacramento's utility facilities," court said. In proposing to build cable system, Pacific West's First Amendment "interests are not absolute. At the very least, Sacramento may regulate the noncommunicative aspects of cable broadcasting through reasonable time, place and manner restrictions. . . . What is clear is that the district court could not grant the open-ended preliminary injunction that Pacific West requests without infringing the legitimate power of Sacramento to prevent disruption of the public domain."

□

**FCC will not adopt technical standards for direct broadcast satellite service**, commission said in report and order released last week. Commission had proposed several standards related to reducing interference between systems in early 1985, and industry comments suggested support of FCC-mandated DBS standards, but commission said they provided insufficient basis to overcome reservations about the need for any "such standards. FCC said in report that industry groups provide "appropriate" mechanism for resolution of technical issues in developing DBS field. Organizations such as Direct Broadcast Satellite Association, which completed major report earlier this year on DBS technical standards, had not expected commission action in area.

□

**New World Television** has hired **Tony Brown**, senior vice president and general sales manager of Blair Entertainment, to head up **new domestic sales unit**. Brown will be taking number of Blair Entertainment staff, including **Joe Middelburg**, vice president and national sales manager, with him to New World, after he ends work with Blair on Sept. 12. There was no official word from Blair Entertainment, division of John Blair & Co., recently acquired by Reliance Capital Corp., on replacement for Brown. As of last week, however, question was whether Blair will continue to be in distribution business. Rumors at time John Blair first became takeover target had it that entertainment division would be spun off. Blair rights to distribution of NFL properties are one programming item currently under negotiation for sale. Also, Lorimar-Telepictures had been mentioned as logical party to acquire Blair Entertainment's *Divorce Court*, since it would get Storer Communications part ownership of show when Storer station deal is approved. Lorimar-Telepictures said that since it does not own stations yet, it is not talking about buying entire series.

□

**Clark L. Sanders**, currently vice president and general manager of **mpex Audio-Video Systems Division**, was named to new corporate post of vice president of marketing and new technology, where mpex said he will focus on "corporate growth through internal expansion, acquisition and strategic partnering relationships." **Don Bogue**, vice president and general manager of magnetic tape division, will step in as AVSD head.

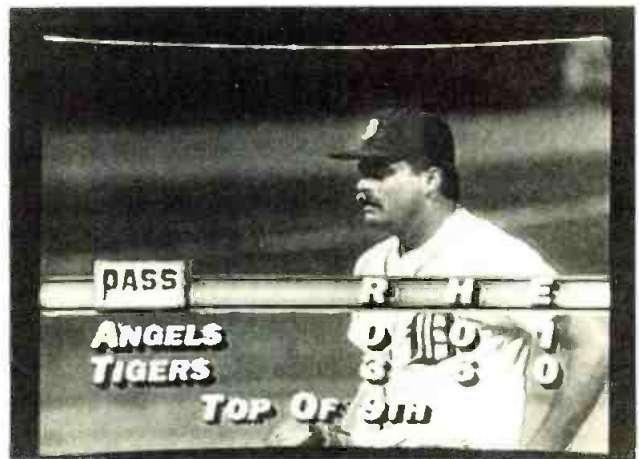
**U.S. Court of Appeals** in Washington ruled last week that **FCC may not pre-empt state public utilities commissions and regulate intrastate common carrier services** offered over subcarriers of FM radio stations. Case is result of appeal of FCC order brought by California PUC. In his opinion, Circuit Judge James Buckley said Communications Act does not give FCC authority to preempt state regulation of such services "merely because. . . [the state] regulations may frustrate the entry of FCC licenses. . . . Public interest considerations may well favor changing the present rules and allowing more complete FCC control over intrastate radio common carriage. This decision, however, must be made by Congress, not by the FCC, and not be the courts."

□

Motion picture industry received couple of setbacks in federal courts last week in its on-going battle with cable over **compulsory copyright license fees**. Early in week, District Court Judge June L. Green denied industry's request for stay of her July 31 ruling that cable operators have been overpaying copyright fees, that copyright payments should be calculated on basis of gross revenues attributable to carriage of broadcast signals only. Industry then took its request for stay to federal appeals court, but, on Friday (Aug. 22), it, too, rejected it. NCTA spokesman Steve Tuttle said Copyright Office of Library of Congress is planning to issue new "interim" procedures this week for filing copyright payments for first six months of 1986 in light of district court's July 31 ruling.

□

**Michael J. Duffy**, 24, son of James Duffy, director of corporate public relations, American Television & Communications Corp., Englewood, Colo., **died Aug. 13** of injuries suffered when struck by automobile in Denver on July 26.



**Lineup change.** In what is believed to be a first in sports television, NBC switched from its baseball Game of the Week coverage last Wednesday night to pick up the feed of a local pay cable network covering the Detroit Tigers-California Angels game, and Tiger pitcher Walt Terrell's bid for a no-hitter. NBC was covering the New York Mets-Los Angeles Dodgers game from Los Angeles. It usually covers a second game but chances of a rainout in Los Angeles seemed small so NBC covered only that game and arranged to pick up the feed of Pro-Am Sports Services' Tiger-Angel contest. The link to Detroit (PASS was using NBC affiliate WDIV-TV's remote truck) was established early in the evening and NBC producers watched as Terrell kept his no-hitter alive through eight innings. NBC switched its entire network to the PASS coverage and announcer Larry Osterman in the top of the ninth in time to see Terrell get two outs before Wally Joyner doubled to break up the no-hit bid. NBC then switched back to the Mets-Dodgers contest.

## Editorials

**A job for broadcasters**

The League of Women Voters has begun a campaign to recapture the sponsorship of presidential-candidate debates in 1988. The Democratic and Republican National Committees had assumed joint sponsorship since being nominated for that role by a special bipartisan Commission on National Elections last winter.

The league's president, Nancy Neuman, argued vigorously during a press conference (BROADCASTING, Aug. 18) that debates programed by the two major-party committees would be rigged: "power brokers," she said, "in smoke-filled back rooms making decisions based on private interests with no regard for the voters." Representative Charles Schumer (D-N. Y.), a member of the league's advisory committee, added that, with the parties in charge, the front-running candidate will do what he can to "tone down" the debates, and the less articulate candidate will want ground rules that diminish the other's advantage.

The league has a point, or indeed points. Conflicts between opposing candidates would only escalate if their parties were jointly in charge of arrangements. Indeed a candidate unwilling to debate could be immensely assisted by a national committee demanding ground rules that were unacceptable to the other committee. The stalling could go on through the election. Nor are national committees the natural choices to sponsor debates among their own candidates before the nominating conventions.

None of that is to say, however, that the league is the better choice of sponsor. Its record in arranging joint appearances of presidential candidates in previous elections going back to 1976 is, well, spotty. In the first of two appearances by Walter Mondale and Ronald Reagan in 1984, the league wound up with only three journalists to interrogate the candidates, although four had been proposed. The campaign headquarters to which the league had submitted journalists' names kept issuing rejections.

Earlier in 1984 CBS broadcast a joint appearance of the three principal candidates for the Democratic presidential nomination, Mondale, Senator Gary Hart and Jesse Jackson. The three were questioned by Dan Rather in the first program of its kind to be arranged by a network since the 1960 appearances of John F. Kennedy and Richard Nixon were produced in rotation by ABC, CBS and NBC. Robert Squier, a leading media consultant for Democratic candidates, called the Rather program the best of its kind.

Why not a return to 1960, with broadcasters in charge of broadcast debates? Could it be an assignment for the National Association of Broadcasters?

**Food for thought**

Seagulls have traditionally been most closely associated with the history of the Great Salt Lake area, but another bird is the center of attention there this week as broadcast newsgatherers convene at their annual meeting.

The other bird has blurred the distinction between what is local and national news and has redefined what is and is not possible. But the importance of the message should not be lost in the dazzle of the satellite messenger, as the recipient of this year's Paul White award will no doubt remind the convention.

Many of the news directors in Salt Lake City for the Radio-Television News Directors Association convention grew up with television news. But television news grew up with Fred Friendly. It is fitting then, that he will be in Salt Lake City this week to receive RTNDA's highest honor. Elsewhere in this issue, Friendly,

former CBS news president and a television news craftsman during what has been labeled that genre's "Golden Age," talked about television news then and now, with some reservations about now. Among Friendly's thoughts to be shared in Salt Lake this week, especially with network representatives there: "The only reason the networks came into being in the first place is that [they] did things the stations couldn't do. Well, if you're not doing anything they can't do themselves, why do they need you in 1986?"

With the rise of regional news cooperatives and the increased freedom afforded stations by satellite news gear, the networks no longer have a guaranteed pipeline for their material.

Local stations must also continue to put a premium on product. They must not become too enamored of the technology, the flashy graphics and remote capabilities. The ability to anchor the 6 p.m. newscast from atop the World Trade Center is not reason enough to do so unless the news is also up there.

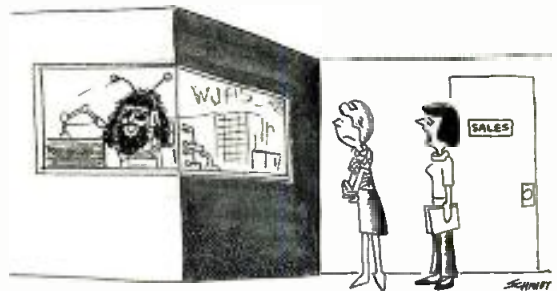
**One for the win column**

Little fanfare attended the Senate's elimination last week of an equal-time provision from campaign financing legislation (S. 1806) currently awaiting a final vote in that house. A note of congratulations is sounded here.

The National Association of Broadcasters expended considerable energies to persuade the bill's author, David Boren (D-Ola.), to drop the provision, which would have extended the equal-time constraints of the political broadcasting law by forcing broadcasters to give away air time to candidates responding to political ads sponsored by Political Action Committees.

In December 1985, when the Senate first considered and then delayed voting on the bill (attached as an amendment to—with Senatorial logic—the Central Interstate Low-level Radioactive Waste Compact), Boren had no intention of dropping the equal-time provision, invoking Supreme Court's *Red Lion* decision in arguing for the response-time requirement as an extension of the personal attack rule. By the time a delegation of broadcasters met with him last March, the outlook for the Fifth Estate had brightened considerably, with Boren saying he had an open mind to a voluntary rather than a legislative approach to negative ad responses. He praised an NAB white paper that suggested broadcasters could be more selective in their choice of political ads.

By the time of the NAB's joint board meeting in June, Boren was saying he was no longer wedded to the provision. And by the time the issue was debated, he raised no objections to its removal. NAB gets a point for its part in the senator's enlightenment.



Drawn for BROADCASTING by Jack Schmidt  
*"He says he won't come out until they pick a standard for stereo."*